

What's Happening at Morrison Ranch?

Now that you've noticed the white rail fences, the wide open green spaces, and groves of pecans, we thought you might like to know a little more about what is destined to become one of Gilbert's most respected master-planned communities.

Development of Morrison Ranch by the Morrison family is now underway. As the project evolves, we wish to share with you information about the Ranch which we believe you'll find interesting. And we hope to answer any questions you may have. That's why we're sending you this first "newsletter".

We firmly believe that an active exchange of information will help us to build a stronger community. So we invite you to contact us. Or to stop by our office. We're opening our door with the desire to further our relationship with you, our neighbor.

Who is the Morrison Family?

Three generations of the Morrison family are actively associated with the development of Morrison Ranch.

First generation brothers Kenneth and Marvin have been farming the Ranch for more than sixty years. Along with son Glen and grandson Denton, they continue to actively manage the family's farming and cattle operations.

Actively managing the development operation are second generation cousins Dawnie Stewart and Scott and Howard Morrison. Richard Morrison (brother to Scott and Howard) takes time from his successful legal practice to participate in both farming and development operations.

Over the years, the Morrison family has earned a reputation, not only for superior products and honest business practices, but for honoring the land as well. All three of these qualities remain integral to the development of Morrison Ranch.

What is Morrison Ranch?

Morrison Ranch is a 2,000 acre master-planned community currently being developed in the eastern portion of the Town of Gilbert. The Ranch is largely defined by Power Road to the east, Higley Road to the west, the SRP transmission corridor to the north, and Warner Road to the south.

Poised to become one of the East Valley's premiere destinations, Morrison Ranch is a master-planned community unlike any other in the metro-Phoenix area, where residents enjoy a unique quality living environment. Morrison Ranch is truly "a community with character", where people of all ages can live, work, play, shop, and learn.

A Community with Character



MORRISON RANCH

The “look” of the community draws upon the area’s rural ranch character with groves of trees, wide turf-covered setbacks, and white rail fences. Multiple rows of trees line the streets, sidewalks, and parks creating a shaded environment for pedestrians and vehicles alike.

Higley Groves, now under construction, is a part of the Morrison Ranch master-planned community. We anticipate that the elegant green parkway, wide setbacks, and vast groves of trees now visible in Higley Groves will be repeated throughout all Ranch neighborhoods.

In addition to the neighborhoods, all of which will be connected by neighborhood parks and play areas to the greater Morrison Ranch greenbelt system, the Ranch will include Morrison Town Center and Power Technology Center, both areas of interest to all Gilbert residents. Situated on more than 115 acres, Morrison Town Center will feature a variety of shops, restaurants, and boutiques, as well as a wide range of neighborhood and professional services. A wealth of cultural, recreational, and entertainment facilities, including an agricultural education center and community lake, will likewise call Town Center home. Power Technology Center, located at the far eastern edge of the Ranch, expects to bring more than five thousand jobs to Gilbert, with its 240-acre, campus-like business and technology complex and 18-hole golf course.

For the Town of Gilbert, Morrison Ranch is truly going to be an extraordinary place!

How will the Morrison Ranch development evolve?

Morrison Ranch is designed as a series of inter-connected neighborhoods. As each neighborhood evolves, farming operations will be phased out, making way for new neighborhoods. In every case, the Morrison family will lead the development process, ensuring that the plans and construction of each phase meet the overall objectives and stringent standards set forth in the master plan.

Our main objective is to implement the plan in a manner that enhances the quality of life on the Ranch while also adding value to the financial commitment that we and all of our new Ranch neighbors have made. By working together, we can all contribute to creating a prosperous and healthy community in which to live, work, and play.

What do we do now?

We know this is not doing development in the same old way, but we are not here to build the same old housing tracts. Morrison Ranch is setting new high quality standards for our community and the Town of Gilbert, and we invite you to participate. Our chances of success are best if we all work together toward this common goal.

Our office is located in “Grandma’s House” at the corner of Higley and Elliot roads. Though currently under construction, this corner will soon be known as Morrison Square, with a full circle of date palms and the same green open space, white fences, and shade trees that you see across the street. Plans to replant the rose garden are also underway.

We welcome your interest in Morrison Ranch, and look forward to answering any questions you may have. You can call or e-mail us at the numbers below. Or, better yet, stop by our office for the complete tour. We’ll show you the plans and bring you up to date on all the current happenings.