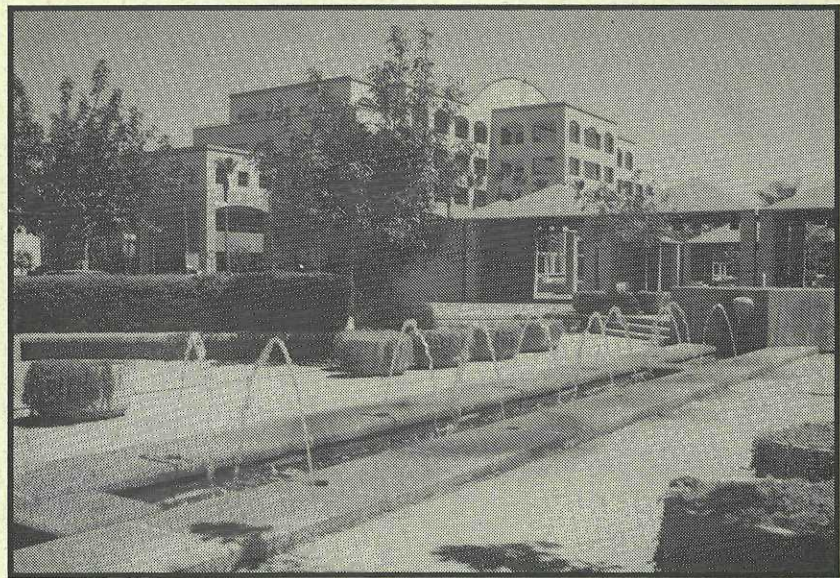


Chandler Redevelopment Element



July 13, 1995

Published by: Chandler Development Services Department

Downtown – South Arizona Avenue Corridor Area Plan

On January 17, 2008, the City Council adopted Resolution No. 4111 which among other things replaced Districts 1 & 5 of the Redevelopment Area Plan with the South Arizona Avenue Corridor Area Plan. Accordingly, the South Arizona Avenue Corridor Area Plan should be referenced for future land use designations and all other land use policies within Districts 1 & 5 (bounded by Chandler Blvd, Palm Ln, Pecos Rd, and the Union Pacific Railroad).

Acknowledgements

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RESOLUTION 2374

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, ADOPTING THE "CITY OF CHANDLER REDEVELOPMENT PLAN ELEMENT" AS AN ELEMENT OF THE CHANDLER GENERAL PLAN.

WHEREAS, the Chandler City Council has resolved by previous resolution that it expects to expand and otherwise modify the General Plan as provided for by law and as deemed appropriate in the opinion of the Council; and

WHEREAS, it is important to develop a Redevelopment Element to provide comprehensive guidelines for Downtown Redevelopment in the City of Chandler; and

WHEREAS, the Redevelopment Strategic Area Plan Task Force has prepared the City of Chandler Redevelopment Element for approval by City Council at this time; and

WHEREAS, the Redevelopment Element replaces the 1987 Redevelopment Plan as the City's Redevelopment plan; neighborhood plans and other General Plan Elements remain in effect;

WHEREAS, all State of Arizona legal requirements for amendments to the General Plan have been met;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chandler, Arizona, as follows:

That the "Chandler Redevelopment Element" as presented by the Redevelopment Strategic Area Plan Task Force and recommended by the Planning and Zoning Commission is hereby adopted as an element of the Chandler General Plan.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this 13 day of July, 1995.

ATTEST:

Carolyn Bunn
CITY CLERK

Jeff Dilschlag
MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 2374 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 13 day of July, 1995, and that a quorum was present thereat.

APPROVED AS TO FORM:

Carolyn Bunn
CITY CLERK

Thomas M. O'Neill
CITY ATTORNEY

Jeff Dilschlag
MAYOR

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CHAPTER 1

**INTRODUCTION
AND BACKGROUND**

Introduction and Background

History

The settlement of the Town of Chandler started in 1912 as Dr. Alexander John Chandler began to subdivide and sell commercial and residential lots surrounding the San Marcos Hotel. Since then, commercial activity has emerged on the town square as well as along Arizona Avenue and Chandler Boulevard, with residential neighborhoods developing around the core business areas. Historically, a variety of factors have contributed to the social and economic decline of Downtown Chandler since the inception of the original vision, as is the case with most American Cities.

In 1987, the Chandler City Council adopted the city's first comprehensive plan (Chandler Area and Redevelopment Plan) to redevelop the city center and revitalize the surrounding neighborhoods. The planning area boundary, encompassing approximately 1.75 square miles, was determined by the presence of documented slum and blight conditions, socioeconomic conditions, and the need for economic stimulus. Since then, some progress has occurred. Significant improvements include the reopening of the San Marcos Hotel shortly thereafter, the restoration of the storefront facades and colonnades for the town square in 1992, the creation of several major festivals, the *rehabilitation of more than 200 homes*, and the *approval of more than 1,000 new housing units*, either completed or in active review stages.

In February 1994, the City Council appointed a citizen's task force to update the city's 1987 Redevelopment Plan. Although there had been previous studies conducted for the downtown area, none had actually offered a complete vision of the overall potential of the downtown or a specific implementation guide. The Task Force realized the need for specific action steps while working through the planning process, and they developed those steps while adhering to the following guiding principles:

Introduction and Background

- That the economic and leadership soundness of the redevelopment efforts relies on joint private and public funding contributions, management, cooperation, and City commitments in fulfilling the vision;
- That the plan capitalize heavily on the existing amenities, strengths, and landmarks, and establish additional themes such as the establishment of a strong environment of recreational, entertainment, and service oriented businesses to attract nighttime and weekend use throughout the business core, and provide a strong pedestrian linkage to the Center for the Arts.
- The importance of neighborhood appearance, improvements, and stability to enhance the viability of these neighborhoods;
- Since the various districts within the Redevelopment Area have individual planning issues and considerations, strategies should be adopted for each area;
- That downtown Chandler represents the cultural, civic, business, and historic hub of Chandler, containing a balanced mix of land uses providing expanded business activity, employment, housing, and recreation;
- The 1987 Redevelopment Plan represents an excellent guide for orderly growth and general land use; however, more emphasis needs to be placed on defining the implementation measures.

Scope and Authority

Scope of the Plan

This plan has been prepared to fulfill the following missions:

- Provide goals, objectives, and policies for redevelopment;
- Identify various land use categories by location;
- Provide a workable and comprehensive action plan;
- Provide a guide for property owners, elected officials, and potential developers for future redevelopment proposals;
- Reaffirm the City's *commitment* to downtown redevelopment;
- Provide individual planning strategies for the area's planning districts/areas;
- Identify where further studies and specific plans are needed to fulfill the recommendations of this plan;
- Establish the importance of ongoing neighborhood involvement.

Authority and Legal Basis

In accordance with the Urban Environment Management Plan, Title 9, A.R.S., Arizona municipalities with resident populations over 50,000 shall incorporate ten General Plan Elements, including a Redevelopment Plan, into their General Plans. This authority gives Chandler the legal basis to pursue redevelopment projects, assemble or facilitate the assembling of land, and to execute other redevelopment powers provided by the Statute.

This plan replaces the Chandler Area and Redevelopment Plan adopted by the City Council in January 1987. Any further amendments and updates are subject to the same articles and provisions governing the use of this plan; however, updates of the background information such as the demographic profile or market analysis will not require a formal plan amendment.

Plan Formation

The Redevelopment Area Strategic Plan Task Force conducted their initial meeting on March 22, 1994 to begin the plan update process. During the next several months, the task force met on several occasions to formulate preliminary issue categories and possible strategies. These were presented at two community workshops, on May 25 and June 15, 1994, where they were further refined by the over 100 people that attended.

Workshops

Participants at the workshops identified specific issues and outlined general policies necessary to resolve the issues. To simplify this effort, the Task Force categorized some general issue groups which were reviewed before the workshop activities. Groups formed at the initial workshop to focus on various issue categories. The summaries were refined during open forum discussions held during both workshops. There were at least four or five consensus recommendations identified for each of the seven issue categories, summarized as follows:

General Redevelopment

- Replace substandard housing
- Encourage new housing opportunities
- Encourage development of a downtown "superblock"
- Identify all potential funding sources
- Adopt a specific physical plan

Business and Economic Development

- Revitalize and expand downtown businesses
- Expand service-oriented and entertainment establishments
- Create a mechanism (such as a management group) to combine Public and private commitments
- Provide a strong destination point(s) downtown
- Promote and support a wide range of small businesses

Neighborhoods

- Eliminate blight and encourage neighborhood maintenance
- Continue using Community Development Block Grant (CDBG) funds for residential rehabilitation
- Encourage expanded neighborhood involvement
- Create more opportunities for home ownership

Land Use

- Continue the current development pattern along the Commonwealth Mall
- Strengthen the area surrounding the San Marcos Resort
- Attract a major department store and a food store downtown
- Attract new employers to locate downtown
- Build strong, stable neighborhoods

Image/Appearance

- Continue historic architectural themes
- Create a strong cultural theme
- Create design treatments at building and path entryways
- Follow a vision (the preferred niche is a destination oriented center of high quality service and entertainment establishments)

Quality of Life Issues

- Continue festivals and other community building signature events
- Create a festive, nighttime and weekend atmosphere
- Expand the presence of the arts
- Provide more pedestrian amenities, places to relax or gather
- Develop a museum of industry, technology and heritage

Management and Implementation

- City needs to commit to a plan and see through tough decisions
- Plan should be sustainable and long-range
- City should provide incentives to develop in the downtown
- Establish public/private partnerships to combine resources
- Be bold and creative

Goal Statements

Following the workshops, the Task Force framed the general vision by adopting a set of goals that form the basis of this plan's Action Plan. The goals are summarized as follows:

General Redevelopment

- 1) Promote the revitalization of downtown Chandler and surrounding neighborhoods through the mechanisms of sound land use planning, financial investment, public and private cooperation, neighborhood maintenance, and economic development strategies.
- 2) Develop downtown Chandler as the community's cultural, civic, business, and activity center. To accomplish this vision, downtown should be developed as a diverse, balanced community attracting people to live, work, shop, play and gather.

Business and Economic Development

- 3) The downtown should provide a viable mix of commercial retail, service, leisure/entertainment establishments, and office/ industrial employers to serve as an active destination point for residents, visitors and employees.

Land Use and Neighborhoods

- 4) Maintain stable, viable neighborhoods in the residential areas of the downtown and utilize sound land use planning principles to accomplish the vision of the downtown as a diverse community of many uses.

Environment and Appearance

- 5) Create and maintain a strong identity for the downtown that reflects the city's historical, cultural, and architectural influences.
- 6) Capitalize upon the downtown's primary physical attributes, features, and landmarks.

