Marana Heritage River Park
Master Concept Site Plan

A Proposed Project of the Town of Marana
by The Drachman Institute

January 2013
The Drachman Institute is the research-based outreach arm of the College of Architecture, Planning, and Landscape Architecture at The University of Arizona. The Institute is dedicated to environmentally-sensitive and resource-conscious design with a focus on under-served and vulnerable communities.

As an interdisciplinary collaborative, we engage students, staff, faculty, and citizens to work towards making our communities healthier, safer, more equitable, and more beautiful places to live.

We embrace a service learning model of education, serving the needs of communities while providing outreach experience for our students. This model is a fundamental educational goal consistent with the mission of CAPLA and the University of Arizona.

Brooks Jeffery, Director

Marilyn Robinson, Associate Director
Acknowledgements

This document is the result of a collaborative effort between the Town of Marana Project Task Force and the Drachman Institute.

We are grateful to the many people who made this process and report possible including:

Members of the Marana Project Task Force
- Del Post, Deputy Town Manager
- T VanHook, Community Development and Neighborhood Services Director
- Tom Ellis, Parks and Recreation Director
- Steve Cheslak, Planner
- Amanda Jones, Management Assistant
- Kurt Schmidt, Capital Improvements Project Construction Manager
- Jennifer Christelman, Environmental Engineering Division Manager

Representatives of the following organizations
- Marana Chamber of Commerce
- Marana Heritage Conservancy
- MHC Health Centers
- Town of Marana Western Heritage Committee
- Forest City Southwest
- Gladden Farms Community Association
- The Aspen Group

Community residents of the Town of Marana
# Table of Contents

**Introduction** .................................................. 1  
**Research**  
Local Demographics ........................................ 12  
Case Studies .................................................... 14  
Adaptive Reuse ................................................... 20  
Site Opportunities .............................................. 21  
**Public Input**  
Meetings and Events .......................................... 29  
Town of Marana Online Survey ................................. 32  
**Preliminary Concept Site Plan**  
Heritage Farm .................................................... 43  
Heritage Plaza .................................................... 49  
Heritage Park ..................................................... 55  
Heritage Ranch ................................................... 61  
**Next Steps** .................................................... 67
Introduction
Introduction
Introduction

The Town of Marana’s Goals for the Heritage River Park:

- To establish the park as a showcase of Marana’s culture, heritage, and history
- To establish the park as a financially viable operation within the Town
- To promote the park as an economic development activity center within the Town

Planning Process

1. Compile existing studies, plans, maps
2. Create maps of existing conditions: the site and site context
3. Research examples of similar projects – “precedent studies” & “best practices”
4. Review preliminary program of project components
5. Develop alternative preliminary concept site diagrams
6. Review preliminary research, maps, and site diagrams with Town Task Force
7. Develop questionnaire/survey for community residents, organizations, and businesses
8. Meet with stakeholders: residents, businesses, non-profit organizations – obtain feedback
9. Compile and analyze results of community survey
10. Use feedback and survey results to refine draft concept site plan
11. Present research and preliminary conceptual site plan to mayor and council
Introduction

Project Location & Context

- The site is located along the Santa Cruz River, south of Tangerine Farms Road, west of Interstate 10
- Three and a half mile long site contains an active farm and gardens, open space, paved and unpaved paths and trails, playgrounds, and ball fields
- 163 acre site is surrounded by housing developments, quarries and sand pits, cotton fields, and the perennially flowing Santa Cruz River
- The site is within walking distance of several residential neighborhoods
- The site is aligned with the Santa Cruz River Shared Use Path
- The site is easily accessible from interstate 10 and other areas of the Town

Source: Pima County GIS (2006), Town of Marana (2012), Pima Association of Governments (PAG 2011)
Existing Farm

- Existing farm fields and orchards are found in the north-west portion of the park site
- Demonstration gardens could host school field trips and house farm displays
- Space is available for community garden plots
- Ideal location for farmers’ market

Introduction

Heritage House

- Possible location for park operations headquarters

Parking Area

- Decomposed granite parking area is an example of what additional parking in the park could look like
- Permeability of the paving controls storm water run-off and retains more water on-site
- Toxins and pollutants are filtered out of storm water before it reaches the Santa Cruz River
Grain Silos

