

**Town of Marana, Arizona  
Development Fee Update**

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**Land Use Assumptions**

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**Public Report**

**Final**

Prepared by:

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In collaboration with  
**Psomas  
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As Adopted by Council Action under Resolution No. 2014-010

**February 11, 2014**



Curtis Lueck & Associates

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## **Identification of Changes**

The contents of this report have changed slightly since the November 7, 2013 publication of the Land Use Assumptions Draft Report for public review. In response to comments received and final review by the project team, the following changes are contained in this Final Report.

1. Census data in Exhibits 2 and 3 are updated and expanded to include statewide data for comparison purposes.
2. The current and future lot counts for the San Lucas development were corrected in Exhibit 4 on page 6. This minor change will be carried forward in the Infrastructure Improvements Plans and Fee Studies for both Street Facilities and Parks and Recreational Facilities.
3. A listing of preparers and their professional registrations and certifications is now provided in the Appendix.
4. Minor formatting and editorial corrections.

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EXPIRES 6-30-2015

## **Introduction**

The Town of Marana collects development impact fees to offset some of the infrastructure costs associated with growth. The Town currently charges fees for roads and parks, and intends to continue doing so. In order to continue the fees, the Town must comply with Arizona Revised Statute (ARS) §9-463.05. In so doing, the Town will be preparing new development impact fee studies, project lists, fee schedules, and municipal ordinance.

The statute, which codifies Senate Bill 1525, includes major changes in development fee assessment procedures and programs. The statute limits the types of “necessary public services” which impact fees can fund. A municipality must develop two preliminary products prior to calculating the fees for each service category: a set of land use assumptions and an infrastructure improvement plan (IIP).

As defined in ARS §9-463.05(T)6, “ ‘Land use assumptions’ means projections of changes in land uses, densities, intensities and population for a specified service area over a period of at least ten years and pursuant to the general plan of the municipality.”

This report is a required document that identifies the land use assumptions to be applied in the IIPs for roads and parks, and the subsequent calculation of development impact fee rates. These land use assumptions are used to estimate the amount of new development within the benefit areas from which development impact fees will be assessed. These land use assumptions generally reflect the community’s general plan and the region’s official suballocation of population forecast to the municipality.

### ***Allocation of Growth within Service Areas***

As defined in ARS §9-463.05 (T)9, “ ‘Service area’ means any specified area within the boundaries of a municipality in which development will be served by necessary public services or facility expansions and within which a substantial nexus exists between the necessary public services of facility expansions and the development being served as prescribed in the infrastructure improvement plan.”

The Town will be applying the same service areas that currently exist. A map of these service areas is shown in Exhibit 1.



## Existing Socioeconomic Conditions

### ***Population and Housing***

Marana continues to grow faster than the state as a whole. The US Census Bureau provided the following general population and housing data in Exhibit 2.

**Exhibit 2      Marana Population and Housing Units Census Data**

	<b>Marana</b>	<b>Arizona</b>
<b>Population</b> , 2012 estimate	36,756	6,551,149
Population, 2010 (April 1) estimates base	34,578	6,392,015
Population, percent change, April 1, 2010 to July 1, 2012	+6.30%	+2.50%
<b>Housing units</b> , 2010	14,726	2,844,526
Homeownership rate, 2008-2012	77.00%	65.50%
Housing units in multi-unit structures, percent, 2008-2012	7.70%	20.60%
Median value of owner-occupied housing units, 2008-2012	\$222,200	\$175,900
Households, 2008-2012	12,745	2,357,158
Persons per household, 2008-2012	2.71	2.66

### ***Employment***

Marana has a higher employment rate than the state as a whole. The employment data in Exhibit 3 are provided by the US Census Bureau.

**Exhibit 3      Marana Employment Data**

<b>Employment Status</b>	<b>Marana</b>		<b>Arizona</b>	
	<u>Estimate</u>	<u>Percent</u>	<u>Estimate</u>	<u>Percent</u>
Population 16 years and over	26,535	-	4,967,615	-
In labor force	17,517	66.0%	3,049,419	61.4%
Civilian labor force	17,440	65.7%	3,029,669	61.0%
Employed	16,308	61.5%	2,733,537	55.0%
Unemployed	1,132	4.3%	296,132	6.0%
Armed Forces	77	0.3%	19,750	0.4%
Not in labor force	9,018	34.0%	1,918,196	38.6%
Civilian labor force	17,440	-	3,029,669	-
Percent Unemployed	-	6.5%	-	9.8%

## **2013 Socioeconomic Conditions – PAG-assisted Model**

The project team assisted Pima Association of Governments (PAG) with refining the existing regional model and developing a travel demand model based on existing (2013) and projected (2023) socioeconomic conditions for use in this study.