Management and Implementation

- 7) The City, in cooperation with other community groups, should commit to a sustainable and consistent redevelopment effort to assure the delivery of timely, appropriate, and realistic solutions to achieve Chandler's redevelopment goals.

Plan Formation

In 1984 the City Council adopted Resolution 1226 declaring that slum and blighted conditions existed in the Redevelopment Study Area. This determination followed a study of the area that documented a significant evidence that the area was in a clearly declining state. Primary indicators included many instances of structural decline and substandard living conditions, obsolete platting and infrastructure, land use conflicts, a number of vacant or abandoned properties, and poor socioeconomic factors. According the 1990 Decennial Census the same area exhibited:

- A high percentage of low income households;
- Many households below the poverty level;
- A high percentage of households headed by females;
- A low average level of formal education;
- A high level of unemployment;
- A relatively high percentage of units without plumbing or complete kitchens;
- A high number of people per household (and room);
- Relatively depressed housing conditions and values;
- High vacancy rates; and
- A high percentage of renter-occupied homes.

Demographics

Socioeconomic Conditions

Since 1984, socioeconomic conditions have not improved. Census information allows a comparison of selected conditions with respect to the rest of the City. According to current figures:

	Chandler	Redevelopment Area
Population	122,000	12,519
Families	43,693	4,173
with female head	13.8%	25.1%
householder 65+	7.7%	21.7%
owners	73.8%	23.2%
Age of Home		
over 10 yrs. old	37%	82%
over 25 yrs. old	6.7%	35%
Education		
high school diploma	87.8%	49.2%
college degree	28.2%	7.9%
Work		
unemployment	4.6%	10.8%
income (household)	\$45,000	\$19,000
poverty status	8%	33%

Population

According to recent population estimates, approximately 16,500 people reside in a one-mile ring surrounding and including the Redevelopment Area, with about 67,000 people residing within a 3-mile radius. Projections for 1998 show 16,750 and 77,000 residents, respectively. These figures suggest an established population density near the city center, with a modest four (4%) percent annual growth rate anticipated within the 3-mile ring.

Income

Average household income in the one mile ring is \$29,151. The entire market area average is \$42,762. This compares with the regional market area (5 mile radius) average of \$49,131 per household.

CHAPTER 2

GOALS, OBJECTIVES AND POLICIES

Goals, Objectives and Policies

Category I: General Redevelopment

GOAL 1: Promote the revitalization of downtown Chandler and surrounding neighborhoods through the mechanisms of sound land use planning, financial investment, coordinated redevelopment management, neighborhood improvement, and economic development strategies.

Objectives

- Provide a physical development guide for property owners, developers, and local decision makers.
- Pursue all available financial and non-financial resources.
- Identify strategic areas for redevelopment.
- Recognize the planning needs for individual neighborhoods and planning “districts” within the Redevelopment Area.
- Promote neighborhood longevity, sustainability, and stability.
- Eliminate slum and blight conditions.
- Coordinate the efforts of all groups, businesses, property owners, and neighborhood groups involved in redevelopment.

Goals, Objectives and Policies

Policies

- Retain the Area Plan from the 1987 Chandler Area and Redevelopment Plan as the general guide for land use designations and location.
- Prepare area plans for strategically situated land areas and adopt action steps for the separate districts identified within the redevelopment area boundaries - priority should be placed on the preparation of a “superblock”, mixed-use development plan for the area immediately north of the San Marcos Resort and A.J. Chandler Memorial Park.
- Proactively administer neighborhood improvement programs to eliminate substandard property and structural conditions within and next to the central business district area.
- The City will participate in redevelopment ventures in close coordination with property owners - the use of eminent domain should be considered only to obtain remnant properties necessary for the achievement of a redevelopment project.
- Improve redevelopment planning, management, and resource allocation by coordinating the interests and functions of various groups and individuals such as the Downtown Business Association, merchants and business owners, property owners, and elected officials.

GOAL 2: Develop downtown Chandler as the community's cultural, civic, business, and activity center. To accomplish this vision, downtown should be developed as a diverse, balanced community attracting people to live, work, shop, play and gather.

Objectives

- Provide for a mix of New Housing Opportunities as residential in-fill or where land assemblages allow for the development of medium density housing in residential areas.
- Attract new employers to locate in the downtown area.
- Promote new business development and retention and expansion of existing businesses and services in the commercial areas and corridors. Include assistance for small businesses.
- Create new open spaces and plazas within new redevelopment projects and developments, where viable.

Policies

- Strengthen the areas surrounding the San Marcos Resort by expanding specialty retail and service opportunities in a festive, shop-like atmosphere.
- Expand the central business district north of Buffalo St., both east and west of Arizona Avenue.
- Areas that can support new housing shall be identified and preserved for a mix of housing opportunities and densities, commensurate with project quality.
- Corporate and professional offices should be encouraged to locate in the downtown area, to support local industry, commercial services, and the city government functions. Ground floor retail or shops are encouraged.

Goals, Objectives and Policies

- The City should encourage the location of other governmental offices (county, state, etc.) to the downtown. Ground floor retail or shops are encouraged where appropriate.
- Clean industry should be encouraged to locate within the area's established business parks east of the central business district.

Category II: Business and Economic Development

GOAL 3: The downtown should provide a viable mix of commercial, retail, service, leisure/entertainment establishments, and office/industrial employers to serve as an active destination points for residents, visitors, and employees.

Objectives

- Create a festive, nighttime atmosphere with places to go. Emphasize the area surrounding the San Marcos Resort and commercial square.
- Expand the business district to encompass the area including and adjoining the intersection of Arizona Avenue and Chandler Blvd. to create a strong gateway into the downtown.
- Maintain a strong cultural and historical presence.

Policies

- The City should promote unique themes for new commercial opportunities such as a farmer's market, industrial museum, outdoor events, arts and crafts fair and the like, to complement the more traditional, established retail anchors.
- Continue the consolidation of government functions and the continued development of the planned civic center plan along Commonwealth Avenue.
- To encourage people to patronize the area after normal "working" hours, emphasis should be placed on attracting high quality restaurants, cafes, coffee shops, bakeries, and other kinds of personal service establishments with high street exposure and appeal.
- Pursue businesses that attract tourism or complement existing visitor attractions.

Goals, Objectives and Policies

- Continue to hold festivals and similar “signature” events such as the Chandler Ostrich Festival. Expand these events to include monthly or weekly activities such as sidewalk sales, nighttime shopping with concerts, and weekend events.
- Develop a neighborhood commercial complex along Arizona Ave. to serve South Chandler neighborhoods. Encourage services that employ local residents.
- Enhance the role of downtown as a regional center of activity by attracting uses that cater to a wide market such as but not limited to discount stores, department stores, and specialty or theme-oriented commercial complexes.
- Continue to promote the Enterprise Zone, EDGE (Economic Development for a Growing Economy) Loan Program, and other business assistance programs administered by the City's Economic Development and Redevelopment/Housing Divisions, Small Business Resource Center, and the Chamber of Commerce.
- A comprehensive market study should be conducted to identify and assess potentially underserved downtown markets with respect to local, neighborhood, community, and regional demands.
- Emphasize and deliver incentives to attract small businesses.

Category III: Land Use and Neighborhoods

GOAL 4: Maintain stable, viable neighborhoods in the residential areas of the downtown and utilize sound land use planning principles to accomplish the vision of the downtown as a diverse community of many uses.

Objectives

- Encourage mixed-use redevelopment projects where sufficient land assemblages allow.
- Maintain downtown neighborhoods as safe, stable places to live.
- Promote new housing in the Redevelopment Area.
- Encourage residential in-fill development and residential rehabilitation on vacant and substandard properties.
- Discourage or eliminate land use conflicts caused by dissimilar land use and zoning districts.

Policies

- Provide density bonuses (commensurate with project quality), parking allowances/reductions, and other incentives to bring new housing to the downtown area.
- Identify all residential properties and parcels suitable for in-fill development.
- The City should continue to administer neighborhood participatory programs to instill neighborhood pride. These programs should focus on participatory clean-up and maintenance to achieve attractive neighborhoods.
- A residential element should be encouraged for large-scale or “superblock” redevelopment projects.

Goals, Objectives and Policies

- The City should not approve any rezoning or use request or specific redevelopment area plan that does not fulfill or contribute to an economic or civic need in the Redevelopment Area.
- Divide the Redevelopment Area into separate planning districts based on common redevelopment issues, opportunities, and geographical location. Provide area plans and strategies for each district.
- Prepare a specific area plan for the commercial/industrial district along S. Washington St. south of Boston St. in order to assess that area's highest and best economic potential.
- All new building complexes and masterplans should contain plazas and open spaces near entryways and outdoor gathering areas. Pedestrian walkways should always be provided to link high activity areas within core development areas.
- Intense projects should be given credit for providing or contributing to underground parking or parking structures.
- The downtown transportation system should include access to light rail, bus connections, bike lanes and paths, and illuminated pedestrian systems.
- Conduct a parking analysis to determine existing and future surface and structure parking demands.
- Business parks and clean, light industrial users should be encouraged to locate within the area's industrial zoning districts.
- Increase the number of parks and open spaces in the Redevelopment Area.

Category IV: Environment and Appearance

GOAL 5: Create and maintain a strong identity for the Downtown that reflects the City's historical, cultural and architectural influences.

GOAL 6: Capitalize upon downtown's primary physical attributes, features and landmarks.

Objectives

- Link areas of importance and activity with a strong pedestrian pathway network.
- Create a strong design theme for the downtown based on past and present architectural influences.
- Create a number of reasons to attract people to the downtown.
- Enhance the appearance of the commercial strip (corridors) with streetscape improvements and landscape treatments.

Policies

- Promote a comprehensive urban design framework for the city center to incorporate or continue the following principles:
- Maintain the early twentieth century architectural influences in new construction and facade improvements of existing buildings; this also applies to the continuation of the civic trellis, covered walkways, and plaza-like spaces in front of building entrances.
- Provide unified landscape themes, street furniture, water features, and plaza spaces for gathering.
- Promote art in public places.

Goals, Objectives and Policies

- Treat the intersection of Chandler Blvd. and Arizona Ave. as the primary gateway into the central business district.
- Continue to support or sponsor outdoor activities and festivals to include art displays, concerts, farmer's markets, and other events that attract people; promote these events through the display of colorful banners and signs.
- Utilize environmental design techniques to make activity and open areas highly observable to encourage use while discouraging criminal activity.
- Provide for a strong pedestrian link between the Center for the Arts and the central business district.
- Design commercial frontages along local and collector streets to provide shaded areas, water features, and gathering places in front of business establishments to improve the pedestrian experience.
- Provide for ample, useable open spaces and "pocket" parks in conjunction with larger scale redevelopment projects; also provide for additional recreational features on City-owned properties such as the proposed art park in front of the new library, some play equipment in A.J. Chandler Park or other appropriate areas, and the construction of a natural amphitheater in the ostrich "pit".
- Adopt a comprehensive set of design guidelines.

