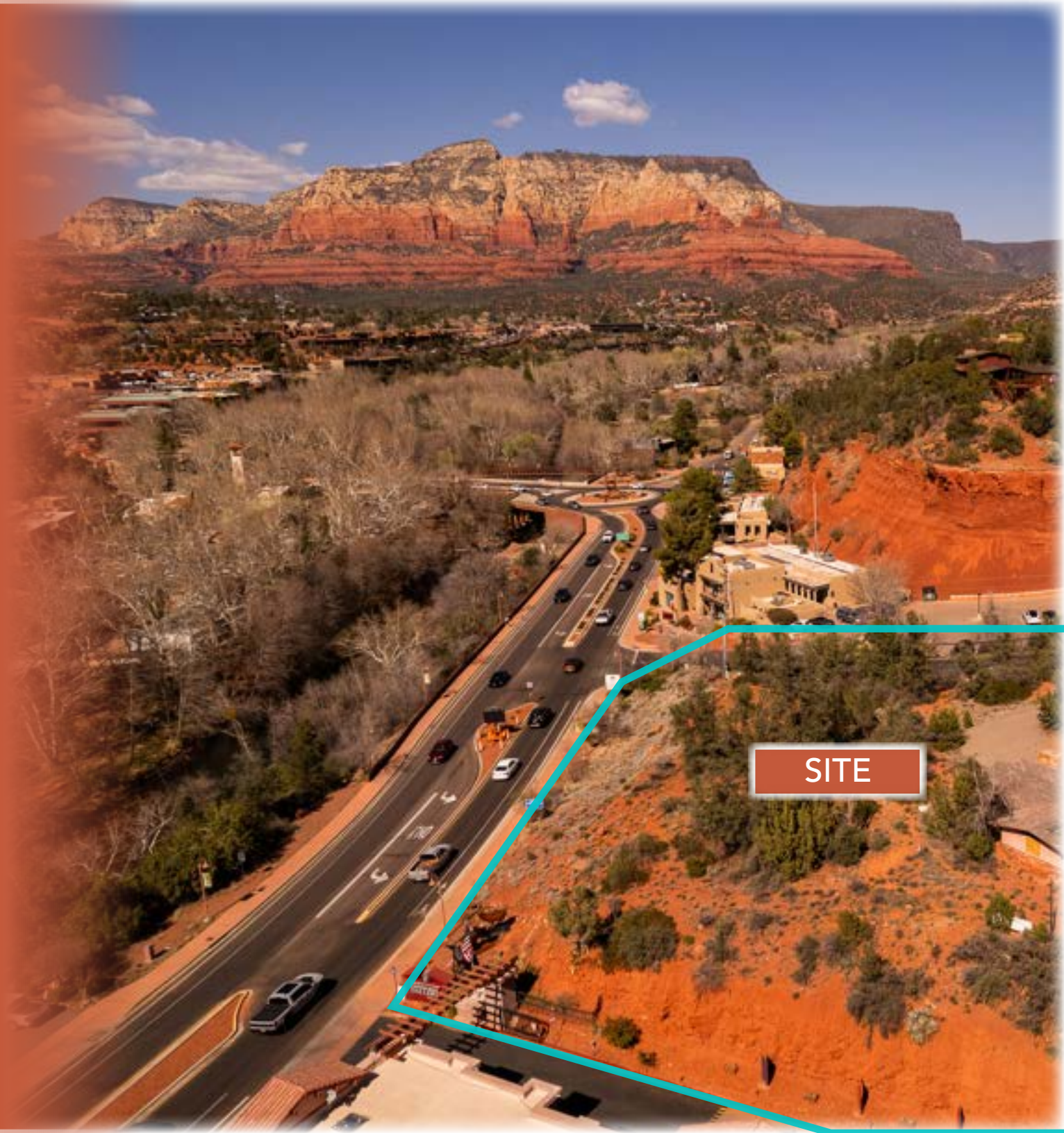


SEDONA RED ROCK GATEWAY

541 SR 179
Sedona
Arizona, 86336



SITE



SITE

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PROPERTY OVERVIEW

TYPE	DEVELOPMENT
SALE PRICE	\$2,200,000
PRICE-PER-ACRE	\$880,000
PRICE-PER-SF	\$20
LOT SIZE	109,688 SF / 2.5 AC
UTILITIES	ONSITE
CROSS STREETS	SR 179 / HIGHLAND RD
ZONING	CO / SR-18

Positioned along Arizona State Route 179 in Coconino County — the primary gateway into Sedona — this landmark parcel captures visibility from the approximately 3.2 million visitors who enter the city each year, offering both prominent frontage and sweeping red rock vistas.

