



SEVEN RANCHES LAND USE STUDY

JULY 2021



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EXECUTIVE SUMMARY

The **SEVEN RANCHES LAND USE STUDY** is intended to set a direction, define a vision and establish a plan to guide the City regarding future land use development on approximately 280 acres of land located south of Honeycutt Road between Porter Road on the west, and White and Parker Road on the east. This plan is **FLEXIBLE** and will change over time but the **GUIDING PRINCIPLES** that are the basis of the plan are well established and have been successfully used in other communities to create vibrant places to live, work, shop and recreate.

At the present time, land in the study area is mostly undeveloped. It has been subdivided into a number of relatively small lots that typically range from about two and one-quarter acres to twenty acres in size. Existing roads and utilities are not capable of accommodating more intense development and much of the site is susceptible to **FLOODING**. Since there are very few streets, there is also a lack of pedestrian sidewalks, bicycle paths, parks, and open space.

Improvements to the **INFRASTRUCTURE** can be made by either the City of Maricopa, private sector developers or individual property owners but at this time, no decision about which entity will be responsible for constructing the improvements has been made. If the city decides to make the improvements, construction of complete road segments, a logical extension of utilities and an efficient drainage system will likely be built. If private developers make the improvements, construction will be more piecemeal, and the cost is likely to be higher because there will not be any economy of scale.

The proposed organization of **LAND USES** at Seven Ranches is relatively simple – mixed use is recommended to be located along the arterials and residential neighborhoods should be located in the southern half of the study area. The most intense use of the land will logically occur near the intersections of Honeycutt and Porter, Gunsmoke and White and Parker Roads. The lowest density housing developments will likely occur near Whisker Road and Santi Road in the southwest corner of the study area.

The key to successful development of Seven Ranches is requiring vehicular and pedestrian **CONNECTIONS** between properties. If connections between developments are not required, the result will be a series of fragmented and piecemeal developments, like the Honeycutt Business Park. Vehicular circulation routes will be disconnected and confusing. Pedestrians and bicyclists will not be motivated to walk or to use bicycles. Connected developments are more efficient and they can evoke a sense of community because each individual project is a part of the larger Seven Ranches Community.

The infrastructure that supports connected projects can be constructed in a more cost-effective manner. Drivers in connected developments are given more **CHOICES** so traffic is more dispersed. As a result, roads can be narrower, and land can be used for a network of street trees, green infrastructure, and sidewalks.

Connected commercial developments promote **PEDESTRIAN ACTIVITY**. When buildings face the street and when parking is placed behind buildings with entrances connected to shaded sidewalks and a street, pedestrians feel comfortable walking and spending time in the public plazas and open spaces that help structure the environment.

Developments that are designed to be more **AUTO-ORIENTED** should also provide quality pedestrian spaces including shaded walkways, attractive landscaping, special lighting and furnishings.

The **KEY RECOMMENDATIONS** in the Seven Ranches Land Use Study are:

- The Seven Ranches Study strongly recommends planning and developing vehicular, bicycle and pedestrian connections between all future projects by recognizing and responding to the existing pattern of property ownership and the basic **FRAMEWORK FOR DEVELOPMENT** created by the surveyed grid of one-half mile, one-quarter mile, and one-eighth mile property boundaries. These boundaries and property lines should be used wherever possible as the centerlines for a network of rights-of-way and easements for constructing roads, bicycle lanes, sidewalks, utilities, and drainage corridors. The framework for a unique network of vehicular and pedestrian connections is already in place.
- Planning, design, and construction of Gunsmoke Road from Honeycutt to Seven Ranch Road and the entire, one-mile length of Seven Ranch Road should be a high priority.
- Flood control for the eastern one-third of the study area is a major issue. A decision should be made to implement one of the following options: 1) the City of Maricopa constructs a system of interceptor channels to protect properties from flooding, or 2) each individual property owner and/or developer constructs the site improvements that are necessary to protect their property from flooding.
- The domestic water and sewer infrastructure needs to be upgraded to meet the needs of future development in the study area. The infrastructure necessary to utilize the available supply of treated effluent water for irrigation should also be constructed.
- Future decisions regarding the best and most appropriate location for development on the site should promote and facilitate the following:
 - **MIXED USE**, including multi-family and higher density single family residences located along the arterials and residential neighborhood in the southern half of the study area.
 - The most intense **COMMERCIAL** use of the land near the intersections of Honeycutt and Porter, Gunsmoke and White and Parker Roads.
 - The lowest density **RESIDENTIAL** developments consisting of single family detached homes near Whisker Road and Santi Road in the southwest corner of the study area.
- Mixed use developments should be designed as **PEDESTRIAN-ORIENTED** areas where buildings shape the pedestrian spaces along streets and there are frequent public spaces such as plazas, courtyards, and outdoor dining areas. Parking should be hidden from the pedestrian, except where streets are designed to include on-street parking, behind buildings and street trees should provide shade for pedestrians. Developments that are designed in this manner are usually successful in attracting boutique retail, entertainment uses and sit-down restaurants.
- A network of **PARKS, OPEN SPACE AND TRAILS** should be developed in Seven Ranches. Components of such a system include:
 - A **“TOWN SQUARE”** where special events, farmer’s markets, exhibits and community gatherings can take place.
 - A **COMMUNITY PARK** to serve all Seven Ranches residents with play fields, a playground, picnic areas and indoor meeting space.

- **NEIGHBORHOOD PARKS**, pocket parks and plazas.
- A **MULTI-USE TRAIL**, landscaping, and furnishings along the utility easement for the power transmission line. The trail should include connections to sidewalks and paths that are associated with streets that intersect the easement.

The Seven Ranches Land Use Study describes existing conditions related to land use, utilities, drainage, and city policies. It provides a summary of the **MARKET ANALYSIS** and the **PUBLIC PARTICIPATION** process that was conducted. A **VISION STATEMENT** for Seven Ranches is provided as well as specific **RECOMMENDATIONS** on locations for the most appropriate land uses, connections between individual developments, and needed improvements to utilities and drainage infrastructure. The last section of the study focuses on **IMPLEMENTATION** including priorities, timing, and the entity responsible for taking action.





1 INTRODUCTION

CREATING LAND VALUE AND SHAPING DEVELOPMENT

The City of Maricopa initiated the Seven Ranches Land Use Study to guide decisions on how the land should be developed and help enhance land value by planning future land use, parks, open space, trails and infrastructure.

The goals of the Seven Ranches Land Use Study are:

- Determine how the stakeholders and residents prefer development to occur.
- Prepare a plan to guide future land use, design, and necessary improvements of the Seven Ranches area.
- Develop a plan that can help establish the city's budget for capital improvements to streets, utilities, drainage, parks, and trails.
- Promote an increased tax base, private investment, and job creation.
- Analyze opportunities and constraints, develop alternatives, and prepare a comprehensive land use and infrastructure plan to assess future development proposals.
- Develop an implementation plan including immediate next steps.

The Land Use Study is not intended to:

- Establish any new land use regulations, restrictions, or requirements.

Current property owners may continue to use or develop their property as allowed by the General Plan and the existing zoning ordinance. If a property owner would like to change the use of their land and rezoning is required, then the Seven Ranches Land Use recommendations will be used by the city staff and Planning and Zoning Commission as input for making recommendations to the City Council.

While technical definitions for the various types of desired land uses are important, it is also important for the current property owners to define their vision for how Seven Ranches will look and how people will live, work, shop and spend their leisure time in the area.

Some of the questions that need to be answered include:

- What is the appropriate balance between commercial development that needs to accommodate people arriving by car and the desire for development to be pedestrian-oriented and walkable?
- What kind (size and extent) of street network should be developed?
- Are there special considerations related to parking, building height and aesthetics that should be addressed?
- Should private development to provide a network of paths, trails, parks, and public open spaces in the area?
- What is the best way to address drainage and potential flooding?

This project gives Maricopa residents an opportunity to think about the long-term future of the area. Now is the time to imagine what kind of place Seven Ranches could be.

Is it an area with a mix of small and larger businesses, restaurants, and housing? Is it easy to walk around and through neighborhoods that are safe and where families, old and young can explore? Are the streets beautifully landscaped, inspired by the local ecology and do they provide shade in the desert? Is the architecture interesting and inspired by the southwest and ranching traditions? Are there places for weekend events and where the community's spirit is on display? Are there small parks dispersed throughout the neighborhoods, with their own unique qualities? Lastly, does Seven Ranches provide a broad range of housing types and price levels that can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community?



Pedestrian areas should include outdoor spaces



Architectural character creates interesting pedestrian spaces



A narrow street used as a connection by both vehicles and pedestrians



Wide sidewalks accommodate outdoor dining along an active street



Street trees create valuable shade for pedestrians



Mixed use streets should include furnishings and landscape



2 PROCESS

OVERVIEW

The planning process employed by the Swaback Team included the steps listed below. The Team evaluated the market and the site, followed by an analysis of development opportunities and constraints. This information, together with background research on existing land use policies led to preparation of land use alternatives, and the recommended plan for the future of the area.

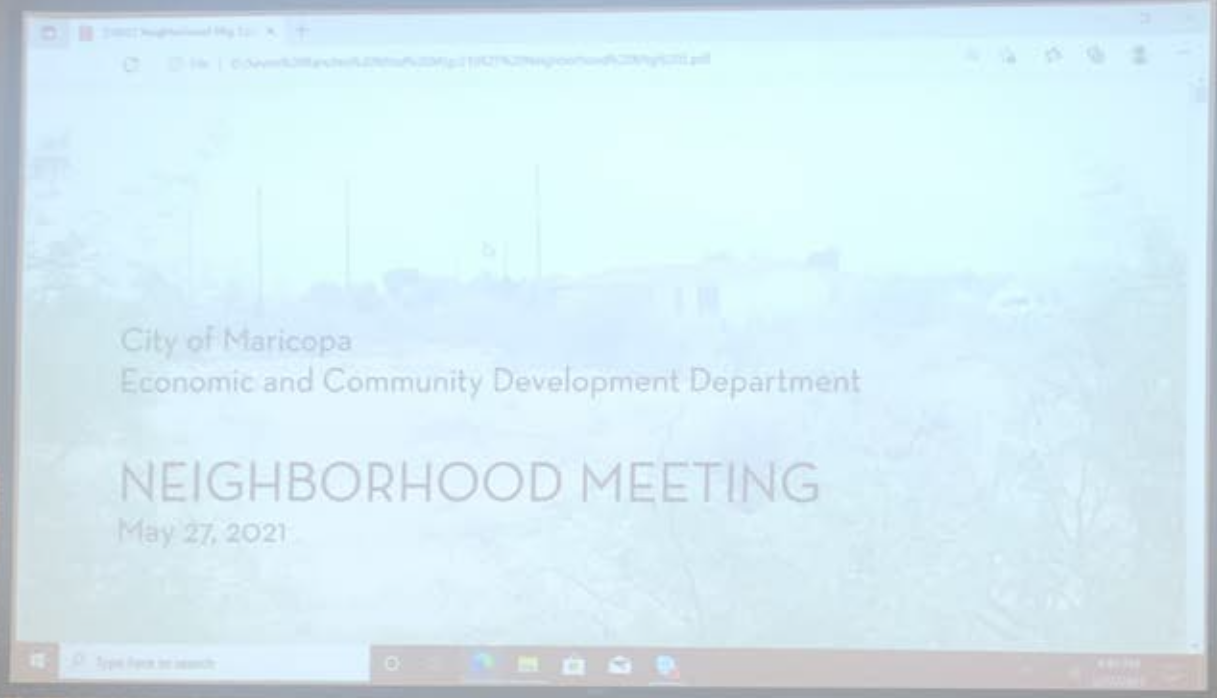
1. Background research on existing land use plans
2. Market analysis
3. Site analysis
4. Concept plan development
5. Community input
6. Draft plan
7. Community input
8. Final plan

PUBLIC PARTICIPATION

The six-month long planning process included two neighborhood meetings to determine the issues, concerns and desires of property owners, stakeholders, and residents. Attendees at the first neighborhood meeting expressed their agreement with the following statements:

- The most appropriate use of land along Honeycutt Road is for commercial (offices, retail and restaurants).
- Buildings in mixed-use developments should be located close to the street and parking should be located behind the buildings.
- A major, multi-use trail should be developed within the existing power line easement.
- The current General Plan designation of “Employment” (accommodates office, industrial, and commercial uses, residential uses are not intended) for approximately 40 acres in the northwest portion of the study area is appropriate.
- The current General Plan designation of “Mixed-Use” (commercial, office and residential) for the remaining 240 acres of the study area is appropriate.
- The current zoning district, General Rural” (restricts use to 1-1/4 acre lots) is appropriate for the area south of Seven Ranch Road.
- Mixed-use development along Honeycutt and White & Parker Road should be designed to promote pedestrian activity along streets that are connected to surrounding neighborhoods.

Refer to the Public Participation Report in the Appendix for more information.



3 GUIDING PRINCIPLES

Guiding land use principles provide the basis for developing recommendations on a strategy directing future growth in Seven Ranches. They serve as a general framework by which future land use decisions will be guided.

1. **RESPECT** current property owner desires related to future land use in Seven Ranches.
2. Maintain a high degree of **FLEXIBILITY** concerning land use types, densities and location of various types of land use.
3. **PROMOTE** mixed-use development that incorporates a variety of land uses allowing people to live, work, play and shop in one area and meets the growing market demand for walkable, activity-oriented destinations.
4. Plan for **EFFICIENT** development of utility and drainage infrastructure.
5. Emphasize development of a street network required to create a **WELL-CONNECTED** and walkable Seven Ranches community.
6. Incorporate a comprehensive system of parks, open space and trails into mixed use, commercial and residential developments.
7. **PROMOTE** a unifying concept for branding Seven Ranches as a unique community within the City of Maricopa.



4 BACKGROUND

Historically a rural residential enclave, Seven Ranches has been subdivided into smaller land parcels creating significant obstacles to any coordinated development. Property maintenance and aesthetic issues serve as a disincentive for investment. The city's General Plan supports consolidation of smaller parcels to foster orderly redevelopment. For smaller parcels on the southern half of the study area, low density residential has been encouraged, while consolidated, non-residential development and related rezoning requests on parcels five acres or greater have also been supported. Seven Ranches is only one of two large lot residential enclaves in Maricopa that offer an alternative housing choice to conventional single-family production home sites.

LOCATION

Seven Ranches is strategically located about two and one-half miles east of the Heritage District and about one and one-half miles north of City Hall. Three major streets form the study area boundaries on the west, north and east. North Porter Road and North White and Parker Road form the west and east boundaries. West Honeycutt Road forms the northern boundary and West Santi Road runs along the southern boundary.



CONTEXT

Seven Ranches is surrounded by residential development to the north, west and south. The land east of the study area, across White and Parker Road is shown in the General Plan as future commercial, employment and residential with the commercial areas located near the intersection of Honeycutt Road and White and Parker Road. Connections to these future development areas will enhance the value of property in Seven Ranches. These connections should be encouraged.



CONTEXT MAP

Future land uses in the south half of Seven Ranches should be compatible with the existing residential neighborhood located south of Santi Road although the property immediately north of the existing Desert Passage Park is well-suited for mixed-use commercial and high density multi-family residential development.





