

RECOMMENDATIONS REPORT

Task
1.5



MARANA LAND DEVELOPMENT CODE

Summary Conclusions from November, 2016 Community Workshop

Marana, Arizona

March 6, 2017

WHY UPDATE THE LDC? ●

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Project Overview. Summary of 2006 Report. Current Policy Direction. What We Have Learned.

● OPPORTUNITIES TO IMPROVE

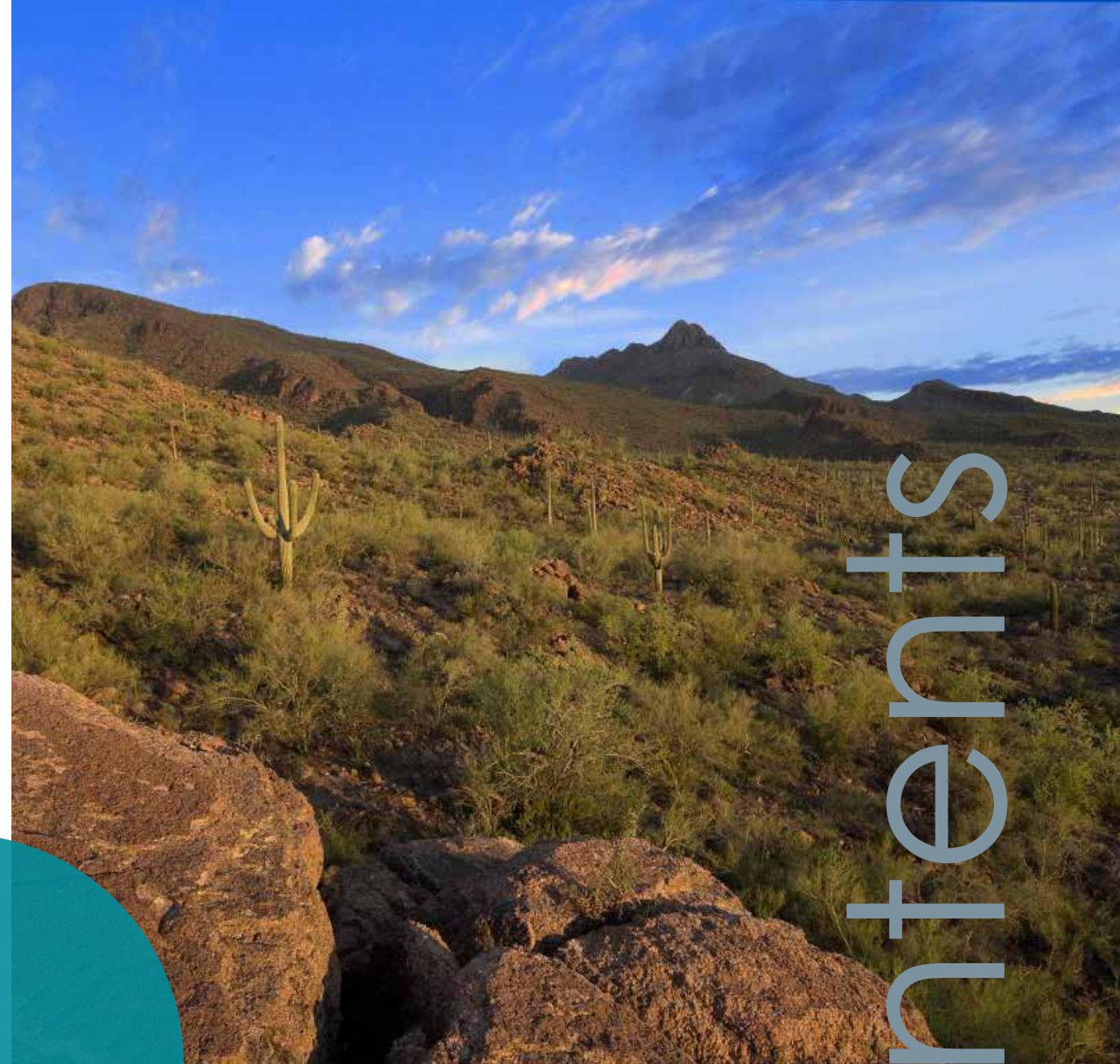
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Format and Graphics. Administration. Flexibility. Market Responsiveness. Best Practices.

PROPOSED SOLUTIONS ●

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Brief Introduction to the Rewrite. Annotated Outline. Next Steps. Timeline. Downtown Ideas. References.



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The Golf Club at Dove Mountain, Vickie Hathaway, Town of Marana

Discover Marana discovermarana.org



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WHY UPDATE THE LDC



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PROJECT OVERVIEW

The rules we set for development in Marana — collectively known as the Land Development Code (LDC) — are the DNA of our quality of life. We have been amending them since 1993 to assure their relevance and flexibility as we grow. In that same spirit, the 2017 LDC update seeks to meet the needs and expectations of the next generation.

The three principal goals of the LDC update are to **capture opportunity, preserve our lifestyle, simplify the process**. It is clear from Marana’s meteoric growth over the last decade or so that lots of things are working well for current and prospective residents. So preserving and enhancing the lifestyle amenities that attract and hold so many folks here has to be a key principle for defining rules for future growth.

Growth brings opportunities and challenges, so the LDC update should position the Town to deal with both. While protecting current development patterns that satisfy the demands of many prospective residents, the LDC should also enable additional options likely to attract other market segments in the years to come, such as those that prioritize more walkable, mixed-use environments.

Regardless of whether rules address current patterns or future options, they should be easy to understand and apply. That requires regulations written in common language, rather than text that requires technical staff to interpret. It means eliminating redundancies and simplifying regulatory categories, perhaps cutting the number of separate zoning districts in half. And it calls for processes that get from early plans to implementation in predictable ways — provided, of course, plans comply with the community’s goals.



SUMMARY OF 2006 REPORT

● Key Findings

In June 2006, the Town hired Clarion to develop an assessment of the current Land Development Code. That diagnosis includes the following key findings:

- **Reorganize and reformat the code for ease of use.** This work has begun with the inclusion in the user-friendly Town Code format, but still needs to be completed as well as including graphics, illustrations and tables for clarity.
- **Reduce reliance on Specific Plans.** Because of lack of flexibility in current zoning districts, specific plans continue to be the primary method of influencing development in the Town. This can be mitigated with a greater range of lot sizes and uses in the zoning districts.
- The LDC should **protect a diversity of residential neighborhoods.** This recommendation is similar to the issue regarding specific plans, and can be addressed by consolidating zones while carefully building adjacency standards.
- **Modernize and consolidate zoning districts.** This is particularly important to providing a town center mixed use zone and a floating neighborhood plan option.
- **Upgrade development standards** in key areas.

This is even more necessary today. The 2006 list included:

- Accessory use regulations
- Off-street parking standards
- Open space standards
- Signs, and
- Grading

These issues should be expanded to include low impact development (LID) and complete streets.

- **Streamline administrative procedures.** This is still a recommendation of legal and planning staff and is even more important with Prop 207 concerns.

Most of the recommendations in the 2006 assessment are still relevant to the current analysis and could be improved with further simplification to assure the LDC is sensitive to changing market preferences and best practices.

CURRENT POLICY DIRECTION

The general and strategic plans have established strategies and goals necessary to help translate the collective future vision into reality and the LDC update will codify that policy.

The general plan provides a framework that integrates land use, transportation, environmental concerns, economic development, housing, parks and recreation, public facilities and services into a comprehensive and coordinated strategy. It is the basis for more detailed studies and implementation strategies with area plans, neighborhood plans, specific plans, master plans, regional plans and zoning.

Marana General Plan requirements are based on **Arizona's Growing Smarter** legislation. Themes are:

- Natural Systems
- Land Management
- Built Environment
- Resource Management
- People and Community

14 Elements in the General Plan are:

- Required: Land Use, Growth, Transportation, Cost of Development, Open Space, Water, and Environment.
- Optional: Housing, Public Facilities, Economic Vitality, Community, Involvement, Cultural Resources, Energy.

Updated regulations can help implement the General Plan in several ways, including enabling Arizona's Growing Smarter legislation. Simplified regulations can reduce over-reliance on project-by-project planning and make the LDC more understandable, more usable, and more modern. The LDC will be an innovative, user-friendly document that streamlines approval processes while increasing predictability.