- The iconic grain silos are visible from most of the site
- Silos could function as wayfinding features in the park
- They could be part of a larger educational trail system focused on Marana’s rural history showcasing local farm equipment

Existing Playground

- The play structures and existing ball fields currently serve the local residents
- Central destination within the Marana Heritage River Park

Tunnel to Gladden Farms

- Existing infrastructure
- Strong connection to the park from the surrounding neighborhoods of Gladden Farms and Honea Heights
Introduction

Santa Cruz River Shared Use Path
- The partially completed Santa Cruz River Shared Use Path snakes through the site and creates easy access to the river
- Recreational trail traces part of the 1,200 mile route traveled by Juan Bautista de Anza in 1775-76
- Accessible to users on foot, bicycle, and horseback

Agricultural Fields
- Cotton fields are easily visible from the unpaved portion of the Santa Cruz river path
- Interpretive signage along the Santa Cruz River Shared Use Path could focus on the history of farming in Marana

Beard House
- The Beard House sits at the far southeastern end of the Marana Heritage River Park
- The property is cut off from Tangerine Road by active agricultural fields

*A redevelopment concept for the Beard House is not included in this Master Plan. Future use of the structure will be determined as the build-out of the Marana Heritage Park progresses and infrastructure is extended into the area.
Research
Demographics

Local Neighborhoods vs. Town of Marana

Data from the Economic and Social Research Institute (ESRI) for the 1.18 square mile area defined in the map above shows the following information for the neighborhoods adjacent to the Heritage Park site:

- Total Population: 3,331
- Number of Households: 1,053
- Average Household Size: 3.16

The following page illustrates how the demographics in this adjacent area differ from the Town of Marana as a whole. Overall:

- Adjacent neighborhoods feature a young population comprised of young families with children
- Adjacent neighborhoods have a lower average household income than the Town of Marana

- Median age:
  - adjacent neighborhoods = 29.9
  - Town of Marana = 37.7
Local Demographics

Age of Residents

- 0-9: 52.5%
- 10-19: 35.6%
- 20-39: 5.0%
- 40-64: 10.0%
- 65+: 2.0%

Households with Children under 18

- Adjacent Neighborhoods: 52.5%
- Town of Marana: 35.6%

Average Household Income

- $42,977
- $69,618
Case Studies

Windmill Winery

Private, for-profit

Location: Florence, Arizona

Amenities and Attractions
- Venue available for special events, from weddings and receptions to baby showers, birthday parties, and graduation dinners
- Wine tasting in the Wine Bar & Tasting Room
  - Country setting
  - Horse-drawn carriage rides
  - Lake
  - Event hall in restored mid-western style barn

Design Implications
- Design aesthetic is both rustic and sophisticated
- Locally located
- Website offers design ideas and inspiration for weddings and other special events

thewindmillwinery.com
Wagner Farm

*Public - Glenview Park District*

**Location:** Glenview, Illinois

**Amenities and Attractions:**

- Farmers’ market
- One of the few remaining farms in the largely suburban Cook County, Illinois
- 1930s grocery store
- Interactive exhibits
- Farm animals: dairy cows, chickens, draft horses, and pigs
- Special events throughout the year: *Springtime on the Farm, Dairy Breakfast, Picnic Supper, Barnyard Dance and Ice Cream Social, Build Your Own Scarecrow, Harvest Bonfire,* and the *Corn Harvest Festival,* among others
- School, scout, and group programs
- Old-fashioned soda shop
- Restored farmhouse and numerous artifacts from farm life in the early 20th century
- Online exhibits at their website *wagnerfarm.org*
Homestead Heritage

*Private, for-profit*

**Location:** Elm Mott, TX

**Amenities and Attractions:**
- Visitors Center
- Gift Barn
- The Potter’s House, where resident artisans craft and sell vases, bowls, and dinnerware sets
- Heritage Furniture workshop
- The Heritage Forge, an active blacksmiths’ shop
- The Gristmill, where flour is ground and used to bake breads on-site
- A Fiber Crafts studio
- General Store
- Visitors are provided with information about seasonal activities, events, and educational courses are available
- Site contains their Cafe Homestead, which features smoked brisket, sandwiches, all-natural grass-fed beef, and wood-fired brick oven breads

