

General Plan Resident Advisory Committee Regular Meeting

August 26th, 2025 | 4:00 p.m.

Chandler Airport

2380 S Stinson Way, Chandler, AZ 85286



Roll Call

The meeting was called to Order by Chair Dunn 4:05 pm

Committee Members In- Person Attendance:

Chair Dunn Boyd Dunn, Vice Chair Jack Sellers, Lisa Grayer, Alison Garrard, Peppur Chambers, Lori Collins, Terri Kimble, Shannon Portillo, Rene Barrios, Shannon Portillo, Rick Heumann, Chris Dobson, Jess Lopez

Committee Members Virtual Attendance: Jyoti Pathak, Garry Hayes, Michael Monteilh, Chrissy Rodriguez

Excused Absent: Spike Lawrence, Michael Pollock, Crystal Blackwell, Micheal Underwood

Other In-Person Attendance: Lauren Schumann, Kevin Mayo, Kevin Snyder, David de la Torre, Terri Hogan, Danielle Smee, Madison Macias

Other Virtual Attendance: Chris Joannes, Rick Merrit

Consent Agenda

1. July 29th, 2025 General Plan Resident Advisory Committee Meeting Minutes

Move to approve minutes by Committee Member Ray.
Seconded by Committee Member Portillo

Motion passes 13*-0

*Committee Members Huemann and Collins abstain from voting on minutes due to absence from the previous meeting.

Discussion

2. Economic Development Presentation by Micah Miranda, Economic Development

- General Plan Amendments
 - No amendments have been made to the 2016 General Plan, indicating its enduring relevance.
- Target Industries & Diversification
 - Concerns about over-reliance on high-tech industries (e.g., Intel, AI).
 - Discussion on the need to support skilled labor industries (HVAC, mechanics, welding).
 - M. Miranda provides clarification that Chandler proactively targets industries but does not exclude others.
 - Debate on whether Chandler is turning away non-target industries.
 - M. Miranda and **Committee Member Pathak** emphasize that Chandler is not destabilized by growth in the AI sector employment wise because it provides infrastructure supporting AI (data centers, microchips).
 - Comments on educational institutions supporting economic growth.

- **Committee Member Ray** expressed concern about too much focus on target industries and not enough focus on acquiring more skilled laborers and professions in Chandler.
- **Committee Member Lopez** suggests that Chandler focuses on providing first and second office locations for AI and tech companies that are actually occupied by employees and not vacant due to remote work, as a way to support population diversity and employment goals.
- **Vice Chair Sellers** suggests the idea of using a General Plan designation to ensure interested developers can actually implement mixed use employment and residential development in areas where it is being unnecessarily impeded.

- **Housing & Mixed Use**

- Vertical housing and mixed-use development are discussed as strategies for relevance.
- Concerns about mixed-use being overly commercial and not industrial.
- Debate on whether mixed-use is being implemented effectively.
- General Plan amendments are seen as difficult and discouraging for developers.
- Proactive on homes for the aging as the population ages; concerns with the population pyramid of Chandler, younger population decreasing.

3. 2016 Plan Audit Comments Presented by Lauren Schumann

- **Audit Feedback**

- Positive feedback on growth areas and redevelopment.
- Comments about development around the municipal airport, the Airport Commission in 2020 requested residential uses eliminated to ensure current and future operations of the airport.
- Downtown area plan updates underway with interest in increased density.

4. General Plan Update Process and Public Engagement Update by Terri Hogan

- **Vision Statement (VS) Refinement**

- Final consensus: Keeping the W2 Vision Statement “Chandler is a welcoming and resilient city where families, businesses, and diverse communities grow together.”

- **Mixed-Use Place Type Models**

- Concerns about public expectation for vertical mixed-use designs due to the parcel specific place type models.
- Clarification that place types are conceptual, not prescriptive.
- Agreement to use general visual elements (e.g., pictures depicting the main elements of each place type such as bike racks or multi use paths) for conceptualization as opposed to 3D models of the building types.