The site enjoys breathtaking views of Sedona’s iconic formations, including Cathedral Rock, Bell Rock, and Courthouse Butte, as well as the dramatic landscapes of Oak Creek Canyon.

Located within Sedona’s vibrant Gallery District and walking distance to Tlaquepaque Arts & Shopping Village, the property sits in one of the city’s most active and walkable tourism corridors.

With both commercial and residential zoning in place, the site offers a rare opportunity for flexible development in a highly visible and sought-after location walking distance to Uptown Sedona.



INVESTOR HIGHLIGHTS



Prominent Frontage on SR 179 with up to ±21,000 VPD



Sweeping Red Rock Views



Dual Zoning Flexibility for Commercial, Residential or Mixed Use Development



Utilities Onsite (Power, Water, Sewer, Cable)



Walking distance to Tlaquepaque and Gallery District



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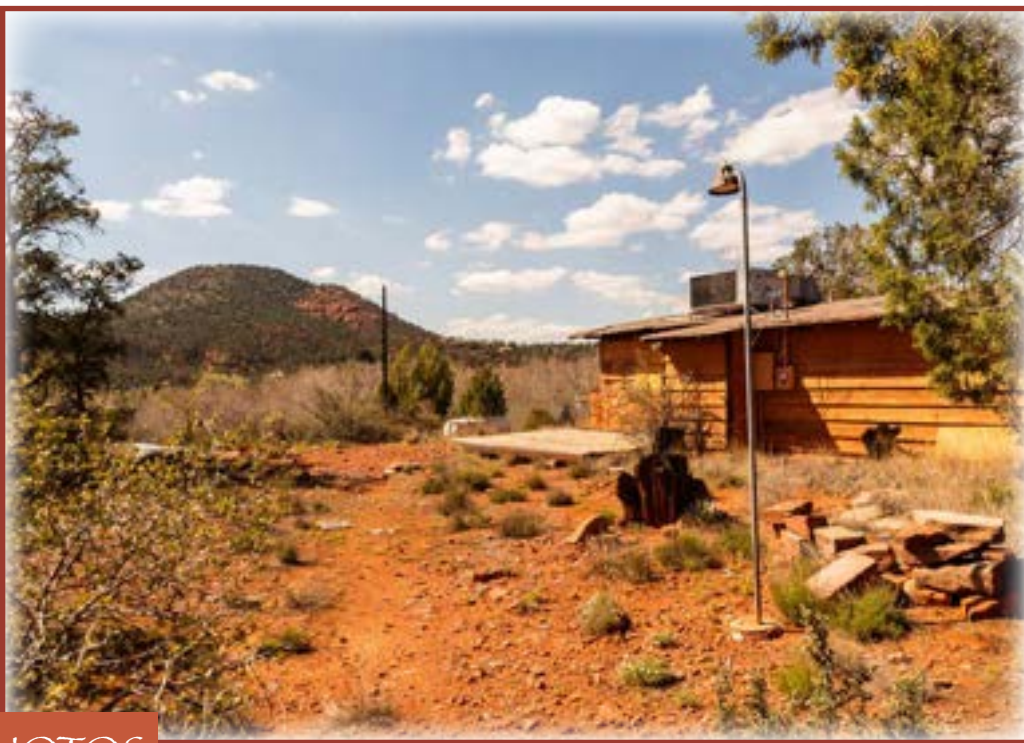
HIGHLAND RD



