

HERITAGE
RIVER PARK
MARANA

M A K E
MARANA
2040 • GENERAL PLAN

CHAPTER 1

Introduction

Marana and its surrounding area is part of the Sonoran Desert which is characterized by desert flora scrublands and is cut by ephemeral washes and riparian tributaries of the Santa Cruz River. Within the Marana Town Limits is the prominent Tortolita Mountain range which showcases cactus, mesquite, and ironwood forests. The area also has a rich cultural heritage that can trace its history back at least 13,000 years when Paleoindian hunter-gatherers inhabited the area. Today, many people are attracted to Marana, not only for its history and scenic beauty, and overall quality-of-life, but also due to its affordable, diverse range of housing and master planned communities.

This combination of culture and nature has created a dynamic, high-quality sense of place. The Town offers its nearly 50,000 residents ample recreational, cultural, and economic opportunities that contribute to the community's quality of life. As Marana continues to grow, new opportunities and challenges will evolve, making it necessary to plan for a shared and balanced future. The Make Marana 2040 General Plan reflects the vision and goals of the community, recommending policies and strategies to protect and enhance what is important into 2040 and beyond.

What is the General Plan?

A general plan is an official planning policy document that is designed to help guide community growth and development. Pursuant to Arizona Revised Statutes (A.R.S.) §9-461.05, the State of Arizona requires all municipalities to adopt a general plan and update it every ten years.

A general plan IS...

- More than a land use map
- An expression of citizen preferences
- A statement of Town policy
- A guide to public and private decision making
- A blueprint to improve quality of life

A general plan is NOT...

- A zoning map
- A tool to promote special interests
- An unchangeable document
- A detailed policy for specific properties or areas
- A capital improvement program

A general plan has three features:

- **General.** As the name implies, a general plan provides general guidance to direct future land use and resource decisions.
- **Comprehensive.** A general plan covers a wide range of social, economic, infrastructure, and natural resource topics. These include land use, housing, circulation, utilities, public services, recreation, agriculture, biological resources, and many others.
- **Long-Range.** A general plan provides guidance on reaching long-range plans, envisioned 20 or more years in the future.

The State of Arizona requires municipalities with a population of over 50,000 to address 17 elements in their general plan. An element is a specific section of the general plan that discusses a particular planning topic. Although Marana currently does not have a population of 50,000, it is projected that Marana will exceed this population within the next ten years. Thus, the Town opted to include all 17 elements, as well as two optional elements in the Make Marana 2040 General Plan. It should be noted that some elements were combined where there was significant overlap.

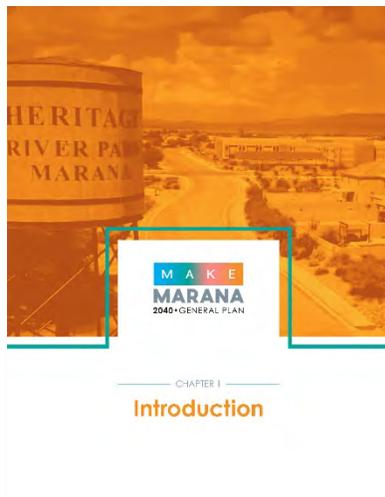
Furthermore, this General Plan organizes the elements into one of three themes for readability. These themes are: **Built Environment**, **People & Community**, and **Resources & Sustainability**. Although the General Plan organizes elements into themes; the themes and elements are interrelated and should be considered in conjunction with each other during decision-making processes.

General Plan Organization

The Make Marana 2040 General Plan consists of five chapters, which include this Introduction Chapter, the three themes, and an Implementation Chapter. The Introduction Chapter provides an overview of the General Plan, the community’s vision for 2040, the community engagement process, and General Plan compliance. The following three chapters are the three themes, which make up the main body of the General Plan. Each theme highlights the elements they cover, and provides goals and policies organized by element. The Implementation Chapter includes the implementation actions that help accomplish the goals and policies for each theme.