- **Affordability & Demographics**

- High housing costs and mortgage rates affect affordability.
- Downsizing is costly; smaller homes are not available or affordable.
- S. Portillo suggests we prioritize how to make smaller homes more affordable for people to downsize when they want to.
- L. Collins raises that a developer or local group dedicated to championing affordable housing, specifically for aging in place, could offer success as it has in other cities.
- Only 1/3 of Intel employees live in Chandler due to housing options.
- Lack of housing for entry-level professionals and aging populations.
- T. Kimball asks if aiming for 14k more housing units is too aggressive of an approach.
- T. Kimball asserts that multi-family housing will need to be done strategically since the current options are mostly luxury complexes or generally not affordable.

- **Growth Areas & Redevelopment**

- R. Heumann expresses concern over Alma School being considered for a growth corridor because it is mostly residential.
- G. Hayes questioned the need for growth areas if area plans suffice.
- The planning team and consultants reiterated the importance of parcel-level analysis for general infrastructure planning.

- Concerns about over-urbanization and maintaining Chandler's character.
- P. Chambers asks whether or not it's actually appropriate to cater to NIMBYs while Chandler's goal is to attract a younger demographic and maintain economic vitality.
- **General Plan Implementation**
 - Need to balance innovation, resilience, and realistic development goals.
 - Agreement to schedule longer meetings to address unresolved issues.

Calendar

5. The next Regular Meeting will be held on Tuesday September 16th, 2025 at 3:00 P.M.. at City Hall Training Room.

Public Comment

No public comments.

Adjourn

The meeting was adjourned by **Chair Dunn** at 6:35 p.m.

Lauren Schumann, Secretary

Boyd Dunn, Chair



Economic Update:

General Plan Resident Advisory Committee

August 26, 2025

Prepared by:
Economic Development Division
Micah Miranda, Director



Targeted Industries



Automotive
Technology



Aviation &
Aerospace



Advanced
Business Svcs.