Strategies: To get from goals to the LDC regulations most likely to achieve them, this report addresses several key questions:

- How might the Town bring greater predictability to development in the "alphabet districts" without reducing entitlements?
- How might we shape zoning rules to enable the Town's vision for the Downtown master plan?
- How might we develop options for creating walkable, connected neighborhoods that developers may choose if they wish?

What We Have Learned

- How might we use the LDC process to update infrastructure standards to utilize low impact development approaches?

- How might we assure synergies that come from considering transportation, utility and stormwater improvements as one connected system addressing Sonoran Desert realities?

Zoning

- The Town’s “alphabet districts” have limited control on use, and only control form through lot size.

- The zones established after 1993 are very explicit in use, and have more form requirements.

- Local residents and the develop-

ment community expressed support for standards that will create a Downtown character: lot width, block size, setbacks, heights, placement of buildings on the lot, and location of parking.

- Local residents and the development community expressed support for zoning that is compatible with a suburban model as well, but that is easier to use than the current code.

Walkable Neighborhoods: The development patterns of Marana have been exclusively auto-dependent. As market preferences shift on a national scale, the updated LDC should provide an option for the local development community to respond to that unmet demand.

The LDC update, while allowing for a separation of uses where preferred, will likely also allow a mix of land uses. In addition, it will enable thoroughfares with a sense of enclosure to create outdoor rooms and encourage pedestrians and cyclists to use them.

A community workshop on the LDC update was held November 15-18, 2016. During those four days, community members participated in information and discussion sessions on topics related to commerce, agriculture, neighborhood planning and the environment. We heard from citizens, real estate development professionals, farmers, business leaders, and those concerned with protecting the environment.

These local conversations shaped ways in which the updated LDC might more efficiently integrate priorities for managing stormwater, streets, parking and different ways of getting around. Key takeaways from the workshop include these priorities:

- **Keep it simple:** Rules should be clear enough for everyone to know what’s expected of them.

- **Recognize realities:** The code should make it easy to do what the vision endorses and what are already considered good practices.

- **Aim for a balance between flexibility and predictability:** Rules should be flexible enough to adapt to shifting realities (such as emerging preferences in the real estate market), yet precise enough to build confidence in ways future development plans are likely to unfold.

For the new land development rules to enjoy long-range success, it is clear they must recognize the rural farming traditions and suburban land use patterns that have contributed to Marana’s appeal while, at the same time, enable new approaches that make the most of the opportunities growth provides while reducing its sometimes negative impacts. The idea is to add choices for new development patterns — like options for a more compact, walkable, mixed-use development scheme — without inhibiting popular suburban options or strategies for open space conservation.

Marana festival, Vickie Hathaway, Town of Marana





Opportunities to Improve:

LDC UPDATE

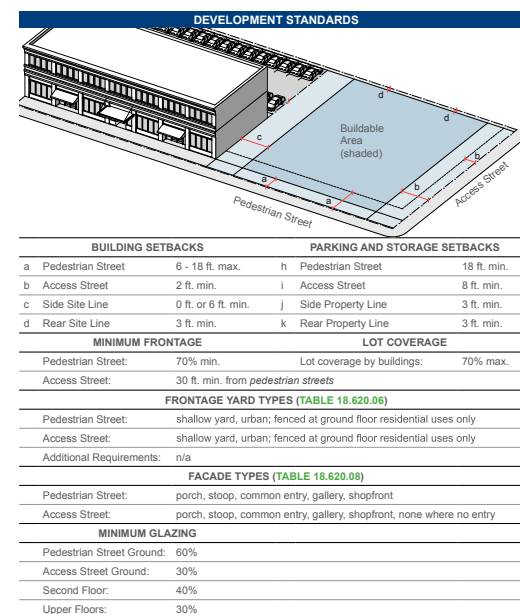
The November 2016 public workshop emphasized consensus in views of Town staff and the community on LDC improvements. Many of these requests were recommendations from the 2006 Diagnosis and Annotated Outline of the Land Development Code, as well. The general recommendations will include: Format & Graphics, Administration, Flexibility, Market Responsiveness, and Best Practices.

Format & Graphics

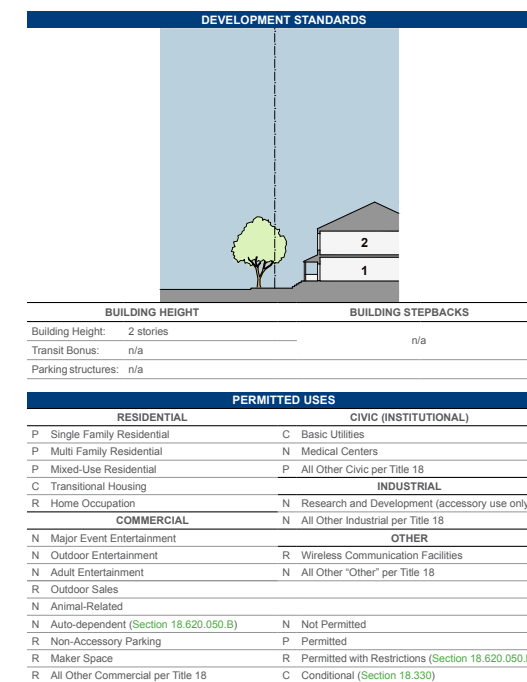
There has been a discussion regarding the possibility of using a form-based code for Downtown, however the recommendation is not using a form-based code per se, but rather that the update should incorporate many of the formatting and graphical best practices of form-based codes. This includes the standards being clear and predictable, succinctly written in common English, and regulations consolidated into tables and illustrated with graphics where appropriate.

The current incorporation of specific titles of the LDC into the Town Code has begun to make the transition into a more user friendly format, and we recommend that this update complete that process while removing redundancies, simplifying and consolidating process and administration across all chapters, and consolidating definitions into a single chapter at the end of the title.

The goal should be to have all critical elements of any zoning district consolidated into a two-page spread or a double-sided handout. This will include both single-use zones as well as the town center mixed-use zone(s). See the illustration below of a sample spread. This format would be developed to fit the context of the regulations needed for Marana.



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Figure 2-1 Sample Zoning District Format

The current residential and commercial design standards utilize photography as well as illustrations. This is not considered a best practice within a LDC and is more appropriate in design regulations or an appendix of samples since it may be unclear what is being regulated. Rather than photography, illustrations such as those in Fig. 2-1 above or in Fig. 2-2 below may be used to clarify what is being regulated.