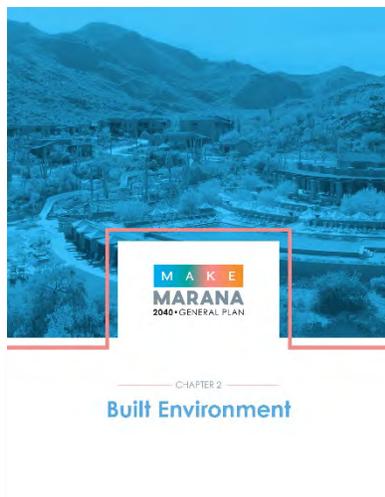
Also related to the Make Marana 2040 General Plan is the **Marana Map Atlas**. The Map Atlas analyzes the most recently available data to establish the current planning context in Marana in which the General Plan is based.

The following list illustrates the Make Marana 2040 General Plan organization. The elements required under A.R.S. §9-461.05 are marked with an asterisk (*) and the optional elements are marked with a plus sign (+). Combined elements are identified in parentheses.



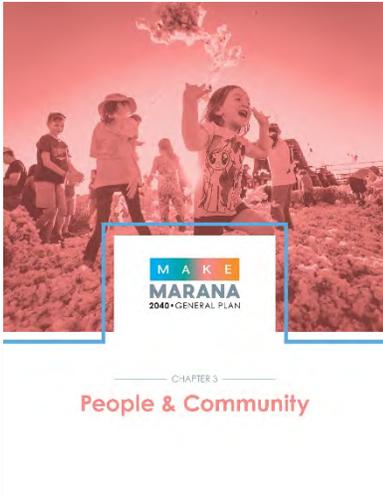
This **Introduction Chapter** provides an overview of the General Plan, consisting of the following sections:

- What is a General Plan?
- General Plan Organization
- Vision Statement
- Regional and Local Context
- Community Engagement
- Plan Compliance



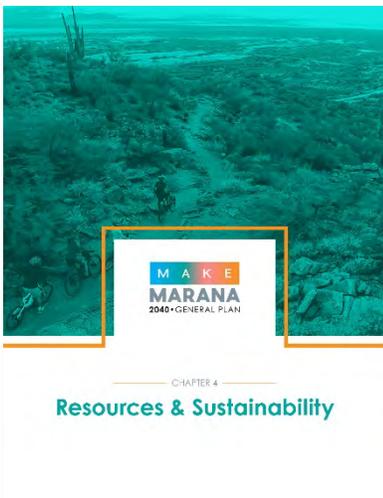
The **Built Environment Theme** includes the physical features that create an attractive, efficient, and well-balanced community. This Theme includes four elements (eight A.R.S. required elements):

- **Land Use Element** (*Land Use**, *Cost of Development**, and *Growth Areas* elements*)
- **Housing Element ***
- **Transportation Element** (*Circulation** and *Bicycling* elements*)
- **Public Services and Facilities Element** (*Public Services and Facilities** and *Public Buildings* elements*)



The **People & Community Theme** includes goals and policies that create a greater sense of community and culture, fostering a higher quality of life for residents and visitors. This Theme includes six elements (four A.R.S. required elements):

- Economic Vitality Element +
- Public Safety Element *
- Recreation Element *
- Arts and Culture Element +
- Community Preservation, Revitalization, and Redevelopment Element (*Neighborhood Preservation and Revitalization* and Conservation, Rehabilitation, and Redevelopment* elements*)



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 natural resources to support a healthy environment for generations to come. This Theme includes five elements (five A.R.S. required elements):

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



The **Implementation Chapter** includes implementable actions for the Town of Marana that help accomplish the goals and policies, and ultimately the General Plan’s vision. The implementation actions are organized by theme, element, relevant goal, and timeframe for completion.

Vision Statement

The Make Marana 2040 General Plan Vision Statement was drafted through public input at community workshops, then refined by the Marana Citizens' Forum, Town staff, and the General Plan Advisory Committee. This Statement describes the future ideal state of the community and expresses the shared community values. This Vision Statement is the guiding source for the General Plan and contains the values that are supported by the goals, policies, and implementation strategies. The Vision Statement is as follows:

Marana is a vibrant, active, and diverse town that embraces civic spirit and a unified sense of community. We pride ourselves on having quality neighborhoods and infrastructure that supports sound economic growth. The Town will grow in a manner that ensures safety and promotes healthy living through development that improves our community and retains our shared values.