Healthcare



High-Tech
Manufacturing



IT & Software

National Awards

#5

Best City
for Women
in Tech

#6

Best City
for Families

#7

Best City to
Find a Job

#8

Best
Untapped City
for Startups

#11

Best City
for First-Time
Homebuyers

#17

Best City
to Start a
Business

**Best Cities for
Foreign Investment**

#16 in U.S. / #1 in AZ

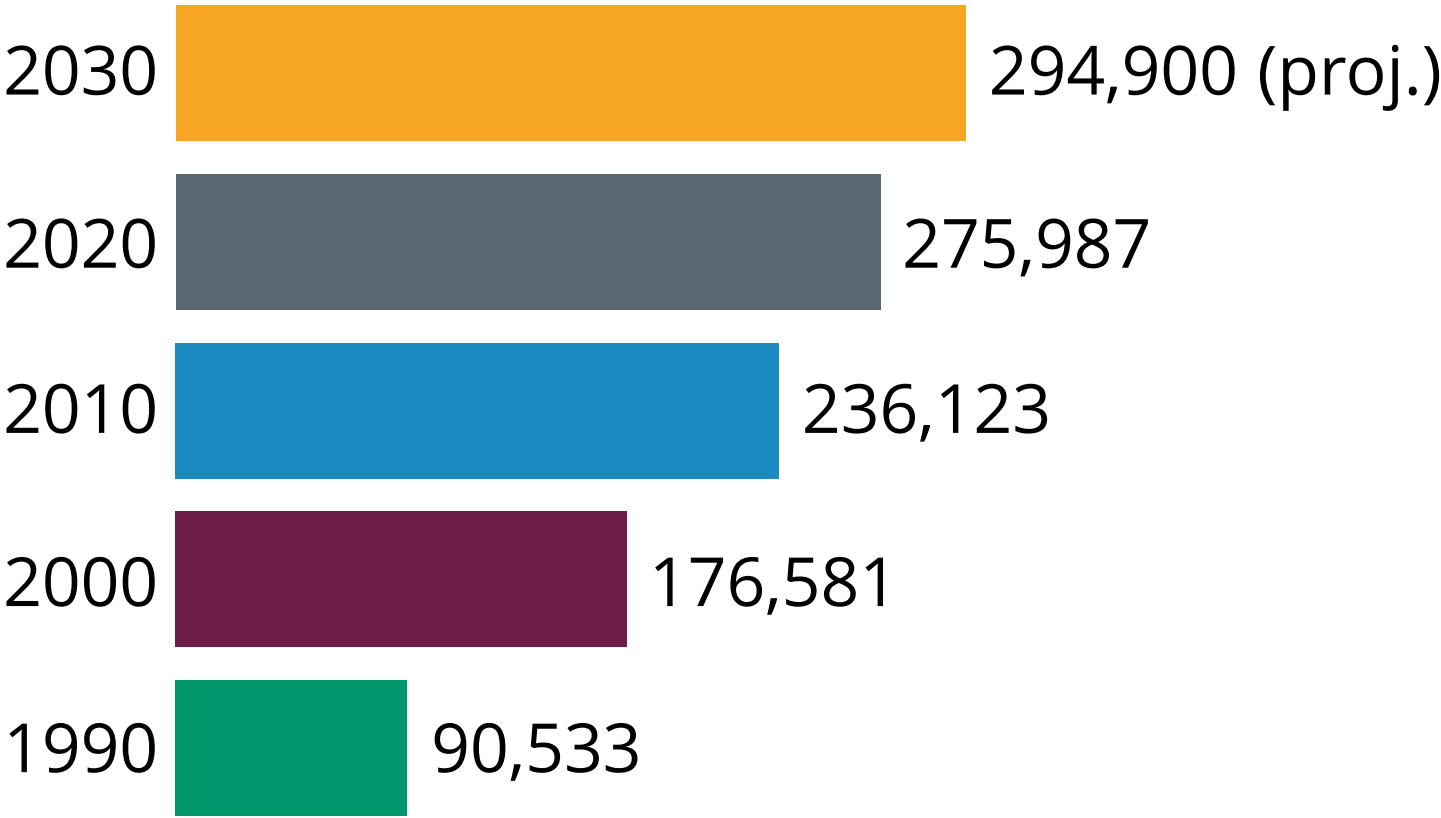


Sources: SmartAsset, Opendoor, WalletHub, Fundera, B2B Reviews, FT-Nikkei Investing in America