[www.homesteadheritage.com](http://www.homesteadheritage.com)
Peck Farm Park

*Public - Geneva Park District*

**Location:** Geneva, Illinois

**Amenities and Attractions:**

- Preservation of nature and historic agricultural practices
- Biorestoration demonstration areas
- Visitor and recreation centers
- Summer camp programs
- School and scout programs
- Observation silo
- Garden, nature trails, picnic areas, and sports fields
- Butterfly House (open seasonally)
- Outdoor education learning stations

**Funding:**

“The project is funded largely by a $325,000 Illinois Department of Natural Resources Open Space and Land Acquisition and Development (OLSAD) grant. The Geneva Park District Foundation will fund another $100,000 and the Geneva Park District hopes to raise an additional $100,000 from naming rights and selling pavers within the entrance area.” - www.genevaparks.org
The Hayden Flour Mill was first established in 1872, and rebuilt twice after fire destroyed the two original structures. The building that stands today was built in 1918. The grain elevators and silos were built in 1951, and remained the tallest buildings in Tempe until 2007.

The mill (for which Mill Avenue in Tempe is named) produced many well known brands of locally grown wheat flour for decades: *Arizona Rose, Sifted Snow*, and *Family Kitchen* were among them.

The last bag of flour to come out of the Hayden Flour Mill rolled off the line in 1998, and the building sat abandoned since. After several unrealized plans to adapt and reuse the structures, the City of Tempe has turned the grounds into a public park.

**Amenities and Attractions:**

“The grounds of the Hayden Flour Mill are now open for picnics and casual recreation.

The Hayden Flour Mill site now permits visitors to look through ground floor windows to see some of the mill’s historic equipment. Interpretive plaques offer histories of the mill and old Tempe. A stage and concert lawn with space for 250 people is also now available. A small grove of trees allows for shady picnics. “

-- www.tempe.gov

---

*Hayden Flour Mill*

**Public, City of Tempe**

**Location:** Tempe, AZ

**History:**

The Hayden Flour Mill was first established in 1872, and rebuilt twice after fire destroyed the two original structures. The building that stands today was built in 1918. The grain elevators and silos were built in 1951, and remained the tallest buildings in Tempe until 2007.

The mill (for which Mill Avenue in Tempe is named) produced many well known brands of locally grown wheat flour for decades: *Arizona Rose, Sifted Snow*, and *Family Kitchen* were among them.

The last bag of flour to come out of the Hayden Flour Mill rolled off the line in 1998, and the building sat abandoned since. After several unrealized plans to adapt and reuse the structures, the City of Tempe has turned the grounds into a public park.

**Amenities and Attractions:**

“The grounds of the Hayden Flour Mill are now open for picnics and casual recreation.

The Hayden Flour Mill site now permits visitors to look through ground floor windows to see some of the mill’s historic equipment. Interpretive plaques offer histories of the mill and old Tempe. A stage and concert lawn with space for 250 people is also now available. A small grove of trees allows for shady picnics. “

-- www.tempe.gov
Adaptive Reuse

Dairy Barn
- Converted dairy barn outside Gaithersburg, Maryland
- Structure is a mixture of reused, repurposed, and new materials that reflects the structure’s history

Farmers’ Market
- The Capitol Market in Charleston, West Virginia is in a former warehouse building
- The building is in a formerly industrial area of town that has become more commercial in recent years as the city has changed
- Industrial fixtures and hardware recall the history of the building

Cotton Gin Inn
- Located in Clarksdale, Mississippi
- Main structure is a former cotton gin building
- Cotton Gin Inn and Juke Joint Chapel are part of a larger complex called the Shack Up Inn
- The Shack Up Inn is a collection of “shacks,” that can each be rented for a night’s stay
Site Opportunities

Natural Resources

- The Santa Cruz River is perennially flowing past much of the Marana Heritage River Park
- Pima County GIS habitat models show Southwestern Willow Flycatcher and Western Yellow-Billed Cuckoo habitat along the Santa Cruz River in the area
- Paved multi-use access trails already exist through natural and landscaped areas in and around the park site
Food and Agriculture