Regional and Local Context

The Town of Marana is located in the heart of the Sun Corridor in the southern Arizona desert. Marana straddles 18 miles of Interstate 10 (I-10) immediately northwest of Tucson and 64 miles south of Phoenix. The Town includes incorporated land in both Pima County (121 square miles) and Pinal County (0.7 square miles) in the Avra Valley. Nearby communities include Oro Valley, Tucson, Casa Grande, Eloy, the Yoem Pueblo Community, and the Tohono O'odham Nation.

Beyond the incorporated jurisdictional boundary of the Town, the General Plan covers a larger area of influence called the Municipal Planning Area (MPA). Marana's MPA includes the incorporated Town limits and land in unincorporated areas within Pima County and Pinal County that could be annexed in the future. The MPA boundary for the 2040 General Plan was slightly expanded in the southeast area, increasing the MPA area by one-tenth of a square mile, (227.5 square miles to 227.6 square miles). The Town's expanded MPA boundary is shown on **Figure 1-1**.

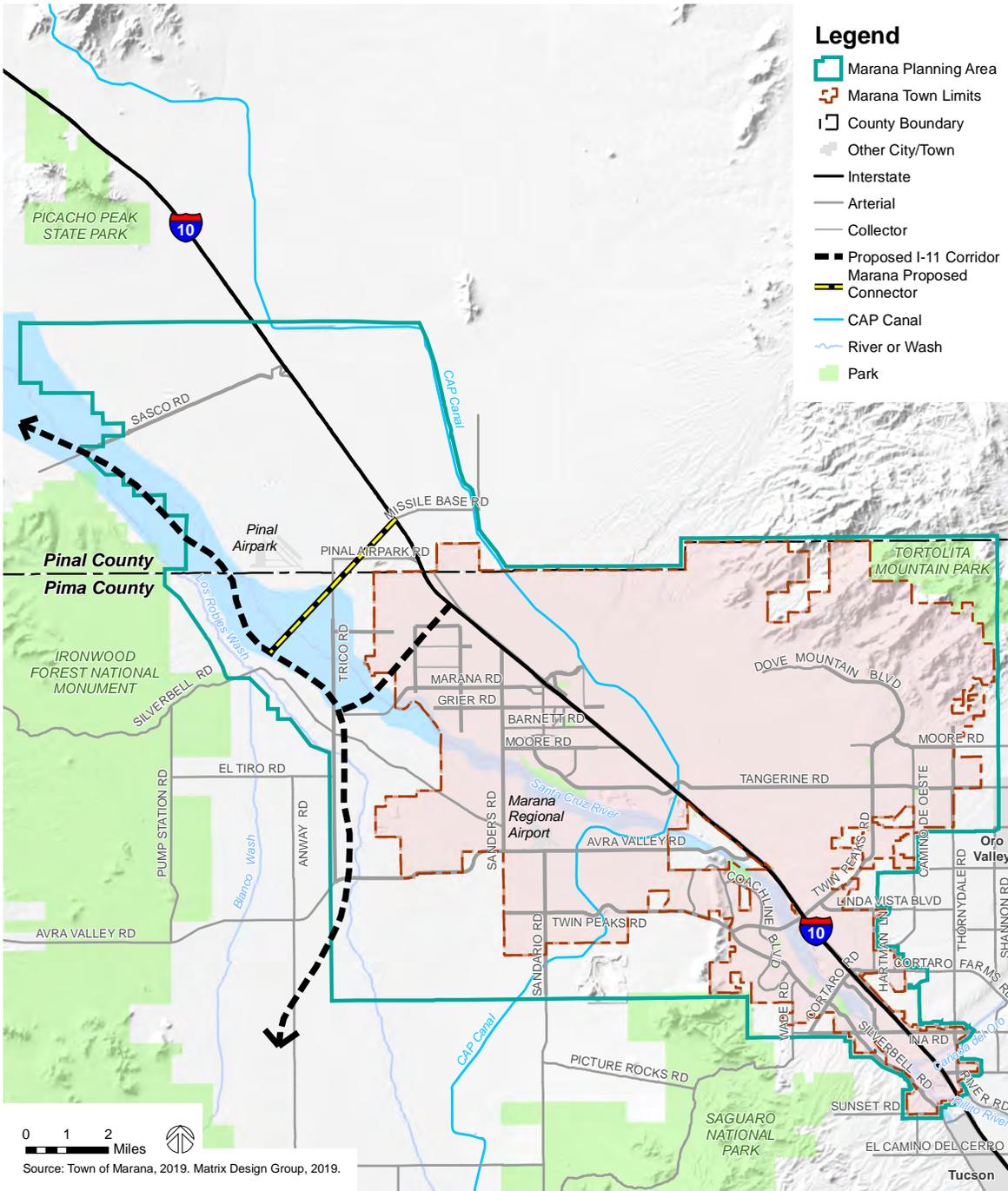


Figure 1-1
Marana Municipal
Planning Area



The Town of Marana provides this map information "As Is" at the request of the user with the understanding that it is not guaranteed to be accurate, correct or complete and conclusions drawn from such information are the responsibility of the user. In no event shall The Town of Marana become liable to users of these data, or any other party, for any loss or direct, indirect, special, incidental, or consequential damages, including but not limited to time, money, or goodwill, arising from the use or modification of the data.

Map Revised: 1/14/2020

Community Engagement

Community engagement is one of the primary factors of developing an effective general plan. To guide community engagement, the Town developed a Public Participation Plan to engage stakeholders, including residents, property owners, business owners, the development community, and others interested in Marana’s growth. The input gathered from this engagement guided the development of the Make Marana 2040 General Plan through various efforts during the planning process, including public workshops, public open houses, focus group meetings, Citizens Forum Meetings, and the project website.

Public Workshops and Open Houses

Workshop 1

October 3, 2018 at 6:00 PM, Marana Municipal Complex, and October 4, 2018 at 6:00 PM Wheeler Taft Abbett Sr. Library

The first set of community workshops were held on October 3 and 4, 2018. The objectives for this workshop were to:

- Inform attendees about the basics of what a general plan is and how it is used;
- Engage the public in developing a vision for Marana;
- Identify issues affecting the Town and opportunities to capitalize on them; and