Chandler Stats



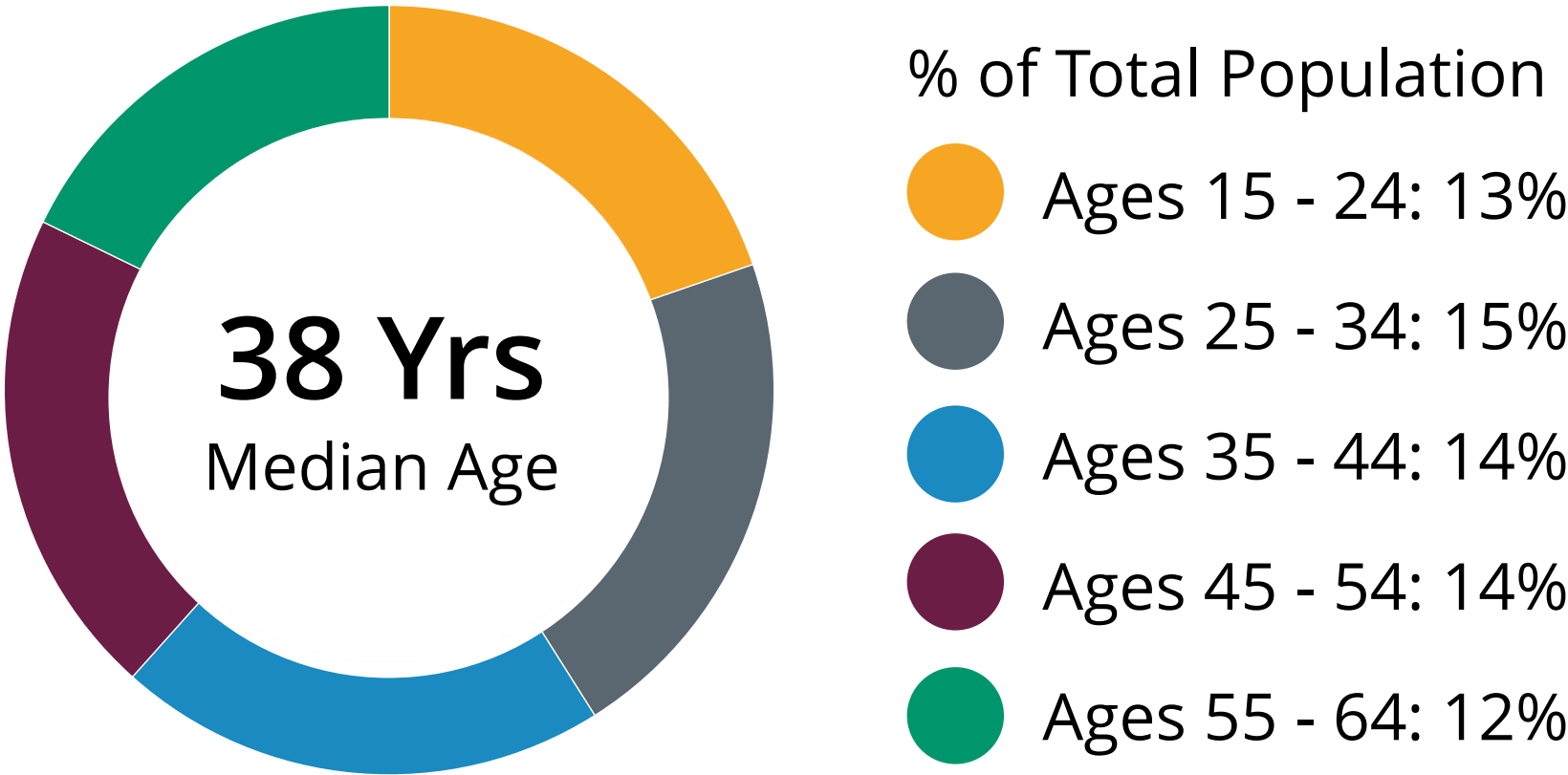
Population Growth



Current estimate: 291,572



Working Age Population

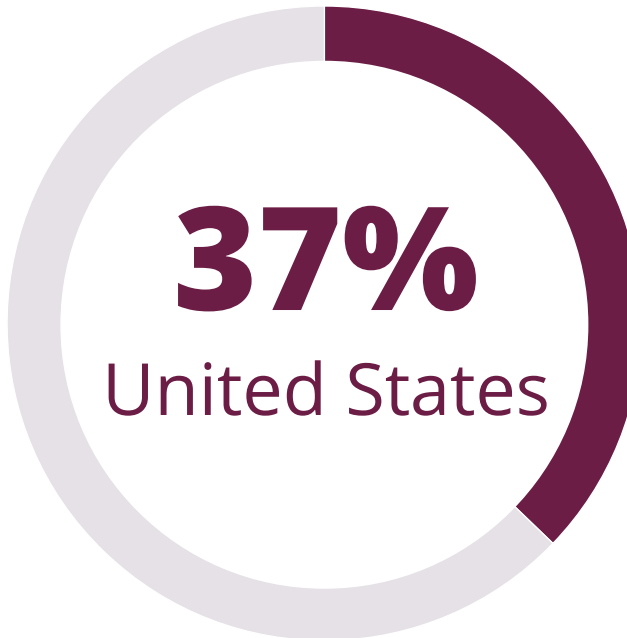
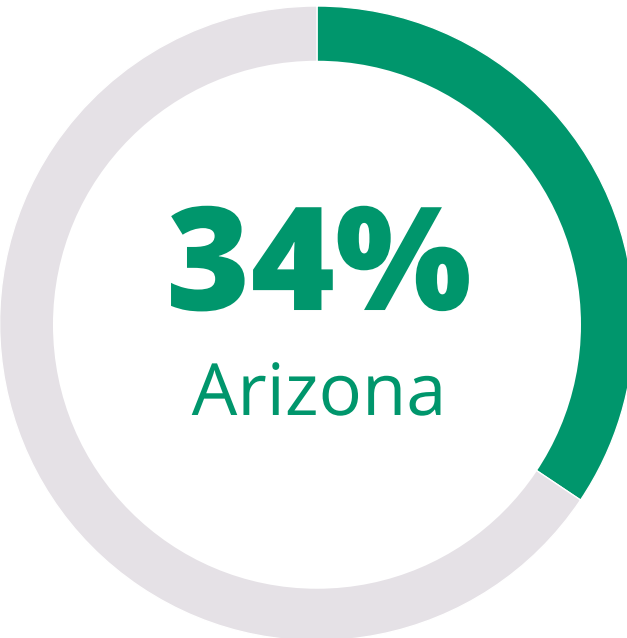