PAG maintains a model of existing conditions as well as a model representing the regional transportation network incorporating the planned 5-year Transportation Improvement Program (TIP) projects (currently through 2018). PAG provided both models as well as socioeconomic data for each Transportation Analysis Zone (TAZ) in the region for each model. The data included population and employment estimates.

For the 2013 population and employment data for the TAZs within and surrounding the Marana impact fee service areas, we reviewed the data and proposed suggested refinements to represent the impact fee service areas. These refinements included the splitting of three TAZs and reducing or adding unit counts to certain TAZs based on current development plans and programs within and surrounding the Town of Marana. Additional refinements included updating population and/or employment for thirteen of the TAZs. PAG incorporated the new population and employment numbers into their model, producing an updated model of existing conditions for the region for use in this project.

## **Land Use Assumptions**

The land use assumptions were based on the current Town General Plan, as required by the statute. These are shown in Exhibit 4.<sup>1</sup>

The land use assumptions include the estimated build out residential units and the estimated non-residential commercial acres. This was done to show the percentage of each development that is estimated to be constructed and eligible for inclusion in the IIP which is developed for a ten year planning horizon. The 10-year period will begin August 1, 2014; therefore August 1, 2023 would be the planning horizon. The land use assumptions are provided for the area within the existing Town limits and also within areas that are projected to be annexed within the 10-year period.

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<sup>1</sup> The values in this table and related tables varies slightly from the draft report due to a correction in growth for San Lucas.

**Exhibit 4 Marana Land Use Assumptions**

Development	Buildout Residential Units	Buildout Commercial Acres (1)	Percent Growth				Existing & 10 year Growth				Current Road impact fee Area	Notes
			Existing residential	Existing commercial	10 years residential	10 years commercial	Existing Res units	10 years Res units	Existing comm ac	10 years comm ac		
ANWAY FARMS	0	70	0	0	0	0	0	0	0	0	northwest	marana rd @ Lockett
AERIE APARTMENTS	579	0	29	0	71	0	168	411	0	0	South	formerly Regency Plaza, commercial, now detached apartments
BARRIOS DE MARANA	315	20	0	0	20	20	0	63	0	4	Northwest	May be accerated by MMS Development
CASA SEVILLA	48	0	0	0	100	0	0	48	0	0	Northeast	
CASCADA	3,215	84	0	0	10	20	0	322	0	17	South	Developer beginning to get interest in developing
CASCADA NORTH	1,387	0	0	0	0	0	0	0	0	0	Northeast	
CONTINENTAL RANCH	4,731	491	95	90	5	10	4,494	237	442	49	South	shoula spilt into westside, china buffet area and 56/57/77
CORTARO CROSSING	0	17	0	0	0	60	0	0	0	10	South	
CYPRESS GARDENS (ONG)	165	0	0	0	100	0	0	165	0	0	Northwest	Sandario and Barnett
LAZY K	180	0	0	0	100	0	0	180	0	0	South	
DE ANZA	311	0	0	0	75	0	0	233	0	0	South	Developer is looking at first phase of development
DOVE MOUNTAIN	6,940	395	45	45	12	5	3,123	833	178	20	Northeast	
FIANCHETTO FARMS	114	0	5	0	85	0	6	97	0	0	Northwest	
FOOTHILLS (Tapestry)	400	56	0	0	30	0	0	120	0	0	Northeast	
FOREST CITY (Tangerine Crossing)	381	25	100	60	0	40	381	0	15	10	Northeast	
GLADDEN FARMS	1,850	36	65	0	35	50	1,203	648	0	18	Northwest	
GLADDEN FARMS II	2,111	142	0	0	10	0	0	211	0	0	Northwest	
HARTMAN 59	59	0	0	0	100	0	0	59	0	0	South	
HONEA HEIGHTS III	150	0	0	0	0	0	0	0	0	0	Northwest	
INA/SILVERBELL	41	0	0	0	100	0	0	41	0	0	South	probably built before collections start
MANDARINA	2,500	215	0	0	10	10	0	250	0	22	Northwest	
MARANA GARDENS	44	0	0	0	0	0	0	0	0	0	northwest	south of Valley of the Sun
MARANA MAIN ST. (Monson)	0	28	0	0	0	50	0	0	0	14	northwest	
MARANA MERCANTILE (WALMART)	0	39	0	0	0	80	0	0	0	31	Northwest	
MARANA TOWNE CENTER (ong)	1,840	259	0	0	5	5	0	92	0	13	northwest	

