

**Town of Marana  
Impact Fee Study**

**Land Use Assumptions**

**Public Report  
FINAL**



**As approved by the Marana Town Council, September 20, 2022**

Prepared by

**P S O M A S**

333 East Wetmore Road, Suite 450  
Tucson, AZ 85705

Prepared for



11555 West Civic Center Drive  
Marana, AZ 85653

Psomas Project No. 7TMA150123  
September 20, 2022

**Town of Marana Mayor and Council**

Ed Honea – Mayor

Jon Post – Vice Mayor

Patti Comerford – Councilmember

Herb Kai – Councilmember

Roxanne Ziegler – Councilmember

John Officer – Councilmember

Jackie Craig - Councilmember

**Key Staff**

Terry Rozema, Town Manager

Steve Cheslak, Town Planner II

Jane Fairall, Town Attorney

Fausto Burrel, P.E., Public Works Director & Acting Town Engineer

**Project Consultants**

Psomas

333 East Wetmore Road, Suite 450

Tucson, AZ 85705

520-292-2300

Prime Consultant – All Tasks

## TABLE OF CONTENTS

<b>1. INTRODUCTION</b>	<b>1</b>
1.1. ALLOCATION OF GROWTH WITHIN SERVICE AREAS	1
<b>2. EXISTING SOCIOECONOMIC CONDITIONS</b>	<b>3</b>
2.1. POPULATION AND HOUSING	3
2.2. EMPLOYMENT	3
<b>3. EXISTING (2022) SOCIOECONOMIC CONDITIONS – PAG-ASSISTED MODEL</b>	<b>4</b>
<b>4. LAND USE ASSUMPTIONS</b>	<b>5</b>
<b>5. 2032 CONDITIONS WITH LAND USE ASSUMPTIONS</b>	<b>9</b>
<b>6. REFERENCES</b>	<b>11</b>

APPENDIX A – LIST OF PREPARERS

APPENDIX B – MAP OF TAZS

APPENDIX C – POPULATION AND EMPLOYMENT BY TAZ

## LIST OF FIGURES

FIGURE 1. STREETS SERVICE AREAS AND PARKS SERVICE AREA (TOWN LIMITS)	2
--	---

## LIST OF TABLES

TABLE 1. POPULATION AND HOUSEHOLD UNITS CENSUS DATA	3
TABLE 2. 2019 EMPLOYMENT DATA	3
TABLE 3. MARANA LAND USE ASSUMPTIONS	6
TABLE 4. COMMERCIAL DEVELOPMENT ASSUMPTIONS	9
TABLE 5. SOCIOECONOMIC TOTALS (2022 – 2032)	10

## 1. INTRODUCTION

The Town of Marana collects development impact fees to offset some of the infrastructure costs associated with growth. The Town currently charges fees for roads, parks, and wet utilities and intends to continue doing so. In order to continue the fees, the Town must comply with Arizona Revised Statute (ARS) §9-463.05. In so doing, the Town will be preparing new development impact fee studies, project lists, and fee schedules.

The statute limits the types of “necessary public services” which impact fees can fund. A municipality must develop two preliminary products prior to calculating the fees for each service category: a set of land use assumptions and an infrastructure improvement plan (IIP).

As defined in ARS §9-463.05(T)6, “Land use assumptions’ means projections of changes in land uses, densities, intensities and population for a specified service area over a period of at least ten years and pursuant to the general plan of the municipality.”

This report is a required document that identifies the land use assumptions to be applied in the IIPs for streets, parks, and wet utilities, and the subsequent calculation of development impact fee rates. These land use assumptions are used to estimate the amount of new development within the benefit areas from which development impact fees will be assessed and generally reflect the community’s general plan and the region’s official suballocation of population forecast to the municipality.

### 1.1. ALLOCATION OF GROWTH WITHIN SERVICE AREAS

A “service area” is defined in ARS §9-463.05 (T)9 as “any specified area within the boundaries of a municipality in which development will be served by necessary public services or facility expansions and within which a substantial nexus exists between the necessary public services of facility expansions and the development being served as prescribed in the infrastructure improvement plan.”