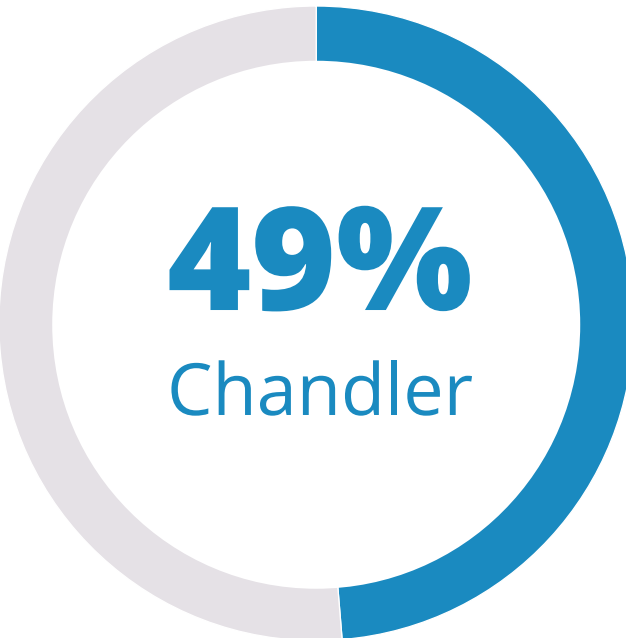


Sources: ESRI Business Analyst (2025), U.S. Census Bureau, Arizona Office of Economic Opportunity, Maricopa Association of Governments, City of Chandler