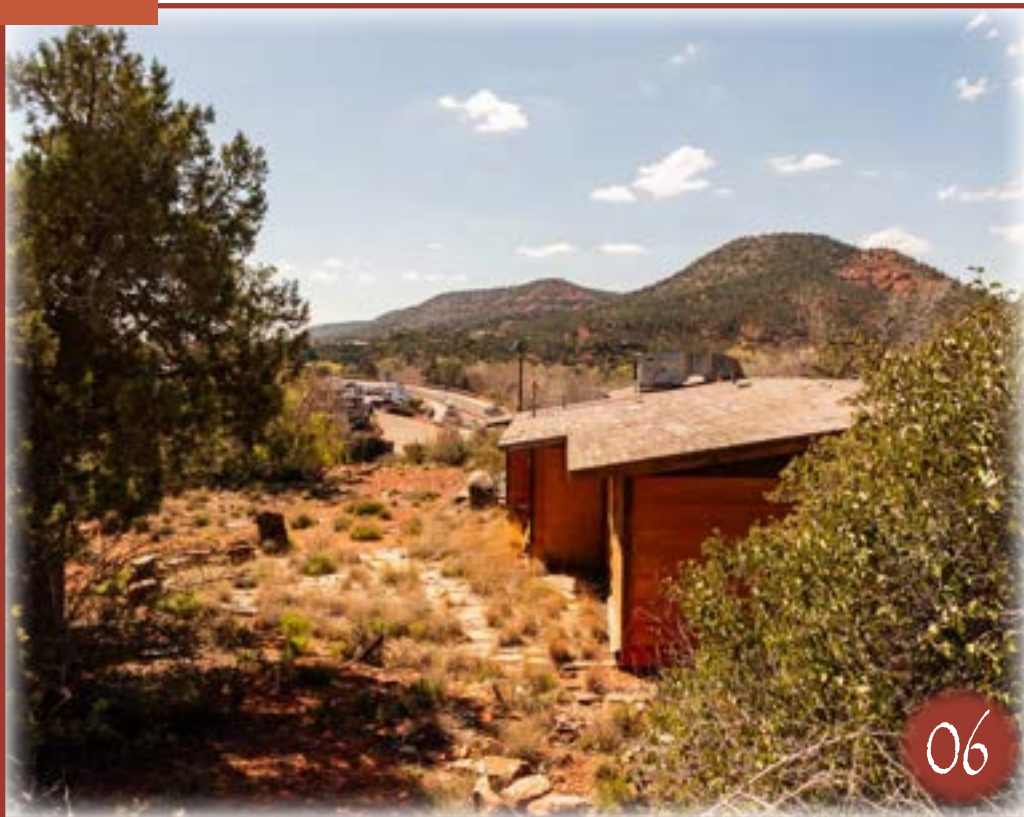
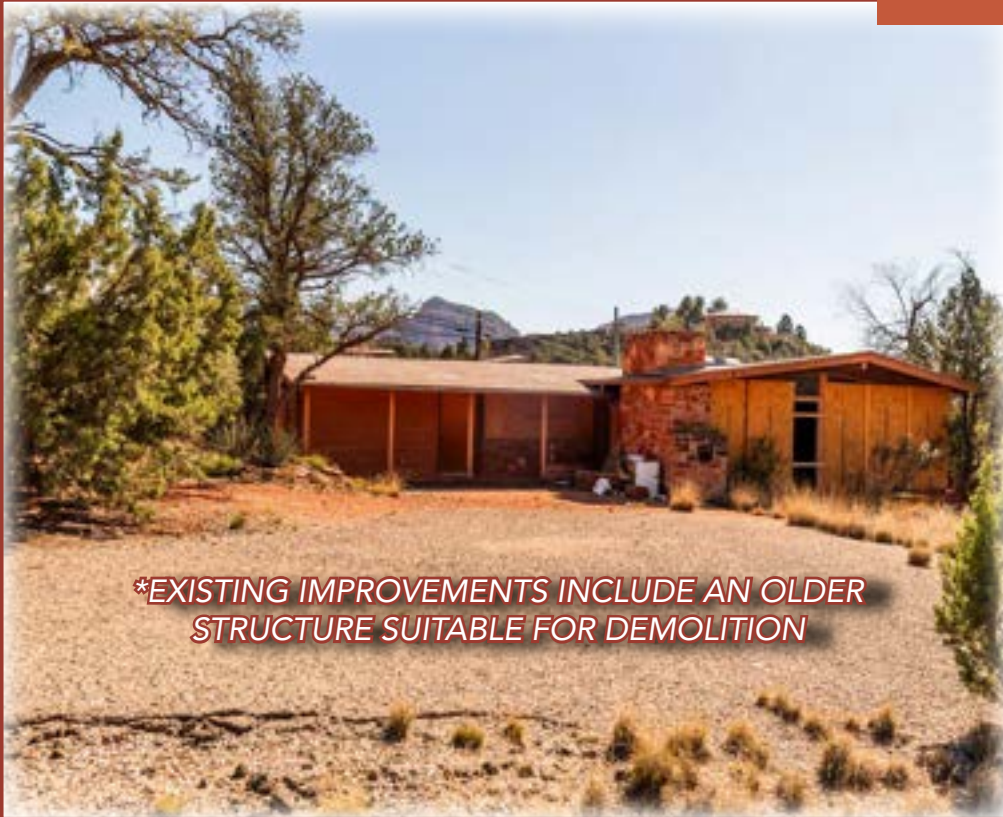
COCONINO NATIONAL FOREST



