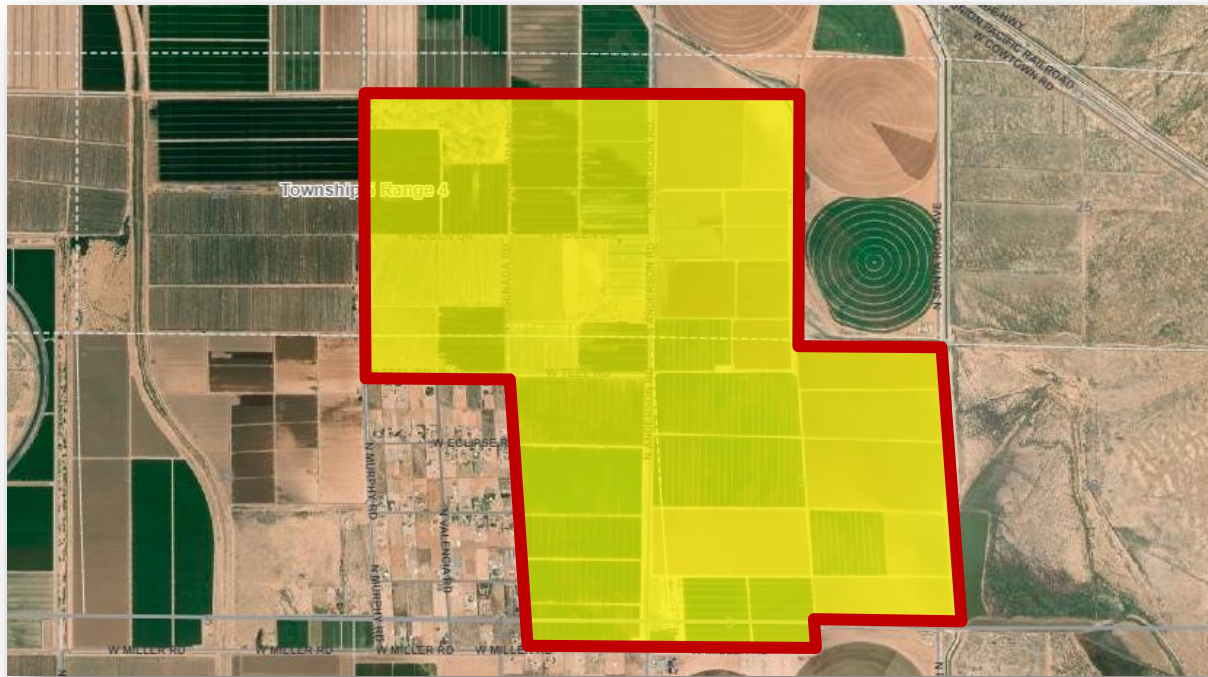


# Santa Cruz Ranch

*A Master Planned Community*



**Request for a Major General Plan Amendment for a Master Planned Community Land Use Designation on Approximately 1,886 Acres**

**Generally located at the SWC of Murphy and Val Vista Road Alignments**

**SUBMITTED TO:**

**City of Maricopa Planning and Zoning Division**

**PREPARED BY:**

**Iplan Consulting**

**Prepared: April 30, 2021**

**Revised: September 22, 2021**

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## **PURPOSE OF REQUEST**

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Iplan Consulting, on behalf of W Holdings, presents to the City of Maricopa a request for a Major General Plan Amendment pertaining to approximately 1,886 acres of land located south of the Maricopa – Casa Grande Highway and west of Murphy Road. The project has been studied for development for over seventeen years and underwent significant design and entitlements phases through Pinal County in 2005 where it was approved as a Planned Area Development and had an adopted Development Agreement. Mostly undeveloped since these original Pinal County approvals, the project area will seek to be annexed into the City of Maricopa and will therefore be subject to the City’s General Plan “Planning Maricopa”, Zoning Ordinance, and Subdivision Ordinance.

The property is currently a mix of land use designations in the City’s adopted Future Land Use Plan Map, including Master Planned Community, Low Density Residential, and area currently outside of the City’s planning area. We are proposing to change the land use designation for the entire property to Master Plan Community. This application preceeds forthcoming Annexation and Rezoning applications so that all of the land area will be included in the City of Maricopa’s planning area and become fully entitled within the city.