The Town will continue to use the current service areas, which are shown in Figure 1. The park service area includes the entire Town, and the wet utilities are those areas serviced by Marana Water or by Tucson Water when Marana is required to provide water credits.



## 2. EXISTING SOCIOECONOMIC CONDITIONS

### 2.1. POPULATION AND HOUSING

Marana continues to grow faster than the state as a whole. The general population and housing information shown in Table 1 was collected from the US Census Bureau<sup>1</sup>.

**Table 1. Population and Household Units Census Data**

	Marana	Arizona
<b>Population, July 1, 2021</b>	54,895	7,276,316
Population, 2020 (April 1) Census	51,908	7,151,502
Population, percent change, April 1, 2020 to July 1, 2021	5.5%	1.7%
Population, 2010 (April 1) Census	34,691	6,392,017
Population, percent change, between 2010-2020 Census	49.6%	11.9%
<b>Median value of owner-occupied housing units, 2016-2020</b>	<b>\$271,200</b>	<b>\$242,000</b>
Households, 2016-2020	17,277	2,643,430
Persons per household, 2016-2020	2.69	2.65

### 2.2. EMPLOYMENT

Marana also has a higher employment rate than the state as a whole. The 2020 employment data in Table 2 was obtained from the US Census Bureau<sup>2</sup>.

**Table 2. 2020 Employment Data**

Employment Status	Marana		Arizona	
	Estimate	Percent	Estimate	Percent
Population 16 years and over	37,210	-	5,720,956	-
In labor force	22,297	59.1%	3,436,482	60.1%
Civilian labor force	22,102	58.6%	3,415,201	59.7%
Employed	21,091	56.1%	3,215,843	56.2%
Unemployed	1,011	2.5%	199,358	3.5%
Armed Forces	195	0.5%	21,281	0.4%
Not in labor force	14,913	40.9%	2,284,474	39.9%
Percent Unemployed (unemployed/labor force)	-	4.5%	-	5.8%

### **3. EXISTING (2022) SOCIOECONOMIC CONDITIONS – PAG-ASSISTED MODEL**

As part of the update to the streets IIP, Psomas assisted the Pima Association of Governments (PAG) with refining the existing regional model and developing a travel demand model based on existing and projected socioeconomic conditions for use in this study.

PAG maintains a model of existing conditions as well as a model representing the regional transportation network incorporating the planned 5-year Transportation Improvement Program (TIP) projects (currently through 2027). PAG provided both models as well as socioeconomic data for each Transportation Analysis Zone (TAZ) in the region for each model. The data included population and employment estimates. For the existing population and employment data for the TAZs within and surrounding the Marana impact fee service areas, proposed refinements were suggested to represent the impact fee service areas. These refinements were developed in concert with the Town and included updating population and/or employment for the TAZs to produce an updated model of existing conditions for the region for use in this project.

In addition, because 2021 and the early part of 2022 saw significant growth in the Town, the volumes in the existing model were adjusted upward to account for the growth through the end of 2022.

#### **4. LAND USE ASSUMPTIONS**

The land use assumptions are based on the current Town General Plan, as required by the statute. These are shown in Table 3.

The land use assumptions include the estimated build out number of residential units and the estimated non-residential commercial acres. This was done to show the percentage of each development that is estimated to be constructed and eligible for inclusion in the IIP which is developed for a 10-year planning horizon. The 10-year period will begin January 1, 2023; therefore, December 31, 2032 would be the planning horizon. The land use assumptions are provided for the area within the existing Town limits and also within areas that are projected to be annexed within the 10-year period.