- Locate key assets and challenges geographically that make Marana unique.



Workshop 2

December 12, 2018 at 6:00 PM, Marana Municipal Complex, and December 13, 2018 at 6:00 PM, Wheeler Taft Abbett Sr. Library

The second set of community workshops for the Make Marana 2040 General Plan were held on December 12 and 13, 2018. The objectives for this set of workshops were to:

- Discuss the Map Atlas (Existing Conditions);
- Identify transportation priorities; and
- Develop land use alternatives.



Workshop 3

January 23, 2019 at 6:00 PM, Marana Municipal Complex, and January 24, 2019 at 6:00 PM, Wheeler Taft Abbett Sr. Library

The third and final set of community workshops for the Make Marana 2040 General Plan were held on January 23 and 24, 2019 at 6:00 PM. The objectives for this set of workshops were to:

- Provide an update on the General Plan process;
- Present the results from Workshop 2; and
- Receive input on policy alternatives.



Open House 1

April 10, 2019 at 6:00 PM at, Marana Municipal Complex, and April 11, 2019 at 6:00 PM, Wheeler Taft Abbett Sr. Library

The first set of open houses for the Make Marana 2040 General Plan were held on April 10 and 11, 2019. The objectives for this set of open houses were to:

- Provide an update on the General Plan process and themes; and
- Present the results from Workshops 1, 2, and 3.



Open House 2

June 19, 2019 at 6:00 PM at, Marana Municipal Complex, and June 20, 2019 at 6:00 PM, Wheeler Taft Abbett Sr. Library

The second and final set of open houses for the Make Marana 2040 General Plan were held on June 19 and 20, 2019. The objectives for this set of open houses were to:

- Provide an update on the General Plan process and themes;
- Present some of the major updates from the 2010 General Plan; and
- Receive feedback on the draft goals and policies.



Meetings

Stakeholder Interviews and Focus Group Meetings

Early in the process, the Town facilitated focus group meeting discussions, as well as conducted face-to-face interviews with Town Departments, key businesses, and community leaders to gain a clear understanding of the issues and expectations for the General Plan update. A total of 27 interviews and five focus group meetings were conducted as part of the public input process.

Citizens Forum Meetings

The Marana Citizens' Forum is an advisory group of residents and community partners who bring their unique viewpoints and expertise to community discussions to help develop recommendations for broad, Town-wide issues. The Marana Citizens' Forum was continuously involved throughout the General Plan process. The Town held four meetings with the Citizens Forum to provide an overview of the General Plan at each point in the planning process and to gain input from the Citizens Forum related to land use alternatives and policies.