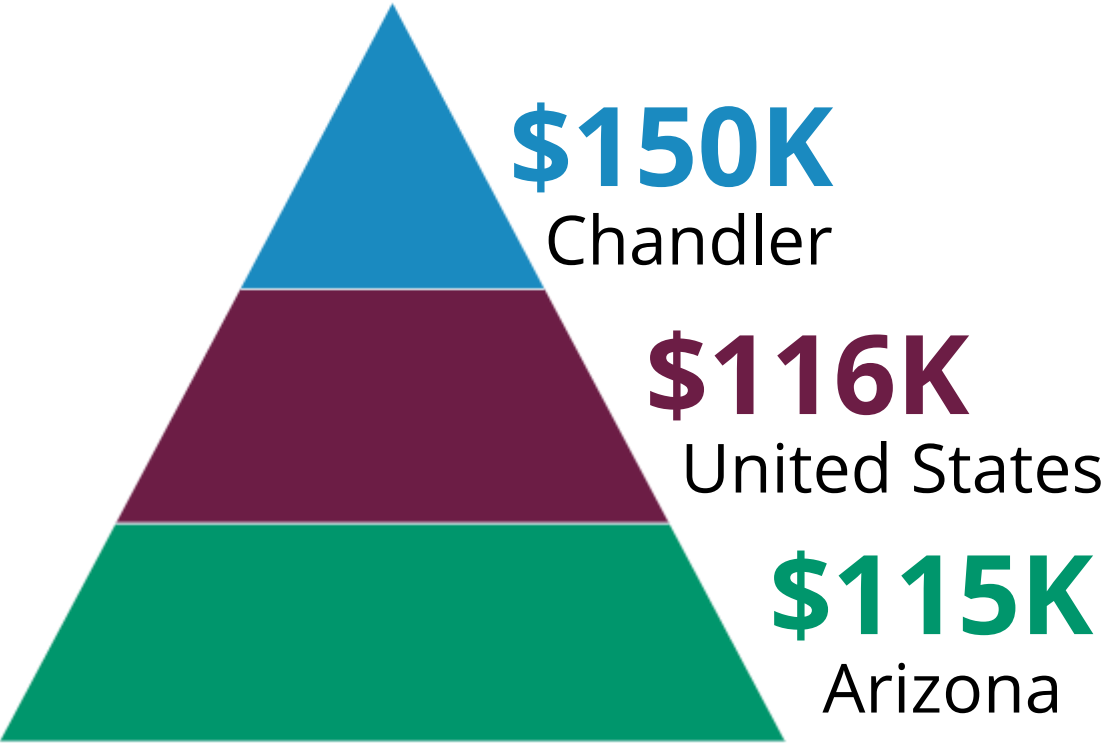
Chandler Stats



%Bachelor's Degree or Higher



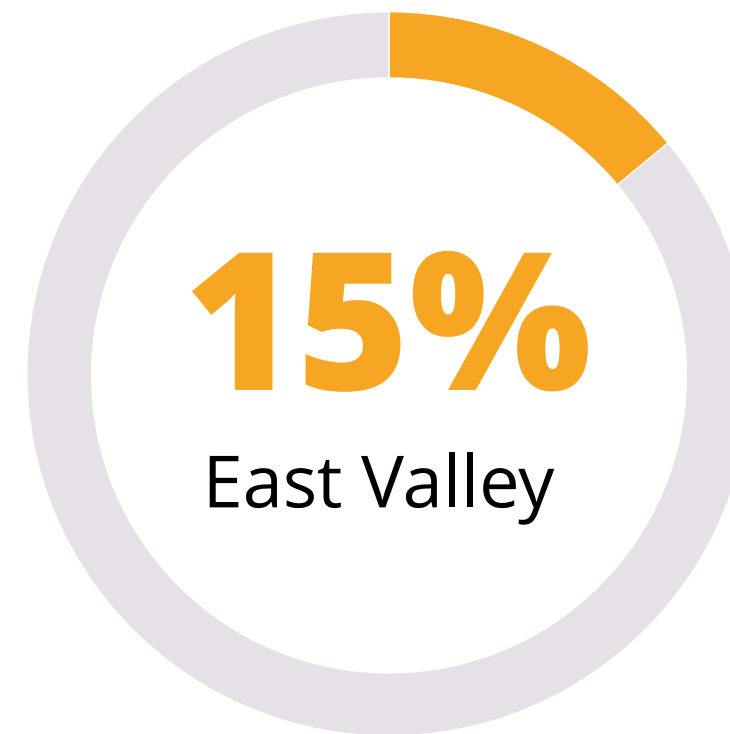
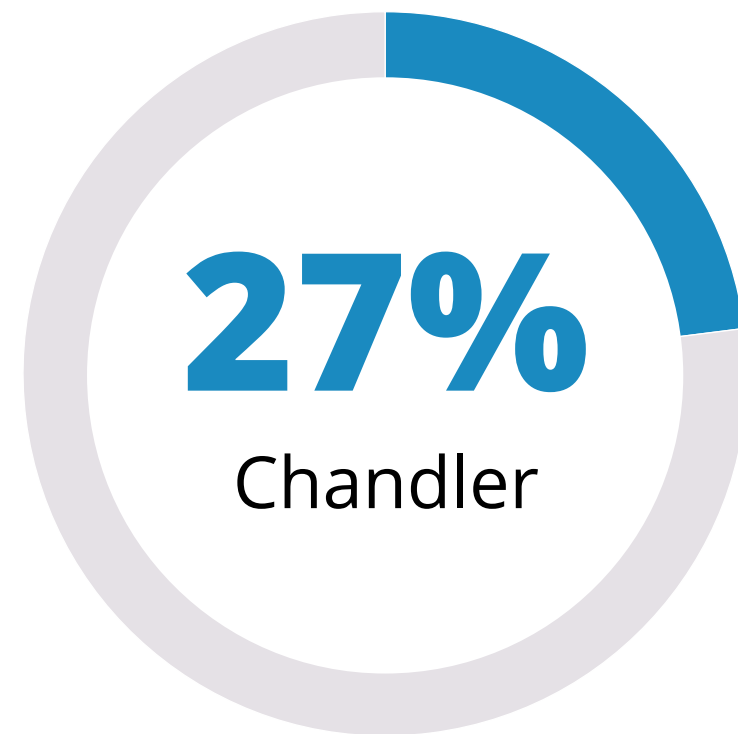
Avg. Household Income