## **PROJECT TEAM**

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### **Land Use Entitlements:**

**Iplan Consulting**  
**3317 S. Higley Road #114-622**  
**Gilbert, AZ 85297**

**Contact: Greg Davis**  
**Email: Greg@iplanconsulting.com**  
**Phone: (480) 227-9850**

### **Master Developer:**

**W Holdings**  
**1121 W. Warner Road, Suite 109**  
**Tempe, AZ 85284**

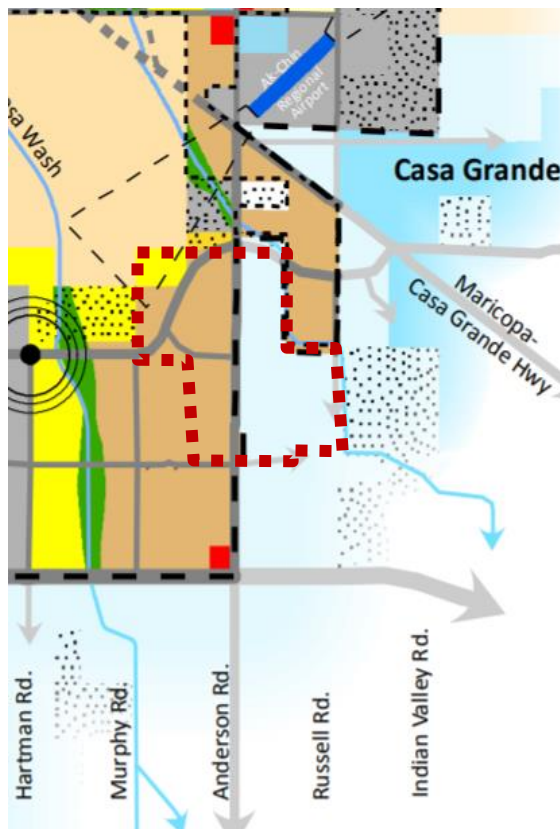
**Contact: Seth Keeler**  
**Email: sethk@wholdings.com**  
**Phone: (480) 831-2000**



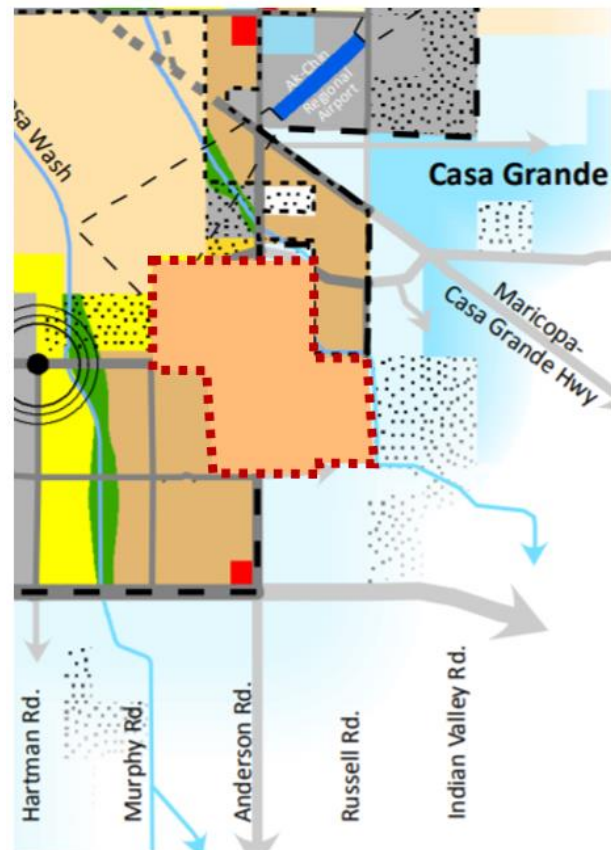
## EXISTING AND PROPOSED LAND USES

The existing and proposed Future Land Use Maps for the City of Maricopa for Santa Cruz Ranch are shown below as follows:

**EXISTING**



**PROPOSED**



**Master Planned Community**

## EXISTING SITE CONDITIONS

The approximately 1886 acre property is comprised of multiple parcels that are either vacant or used for agricultural production. It is anticipated that with development, those agricultural uses would ultimately be phased out as needed to accommodate the development. Land to our north, east, and generally south is also being used for agricultural purposes with some large lot residences nearby. Most notably, there is a neighborhood of large lot “ranchette” style residences located to our southwest. These neighbors are located on a Pinal County island within the City of Maricopa planning area. Their property is designated as “Master Planned Community” which is the same designation as our request. Generally, they are the neighbors most interested in our proposal and our immediately adjacent property to theirs is also already designated as MPC. It is not until you extend to the east and north that you have property that would be newly designated as MPC if our application were to be approved.



