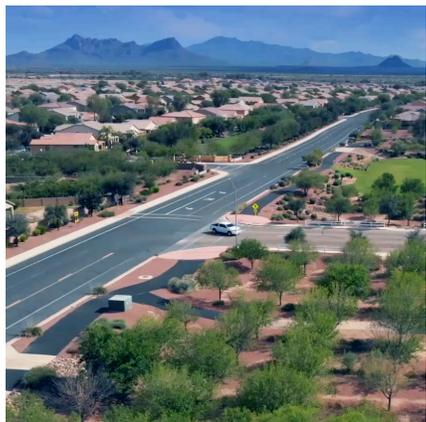
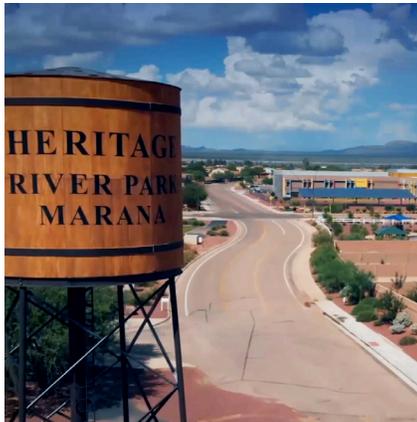


**M A K E**  
**MARANA**  
2040 • GENERAL PLAN



**EXECUTIVE  
SUMMARY**

JANUARY 2020

On December 10, 2019, The Marana Town Council unanimously approved the Make Marana 2040 General Plan. The plan will act as the blueprint for the Town as it continues to grow.

## 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:**

### **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 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.

## How was it Prepared?

There were seven parts to the Make Marana 2040 planning process:

- 1 **Project Management**
- 2 **Public Participation and Communication**
- 3 **Community Assessment, Map Atlas**
- 4 **Visioning and Scenario Planning**
- 5 **Plan Document Development**
- 6 **Public Hearings**
- 7 **Voter Ratification** (scheduled for August 4, 2020)

One of the most important steps was the public participation and communication, which was extensive and ongoing throughout the planning process.

There were numerous opportunities for the community to participate and provide ideas, including surveys, three public workshops, two open houses, as well as other community events. This extensive public engagement fostered a community-driven plan, which will be key to the future success of the Make Marana 2040 General Plan.

In addition to the public outreach, Make Marana 2040 was guided by:

- Town Staff
- An Advisory Committee
- Town Planning Commission
- Town Council
- The Marana Citizens' Forum
- Various Focus Groups

## What is in Marana's General Plan?

The Make Marana 2040 General Plan is organized into three broad themes: Built Environment, People & Community, and Resources & Sustainability. Each theme contains a group of inter-related elements that create the foundation for Marana's policy guidance. In all, there are 19 elements. Descriptions of each theme and the elements within are provided below.

### Built Environment



The Built Environment Theme includes the physical features that create an attractive, efficient, and well-balanced community. Marana's strategic development of the built environment paves the way for continued growth, in which neighborhoods, local businesses, gathering places, parks, and schools all coalesce to instill a sense of place.

Elements in this Theme are:

- Growth
- Land Use
- Cost of Development
- Housing
- Transportation
- Bicycling
- Public Services & Facilities
- Public Buildings

### People & Community



The People and Community Theme includes goals and policies that create a greater sense of community and culture, fostering a higher quality of life for residents. Marana's commitment to supporting its people and communities drives Town pride and boosts the local economy.

Elements in this Theme are:

- Economic Vitality
- Public Safety
- Neighborhood Preservation and Revitalization
- Recreation
- Arts & Culture
- Conservation, Rehabilitation, and Redevelopment

### Resources & Sustainability



The natural environment is an integral part of Marana's identity. The Resources & Sustainability Theme seeks to balance growth and development with the need to protect and conserve, supporting a healthy environment for generations to come.

Elements in this Theme are:

- Open Space
- Water Resources
- Environmental Planning
- Conservation
- Energy

## Implementation

The Implementation Chapter includes actions to achieve the goals and policies of the General Plan. This set of actions will be carried out over

the next 20 years to help the Town accomplish the vision, goals, and policies adopted in the Make Marana 2040 General Plan.

### Top Implementation Actions:

#### Built Environment

- Evaluate the Future Land Use Map (FLUM) during an annual General Plan amendment process and initiate amendments as necessary to protect and foster development of planned employment and regional commercial areas
- Fund, develop, adopt, and implement a Transportation Master Plan
- Consult a community housing needs assessment that catalogs Marana's existing housing stock, assesses gaps, and addresses housing needs
- Update and implement the Facilities Master Plan to accommodate future buildout conditions

#### People & Community

- Track implementation of the Economic Development Strategic Plan and report on its status
- Continue to maintain the Arizona Law Enforcement Accreditation Program
- Implement recommendations in the 10 Year Town of Marana Parks & Recreation Department Master Plan 2020 – 2030, and update to the Town of Marana Parks and Recreation Master Plan
- Develop a Cultural Resources Master Plan that identifies strategies for cultural resource preservation
- Develop a wayfinding program for neighborhoods, destinations, and major access points into Marana

#### Resources & Sustainability

- Update the Parks and Recreation Master Plan to include policies and best practices for providing educational material related to environmental and conservation issues to the community
- Develop and implement a Drought Management Plan that prepares Marana and its residents
- Implement recommendations of the Northwest Marana Master Drainage Study
- Work with regional entities to develop and adopt an Open Space and Wildlife Conservation Master Plan that focuses on open space preservation, wildlife linkages, and wildlife habitats
- Work with utility companies to develop a strategic plan for energy needs and conservation

## What's Next?

On December 10, 2019 the Town Council, by Resolution 2019-120, adopted the Make Marana 2040 General Plan and called for an election to be held with the anticipated primary election on August 4, 2020 for voter ratification of the plan. If approved by voters, the Make Marana 2040

General Plan will become the guiding policy document for Town decision makers.

Should the voters not approve this Plan, the current General Plan will remain in effect until the Town prepares a new General Plan that the voters approve.

For More Information Contact:



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