Exhibit 4 (cont.) Marana Land Use Assumptions

Development	Buildout Residential Units	Buildout Commercial Acres (1)	Percent Growth				Existing & 10 year Growth				Current Road impact fee Area	Notes
			Existing residential	Existing commercial	10 years residential	10 years commercial	Existing Res units	10 years Res units	Existing comm ac	10 years comm ac		
PAYSON FARMS	367	0	0	0	10	0	0	37	0	0	northwest	
PIMA FARMS	1,644	30	100	70	0	10	1,644	0	21	3	South	nw medical, continental reserve, ironwood reserve, businesses in front of c.r.
PIMA FARMS NORTH	498	7	60	8	40	0	299	199	1	0	South	apartments by quikmart, twin peaks, twin peaks highland,
RANCHO MARANA (East)	507	78	0	0	0	0	0	0	0	0	northwest	east of I-10
RANCHO MARANA (West) (Vanderbilt Farm)	2,300	124	15	0	20	0	345	460	0	0	northwest	Includes Farm Field Five & Rancho Marana 154
RANCHO MARANA TOWN CENTER	0	99	10	4	0	10	0	0	4	10	Northwest	
TANGERINE BUSINESS PARK (Pina)	0	45	0	0	0	30	0	0	0	14	northeast	formerly Rancho Palomitas
SAGUARO BLOOM (Formerly Saguaro Springs)	2,250	0	4	0	63	0	90	1,418	0	0	South	
SAGUARO RANCH	190	10	4	20	5	0	8	10	2	0	northeast	
SAN LUCAS	784	24	66	0	34	0	517	267	0	0	northwest	
SANDERS GROVE	2,250	19	0	0	5	0	0	113	0	0	northwest	
SHOPS AT TANGERINE (WESTCOR)	0	281	0	0	0	0	0	0	0	0	northwest	
SKY RANCH	417	0	90	0	10	0	375	42	0	0	northeast	
MARANA SPECTRUM	0	147	0	0	0	72	0	0	0	106	South	167 total acres, about 20 acres or drainage basin
TANGERINE COMMERCE PARK (cottonwood)	0	112	0	0	0	20	0	0	0	22	Northwest	Cottonwood/cemex at Tangerine TI
TANGERINE THORNYDALE (Villagio, HSL)	100	7	0	10	50	50	0	50	1	4	northeast	
TORTOLITA RESERVES	79	0	0	0	100	0	0	79	0	0	northeast	built by time of collections
THE ESTATE LOTS AT TORTOLITA PRESERVE	25	0	5	0	15	0	1	4	0	0	northeast	
THE VILLAGES OF TORTOLITA	5,850	505	0	0	0	0	0	0	0	0	Northwest	don't think in the 10 year horizon
TORTOLITA VISTAS	155	0	10	0	75	0	16	116	0	0	Northeast	
UPTOWN AT MARANA	930	121	0	0	5	5	0	47	0	6	Northwest	
WHITNEY FARMS	12	0	0	0	100	0	0	12	0	0	Northwest	
WILLOW RIDGE CUSTOMS	35	0	0	0	100	0	0	35	0	0	South	
AIRPORT									11	29	none (add to south)	numbers from Westland
<b>Total</b>								<b>6,895</b>		<b>401</b>		
<b>Average Growth per Year</b>								<b>689</b>		<b>40</b>		
(1) Commercial represents commercial, industrial, and other non-residential												
(3) Shaded Areas are calculated from data provided by Town.												

## 2023 Conditions – With Land Use Assumptions

The land use assumptions were provided to the PAG travel demand modeling staff. Psomas estimated 2018 and 2023 socioeconomic population and employment projections by TAZ and compared them with the PAGs socioeconomic parameters (population and employment). The project team met with PAG staff to discuss their findings, including suggested refinements of some of the TAZ boundaries, and to request a special model run for the project based on the Psomas projections.