**Table 3. Marana Land Use Assumptions**

Development	Buildout Residential Units	Buildout Commercial Acres	Existing and 10 Year Growth				Current Streets Impact Fee Area
			Existing Residential Units*	10 Year Residential Units	Existing Commercial Acres*	10 Year Commercial Acres	
AERIE APARTMENTS (Phase 3)	400	0	400	0	0	0	South
AIRPORT	0	10	0	0	50	10	South
ALEXANDER SP APARTMENTS (MU)	211	3	211	0	3	3	South
BREAKERS RD INDUSTRIAL	0	40	0	0	40	40	Northeast
CONTINENTAL RANCH (MU)	0	6	0	0	26	6	South
CORTARO RANCH (Commercial)	0	9	0	0	9	9	South
CROSSROADS AT GLADDEN	0	122	0	0	168	122	Northwest
CUSTOM HOMES	0	0	0	60	0	0	Northeast
CUSTOM HOMES (Marana Water)	0	0	0	30	0	0	Northeast
CYPRESS GARDENS	217	0	0	217	0	0	Northwest
DE ANZA	265	0	115	150	0	0	South
DOVE MOUNTAIN (MU)	9,159	0	5,197	1,800	105	0	Northeast
GLADDEN FARMS (Commercial)	0	0	0	0	22	0	Northwest
GLADDEN FARMS II	2,539	0	950	1,589	0	0	Northwest
HERITAGE PARK SHOPPES	0	9	0	0	18	9	Northwest
JOPLIN ESTATES (MU)	185	0	0	185	18	0	South
LA PUERTA DEL NORTE EAST	150	0	0	150	0	0	South
LAZY K	178	0	178	0	0	0	South
LINDA VISTA VILLAGE (MU)	693	0	0	693	26	0	South
MANDARINA (MU)	2,500	0	0	1,650	11	0	Northwest
MANDARINA SOUTH (MU)	750	20	0	250	20	20	Northwest
MARANA & I10 (Dahlstrom Commercial)	0	28	0	0	37	28	Northwest
MARANA MAIN ST. (Commecial)	0	10	0	0	20	10	Northwest
MARANA SPECTRUM/CENTER (MU)	275	87	275	0	87	87	South
MARANA TECHNOLOGY CAMPUS	0	9	0	0	9	9	Northeast
MARANA TOWNE CENTER (MU)	2,200	30	0	0	462	30	Northwest

**Table 3 cont'd. Marana Land Use Assumptions**

Development	Buildout Residential Units	Buildout Commercial Acres	Existing and 10 Year Growth				Current Streets Impact Fee Area
			Existing Residential Units*	10 Year Residential Units	Existing Commercial Acres*	10 Year Commercial Acres	
ORANGE GROVE INDUSTRIAL (Commercial)	0	3	0	0	5	3	South
PAYSON FARMS (Remington Ranch)	457	0	0	457	0	0	Northwest
PIMA FARMS NORTH (Commercial)	700	1	480	200	1	1	South
PRESERVE AT TWIN PEAKS (Lennar)	190	0	140	50	0	0	Northeast
QUIKTRIP PLAZA @ Star Commerce (Commercial)	0	6	0	0	6	6	South
RANCHO MARANA - West (MU)	516	1	366	150	5	1	Northwest
RANCHO MARANA TOWN CENTER (Commercial)	0	5	0	0	41	5	Northwest
RIVERSIDE @ SILVERBELL (SE INA/SB) (MU)	210	0	0	210	12	0	South
SAGUARO BLOOM	2,509	0	1,809	700	0	0	South
SAGUARO RANCH	240	0	15	50	0	0	Northeast
SANDERS GROVE	2,500	0	0	700	0	0	Northwest
SILVERBELL GATEWAY (NE INA/SB) (Apts) (MU)	300	0	300	0	0	0	South
SILVERBELL RIDGE (SW of Ina)	56	0	0	56	0	0	South
SONORAN PRESERVE at BAJADA	29	0	15	14	0	0	Northeast
STONEGATE	3,138	0	0	1,000	0	0	Northwest
TANG THORNYDALE SW CORNER REZONE(MU)	250	0	0	250	15	0	Northeast
TANGERINE BUSINESS PARK (Commercial)	0	7	0	0	40	7	Northeast
TANGERINE COMMERCE PARK	0	30	0	0	47	30	Northwest
TANGERINE CROSSING Fry's (Commercial)	0	3	0	0	3	3	Northeast
TANGERINE THORNYDALE (Villagio, HSL) (MU)	107	0	0	107	2	0	Northeast
TAPESTRY	670	0	0	600	0	0	Northeast
TORTOLITA 30 REZONE	82	0	42	40	0	0	Northeast
TORTOLITA VISTAS	155	0	115	40	0	0	Northeast
TWIN PEAKS & LAMBERT	62	0	62	0	0	0	Northeast
TWIN PEAKS CROSSING (Cardinal)(MU)	154	0	0	154	25	0	Northeast
TAVIRA AT TWIN PEAKS ESTATES	82	0	0	82	0	0	Northeast