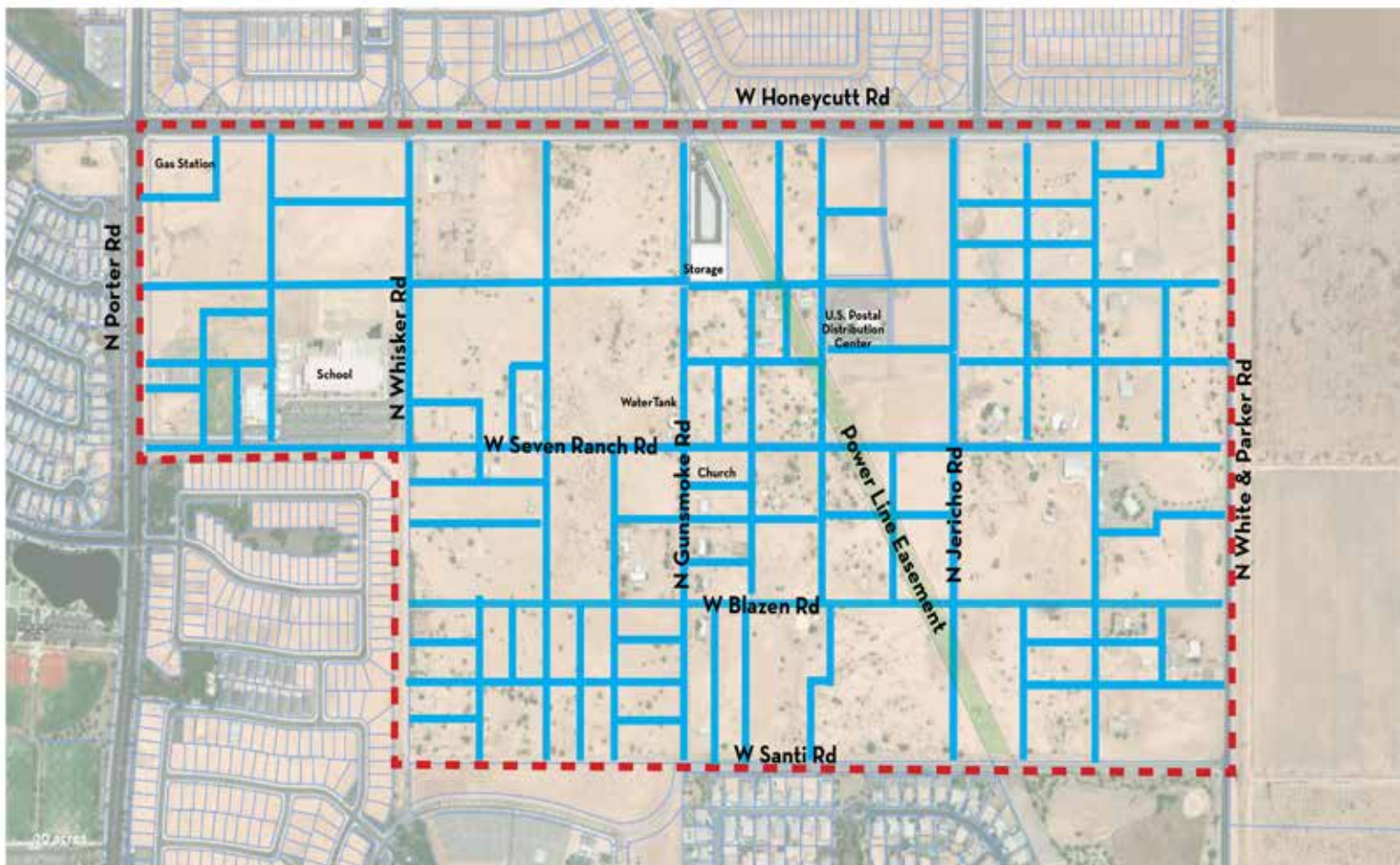
5 SEVEN RANCHES TODAY

OWNERSHIP

Seven Ranches originally consisted of seven properties, each of which was about 40 acres in size, for a total of 280 acres. Today, there are over 90 different properties that range from slightly over two acres to about twenty acres in size.

The ownership pattern is conducive to future development that is pedestrian-scaled and is well connected to adjacent properties by a network of streets and sidewalks. This pattern is not typical of commercial or development in other parts of the city because most development is auto oriented.

In recent years, several abutting lots in Seven Ranches have been purchased by a single owner, potentially easing future coordinated development efforts. Parcels fronting Honeycutt Road have been rezoned for commercial uses, though no new development has occurred. Honeycutt roadway was widened to its full improvement in 2015.



EXISTING PROPERTY BOUNDARIES

EXISTING LAND USE

Existing land use in Seven Ranches includes commercial, residential, and institutional activities. A significant number of properties are vacant and undeveloped. Existing commercial developments are located in the north half of the study area and include a convenience store, gas station, storage facility and the Honeycutt Business Park (includes the US Post Office Distribution Center).

Very few paved streets and roads have been built within Seven Ranches. One reason for this is a portion of the project area's east half is located within a Federal Emergency Management Agency (FEMA) Special Flood Hazard Area Zone. The remaining project area is also subject to regional flooding.

The Sequoia Pathway Academy, a public charter school offering K-12 education, is located along Porter Road. A preschool is located west of the Academy at the corner of Porter Road and Seven Ranch Road.

A small church and the Seven Ranches Water District's water tanks are located at the intersection of Gunsmoke Road and Seven Ranch Road. A self-storage business is located on the southeast corner of Honeycutt Road and Gunsmoke Road on about two acres. The Honeycutt Business Park offers commercial zoned lots that range from two acres to about six acres. The United States Post Office operates a distribution facility on a lot that is about two acres in size. Four lots, totaling about 15.6 acres, are for sale.

The Western Area Power Administration (WAPA) manages the power line easement that runs generally north to south through Seven Ranches. The easement uses approximately 7.5 acres of land. WAPA allows the easement to be used for roads, open space, trails, drainage and parking.

There are several existing homes and several abandoned structures in the study area. A significant amount of vacant or undeveloped land also exists.



EXISTING LAND USE



Existing water tanks



Existing storage facility at Honeycutt & Gunsmoke



View to the southwest from Seven Ranches



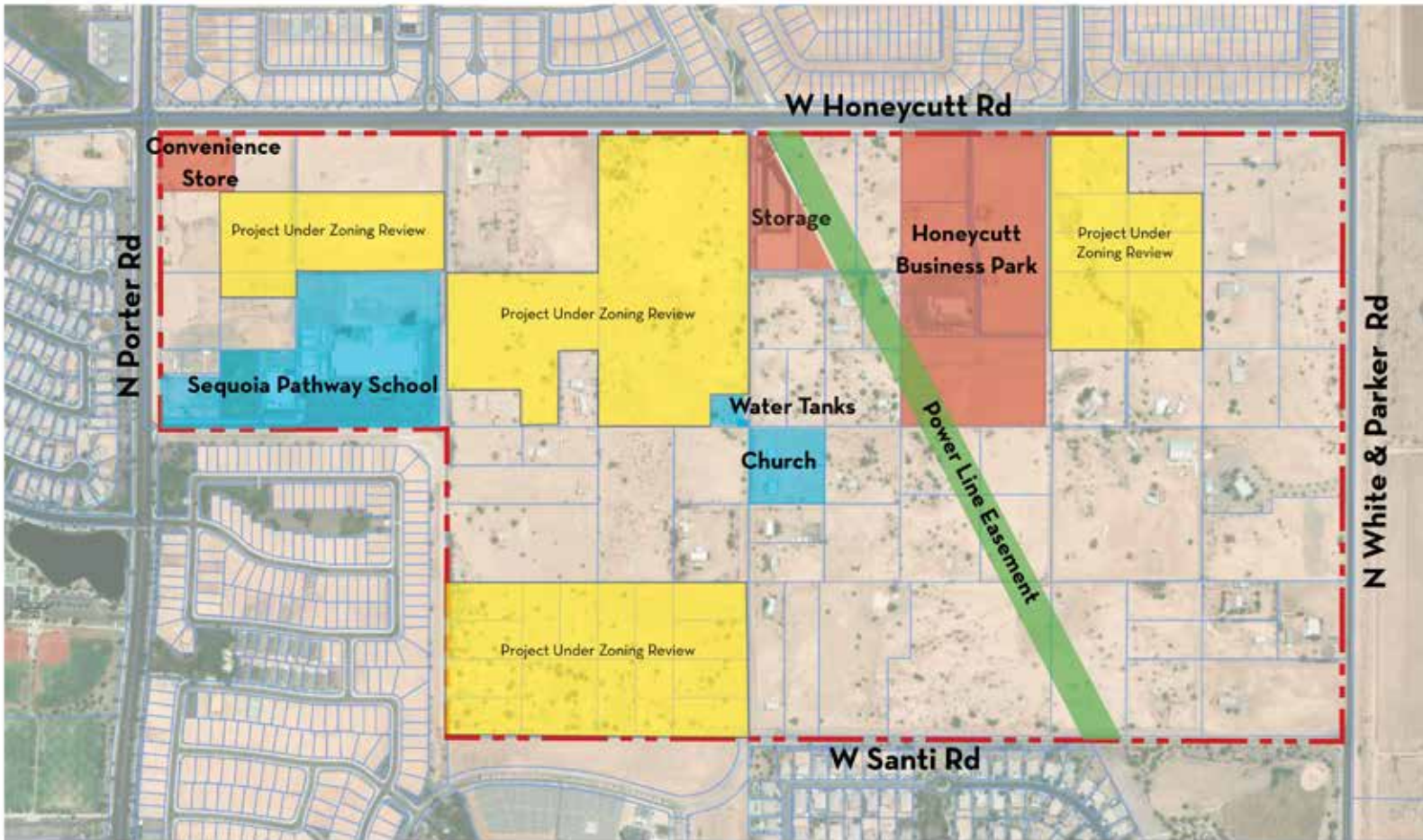
Existing convenience store at Honeycutt Road & Porter Road



Existing power line easement & potential trail corridor



Existing drainage infrastructure at Porter Road and Honeycutt Road



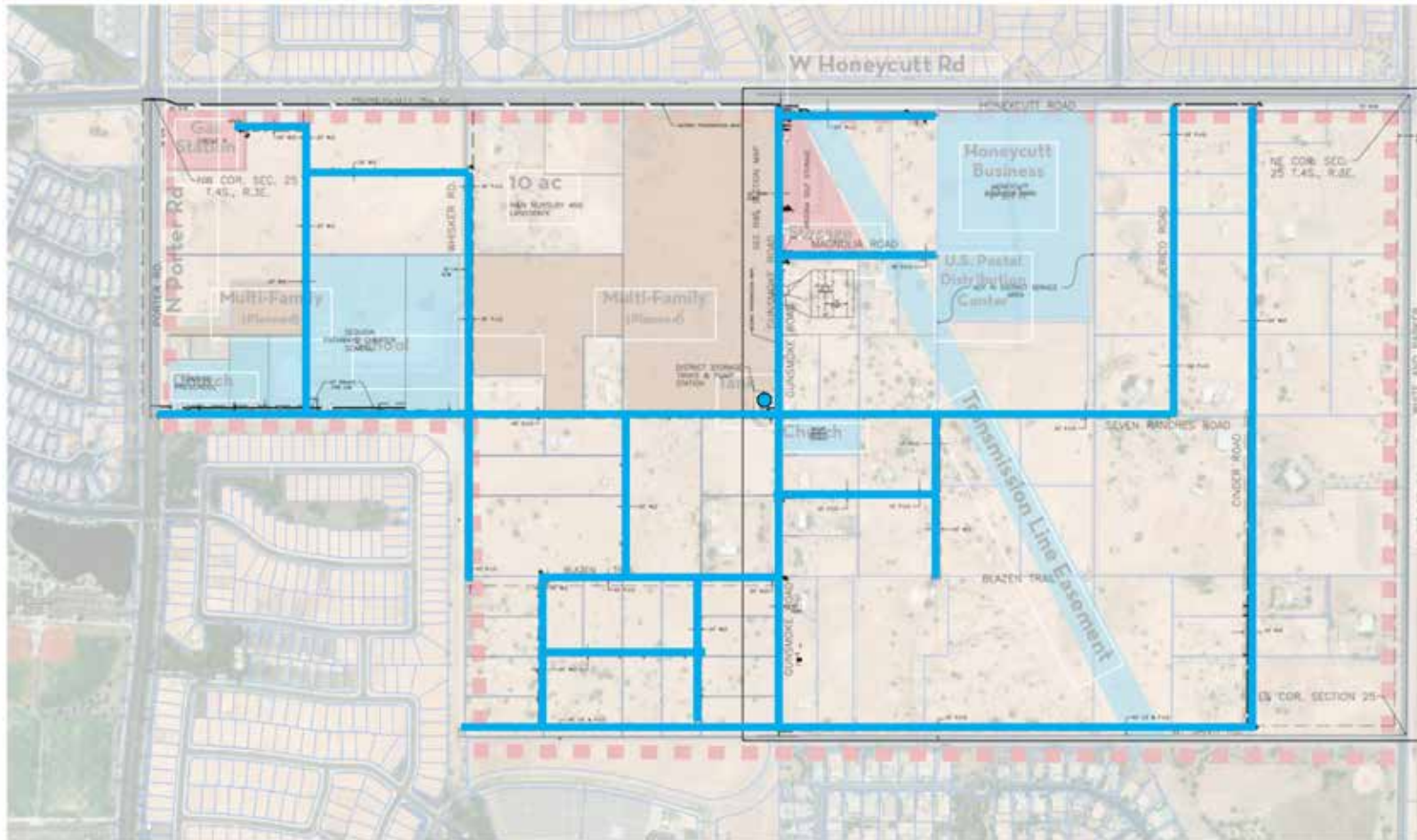
EXISTING LAND USE & PROJECTS UNDER ZONING REVIEW

WATER DISTRIBUTION SYSTEM

The project area is located in the Seven Ranches Domestic Water Improvement District (SRDWID) water service area. The service area is bordered by Porter Road on the west, Honeycutt Road on the north, White and Parker Road on the east and Santi Road on the south. However, the service area does not include the Honeycutt Business Park located within the borders listed above.

The existing water distribution system infrastructure includes sections of 4-inch, 6-inch 10-inch and 12-inch diameter PVC and DIP water lines throughout the district. The water campus, located at the northwest corner of Gunsmoke Road and Seven Ranches Road, includes a 250,000 gallon welded steel storage tank, and 20,000 gallon and 10,000 gallon backup water storage tanks. The booster pump station associated with the storage tanks include two (2) 300 gallon per minute (gpm) pumps, one (1) 800 gpm pump, and one (1) 1,200 gpm pump.

The 250,000 gallon water storage tank is filled via a 6-inch diameter transmission main from the Maricopa Consolidated Domestic Water Improvement District (MCDWID) water system roughly two miles to the west. The transmission main ties into the MCDWID distribution system on the south side of Honeycutt Road at its intersection with the Plainview Street.



EXISTING WATER LINES / EASEMENTS

Pressure within the SRDWID distribution system is moderated by a 16,000 gallon hydropneumatics tank. Maximum shutoff pressure is 65 pounds per square inch (psi) while the minimum operating pressure for all the pumps to be in operation is 40 psi.

WASTEWATER COLLECTION SYSTEM

The project area is located in the Global Water wastewater service area.

The existing wastewater collection system infrastructure includes a 24-inch diameter SDR-35 sewer line along the south side of Honeycutt Road between Porter Road and White and Parker Road flowing east to west and a 24-inch diameter SDR-35 sewer line along the centerline of Porter Road south of Honeycutt Road flowing south to north. The existing sewer lines, having varying depths between 12-15 feet, connect and outfall to a 42" HDPE sewer line west of Porter Road.

There is also an 8-inch diameter PVC reclaimed water line along the south side of Honeycutt Road between Porter Road and White and Parker Road and an 18-inch diameter PVC reclaimed water line along the west side of Porter Road south of Honeycutt Road.

