

NEON RANCH



Non-Major Comprehensive Plan Amendment on 52.03 acres located approximately 4,200 feet northwest of the Florence Junction

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1. Introduction and Purpose of Request

This request is being made by true visionaries that intend to set a new standard of design, amenity and lifestyle for RV Resorts nationwide. Neon Ranch is certain to become a trend setter by raising the bar and creating an RV Resort community that is nothing like the RV Resort of the past. Neon Ranch aims to design a vibrant lifestyle with unique amenities and a renewed spirit of excitement in RV Resort living.

The subject property is approximately 52.03 acres located just northwest of the Florence Junction (US 60 & AZ 79), along the south side of the US 60, and is described as APN 10430007B (the “Site”). See *Exhibit A – Vicinity Map* for a depiction of the Site. The Site is currently vacant land and is surrounded by similarly vacant land, except for an SRP station located at the southwest corner of the Site. As more fully described in the following sections, the purpose of this request is to process a Non-Major Comprehensive Plan Amendment for the Site from Moderate Low Density Residential (1-3.5 du/ac) to High Density Residential (8-24 du/ac) to facilitate a unique, 518 space (570 space maximum), 9.96 du/ac (maximum 11 du/ac) RV Resort concept that will serve as an exciting and new attraction for Pinal County residents and visitors from around the country.

2. Existing Conditions

The Site is currently vacant, undeveloped land of flat terrain, and is designated Moderate Low Density Residential (1-3.5 du/ac) in the Pinal County Comprehensive Plan. The surrounding area is also vacant land and is primarily designated Moderate Low Density Residential, however there is a large area designated High Intensity Activity Center approximately 300 feet south of the Site. See attached *Exhibit B – Comprehensive Plan Exhibit*.

Recent demographic shifts and changes in individual and family travel preferences have resulted in a renewed and increased interest in RV travel and outdoor experiences, making this the ideal time to introduce Neon Ranch. Neon Ranch proposes a unique, high quality attraction for Pinal County residents and visitors from around the country to enjoy. Additionally, Pinal and Maricopa Counties have experienced significant population and employment growth, with tourism also growing. Neon Ranch’s proposed uses are in high demand, and the Site is conveniently located to benefit from and support this growth in population, employment and tourism. The Site’s particular location is ideal for the proposed development as it is easily accessible from a number nearby jurisdictions. Additionally, since the Site is located directly on the U.S. Highway 60, which is a major roadway, it is easily reached by interstate traffic. These recent changes in the area support this application and the development of Neon Ranch.

3. Description of Proposal

Proposed is an approximately 518 space (maximum 570 space) RV Resort with a density of 9.96 du/ac (maximum 11 du/ac). Neon Ranch is envisioned to be a luxury RV Resort unlike any in the country. Along with the traditional RV, Park Model, and Manufactured Home uses, the Resort will include a variety of amenities and attractions for visitors to enjoy, such as a large centralized community park area that creates opportunities for physical activity, various smaller passive open

spaces spread out throughout the Site, spaces with grills, dog run areas, shared fire pits, swimming pools, an entertainment pavilion, and a music venue. Neon Ranch's defining attraction will be the Neon Sign Garden, an outdoor interactive lights experience and art installation showcasing spectacular neon lights for a limited period each day. Additionally, one of the principals in Neon Ranch's ownership group is nationally well known in the music industry and will be utilizing his connections to provide exciting entertainment options for Neon Ranch guests and the music venue and event space. ***Exhibit C – Conceptual Site Plan*** and ***Exhibit D – Conceptual Illustrative Site Plan*** illustrate the above described uses and their potential locations.

In order to facilitate the above described uses, this proposal proposes a Non-Major Comprehensive Plan Amendment from Moderate Low Density Residential (1-3.5 du/ac) to High Density Residential (8-24 du/ac). A rezoning to PV/RVP-435, MHP and a PAD Overlay is also being processed concurrently with this application. The proposed zoning and comprehensive plan designations are intended to accommodate Neon Ranch's uses and densities. See ***Exhibit E – Existing & Proposed Comprehensive Plan***.