Category V: Management and Implementation

GOAL 7: The City, in cooperation with other community groups, should commit to a sustainable and consistent redevelopment effort to assure the delivery of timely, appropriate, and realistic solutions to achieve Chandler's redevelopment goals.

Objectives

- Coordinate the Redevelopment Plan with the City's economic development efforts, including the use of incentives and other resources.
- Keep area residents, property owners, business owners, and interested social agencies involved in redevelopment-related issues.
- Keep the Redevelopment Plan current and sensitive to changing conditions.

Policies

- Continue to keep residents, business owners, and other interested parties informed of new redevelopment efforts or policies affecting the downtown and surrounding neighborhoods.
- Initiate a study to assess the viability of expanding the current Redevelopment Area boundaries to encompass some more older neighborhoods north of Chandler Boulevard.
- The City should continue to pursue all available financial sources to expand community assistance programs.
- The City should keep City and Zoning Codes flexible to downtown conditions, land use and platting patterns, and parking conditions. Adoption of a separate or "overlay" zoning district represents one solution.

Goals, Objectives and Policies

- The City should require the submittal of specific area plans in conjunction with any major redevelopment proposal. Subsequent rezoning should be processed under the City's PAD (Planned Area Development) Ordinance. Support documentation can include such items as infrastructure analyses, market studies, traffic/parking studies, and cost-benefit studies, to be required at the City's discretion.
- Neighborhood involvement should be an element of all redevelopment proposals, land rezoning, and plan amendments or changes.

CHAPTER 3

ACTION PLAN

Action Plan

Category I: General Redevelopment

GOAL 1: Promote the revitalization of downtown Chandler and surrounding neighborhoods through sound land use planning, financial investment, coordination between various groups and agencies, neighborhood preservation/conservation, and strategies for economic development.

Strategy

Support and facilitate an organization that will assume a strong leadership role in defining, broadening, and coordinating the efforts of the various groups, businesses, property owners, and neighborhoods involved in downtown planning activities. Currently, the presiding organization involved in this type of activity is the Downtown Business Association (DBA).

Action Step

1) In order to coordinate and expedite downtown redevelopment objectives, the City should assist in the formation of a working group represented by all appropriate groups and interests involved in downtown planning efforts, such as, representatives of the DBA, City, Redevelopment Advisory Committee (RAC), Redevelopment Area neighborhood groups, etc. to help define the structure, specific responsibilities, and mission of the coordinating organization. Potential funding sources such as civic and corporate endowments would also be targeted.

Timeframe: The framework of the organization should be in place by November 1, 1995. Implementation should occur immediately thereafter.

Responsibility: The City of Chandler, Downtown Business Association, and the Redevelopment Advisory Committee in close coordination with other affected and interested groups.

Discussion: Currently, there exists groups with overlapping or competing interests in downtown revitalization. Assisting the Downtown Business Association to function as a centralized and focused entity will help determine action step priorities and provide coordination between interested agencies and groups. This will serve to facilitate implementation of downtown redevelopment objectives.

Strategy

Attract new businesses, employers, offices, and housing to the downtown area.

Action Step

2) Continue to promote and expand the City's EDGE loan program, Enterprise Zone, Small Business Resource Center, as well as the resources and assistance available from the City's Planning, Economic, and Housing/Redevelopment Divisions. All available financial and non-financial resources should be utilized to attract new redevelopment projects and ventures, as well as employers, retail users, and small businesses.

Timeframe: On-going; status of these programs will be evaluated on an annual basis, with regular updates provided to Redevelopment Advisory Committee and the City Council. A financial status report will be presented to RAC in August.

Responsibility: City of Chandler.

3) Facilitate desired redevelopment projects by accommodating parking allowances, providing financial and non-financial incentives, approving density/intensity bonuses, project assistance, neighborhood communication/mediation, and assistance in land assemblages where necessary.

Timeframe: On-going.

Responsibility: City of Chandler, property owners and developers, Redevelopment Advisory Committee.

Discussion: The City should play an active, frontline role in the redevelopment process and consider a number of non-financial resources to expedite redevelopment proposals, organize neighborhood involvement in the planning process, and facilitate property assembling and acquisition. Construction of infrastructure is another key area of potential contribution. The use of eminent domain powers should be used as a final resort to acquire small remnant or problematic parcels.

Other Recommendations

4) Conduct an annual assessment of needed infrastructure improvements in the downtown

Timeframe: On-going.

Responsibility: Public Works Department.

5) Target certain neighborhoods for programs such as the Pride in Chandler Program to help eliminate substandard property conditions in neighborhoods near the city center.

Timeframe: On-going.

Responsibility: Planning Services. Neighborhood associations.

Discussion: The stability and longevity of the area's older neighborhoods are crucial to successful redevelopment. Sustainable, healthy neighborhoods in the downtown can provide safe, affordable housing for families, bring more people to the area, and enhance the area's image. More neighborhood involvement increases neighborhood awareness, pride, and a sense of security.

GOAL 2: **Develop Downtown Chandler as the community's cultural, civic, business, and activity center. To accomplish this vision, downtown should be developed as a diverse, balanced community attracting people to live, work, shop, play, and gather.**

Strategy

Prepare land use plans for the downtown area that provide a balanced mix of land uses for additional commercial, employment, housing, and recreation in the downtown.

Action Steps

- 6) Prepare redevelopment recommendations and strategies for individual planning districts based upon the resources, issues, and common problems of each district.

- 7) Prepare area plans in conjunction with proposed redevelopment proposals. These plans and associated zoning actions should involve the Redevelopment Advisory Committee during the initial planning process prior to public hearings by the Planning and Zoning Commission and City Council.

- 8) Identify key areas for potential land assemblages and redevelopment - involve land owners in the planning and potential development of vacant or non-conforming land uses.

Timeframe: Immediate or as development proposals are submitted.

Responsibility: City of Chandler, Redevelopment Advisory Committee.

- 9) Promote the Gateway Area Plan for the area north of the San Marcos Resort and A.J. Chandler Memorial Park. The plan establishes conceptual land uses and reflects a commitment from the City to assist in the redevelopment of this area.

Timeframe: Ongoing.

Responsibility: City of Chandler, property owners.

Discussion: This area represents a prime opportunity to provide for a “gateway” environment of high quality shops, restaurants, large retail or department stores, and outdoor gathering areas. It's strategic location affords an opportunity to expand the central business core to Chandler Blvd., enhancing the business area's visibility and exposure. Projects that provide “connectivity” are much more valuable than scattered redevelopment sites. Establishments providing a high level of activity and choices will bring people downtown and provide a fun place to visit. The plan should provide for intersection landscape treatments and a strong, physical pedestrian link/connection to the Chandler Center for the Arts. Zoning of the area should coincide with a user-driven proposal for one or more of the phases.

10) The Downtown's transportation system should be improved to include additional parking and bike lanes, and access to commuter rail, and special needs transportation. Additionally, the City should adopt the MAG Pedestrian Policies and Design Guidelines.

Timeframe: On-going. In conjunction with project proposals.

Responsibility: City of Chandler.

Discussion: Adequate parking and access to different kinds of transportation are critical to the downtown area. Not only would expanded transportation opportunities encourage more people to visit the downtown, they would also allow greater freedom for people in nearby neighborhoods who rely on walking as a matter of necessity. Parking, high density and underground parking facilities are highly preferred over surface parking lots.

11) Initiate a separate zoning district or PAD overlay zone for the central business district in order to match zoning provisions to the characteristics of the area. This zone would also establish appropriate standards for parcels that are substandard in size and configuration. This district should also include nearby neighborhoods and employment areas adjacent to the central business district.

Timeframe: Initiate by May, 1995.

Responsibility: City of Chandler.

Other Recommendations

12) Areas suited for new housing should be identified and preserved for residential expansion. Housing provided on the upper floors of multi-story office buildings is encouraged.

13) The City should encourage other governmental agencies to locate branch offices and annexes downtown, as well as other professional office users to complement the concentration of civic functions along the Commonwealth Mall. Ground floor retail or shops are appropriate.

14) Prepare a southern "gateway" plan for the area south of the City Center that includes a land use plan for the area between the Redevelopment Area and the proposed interchange of the San Tan Outer Loop Freeway.

15) Encourage the development of a museum of industry, technology, and heritage in the downtown area.

Category II: Business and Economic Development

GOAL 3: The downtown should provide a viable mix of commercial retail, service, leisure/entertainment establishments, and office/industrial employers to serve as an active destination point for residents, visitors, and employees.

Strategy

Promote new retail development, new industry and employers, and the expansion and retention of existing businesses and services. In addition, assist small business development and expansion.

Focus on the development of a range of high quality leisure and entertainment oriented establishments, restaurants, pubs, cafes, and other high exposure and appealing service establishments that attract customers and create a festive atmosphere as well as an active nightlife.

Action Steps

1) Prepare a comprehensive market study to assess potentially underserved and strategic commercial markets that could be expanded to serve the downtown and enhance the area's level of business activity. Emphasis should be placed on the viability of users serving community-wide and regional markets, as well as tourism, such as department, discount/outlet stores, movie theaters, and discount/outlet stores. A recruitment plan should follow.

Timeframe: Commence by December, 1995.

Responsibility: City of Chandler, Downtown Business Association, Redevelopment Advisory Committee.

Action Plan

2) Attract new businesses, employers, and offices to locate in the downtown. Emphasize the need and importance of small businesses in the downtown.

Timeframe: On-going. Coordinate with existing economic development activities and programs directed at retail and industrial recruitment.

Responsibility: City of Chandler, Chamber of Commerce. Industrial Development Authority.

Discussion: The City and other groups can do a number of things to help business and employment expansion downtown. In close coordination with the City's economic development programs, a number of actions can be combined in order to implement a focused downtown business development plan. The City should work with other groups and organizations to provide resources through the following:

- The development of a public relations and advertising campaign to improve the identity, public perception, and community awareness of the downtown.
- Current information reflecting market conditions, demographic projections, available City assistance, and potential financial sources for business development.
- A complete and current inventory of all federal, State, regional, County and local programs and funding sources that can be used to assist or finance the development of downtown businesses.

- Financial and non-financial **incentives** such as but not limited to zoning intensity or density bonuses, parking allowances, zoning variances, City participation in infrastructure development/upgrade, expedited plan processing, possible waiver or reduction of some development fees, sales tax rebates, and additional economic incentives such as those offered in association with the City's EDGE and Enterprise Zone programs, and the **Small Business Resource Center**. City staff assistance is also available to assist in meetings with property owners, contacts with the development community, and coordination of applicable and available resources. Community Development Block Grants which can be used to assist in the acquisition or clearance of properties for eligible redevelopment projects.
- Chandler Industrial Development Authority participation in the issue of private activity bonds.
- Information on the availability of industrial parcels and business parks and potential office building locations in the downtown area.
- Publication and distribution of a brochure to inform potential businesses of the wide range of programs and available services, technical services, and potential financial resources as described.