**Table 3 cont'd. Marana Land Use Assumptions**

Development	Buildout Residential Units	Buildout Commercial Acres	Existing and 10 Year Growth				Current Streets Impact Fee Area
			Existing Residential Units*	10 Year Residential Units	Existing Commercial Acres*	10 Year Commercial Acres	
TWIN PEAKS RD (Future rezones)	100	0	0	100	0	0	Northeast
TWIN PEAKS VISTA	58	0	0	58	0	0	Northeast
UPTOWN	930	0	0	300	0	0	Northwest
VANDERBILT FARMS (MU)	1,945	0	224	1,500	0	0	Northwest
VILLAGES OF BARNETT	251	0	81	50	0	0	Northwest
Villages of Tortolita	6,500	0	0	300	0	0	Northwest
WHITNEY FARMS	12	0	12	0	0	0	Northwest
<b>Total</b>				<b>13,942</b>		<b>439</b>	
<b>Average Growth per Year</b>				<b>1,394</b>		<b>44</b>	

\*Existing residential units and existing commercial acres are an etimated projection for the winter of 2022, the anticipated effective data of a new impact fee cycle.

## 5. 2032 CONDITIONS WITH LAND USE ASSUMPTIONS

The land use assumptions were provided to the PAG travel demand modeling staff. Psomas estimated 2022 and 2032 socioeconomic population and employment projections by TAZ and compared them with the PAGs socioeconomic parameters (population and employment). The project team met with PAG staff to discuss their findings, including suggested refinements of some of the TAZ boundaries, and to request a special model run for the project based on the Psomas projections.

The 2032 socioeconomic conditions were estimated using data from the PAG 2021 model and adding the projects in the Land Use Assumptions (if they were not already represented in the model). For residential developments, population was calculated assuming an average of 2.5 persons per unit. This assumption was applied for consistency with the existing PAG model, which showed an average of 2.5 persons/residence. Slight variations were used based on the location and type of residential development to remain consistent with the persons per household information available in the PAG model for various TAZs.

The commercial development assumptions and employment estimates are based on analysis conducted for the Marana Town Center study and information provided by PAG, shown in Table 4.

**Table 4. Commercial Development Assumptions**

	% Acres to include buildings	# sq ft per employee
Retail	20%	600
High Traffic Retail	20%	200
Office	20%	400
Industrial	20%	500
Medical	20%	500
Hotel	20%	1,800

After the population and employment numbers were calculated for 2032 for each of the proposed projects in the Town of Marana, those values were assigned to the TAZ(s) in which the project is expected to be located. The population and employment numbers were then compared to the corresponding values provided in the PAG 2030 model.

The higher of the two values for each affected TAZ was used for the 2032 model to ensure that all of the planned projects in the Town were accounted for in the 2032 model. Additional adjustments were made to better represent 2022 and 2032 conditions after the models were run due to the significant growth in the Town in 2021 and the expected growth through 2022.