- The rich agricultural history of the area could be brought to life at the site with demonstration fields of cotton and other significant crops such as wheat, barley, alfalfa and pecans.
- Farmers’ markets in the park connect local residents with the producers of the food they eat, and introduce them to unique and local varieties of produce.
- Community gardens allow residents the opportunity to grow their own fruits and vegetables.
- Visitors to the park could learn about the Santa Cruz River and its flood plain, and how this is associated with the long history of agriculture in the area.
- Exhibits and signage associated with trails, farm equipment displays, and historic buildings highlight the history of farming in Marana throughout the 20th century.
Youth and Family Activities

- Equestrian related infrastructure in and at the edges of the park connect horseback riders to the Santa Cruz River and the surrounding areas.

- Bicycle and pedestrian trails and paths are great recreational resources for local residents that provide opportunities for physical fitness.

- Farming demonstrations and school field trip programs educate Marana residents about agriculture in the Sonoran Desert.

- A splash park is a highly desired recreational resource for local families during the hot summer months.

- The existing playground and ball fields are already strong features in the park that draw a multitude of local residents, especially families from the surrounding neighborhoods.

- Seasonal harvest festivals and events entertain and educate park visitors.
Retail, Restaurants, and Event Spaces

- A farmers’ market in the park connects local residents with the producers of the food they eat, and introduces them to unique and local varieties of produce
- Restaurants in the Marana Heritage River Park could serve locally grown produce and locally raised meat and poultry
- Western Shops could sell tack, western clothing, and accessories
- Weddings and special events could be held at the park
- Cafes and courtyards give local residents the opportunity to visit and relax in small scale and comfortable outdoor public spaces
Marana’s Culture and History

- Marana’s nearly 4,200 years of continual human occupation could be showcased in park exhibits
- A portion the Juan Bautista de Anza trail travels through the park site, offering additional an educational component
- Marana’s history of horses and ranch life could be an active and entertaining part of the park in equestrian events
- Exhibits and displays could focus on Marana’s railroad history from 1881 to the present
Public Input
**Town of Marana Online Community Survey**

**Date:** late September through October, 2012

Invitations to the online survey were sent via:
- E-mail
- Posted on the Town of Marana website
- Notifications on Twitter and Facebook

- Postcards were distributed at:
  - neighborhood and business meetings
  - Mobile Town Hall
  - community events

Hard copy versions of the survey were also distributed to those who had limited access to the internet or did not feel comfortable taking an online survey.

In total, 65 surveys were completed and 107 surveys were partially completed.

70% of survey respondents lived in Survey Zone 1 (shown in the map above). Zone 1 is bordered by W Moore and Avra Valley Roads to the north and south, and Interstate 10 and N Sanders Road to the east and west, and is the survey zone that surrounds the Marana Heritage River Park.
Natural Resources
- Hiking and biking trails were the most desired options

Comments:
“I would prefer to see natural ‘heritage’ beauty with benches in a park-like setting.”
“Something to keep the older kids in the neighborhood instead of them going to Continental Ranch to the skate park.”

Children and Youth
- Strong desire for splash pad
- Many residents wanted to see playground features

Comments:
“Unless there will be 24-hour supervision, I think a rock climbing wall would be a liability risk to the town.”
“All of these are cool youth options!”
“Basketball courts”

Food and Agriculture
- Farmers’ markets and restaurants were most popular choices
- Desire for activity: fitness facilities, arena, and event and performance venues all highly preferred
Meetings and Events

Gladden Farms Fall Festival

**Date:** October 19, 2012

Local residents who attended the Gladden Farms Fall Festival were invited to vote on some proposed features for the Marana Heritage River Park.

Participants were each given two red and two green stickers to cast votes for the proposed site amenities they felt most strongly about.

The approximately 250-350 Marana residents who attended the event showed strong support for:

- Splash park 118 votes
- Kid’s area, adventure land, and skate park 68 votes
- Farmers’ Market 53 votes
- Multi-use trails 23 votes
Meeting with Business Representatives

**Date:** October 19, 2012

Attending business representatives were presented with the current park conceptual designs and a range of proposed site amenities.

