

E S P I R I T U L O C I  
The Spirit of the Place

Dear Neighbor,

28 June 2017

I am writing to let you know about the progress at James Deep Well Ranch and invite you to attend one of our upcoming open houses to learn more about it.



The James Family and Chamberlin Development have teamed up to create a long-term vision for the development of a portion of the ranch. Working with an expert team of experienced consultants who have worked on some of Arizona's most admired communities, we are developing a new economic engine for the City of Prescott and a community of great neighborhoods that will surround the core. Inspiration is rooted in cues from Prescott's natural beauty and its historic and ranching character. The plan is arranged to protect the long-term operations of the airport while providing the City an economic return on their extensive infrastructure investments in the area. It incorporates retail, commercial and employment uses as well as a wide variety of residential options. The community will be required to include over 400 acres of open space and civic uses which will include a 50-acre wild life corridor and will likely include new educational and recreational facilities and several miles of new hiking trails.



To make this vision a reality, we have submitted plans to the City of Prescott to rezone a portion of the ranch from its existing rights which are intense individual categories: Multi-Family High (MF-H), Single Family (SF-18) Industrial Light (IL), Mixed Use (MU) and Business Regional (BR) to one wholistic category: Specially Planned Community (SPC). This is the same zoning that was used to create the Hassayampa master planned community. This zoning category requires a master plan for the long-term development of the property which includes amended development standards to allow the vision and character of the property to be realized. In addition, we have submitted a text amendment to the Airport Specific Area Plan to bring it into conformance with the voter approved 2015 Prescott General Plan and allow for a mixed-use master planned community with a holistic plan for the long-term protection of airport operations. Finally, we have submitted a comprehensive sign plan which allows signage to be an integral part of the master plan for the community.

Please join us at one of the following open houses to hear more about our plans and ask any questions:

Centennial Center  
1989 Wineglass Drive  
Prescott, Arizona 86301  
Thursday, July 13<sup>th</sup> at 1:00pm

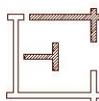
Prescott City Hall  
201 South Cortez  
Prescott, Arizona 86303  
Tuesday, July 18<sup>th</sup> @ 5:30pm

You are also welcome to contact us by calling Jon Carlson at 480-481-9100.

Sincerely,

Jon Carlson, President

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