A summary of the population and employment estimates for 2022 and 2032 conditions and the increases in each are shown in Table 5. The population and employment numbers by TAZ and the TAZ/Service Areas map are provided in the appendix. It should be noted that the population and employment estimates in the appendix differ from Table 5 because some areas located outside the Town are included in several of the TAZs. The estimated future population of 88,241 in 2032 is higher than the Arizona State Demographers forecast<sup>3</sup> of 69,627. However, the State forecast was prepared in 2018 based on the 2010 Census data and does not account for unexpected significant increases in residential and commercial development during the COVID-19 pandemic and expected continuation of that growth. As an example, the 2021 forecast for Marana was 6.5% less than the US Census estimate in Table 1 (51,568 by the State, 54,895 in the US Census estimate)

**Table 5. Socioeconomic Totals (2022 – 2032)**

	2022		2032		Increase	
	Employees	Population	Employees	Population	Employees	Population
Northwest	2,130	11,100	6,537	26,290	4,407	15,190
Northeast	1,415	13,047	2,526	24,746	1,111	11,700
South	10,747	30,786	13,813	37,205	3,066	6,419
<b>Townwide Totals</b>	<b>14,292</b>	<b>54,932</b>	<b>22,876</b>	<b>88,241</b>	<b>8,584</b>	<b>33,309</b>

## 6. REFERENCES

---

<sup>1</sup> <https://www.census.gov/quickfacts/fact/dashboard/maranatownarizona/PST045221>

accessed August 2022.

<sup>2</sup> <https://data.census.gov/cedsci/table?q=marana%20arizona%20Employment&tid=ACSDP5Y2020.DP03> accessed August 2022.

<sup>3</sup> <https://www.azcommerce.com/oeo/population/population-projections/>, accessed August 2022

**Appendix A**  
**List of Preparers**

**Psomas**

Alejandro Angel, PhD, P.E., PTOE, RSP<sub>2i</sub>

Darlene Danehy Yellowhair, P.E., PTOE, ENV SP, RSP<sub>2i</sub>

**Staff Participants**

Fausto Burrel, P.E., Public Works Director & Acting Town Engineer

Steve Cheslak, Town Planner II

Jane Fairall, Town Attorney





**Appendix C**  
**Population and Employment by TAZ**

<i>Northwest Benefit Area</i>						
TAZ	2022		2032		Increase	
	Employees	Population	Employees	Population	Employees	Population
782	312	168	4,468	169	4,156	1
783	0	0	0	3,846	0	3,846
785	0	0	0	0	0	0
786	0	1,102	9	1,102	9	0
787	0	981	0	981	0	0
788	14	1,249	156	1,542	142	292
789	0	313	8	2,410	8	2,097
790	90	861	93	1,126	3	265
794	58	1,808	58	2,714	0	906
795	0	0	1	69	1	69
796	0	616	4	3,898	4	3,281
797	198	198	438	198	240	0
798	1,383	551	1,488	551	105	0
799	0	315	0	1,064	0	749
802	0	0	0	0	0	0
804	11	1,011	13	942	2	-69
805	0	832	15	2,299	15	1,467
806	37	684	50	812	13	128
807	38	3	99	3	61	0
808	0	285	0	285	0	0
809	0	0	1,232	461	1,232	461
810	0	0	0	0	0	0
812	18	13	96	13	78	0
813	0	0	0	1,076	0	1,076
814	0	0	0	598	0	598
815	0	0	0	0	0	0
817	0	0	0	0	0	0
818	62	81	62	81	0	0
819	6	17	6	17	0	0
820	7	0	7	0	0	0
821	0	2	0	2	0	0
823	10	22	10	23	0	1
824	59	229	59	306	0	77
<b>TOTALS</b>	<b>2,303</b>	<b>11,342</b>	<b>8,372</b>	<b>26,586</b>	<b>6,069</b>	<b>15,245</b>