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SITE PHOTOS



SEDONA

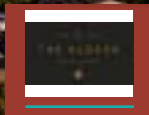
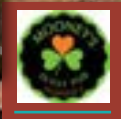
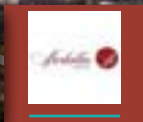
The Sedona lifestyle is defined by a seamless connection to nature and wellness in this outdoor living environment. Known for its energy vortexes, red rock formations and strong spiritual community, the city is the perfect place to focus on relaxation and wellbeing. The city of Sedona itself is only 12,000-13,000 acres (appx 19-20 square miles) and is surrounded on all sides by the Coconino National Forest, a 1.84 million acre (appx 2900 square mile) expanse. In this expanse, residents experience a routine of scenic beauty, quiet mornings, vibrant sunsets, and year-round outdoor access.

The community is intentionally recognized as a wellness destination, offering a blend of physical activity and restorative experiences. Through the region, there are an extensive network of 400+ miles of scenic trails that provide access to hiking, biking and exploration to the Southwest's most striking terrain.



HIGHLAND RD

SOUTH AERIAL



Hillside Sedona Shopping Center

Exposures
International Gallery
of Fine Art

SITE

The Inn Above
Oak Creek



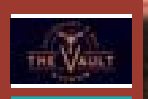
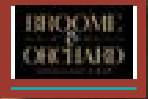
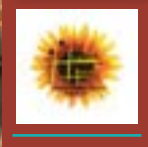
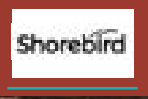
Oak Creek

WEST AERIAL



El Portal
Sedona Hotel

Tlaquepaque
Arts &
Shopping Village



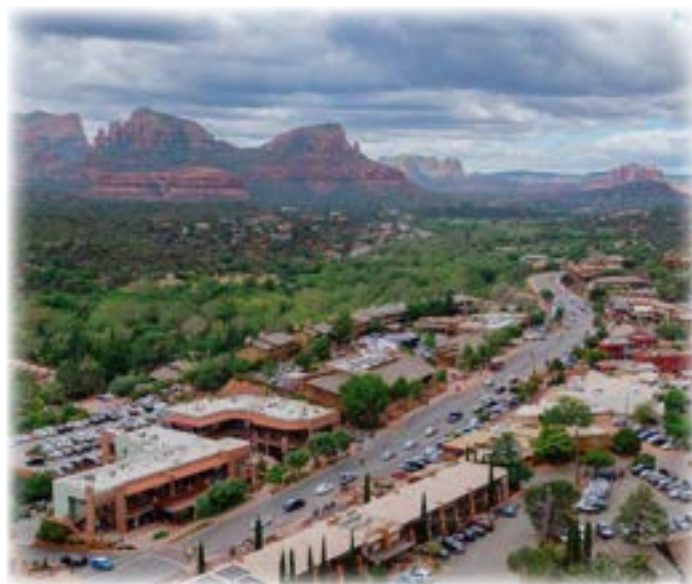
Oak Creek

Appaloosa
Trading Co.