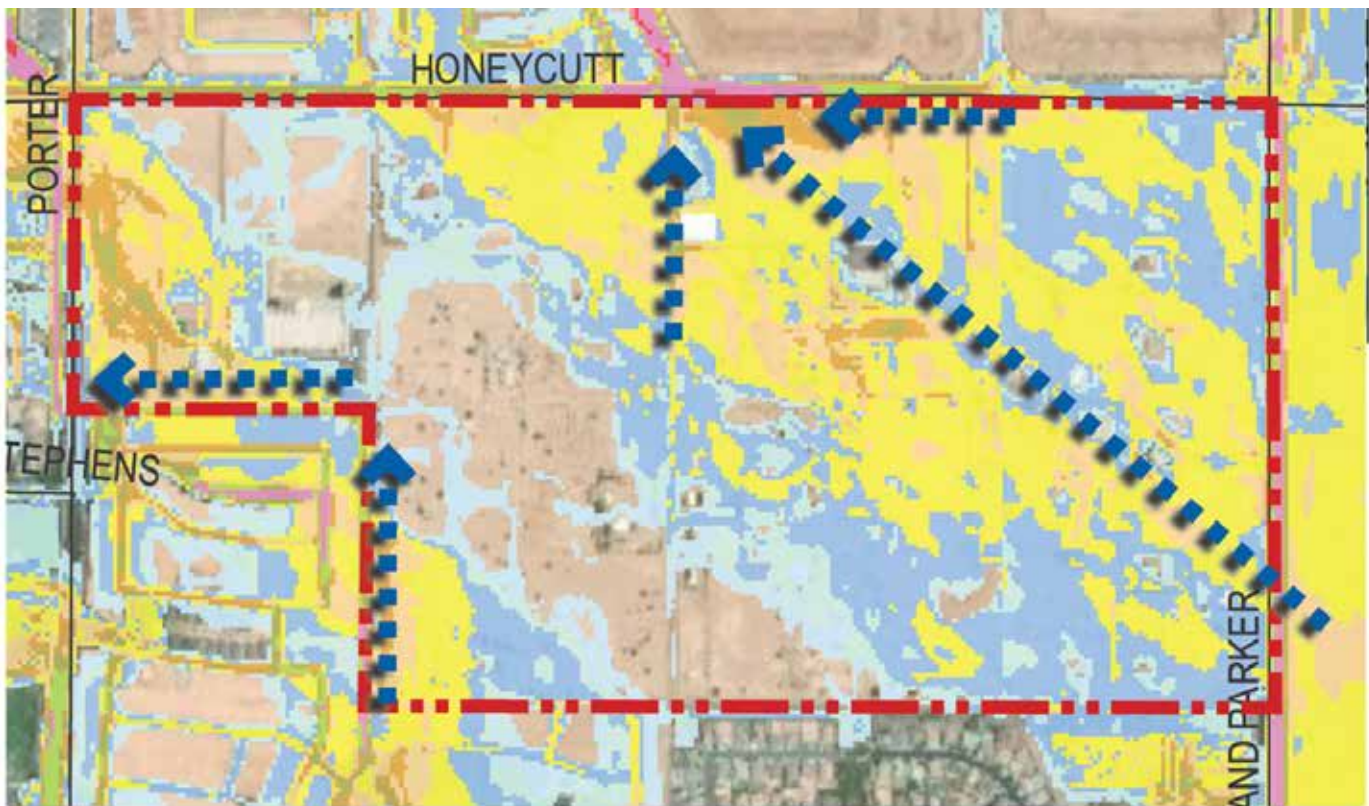
Global Water has indicated there are currently no capacity issues with the existing wastewater infrastructure.

DRAINAGE CONDITIONS

The drainage patterns for the project site and surrounding areas drain from southeast to northwest at a surface slope of approximately 0.3%. Existing drainage infrastructure within the Seven Ranches area is minimal to none. Offsite storm water flows impact the project area, entering along the south and east boundaries and sheet flowing northwest across the Seven Ranches area to the historical outfall across Honeycutt Road. See the Existing Stormwater Drainage Conditions exhibit below.

A portion of the project area's east half is located within a mapped FEMA Special Flood Hazard Area Zone AE (Panel 04021C0765F dated 6/16/2014). Although the remaining project area is not located within a mapped FEMA Special Flood Hazard Area, the area is recognized for regional flooding based on an approved WOODPATEL FLO-2D study associated with the North Santa Cruz Wash (NSCW) Regional Flood Control Project with the City of Maricopa Flood Control District. An exhibit illustrating the existing drainage conditions is provided for reference.

Improvements within the Seven Ranches area will experience inundation from offsite storm water without a regional (NSCW) or interim project solution for intercepting and collecting storm water flows upstream of the project area, routing those storm water flows around the project area and releasing the storm water flows at their historical outfall across Honeycutt Road.



EXISTING STORMWATER DRAINAGE CONDITIONS (Source: WoodPatel)

Legend

— Roads	
 Study Area	 >25 - 50
 Native American Community	 >50 - 75
Peak Discharge (cfs)	 >75 - 100
 <1	 >100 - 150
 >1 - 5	 >150 - 200
 >5 - 10	 >200 - 500
 >10 - 25	 >500

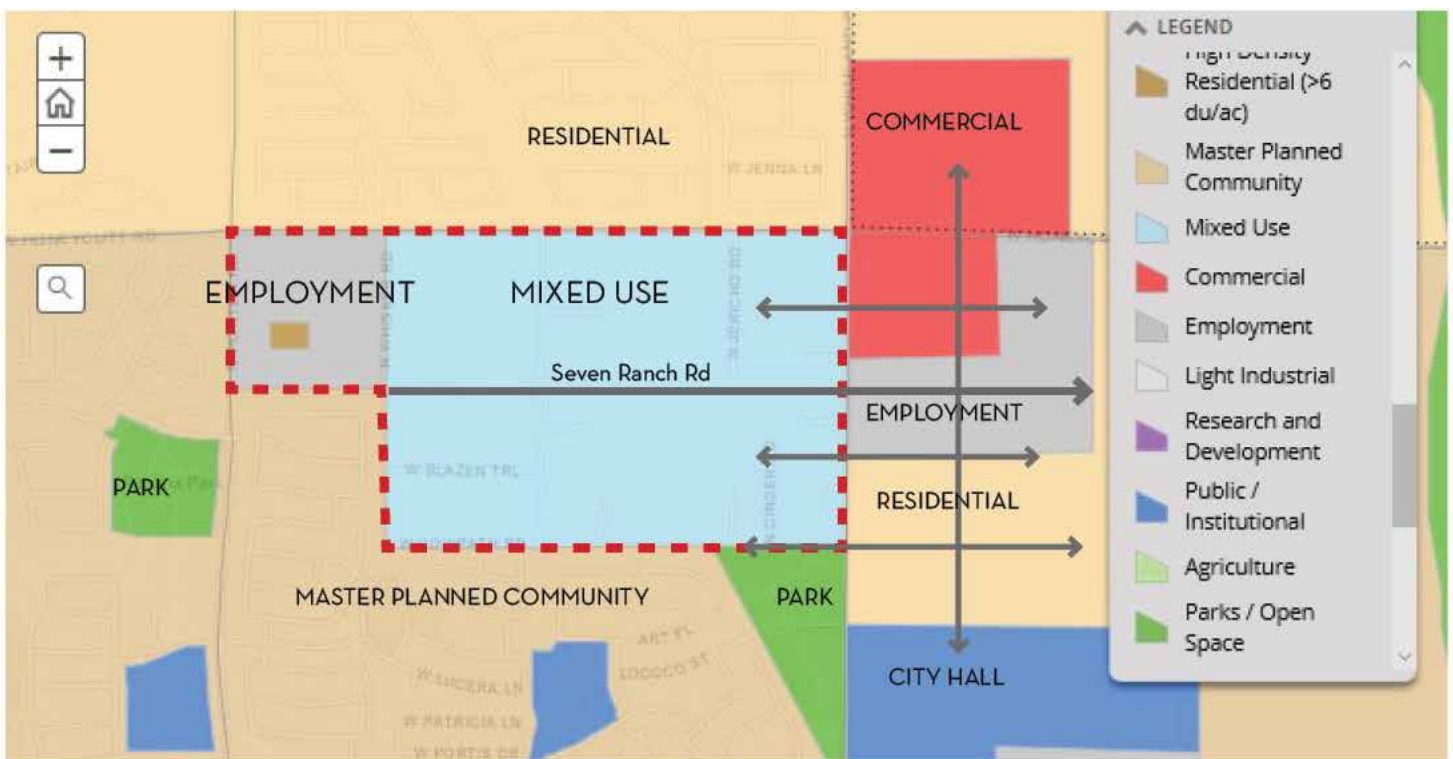
CURRENT LAND USE POLICIES AND REGULATIONS

General Plan Future Land Uses

The city’s General Plan indicates how Seven Ranches should be developed in the future. It shows approximately 40 acres in the northwest corner of Seven Ranches as an “Employment” area and the remaining 240 acres as “Mixed Use”.

The land designated as “Employment” is intended to accommodate numerous types of development including office, industrial,, commercial or retail, allowing for varying scale and intensity of land uses. Preferred uses include lighter industrial use such as light manufacturing and business park development, also professional offices, including medical facilities, clinics, and associated office support services. Residential uses are not intended in this designation.

The “Mixed-Use” designation is intended to foster creative design for developments that desire to combine commercial, office and residential components. Proposed mixed use projects should provide a true combination of uses that inter-relate in design and function within a pedestrian oriented environment. Higher density residential types, such as apartments and condominiums, are expected in mixed use projects.



FUTURE LAND USE MAP (Source: City of Maricopa General Plan)

Excerpts from the General Plan:

“The Mixed-Use designation (MU) is intended to foster creative design for developments that desire to combine commercial, office and residential components. Single use projects are discouraged in the MU designation. Proposed MU projects should provide a true combination of uses that inter-relate in design and function with a pedestrian oriented environment. Higher density residential products (such as apartments and condominiums), 8.0 or more dwellings per acre, are expected in Mixed Use projects.”

“The Employment land use category is a broad designation intended to accommodate numerous types of development including office, industrial and commercial, allowing for varying scale and intensity of land uses. While industrial, warehousing, manufacturing, processing, and non-retail commercial activity are expected, retail and wholesale activity are in no way prohibited from locating in the Employment designation. Preferred uses include lighter industrial use such as light manufacturing and business park development, also professional offices, including medical facilities, clinics, and associated office support services. Residential uses are not intended in this designation.”

“Employment sites are to be integrated, through design, buffering, and siting, with adjacent residential or other activities. Typical developments have their own driveways, parking areas, identification signs and landscaping. Developments with more than one building share a common architectural theme, as well a landscape theme, identification signs, parking, and driveways.”

City of Maricopa Parks, Trails and Recreation Master Plan

The 2008 Parks, Trails and Recreation Master Plan requires seven (7) acres of Neighborhood Park land for every 325 residential lots. Neighborhood Parks should be about ten (10) acres in size and serve a population within a 1/2 mile radius or 5,000 population. The purpose of a Neighborhood Park is to serve as a walk to park. Neighborhood Parks can also be owned and maintained by a Homeowners Association (HOA), in which case they are allowed to be from 1/3-acre to 2.0 acres in size. The smaller HOA Parks should be located within a 1.4 mile radius of all households.

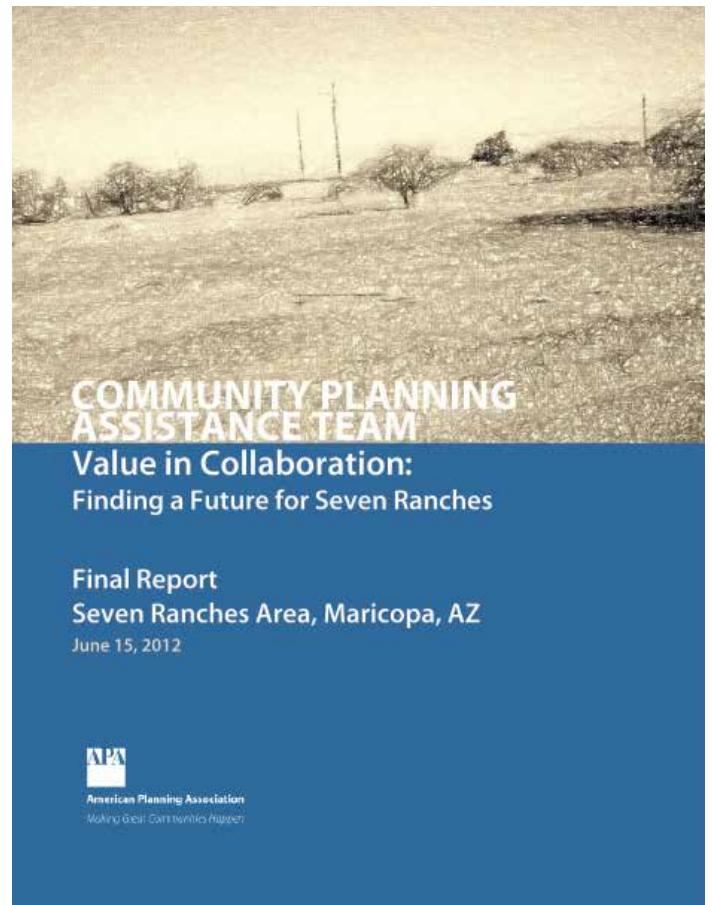
In addition, twenty percent of the total area of land within a planned community is required to be open space. The goal of the Master Plan is to provide 10.1 acres of open space per 1,000 population. The Master Plan does not show any future parks within Seven Ranches, but the WAPA power line is shown open space.

American Planning Association Community Assistance Plan , June 15, 2012

In 2012, the city commissioned the American Planning Association to prepare a report describing possible land use alternatives for Seven Ranches. The key recommendations from the report are:

- High Density Residential and Commercial should be located along arterial roads
- Office uses should serve as a transition between the commercial uses in the northeast corner and the residential uses south of Seven Ranch Road.
- Low and Medium Density Residential uses should be developed south of Seven Ranch Road.

Below is a sketch Land Use Study that was included in the report.



Previous Zoning Code, 2011

The properties within Seven Ranches were zoned according to the Previous Zoning Code which was replaced by the current Zoning Code in 2014. Properties fall within two different zoning districts as defined in the previous zoning code. The two districts are GR-General Rural and CB-2-General Business.

Permitted uses in the GR General Rural Zone:

- One-family dwelling unit
- Commercial agricultural uses
- Public and quasi-public uses such as church, park, school, etc.

Minimum lot area is 54,450 square feet.

The CB-2 General Business Zone permits the following uses:

- One family dwelling unit with a minimum size if 3,500 square feet
- A wide variety of retail stores, shops, restaurants, and other businesses
- Hotel, hospital, library, school
- Professional offices
- Light manufacturing
- Wholesaling
- Cemetery

Current Zoning Code

The current zoning code for the City of Maricopa was adopted in 2014. One of its purposes is to guide physical development of the city to achieve the arrangement of land uses depicted in the General Plan.

If property owners within Seven Ranches chose to rezone their property, the current Zoning Code includes several residential, commercial, mixed use, industrial, and open space / public and institutional districts. The Mixed-Use Districts may be the most applicable to the type of future development envisioned by the General Plan.



Commercial development should include public open spaces

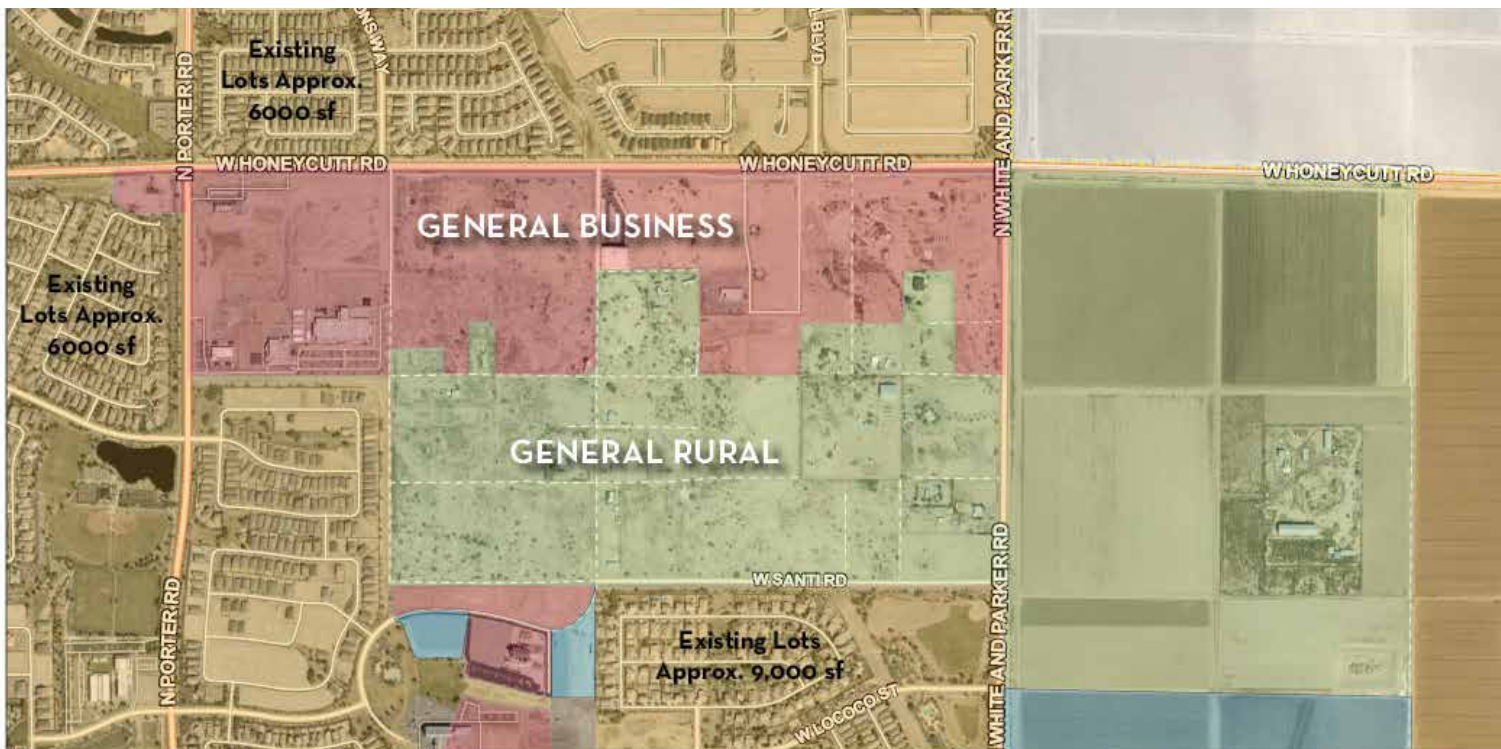


Residential neighborhoods should include small parks located within walking distance of all homes

The purpose of the two mixed-use zoning districts is to:

- A. Promote pedestrian-oriented infill development, intensification, and reuse of land consistent with the General Plan.
- B. Encourage the development of mixed-use centers and corridors with a vibrant concentration of goods and services, multi-unit housing, and community gathering and public spaces at strategic locations.
- C. Transform auto-oriented roadways and corridors into diverse, and attractive corridors that support a mix of residential, pedestrian, and neighborhood serving uses in order to achieve an active social environment within a revitalized streetscape while also respecting existing character.
- D. Reduce the need for private automobile use to access shopping, services, and employment.
- E. Offer additional housing opportunities for residents seeking to live and work in an urban environment; and
- F. Ensure that new development and redevelopment are designed to minimize traffic, parking and impacts on surrounding residential neighborhoods, and create walkable environments.

