

Arizona State Requirements



Every incorporated municipality in Arizona is required to prepare, adopt, and maintain a general plan as the jurisdiction's guide

for future decisions concerning land use and resource management.

Arizona State Law – Arizona Revised Statutes (ARS)

ARS Title 9, Chapter 4, Article 6 requires that communities update their general plan every 10 years. For cities over 50,000 population, the state requires the general plan to cover 17 elements and may include optional elements. Although the Town of Marana's population is currently under 50,000, it is expected to exceed that threshold within the next ten years.

An element is a specific section of the General Plan that discusses a particular planning topic such as land use, transportation, housing, energy, etc. An element may be an entire chapter or a subsection of a larger chapter. The elements proposed for the Town of Marana's General Plan are shown inside this brochure.

What is a General Plan?

The Town of Marana's General Plan is an official planning policy document designed to serve as the jurisdiction's "local constitution" or "blueprint" for future growth. Marana's General Plan Update is referred to as "Make Marana 2040."

A general plan has three defining features as follows:

General.

As the name implies, a general plan provides general guidance that will be used to direct future land use and resource decisions.

Comprehensive.

A general plan covers a wide range of topics, including include land use, housing, circulation, public services, recreation, natural and cultural resources among many others.

Long-Range.

General plans provide guidance on reaching a vision 20 years into the future or more.

The pyramid below graphically illustrates the General Plan in comparison to other planning tools. The General Plan is a broad policy document that serves as the foundation for the other planning tools, which get more specific and regulatory as you move up the pyramid.

General Plan

Vision statement and broad policy guidance

Zoning and Corridor Plan

Specific zoning categories and regulations addresses lot sizes, setbacks, heights and specific uses

Zoning and Corridor Plans

General Plan

Foundation of all planning tools

Certificate of Occupancy

Certificate of Occupancy
Inspections, Licenses for compliance with approved detailed plans

Building Plans

Building Plans
Detailed building floor plans and architectural details for compliance with Building Codes

Site Plans

Site Plan
Compliance with zoning district standards and site layout

The Planning Process

The general plan planning process is extensive and ongoing, allowing numerous opportunities for the community to participate and provide ideas. The process will take approximately 18 months to complete and will culminate with a public vote in November 2020 for ratification.

Make Marana 2040 will be guided by:

- **Town Staff**
- **An Advisory Committee**
- **Town Council**
- **The Marana Citizens' Forum**
- **Various Focus Groups**
- **Residents**

There are seven parts to the Make Marana 2040 planning process described at right.



1 Project Management

Project Management as an ongoing part of the process that lays the foundation for a successful execution of the general plan, including the project schedule, project branding, and upkeep of the project website.

2 Public Participation and Communication

Public participation and communication is also an ongoing part of the process, and is key to the success of this general plan. A Public Participation Plan was adopted, which provides guidance on engaging members of the public in the general plan process. As a result of the Public Participation Plan, a project logo and this fact sheet were prepared to spread awareness and provide information on the general plan update.

3 Community Assessment, Map Atlas

The third part of the process includes a community assessment and data analysis, which will result in a Map Atlas. The Map Atlas provides a snapshot of the existing conditions and trends that are influencing Marana today. This information will be used to better understand the issues and opportunities facing the Town, allowing stakeholders and decision makers to formulate solutions that will be addressed in the general plan. Each topic presented in the Map Atlas will include associated maps or visual representations to provide a quick reference and user-friendly tool.

4 Visioning and Scenario Planning

As part of the public engagement process, residents will have the opportunity to express their values, vision, and goals through a series of three community workshops. This assessment activity will be done through various visioning and scenario planning exercises, in which residents will have an opportunity to consider various growth alternatives and provide their input. The workshop results will provide an understanding on how to address residents' preferences on growth, transportation and environmental issues through the general plan process.

5 Plan Document Development

Based on information gathered through the first four parts of the process, a draft General Plan will be produced and distributed for public review, which will contain the goals and policies that will guide future development within the town. The draft General Plan will also feature implementation measures that will ensure the identified policies are carried out. The public will have the opportunity for review and provide their comments.

6 Public Hearings

Following the public review period, the Planning Commission will hear public comment and consider the plan for recommendation to Town Council. Any comments will be addressed to produce the final General Plan, which will be brought to the Town Council for a final public hearing and adoption.

7 Voter Ratification

Once the General Plan is adopted by Town Council, the approved Plan will be forwarded to the Town Clerk and scheduled for a public vote, which is tentatively scheduled for November 2020.

What Will the General Plan Address?



Built Environment

A well-designed built environment is the foundation of an attractive and healthy community. Marana residents and visitors engage with the built environment on a daily basis, whether it is sitting at their home or traveling to and from various destinations. The General Plan sets the baseline for future growth and development in the built environment that influence daily life.

