

Answers to common questions about the Downtown Marana Overlay Zone

- **Q: What changes are happening that will affect my property?**

A: The town of Marana is proposing to establish an overlay zoning district for the area shown on the enclosed map. The purpose is to allow the development of a traditional “main street” with a variety of homes and businesses in an inviting and walkable environment.

- **Q: What is overlay zoning?**

A: Overlay zoning is an entirely optional alternative to the property’s current zoning, with a different set of rules about how the land can be used, including the acceptable land uses and building standards. It allows land in the overlay zone to be developed based on the existing property rights, or allows the property owner to opt in to the overlay zoning rules, which allow different types of development with different rules.

- **Q: Why is this happening?**

A: The town of Marana is working to stimulate growth and investment in north Marana, which is growing fast but lacks the variety of businesses and amenities found elsewhere in the town. The Marana 2010 General Plan and multiple Strategic Plans have identified needs for a downtown area and means for making it happen. The Marana Economic Roadmap identified nine activity centers to plan for investment in growing areas of the town, including the Downtown Activity Center. Private developers have previously expressed their interest in this idea through multiple specific plans approved by the town between 2008 and 2013. These specific plans already allow a variety of commercial and residential uses at higher densities than the surrounding area. The slowed pace of development due to the economic downturn a decade ago provided an opportunity for the town to create a more cohesive vision for the area that includes the use of overlay zoning.

- **Q: What is going to be built in the overlay zone?**

A: There are no plans for any town-initiated building projects in the area. It will be up to current and future property owners to decide what they want to build—there is nothing specifically required to be built in the overlay zone, and no part of the zone has a specific use set for it. The overlay zone is designed to encourage a pattern of development that is similar to that of a traditional city downtown, including a range of housing types, commercial buildings, and multi-story buildings with retail on the ground floor and offices or apartments above. The goal is to create an area of town where people can live, work, shop, and play, in addition to being a destination for entertainment, dining, and shopping for those who live outside the area.

- **Q: Can I keep my existing property development rights after this change occurs?**

A: Yes. Owners of property in the overlay zone can choose either to develop their property under the existing zoning or can choose to opt into the overlay zoning and develop under those rules.

- **Q: Can I choose rules from each zoning and develop using rules from both?**

A: No. A property owner who chooses to develop property under the overlay zone rules will no longer have the right to the original zoning on that property.

- **Q: Why should I go with the overlay zoning instead of the underlying zoning?**

A: The overlay zone gives owners of property located in the overlay zone more options for different types of development than the underlying zoning. Coordination of developments in the downtown area using the overlay zoning has the potential to create more value and a better outcome than using the underlying zoning. In addition, the town is working on an incentive package to encourage development using the overlay zoning.

If you want to know more, please call the planning department at 382-2600 and refer to Case No. PCM1801-001.