The goals and objectives of this Seven Ranches Land Use Study are consistent with the General Plan and with purpose of the mixed-use zoning districts.



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- Zoning
- CB-2 : General Business Zone
 - CR-3 : Single Family Residence
 - CR-5 : Multiple Residence Zone
 - GR : General Rural Zone
 - TR : Transitional Zone
 - City Limits

CURRENT ZONING MAP



6 MARKET ANALYSIS

RESIDENTIAL AND COMMERCIAL MARKET ANALYSIS

KEY FINDINGS

REGIONAL CONTEXT

Spurred by migration from higher cost of living areas and corporation relocations, the Phoenix region is projected to continue growing its household base, particularly by pushing growth/development into the Southeast Valley and outlying suburbs. As a result, household growth and new home construction are beginning to move outside the historically preferred paths of growth. Maricopa is well-positioned to capture future household growth, given its small town feel and relatively affordable land/home values. The subject site is well positioned at the intersection of Honeycutt Road and White and Parker Road, one of the few undeveloped parcels near established residential communities in central Maricopa.

MARICOPA MARKET TRENDS

Maricopa experienced robust household growth in the cycle leading up to the Great Financial Crisis (GFC) in 2008, led by speculation in the overall Phoenix housing market. After a prolonged post-GFC recovery during the last decade, Maricopa is currently experiencing renewed growth and interest from households seeking more affordable homes than found in other parts of the Phoenix region and a close-knit community. This has led to an influx of new development, including new retail, large-scale mixed-use projects, and some of the first rental housing and flex office products in Maricopa's history.

As of yet, Maricopa has struggled to attract large employers and traditional office development. According to U.S. Census Bureau's Longitudinal Employer-Household Dynamics 2018 survey, only 7% of Maricopa residents live and work in the city, with the vast majority of workers commuting more than 35 minutes to other employment centers, including the Southeast Valley suburbs of Chandler, Gilbert, and Mesa. In addition, while Phoenix has emerged as an industrial/logistics hub for the Southwest United States, Maricopa's lack of interstate access has limited the opportunity for significant warehouse and distribution space. However, strong projected household growth in the area will continue to drive demand for neighborhood-serving retail and office.

SUBJECT SITE OPPORTUNITIES

RCLCO examined the potential for various land uses at the Seven Ranches development, including for-sale housing, rental housing, retail, office, and flex/industrial, over a 10 and 15-year horizon to determine the cumulative subject site demand and market opportunity. Given the success of the housing market in Maricopa and strong household demand, RCLCO recommends a sizable offering of residential uses, including both for-sale and rental housing, at Seven Ranches which will provide further support for on-site commercial development. The residential components of the program will establish a strong base for pedestrian-oriented retail and neighborhood office to create a dynamic, mixed-use community.

Even with the subject site's strong potential, it is still likely to face significant competition in the mid- to long-term. There is an abundance of developable land in Maricopa and a large pipeline of large mixed-use developments, active for-sale housing communities, and new rental product coming into an untested market, raising questions about the potential support for these simultaneous developments.

RECOMMENDATIONS AND CONCLUSIONS

The market opportunities identified for each land use are summarized in the opportunity matrix below and in the full report included in the appendix. While RCLCO estimates there is market support for up to 2,000 for-sale homes, 1,000 to 1,100 rental units, and 200,000 square feet of neighborhood-serving retail and office over the next 15 years at Seven Ranches, actual quantities of residential uses may be constrained by site-specific limitations. RCLCO assumes an 8% to 9% subject-site capture based on the competition and the competitive advantage the site may have with the walkable retail component, and anticipates that the superior planning, pedestrian-orientation, park space, and mixed-use strategy will attract future residents and commercial tenants to Seven Ranches.

OPPORTUNITY MATRIX

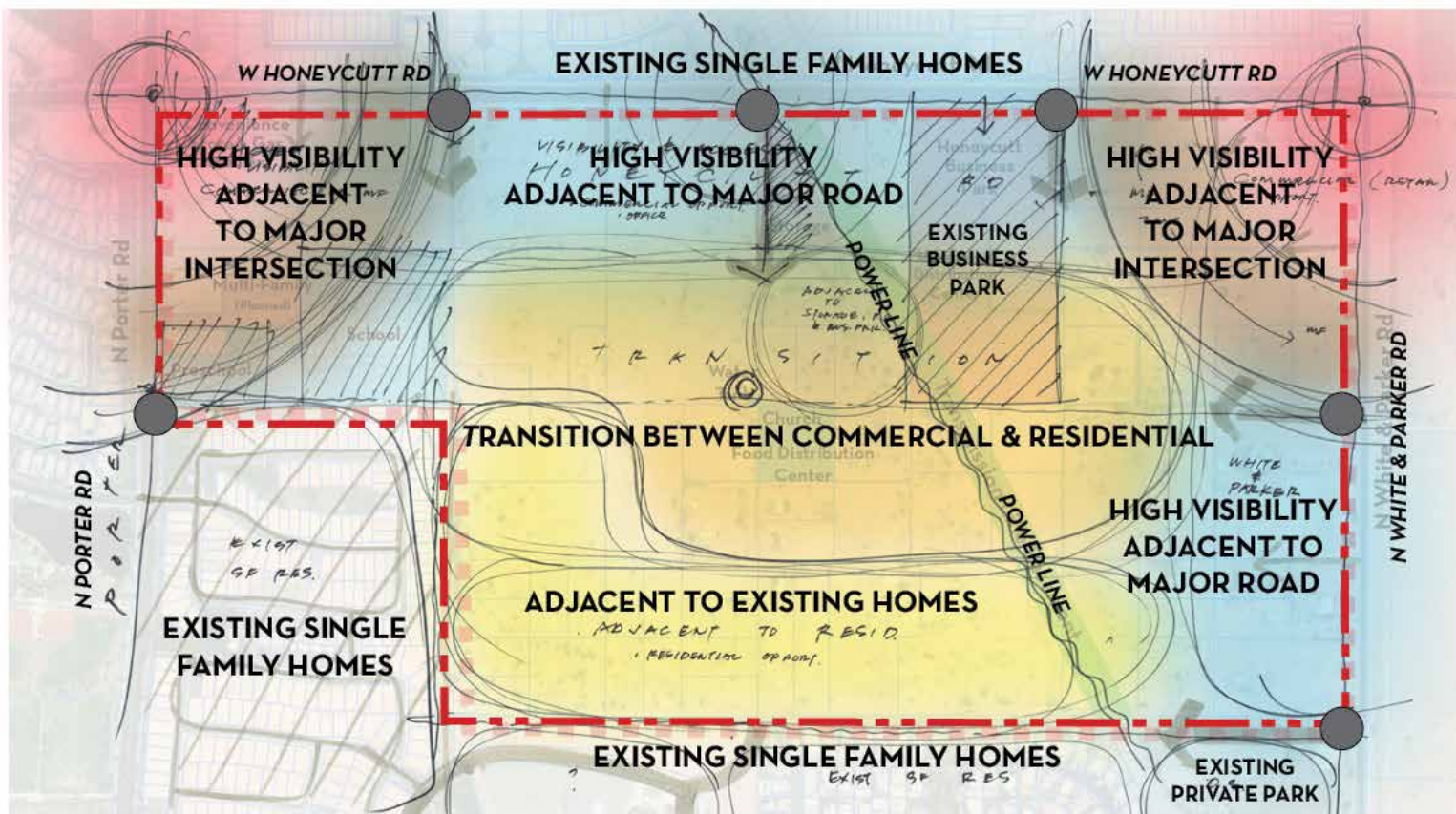
LAND USE	STRENGTHS / OPPORTUNITIES	CHALLENGES	CUMULATIVE SITE DEMAND		POTENTIAL TO INTRODUCE ON SITE		RENTS/ PRICE
			YEARS 0-10	YEARS 0-15	YEARS 0-10	YEARS 11-15	AVG. RENT/ PRICE RANGE ¹
For-Sale Residential	<ul style="list-style-type: none"> Strong household growth & relative affordability are expected to continue bolstering demand in the local area long-term 	<ul style="list-style-type: none"> Long commute times from existing employment cores & robust for-sale pipeline 	900 – 1,000 Units	1,800 – 2,000 Units	HIGH	HIGH	\$275k – \$400k
Rental Residential (MF/SFR)	<ul style="list-style-type: none"> Dearth of rental housing & growing household base will drive demand for new rental housing Single-family rental represents the greatest opportunity in the near-term 	<ul style="list-style-type: none"> Limited near-term dense rental demand as multifamily product is untested in this market 	500 – 600 Units	1,000 – 1,100 Units	MEDIUM *SFR is High	HIGH	\$1.30 - \$1.40/SF
Retail	<ul style="list-style-type: none"> Large future on-site household base will fuel retail demand Strong visibility frontage along Honeycutt & proximity to City Hall increases site's appeal 	<ul style="list-style-type: none"> Limited demonstrated support for retail away from the John Wayne Parkway corridor 	120,000 – 130,000 SF	160,000 – 170,000 SF	LOW/ MEDIUM	MEDIUM	\$20 - \$25/SF (NNN)
Neighborhood Office	<ul style="list-style-type: none"> Strong future household growth in the local area will naturally attract neighborhood office, such as medical services, finance, insurance, & real estate 	<ul style="list-style-type: none"> Traditional office development has not migrated to Maricopa given distance from major household concentrations 	13,000 – 15,000 SF	28,000 – 30,000 SF	LOW	MEDIUM	\$20 – 25/SF (NNN)
Industrial/Flex	<ul style="list-style-type: none"> Local household growth creates further demand for e-commerce distribution & flex space 	<ul style="list-style-type: none"> Distance from I-10 corridor limits opportunity for sizable industrial Limited synergies with overall masterplan 	-	-	LOW	LOW	\$8-\$10 /SF (NNN)

SITE ANALYSIS

Seven Ranches is a sparsely developed, 280-acre area that slopes very gently from the southeast to the northwest. Unlike most of the land surrounding Seven Ranches, the land has never been used for agricultural purposes. Originally, there were seven forty-acre ranches but today there are various residential and commercial developments mixed with vacant and undeveloped land.

The study area was analyzed to understand which properties are more suitable for different types of land use than others and to make sure that the recommended Land Use Study is based on the intrinsic qualities of the area. The analysis led to the following conclusions:

- The high visibility areas near major intersections are very suitable sites for future commercial development.
- Areas near major arterials are suitable for commercial, employment, and high-density residential development.
- High density residential areas benefit from close proximity to retail and restaurants and vice versa.
- Land uses in the south half of the study area that is adjacent to existing single family residential neighborhoods need to be compatible with those neighborhoods.
- The area on both sides of Seven Ranch Road should transition from low and medium residential uses in the south to mixed use commercial and high-density residential uses near the arterials on the east and north sides of the study area.
- The power line easement (100'-0" wide) is suitable for drainage improvements and for a multi-use trail.



SITE ANALYSIS

3.02.2021



7 RECOMMENDATIONS

RECOMMENDED LAND USES

Recommended land uses are based on input received during the neighborhood meeting, land use and development policies described in the current General Plan, site analysis, market analysis and input from the City of Maricopa Economic and Community Development Department staff. The commercial real estate market plays a strong role in determining specific land uses that will be developed at Seven Ranches, however, the city's land use policies can also provide incentives for development to address vehicular and pedestrian connectivity, such as expedited zoning and processing of plans, waiver and/or deduction of municipal fees for development and relief from development standards. The recommendations include descriptions of the following:

- Vision Statement
- Location of Suitable Land Uses
- Vehicular and Pedestrian Connections between land uses
- Parks, Open Space and Trails
- Street Network
- Utilities
- Stormwater Drainage

VISION STATEMENT

Seven Ranches has the potential to be a place where there are:

- Well planned and inter-related mixed-use commercial and residential developments.
- Connected development projects, neighborhoods, and districts that together, create a unique community that is distinguishable from surrounding areas and identified as Seven Ranches.
- Walkable commercial and residential neighborhoods that are safe places where families, old and young can explore.
- Mixed-use corridors that include retail, offices, employment, restaurants, and housing.
- Compact mixed-use commercial cores with small, pedestrian-oriented plazas framed by shops, offices, restaurants, and shaded by trees and perhaps a street that transforms into an event space on the weekends where the community's spirit is on display through product exhibits, shows, demonstrations.
- Landscaped streets, inspired by the local ecology, evoking a sense of oasis in the desert, and illuminated with lighting that evokes a sense of safety and security.

- Neighborhoods with a broad range of housing types and price levels that can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community.
- A series of diverse small parks dispersed throughout the residential neighborhoods, each with their own unique qualities.



The architectural character of mixed use developments in Seven Ranches should be inspired by traditional, rural communities in Arizona

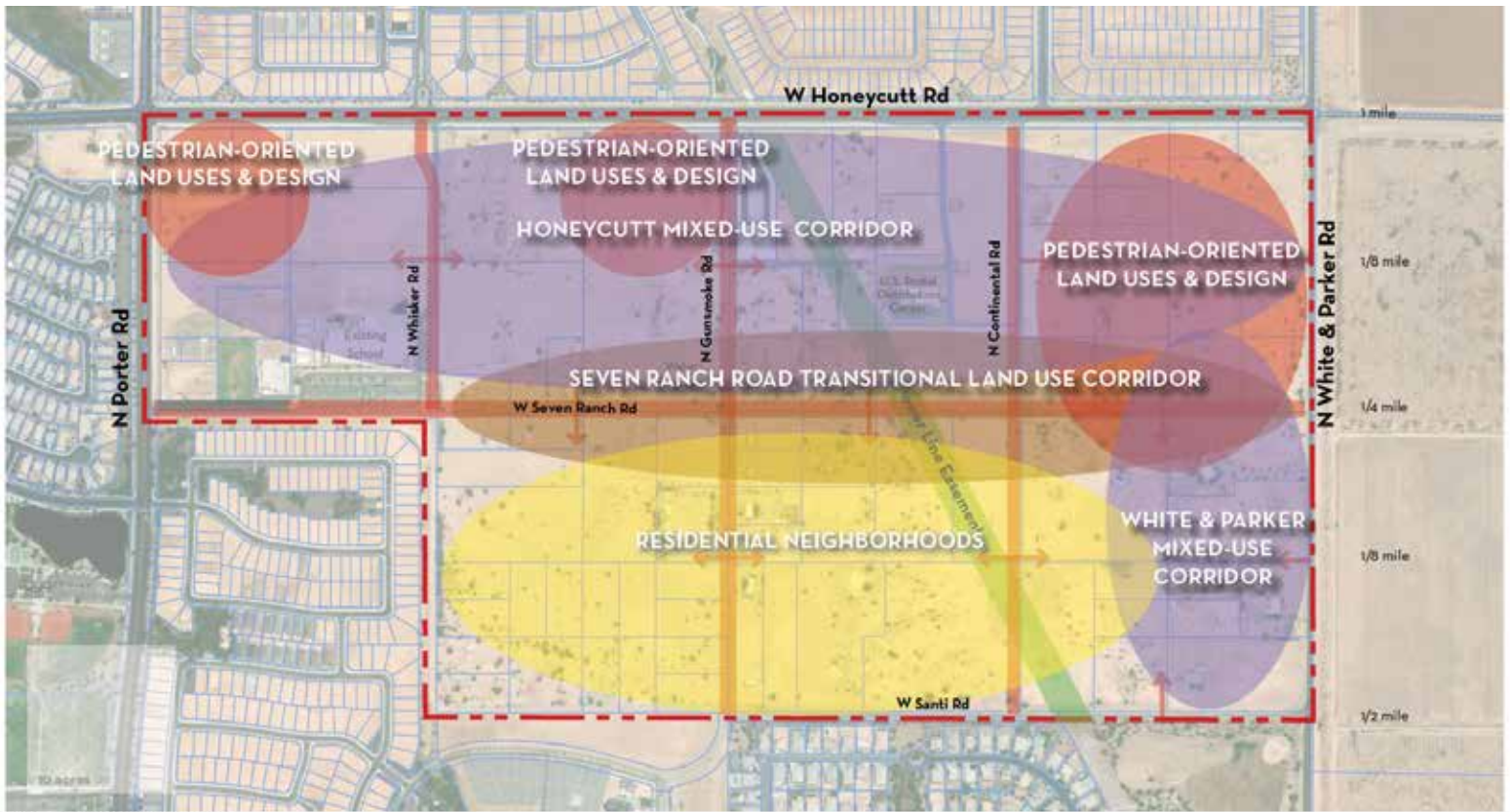
LAND USE DISTRICTS

Recommended land uses are organized in a series of flexible districts based on the analysis of each parcel's proximity to existing roads, existing and future development on adjacent properties. This concept promotes land use compatibility and encourages a high degree of connectedness as a strategy for increasing land values.