Exhibit A Vicinity Map

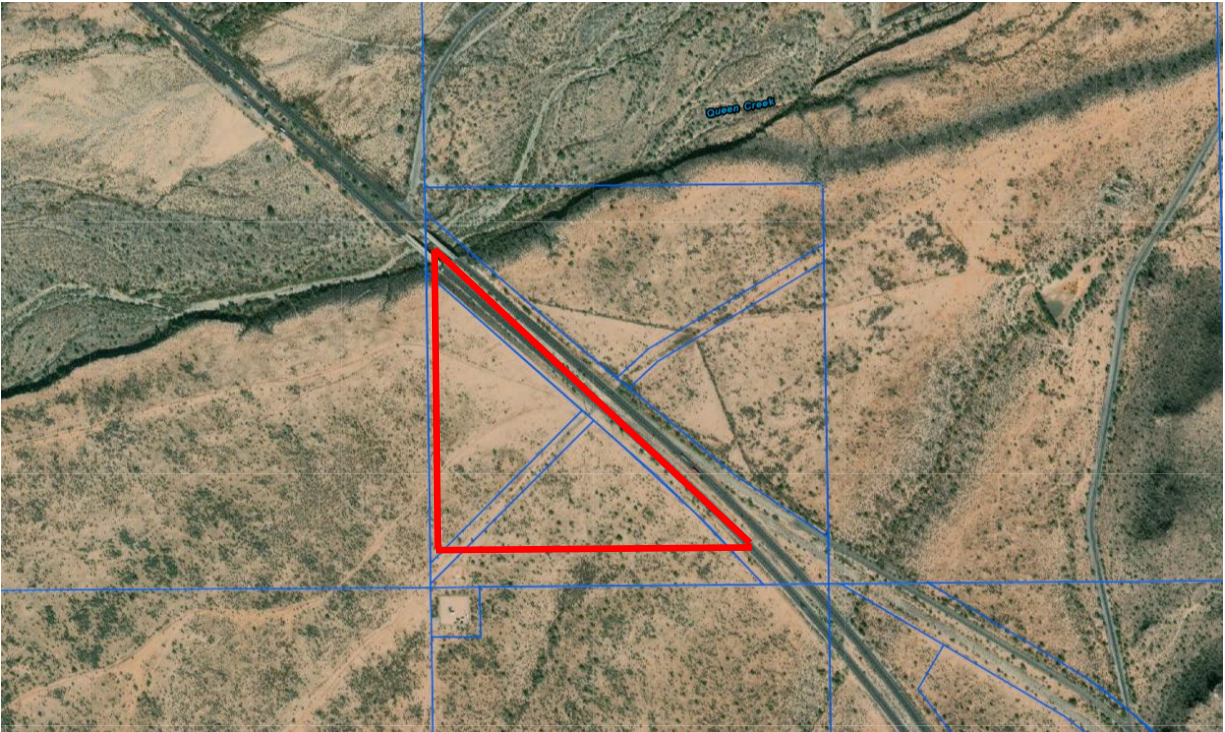


Exhibit B
Comprehensive Plan Exhibit

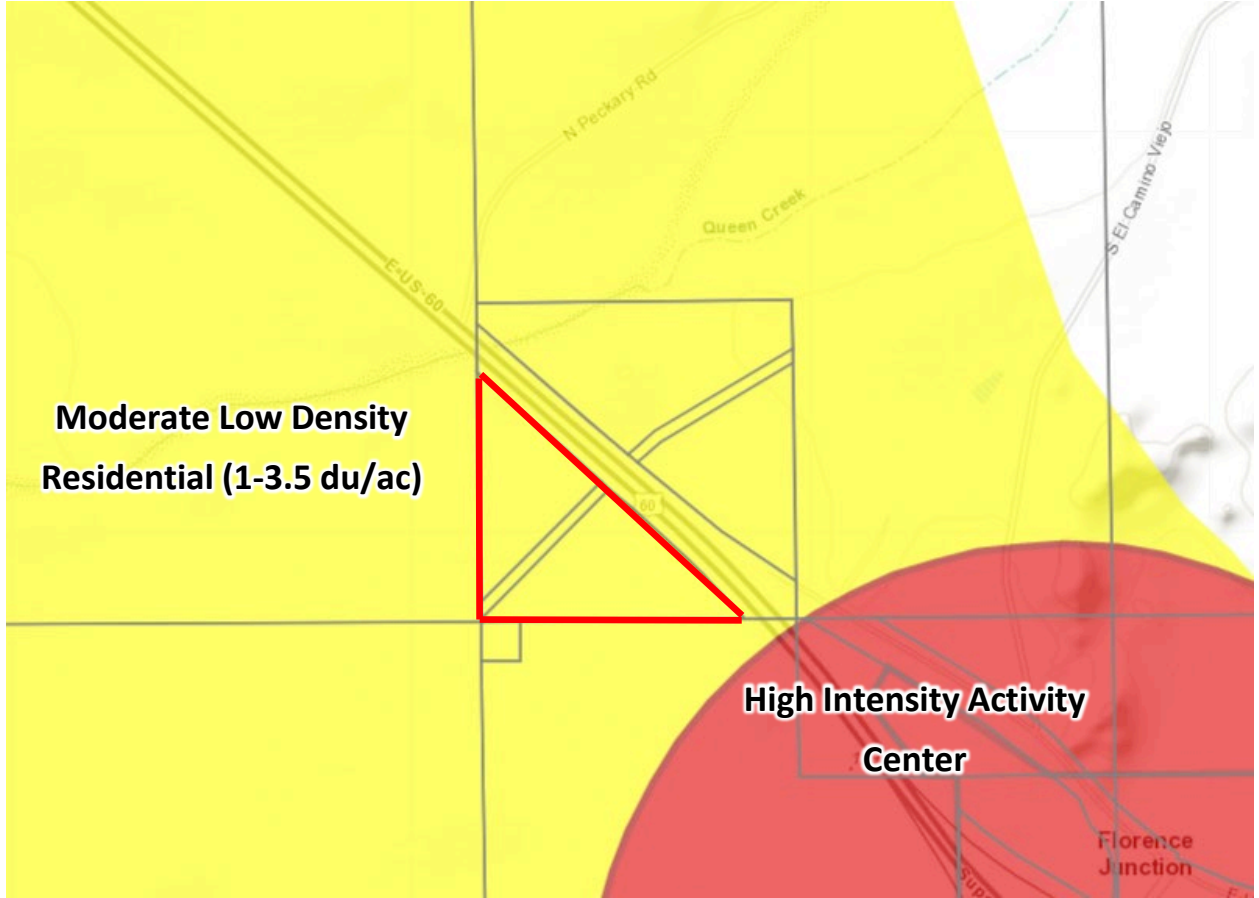


Exhibit C
Conceptual Site Plan

- Highway US60
- Proposed Pylon Sign 40'-0" tall
- Existing Property Line
- Proposed 15'-0" Setback
- Proposed Fencing on PL

Proposed Zoning Detail
MHP
PMRVP
PAD OVERLAY

Proposed Setback Detail
Highway 60 Front setback 15'-0"
West Property Line 10'-0"
South Property Line 10'-0"

Total Unit Spaces - 518
Units are 40'x50' (2000 sf)
Corner Units meet 2000+ sf)

RV Storage Spaces - 33
10'x40' Covered

ATV Storage Unit - 100
8'x10' Secured Unit

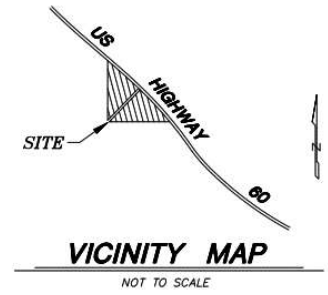
Typical Parking Spaces - 80
10'x20'

Site Information
Project Area 52,028 acre
Open Space Requirement 408,000 sf
* Includes 7% ADA accessible areas - 163,200 sf
Provided Open Space - 700,228 sf

Proposed On-site Roadway Detail
Roadway Surface Area Estimate- 669,864 sf
Roadway Specification :
Roadway Minimum 24'-0"
One Way Roads 14'-0"
Inside Radius of Roadways-typical UON 18'-0"

LINE TABLE		
LINE	BEARINGS	DISTANCE
L1	S 01°07'32" E	21.98'
L2	S 01°07'32" E	139.58'
L3	S 49°24'17" E	363.09'
L4	S 49°23'55" E	100.25'
L5	S 49°23'55" E	234.24'
L6	N 89°10'26" E	15.72'
L7	S 01°10'18" E	18.42'

CURVE TABLE			
CURVE	RADIUS	DELTA	LENGTH
C1	11,559.13'	00°07'13"	24.29'



- New ADOT Required Deceleration Lane 700'-0" in length and 14'-0" wide
- Proposed Pylon Sign 40'-0" tall
- Proposed Divided Boulevards (14'-0" One Directional Lanes)
- Proposed Monument Sign/ Wall Mounted Project Identification