Advisory Committee Meetings

The Advisory Committee for the Make Marana 2040 General Plan was comprised of the Marana Planning Commission. The Committee was tasked with assisting the planning process and providing technical review of draft documents related to the General Plan. In total, there were three Advisory Committee meetings held throughout the planning process.

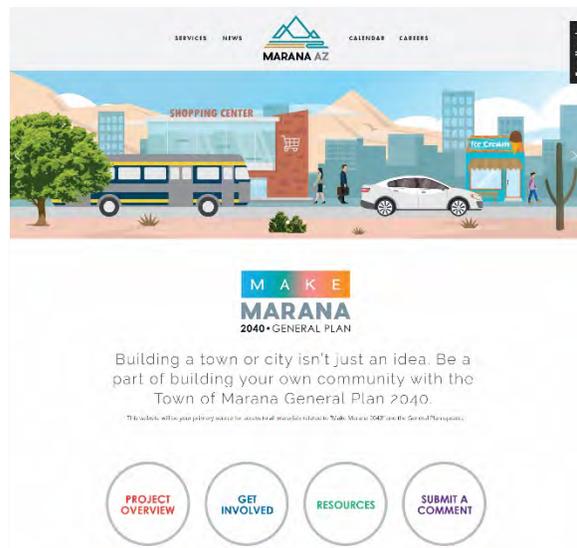
Public Hearings

Public hearings were conducted throughout the General Plan process to gain approval and recommendation from the Planning Commission and Town Council.

Other Outreach Efforts

Project Website

The Town hosted and maintained an interactive project website (www.MakeMarana2040.com) dedicated to the General Plan as an extension of the Town's webpage. This website was the primary source of information to keep up-to-date on events, download documents and presentations, and provide the public with a method to submit comments and suggestions related to the project.



eBlasts

Community members who signed-up through the project website, attended meetings and workshops, and who signed-in at other events were added to an eBlast list. Those added to this list were regularly informed of project updates, such as upcoming workshops and workshop results, as well as the opportunity to review draft documents. A total of 404 individual emails were added to the eBlast list and received regular updates throughout the planning process.

Informational Brochures

The Town prepared a series of informational brochures during the General Plan process with relevant information regarding the Plan. These brochures were distributed at all General Plan workshops and open houses, and were made available through the Town’s project website. The purpose of the brochures was to provide decision-makers, the public, and landowners a solid understanding of the update at critical stages of the process.

Fact Sheet #1

MAKE MARANA 2040 • GENERAL PLAN

FACT SHEET #1
GENERAL PLAN UPDATE

Arizona State Requirements

What is a General Plan?

General Plan

General Plan

For more information visit www.makemarana2040.com

Fact Sheet #2

MAKE MARANA 2040 • GENERAL PLAN

COMMUNITY WORKSHOP #2
Exercise Instructions

Population and Age Projections

Workshop #1 Results

Vision Statement

For more information visit www.makemarana2040.com

Fact Sheet #3

MAKE MARANA 2040 • GENERAL PLAN

COMMUNITY WORKSHOP #3
Policy Alternatives Exercise

Economic Development

A
B
C
D
E
F
G

Land Use

A
B
C
D
E
F

For more information visit www.makemarana2040.com

Fact Sheet #4

MAKE MARANA 2040 • GENERAL PLAN

OPEN HOUSE #1

Make Marana 2040 General Plan

Public Engagement Summary

Community Workshop #1

Community Workshop #2

Community Workshop #3

Marana Citizens' Forum

For more information visit www.makemarana2040.com

Online Surveys

The Town conducted two online surveys available on the project website during the planning process to provide the community an opportunity to provide input on the General Plan. The first online survey was given at the first public workshop and was posted on the website afterwards for those who were not able to attend the workshop. The first survey helped gather input and understanding of issues and opportunities that should be addressed in the General Plan. The second survey was provided at the second public workshop and was also posted online afterwards. The survey was geared toward receiving input on policy alternatives for the General Plan. The results from both surveys are incorporated into the General Plan.

Plan Compliance

This section provides procedures and direction for administering the General Plan in compliance with state statutes.

