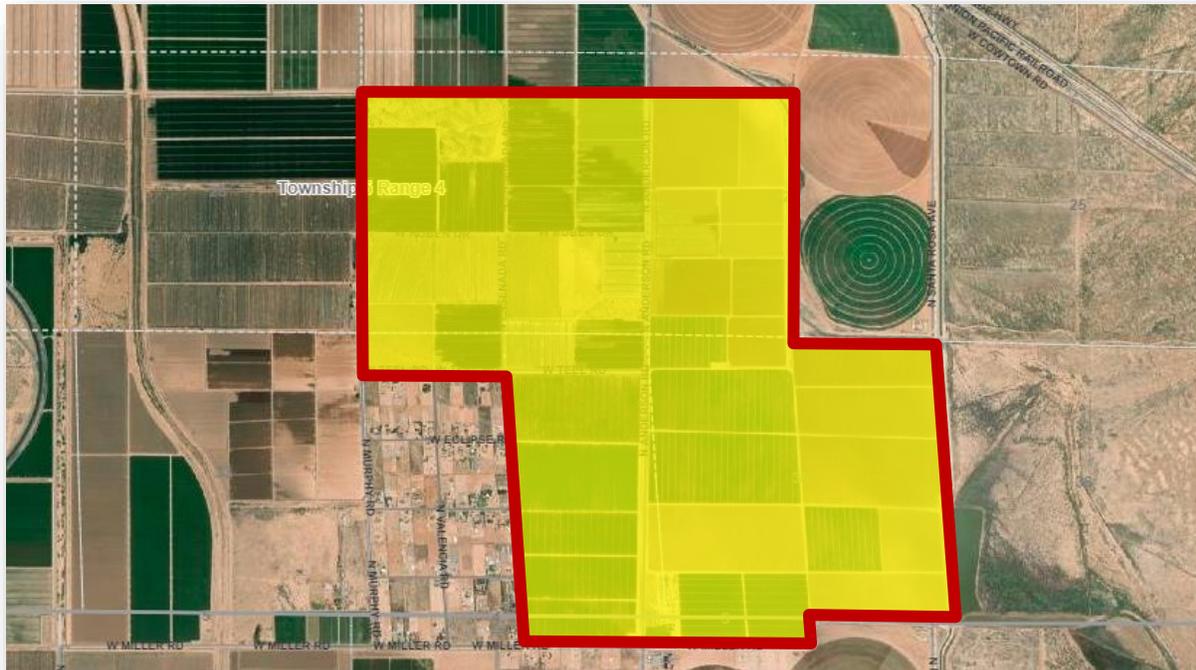


# Santa Cruz Ranch

*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

**April 30, 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 now seeks 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 proceeds 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](mailto:Greg@iplanconsulting.com)**  
**Phone: (480) 227-9850**

**Master Developer:**

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

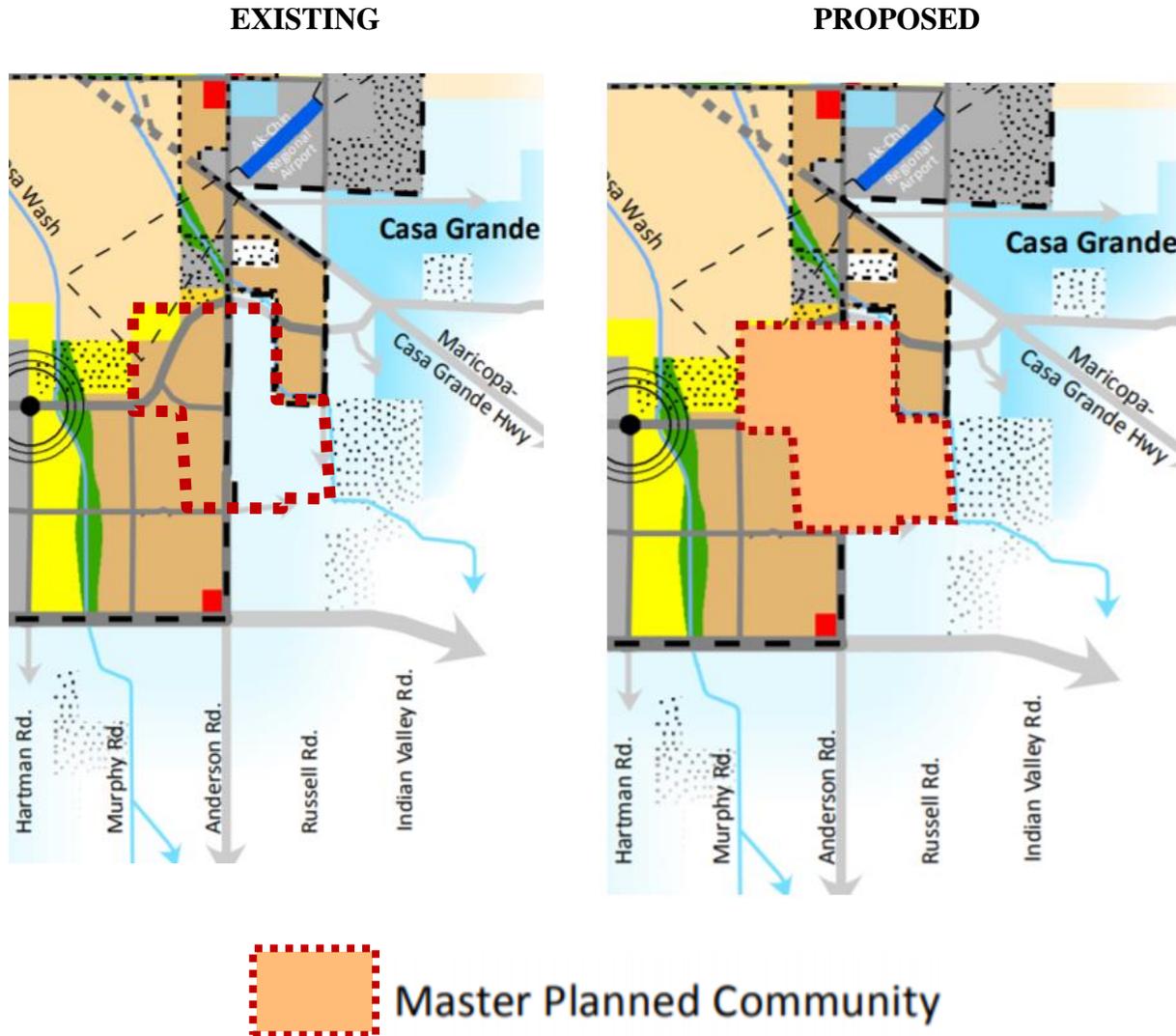
**Contact: Seth Keeler**  
**Email: [sethk@wholdings.com](mailto:sethk@wholdings.com)**  
**Phone: (480) 831-2000**

# Santa Cruz Ranch



## 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:



## 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**

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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.