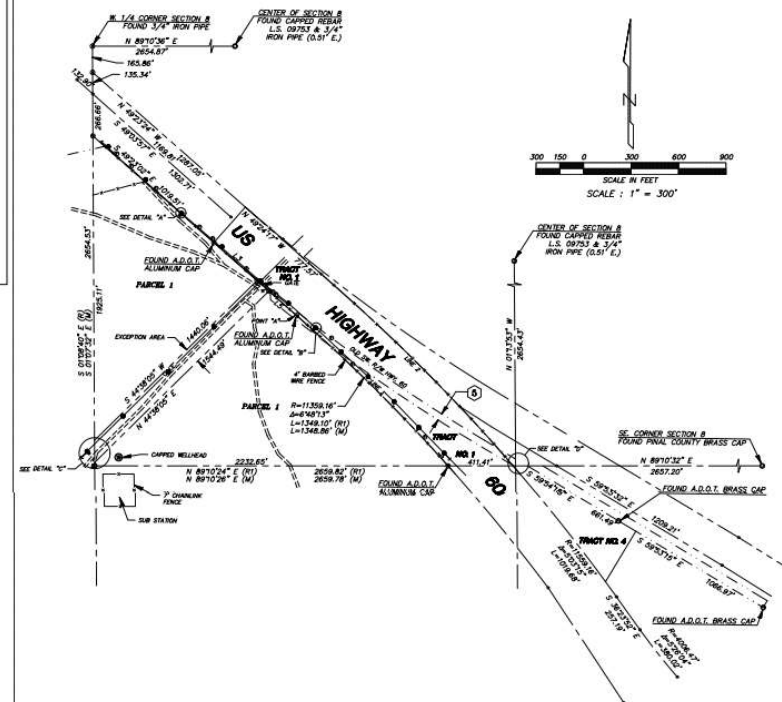
- Site Notes**
- A. Increased Inside Turn Radius
 - B. Security Checkpoint with Bypass Lane
 - C. Internal Landscape and Site Way-finding
 - D. Clubhouse Building 1 - 15,000 sf
 - E. Food Truck Pavilion
 - F. RV Storage Structure

Proposed Retention Areas (Estimate)

Retention Area 1 = 15,400 sf
Retention Area 2 = 13,100 sf
Retention Area 3 = 5,400 sf
Retention Area 4 = 5,700 sf
Retention Area 5 = 19,200 sf
Retention Area 6 = 14,800 sf
Retention Area 7 = 19,620 sf
Retention Area 8 = 18,000 sf

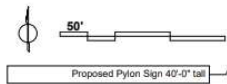
Note-
Civil Engineer will need to provide final calculations on capacity of all retention areas. zones are illustrated for conceptual purposes only

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- Proposed ATV Storage Units
- Proposed RV Storage Canopy
- Proposed Water Treatment Area
- Existing Well Location
- Proposed Water Tank Location
- Existing Off-Site Substation

- 100'-0" Electrical Utilities Easement
- Amenities Area
- Overhead Utilities Line

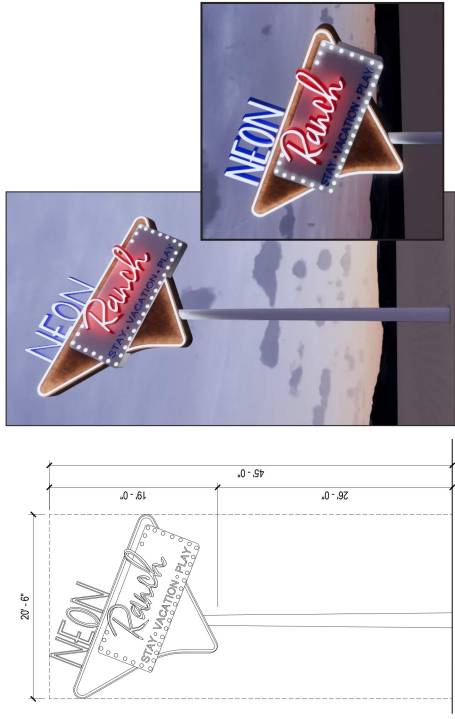


Neon Ranch

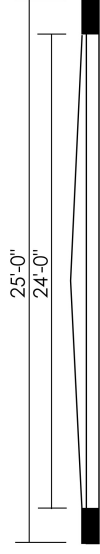


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Exhibit D
Conceptual Illustrative Site Plan