**Meeting Summary:**
- Favored a phased development strategy
- Strong preference for:
  - heritage interpretation
  - multipurpose outdoor event facility
  - farmers’ market
  - multi-use trails
  - shade
Meeting with Local Non-Profits

**Date:** October 22, 2012

Representatives from local non-profits were presented with the current park conceptual designs and a range of proposed site amenities.

**Meeting Summary:**
- Favored a phased development strategy
- Food seen as major draw
- Strong preference for:
  - interpretation
  - amphitheater
  - farmers’ market
  - multi-use trails
  - splash park
Preliminary Concept Site Plan

Focus

- The Preliminary Concept Site Plan focused on the northwest section of site, where existing infrastructure will allow for immediate development of the park.
- Other areas of the park site could be developed in the future as infrastructure expands, the park grows, and budget allows.
- The development and organization of the Marana Heritage River Park preliminary concept site plan are illustrated on the following pages.
The Drachman team’s design process began with understanding the site and identifying key features and their placements. This ultimately led to the design recommendations that are found in the preliminary concept site plan.

- **Map existing circulation pathways**
  - existing paved and unpaved pedestrian and bicycle paths

- **Map destinations**
  - destinations within the park site
  - destinations beyond the project area

- **Develop themed areas of the park**
  - range of activities based on existing topography, infrastructure, land use, and views

- **Locate park features based on key adjacencies**
  - identify compatibility, incompatibility, and dependencies between land uses and activities
Four Zones

Heritage Farm
Focused on the agricultural history of Marana and built upon existing infrastructure, features farming demonstrations and markets.

Heritage Plaza
Features a gin building event center, existing parking, and a shopping area.

Heritage Park
Centered around an existing playground and ball fields, this area of the park could contain a new splash park and interpretive exhibits.

Heritage Ranch
A multi-use event arena is located in this area, as well as businesses such as a steakhouse restaurant and western shops.
Land Use

- Range of land uses
- Large areas of green space at the center of the park
- New splash park adjacent to existing playground
- Farmers’ markets, cafes, and western shops throughout the park
- Pedestrian, bicycle, and equestrian infrastructure
- Event areas with reconstructed cotton gin buildings
• All proposed circulation changes build off of existing vehicular and pedestrian infrastructure
• Pedestrian and bicycle paths connect all areas of the park
• A children’s bicycle loop is located near playgrounds and the splash park
• Parking exists throughout the site to serve all the areas of the park
• Smaller parking lots lessen the urban heat island effect
Drainage and Topography

- All water on-site eventually drains to the Santa Cruz River
- A large constructed channel juts into the center of the site and is circumvented by the paved Santa Cruz River Path
- A low basin sits just north of the large channel
- The amphitheater is sited to fit in with natural topography
- A major drainage way bisects the Heritage Ranch area
Park Zone: Heritage Farm
Heritage Farm Main Street
- Serves as a central arrival point for the Heritage Farm
- On-street parking
- Street-facing store fronts
- Access to farmers’ market plaza to the north and the retail shops and courtyard to the south

Farmers’ Market Plaza and Commercial Kitchen
- Based around the existing barn, market is a combination open-air and indoor/outdoor farmers’ market
- A commercial kitchen would be available to rent for community events and food vendors

Retail Shops, Cafes, Courtyard
- Open air courtyard surrounded by small retail shops and restaurants
- A water feature or public sculpture at the center would serve as a focal point for the space
Existing Farm and Orchards
- The Rotary Club of Marana Dove Mountain heritage fruit tree orchard stretches from the farmers’ market plaza to the retail and cafe courtyard
- A second orchard exists to the west of the demonstration garden
- Orchards are productive, scenic, and educational

Demonstration Farm and Community Garden
- Community garden plots could be available to farm by local residents
- A demonstration cotton farm could host school field trips as well as weekend visitors and families

Access to the Santa Cruz River: Horses and Bicycles
- An access point into the river bed sits just west of the demonstration farm
- A “hitching post” stable could serve horseback riders on a day trip down the river as they stop to shop, eat, or rest at the Marana Heritage River Park
- A bike rental station could be located adjacent to the stables
Farmers’ Market at the Heritage Farm
Restaurants and Retail
Park Zone: Heritage Plaza
Gin Building Event Plaza