## **PUBLIC BENEFIT**

There are numerous benefits to providing the MPC designation on the property. The designation is intended for large properties to be harmoniously planned, in unison, for a balance of residential and non-residential uses in a manner that supports a sustainable, well-planned community with infrastructure to support the development. The large scale, macro approach allows the City to consider projects like Santa Cruz Ranch in a broader perspective to ensure a large area like its 1886 acres is thoughtfully planned out and provides residents with not only housing, but varied housing types, commercial and employment opportunities, and parks and open spaces. Transportation and connectivity can be evaluated on a larger scale to ensure the movement of people, goods, and services are appropriate to promote quality of life and integration into the larger City and community as a whole. Santa Cruz Ranch as a proposed master planned community accomplishes this purpose in a way that a simple development plan proposal does not.

## **UTILITIES**

The project is anticipated to ultimately use Global Water for water and sewer services. Adequate line sizing, connections and improvements will need to be installed to service the project. Dry utilities providers include Orbitel/Century Link, Electric District #3, and Southwest Gas. All utility providers will need to be coordinated with in conjunction with the future zoning case(s) and development plans prepared for the project.

## **FLOOD ZONE**

A portion of the property is located in Flood Zone A, as indicated on Exhibit 2 – Drainage Existing Conditions. This area will need to be specially considered as the project moves through the entitlements and civil engineering process. Drainage arrows and surrounding FEMA information are depicted on this exhibit for reference.

## **TRANSPORTATION**

The Conceptual Land Use Plan, Exhibit 1, indicated the proposed street connectivity at both the arterial and collector street level. Arterial streets alignments are indicated on the plan as: Murphy Road, Teel Road, Cow Town Road, Miller Road, and Anderson Road. The proposed “future collector” is indicated on the plan as looping through both primary land use sectors of the plan, bifurcating the MDR land use categories as well as providing some separate between commercial and non-commercial land uses. The arterial roadway network will connect the project to the nearby Maricopa – Casa Grande Highway and Interstate 10. Roadway improvements needed to access this project will be contemplated through future land use cases, traffic studies, and related development plans.

## **CONCEPTUAL LAND USE PLAN**

The project’s prospective distribution of land uses is illustrated on the “Conceptual Land Use Plan” that has been provided as part of this application, please see Exhibit 1 – Conceptual Land Use Plan. The exhibit is very high level, as it indicates the intent of the underlying land uses beneath the actual land use designation of “Master Planned Community”.



These uses are show as follows:

Medium Density Residential (MDR) = 980 Acres

High Density Residential (HDR) = 688 Acres

Commercial (C) = 97 Acres

TTL Acreage = 1886

School, parks, open space, churches, civic facilities and other more specific land uses are anticipated to be woven into the broader land use fabric as expected from property designated as MPC. It is anticipated that a future planned area development rezoning case would illustrate in more detail what the community will look like in design form.

## **CONFORMANCE WITH PLANNING MARICOPA**

Planning Maricopa, the City's current General Plan, seeks to ensure the community's needs for a balance of land uses are met through expanding quality development with a mix of residential, commercial, open space, and public facility land uses throughout its planning area. Santa Cruz Ranch is surrounded by property that is also designated for Master Planned Communities and is in close proximity to important transportation corridors like the Maricopa – Casa Grande Highway, helping to ensure ease of access to the larger Phoenix metropolitan area as well as the City of Casa Grande and Interstates I-8 and I-10.

The project request for a Master Planned Community land use designation is in conformance with the priorities of the Planning Maricopa document. Due to the large scale of the Santa Cruz Ranch project, it exceeds the threshold of 160 acres and allows for a true variety of residential options that will provide for a variety of lot sizes, with land area also available for schools, commercial activities, open space and opportunities for churches and other neighborhood supporting land uses to materialize as the project builds out. The companion rezoning document will more clearly illustrate the connectivity of parks and open space so that residents can enjoy outdoor activities and multi-modal forms of transportation to travel freely throughout their community.