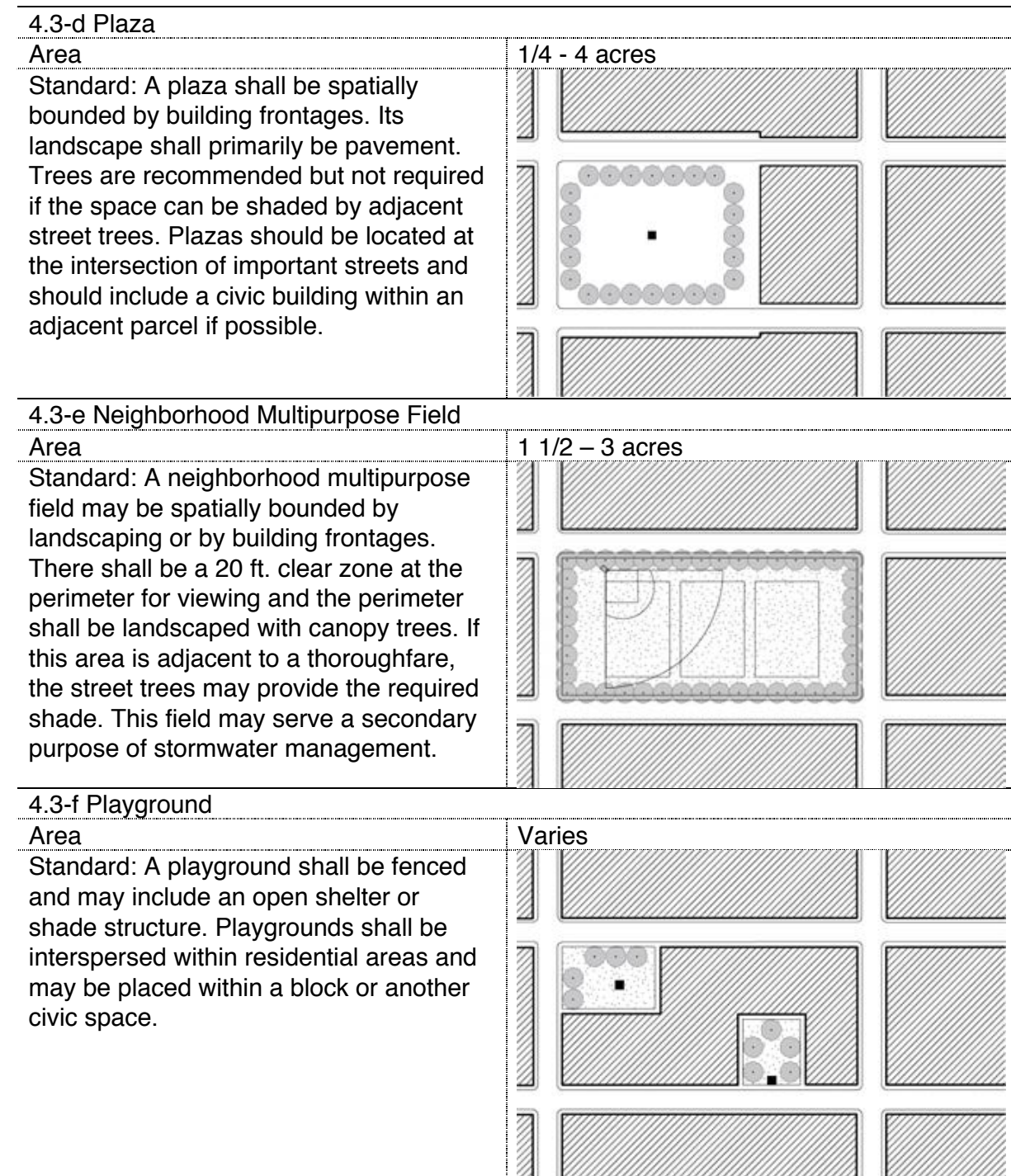


Figure 2-2 Sample Regulatory Graphics

Administration

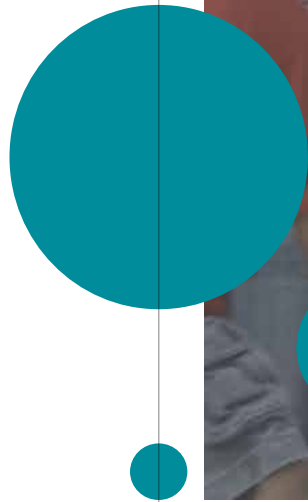
The 2006 Diagnosis and Annotated Outline of the Land Development Code and the November 2016 public workshop both indicate the need for a clearer and more efficient use of the administrative process. Developers, the business community and staff all voiced the need to streamline the process. This recommendation includes several points:

	REVIEW AUTHORITY ROLE			
	Town Planner	Planning Commission	Board of Mayor and Aldermen	Board of Zoning Appeals
a. Administrative				
Verification of Zoning Compliance	S			X
Interpretation	S			X
b. Application Review				
Rezoning	R	R	A	
Concept plan	S			
Preliminary plat	R	A		
Final plat	R	A		
Site plan	R	A		
c. Special Permits				
Special exception permit	R			A
Temporary use permit	S	A		X
d. Legislative				
Subdivision Regulation Amendments	R	A		
Development Agreements		R	A	
Zoning Reclassification	R	R	A	
Zoning Text Amendment	R	R	A	
LEGEND				
Administrative	S			
Review	R			
Approval	A			
Appeal	X			

Figure 2-3 Sample Approval Authority Table

- Clearly illustrate the decision-making bodies in tabular format. This summary table is easy for the applicant to understand and navigate.
- Consolidate all administrative procedures in a single chapter within Title 17 and include plan submittal requirements in a separate manual outside the LDC. This enables responsiveness to changes in technology without a text amendment to the LDC. The consolidation of all procedures will potentially enable the combination of steps that may be common to many types of applications.
- Assure all requirements for a complete submission are defined in the submittal manual. In meetings with staff, we were told that many processes have developed organically and are not required by ordinance. These procedures will be included in the manual so applicants will understand all requirements and staff will not be frustrated by incomplete submissions.

Marana Cotton Festival 2016, Vickie Hathaway, Town of Marana



- Utilize professional staff for administrative decisions where permitted by state law. Council and Planning Commission should be able to delegate the following to staff:
 - Approve preliminary plat applications
 - Approve minor development plan and plat amendments
 - Approve minor departures from development and design standards
 - Approve site plan applications
 - Provide codification for administrative waivers for Prop 207 appeals based upon successful strategies of other municipalities within the state
 - Approve waivers for quantitative deviations within a codified range for dimensional standards
 - During the LDC update, in as many instances as possible the new code will convert conditional uses to by-right uses, allowing Council-adopted standards to accompany the administrative authorization

Flexibility

The goal of greater flexibility within the constraint of assuring quality development and meaningful stewardship was clearly discussed in the 2006 Diagnosis and Annotated Outline of the Land Development Code and in the 2016 workshop. There is also the need to update the alphabet districts to criteria that are clear and predictable while maintaining as much of their inherent flexibility as possible. The alphabet districts may be addressed in a combination of the following:

- Combine the alphabet districts with other similar districts while permitting administrative waivers for landowners that prefer not to change.
 - Through a zoning map update, assure the new zoning reflects current land use.
- Remove the significant land use process to encourage support for the revised zoning districts.

A major concern expressed during the business meeting in the November 2016 workshop was the restrictions on lot sizes and the number of zones in the zoning ordinance. Recommendations were made to consolidate zones to allow greater diversity of lot types, and this would result in a reduced need for specific plans. Specific plan recommendations include:

- Update zoning to require a 80-acre minimum for rezoning to a specific plan. Smaller parcels should be able to utilize a combination of existing zoning districts.
- Incorporate base standards for specific plans that include subdivision, development standards and design guidelines that require a minimum standard. This permits flexibility while assuring there is a basic quality that is common to future development within Marana.

Market Responsiveness

The 2006 Diagnosis and Annotated Outline of the Land Development Code described an emerging trend of diversifying housing types and including commercial uses within neighborhoods. This trend has accelerated in the last ten years, and the National Association of Realtors (NAR) is tracking the changing preferences of the Millennial and Baby Boomer generations as discussed on page 23. Together these two groups make up almost half of the U.S. population. The NAR surveys indicate 79% of Americans place importance on being within easy walking distance of neighborhood destinations. (NAR, 2015) These trends emphasize the importance of building more flexibility into zoning districts while assuring adjacent neighborhoods are protected. While Marana’s subdivisions have served the local market to date, the LDC should evolve to provide options for the emerging trends.

