

101 RANCH has been crafted with the primary objective of creating a thoughtfully designed, family-oriented living environment that emphasizes education, recreation, and sustainable living situated in the “heart” of Imperial Valley’s urbanizing core between the cities of Brawley and Imperial/El Centro and directly adjacent to a major job-creation center.

ES. EXECUTIVE SUMMARY

The primary objective of this 101 RANCH Specific Plan is to create a thoughtfully designed, family-oriented living environment that emphasizes education, recreation, and sustainable living throughout three distinct but thematically-related communities. This objective is implemented through the establishment of a “complete community” that provides a wide array of housing; four neighborhood-serving elementary schools and a junior high school; an extensive park, picnic, and recreation system; community shopping opportunities; necessary public facilities, including a storage area for recreational vehicles, and appropriate backbone infrastructure unified by a carefully crafted multi-faceted paseo and trail system. This pedestrian-friendly, recreation-oriented community features six neighborhood parks, a community park, a paseo system, three private community recreation centers, water features, and open space buffers all interconnected by an extensive trail system.

This approximately 1,897-acre community is located between Lavender Road (formerly Schartz Road) and Carey Road to the north and south and State Route (SR) 86 on the west and Harvey Road on the east. Harvey Road is one-half mile west of SR 111. The site’s location weaves well into the fabric of existing and planned uses in Imperial Valley. 101 RANCH lies in the heart of the Valley’s planned growth corridor between the cities of Brawley and Imperial/El Centro. Its northern border adjoins other planned residential uses, and its southern border adjoins the Mesquite Lake Specific Plan and expansion areas, which will serve entirely as a job creation center by providing 4,382 acres of industrial uses, 480 acres of agriculture and aqua-culture, and 69 acres of government/special public uses. Using a conservative generation factor of 10 jobs per employment acre, uses provided by the Mesquite Lake Specific Plan will generate approximately 49,000 employees. An additional 20,000 to 25,000 employees would be generated by the Mesquite Lake Specific Plan expansion area. These respective development projects would generate over 60,000 new employees, who, with their families, will require housing in the Valley.

Likewise, because this smart-growth community, which historically served as a base for agricultural uses, lies within a centrally-located, planned growth corridor, its transition over time will accommodate changing needs in the Brawley/Imperial/El Centro region at the same time viable agricultural uses continue to thrive and remain viable in the designated regions outside of the Highway 86/Highway 111 Corridor.

A general overview of the 101 RANCH project and the legal foundation and authority under which this Specific Plan has been prepared appear in Chapter I, INTRODUCTION AND BACKGROUND.

As described in Chapter II, PROJECT SETTING, the site has been employed primarily and historically for agricultural-related activities. For this reason, the infrastructure existing at the time this Specific Plan was adopted needed extensive improvement. The project design process took into account existing, physical challenges including, but not limited to, a railroad freight line and adjacent high-voltage power lines that traverse the Specific Plan area in a generally north-south direction, and an Alquist-Priolo Fault Zone, which generally parallels the eastern side of the railroad tracks. The general lack of infrastructure on-site also was taken into consideration.

101 RANCH offers a master-planned community of 6,986 homes¹ intended to address a variety of income levels, family needs, and personal preferences. Housing types range from entry-level 4,000 square foot lots, garden courtyard, paired, and town homes to 8,000 square foot lots that offer move-up housing opportunities. 101 RANCH provides extensive recreational opportunities through a series of public parks, paseos, trails, open space, and three private recreation centers. A 13.1-acre commercial and/or mixed-use center, situated adjacent to the eastern edge of Dogwood Road, provides community-level shopping opportunities. The community's students may attend one of four elementary schools and a junior high school within the Specific Plan site. 101 RANCH also accommodates within and adjacent to its boundaries necessary new or expanded infrastructure. Regional water and wastewater treatment plant facilities will be constructed and operated through the auspices of the Mesquite Lake County Service Area (MLCSA). Potable water treatment and distribution facilities for 101 RANCH will be provided through connection to a regional water treatment facility to be constructed by the MLCSA, or by connecting to an existing domestic water system if the MLCSA elects to contract with an existing water supplier. Wastewater treatment will be conducted at new facilities proposed for development within the Mesquite Lake Specific Plan Area. Provisions are included for on-site project sewer facilities should the rate of development precede construction of the regional, off-site treatment plant. Specific Plan land uses and the infrastructure to support those uses are detailed in Chapter III, SPECIFIC LAND USE PLAN.

In accordance with the provisions of state law, this specific plan establishes specific zoning regulations and development standards for 101 RANCH. These regulations and standards are set forth in Chapter IV, DEVELOPMENT STANDARDS AND REGULATIONS. Unifying soft- and hardscape features, such as a carefully selected plant palette suitable for the Imperial Valley environment, entry monumentation, and walls and fencing, have been crafted to ensure aesthetic quality and distinction. These elements are described in Chapter V, DESIGN GUIDELINES. Phasing for the construction of the uses and infrastructure to serve 101 RANCH and the necessary private and public funding mechanisms required to insure appropriate and timely implementation are detailed in Chapter VI, IMPLEMENTATION.

This Specific Plan conforms to all elements of the County General Plan and is consistent with the goal of situating residential communities in suitable locations within Imperial County. Conformity with the County's General Plan is assured through an in-depth analysis, provided in Chapter VII, PROJECT CONSISTENCY ANALYSIS.

¹ Should this Specific Plan develop at its maximum residential capacity, the total number of residential units would not exceed 7,481.

Finally, this Specific Plan employs a number of acronyms, which are defined in Chapter VIII.