In the near term, Chandler should work with the Chamber of Commerce to attract additional conferences, meetings, and conventions. The City will also cooperate in the development or expansion of downtown festivals and special events. Current market information sources indicate that a broad range of various financial services and certain other services are underrepresented in the community. These services include stock/security brokerage, finance, and insurance firms, apparel and accessory stores, restaurants, and specialty retailers. These types of markets are well suited in downtown locations. Since there is considerable spending "leakage" in these sectors, the City should selectively target and pursue proprietors of these establishments to locate downtown.

Strategy

Help provide additional jobs for downtown residents by affirmatively promoting existing programs and resources, coordinating this action step with the resources of other agencies and contacts, and improving communication with area residents about the availability of these programs and opportunities.

Action Step

3) Create an outreach function and liaison to assist in the improvement of the incentives available in the City's Enterprise Zone, promote the pending Job Training Partnership Act, and work closely with the Arizona State Job Service. Assist with other measures aimed at providing additional jobs and small business assistance programs and improve communication channels with local (downtown residents) through churches and other social service agencies. Encourage the location of service establishments and other businesses who can employ neighborhood residents in the Redevelopment Area.

Timeframe: Current and on-going.

Responsibility: City administrative support and affected social service agencies.

Category III: Land Use and Neighborhoods

GOAL 4: Maintain stable, viable neighborhoods in the residential areas of the downtown and utilize sound land use planning principles to accomplish the vision of the downtown as a diverse community of many uses.

Strategy

Provide specific guidance in the Redevelopment Plan for land use locations and intensities. These guidelines should discourage land use and zoning conflicts, and provide for safe, viable neighborhoods and adequate neighborhood services and features.

Action Steps

1) Use the 1987 Downtown Redevelopment Area Plan as the general guide for land use decisions concerning location and intensity.

Timeframe: On-going; continue to prepare specific area plans for strategic redevelopment areas.

Responsibility: City administrative support. Private investors and property owners.

2) Continue single-family in-fill construction and rehabilitation on a lot-by-lot basis. For larger, undeveloped areas, identify and encourage new medium density housing in order to provide a mix of housing opportunities within or near the city center.

Timeframe: Current and on-going

Responsibility: Federal government, City of Chandler, affiliated charities, non-profits, and local builders.

3) Proactively administer and enforce City neighborhood maintenance codes and standards to upgrade deteriorating areas and properties to maintain neighborhood longevity and stability. Selecting areas for participation in Chandler's Neighborhood Pride Program can implement these objectives in a positive, participatory way.

Timeframe: On-going.

Responsibility: Neighborhood Services Division. Neighborhood groups and associations.

Discussion: New home construction or rehabilitation and the implementation of neighborhood maintenance standards can improve community pride, foster development momentum and sustainability, and reduce or eliminate blight conditions. There are many platted lots in South Chandler neighborhoods that can support new home construction. The City should promote new construction to enhance the stability and appearance of these areas. Closely related to this is the importance of enforcing City Codes to eliminate substandard conditions and zoning violations.

4) Develop an inventory of substandard housing units in the Redevelopment Area for potential demolition projects in order to assess and determine future Community Development Block Grant allocation needs for this purpose.

Timeframe: Initiate by July 1, 1995.

Responsibility: City of Chandler Housing and Redevelopment Division.

5) Implement the land use plan by approving only those rezoning requests that conform to the Redevelopment Plan and contribute to the immediate area in a positive manner. Some specified uses such as schools, playgrounds, churches and other neighborhood services such as daycare and senior care homes can be considered in residential areas on an individual basis.

Timeframe: On-going; assess in conjunction with rezoning and Use Permit applications.

Responsibility: City of Chandler, Redevelopment Advisory Committee, Planning and Zoning Commission.

6) A specific land use and redevelopment plan should be initiated to provide a mixed-use district for the industrial area situated along S. Washington St. between Boston and Elgin Streets. The plan should also address the reuse of the Municipal Operations Yard and the problem of land use conflicts resulting from heavy industrial and fabrication operations.

Timeframe: Initiate by Fall, 1995.

Responsibility: City of Chandler, property owners.

7) Establish a new City program with a new position to conduct building (housing) code inspections for properties in the Redevelopment Area to assure that property investors/owners maintain these structures in decent and safe condition. This will help eliminate substandard building and prevent further structural deterioration in the Redevelopment Area.

Timeframe: July 1, 1996.

Responsibility: City of Chandler.

Category IV: Environment and Appearance

GOAL 5: Create and maintain a strong identity for the Downtown that reflects the City's historical, cultural, and architectural influences.

Strategy

Create a strong design theme for the downtown area that provides a comprehensive urban design framework for new and existing developed areas.

Action Steps

1) Prepare development guidelines that reflect the following conditions:

- Maintain the early twentieth century architectural influences in new construction and facade improvements of existing buildings.
- Provide covered or shaded walkways and plaza-like openings in front of building entrances.

Utilize environmental design techniques to make common and open spaces highly observable and less susceptible to criminal activity. Solicit input from the Chandler Police Department.

- Provide unified landscape themes, street furniture, water features, and places for pedestrians to gather or rest.

Timeframe: Initiate preparation of a comprehensive set of design recommendations by September 1995.

Responsibility: City of Chandler.

2) Enhance the appearance of the downtown strip commercial areas by incorporating new or upgraded landscape treatments, streetscape improvements, and landscaped building setback areas.

Timeframe: On-going in conjunction with new construction, additions, and rezoning requests.

Responsibility: City of Chandler.

GOAL 6: Capitalize upon downtown's primary physical attributes, features, and landmarks.

Strategy

Provide strong linkages connecting the Commonwealth Mall, San Marcos Resort, A.J. Chandler Memorial park, and the historic business plaza.

Action Steps

3) Support the implementation of an area plan that creates a strong “gateway” entrance into the City Center at the intersection of Arizona Avenue and Chandler Boulevard.

Timeframe: In conjunction with the adoption of the Downtown Area Gateway masterplan and future zoning actions that specify required improvements.

Responsibility: City of Chandler, participating developer.

4) Provide for a strong pedestrian system linking important activity areas within the downtown and to facilitate walking as a primary means of transportation. Emphasis should be placed on providing a safe, functional walkway connection(s) between the business area and the Chandler Center for the Arts. This connection should be part of a larger, planned network of pedestrian walks located to serve points throughout the activity area. Bicycle lanes should be provided on downtown streets.

Strategy

Make the A.J. Memorial Park more user-friendly to increase its level of everyday use.

Action Step

5) Consider a specific plan for the park to incorporate additional features such as gazebos or a small band shell, gathering places, and other improvements designed to make the park more attractive for everyday use. Also expand the number and scope of outdoor events in the park such as the Farmer's Market, art shows, concerts, and other activities that attract people.

Timeframe: Initiate and approach the Parks and Recreation Board by Summer, 1995.

Responsibility: City of Chandler.

Category V: Management and Implementation

GOAL 7: The City in cooperation with other community groups should commit to a sustainable and consistent redevelopment effort to assure the delivery of timely, appropriate, and realistic solutions to achieve Chandler's redevelopment goals.

Strategy

Initiate a procedure to coordinate the activities of established groups and programs that can participate in financial assistance, management, information sharing, and shared resources. Keep residents and property owners informed and involved in redevelopment planning efforts.

Action Steps

1) Establish a program to allow neighborhood groups or associations to meet periodically with the Redevelopment Advisory Committee to exchange information and solve problems associated with conditions in the Redevelopment Area.

Timeframe: Initiate by December, 1995.

Responsibility: City of Chandler, Redevelopment Advisory Committee.

2) Keep the Redevelopment Plan current to address changing conditions and opportunities. This includes an annual assessment of redevelopment implementation progress.

Timeframe: July 1, 1996. Annual status report to the City Council and the Redevelopment Advisory Committee.

Responsibility: City Housing and Redevelopment Division, Redevelopment Advisory Committee.

3) Initiate an effort to assess the advisability of expanding the current redevelopment area boundaries to include some residential neighborhoods and strategic areas north of Chandler Boulevard, both east and west of Arizona Avenue.

Timeframe: Initiate by the December, 1995.

Responsibility: Redevelopment Advisory Committee, citizens and neighborhood associations.

Discussion: Expansion of the redevelopment area boundaries could potentially benefit some older, residential areas by directing resources and other specific actions to improve areas exhibiting blighted or deteriorating neighborhood conditions; however, this study would constitute a separate action, and would depend heavily on the documentation of specific conditions required by law, neighborhood involvement, and the availability of resources that could be directed without diverting progress from other participating neighborhoods.

4) Neighborhood involvement and input should be solicited in conjunction with all requests to rezone property, for use permits, or to approve specific plans or policies affecting downtown land use.

Timeframe: On-going. In conjunction with each application, sufficient notice will be given to allow time for neighborhoods to review and comment.

Responsibility: City of Chandler.

CHAPTER 4

AREA PLANS

Area Plans

Planning Area Districts

Within the Chandler Redevelopment Area, there are five planning districts covering the total area of 1.75 square miles. These districts are based upon identifiable characteristics such as predominate land use, economic function, geographical location, and other aspects.

District 1 — Downtown

The original town square, central business district, the government complex, and the San Marcos Resort falls within the boundaries of the *Downtown District (1)*. This district also includes the Center for the Performing Arts.

District 2 — North Arizona Avenue

The *North Arizona Avenue District (2)* includes the commercial strip and adjoining residential areas situated north of Chandler Boulevard.

District 3 — Southeast

The *Southeast District (3)* encompasses the area situated west of McQueen Road, south of Commonwealth Avenue.