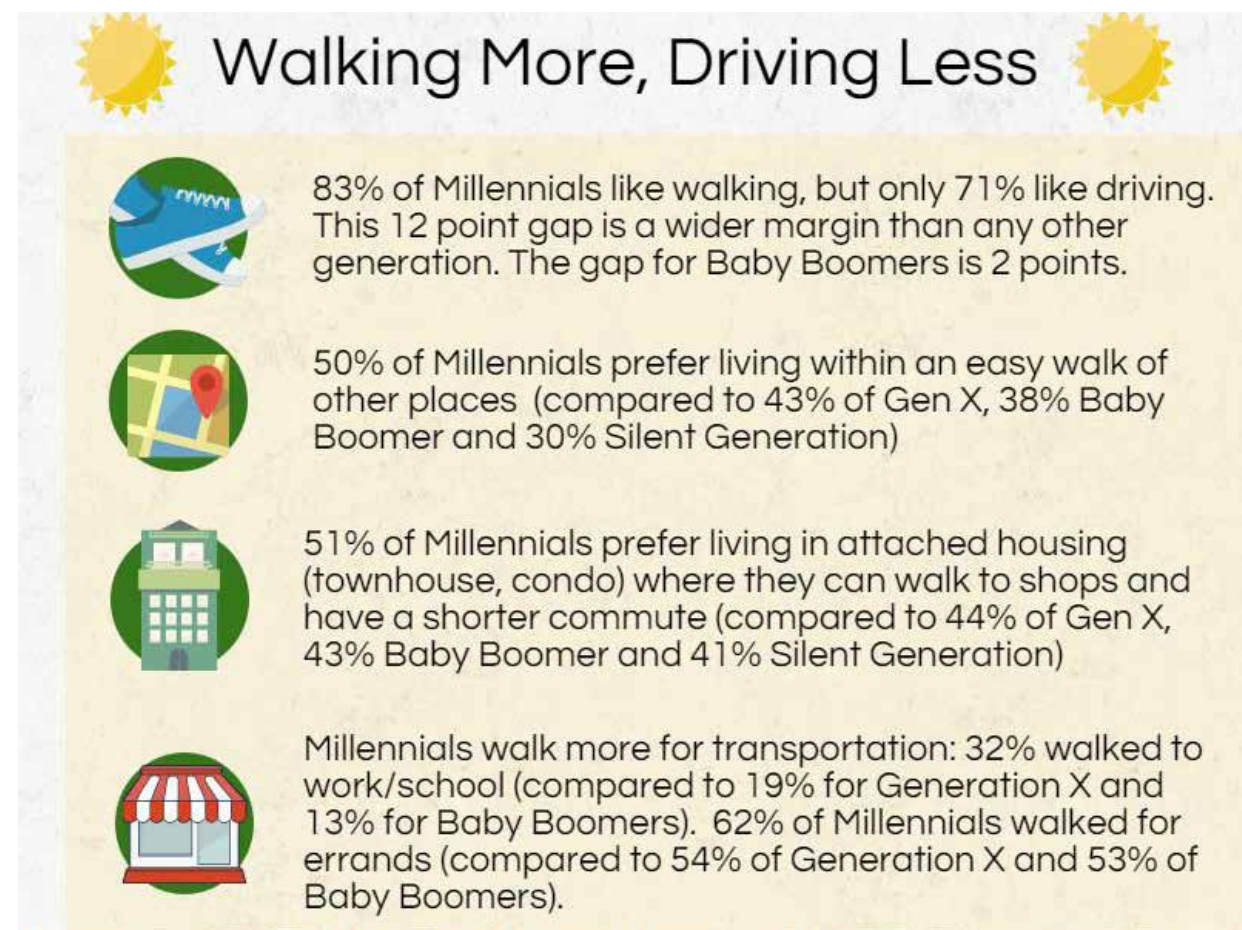


Figure 2-4 Millennials: the Generation that Walks the Talk
(<http://www.realtor.org/infographics/millennials-the-generation-that-walks-the-talk>, 2015)

There are no procedures outside the specific plan rezoning that provide a method of developing a complete walkable mixed-use neighborhood. The Strategic Plan and General Plan as well as national, state, and regional market trends support this concept. Recommendations to update zoning districts to reflect current market trends include:

- Combine compatible residential zones to permit a greater range of housing types within each one. See Fig. 2-5.
 - In some cases, the Town may choose to require a mix of lot sizes to avoid monotony, particularly in large projects. This could be a standard in the optional Neighborhood Plan.

POSSIBLE ZONING DISTRICT SIMPLIFICATION

EXISTING ZONES	NAME	LOT SIZE DENSITY	SIMPLIFIED ZONES	NAME	LOT SIZE DENSITY
D	Flood Plain	N/A	FP	Flood Plain	N/A
F	Specific Plans	N/A	SP	Specific Plan	80 acres
B	Medium Lot	2.5 – 25 acres	-AG	Agricultural	> 5 acres
C	Large Lot	> 25 acres			
AG	Agricultural	5 acres			
A	Small Lot	< 2.5 acres	-LR	Low Density Residential	1.8 – 5 acres
RD-180	Rural Development	180,000 s.f.			
R-144	Residential	144,000 s.f.			
R-80	Residential	80,000 s.f.			
R-36	Residential	36,000 s.f.			
R-20	Residential	20,000 s.f.	-MR	Medium Density Residential	.18 acres – 2 acres
R-16	Residential	16,000 s.f.			
R-12	Residential	12,000 s.f.			
R-10	Residential	10,000 s.f.			
R-8	Residential	8,000 s.f.	-CR	Compact Residential	Lot Widths 30’ min. – 72’ max.
A	Small Lot	< 2.5 acres			
R-7	Residential	7,000 s.f.			
R-6	Residential	6,000 s.f.	-MF	Multi-Family Residential	24 – 30 DUA
R-3.5	Residential	3,500 s.f.			
MR-2	Multi-Family (Medium/High Density)	20 DUA	Delete		
MR-1	Multi-Family (High Density)	30 DUA			
MH	Manufactured Housing	10 acres 8 DUA	-NC	Neighborhood Commercial	1 – 15 acres
CO	Commercial (Office)	100’ lot width			
NC	Neighborhood Commercial	1 - 15 acres			
MU-1	Mixed Use	1 acre			
RV	Recreational Vehicle	5 acres			
A	Small Lot	<2.5 acres	-CC	Community Commercial	10 – 30 acres
B	Medium Lot	2.5 – 25 acres			
VC	Village Commercial	10 acres	-RC	Regional Commercial	>30 acres
B	Medium Lot	2.5 – 25 acres			
RC	Regional Commercial	30 acres	Delete		
C	Large Lot	>25 acres			
E	Transportation Corridor	N/A			
RR	Resort and Recreation		RR	Resort and Recreation	
CBC	Campus Business Center	20,000 s.f.	Delete		
LI	Light Industrial		LI	Light Industrial	
HI	Heavy Industry		HI	Heavy Industrial	
NEW ZONING DISTRICTS					
	TC	Town Center		Lot Width: 30’ min.	
	NP	Neighborhood Plan		10 acres	

■ Unused Zoning Districts

Figure 2-5 Possible Zone Combinations

- Allow a range of lots, and incentivize diversity by permitting more lots if different housing types are included.
- Assure there is a sensitive transition between new development and existing subdivisions.
- Combine the two existing multi-family districts and permit them to include a small commercial component, and possibly a mix of attached single-family with the multi-family. There is a national trend that acknowledges a “missing middle” of housing that is creative and diverse and lies between the large apartment complex and the single-family detached housing types.
- Add a new neighborhood mixed-use district. The current mixed-use district was designed for a semi-rural context where commercial uses and services are unlikely to be economically viable.
- Develop a new floating zone that enables walkable new communities. This zone will be based upon a range intensities rather tied explicitly to use and lot size. It will require neighborhood amenities and thoroughfare connectivity, but otherwise will permit much greater flexibility.

- This may be achieved through rezoning, similar to the specific plan process, but with pre-approved standards.
- An alternative would be to make the Neighborhood Plan a by-right use within specific zoning districts or within areas identified in the General Plan.

Best Practices

Best practices in planning, zoning and development standards evolve with market preferences, updates in resilience and stewardship research, and changes in case law and the legal environment. The Town has made many changes with text amendments over time, but the last significant update was 1993. Significant changes have occurred in the last twenty years, and responding to the current market preferences and technical best practices makes sense. As mentioned, the 2006 recommendations for development standards are still relevant in 2017 with the addition of a few new items:

- Accessory use regulations should be updated to reflect the increase in home occupations as well as add bulk regulations for accessory buildings.
- Off-street parking standards have also changed over the last decades. Even large retailers like Walmart are reducing the parking goals. Since parking numbers are well regulated by the market and the banks that finance projects, local governments are moving away from regulating off-street parking numbers. If parking numbers are still regulated, provide credit for on-street parking and shared parking.
- Cycling is very important in the region, and has significant economic value. The update should consider adding bicycle parking standards.
- Open space standards for new projects should be updated to require areas based upon the consolidated zoning districts and closely coordinated with the goals of the Environmental Resource Preservation chapter.
- Signs standards should build upon recent updates while assuring compliance with Reed v. Town of Gilbert. Significant simplification and reorganization should be considered for ease of use, by modifying current draft of the Marana sign regulations. Current staff efforts will be consolidated into LDC.
- Grading standards should be adjusted to consider total site disturbance for large projects along with parcel-based disturbance. Compact urban areas should be exempt from the maximum disturbance requirements.
- Low impact development standards were a key requirement in the Town’s request for proposals. We will provide greater detail here since that is a new topic for the LDC.
- Low impact development, or LID, describes stormwater best management practices (BMPs) that work to mimic natural processes by dispersing and soaking instead of paving-piping-and-dumping rainwater. Strategies should look at the larger watershed as a unit and scale down from there to the single lot. LID emphasizes watershed analysis before writing regulations, addressing specific watershed constraints rather than shotgun assumptions, connected green fingers throughout the watershed, and even water balance cycles that consider water in all its forms (supply, wastewater, rainwater, groundwater). The “rainwater” term is preferable