We estimated 2023 socioeconomic conditions using data from PAG’s 2018 model, and adding the projects in the Land Use Assumptions (if they were not already represented in the model). For residential developments, population was calculated assuming 2.5 persons per unit regardless of housing type. This assumption was applied based on the existing PAG model. For the Marana TAZs, there are 2.4 persons/residence, and for Pima County overall, the number is 2.6 persons/residence. Therefore, for this study, we applied an average of 2.5 persons per residence.

The commercial development assumptions and employment estimates were based on recent analysis conducted for the Marana Town Center study and information from the Fiscal Impact Analysis Model used by the South Florida Regional Planning Council.

**Exhibit 5 Commercial Development Assumptions**

	<b>% Acres to include buildings</b>	<b># sq ft per employee</b>
Retail	20%	600
Office	20%	400
Industrial	20%	2,500

After the population and employment numbers were calculated for 2023 for each of the proposed projects in the Town of Marana, those values were assigned to the TAZ(s) in which the project is expected to be located. The population and employment numbers were then compared to the corresponding values provided in the PAG 2018 model. The higher of the two values for each affected TAZ was used for the 2023 model to ensure that all of the planned projects in the Town were accounted for in the 2023 model.

Several of TAZs in the Town of Marana do not have planned developments in the next 10 years. Therefore, in order to account for unexpected developments which may be built during that time, an annual growth rate was applied to the population and employment for each TAZ which does not have a planned development in the next 10 years. Based on projections developed by the Arizona Department of Administration, the population of Pima County is expected to increase approximately 1.3% per year between now and 2023. Therefore, a 1.3% per year growth rate was applied to the TAZs in Marana which do not include

any planned developments over the next 10 years. In addition, the same 1.3% per year growth rate was applied to all TAZs fully outside the Town of Marana limits to provide 2023 estimates for the entire region.

A summary of the population and employment estimates for 2013 and 2023 conditions is provided in Exhibit 6 as are the increases in each. The population and employment numbers by TAZ and the TAZ/Service Areas map are provided in the appendix. It should be noted that the population and employment estimates in the appendix differ from Exhibit 6 because some areas located outside the Town are included in several of the TAZs. The estimated future population of 55,100 at 2023 is very similar to the Arizona State Demographers forecast of 54,000.

**Exhibit 6      Socioeconomic Totals (2013 – 2023)**

	2013		2023		Increase	
	<i>Employment</i>	<i>Population</i>	<i>Employment</i>	<i>Population</i>	<i>Employment</i>	<i>Population</i>
<b>Northwest</b>	1,318	6,934	3,201	12,969	1,885	6,035
<b>Northeast</b>	837	6,415	1,425	11,255	588	4,840
<b>South</b>	8,719	23,068	12,432	30,876	3,713	7,808
<b>Townwide Totals</b>	<b>10,874</b>	<b>36,417</b>	<b>17,058</b>	<b>55,100</b>	<b>6,186</b>	<b>18,683</b>