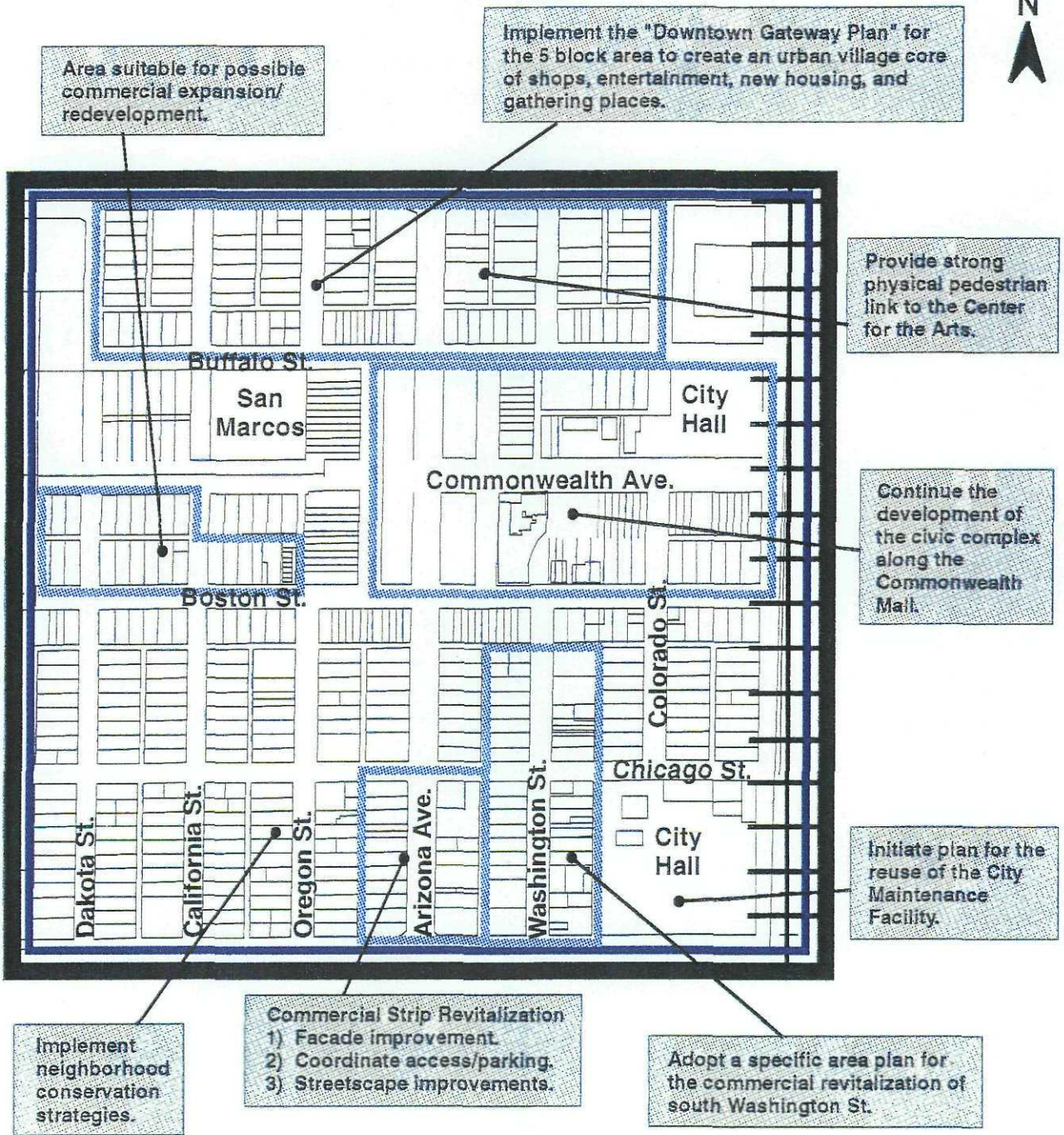
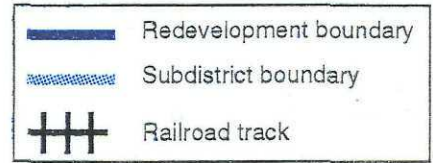
District 4 — Eastside

The *Eastside District (4)* includes the East Chandler Boulevard commercial corridor and adjoining residential areas.

District 5 — Southside Neighborhoods

The fifth area, the *Southside Neighborhoods District (5)* includes the City's oldest neighborhoods south of the central business district, along both sides of Arizona Avenue. This is the most populated district, with approximately 5,000 people.

DISTRICT 1 DOWNTOWN AREA STRATEGIES



District 1: Downtown

Land Use and Zoning

This district represents the civic and business core of the Redevelopment Area. Major uses/landmarks include the Commonwealth Civic Mall, Rocky Mountain Financial Center, San Marcos Hotel and Resort, A.J. Chandler Memorial Park, the main branch of the post office, and the original central business district. A new library is currently under construction at Delaware Street and Commonwealth Avenue. Commercial zoning is largely confined to the central business district. There are approximately 330,000 square feet of commercial space covering 53 acres in the central business district, and approximately 650,000 square feet within a one-mile radius. Downtown is also home to several “signature” events/festivals that have attracted large attendances and special activities during these events. Recently, the City approved an area plan for a five-block area bounded by Dakota Street, Buffalo St., Chandler Boulevard, and Delaware St. This plan will allow the development of a theme oriented, mixed use commercial project with shops, retail, restaurants, and a pedestrian mall.

Opportunities

There is a significant amount of daytime pedestrian activity in the commercial core due to the surrounding residential areas and large employers such as the Chandler municipal Complex, Rocky Mountain Financial Center, and the San Marcos Resort. The expansion of the government mall along Commonwealth Avenue, new destination points such as the library, new offices, transit facilities, or a major retailer will increase patronage from beyond the immediate area. Development of the downtown “Gateway” plan with associated restaurants, sidewalk cafes, and other entertainment attractions would increase use beyond normal working day hours. The important landmarks and assets in the central business district provide a strong base for continued revitalization.

Note: Refer to the Action Plan section of this document for the complete description of the general goals and goal groups concerning the Downtown District. The following goals and action steps reiterate some of the primary land use strategies and recommendations for the central business district.

Goals

Develop Downtown Chandler as the City's cultural , civic, business, and activity center. To achieve this vision, downtown should be developed as a diverse, balanced community attracting people to live, work, play, and gather.

The downtown should include a viable mix of commercial retail, service, leisure/entertainment establishments and office/industrial employers to serve as an active destination point for residents, employees, and visitors.

Action Steps

- 1) Promote the Downtown Gateway Plan to provide a range of high quality shops and services in a pedestrian oriented environment of high appeal and festivity.
- 2) Attract new commercial uses and employers by providing various financial and non financial incentives, density allowances, and project assistance.
- 3) Areas suited for new housing should be identified and preserved.
- 4) The City should encourage the location of other government branch offices to complement the civic presence along East Commonwealth Avenue.

5) Develop a public relations and advertising campaign to improve the identity, public perception, and community image of the downtown.

6) Maintain the early twentieth century architectural influences in for construction and facade improvements of existing buildings.



7) Proactively administer and enforce property maintenance standards for deteriorating commercial and residential properties near the city center.

8) Provide strong pedestrian linkages connecting the Commonwealth Mall, San Marcos Resort, A.J. Chandler Memorial Park, and the Center for the Arts.

9) Explore the viability of expanding the number of specialty shops along Wall Street or consider expanding this "old town" concept to other areas along Arizona Avenue.

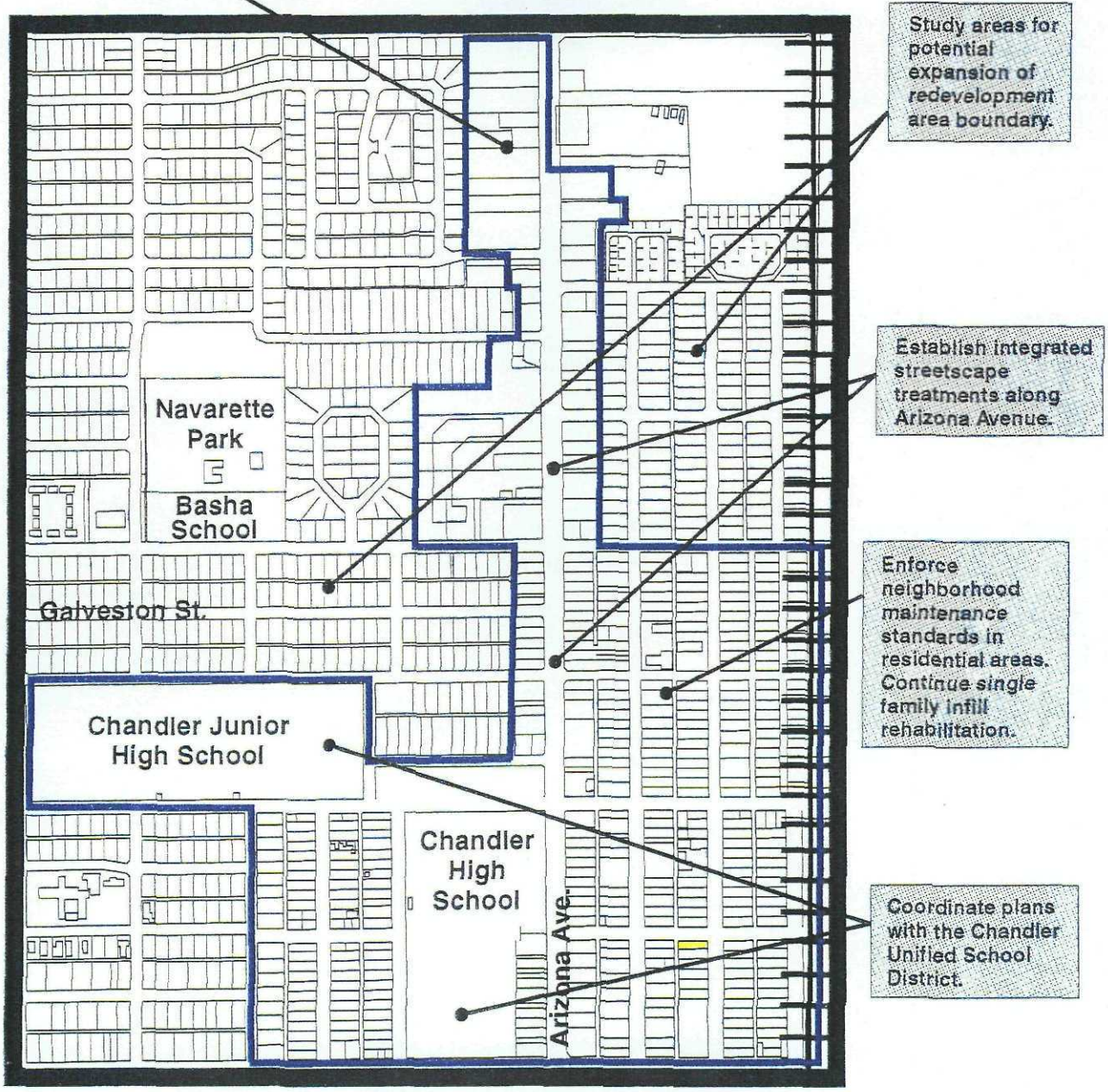
10) Initiate the preparation of an area plan for South Washington Street, between Dakota Street and Frye Road. The City should work with property owners to establish plans to rejuvenate the commercial potential of this area. One of the primary objectives of this plan would be to retain a mixed-use employment base in this area and achieve a better degree of land use compatibility with nearby neighborhoods.

DISTRICT 2 N. ARIZONA AVE. STRATEGIES

 Redevelopment boundary
 Railroad track

Commercial District Revitalization

1. Encourage new businesses.
2. Control access.
3. Coordinate site planning along the strip.
4. Encourage land assembly for larger, planned commercial areas.