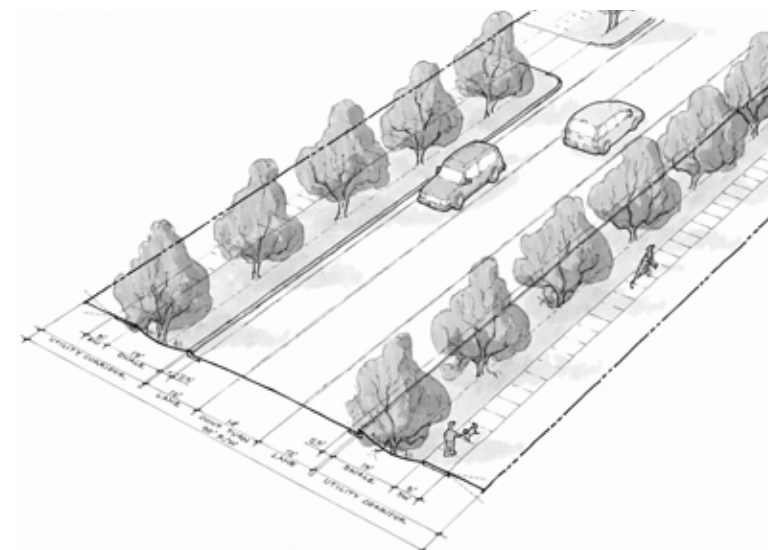
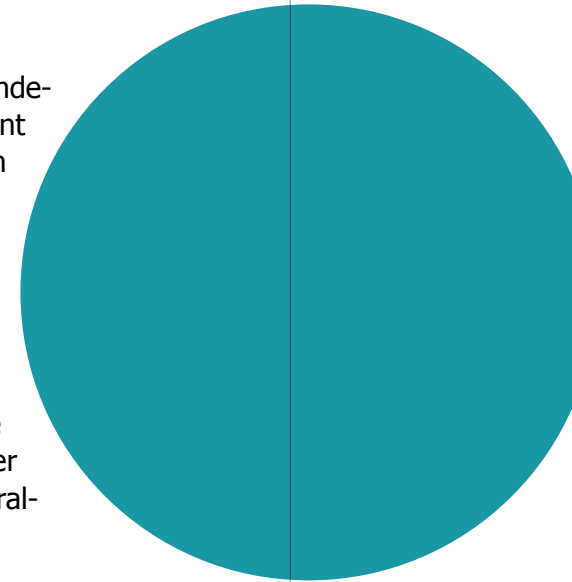


Figure 2-6 LID Right-of-Way with Swale

to “stormwater” because rain should be treated as a resource rather than a waste product. LID on site solutions often involve placing rain gardens, bioswales, cisterns, green roofs anywhere feasible. But good aesthetic context-sensitive solutions may also be designed for walkable neighborhoods. Some important issues to consider in implementing LID rainwater BMPs and dealing with floodplain issues in Marana include:

- Compact forms of development reduce the spread of pavement into undeveloped areas of watersheds and, on a per-capita basis, reduce the amount of polluted runoff flowing into receiving waterways during precipitation events.
- Rainwater BMPs must be considered carefully in the Downtown. A main street should have a continuous building wall near the lot frontage. Successful building coverage for downtown development is around 80%. The higher the density of uses and services, the more vital and successful will be the main street. It is important that rainwater BMPs be employed strategically along streets and sidewalks so as to enhance rather than interfere with main street vitality. Land-intensive BMPs should generally be avoided in these settings.
- Flooding. The Downtown area is in a Flood Zone in which the finish floors of the buildings need to be elevated 2 feet above natural ground level. Some of the streets are already built and we need to analyze whether the streets are raised so buildings can have a zero-step entry at the back of the sidewalk. It would be prudent to analyze and design a drainage master plan for at least the Downtown area. The flooding issue may be more economically resolved at a scale larger than the lot or block. Large multi-benefit retention ponds should be considered north of the freeway, and/or detention-with-release systems that provide floodwater outlets to the river.
- Complete streets standards should be developed to augment the Town’s existing street standards and to coordinate the right-of-way for both transportation and LID strategies. The Town’s recently updated Subdivision Street Standards Manual and Standard Details should be updated to provide for LID and walkable mixed-use solutions.



Proposed Solutions

This section provides the recommendation for zoning district consolidation and a proposed LDC outline for consideration. The structure and general content may be reviewed and edited prior to the beginning of a draft.

Proposed LDC Outline

The following outline assumes all titles that are currently outside of the Towns Code will be fully integrated into Title 17.

Chapter 17-1. General Provisions

- 17-1-1 Title
- 17-1-2 Intent and purpose
- 17-1-3 Transition from previous regulations
- 17-1-4 Interpretation
- 17-1-5 Compliance
- 17-1-6 Division into zones
- 17-1-7 Code References
- 17-1-8 Conflict of Interest

- 17-1-9 Repeal and effective date
- 17-1-10 Professional qualifications
- 17-1-11 Severability

This chapter will consolidate general provisions from throughout the LDC and other applicable titles into a single chapter. Most of this will be carried forward without significant change from the current documents.

Chapter 17-2. Subdivision

- 17-2-1 General provisions
- 17-2-2 Applicability
 - A. Minor land divisions
 - B. Minor subdivisions
 - C. Major subdivisions
- 17-2-3 Exemptions
- 17-2-4 Procedure
 - A. Overview
 - B. Preliminary plat
 - C. Final plat
- 17-2-5 General requirements

- 17-2-6 Design standards
 - A. Thoroughfares
 - B. Blocks
 - C. Lots
 - D. Parks
 - E. Lighting
 - F. Utilities
 - G. Stormwater facilities
- 17-2-7 Public improvements
- 17-2-8 Modifications
- 17-2-9 Performance guarantee

Subdivision will be moved forward from its current position in chapter 5 and will carry with it many of the existing standards. This will be coordinated with the Street Standards Manual and will add criteria for connectivity as appropriate. All processes and procedures will be moved to the new chapter 5 – Administration.

Based upon input from the November 2016 workshop, the recommendation is that this update removes or revises the depth to width

ratio for all lot size. Another recommendation from the workshop is that preliminary plats be a ministerial approval by staff.

Chapter 17-3. Zoning

- 17-3-1 Zone districts established
 - A. Zoning map
- 17-3-2 General provisions
 - A. Nonconformities
 - B. Home occupations
 - C. Nuisance uses
 - D. Animal keeping
 - E. Medical marijuana
- 17-3-4 Specific to single use zones
 - A. Specific standards
 - B. Use matrix
- 17-3-5 Rural zones
 - A. Design standards
 - B. AG – Agricultural standards
- 17-3-6 Single-family residential zones
 - A. Design standards
 - B. LR – Low density residential





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- standards
- C. MR – Medium density residential standards
- D. CR – Compact residential standards
- 17-3-7 Multi-family residential zone
 - A. Design Standards
 - B. MR – Multi-family residential standards
- 17-3-8 Nonresidential zones
 - A. General to nonresidential zones
 - B. Commercial design standards
 - C. NC – Neighborhood commercial standards
 - D. CC – Community commercial standards
 - E. RC – Regional commercial standards
 - F. RR – Resort and recreation standards
 - G. Industrial design standards
 - H. LI – Light industrial standards
 - I. HI – Heavy industrial standards
- 17-3-9 Specific to mixed use zones
 - A. Specific standards
 - B. Use matrix
- 17-3-10 Town center zone
 - C. Design standards
 - D. TC – Town center
- 17-3-11 NP – Neighborhood plan floating zone
 - A. Applicability
- B. Neighborhood types
- C. Uses
- D. Development standards
- 17-3-12 Specific to special zones
 - A. FP – Flood plain standards
 - B. SP – Specific plan standards
- 17-3-12 Landscaping
- 17-3-13 Fences and walls
- 17-3-14 Parking location and design
- 17-3-15 Signs

Zoning will collapse the current 37 zoning districts into 15 as illustrated by Fig. 2-5. This will combine compatible lot sizes of the same use and also add transition design standards that assure preservation of existing subdivisions. There will be a differentiation between the single-use districts and the mixed-use districts throughout the LDC as it relates to subdivision, zoning, and development standards. These two tracks will make it easy for the applicant to find the sections related to their needs.