Conceptual Pylon Sign

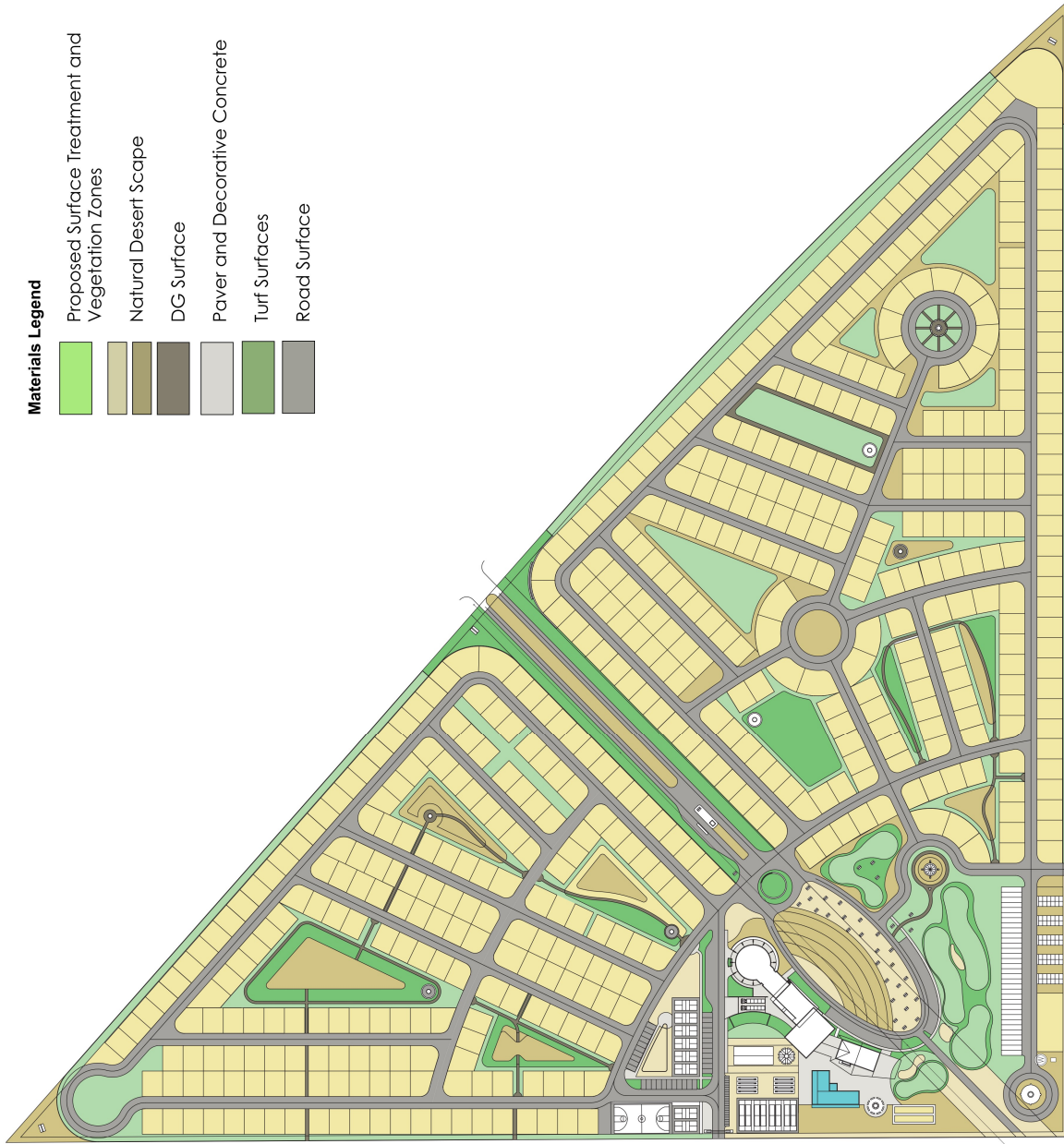


25'-0" Asphalt on 4'-6" compacted gravel base
6" Concrete Ribbon on both sides

Typical Road Section

Materials Legend

- Proposed Surface Treatment and Vegetation Zones
- Natural Desert Scape
- DG Surface
- Paver and Decorative Concrete
- Turf Surfaces
- Road Surface