District 2: North Arizona Avenue

Land Use and Zoning

This district north of the central business district includes the Arizona Avenue commercial corridor extending north to Ray Road. The predominate zoning allows for a range of commercial services and retail, although the strip has emerged as an independent commercial area with motel, automotive-related services, specialty retail, and quasi-industrial uses. The residential area included just east of this commercial strip is predominantly single family with modest, older homes in fair to good condition; however, approximately 40-50% of the homes in this district along Delaware and Colorado Streets need of minor or moderate rehabilitation. The residential blocks just west of the high school campus are in poor structural condition.

Opportunities

The commercial area has stabilized with various non-central business district retail and services and appeals to its own market segment, such as the Plaza Del Arcos and DeLeon Plaza centers. Potential revitalization and upgrades can be made by applying coordinated access and site development standards that integrate the strip centers and freestanding commercial uses. Currently, there is a general lack of physical connection between commercial uses and parcels. The Center for the Arts and the high school campus provide a high level of activity in the district. In addition, the neighborhood east of Arizona Avenue offers stable, affordable housing near the city center in a relatively well-maintained environment. This area is important and its integrity should be preserved through continued administration of code enforcement.

Goals

Strive to provide identity and cohesiveness to the unduly long and narrow commercial strip.

Preserve the integrity and stability of the area's neighborhoods.

Action Steps

Commercial District Revitalization

1) Continue to develop and improve the Arizona Avenue commercial corridor. Specific strategies to achieve site integration include:

- Coordination of vehicular access points and shared parking.
- Parcel assembly to allow commercial masterplanning.
- Providing streetscape improvements and renovation of older buildings.
- Provide “gateway” treatments in conjunction with new development at the intersection of Arizona Avenue and Chandler Boulevard.

Neighborhood Conservation

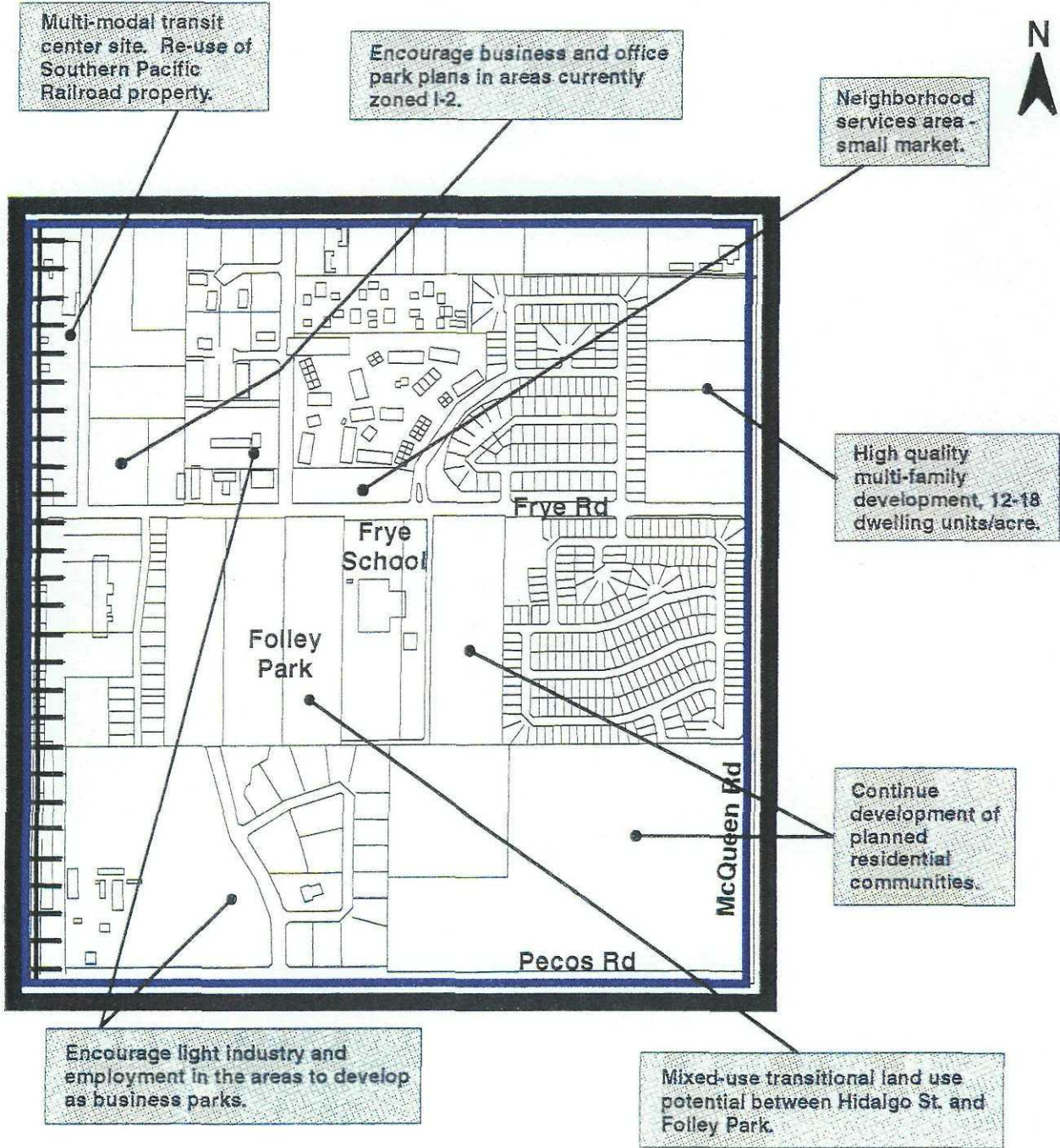
2) Preserve and rehabilitate existing neighborhoods to provide affordable, stable housing opportunities near the city center. Specific strategies include:

- Enforce property maintenance standards.
- Encourage single family rehabilitation and new infill construction.

- Discourage non-residential encroachments into residential areas; exceptions may include churches and schools where land use compatibility is achieved.

DISTRICT 3 SOUTHEAST AREA STRATEGIES

— Redevelopment boundary
+ + + Railroad track



District 3: Southeast

Land Use and Zoning

This planning district features the consolidated Folley Park/Frye School area and contains a mix of new housing, a recently developed business park, and some older industrial parks/areas. Frye Road provides the primary access through this developing area. New single family homes continue to be built east of Frye Elementary School. Approximately 200 new homes have been built in the last several years, with another 400 due for construction over the next two years. The Bogle Business Park situated along the east side of the SPR tracks has been planned to contain a mix of industrial, office, and public service uses.

Options

The area “anchors” the southeast part of the Redevelopment Area with some new planned residential communities and compatible employment opportunities. Clearly, the primary direction for this district should be to continue the development of the residential areas and promote the development of new employers within the established industrial areas to achieve a jobs/housing balance near the downtown. New construction also controls the spread of blighting influences and unstable neighborhood cycles. Undeveloped parcels along the west side of McQueen Road provide opportunities for additional, new medium-high density housing for this area.

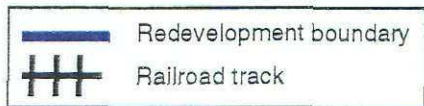
Goal

Develop the Southeast District as a mixed-use community of high quality, compatible industry and planned residential neighborhoods.

Action Steps

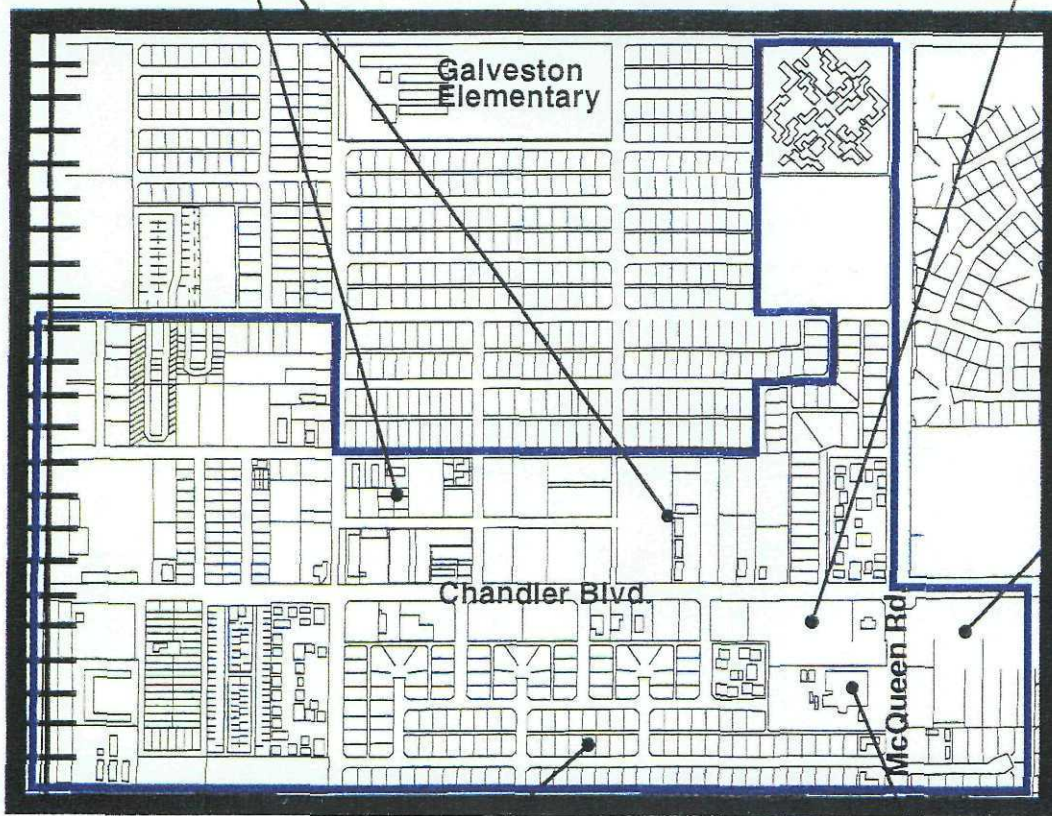
- 1) Encourage the location of new employers in the industrial areas; encourage undeveloped areas with "hard" I-1 and I-2 zoning to develop as masterplanned business parks to attract clean, light industry to the downtown while discouraging heavy industrial uses related to fabrication, outdoor processing and storage, and other characteristics that could adversely impact nearby neighborhoods. Recommended uses include office/showroom, office/warehousing, research and development, and light product assembly and manufacturing.
- 2) Provide a transitional use such as medium density residential homes, churches, schools, or offices between Folley Park and the Hildago St. area. Redevelopment and relocation of the Hildago St. neighborhood should be a long-term objective, particularly with respect to potential industrial area expansions from the west.
- 3) Work with the Southern and Pacific Rail Co. to establish appropriate land uses on the railway properties south of Commonwealth Ave. Development of a multimodal mass transit facility to serve the city center represents a good possibility.
- 4) Continue the development of high quality planned residential communities north of Pecos Road and west of McQueen Road.
- 5) Continue to modernize and upgrade the Casa Bonitas and Casa Esperanza housing developments.
- 6) Provide a small, integrated neighborhood commercial center at the NE corner of Frye Road and Hamilton Street.

