

Workshop Overview

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 January 23rd workshop was held at the Marana Municipal Complex and the workshop on the 24th was held at the Wheeler Taft Abbett Sr. Library. The objectives for this set of workshops were to:

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



What Happened?

A total of 26 people attended the two workshops. Upon arriving, each attendee was asked to identify on a map, generally, where they live or work in Marana. This was done to see what areas of the town were represented in the workshop results. Attendees at the January 23rd workshop were primarily from the communities surrounding Downtown Marana. Attendees at the January 24th workshop were more wide spread throughout Marana, with the majority of residing in communities along Silverbell Road, such as Continental Ranch.

The workshop began with a short presentation informing attendees of the status of the General Plan Update, as well as the results from the Transportation Planning Exercise and Scenario Planning Exercise conducted during Workshop #2. Attendees then worked individually on a Policy Alternatives Exercise. This exercise involved a worksheet listing a series of alternative policies covering 7 General Plan topics:

- Economic Development
- Land Use
- Environmental
- Arts and Culture
- Housing
- Downtown
- Transportation

COMMUNITY WORKSHOP #3
 Policy Alternatives Exercise

M A K E
MARANA
 2040 • GENERAL PLAN

The Marana General Plan is a planning document that is used by the Town's decision makers and staff to guide future land use and resource management decisions. As part of the planning process to develop the Make Marana 2040 General Plan, several key issues and opportunities were identified. This worksheet proposes various policy alternatives to address these issues and opportunities. Please review and provide your input by completing the worksheet.

Economic Development

One of the biggest threats to Marana's future was identified as a lack of high-quality jobs. Participants also recognized that Marana has great potential for growth and business development. Capitalizing on the opportunity is critical for reducing the threat.

A	Marana should extend infrastructure along Tangerine Road east of I-10 to support development.	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> REVISE
B	Marana should seek major employers to develop the Town-owned property near the Marana Regional Airport.	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> REVISE
C	Marana should expand the Marana Regional Airport to support commercial aircraft.	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> REVISE
D	Marana should actively pursue distribution- and logistics-based businesses along the railroad.	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> REVISE
E	Marana should target industries near Final Airport that are compatible and complementary to the airport's operations.	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> REVISE
F	Marana should encourage investment by offering development incentives.	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> REVISE
G	Other: _____			

Participants reviewed each policy and marked “Yes” if they like the policy, “No” if they do not like the policy, or “Revise” if they want to edit the policy. Participants also had the opportunity to recommend a policy not listed on the worksheet. The results of this exercise are detailed on the following pages.

Policy Alternative Results

Economic Development				
Policy Alternative	Yes	No	Revise	
A	Marana should extend infrastructure along Tangerine Road east of I-10 to support development.	25	0	0
B	Marana should seek major employers to develop the Town-owned property near the Marana Regional Airport.	21	2	2
C	Marana should expand the Marana Regional Airport to support commercial aircraft.	16	8	1
D	Marana should actively pursue distribution- and logistics-based businesses along the railroad.	19	5	1
E	Marana should target industries near Pinal Airpark that are compatible and complementary to the airport's operations.	25	0	0
F	Marana should encourage investment by offering development incentives.	19	1	4

Land Use				
Policy Alternative	Yes	No	Revise	
A	Marana should develop a long-range strategic plan for the Marana Regional Airport to encourage compatible land uses.	25	1	0
B	Marana should identify strategic locations for high density / intensity mixed-use development.	24	0	0
C	Marana should permit cluster development in environmentally sensitive areas that allows for increased densities / intensities of development, while protecting the most environmentally sensitive lands.	18	5	1
D	Marana should permit high-density residential uses along the Santa Cruz River that capitalize on the views of the natural landscape.	7	14	3
E	Marana should permit development within the Tortolita Foothills that features a similar character and development pattern as Dove Mountain.	20	5	0

Community Workshop #2 Summary

Environment				
Policy Alternative		Yes	No	Revise
A	Marana should continue Santa Cruz River bank improvements west of Sanders Road.	21	2	0
B	Marana should invest in green infrastructure to mitigate stormwater impacts.	21	3	0
C	Marana should adopt low-impact drainage design standards.	22	0	0
D	Marana should require appropriate buffers and / or setbacks from important washes, wildlife corridor, and other significant environmental features.	24	1	0
E	Marana should identify and develop wildlife corridor opportunities across I-10, connecting Saguaro National Park to the Tortolita Mountains.	11	10	1
F	Marana should continue to seek additional opportunities for solar development.	19	5	1
G	Marana should adopt solar energy standards.	8	8	5
H	Marana should require public buildings to be powered using solar energy.	9	12	3
I	Marana should become a leader in solar energy development.	9	9	6

Arts and Culture				
Policy Alternative		Yes	No	Revise
A	Marana should acquire land of known cultural resources for preservation and tourism purposes.	17	7	1
B	Marana should develop a cultural museum to display and educate on artifacts related to Marana's history.	14	9	2
C	Marana should develop a performing arts program.	11	13	1
D	Marana should develop a performing arts facility.	13	11	1
E	Marana should establish and fund a public art program.	7	14	4
F	Marana should continue to support and grow its film industry.	19	5	1
G	Marana should reestablish the Marana Public Works Arts Project Committee.	13	12	0

Community Workshop #2 Summary

Housing				
Policy Alternative		Yes	No	Revise
A	Marana should encourage developers to incorporate higher density housing to support increased commercial development, mixed-use development, and transit.	23	2	0
B	Marana should establish targets for a desirable proportion of low-, medium-, and high-density residential units.	23	2	0
C	Marana should offer development credits or incentives for affordable housing.	12	9	1
D	Marana should establish targets for an equitable ratio of market-rate to affordable housing units.	16	8	0
E	Marana should support age-restricted communities.	8	10	5
F	Marana should encourage developers to incorporate senior / assisted / independent living housing options in neighborhood / subdivision developments.	20	4	0
G	Marana should permit mixed-use developments that incorporate commercial, office, and residential uses within the same structure and / or property.	22	1	1
H	Marana should reserve areas in appropriate locations for low-density, custom housing.	20	3	0

Downtown				
Policy Alternative		Yes	No	Revise
A	Marana should rebrand "Downtown" as "Civic Center", "Municipal Center", or something similar.	17	7	0
B	Marana should prepare a long-range plan to establish a clear vision for Downtown.	24	0	0
C	Marana should invest in infrastructure and shovel-ready sites.	22	3	0
D	Marana should consider purchasing property to sell to developers that share the same vision.	10	11	3
E	Marana should establish a Redevelopment Area in Downtown.	13	7	1
F	Marana should focus planning efforts for a central "downtown" activity center in other areas, such as the Tangerine Road corridor or south of Twin Peaks Road.	12	11	1

Community Workshop #2 Summary

Transportation				
Policy Alternative		Yes	No	Revise
A	Marana should prioritize and invest in a new I-10 interchange at Moore Road.	15	6	2
B	Marana should prioritize and invest in I-10 improvements at Cortaro Road.	23	0	1
C	Marana should prioritize and invest in I-10 improvements at Marana / Sandario Road.	23	1	1
D	Marana should incorporate bicycle lanes on major roadways.	13	9	2
E	Marana should develop unpaved shared-use paths along major roadways.	13	8	2
F	Marana should develop paved shared-use paths along major roadways.	16	6	2
G	Marana should only focus bicycle routes in parks and natural areas, such as the Santa Cruz River.	9	12	3
H	Marana should invest in public transportation throughout the Town.	22	4	0