Illustrative Site Plan



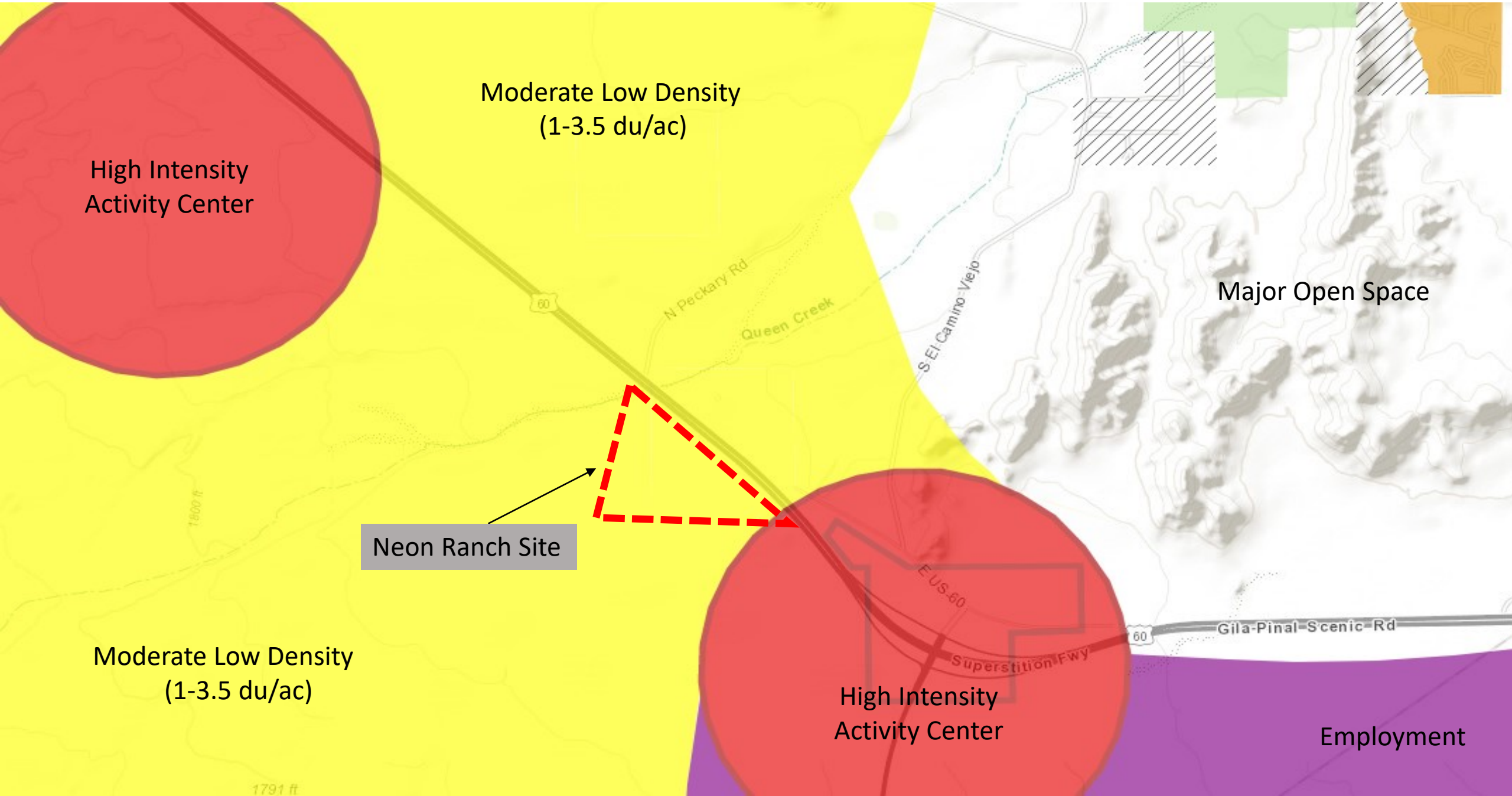
Neon Ranch



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Exhibit E
Existing & Proposed Comprehensive Plan

Neon Ranch Current Comprehensive Plan



High Intensity
Activity Center

Moderate Low Density
(1-3.5 du/ac)