The alphabet districts will be archived as inactive within sections 17-1-3 and 17-3-1. They will transfer via mapping to the districts that represent their current land use as well as lot size. However a process in 17-5-4 will be developed for administrative review of takings claims that will permit landowners to keep the alphabet zoning and land use upon request. The significant land use change process will be removed from this update and flexibility will be built into the code to assure landowners' needs are met.

Bulk and site standards will be included graphically within each zone as illustrated in Fig. 2-1. Each district's requirements will be clearly regulated on a two-page spread. Landscaping, fencing, parking and signs will also be covered within zoning since their requirements are explicitly tied to district standards. Each of these will be simplified for ease of use without loss of predictability.

Various sections and subsections from Title 5 will be relocated to chapters 1, 5 and 6. Criteria for specific plans will be reviewed and discussed with staff and the development community to assure its overuse is no longer required. The greater flexibility to the base districts along with the new floating NP zone should reduce the need for specific plans.

Chapter 17-4. Development Standards

- 17-4-1 General
- 17-4-2 Cultural resource protection
- 17-4-3 Environmental resource protection
- 17-4-4 Thoroughfares
- 17-4-5 Access and parking
- 17-4-6 Floodplain management
- 17-4-7 Grading and Drainage Standards
 - A. Purpose and intent
 - B. Applicability and exemptions
 - C. Grading and erosion
 - D. Stormwater management
 - E. LID credits
- 17-4-8 Wireless communication facilities

Chapter 17-4 will consolidate, harmonize and carry over many of the standards from chapters 11, 12, 13, 14, 15, and 16 as well as Title 17, 19, 20, and 25. In addition to assuring consistency and updating existing language, additional standards will be added for complete streets and LID.

Chapter 17-5. Administration

- 17-5-1 Administrative bodies
- 17-5-2 Permits
- 17-5-3 Fees
- 17-5-4 Procedures
 - A. Purpose and intent
 - B. General procedures and requirements
 - C. Specific procedures
 - D. Administrative review of takings claim
- 17-5-4 Enforcement and penalties

Chapter 17-5 will begin with a table of administrative bodies and responsibilities. This assists the applicant in easily finding their way through the process. See Fig. 2-3. It will also consolidate all permits, fees and procedures. This critical chapter will combine all the review and approval procedures scattered throughout the LDC and other titles as well as some that aren't currently codified.

All plan and submittal requirements will be found in sub-section 17-5-4 C and will be organized in a linear manner that represents the common application process.



Vickie Hathaway, Town of Marana



Next steps

The November 2016 workshop and this 2017 Recommendations Report are a way for the Town elected officials, staff, citizens and the consultant team to assure, first of all, that everyone was on the same page regarding the LDC's goals, then to begin exploring together strategies to achieve those goals. This is just the beginning of a process that is expected to continue with additional public critiques and draft refinements through summer of 2018.

Below is the proposed timeline, with the development of the first draft of the LDC anticipated within six months of the acceptance of this report. Additional workshops in Marana will provide a public review of the working draft in the fourth quarter of 2017.

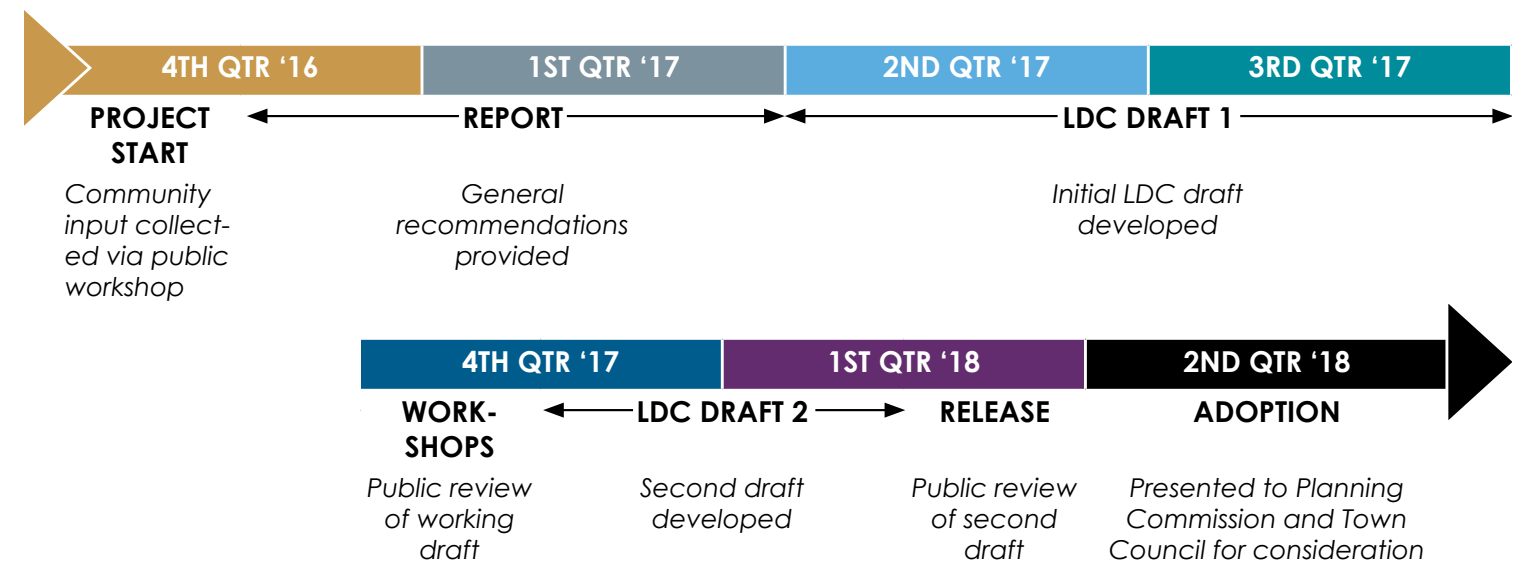
Public input will guide the development of a second LDC draft by early next year, with additional time thereafter for community input, comment, and edits that will be incorporated into a final draft of the LDC for consideration by the Planning Commission and Town Council in early summer of 2018.

Chapter 17-6. Rules of Construction and Definitions Downtown zoning

- 17-6-1 Rules of construction
- 17-6-2 Definitions

This chapter will begin with rules of construction and then combining and updating the definitions across the various chapters and titles.

The Town can save time and resources by combining the process of developing the LDC with that of the proposed Town Center zone. Direct outreach is required to the major landowners that will be affected, and the new TC district must reflect or expand upon the existing specific plans. However, it will be much more efficient to embed the requirements of the TC district throughout the various chapters of Title 17 as they are developed rather than strategically insert it at a later time.