*Note: Marana portion of multijurisdictional TAZs only.*

## **APPENDIX**

- **List of Preparers**
    - **Map of TAZs**
  - **Population and Employment by TAZ (2013 – 2023)**
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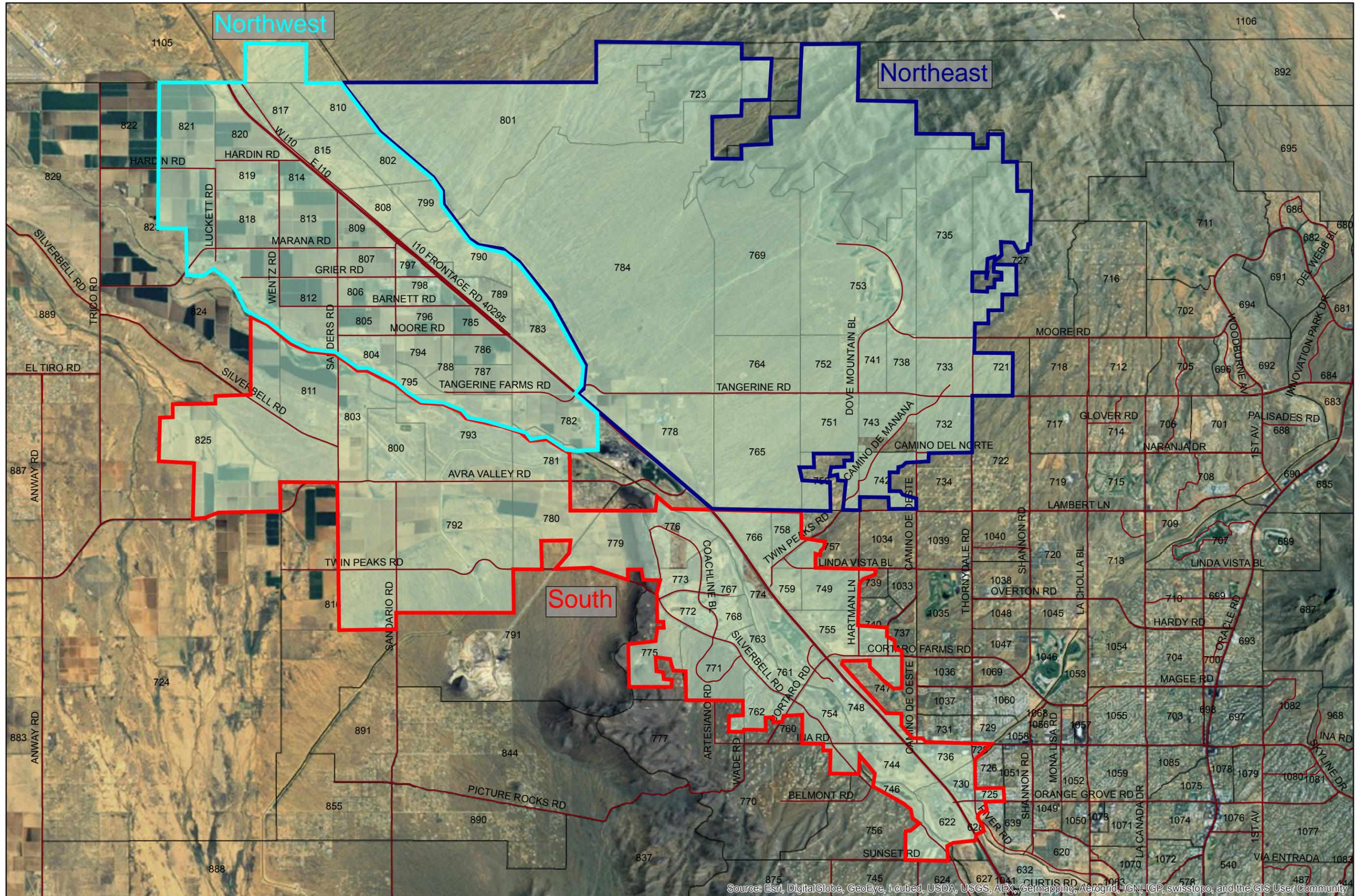
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Lisa Shafer, Assistant Parks and Recreation Director

Steve Cheslak, Planner 1

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Northwest

Northeast

South

<b>Northwest Benefit Area</b>						
<b>TAZ</b>	<b>2013</b>		<b>2023</b>		<b>Increase</b>	
	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>
782	245	152	501	152	256	0
783	0	4	328	629	328	625
785	0	8	0	9	0	1
786	0	24	0	552	0	528
787	0	28	0	32	0	4
788	0	1,175	261	2,266	261	1,091
789	0	458	0	521	0	63
790	31	429	35	488	4	59
794	0	1,573	0	1,790	0	217
795	0	28	0	32	0	4
796	0	45	0	51	0	6
797	148	213	364	371	216	158
798	870	367	1,057	367	187	0
799	0	133	0	1,293	0	1,160
802	1	38	1	43	0	5
804	8	697	8	727	0	30
805	0	816	0	1,150	0	334
806	27	173	27	1,736	0	1,563
807	26	3	120	3	94	0
808	6	197	6	409	0	212
809	4	5	545	121	541	116
810	1	22	1	25	0	3
812	25	20	119	250	94	230
813	0	17	0	242	0	225
814	0	3	0	59	0	56
815	1	77	1	88	0	11
817	1	80	1	91	0	11
818	13	139	15	158	2	19
819	0	32	0	36	0	4
820	0	0	0	0	0	0
821	0	1	0	1	0	0
823	8	32	9	36	1	4
824	22	90	25	102	3	12
<b>TOTALS</b>	<b>1,437</b>	<b>7,079</b>	<b>3,425</b>	<b>13,831</b>	<b>1,988</b>	<b>6,752</b>