DISTRICT 4 EASTSIDE NEIGHBORHOODS AREA STRATEGIES



Medium Density Residential Revitalization
1) Encourage in-fill housing.
2) Land assembly and master planning.
3) Enforce neighborhood maintenance standards.

Commercial Redevelopment
1) Encourage coordinated site access.
2) Streetscape improvements.
3) Land assembly.
4) Discourage outdoor storage.



New Commercial Complex
1) Land assembly.
2) Master planning.

Single family rehabilitation.

Redevelop former hospital site with new housing.

District 4: Eastside

Land Use and Zoning

This district includes the East Chandler Boulevard commercial strip and adjoining residential areas. The commercial strip remains relatively underutilized with an abundance of vacant properties. Primary uses include automotive uses, several shops, small markets, mobile home parks, and various other uses. Residential conditions south of Chandler Boulevard (otherwise known as the Keyhole Neighborhood) are relatively stable, primarily due to the expenditure of Community Development Block Grant Funds to finance infrastructure improvements and residential rehabilitation. Residential conditions north of Chandler Boulevard are poor to very poor, with the majority of structures in need of substantial rehabilitation. Currently, a new subdivision is being built at the northwest corner of Erie Street and McQueen Road. Other areas poised for new housing include the former hospital site, and the Trails End Manor subdivision located on the opposite side of McQueen Road.

Options

This entire area is experiencing blighting influences and signs of cyclical deterioration. New development will contribute to the stability of this district. The “Keyhole” neighborhood represents a good example of successful neighborhood conservation resulting from focused intervention of funds and planning involvement. Areas suited for commercial and residential infill are relatively available and should be preserved for the best possible developments. As the City's primary major east-west boulevard and entryway into the downtown, Chandler Boulevard represents a key opportunity for coordinated revitalization. Demolition of the old hospital structure to make way for new housing would be a major boost for this district.

Goal

Strengthen this district on the east side of the Redevelopment Area by revitalizing the residential neighborhoods and commercial corridor along East Chandler Boulevard.

Action Steps

- 1) Encourage land assemblages and commercial masterplanning along Chandler Blvd. to provide overall site integration, shared access, common streetscape themes, and upgraded architectural appearances.
- 2) Avoid a proliferation of quasi-industrial and automotive uses that utilize outdoor storage of vehicles, heavy equipment, or building materials.
- 3) Identify key potential sites, such as the old hospital, for new housing opportunities in this district - continue to encourage single family and residential duplex homes on vacant lots.
- 4) Continue to provide housing and neighborhood assistance programs to maintain safe, stable neighborhoods that offer affordable housing. Additionally, continue to actively enforce neighborhood maintenance standards.
- 5) Work with property owners to upgrade the conditions of the district's mobile home and recreational vehicle parks; expansions that require rezoning action could open this opportunity.
- 6) Assemble properties at the southeast corner of Chandler Boulevard and McQueen Road for a future neighborhood shopping center or larger planned commercial development.

Area Plans

- 7) Focus on providing new, stable low and medium density housing on parcels located in the areas along East Detroit Street.
- 8) Continue to upgrade and modernize Casa Del Sol and Kingston Arms housing developments.
- 9) On suitable parcels within neighborhoods, promote churches, schools, and similar uses that symbolize permanence and stability, provided that land use compatibility can be achieved.

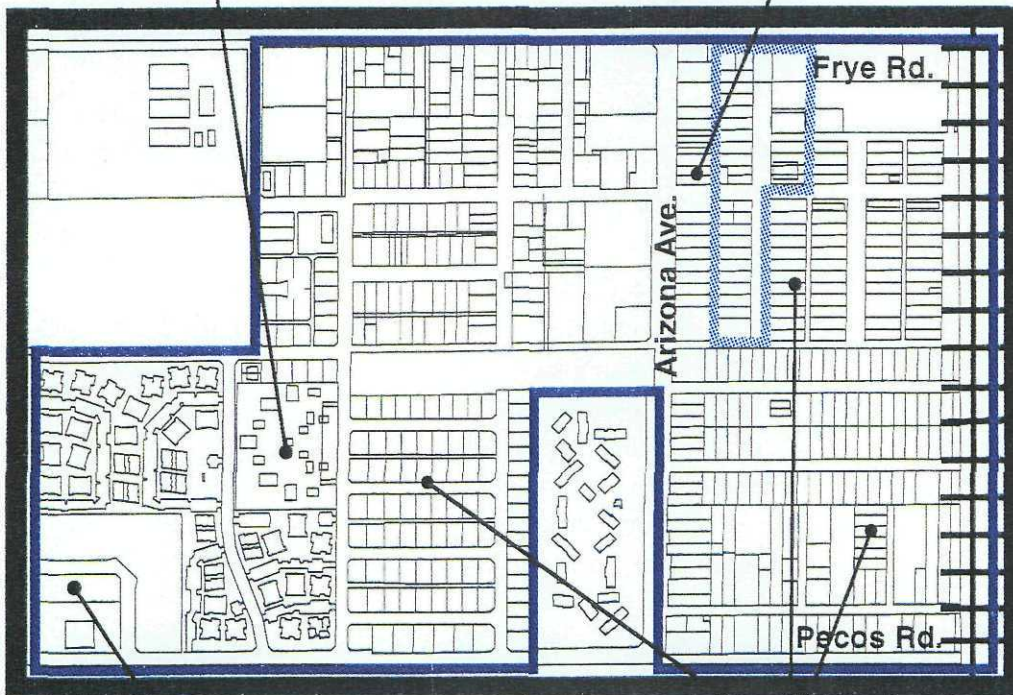
DISTRICT 5 SOUTHSIDE NEIGHBORHOOD STRATEGIES

— Redevelopment boundary
- - - Subdistrict boundary
+ + + Railroad track



Upgrade and modernize Casa De Rosas housing.

Commercial Strip Revitalization
1) Coordinate site planning.
2) Improve streetscape appearance.
3) Encourage new infill circulation.
4) Neighborhood services core at Frye Rd. and Arizona Ave.



Transitional use - Neighborhood services area.

Neighborhood Conservation Strategies
1) Continue substantial residential rehabilitation.
2) Encourage in-fill residential development.
3) Consolidate or assemble residential parcels.
4) Proactively enforce code compliance.

District 5: Southside Neighborhoods

Land Use and Zoning

This planning district contains the oldest housing stock in Chandler. Platting occurred before the existence of subdivision regulation, resulting in fragmented parcels, deficient lots, and several areas where alleys provide the only access. Although there are several newer subdivisions and apartment complexes, most structures are in serious need for moderate to substantial rehabilitation. Almost half of the land in this area is vacant. The City of Chandler recently completed some much needed demolitions, and has acquired twenty-five vacant lots to provide new, affordable homes to qualified families. Commercial buildings/properties along Arizona Avenue are in general need of rehabilitation and site improvements.

Options

The high number of undeveloped parcels provides numerous opportunities for new residential and commercial infill. The City's recent program to build twenty-five new units should help stabilize the area and encourage private sector involvement. The Redevelopment Area Plan land use recommendation for the neighborhood areas is for medium density to encourage new single family infill, duplexes, and townhomes in a mixed residential environment. This district possesses a strong cultural heritage and several active groups involved in neighborhood issues. The City should take advantage of these interests to help organize neighborhood improvement efforts and improve communication.

Goal

To return these neighborhoods to an acceptable level of residential environment, safety, and services to this area of 5,000 people.

Action Steps

Neighborhood Conservation

1) Focus on providing a mixed-residential environment, employing strategies promoting substantial rehabilitation of existing homes along with construction of new units on vacant lots. Specific strategies should include:

- Continue to target this district for CDBG allocations for rehabilitation, facade improvements, etc.
- Provide City assistance to nonprofit groups that provide affordable housing or programs aimed to assist homeowners with upkeep and maintenance.
- Enforce property maintenance standards and promote the Pride in Chandler program.
- Continue to target substandard /abandoned structures for demolition.
- Encourage land assembly to facilitate new medium density housing.
- Continue to upgrade and modernize the Casa De Rosas housing development.
- Explore the availability of funding sources for the purpose of preserving or upgrading neighborhood churches to enhance neighborhood revitalization.

Other Planning Recommendations

- Promote new neighborhood services along Arizona Avenue, with a potential commercial node at Frye Road.
- Promote churches, schools, daycare, special needs housing and other social service uses in residential areas provided that land use compatibility can be achieved.
- Redevelop the Chandler Industrial Park at Pecos Road and Hartford street for a more transitional use such as a church, office complex, daycare, school, or like use.
- Periodically conduct regular community meetings at different locations in the south neighborhoods to allow residents an opportunity to discuss various issues with city officials. A South Chandler neighborhood task force should be organized to help facilitate communication and solutions.
- Develop a reuse plan for the “blue apartment” property on S. Oregon St., just north of Chicago St. Continue to explore the land use options with nearby neighbors and area residents. Neighborhood commercial services, food market, cultural center, youth training facility, or community center represent good possibilities.

CHAPTER 5

**REDEVELOPMENT AREA
LAND USE PLAN**

Redevelopment Area Land Use Plan

Introduction

This land use plan was formulated in 1987 in response to current conditions and land use planning policies in effect. The generalized land use categories and locations will remain the same with this plan update although the corresponding narrative descriptions are updated to reflect current planning policies and recently adopted specific area plans. The map on the following page illustrates the recommended land uses; those include: low, medium, and high density residential categories; resort/hotel uses; commercial/residential mixed-uses; commercial retail; office/commercial; public/institutional; business park and light industrial uses; and open space. These recommendations have been incorporated into the City's Land Use Element and are part of the General Plan. These general plan recommendations do not override existing zoning classifications, but provide guidance for future zoning decisions.

The following is a brief description of the recommended land use categories along with the planning policies/strategies and economic impacts of the recommendations.

Residential

Low Density Residential (0-6 dwelling units/acre)

Low density designations are based on current conditions, expectations, and general plan policies for low density, planned residential communities on large tracts suitable for masterplanning. In older areas this designation would offer opportunities for new single family infill development and continued rehabilitation efforts for existing homes. Land use conflicts or lack of property maintenance standards should be avoided to protect the integrity of these neighborhoods and preservation of affordable, ownership opportunities near the city center. The Redevelopment Area has 3,986 dwelling units; 66% or 2,631 are detached units. Since 1987, 227 new single family homes have been built, with another 400 homes under construction or in the platting review stage. Most of the current building activity is occurring in the Southeast District.