Four activity areas are identified, each with indistinct and flexible boundaries that overlap with the boundaries of a contiguous area. They are:

- Honeycutt Mixed Use Corridor
- White & Parker Mixed Use Corridor
- Seven Ranch Road Transitional Corridor
- Residential Neighborhoods

Several pedestrian-oriented sub-areas are also identified within the two mixed-use corridors to promote a more compact design concept for the uses that may occur, particularly in areas near the most highly visible intersections along Honeycutt Road.



DISTRICTS CONCEPT

5/19/2021

HONEYCUTT MIXED USE CORRIDOR

The Honeycutt Mixed-Use Corridor spans the full width of the study area (one mile) from North Porter Road on the west to North White and Parker Road on the east. It includes about 160 acres. West Honeycutt Road runs along the north edge of the district, providing excellent access and a high degree of visibility. Access points with turning movements from all directions are available at one-quarter mile intervals. These access roads are:

- N Whisker Road
- N Gunsmoke Road
- N Continental Road

Access may also be provided at 1/8th mile intervals if it is right-in/right out only. Individual properties and projects should be interconnected by a network of streets and sidewalks that correspond to the 1/8th mile grid. This network will create development blocks that are no larger than about 10 acres in size. The 1/8th mile system of streets is identified as “Secondary” Streets in the Street Network & Potential Connection Points Diagram.

The district is approximately one-quarter mile deep with the southern boundary formed by W Seven Ranch Road although this boundary is flexible to allow compatible uses to spill over to the south side of Seven Ranch Road.

Appropriate land uses in this district include commercial retail, restaurants, professional offices, flex space and multi-family residences.

Future zoning of properties within the Honeycutt Mixed-Use Corridor is encouraged to be either:

- Mixed-Use General (allows residential densities up to 24 du/ac)
- Mixed-Use Neighborhood (allows residential densities up to 16 du/ac)

Compact, Pedestrian-Oriented Mixed-Use Commercial Cores

The Honeycutt Mixed-Use Corridor is further defined by three sub-areas that are characterized by pedestrian-oriented development. The pedestrian-oriented areas are:

- SW corner Honeycutt and White & Parker (40 acres),
- SW Gunsmoke and Honeycutt (10 acres),
- SE Porter and Honeycutt (10 acres)

These mixed-use commercial areas should include retail shops, offices, residences, and restaurants in buildings that front or mostly front on the street right-of-way with parking in the rear.

Approximately 50,000 square feet of commercial development is likely to be in the two ten-acre cores while about 100,000 square feet of commercial development is likely to locate within the forty-acre core at the southwest corner of Honeycutt and White & Parker Road. See Market Analysis in the Appendix.



Small cafe tables and other furnishings encourage use by pedestrians

The pedestrian-oriented mixed-use areas should include inviting public plazas, shaded streetscapes and potentiall, a vertically mixed-use, “main street”. The pedestrian-oriented areas are intended to be vibrant places where housing, jobs, shops, and restaurants lie within walking distance of each other.

Well planned and well designed pedestrian-oriented areas are characterized by the following:

- No drive-through restaurants
- No auto-oriented uses such as gas stations
- No blank building elevation fronting on the pedestrian-oriented streets.
- On-street parking
- Adequate street-lighting and pedestrian scale lighting where appropriate
- Street trees and water conserving landscaping on both sides of all streets
- Buildings with the majority of their entry façade fronting on the road right-of-way line and with parking behind buildings.
- Frequent small plazas, event spaces
- Vertical Mixed-Use, ground-floor retail and restaurants, and offices and/or residential on the upper floors.
- Restaurants with outdoor dining facing the public plazas or streets, not on parking lots.
- Convenient transit stops

Future zoning of properties within the Mixed Use Corridors is encouraged to be either:

- Mixed-Use General (up to 24 du/ac)
- Mixed-Use Neighborhood (up to 16 du/ac)
- General Office
- General Commercial
- Residential High Density (12 to 20 units per acre)

Building heights should be limited to three stories but up to six stories should be allowed if pedestrian-oriented development concepts are implemented.



Mixed use developments should include small plazas, patios and other outdoor spaces



Commercial development with on-street parking and buildings on both sides of the street to define the public domain

WHITE & PARKER MIXED USE CORRIDOR

The White & Parker Mixed Use Corridor is about 1000 feet deep and it runs from just north of Seven Ranch Road to Santi Road on the south. The corridor lies across the street from future commercial, employment and residential development on the east side of White and Parker Road, as described in the General Plan. Potential connections to future development east of White & Parker Road are possible at Seven Ranch Road, Santi Road and through future intersections that are likely to occur at 1/8th mile intervals. Taking full advantage of these future connections will add value to properties within Seven Ranches.

Vehicular and pedestrian connections to properties located west of the White & Parker Road Corridor are also important. These connections will provide access to the future multi-use trail in the powerline easement and to other community facilities or amenities that may be developed further to the west. See Streets Section for more information.

Appropriate land uses in this area include commercial retail, restaurants, residential scale offices, flex space and multi-family residences. Office uses are likely to be in one-story structures, with at-grade parking.

Multi-family developments should be located near Seven Ranch Road and along White & Parker Road. They should provide Home Owner Association managed recreational amenities and park space for their residents.

Future zoning of properties within the White and Parker Mixed-Use Corridor is encouraged to be either:

- Mixed-Use General (allows residential densities up to 24 du/ac)
- Mixed-Use Neighborhood (allows residential densities up to 16 du/ac)
- General Office
- General Commercial
- Residential High Density -(12 to 20 units per acre)
- Multiple Unit Residential (6 to 12 units per acre)

Currently, stormwater flows from east to west across White & Parker Road and impacts property in Seven Ranches. The city may decide to construct a major greenbelt/drainage swale along the east or the west side of White & Parker Road to mitigate this problem. See "Drainage Section" for more information.



Vertical mixed-use, on-street parking, street trees, and furnishings create the attractive pedestrian environment



Street trees are essential for shading outdoor dining and the pedestrian walkways

SEVEN RANCH ROAD TRANSITIONAL LAND USE CORRIDOR

This area lies between the Honeycutt Road Mixed Use Corridor and Residential neighborhoods south of Seven Ranch Road. The purpose of the area is to promote development of land uses that are compatible with the mixed uses along Honeycutt Road and with the residential uses south of Seven Ranch Road.

Appropriate land uses in this district include schools, churches, community facilities, parks, residential scale offices, flex space and medium density single family or multi-family residences.

Land Uses within the Transitional Corridor should include the following elements:

- Paved streets, sidewalks, streetlights, street trees, and underground utilities
- Pocket parks maintained by a Home Owners Association. These small parks should be distributed so that it would take less than 2-1/2 minutes to walk from any residence to the park (approximately 1/8th of a mile radius from the park).
- Pedestrian connections to the multi-use power line trail.
- Vehicular and pedestrian connections to adjacent development to the north and to the south. Connections along Seven Ranch Road should be located no more than 1/8th mile apart. See Street Network & Access/Egress Points Diagram.
- Seven Ranch Road should be specially designed convey the appropriate character and theme of the Seven Ranches Community.

Future zoning of properties within the Transitional Corridor may include the following districts:

- GO - General Office
- MU-N Neighborhood Mixed Use (with maximum 16 du/ac)
- RM - Multiple Unit Residential (6 to 12 units per acre)
- PI-Public-Institutional
- OS-PR Parks and Recreation Open Space



Small scale professional and medical office uses transition between commercial and residential districts

RESIDENTIAL NEIGHBORHOODS

The Residential Neighborhoods area lies south of Seven Ranch Road between Whisker Road on the west and just east of Continental Road on the east. Santi Road, the south boundary line for Seven Ranches, provides access. The area is adjacent to an existing residential neighborhood located west of Whisker Road and the Desert Passage neighborhood south of Santi Road. The powerline easement cuts through the eastern portion of the area, roughly separating it from the Mixed-Use Corridor along White & Parker Road.

The purpose of this area is to promote development of a variety of housing types in well-planned neighborhoods that encourage walking. This area may also include a potential site for a cemetery. There is a strong demand for a cemetery because the City of Maricopa does not currently have one.

The Land Use Study recommends development of low to medium density residential neighborhoods in this district. Neighborhoods should have the following elements:

- Attractive entry features and signage
- Paved streets, sidewalks, streetlights, street trees, and underground utilities
- Pocket parks maintained by a Home Owners Association. These small parks should be distributed so that it would take less than 2-1/2 minutes to walk from any residence to the park (approximately 1/8th of a mile radius from the park).
- Pedestrian connections to the multi-use power line trail.
- Pedestrian connections to the mixed-use area to the east and the transitional land uses to the commercial areas north.
- A major drainage swale may need to be constructed along the north side of Santi Road. See Drainage Section for more detail.

Housing types may include single family detached homes, patio homes, duplexes. Ancillary dwelling units should be allowed on lots that are over 5,000 square feet in area. Lower density residential should be located near the existing residential neighborhoods, away from arterials, and away from commercial corners.

Future Zoning may include:

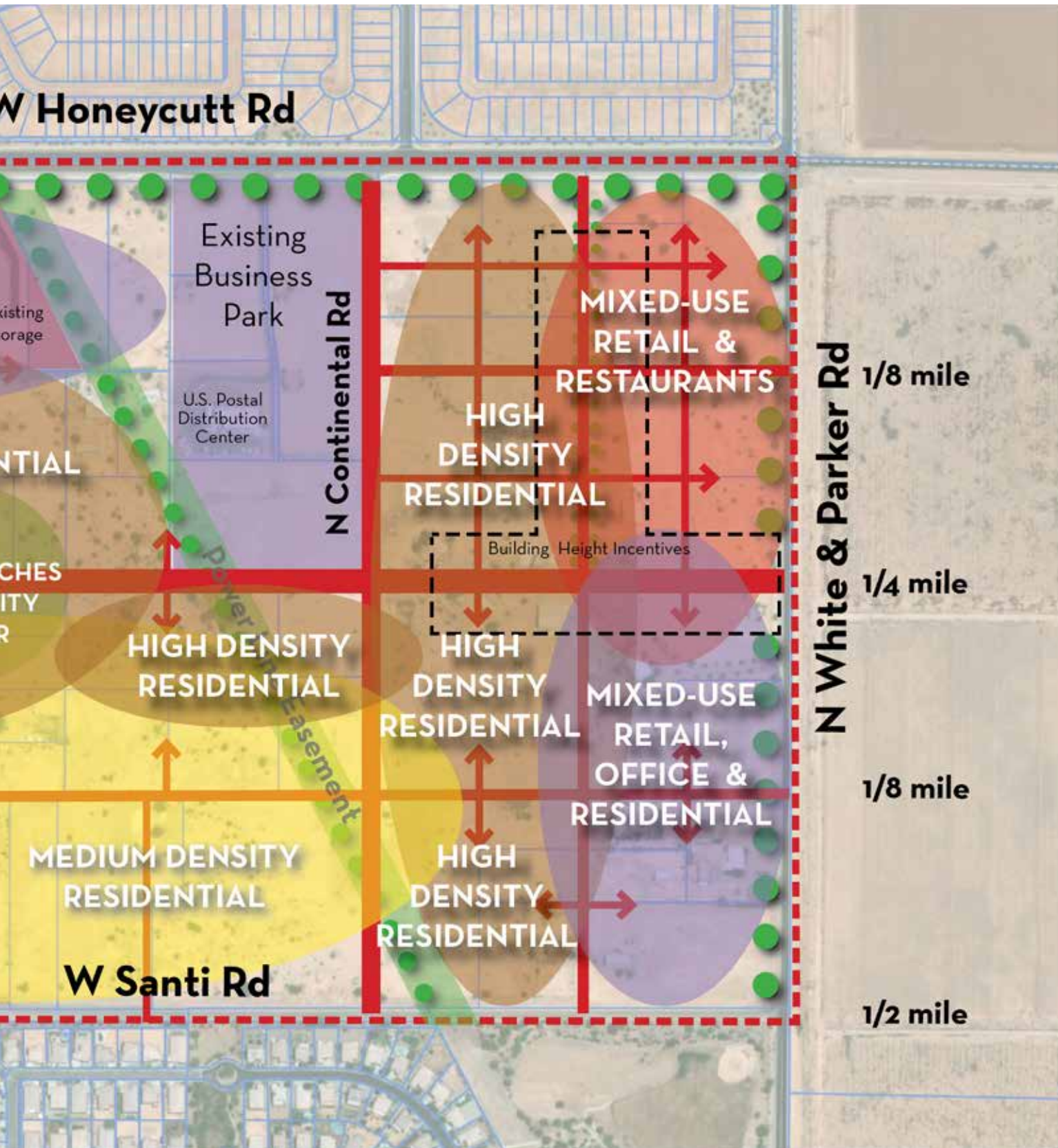
- RS-5 Medium Density Residential (Min. 5,000 square foot lots)
- RS-4 Medium Density Residential (Min. 7,000 square foot lots)
- RS-3 Medium Density Residential (Min. 9,000 square foot lots)
- RS-2 Medium Density Residential (Min. 12,000 square foot lots)
- RS-3 Medium Density Residential (Min. 18,000 square foot lots)
- OS-POS Privately Owned Open Space

The following Table allocates the projected land use demand to each of the seven, 40-acre sub-areas.

Seven Ranches Land Use Plan - Conceptual Land Use Allocation to Sub-Areas (acreages and square footages are theoretical only, actual quantities will be determined by specific development proposals)									
Sub-Area	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Total	
District Name	Honeycutt Mixed-Use Corridor			Comm. Core	Residential Neighborhoods		White & Parker Mixed-Use Corridor	Area	Unit
Size (ac)	40	40	40	40	40	40	40	280.0	AC
Commercial (ac)	5.0	5.0		10.0				20.0	AC
Commercial Office (sf)	7,500	7,500		15,000				30,000	SF
Commercial Retail/Restr. (sf)	42,500	42,500		85,000				170,000	SF
For Sale Homes (ac)		12.0	12.0		26.0	32.0	12.0	94.0	AC
Average Gross Density (du/ac)		12.0	12.0		8.0	8.0	8.0		
For Sale Homes (units)		144	144		208	256	96	848	DU/AC
								-	
For Rent Homes (ac)	26.5	10.5	10.5	11.0			13.5	72.0	AC
Average Gross Density (du/ac)	16.0	16.0	16.0	16.0			16.0		DU/AC
For Rent Homes (units)	424	168	168	176			216	1,152.0	
								-	
Powerline Easement (ac)			6.9		5.4		2.6	14.9	AC
Honeycutt Greenbelt (ac)	2.2	2.2	4.4	4.4				13.2	AC
White & Parker Greenbelt (ac)				4.5			4.5	9.0	AC
Stormwater Detention (ac)	4.0	2.0	4.0	2.0	4.0	4.0	4.0	24.0	AC
Neighborhood Parks (ac)	2.0	8.0	2.0	8.0	4.5	4.0	3.0	31.5	AC
								-	
Total acreage allocated (ac)	39.7	39.7	39.8	39.9	39.9	40.0	39.6	278.6	AC
Assumes development occurs prior to construction of Santa Cruz Wash flood control facilities.									