<b>South Benefit Area</b>						
<b>TAZ</b>	<b>2013</b>		<b>2023</b>		<b>Increase</b>	
	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>
622	101	4	115	5	14	1
628	366	989	416	1,125	50	136
725	363	981	413	1,116	50	135
728	419	0	477	0	58	0
729	343	1,281	390	1,458	47	177
730	1,044	7	1,188	8	144	1
731	695	1,734	791	1,973	96	239
736	1,018	420	1,018	1,448	0	1028
737	76	1,302	86	1,482	10	180
739	0	1,791	2	1,920	2	129
740	100	1,621	114	1,844	14	223
744	240	17	273	19	33	2
746	0	23	0	26	0	3
747	149	1,510	214	1,510	65	0
748	2,745	2	3,123	2	378	0
749	0	1,027	0	1,175	0	148
754	80	0	91	0	11	0
755	48	914	165	1,119	117	205
756	0	600	0	683	0	83
757	0	149	0	170	0	21
758	4	136	242	136	238	0
759	0	0	1,506	0	1506	0
760	89	983	101	1,119	12	136
761	328	182	446	182	118	0
762	0	945	0	1,075	0	130
763	0	1,492	118	1,709	118	217
766	0	51	88	51	88	0
767	0	1,605	119	1,605	119	0
768	74	1,759	84	2,002	10	243
770	12	907	12	1,010	0	103
771	243	4,104	277	4,670	34	566
772	174	1,951	294	2,457	120	506
773	7	1,249	127	1,410	120	161
774	1,011	397	1,150	452	139	55
775	18	1,349	18	1,799	0	450
776	0	1,236	0	1,406	0	170
777	9	204	10	232	1	28
779	0	100	0	3,644	0	3544
780	17	370	19	421	2	51
781	42	2	48	2	6	0
791	39	75	44	85	5	10

792	12	8	14	9	2	1
793	12	27	14	31	2	4
800	185	0	382	0	197	0
803	5	21	6	24	1	3
811	101	0	115	0	14	0
816	167	314	190	357	23	43
825	0	59	0	67	0	8
<b>TOTALS</b>	<b>10,336</b>	<b>33,898</b>	<b>14,302</b>	<b>43,037</b>	<b>3,966</b>	<b>9,139</b>

<b>Northeast Benefit Area</b>						
<b>TAZ</b>	<b>2013</b>		<b>2023</b>		<b>Increase</b>	
	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>
721	170	526	315	526	145	0
723	0	138	0	157	0	19
727	30	253	34	288	4	35
732	0	507	0	611	0	104
733	40	41	96	166	56	125
734	0	303	14	327	14	24
735	11	150	11	474	0	324
738	0	623	0	709	0	86
741	212	950	241	1,081	29	131
742	0	150	0	171	0	21
743	0	131	0	251	0	120
750	0	243	80	1,047	80	804
751	0	43	0	49	0	6
752	0	777	0	884	0	107
753	309	2,334	596	5,497	287	3,163
764	0	0	0	0	0	0
765	0	85	0	97	0	12
769	0	0	0	0	0	0
778	78	111	167	237	89	126
784	110	0	125	0	15	0
801	0	8	0	9	0	1
<b>TOTALS</b>	<b>960</b>	<b>7,373</b>	<b>1,679</b>	<b>12,581</b>	<b>719</b>	<b>5,208</b>

<b>TAZ TOTALS</b>	<b>2013</b>		<b>2023</b>		<b>Increase</b>	
	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>
	<b>12,733</b>	<b>48,350</b>	<b>19,406</b>	<b>69,448</b>	<b>6,674</b>	<b>21,098</b>

<b>TOWN TOTALS</b>	<b>2013</b>		<b>2023</b>		<b>Increase</b>	
	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>	<b>Emp</b>	<b>Pop</b>
	<b>10,874</b>	<b>36,417</b>	<b>17,058</b>	<b>55,806</b>	<b>6,186</b>	<b>19,388</b>