Major Open Space

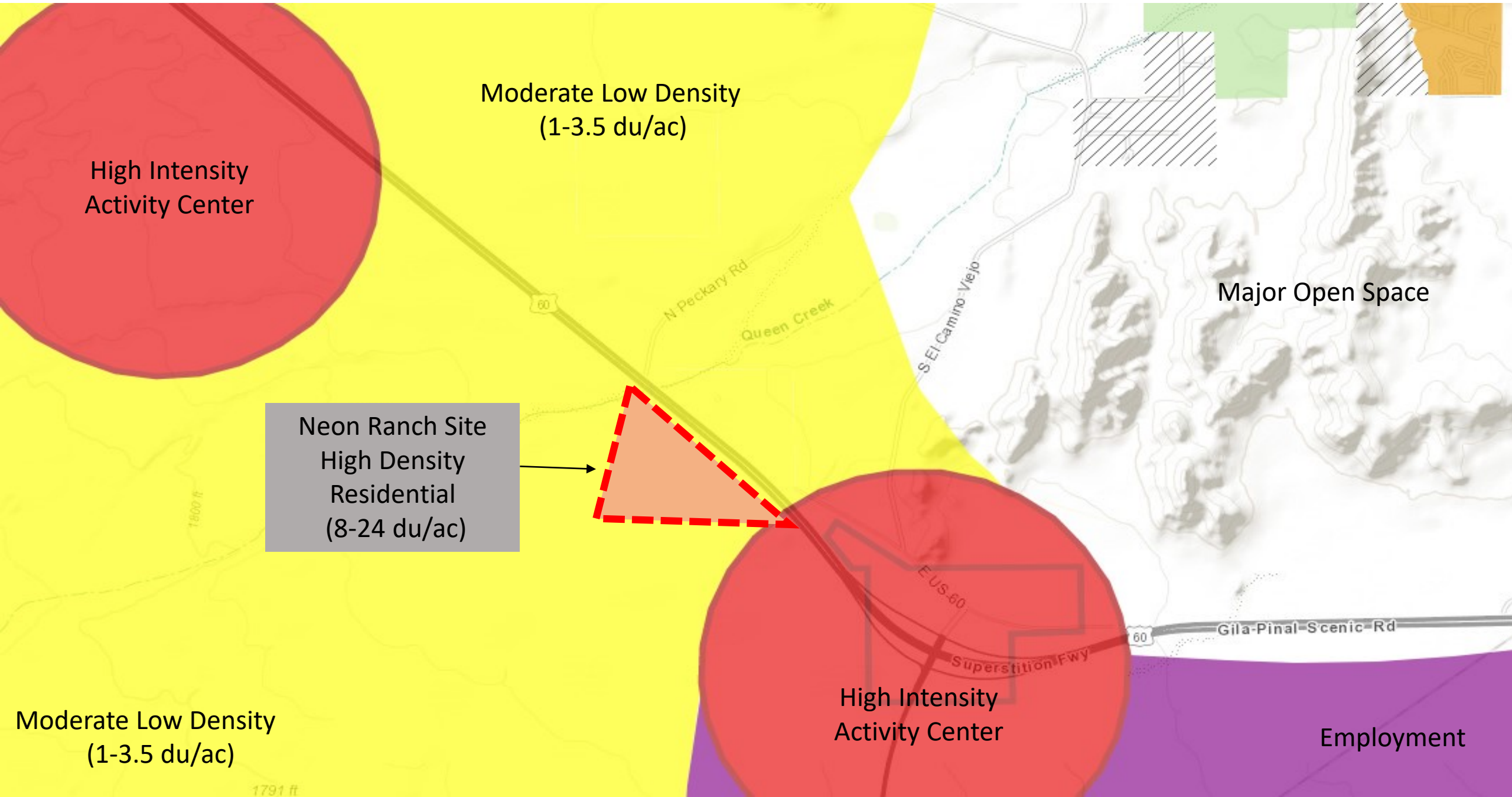
Neon Ranch Site

Moderate Low Density
(1-3.5 du/ac)

High Intensity
Activity Center

Employment

Neon Ranch Proposed Comprehensive Plan



High Intensity
Activity Center

Moderate Low Density
(1-3.5 du/ac)

Neon Ranch Site
High Density
Residential
(8-24 du/ac)

Major Open Space

Moderate Low Density
(1-3.5 du/ac)

High Intensity
Activity Center

Employment