Downtown Retail Centers and Connectivity

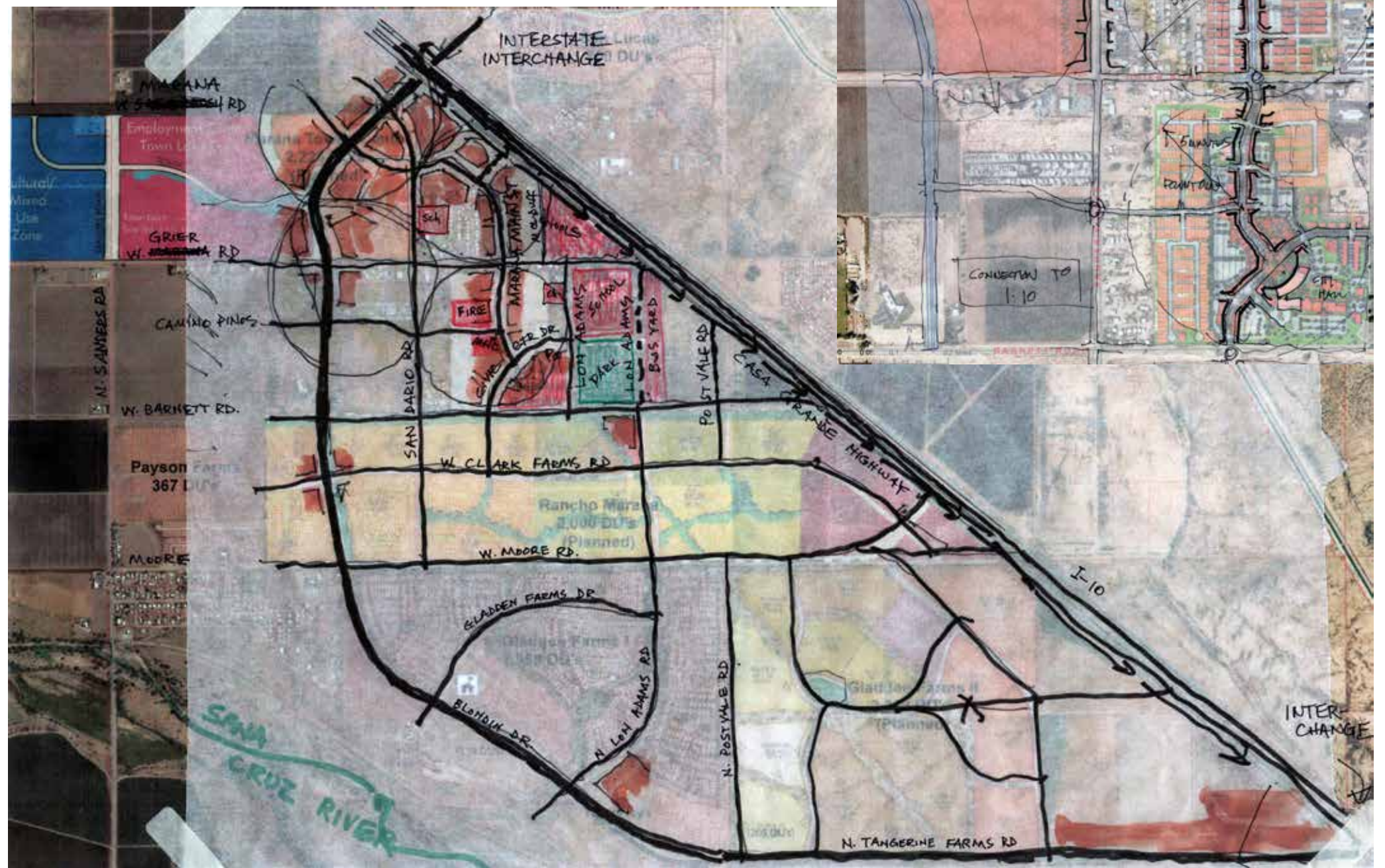
The Town is considering new forms of development related to Town-owned property designated for an emerging Downtown. The idea is to use the Town's property and targeted investments in infrastructure to create an inviting context for private developers to feel confident enough in Marana's intentions to invest their own resources.

Most everyone supports the concept of a Downtown for Marana, anchored on Town Hall. The image to the right looks at all of the specific plans that surrounding landowners have in place, and how they connect to each other and to the new interstate interchange. The current street configuration poses a problem, deemphasizing the importance of arrival onto Marana Main Street. Utilizing a different intersection type is a possible fix, with Town Administration and Engineering Department pursuing further study.

Figure 3.1 REGIONAL NETWORK, RETAIL CENTERS, AND CONNECTIVITY



Downtown Discovery



Downtown Plan Update Alternatives

Downtown is far away from the highway, and at the moment it is challenging to get Downtown with the current street network. So for the near term, Downtown is a destination.

As a destination, Town Hall provides a large employment base and festivals periodically generate large crowds. Marana Economic Development Department is currently working on options to leverage this potential with a market space or a festival space to increase the reasons to visit Downtown. Three alternatives for this were considered during the workshop.

These potential options picture interventions that the Town can construct right away, as a spark for Downtown development:

- Multi-use parking plaza with arcade: pictured to the right, both in phase 1, and with infill over time
- Civic square: pictured below left, with infill over time
- Linear plaza: pictured below right, with infill over time

FIGURE 3.2 CIVIC SQUARE INFILL OVER TIME



FIGURE 3.3 LINEAR PLAZA INFILL OVER TIME

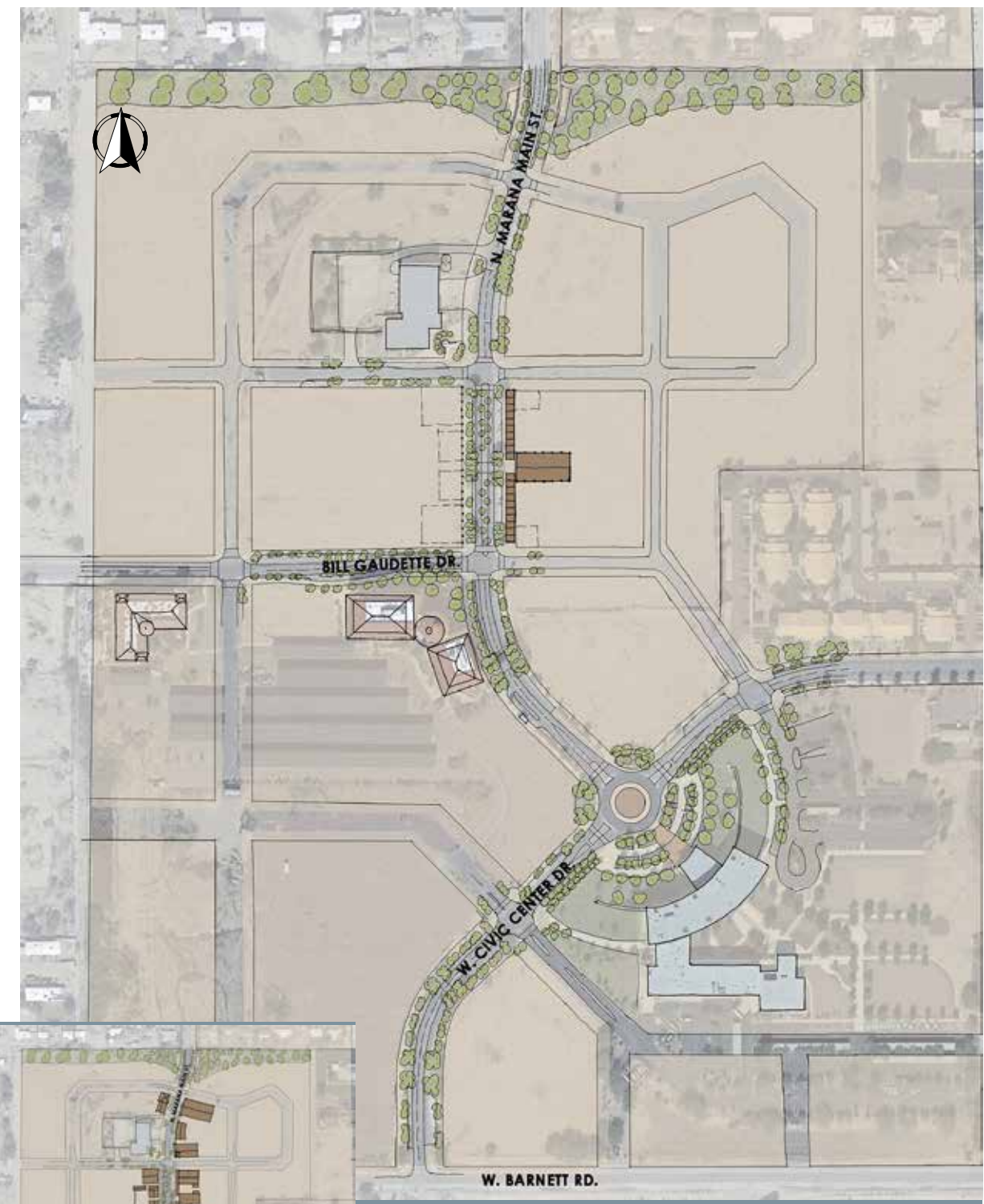


FIGURE 3.4 PARKING PLAZA OPTION PHASE 1, ABOVE



FIGURE 3.5 PARKING PLAZA OPTION INFILL OVER TIME, LEFT

Downtown Plan Parking Plaza Option

To take one of the Downtown ideas a step further, this illustration offers a bird's eye view of the parking plaza option. In this case, the Town provides infrastructure for an arcade fronting a metal structure suitable for an outdoor market or festival, plus a versatile parking area/plaza. The street has two purposes: for parking in the middle on an everyday basis, and to close it as a festival space or market space on occasion.

This plan looks at what the Town can do today to leverage opportunity, which includes a few key investments of street improvements, an arcade, and a metal building. The large metal building is fronted by an arcade, that provides shade in the summertime, as well as creating a

street presence. In the near term, the empty space behind the arcade provides an area where food trucks can pull up and serve the significant existing employment base. Future developers who purchase some of these lots from the Town already have the face of their buildings in

place with the arcade. The Town can control the architecture and image, while the developers are incentivized to come Downtown. The center of the market hall is envisioned as a big metal building, the style of which the Town would determine over time. At the moment, the arcade is illustrated with arches to the arcade similar to what is now found regionally, such as along 4th Avenue in Tucson.