Medium Density Residential (6-12 dwelling units/acre)

Medium density designations also follow current land use conditions and current trends. These designations have been extended to most or all of the older platted areas in the Eastside and Southside Neighborhood Districts to accommodate duplexes, townhomes, and single family homes in a mixed residential environment of varying densities. Most of the units are detached, although land assembly to accommodate higher density projects are encouraged. The City is encouraging as well as participating in new single family infill on vacant lots in these areas. Clearance is considered appropriate for uninhabitable units.

High Density Residential (12+ dwelling units/acre)

High density designations address the Hacienda Del Sol apartments at Pecos Road and Arizona Avenue, the area just west of the high school, and several blocks just north of Pecos Road along both sides of East Kesler Lane. The latter two areas will require a calculated long term commitment involving property assemblage and clearance. A key strategy for the Southeast District planning area encourages higher density housing on the undeveloped parcels on the west side of McQueen Road, south of Commonwealth Avenue. Additional multifamily housing near the city center would serve to provide a favorable jobs-housing balance for the area. All approvals should be accompanied with certification of adequate infrastructure.

Resort/Hotel

One designated site is the San Marcos Hotel. The other site is located just east of the San Marcos at the southeast corner of Arizona Avenue within a mixed-commercial environment of office, retail, and leisure services such as a theater. The idea is that the two hotels would complement each other as resort facilities. With the recent adoption of the conceptual five block "Gateway" plan for these blocks, location of an additional resort could be accommodated at the original proposed site or nearby.

Commercial/Residential Mixed-Use

This designation north of West Frye Road, just west of Dakota Street represents a long-term redevelopment solution for an existing residential block. This designation would allow for a mix of high density housing and commercial uses supporting the city center and the San Marcos Resort. Achieving this would require considerable property assembly, clearance, and relocation. A short-term option would be to preserve the neighborhood as it exists.

Commercial Retail

This classification includes the central business district, commercial strip areas along Arizona Avenue and Chandler Boulevard. Areas near the city center should include uses that support the urban village and destination point notions to attract visitors, workers, and shoppers. These uses would also support and complement the San Marcos Resort, civic complex, and the Center for the Arts. Commercial uses along Chandler Boulevard and Arizona Avenue should provide neighborhood services and general support uses along two heavily traveled roads. The commercial corridors will likely develop as a sector appealing to the auto/driver segment. According to market studies, the central business district can support an additional 100,000 square feet of retail based upon the current conditions. Specialty, regional, or discount-oriented retail could add to this total.

Office

Professional office designations are located primarily in the central business district. The area designated for additional office space is primarily centered on and south-southeast of the Rocky Mountain Financial Center. Future buildings should be two to four stories in height and conform with the City's Mid-Rise Development Policy, where applicable. The office designations represent areas that can provide support to nearby public/institutional and retail uses. Small professional offices should also be encouraged. The general area contains approximately 250,000 square feet of office space. It is not certain whether there is a market-driven demand for additional space; although, a new office employers should be encouraged to locate downtown and resulting in more support for additional commercial space. Specialty retail and services/ shops are appropriate on ground floor locations.

Public/Institutional

Many public and institutional land uses are located throughout the CBD. Primary uses include the high school campus, City offices, A.J. Chandler Memorial Park. New uses along the Commonwealth Mall include a new library and a planned public safety building. This plan calls for the continued development of the civic complex along East Commonwealth Avenue. The Public Facilities Masterplan should be updated to accommodate the Rocky Mountain lease expiration in 1997.

Business Park/Light Industrial

These areas are located generally along the Southern Pacific Railway between Pecos Road and Commonwealth Avenue. Most remains vacant and represents an excellent opportunity for new industrial and office employers in the downtown area. The intent of this category is to promote clean, light industry in the downtown area in a "campus-like" setting. Larger, undeveloped industrially zoned properties situated along South Nevada should be developed as business and industrial parks for users such as light fabrication, research and development, properly screened contractor's yards, woodworking operations, warehousing, and other kinds of light manufacturing. Proliferation of junkyards, outdoor storage, and recycling centers should be avoided. Heavy uses which could negatively impact nearby residences and businesses should be carefully regulated. The City should work with the railroad to develop a viable reuse plan. Finally, the property just west of Folley Park with a light industrial classification could also be successfully developed with a transitional use such as church, daycare, or medium density housing.

Open Space

The Dr. A.J. Chandler Memorial and Folley Parks represent the two primary open spaces/parks in the downtown. Open areas, ballfields, and other recreational facilities are located at the high school, Chandler Junior High, Frye Elementary School, San Marcos Elementary, and Willis Junior High (located just east of the redevelopment boundary). Other open spaces are confined to individual subdivisions and apartment complexes. It is the intent of this plan to provide as much usable open space and pedestrian amenities as possible in conjunction with new commercial office, retail, and public buildings.

Specific Plans

Although not depicted on the land use map, these plans are more detailed land use plans or policy statements. The following additional specific plans that affect the Redevelopment Area have been approved by the City Council:

Gateway Area Plan

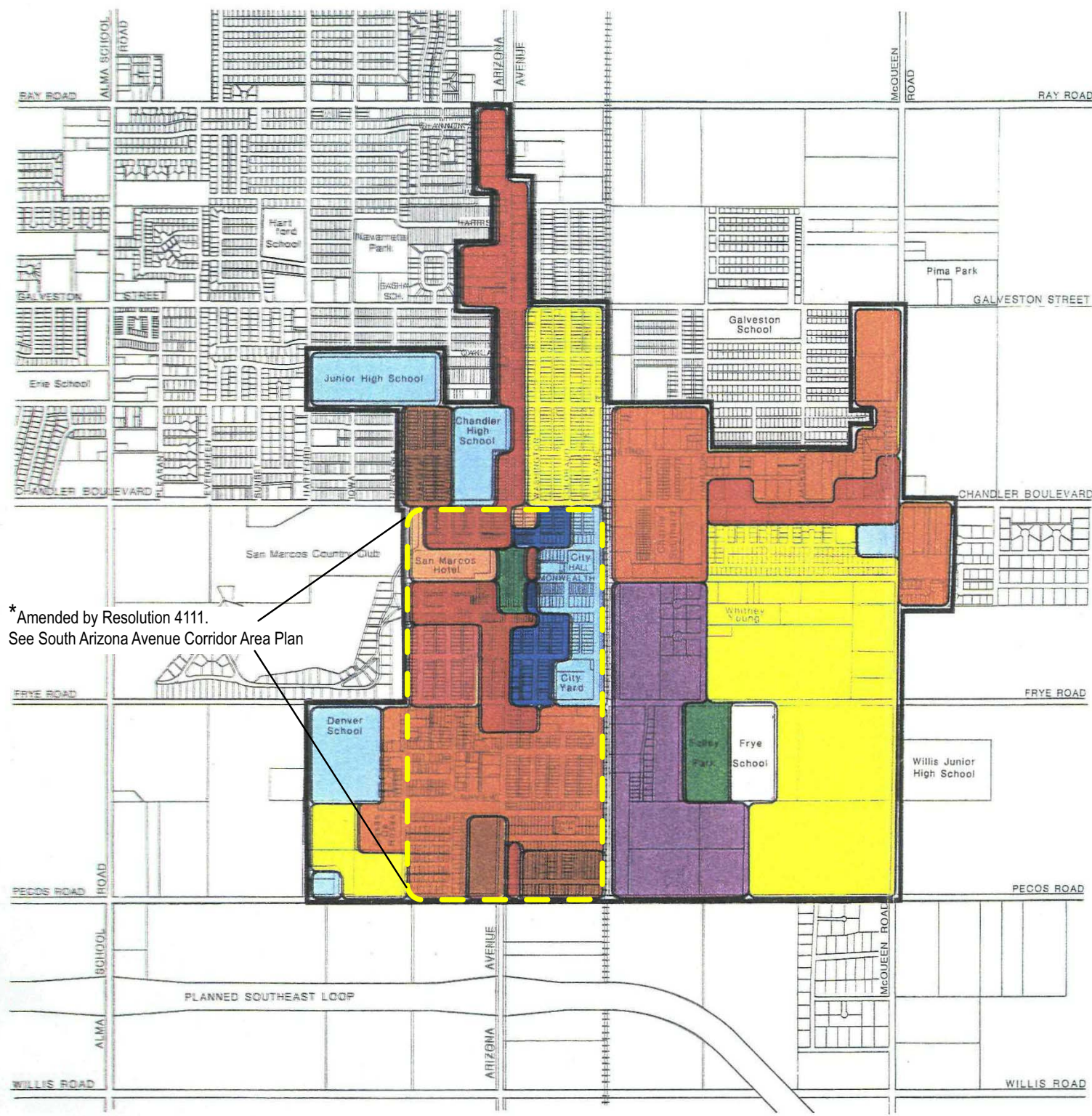
This is a conceptual land use (area) plan for a five square block area extending from Dakota Street to Delaware Street. It will be used as a guide for future approvals and zoning actions.

Public Facilities Masterplan

This document was adopted in 1987 to plan for the development of City buildings along Commonwealth Avenue. The plan should be updated to coincide with the construction of the library, public safety building, and the expiration of the Rocky Mountain Financial Center lease.

Chandler Mid-Rise Development Policy

This policy permits buildings over 45 feet high in certain parts of the City, subject to certain conditions such as architectural quality. The City Center has been identified as a suitable area for taller buildings. No height limits are mandated, but policies dictate that tall buildings respect their surroundings and the character of the immediate area. An example would be that the San Marcos Hotel be preserved as the principal building form in the City square.



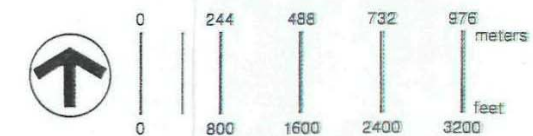
* Amended by Resolution 4111.
See South Arizona Avenue Corridor Area Plan

Chandler Area and Redevelopment Plan

City of Chandler, Arizona

-  REDEVELOPMENT AREA BOUNDARY
-  RESIDENTIAL-LOW DENSITY (0-6 DU/ACRE)
-  RESIDENTIAL-MEDIUM DENSITY (6-12 DU/ACRE)
-  RESIDENTIAL-HIGH DENSITY (12+ DU/ACRE)
-  RESORT/HOTEL
-  COMMERCIAL/RESIDENTIAL
-  COMMERCIAL RETAIL
-  OFFICE
-  PUBLIC/INSTITUTIONAL
-  BUSINESS PARK/LIGHT INDUSTRIAL
-  OPEN SPACE

Generalized Land Uses





Chandler • Arizona
Where Values Make The Difference

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