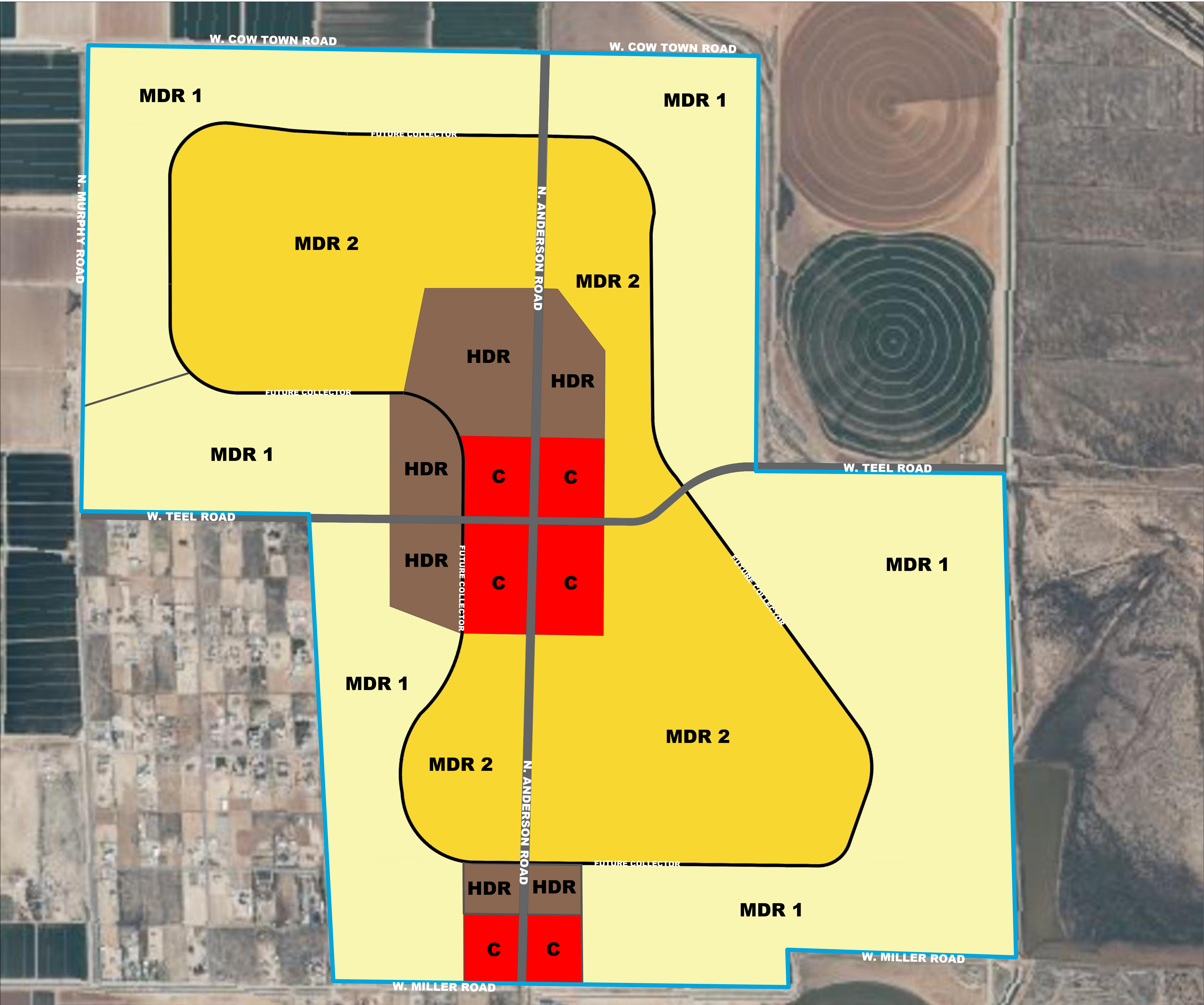
The overall land use plan shall feature a balance of residential, commercial, public facility and open space uses with enhanced connectivity that will be vital to the quality of life for Santa Cruz Ranch's residents. The proposed commercial parcel is anticipated to be large enough to support a possible grocery-sized anchor and other out parcel development to service the immediate needs of this new community and surrounding area.

## **TIMING OF DEVELOPMENT**

The project is anticipated to develop in a series of phases. As desired by the Master Planned Community land use designation, the developer(s) shall provide for the improvements necessary to allow the proposed neighborhoods to build out in an orderly manner. The details of these improvements will be prepared by the design team's engineers, architects, and planners and will be subject to review and approval by the City's Planning and Development Division's staff. The property is anticipated to undergo a series of property subdivision plats as well, at which time the City's Subdivision Ordinance will ensure the project meets all codes, guidelines, and other regulations.

