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November 27, 2018

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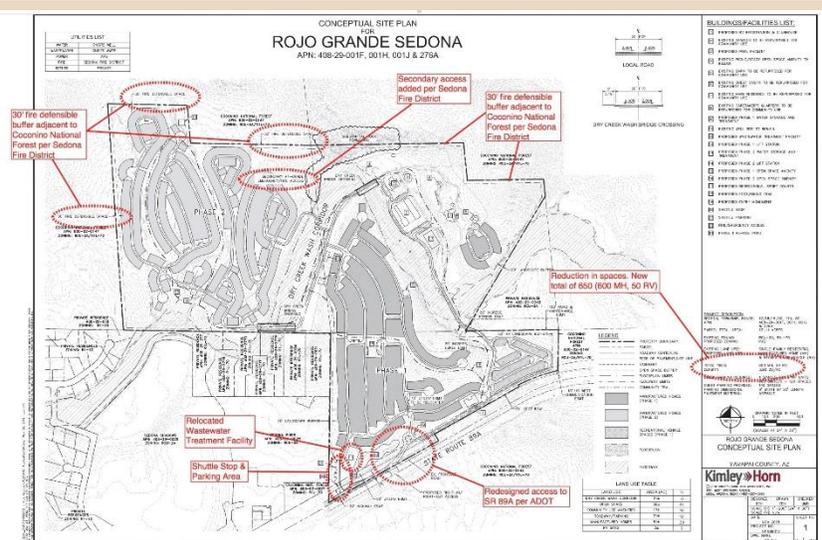
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Dear Jan,



An Urgent Call To Action!

The Board of Directors of Keep Sedona Beautiful has unanimously concluded that the proposed El Rojo Grande Ranch development should be vigorously opposed.

This eBlast is intended to inform you why the Board has reached its conclusion, and to urge you to make your opinion on this matter heard: write a letter, send an email, and attend meetings.

In brief, Equity LifeStyle Properties (ELS), a multi-billion dollar Chicago-based corporation, is petitioning Yavapai County to rezone

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the El Rojo Grande Ranch property from Residential to Planned Area Development in order to create a senior-oriented 650-unit manufactured home and RV park.

The 172-acre property lies just 2.5 miles west of Sedona on the north side of Hwy 89A. The National Forest accounts for 47% of the Ranch's boundary. The property is just outside the Sedona city limits. Sale of the property by the current owner to ELS is believed to be contingent on successful rezoning.

The KSB Board opposes this development for a host of reasons, including:

- Its high density far exceeds the current zoning. The ELS Site Plan for the development shows no sensitivity to building in harmony with its natural surroundings. Please refer to this map of the proposed site plan.
- The high-density development will severely impact and harm the property's riparian areas (which account for 28.5% of its acreage). The resulting foot traffic from the property will damage the forest lands that surround it.
- The development creates a danger of asphalt street runoff pollution into Dry Creek, which flows into Oak Creek - a protected Arizona waterway.
- The development is in direct conflict with the Yavapai County Comprehensive Plan, which calls for "discouraging development in environmentally sensitive locations such as floodplains, view sheds and wildlife corridors."
- The Native American artifacts that have been found on this property demand further research regarding the historical significance of this property.

For more detailed information about this development, please refer to the following:

- www.elrojograndesedona.com - This website has been created by the original owner of the ranch, who strongly opposes this high-density development.
- [A Red Rock News article](#) on the Sedona City Council's opposition to the rezoning.
- [A Letter sent by KSB](#) to the Yavapai County Planning Department expressing KSB's opposition to the rezoning.
- [This map](#) of the recently updated conceptual site plan.

The Yavapai County Planning Department is accepting written citizen input on this proposed rezoning until December 11.

Keep Sedona Beautiful urges Yavapai County residents to send an email and/or a letter to make your feelings known ASAP about this proposal in the following 3 ways:

1. Send your email to the Planning Department



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Send emails to: tammy.dewitt@yavapai.us
Subject line: Regarding El Rojo Grande Ranch
Include your name and address - this is critical
Explain your position in detail

2. Mail your letter to the Yavapai County Planning Department

Attn: Planning Dept - Tammy Dewitt
Re: El Rojo Grande Ranch
Planning Department & Development Services
Yavapai County
10 South 6th St.
Cottonwood, AZ 86326

Include your name and address - this is critical
Explain your position in detail

3. Show up in person at the Yavapai County Planning and Zoning Commission meeting

at 9:00 AM on Thursday December 20 at 10 South 6th Street in Cottonwood. This meeting is open to the public, but public comments will not be taken. There are 2 other zoning issues on the schedule before El Rojo Grande is considered. Your physical presence will have an impact on commissioners.

4. Show up at the scheduled public hearing, to be held at 9:00 AM on Thursday January 17 at 10 South 6th Street in Cottonwood. This meeting will afford citizens an opportunity to be heard.

Because of the large public interest, Yavapai County changed its original meeting schedules to those noted above. You can stay updated on any further meeting changes by visiting [THIS PAGE](#).

In conclusion, Keep Sedona Beautiful believes this is a critical issue for our community. We urge you to make your voice heard by sending emails, writing letters, and attending these meetings.



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Chamber Music Sedona has given us.**

Visit the KSB website for more information on
our activities, goals and how you can help:

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