<b>South Benefit Area</b>						
<b>TAZ</b>	<b>2022</b>		<b>2032</b>		<b>Increase</b>	
	<b>Employees</b>	<b>Population</b>	<b>Employees</b>	<b>Population</b>	<b>Employees</b>	<b>Population</b>
622	69	3	117	9	48	6
628	639	999	653	1,146	14	147
725	318	970	320	1,318	2	348
728	401	0	401	0	0	0
729	478	959	487	962	9	3
730	1,539	0	1,994	0	455	0
731	837	1,810	852	1,860	15	50
736	1,401	1,687	1,401	2,320	0	633
737	115	2,113	115	2,119	0	6
739	0	1,727	26	1,742	26	15
740	100	1,541	102	1,683	2	142
744	193	0	206	541	13	541
746	0	40	10	47	10	7
747	144	1,887	169	2,010	25	123
748	2,982	21	3,243	19	261	-2
749	15	1,205	18	2,374	3	1,169
754	172	0	433	410	261	410
755	71	864	313	941	242	77
756	12	858	19	1,084	7	226
757	0	531	82	595	82	64
758	1	207	1	200	0	-7
759	803	607	1,787	423	984	-185
760	79	1,067	82	1,499	3	432
761	366	1,448	367	1,503	1	55
762	18	953	21	1,048	3	96
763	17	1,272	17	1,361	0	89
766	0	0	4	0	4	0
767	15	1,374	15	1,303	0	-71
768	214	2,123	214	1,979	0	-144
770	125	791	129	939	4	148
771	444	4,450	444	4,450	0	0
772	164	2,627	665	3,044	501	418
773	13	1,228	13	1,911	0	683
774	910	866	960	1,697	50	831
775	55	1,610	55	1,013	0	-597
776	0	1,065	11	1,357	11	292
777	26	272	26	289	0	17
779	9	3,731	12	4,683	3	952
780	37	241	44	698	7	457
781	45	0	45	0	0	0
791	50	61	51	61	1	0
792	0	0	0	0	0	0
793	0	0	56	0	56	0
800	68	0	152	0	84	0
803	16	3	60	3	44	0
811	85	473	85	473	0	0
816	199	400	199	620	0	220
825	35	49	35	49	0	0
<b>TOTALS</b>	<b>13,280</b>	<b>44,134</b>	<b>16,510</b>	<b>51,782</b>	<b>3,230</b>	<b>7,648</b>

<b>Northeast Benefit Area</b>						
<b>TAZ</b>	<b>2022</b>		<b>2032</b>		<b>Increase</b>	
	<b>Employees</b>	<b>Population</b>	<b>Employees</b>	<b>Population</b>	<b>Employees</b>	<b>Population</b>
721	416	831	460	833	44	2
723	0	0	0	0	0	0
727	31	336	31	354	0	18
732	4	692	5	1,897	1	1,205
733	45	209	45	508	0	299
734	27	315	28	318	1	3
735	1	261	1	2,447	0	2,186
738	11	1,560	11	2,437	0	877
741	166	1,132	166	2,324	0	1,192
742	0	555	11	756	11	201
743	16	469	20	1,105	4	636
750	2	513	3	763	1	250
751	0	0	0	0	0	0
752	1	1,044	1	1,468	0	424
753	625	4,832	692	7,918	67	3,086
764	0	0	0	0	0	0
765	0	0	0	0	0	0
769	56	1,564	57	2,370	1	806
778	167	103	1,180	198	1,013	95
784	145	123	145	872	0	749
801	0	0	0	0	0	0
<b>TOTALS</b>	<b>1,713</b>	<b>14,539</b>	<b>2,858</b>	<b>26,568</b>	<b>1,145</b>	<b>12,029</b>

<b>TAZ Totals</b>	<b>2022</b>		<b>2032</b>		<b>Increase</b>	
	<b>Employees</b>	<b>Population</b>	<b>Employees</b>	<b>Population</b>	<b>Employees</b>	<b>Population</b>
	17,296	70,015	27,740	104,936	10,444	34,922

<b>Town Totals</b>	<b>2022</b>		<b>2032</b>		<b>Increase</b>	
	<b>Employees</b>	<b>Population</b>	<b>Employees</b>	<b>Population</b>	<b>Employees</b>	<b>Population</b>
	14,292	54,932	22,876	88,241	8,584	33,309

---