Exhibit 1 - Conceptual Land Use Plan

SANTA CRUZ RANCH  
MASTER PLANNED COMMUNITY



LAND USE CHART			
<div></div>	MDR 1	MED. DENSITY RESIDENTIAL	960 ACRES
<div></div>	MDR 2	MED. DENSITY RESIDENTIAL	688 ACRES
<div></div>	HDR	HIGH DENSITY RESIDENTIAL	141 ACRES
<div></div>	C	COMMERCIAL	97 ACRES
TOTAL			1,886 ACRES

- MASTER PLANNED COMMUNITY BOUNDARY LINE
- ARTERIAL ROAD
- FUTURE COLLECTOR ROAD

PROJECT: SANTA CRUZ RANCH MASTER PLANNED COMMUNITY  
JURISDICTION: CITY OF MARICOPA

Iplan Consulting

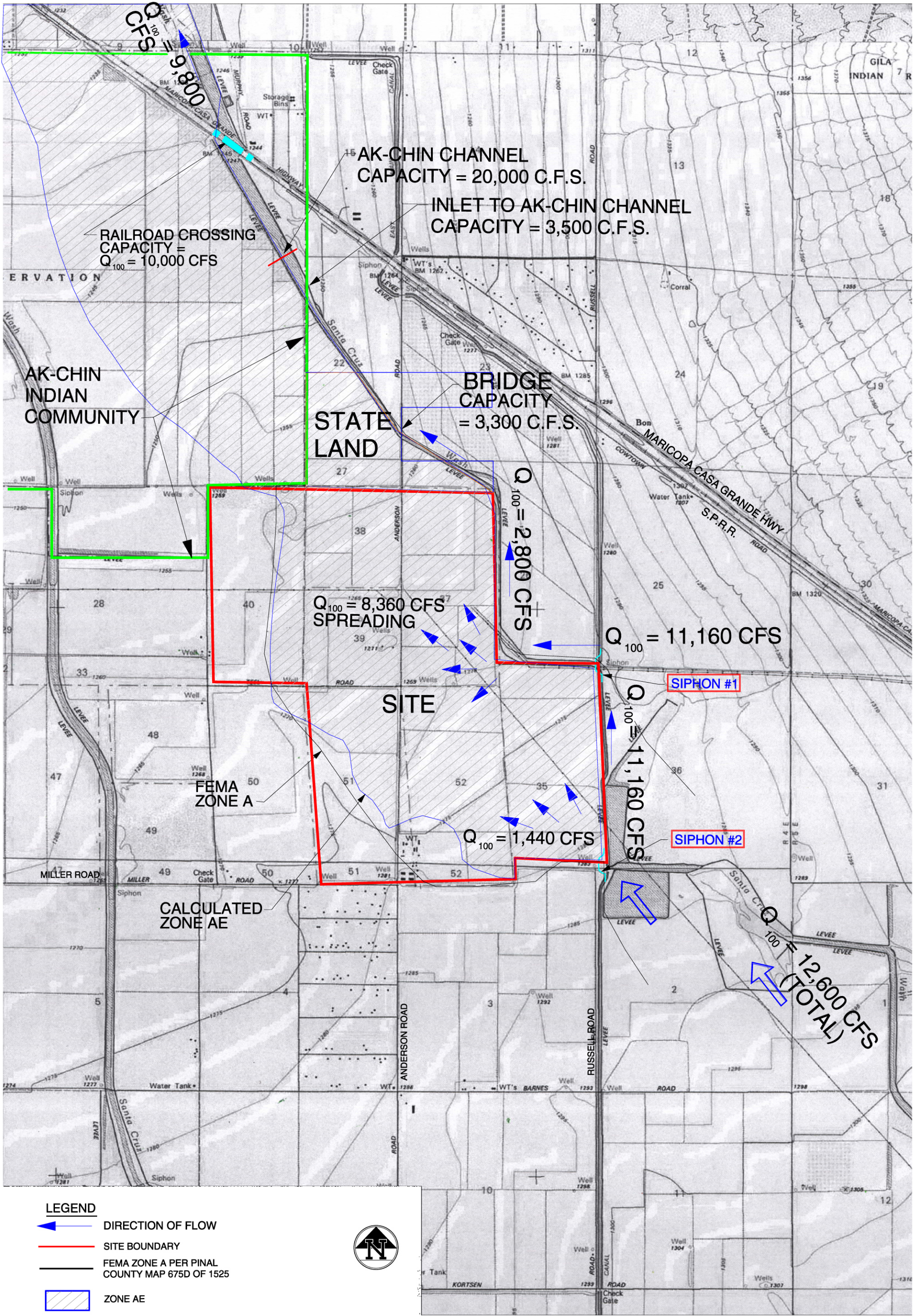


CONCEPTUAL  
LAND USE PLAN

DATE:  
09/22/2021

# Exhibit 2 - Existing Drainage Conditions

FILE: DGN DATE:



## EXISTING CONDITION

4550 NORTH 12TH STREET  
PHOENIX, ARIZONA 85014  
TELEPHONE (602) 264-6831

## SANTA CRUZ RANCH

**COE & VAN LOO**  
PLANNING • ENGINEERING • LANDSCAPE ARCHITECTURE