LAND USE STUDY





CONNECTIONS

Future development within the mixed use corridors and pedestrian-oriented commercial cores should provide a network of pedestrian walkways, paths and trails. The network should accommodate pedestrian circulation within each project and it should connect to adjacent projects to allow vehicles and pedestrians and bicyclists to move freely and efficiently. Connected parcels and projects create synergy and enhance the property values.

The Honeycutt Business Park is an example of a development that is not connected and it was not planned to accommodate connections as development occurs on adjacent properties. As a result, east-west connections are probably not possible and all vehicles and pedestrians must use Honeycutt Road or Seven Ranch Road, which are 1/4 mile apart.

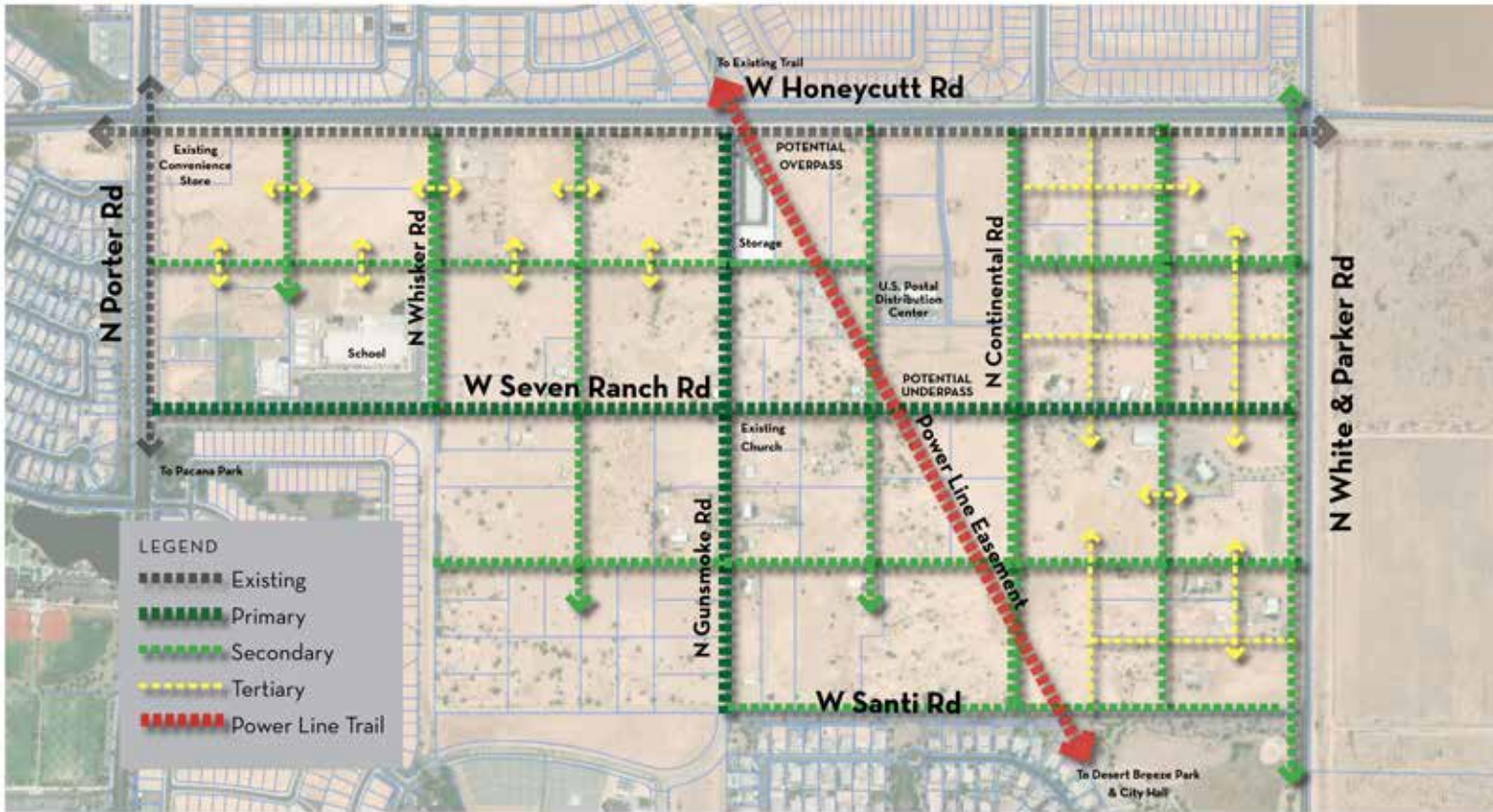
Pedestrian activity is greatly dependent upon and facilitated by construction of streets and blocks that have a perimeter that is no larger than about 1,800 linear feet. The Seven Ranches Pedestrian Connections Plan recommends providing a walkway along both sides of streets that follow the 1/2 mile, 1/4 mile and 1/8 mile grid. These connections are identified as Primary and Secondary Connections.

The Tertiary Connections, shown in yellow on the Pedestrian Connections Plan, should be required in the Mixed-Use Corridors. The Tertiary Connections follow the 1/16 mile grid and existing property lines in most cases. The blocks created by this system will be about 330' by 330' and will have a perimeter measurement of approximately 1,320 feet. For comparison, city blocks in downtown Portland, Oregon are about 260' by 260'.

In addition to the connections provided along streets, the Pedestrian Connections Plan recommends that the city construct a major multi-use trail in the WAPA powerline easement. Access and connections to this trail should be provided each time it intersects with a street.

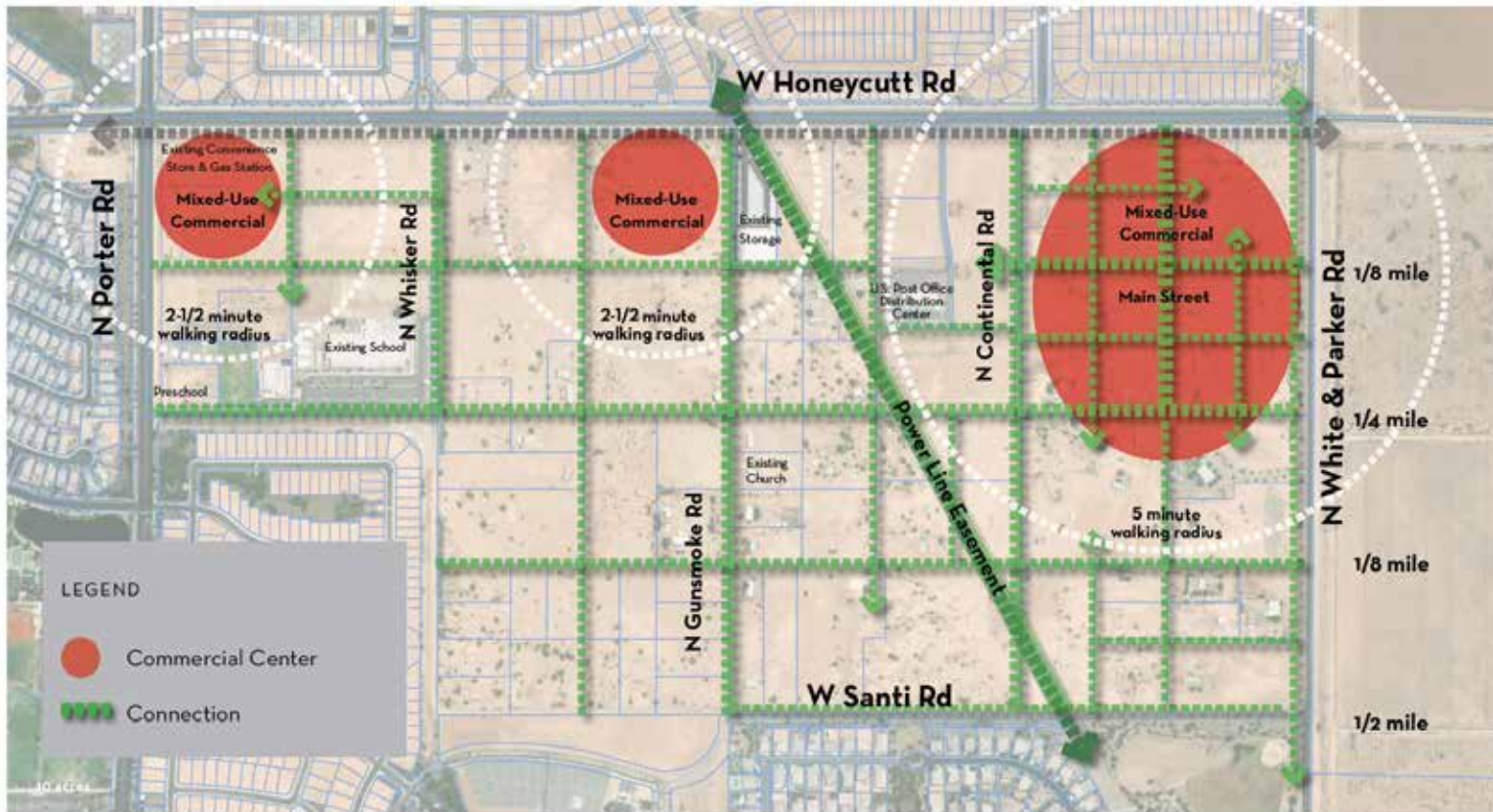


A multi-use trail should be constructed within the power transmission line easement



PEDESTRIAN CONNECTIONS PLAN

6.26.2021



DESTINATIONS / CENTERS & PEDESTRIAN CONNECTIONS

4.23.2021

ILLUSTRATIVE PLAN



Note: The illustrative study does not represent an actual proposed development plan, and is only intended to illustrate the overall vision and a possible concept for future land use and infrastructure at Seven Ranches.



PARKS, OPEN SPACE AND TRAILS

Seven Ranches should develop a comprehensive system of public and private parks, open space and trails. The major components of the system could include open space corridors / greenbelts in the following areas:

- Powerline Easement
- Proposed Drainage Swale on the south side of Honeycutt Road
- Proposed Drainage Swale on the west side White and Parker Road
- Proposed Drainage Swale on the north side Santi Road

The powerline easement and the drainage swales required to mitigate potential flooding represent significant opportunities for open space and trail improvements. In addition, the development of a network of streets is another opportunity to provide an attractive system of shaded and landscaped walkways that connect to the major open space corridors.

The existing powerline easement offers about 8.3 acres of open space that might be used for a multi-use trail, a drainage swale, and community gardens. The easement should be thought of as an open space “spine” that can be linked to sidewalks and pathways that are integrated with the streets that serve mixed use commercial and residential developments.

In addition to the open space corridors, Seven Ranches should include a network of public and private parks and plazas. The Seven Ranches Land Use Study recommends a system of parks that includes the following:

- Community Park
- The Town Square
- Pocket Parks and Plazas
- Neighborhood Parks

The City of Maricopa Parks, Open Space and Trails Master Plan does not anticipate a need for any additional public parkland with Seven Ranches because Pacana Park is located less than 1.1 mile away from any point within Seven Ranches. However, the City may consider acquisition of land for the development a Community Center to serve the future residents within Seven Ranches. The Community Center may include a small park, meeting rooms, coffee shop, day care, etc. A cemetery may also be a part of the Community Center.

A “Town Square” could be a special public space for events, community gatherings and other activities. It should be developed as a component of mixed-use development that is located near the southwest corner of Honeycutt Road and White & Parker Road.

Pocket Parks and plazas are privately developed and maintained amenities that should be a part of any project that is ten acres or more in size and they should be located no more than 330’ away from any point within the mixed-use development. Pocket parks and plazas developed in mixed-use commercial areas should be open and accessible to the general public.

Neighborhood parks are also privately developed and access to the parks may be restricted to home owners. These parks are intended to serve residents living within 1/8th of a mile radius from the park or no more than a 2.5-minute walk from any point in the development.



A multi-use trail should be developed along the Western Area Power Authority (WAPA) powerline easement



A community park will provide recreation opportunities and space for public gatherings and special events



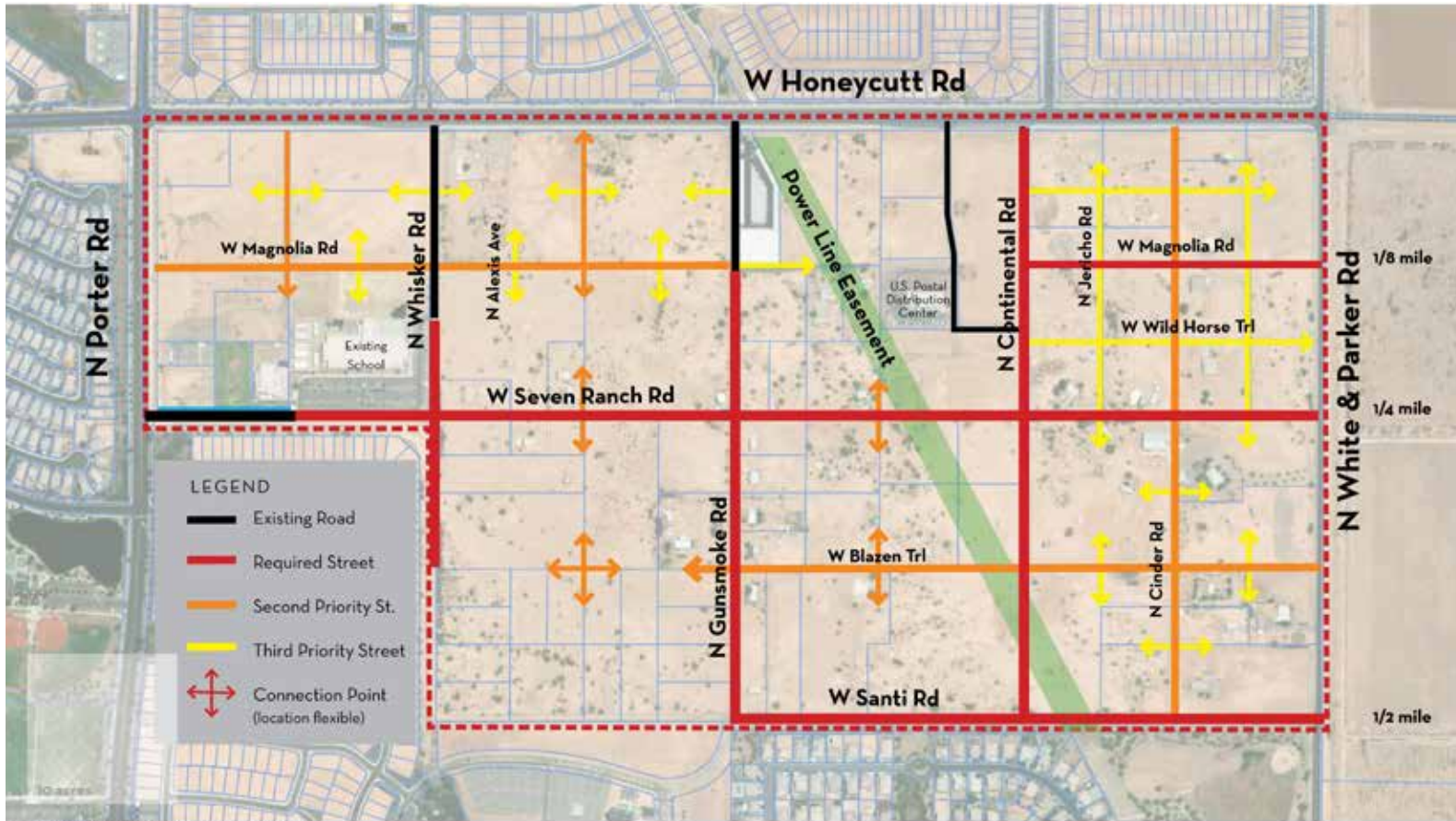
Multi-use trail example

TRANSPORTATION/ROADWAY NETWORK

The Seven Ranches roadway network is comprised of Collector and Local Road classifications and surrounding by various levels of Arterial roadway classifications. The following table identifies the road and the associated classification and right-of-way width.