HIGHLAND RD

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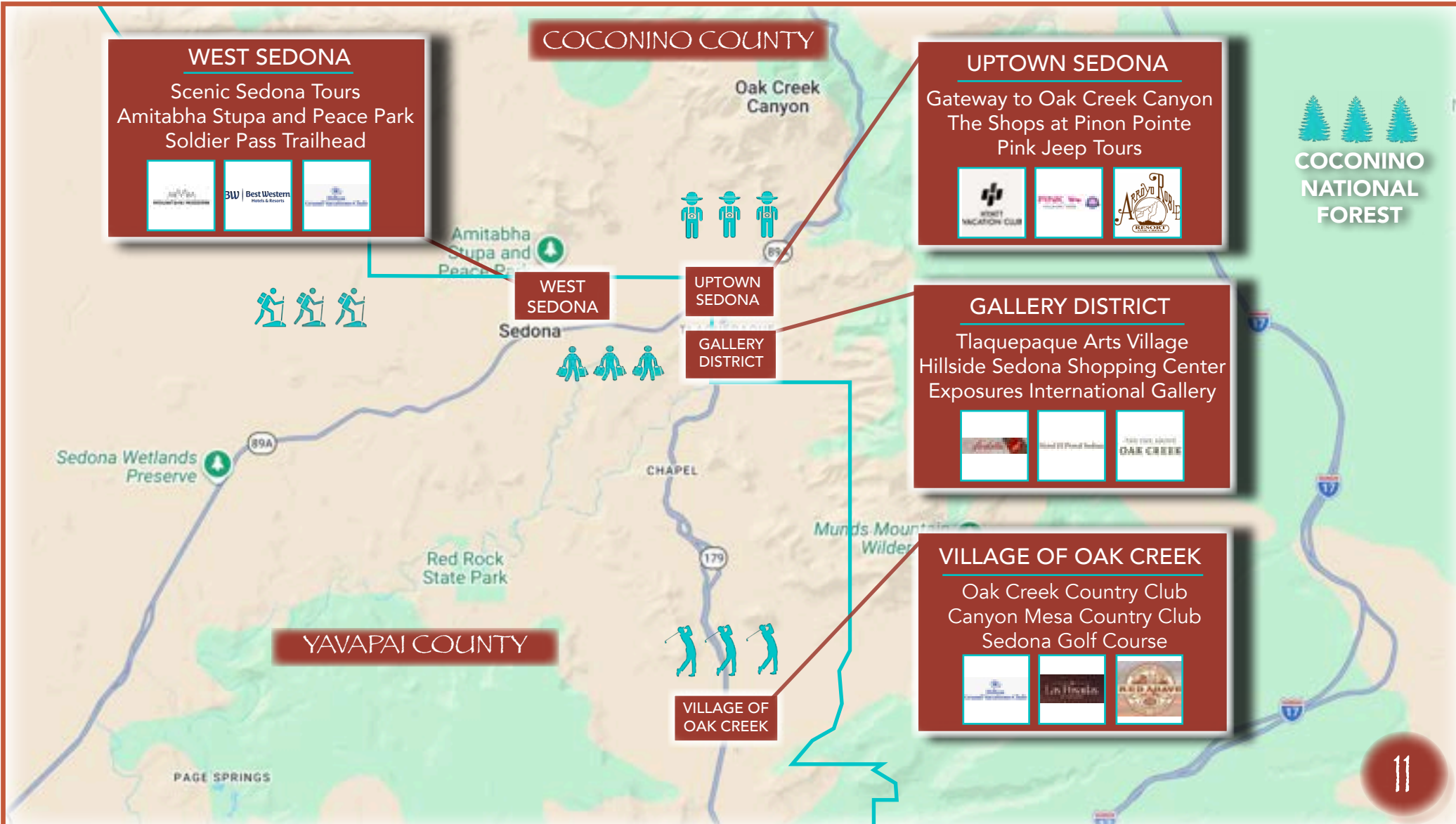
ECONOMIC OVERVIEW

Sedona represents one of the most supply-constrained commercial markets in the Southwest, driven by a combination of selective land use, limited private developable land, environmental and preservation policies, and a surrounding national forest that caps future inventory. The city's geographic constraints significantly restrict new commercial development, resulting in a finite inventory of retail, restaurant, and service-oriented space. The market's tenant base is heavily weighted toward retail, boutique hospitality, and wellness-oriented users — supported by a high-spending visitor demographic. High barriers to entry, coupled with elevated land and construction costs, have created a competitive leasing environment with minimal vacancy and strong long-term asset appreciation.