- Large indoor space for events
- Authentic cotton-gin building reflects history of the area
- Gin buildings could also include small educational components in the form of exhibits or interpretive signage

Retail Shops and Cafes

- Shops and cafes lining a central walkway and courtyard create an intimate feel
- The scale of the buildings and plazas are kept at a pedestrian scale
- Plazas and walkways feature outdoor seating, sculpture, native vegetation, and shade trees

Existing Parking Area

- Vehicular and pedestrian infrastructure already in place makes this location ideal for the development of shops and event spaces in this area
- Interpretive signs in the parking area could educate visitors about the functions and benefits of permeable paving
The Producers
Cotton Gin Building

The Producers Cotton Oil Company office building (top left) and associated warehouse (bottom left) were constructed in 1938 by a construction crew of Native Americans from the Marana Yaqui settlement and were part of the larger cotton gin operation of the Cortaro Farms Company. The buildings were located on Sandario Road south of I-10.

In 1959, the buildings were sold to the Producers Cotton Oil Company. The warehouse building was used as a place for growers to have their cotton crop graded and sold. The building included a large walk-in vault as all sales were done in cash.

In 2000, PAA Architects and Planners conducted a preliminary historic building analysis on behest of the Town and issued a report regarding the rehabilitation and use of the buildings at their original site.

In 2005, the Town secured the services of Harris Sobin, AIA, to survey and document the structures prior to their demolition in 2006. Mr. Sobin was also contracted to develop construction documents for the two buildings to be built on an existing site pad at the Marana Heritage Park.

Information provided by Tom Ellis, Marana Parks and Recreation Director
Event Center at the Heritage Plaza
Park Zone: **Heritage Park**
Children’s Bike Loop And Trails

• Following a portion of the former miniature railroad track route, a small bike loop would travel from the existing playgrounds, out past the three silos, and back to circle the splash park

• The distance would be short enough for smaller children to travel with their parents, or older children to ride out and back on their own

Splash Park

• The splash park location is just west of the existing playground

• According to the Town of Marana’s online survey, a splash park is highly desired by local neighborhood residents

Amphitheater

• The amphitheater fits into the existing slope

• Sound from events and performances would be directed to the southwest, away from the neighborhoods and other development to the north
Interpretive Multi-Use Trails
Splash Park
Amphitheater
Park Zone: Heritage Ranch

- Steakhouse Restaurant and Western Theme Shops
- Santa Cruz River Shared Use Path
- Access to Santa Cruz River
- Hitching Post
- Multi-use Outdoor Event Center and Arenas
**Steakhouse Restaurant and Western Shops**
- Fits in adjacent to the proposed commercial development just to the north of the Heritage Ranch area
- The themes of the shops and restaurants compliment the image of the Heritage Ranch

**Hitching post**
- A “hitching post” stable could be operated by local entrepreneurs to serve horseback riders on a day trip down the river as they stop to shop, eat, or rest at the Marana Heritage River Park

**Multi-Use Event Center and Arena**
- A multi-Use Outdoor Event Center and Arena (shown on the facing page) would feature horse corrals, a warm-up pen, and a main arena with grand stands
Multi-Use Outdoor Event Center and Arenas at Heritage Ranch
Multi-Use Outdoor Event Arena
Next Steps
Next Steps
Planning Process

1. Compile existing studies, plans, maps
2. Create maps of existing conditions: the site and site context
3. Research examples of similar projects – “precedent studies” & “best practices”
4. Review preliminary program of project components
5. Develop alternative preliminary concept site diagrams
6. Review preliminary research, maps, and site diagrams with Town Task Force
7. Develop questionnaire/survey for community residents, organizations, and businesses
8. Meet with stakeholders: residents, businesses, non-profit organizations – obtain feedback
9. Compile and analyze results of community survey
10. Use feedback and survey results to refine draft concept site plan
11. Present research and preliminary concept site plan to mayor and council
12. Finalize Master Concept Site Plan

Next Steps

The project’s next steps, to be implemented by the Town of Marana:

• Business plan
• Project costs
• Project phasing