60-Day Public Review

The state-mandated 60-day public review period occurred from July 29 to September 27, 2019. A Draft General Plan was made available on the project website for public review and comment, and submitted to neighboring jurisdictions and local agencies. During the review period, the Town received comments from six planning agencies, including the City of Eloy, Town of Oro Valley, Pima County, Pima Association of Governments, Coalition for Sonoran Desert Protection, and Southern Arizona Home Builders Association. Additionally, the Town received 189 comments from 77 individuals. The comment topics ranged from land use to transportation, cultural resources, water, open space, and conservation. These comments were invaluable to the completion of the final Make Marana 2040 General Plan.

Plan Adoption and Ratification

The Make Marana 2040 General Plan is required, by state law, to be ratified by Town voters. Following ratification by the voters, the General Plan will be effective for ten years, after which the Town Council will either adopt a new general plan or readopt the existing general plan.

General Plan Amendments

The General Plan may be amended to respond to changing socioeconomic needs, environmental factors, market conditions, or other influences associated with growth. Amendments are classified as major or minor, and may be initiated by either the Town or requested by private individuals or agencies in accordance with the procedures set forth in state law.

Major Amendments

The General Plan must identify changes or modifications that constitute major amendments to the Plan. Arizona law defines a major amendment as any change that would represent a "substantial alteration" in the land use mixture or balance established in the existing General Plan. The Town Council may only consider major amendments once a year at a single public hearing held for this purpose. Requests for major amendments must be submitted within the same calendar year they will be heard. Prior to the Council hearing, the Planning Commission shall hold two or more public hearings on the proposed major amendment at different locations. At least two-thirds of the members of the Town Council must approve a General Plan major amendment. The Council may not enact a major amendment as an emergency measure.

The Town of Marana identifies the following changes as major amendments, effecting a substantial alteration of the Town's land use mixture or balance:

1. A text change that is in conflict with, or significantly alters, the goals and policies of the Plan.
2. A change to the Future Land Use Map that constitutes a major amendment per **Table 1-1**.

Minor Amendments

The General Plan must also identify changes or modifications that constitute minor amendments to the Plan. If the proposed change is considered a minor amendment, the Town can process it through the Planning Commission concurrently with a rezoning request, and approve it at a public hearing by a simple majority vote of the Town Council. The Town identifies a minor amendment as any change that is not a major amendment as defined above, including, but not limited to, the following:

1. Any change to the Future Circulation Map.
2. Any change to the Implementation Chapter.
3. A change to the Future Land Use Map that constitutes a minor amendment per **Table 1-1**.

No amendment is required for changes to formatting, photos, graphics, tables, or maps other than the Future Land Use Map or the Future Transportation Network Map. A Major/Minor Amendment classification table follows.

Table 1-1 Major/Minor General Plan Amendment

		To							
		OS	RR	LDR	TN	C	E	MPA	A
From	OS	NA	Minor ≤ 5 ac Major > 5 ac	Minor ≤ 5 ac Major > 5 ac	Major	Major	Major	Minor ≤ 200 ac Major > 200 ac	Major
	RR	Minor	NA	Minor	Major	Minor ≤ 10 ac* Major > 10 ac	Major		
	LDR		Minor	NA	Minor ≤ 80 ac Major > 80 ac	Minor ≤ 15 ac* Major > 15 ac	Major		
	TN		Minor	Minor	NA	Minor ≤ 20 ac* Major > 20 ac	Minor ≤ 15 ac Major > 15 ac		
	C		Minor	Minor	Minor	NA	Minor		
	E		Minor	Minor	Minor	Minor	NA		
	MPA		Minor						
A	Major							NA	
TP	NA	Major							

*No amendment is required up to the amount permitted by right. See Table 2-2 Future Land Use Category Designations for permitted commercial acreage.

Future Land Uses: Open Space (OS), Rural Residential (RR),
Low-Density Residential (LDR), Traditional Neighborhood (TN),
Commercial (C), Employment (E), Master Planned Area (MPA),
Airport (A), Tortolita Preserve (TP)

Major = Major Amendment
Minor = Minor Amendment
NA = No Amendment
ac = Acre

Relationship to Other Plans

The Town intends to integrate adopted master plans / area plans, or topical plans that are specific to a geographical area with the General Plan. Where there are greater details and direction provided in those adopted specific plans, the Town will follow the greater details and direction in implementing the Town’s adopted plans. If there is no specific detail or the direction is absent, then the guidance provided by the General Plan should be followed.

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