The city's economy is driven by tourism, generating over \$1 billion in annual economic activity and supporting a substantial share of local employment and tax revenue. The consistent influx of visitors drives premium pricing power, enhances access to commercial assets, and reinforces long-term investor confidence. The city's luxury destination reputation attracts second-homeowners, location-independent professionals — further diversifying spending patterns and supporting year-round economic activity.

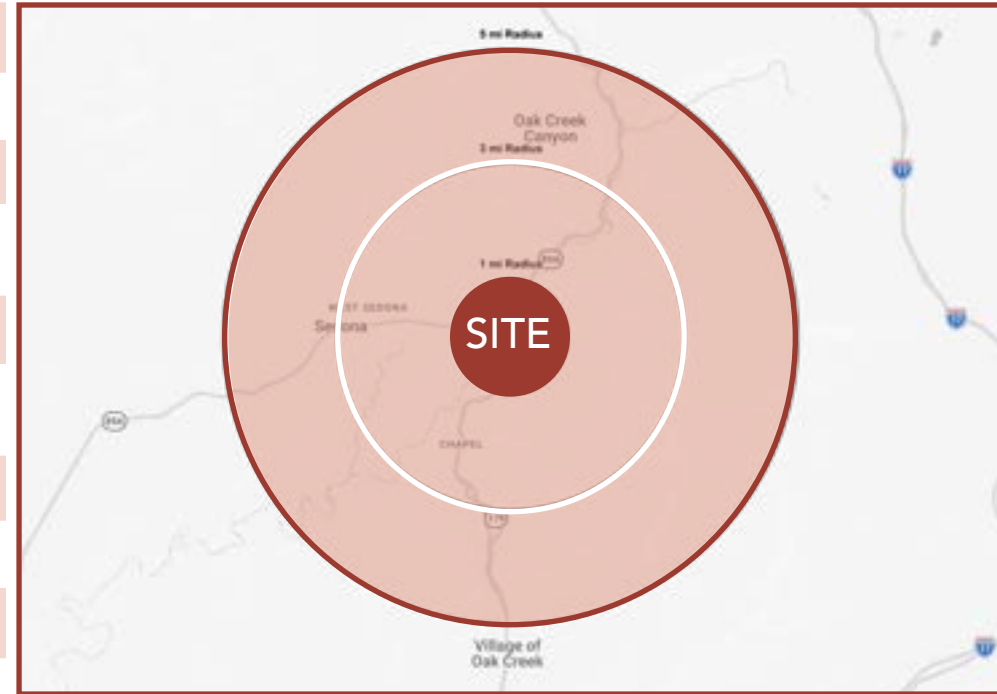
State Route 89A and State Route 179 capture the vast majority of the area's ±3.2 million annual visitors. These corridors function as the economic backbone of the market, offering irreplaceable frontage, high traffic counts, and strong tenant visibility. State Route 89A serves as the primary commercial route through Uptown and West Sedona, while State Route 179 connects the Village of Oak Creek to the city's core — resort, gallery and destination retail uses.

CORRIDORS OF SEDONA



DEMOGRAPHICS

2025 SUMMARY (SITESUSA)	1 MILE	3 MILE	5 MILE
DAYTIME POPULATION	2,898	11,867	14,348
ESTIMATED POPULATION	1,673	9,717	12,473
AVERAGE HOUSEHOLD INCOME	\$97,353	\$114,115	\$114,695
TOTAL RETAIL EXPENDITURE	\$43.49 M	\$252.82 M	\$322.57 M
TOTAL HOUSEHOLD EXPENDITURE	\$86.97 M	\$507.91 M	\$646.86 M
MEDIAN AGE	61.5	30.1	59.9
AVERAGE HOUSEHOLD SIZE	1.7	1.9	1.9
TOTAL HOUSEHOLDS	966	5,141	6,540
TOTAL BUSINESSES	345	1,373	1,618





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Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants, and governmental agencies. All properties and services are marketed by ORION Investment Real Estate in compliance with all applicable fair housing and equal opportunity laws.