The elements covered within this Theme will include:

- *Land Use*
- *Growth Areas*
- *Circulation*
- *Bicycling*
- *Housing*
- *Public Buildings*
- *Cost of Development*



People and Community

The Town of Marana's people and community make Marana an enjoyable place to call home. The General Plan guides future investment into the community to foster a high quality of life and support its residents. The elements covered within this Theme will include:

- *Safety*
- *Recreation*
- *Public Services & Facilities*
- *Economic Vitality*
- *Conservation, Rehabilitation, & Redevelopment*
- *Arts and Culture*



Resource Management & Natural Systems

The Town of Marana is flush with natural beauty, and relies on the surrounding natural systems to sustain a livable community. This General Plan helps manage and balance protection of vital natural resources with the needs and demand of development. The elements covered within this Theme will include:

- *Environmental Planning*
- *Neighborhood Preservation & Revitalization*
- *Open Space*
- *Water Resources*
- *Energy*
- *Conservation*

Community Engagement

One of the most important aspects of a General Plan is community engagement. Through a coordinated public outreach effort, community engagement will help create a community-based plan that builds consensus and obtains buy-in and support for implementation efforts. The outreach effort will be guided by a Public Participation Plan which can be viewed and downloaded at www.makemarana2040.com.

This Public Participation Plan details engagement activities throughout the process. The purpose of the Public Participation Plan is to involve all members of the community to enable continuous and constructive communication with the project team.

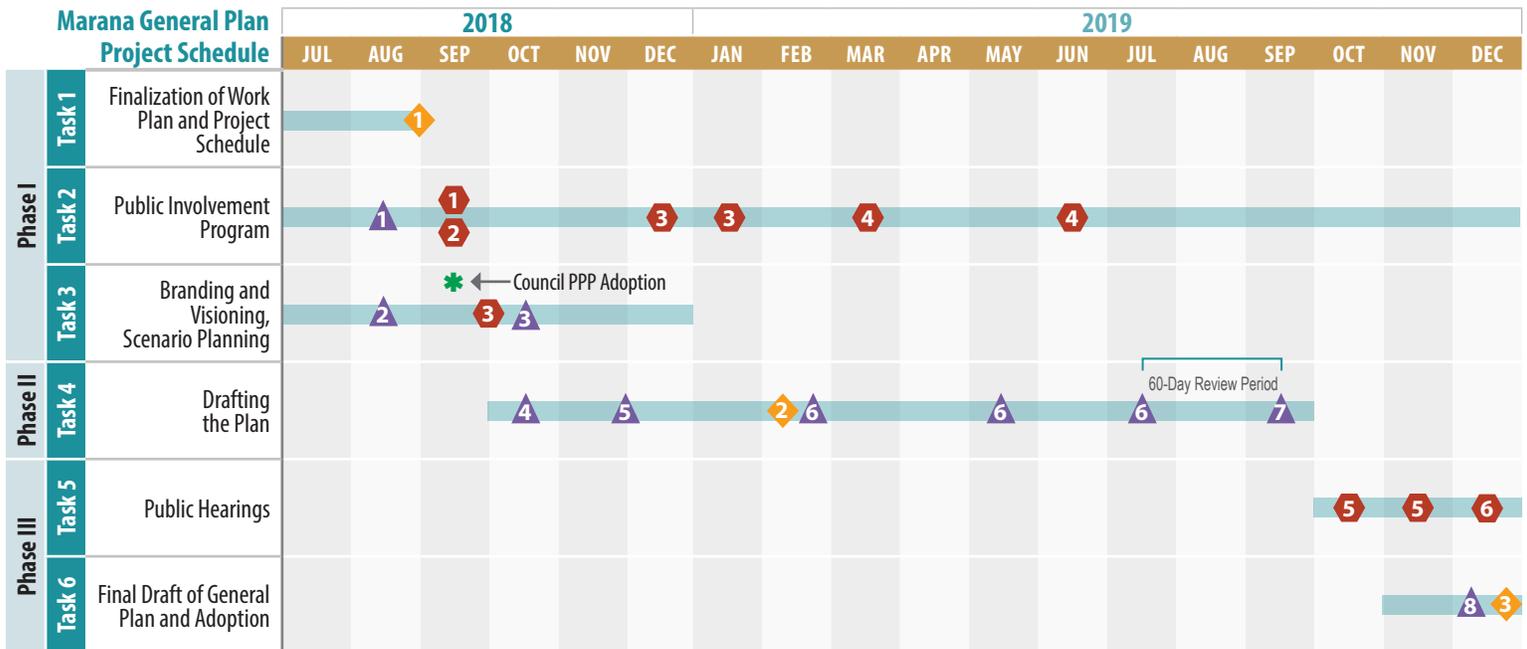
Outreach Components

The public outreach includes various opportunities for the community to be involved. Some of the components include:

- *Advisory Committee*
- *Citizens' Forum*
- *Project Branding*
- *Stakeholder Interviews*
- *Workshops and Open House Events*
- *Focus Groups*
- *Scenario Planning*
- *Media Relations*
- *Informational Brochures*
- *Project Website*
- *E-Updates (eBlasts)*
- *Social Media*
- *Online Surveys*
- *Ambassador Program*
- *Map Atlas*
- *Public Hearings*

Project Schedule

The process for updating the General Plan will be conducted in three phases, and will take approximately 18 months to complete. The following schedule illustrates the anticipated timing of activities throughout the update process.



Informational Brochures:

- 1 Project Overview
- 2 Workshop Results
- 3 Executive Summary

Community Participation:

- 1 Stakeholder Interviews
- 2 Focus Groups
- 3 Community Workshop
- 4 Community Open House
- 5 Planning Commission Hearing
- 6 Town Council Adoption

Deliverables:

- 1 Public Participation Plan (PPP)
- 2 Branding / Messaging
- 3 Vision Statement
- 4 General Plan Template
- 5 Map Atlas
- 6 Draft Plan
- 7 Revised Plan
- 8 Final Adopted Plan

For More Information Contact:



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