FIGURE 3.6 DOWNTOWN PLAN
PARKING PLAZA OPTION
BIRD'S EYE VIEW

Downtown Plan Parking Plaza Option

The façade is two stories, allowing the buildings behind to be either one story or two. Either way, shoppers and diners can utilize the second level of the arcade to dine, or enjoy sweeping vistas of the farmland, river, and mountains.

This street view looking south toward the arcade and Town Hall shows that street trees, twinkle lights, and

street lights give the feeling of a multi-use plaza and not a parking lot. Shade trees on both sides of the street and diagonal parking with pervious pavers provide low impact stormwater management.

A trellis on the west side of the street

provides both shade and a sense of enclosure for this outdoor room, without the near term expense of an arcade on both sides of the street.

As market trends permit, private developers can acquire parcels from the Town to begin expanding the

footprint of Downtown with additional workplace, retail and residential options.

The majority of the parking this future development will need is provided in advance, along with a key downtown amenity of a plaza. This incentivizes development in the Downtown, as well as creating a sense of place until that development occurs.

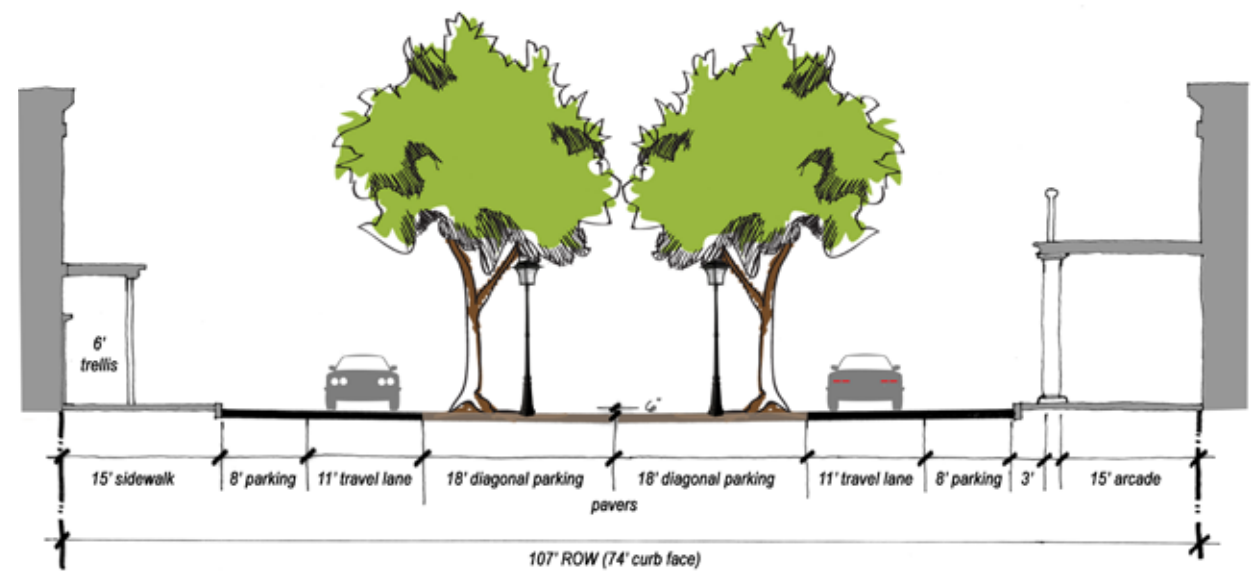
FIGURE 3.6 DOWNTOWN PLAN PARKING PLAZA OPTION STREET VIEW



Complete Streets

Environments like Downtown or other areas that might materialize over time serve as destinations and places to linger and spend time. That requires comfortable streets where people can walk and bike safely, so the LDC update also includes recommendations for additional types of streets — where traffic is slower and walking more pleasurable — to complement the existing street types currently allowed.

For the Downtown Parking Plaza street section, everything from curb to curb is usually what the developer has to build, however a Town investment in its own land would be making these upgrades and creating a spark for additional private investment.



PARKING PLAZA STREET

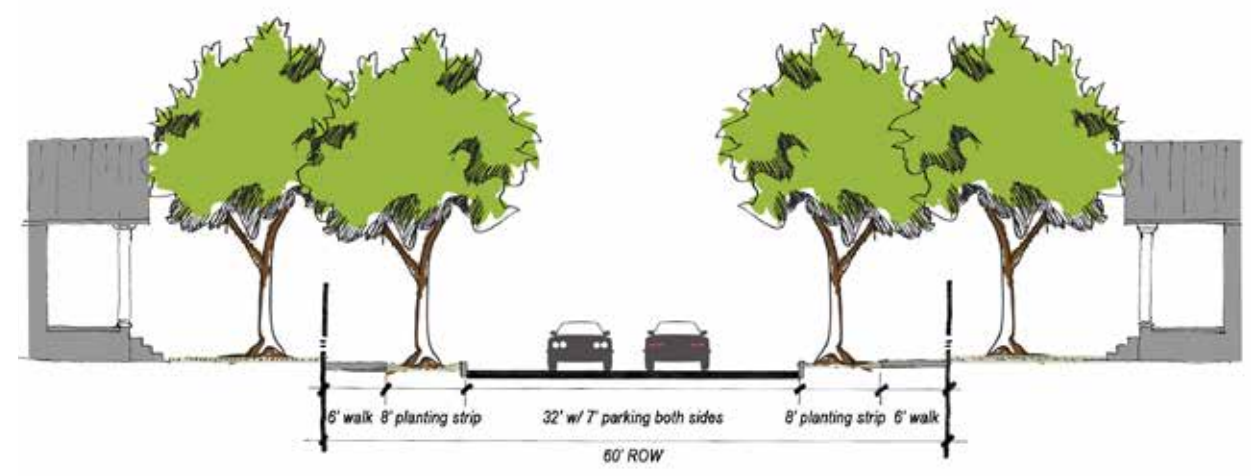


Figure 3.8 STREET SECTION

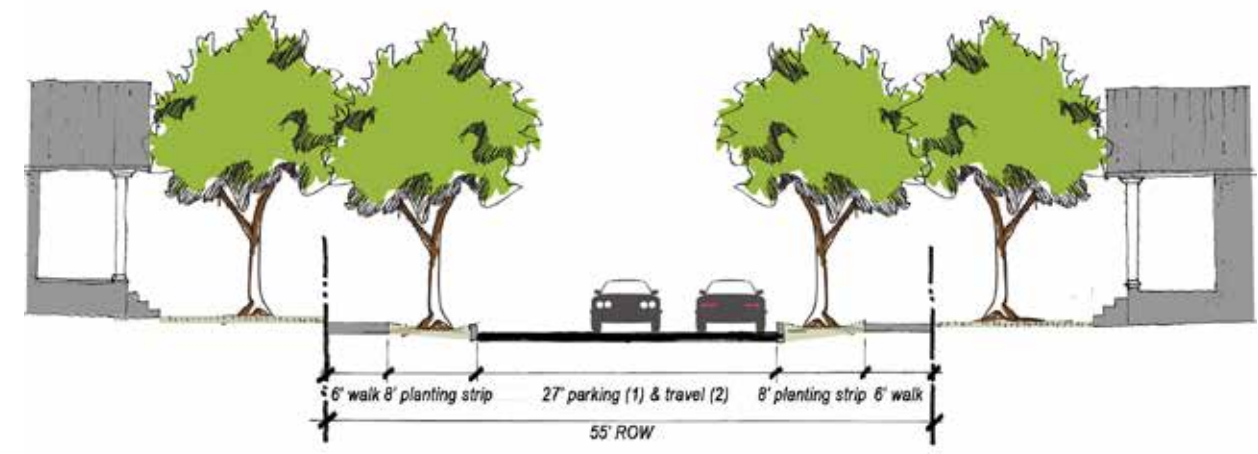
SUBURBAN LID STREET ALTERNATIVE to Standard Plan 110-3

Figure 3.7 STREET SECTIONS

WALKABLE NEIGHBORHOOD STREET ALTERNATIVES



RESIDENTIAL STREET ONE



YIELD STREET

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RECOMMENDATIONS
REPORT

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