Seven Ranches Land Use Plan - Recommended Roadway Sections													
Type	Roadway	Classification	City of Maricopa Street Section Detail No.										
			MAR-202-I	MAR-202-II	MAR-203	MAR-204	MAR-205-I	MAR-205-II	MAR-206 VC-1	MAR-206 VC-2	MAR-207-1	MAR-207-2	MAR-207-3
1 mile	White & Parker Rd	Principal Arterial I	YES	YES									
	Honeycutt Road	Minor Arterial			YES	YES							
	Porter Road	Minor Arterial			YES	YES							
1/2 mile	Gunsmoke	Collector (Character)					YES	YES	YES	YES			
	Santi Road	Collector					YES	YES	YES	YES			
1/4 mile	Seven Ranch Rd	Collector (Character)					YES	YES	YES	YES			
	Whisker Road	Local					YES	YES	YES	YES	YES	YES	YES
	Continental Road	Local					YES	YES			YES	YES	YES
1/8 mile	Magnolia Road	Local					YES	YES	YES	YES	YES	YES	YES
	Blazen Trail	Local					YES	YES			YES	YES	YES
	Cinder Road	Local					YES	YES	YES	YES	YES	YES	YES
1/16 mile	Wild Horse Trail	Local									YES	YES	YES
	Alexis Ave	Local									YES	YES	YES
	Jerico Road	Local									YES	YES	YES

The proposed roadway network is to be designed and constructed in accordance with the City of Maricopa design standards. Refer to the Implementation Section of this Plan for a discussion related to the road network.



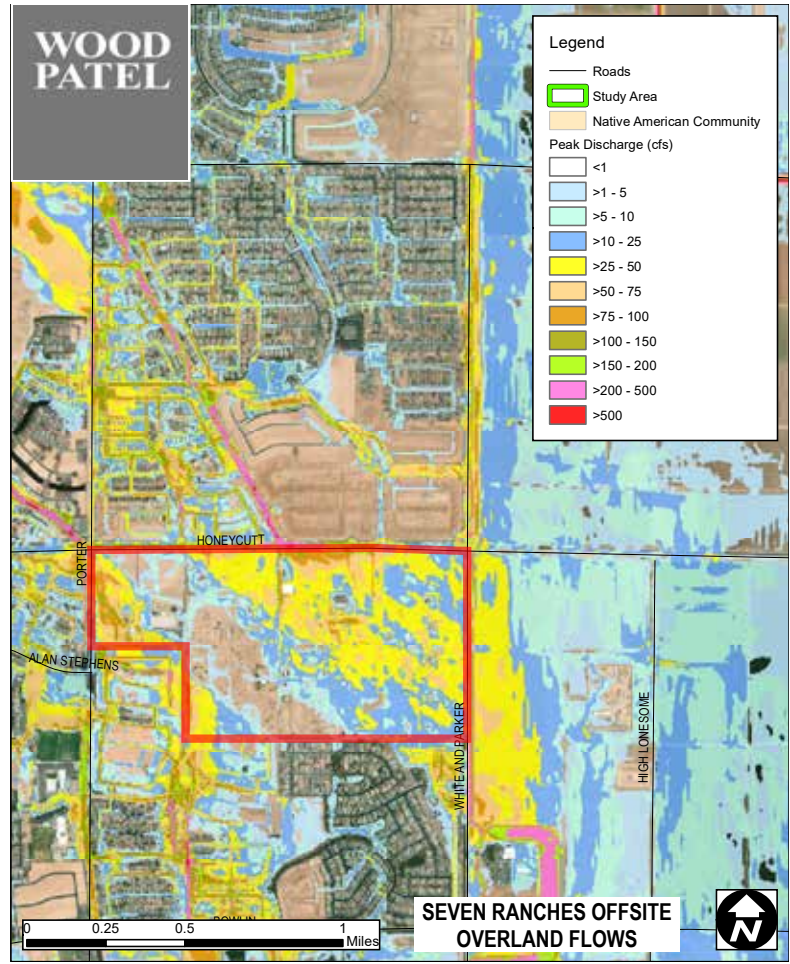
STREET NETWORK DIAGRAM



DRAINAGE IMPROVEMENTS

The drainage patterns for the project site and surrounding areas drain from southeast to northwest at a surface slope of approximately 0.3%. Existing drainage infrastructure within the Seven Ranches area is minimal to none. Offsite storm water flows impact the project area, entering along the south and east boundaries and sheet flowing northwest across the Seven Ranches area to the historical outfall across Honeycutt Road.

A portion of the project area's east half is located within a mapped FEMA Special Flood Hazard Area Zone AE (Panel 04021C0765F dated 6/16/2014). Although the remaining project area is not located within a mapped FEMA Special Flood Hazard Area, the area is recognized for regional flooding based on an approved WOODPATEL FLO-2D study associated with the North Santa Cruz Wash (NSCW) Regional Flood Control Project with the City of Maricopa Flood Control District. An exhibit illustrating the existing drainage conditions is provided for reference.



OFFSITE DRAINAGE

Improvements within the Seven Ranches area will experience inundation from offsite storm water without a regional (NSCW) or interim project solution for intercepting and collecting storm water flows upstream of the project area, routing those storm water flows around the project area and releasing the storm water flows at their historical outfall across Honeycutt Road.

Through discussions with the City of Maricopa, the proposed improvements are to assume a regional solution (NSCW) is in place. With the NSCW improvements in place offsite storm water flows are reduced significantly however they are still present. Offsite overland flows between the Seven Ranches site and the NSCW improvements may continue to impact the Seven Ranches improvements. An interceptor channel may be required to accept and release offsite overland flows in their historic location. The interceptor channel is proposed along the east portion of Santi Road, White and Parker Road, and the east half of Honeycutt. Overland flows enter the Seven Ranches site along the easterly side (Santi & White and Parker Roads) and exit the site along the northerly side (Honeycutt Road).

Two options exist for the interceptor channel along White & Parker Road.

OPTION ONE:

Construct the channel along the west side of White & Parker Road and south side of Honeycutt Road, internal to the Seven Ranches area.

OPTION TWO:

Construct the channel along the east side of White & Parker Road and south side of Honeycutt Road, crossing under White & Parker Road on the south side of Honeycutt Road.

The interceptor channel may have a lateral outflow from the channel to allow for flow to enter and exit the channel at the intended or historic location. This will require the channel design to eliminate freeboard from the right bank of the channel cross section for the intended lateral in/outflow. An option to the lateral outflow type outfall is a box culvert crossing under Honeycutt Road to Homestead’s drainage areas near/ around the powerline corridor.

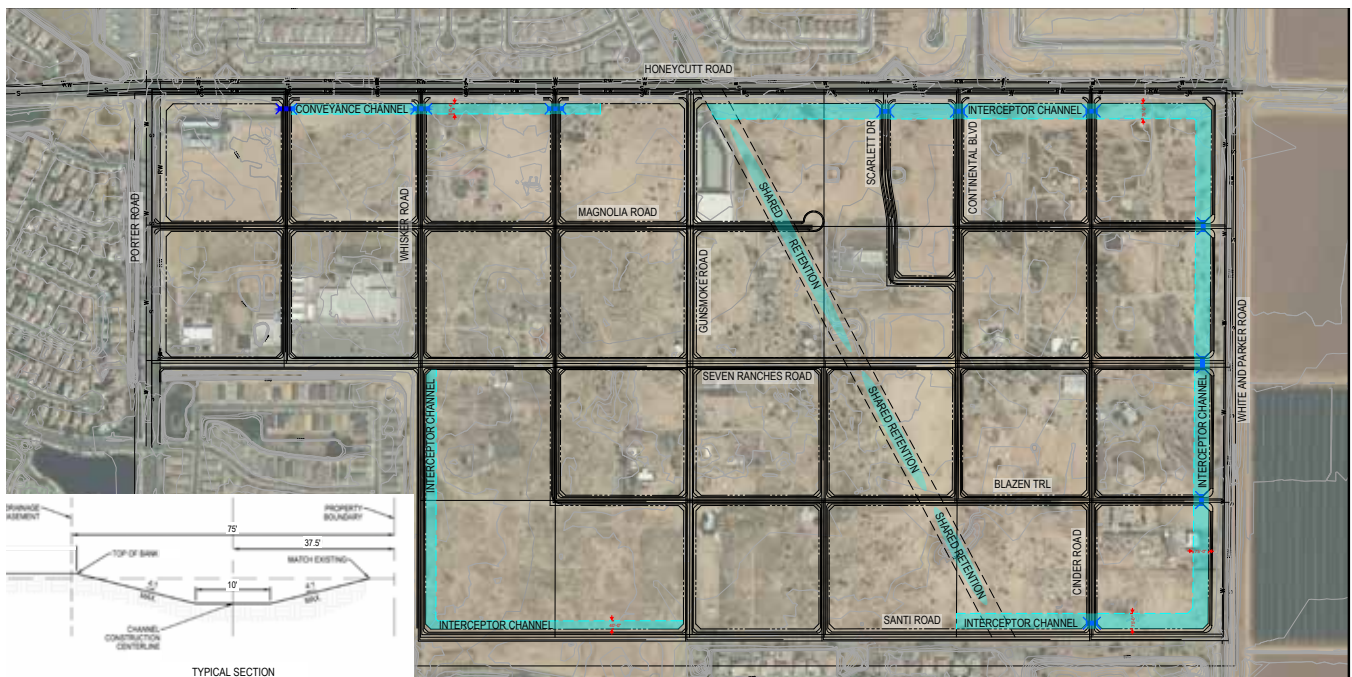
ONSITE DRAINAGE

As individual parcels develop within this area, each development is responsible to handle, convey and retain it’s portion of the 100-year, 2-hour design storm event including adjacent half street areas. The following table provides an example of the required retention volume for a 1-acre development.

Parcel Area (acres)	1.0
Surface Coefficient	0.90
Rainfall Depth - 100-year, 2-hour Storm Event (inches)	2.26
Volume Required (cubic feet)	7,384
Volume Required (acre-feet)	0.17

Neighborhood parks and/or the powerline corridor may be used for a shared retention storage system. This approach may benefit upstream parcels for the requirement of full or portions of the required retention volume. Surrounding streets and public storm drain would then be required to be engineered to convey storm water from the benefiting parcels to the shared retention system in a park or the powerline corridor.

The proposed drainage system is to be designed and constructed in accordance with the City of Maricopa, Maricopa Flood Control District and Pinal County design standards.



CONCEPTUAL DRAINAGE PLAN

BRANDING

The consultant team strongly believes that future development would be greatly enhanced by defining an identifiable brand that is shared by all projects within Seven Ranches. If this is done, Seven Ranches will maintain its unique identity as “a community within a community”. Branding the community will help establish a sense of place and a feeling that individual projects are a part of something bigger.

Opportunities to brand Seven Ranches are offered in each element of the built environment such as the architecture, signage, lighting, landscaping, streets and drainage features. Entry features at each of the major intersections around the perimeter of Seven Ranches are good locations for exhibiting the Seven Ranches design theme. Landscaping, street lighting and street signs in parks, greenbelts and along major roads such as Gunsmoke and Seven Ranches should be developed with an intent to make a strong design statement that reinforces the Seven Ranches brand. In addition, the design of privacy walls, fencing, and guardrails should be carefully examined to ensure that these elements fit the design theme. Design Guidelines specifically crafted for Seven Ranches could also reinforce the design theme, character and brand.



ENTRY FEATURES / COMMUNITY IDENTITY CONCEPT

IMPLEMENTATION

The Land Use Study provides a strategic framework for future development opportunities in Seven Ranches. The responsibility for implementing the Plan lies with both the City of Maricopa and with private developers. In some cases, a public/private partnership may be the most effective implementation approach.

The City should take actions that help achieve goals that the market can't or that individuals cannot deal with on their own. The following are the recommended action plan for implementing public sector initiatives:

REGULATORY MEASURES

1. Make amendments to the General Plan as necessary to make the Plan consistent with the Seven Ranches Land Use Study.
2. Expedite review of rezoning applications that are consistent with the Seven Ranches Land Use Study.
3. Prepare an Overlay Zoning designation that includes specific Design Guidelines that describe the aesthetic and design goals and objectives for Seven Ranches.
4. Consider designating Seven Ranches as an Infill Incentive District.

CAPITAL IMPROVEMENTS

5. Construct a multi-use trail in the powerline easement. Coordinate the design with the design of drainage facilities within the easement. Consider forming a Community Facilities District (CFD) to finance improvements.
6. Prepare a Master Drainage Plan for Seven Ranches that evaluates feasibility of constructing a community-wide system of drainage improvements to protect all properties in Seven Ranches from potential flooding.
7. Gunsmoke and Seven Ranch Road and the associated water lines, sewerlines and reclaimed water lines should be constructed by the city. All other 1/4 mile and 1/8 mile streets should be constructed by private developers following design standards established by the city. Road rights-of-way should be acquired from private property owners. The design of the intersection at Gunsmoke Road and Seven Ranch Road is a possible constraint to development because of the existing water tanks that may conflict with the right-of-way required for construction. See "Roadway Implementation Table".
8. Funding for roadway and infrastructure improvements should be from the Capital Improvements Budget or the city should evaluate the feasibility of a Community Facilities District (CFD) to finance roadway improvements, infrastructure, parks, trails and open space.

PLANNING

9. Continue to work with the private water and sewer providers for the area on the construction of improvements to these utilities.
10. Evaluate the need to purchase land for a Community Center that might include a small park, meeting rooms, etc. Consider forming a Community Facilities District (CFD) to finance land acquisition.

UTILITY PROVIDERS AND PRIVATE SECTOR RESPONSIBILITIES

11. Construct improvements to water, sewer, and fire protection infrastructure.

Seven Ranches Land Use Plan - Roadway Implementation

Type	Roadway	Responsibility	Constraints	ROW	Easement
1 mile	White & Parker Road	City	Existing 2-lane road	City owned	No
1/2 mile	Gunsmoke	City	Existing storage building and water tanks may encroach on needed ROW	None	Existing water line along full length
	Santi Road	Private Developers	Existing one-half street paved from White & Parker to Gunsmoke	None	Existing water line along most length
1/4 mile	Seven Ranch Road	City	Existing school access drive, parking, drainage channel, water tanks, and at least one residence may encroach on needed ROW	None	Existing water line along most length
	Whisker Road	Private Developers	Existing curb cut on Honeycutt and two-lanes of pavement from Huneycutt to Sequoia School	None	Existing water line
	Continental Road	Private Developers	Existing curb cut at Honeycutt and 2-lane road paved approximately 880' through Business Park	None	No
1/8 mile	1/8 mile roads	Private Developers	Private property	None	Existing water line in some areas
1/16 mile	1/16 mile connections	Private Developers	Private property	None	Existing water line in some areas

12. Construct publicly accessible pocket parks and plazas.

MANAGEMENT AND OPERATION

13. Establish a Master Property Owners Association (MPOA) to give property owners legal authority to make rules and regulations related to development and maintenance of properties in Seven Ranches. The MPOA would also help coordinate private development of individual properties and responsible for enforcing rules and regulations and keeping design standards high. The POA would also be responsible for maintaining certain common areas such as parks, streetscape and entry features.

COMMUNITY FACILITIES DISTRICTS (CFD)

A Community Facilities District (CFD) is a special taxing district that allows the financing of the installation, operation and maintenance of public improvements such as roads, water and wastewater facilities, flood control and drainage projects that benefit a specified area. The Arizona Community Facilities District Act became effective in 1988 with ARS Title 48 - Special Taxing Districts.

Many Arizona communities such as Scottsdale, Surprise, Peoria, Buckeye, Mesa and Goodyear have utilized CFDs to finance the installation and maintenance of infrastructure for specific communities. Creation and use of CFDs to finance public infrastructure is generally brought forward by a developer for consideration by the City early in the development stage of a new community. The bonds associated with the CFDs are the responsibility of property owners, so as a community develops, the responsibility for payment of that debt shifts from the developer to the home owner as it is the property owner who benefits from the public infrastructure improvements. CFD property tax rates vary by year depending on the levy needed to cover debt service requirements and operations and maintenance. CFDs will appear under the Special District section of your County property tax statement.

Community Facilities Districts were formed for the purpose of acquiring and improving public infrastructure in specified land areas. As special purpose districts and separate political subdivisions under the Arizona Constitution, the Districts levy taxes and issue bonds independently of the City. Property owners in the designated areas are assessed for District taxes and thus for the cost of operating the Districts. Although the City Council serves as the Board of Directors for each independent district, the City has no liability for the debt of any District, nor does any other district have any liability for another district.

The Community Facilities Districts (CFD) levy an ad valorem property tax based on the assessed limited value of your property and is collected by the County Treasurer on your property tax bill.

IMPLEMENTATION PRIORITIES

The following table lists the implementation measures in order of priority and identifies a timetable completing each measure.

Seven Ranches Land Use Plan - Implementation Priorities						
Implementation Measure	Timeline					
Adopt the Seven Ranches Land Use Plan	Q3 2021					
Expedite review of rezoning applications that are consistent with the Seven Ranches Land Use Plan	Q3 2021					
Work with private water and sewer on infrastructure improvements	Q3 2021	Q4 2021				
Coordinate with property owners to establish a Master Property Owners Association	Q3 2021	Q4 2021				
Amend the General Plan so it is consistent with the Seven Ranches Land Use Plan		Q4 2021				
Conduct a feasibility study for construction drainage improvements to protect all property within Seven Ranches from flood hazard		Q4 2021	Q1 2022			
Prepare an Overlay Zone and Design Guidelines		Q4 2021	Q1 2022			
Construct Gunsmoke Road and Seven Ranch Road		Q4 2021	Q1 2022	Q2 2022		
Construct a multi-use trail within the WAPA powerline easement				Q2 2022	Q3 2022	
Conduct a feasibility study for land acquisition and development of a cemetery and for development of a community park/recreation center					Q3 2022	Q4 2022

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APPENDIX

- **CITIZEN INPUT AND PUBLIC PARTICIPATION REPORT**
- **MARKET ANALYSIS (FULL REPORT)**
- **WATER DISTRIBUTION; WASTEWATER COLLECTION, AND; RECLAIMED WATER DISTRIBUTION SYSTEMS**

WATER DISTRIBUTION SYSTEM

The project area is located in the Seven Ranches Domestic Water Improvement District (SRDWID) water service area. The service area is bordered by Porter Road on the west, Honeycutt Road on the north, White and Parker Road on the east and Santi Road on the south. However, the service area does not include the Honeycutt Business Park located within the borders listed above.

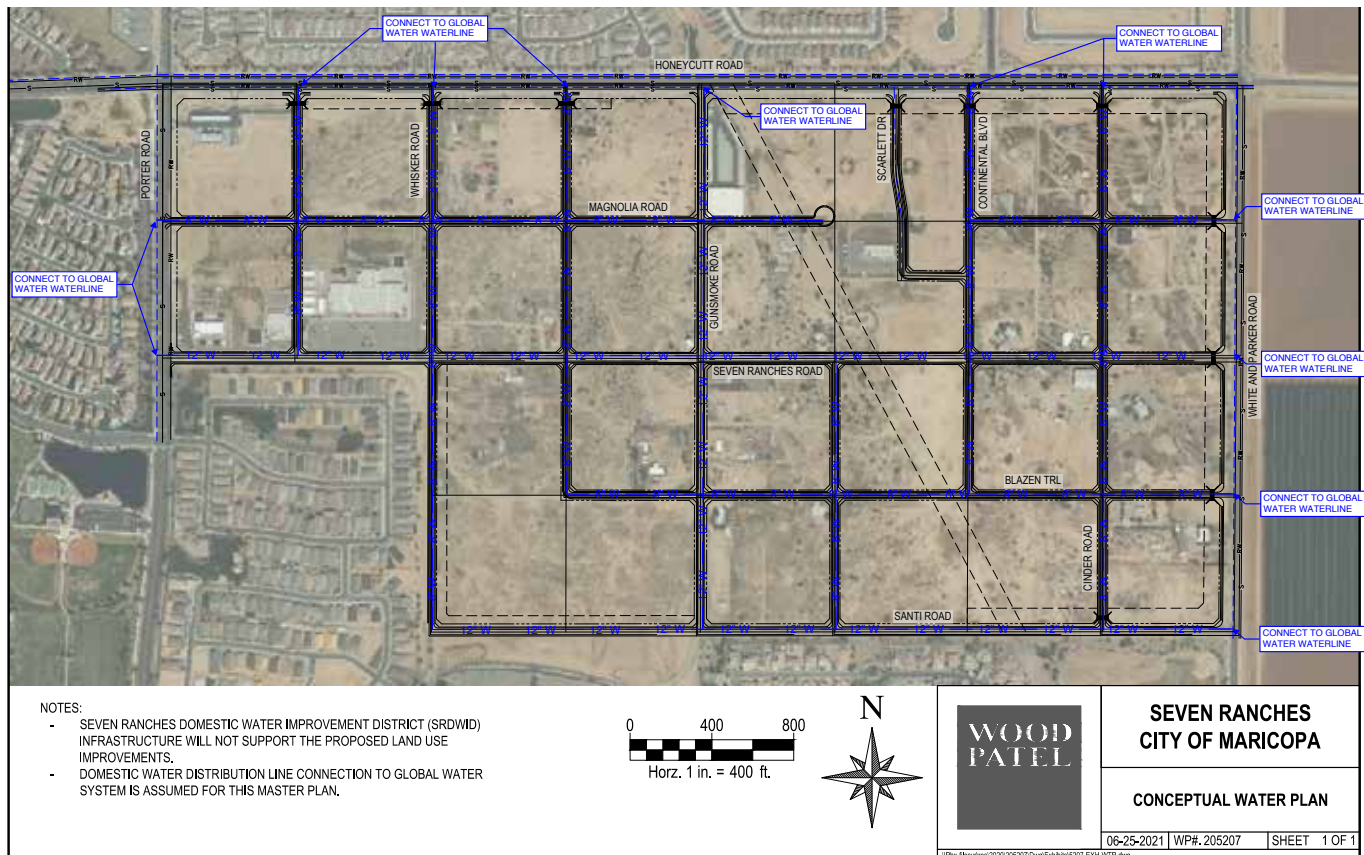
The existing SRDWID water distribution system infrastructure is not capable of supplying sufficient domestic water to meet the Land Use Study's proposed land uses water demands without significant upgrades to the supply, storage and distribution systems. Through discussions with the City of Maricopa, the proposed improvements are to assume connection to the Global Water system, which surrounds the Seven Ranches area. Coordination between the City of Maricopa, Global Water, and SRDWID is not part of the Land Use Study.

Global Water's surrounding infrastructure is sufficient to meet the demands of the Seven Ranches Land Use Study's proposed land uses. The existing Global Water domestic water system infrastructure includes a 16-inch diameter PVC waterline along the south side of Honeycutt Road between Porter Road and White and Parker Road, a 16-inch diameter PVC waterline along the west side of White and Parker Road between Santi Road and Honeycutt Road, and a 16-inch diameter PVC waterline along the east side of Porter Road.

Water distribution system improvements to the Seven Ranches area are expected to be the installation of the following minimum waterline sizes:

Road Classification	Water Distribution - Minimum Size (inches)
Collector	12
Local	8

The water distribution system is to be designed and constructed in accordance with the City of Maricopa, Global Water, and Pinal County design standards.



WASTEWATER COLLECTION SYSTEM

The project area is located in the Global Water wastewater service area.

The existing wastewater collection system infrastructure includes a 24-inch diameter SDR-35 sewer line along the south side of Honeycutt Road flowing east to west, a 36" diameter sewer line along the east side of White and Parker Road flowing south to north, and a 24-inch diameter SDR-35 sewer line along the centerline of Porter Road south of Honeycutt Road flowing south to north. The existing sewer lines, having varying depths between 12-15 feet, connect and outfall to a 42" HDPE sewer line west of Porter Road.

Global Water has indicated there are currently no capacity issues with the existing wastewater infrastructure.

Wastewater collection system improvements to the Seven Ranches area are expected to be the installation of the following minimum sewer line sizes:

Road Classification	Sewer Collection - Minimum Size (inches)
Collector	8
Local	8

The wastewater collection system is to be designed and constructed in accordance with the City of Maricopa, Global Water, and Pinal County design standards.



RECLAIMED WATER DISTRIBUTION SYSTEM

The project area is located in the Global Water reclaimed water / wastewater service area.

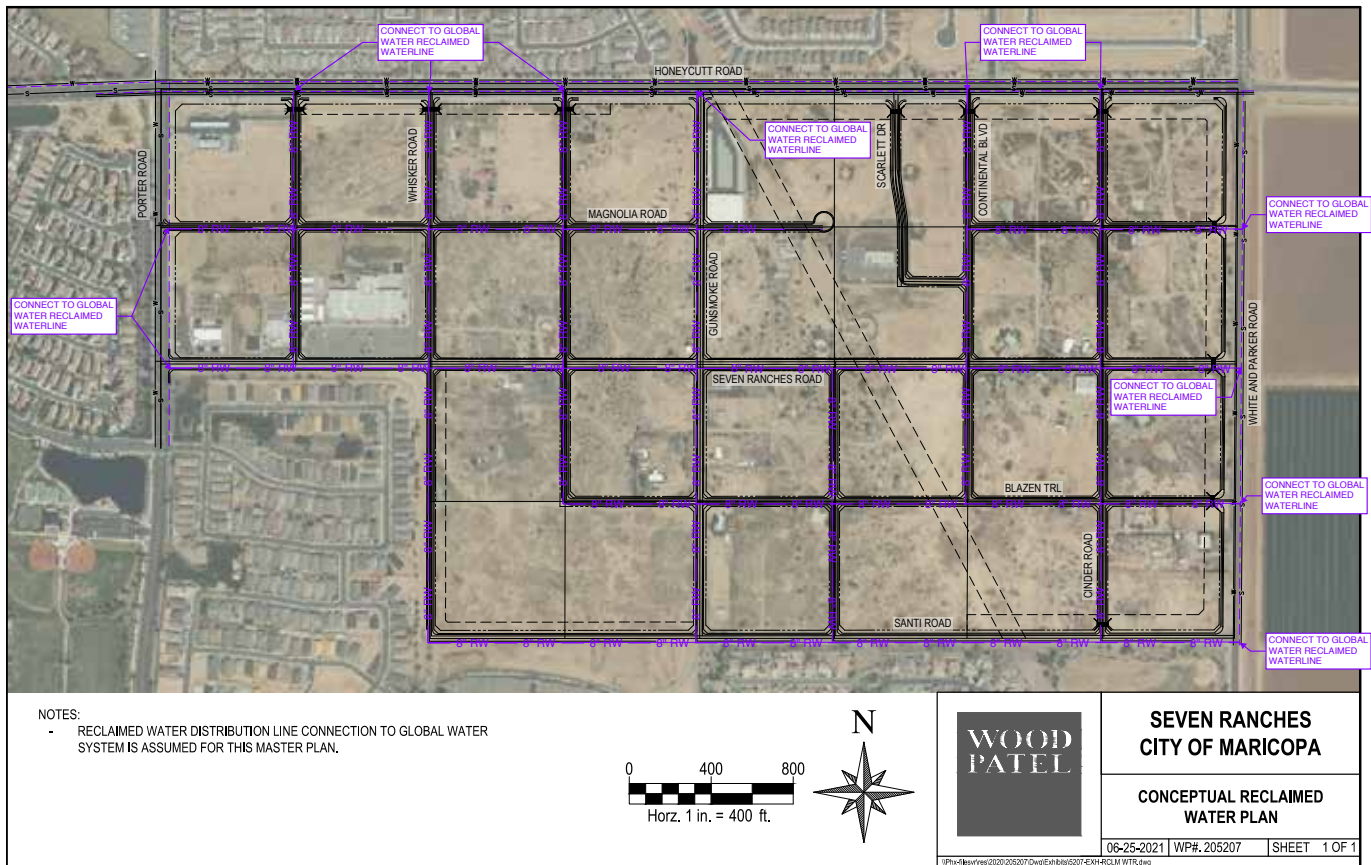
The existing reclaimed water distribution system infrastructure includes an 18-inch diameter PVC reclaimed waterline along the north side and a 12-inch diameter PVC reclaimed waterline along the south side of Honeycutt Road between Porter Road and White and Parker Road, a 12-inch diameter PVC reclaimed waterline along the west side of White and Parker Road and an 18-inch diameter PVC reclaimed waterline along the west side of Porter Road south of Honeycutt Road.

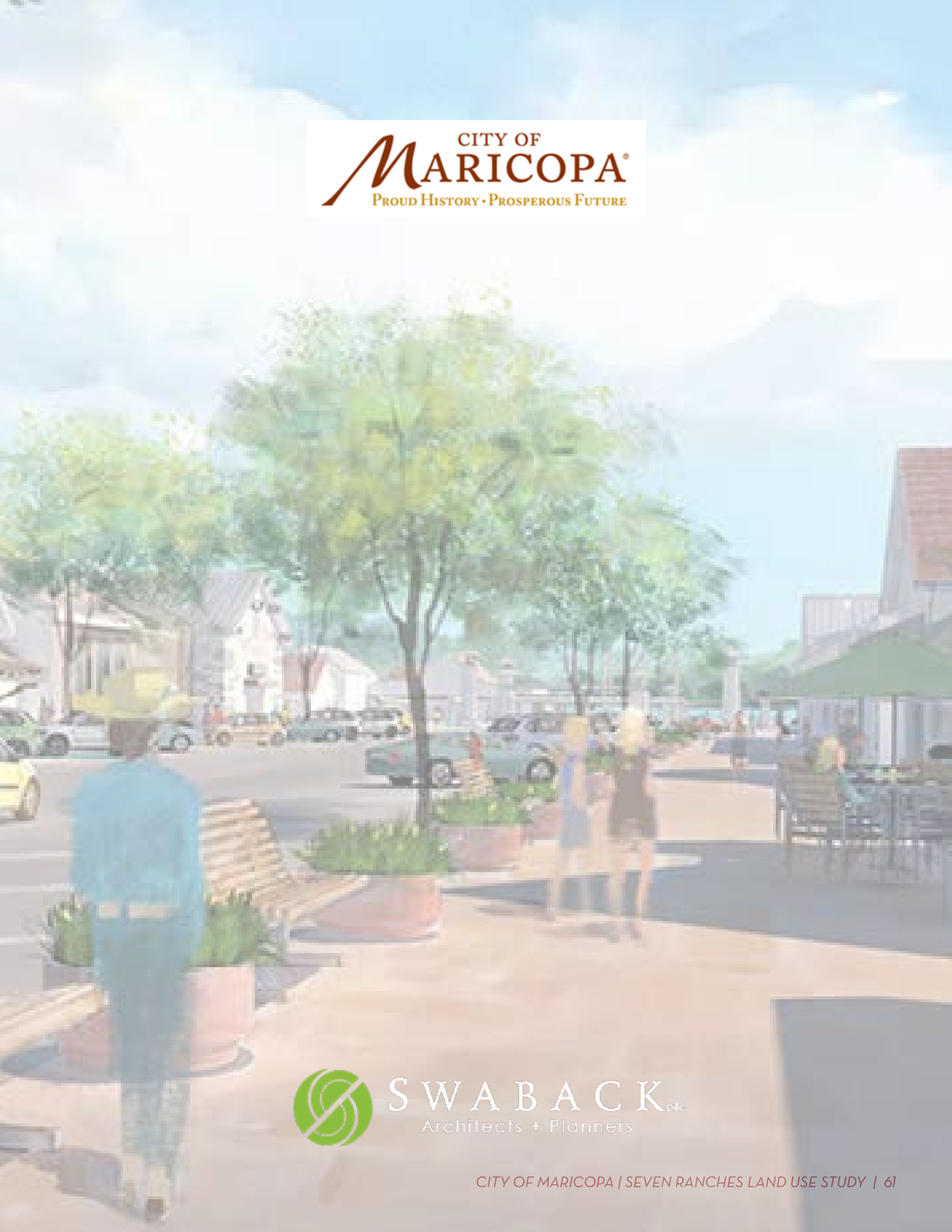
Global Water has indicated the reclaimed water system is capable of meeting the irrigation demands of the Seven Ranches Land Use Study proposed land uses.

Wastewater collection system improvements to the Seven Ranches area are expected to be the installation of the following minimum sewer line sizes:

Road Classification	Reclaimed Water Distribution - Minimum Size (inches)
Collector	8
Local	8

The reclaimed water distribution system is to be designed and constructed in accordance with the City of Maricopa, Global Water, and Pinal County design standards.





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