Data Source: ESRI Business Analyst (2025)
Note: %Bachelor's Degree or Higher is for the population ages 25+

Chandler Stats

Innovation Economy: % of Workers in High-Tech Industries

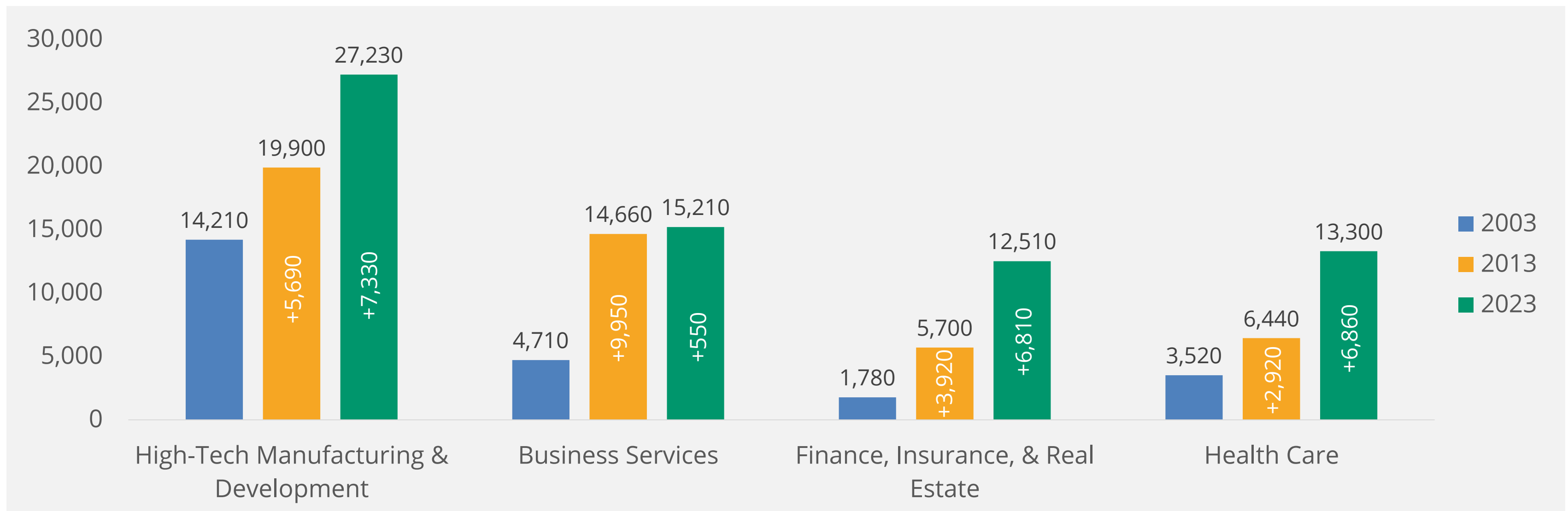


- Chandler has an innovation mindset and this is reflected in the companies located in our community. Ability to adapt to a changing global economy helps ensure long-term economic sustainability.

Data Sources: MAG Employer Database and Bureau of Labor Statistics. Analysis based on "high-tech industries" per the Bureau of Labor Statistics.
"East Valley" includes Chandler, Gilbert, Mesa and Tempe.

Target Industry Employment

- Chandler has experienced strong job growth while achieving a beneficial increase in diversification across key industries over the past 20 years.



Data Source: MAG Employer Database

Employment Base

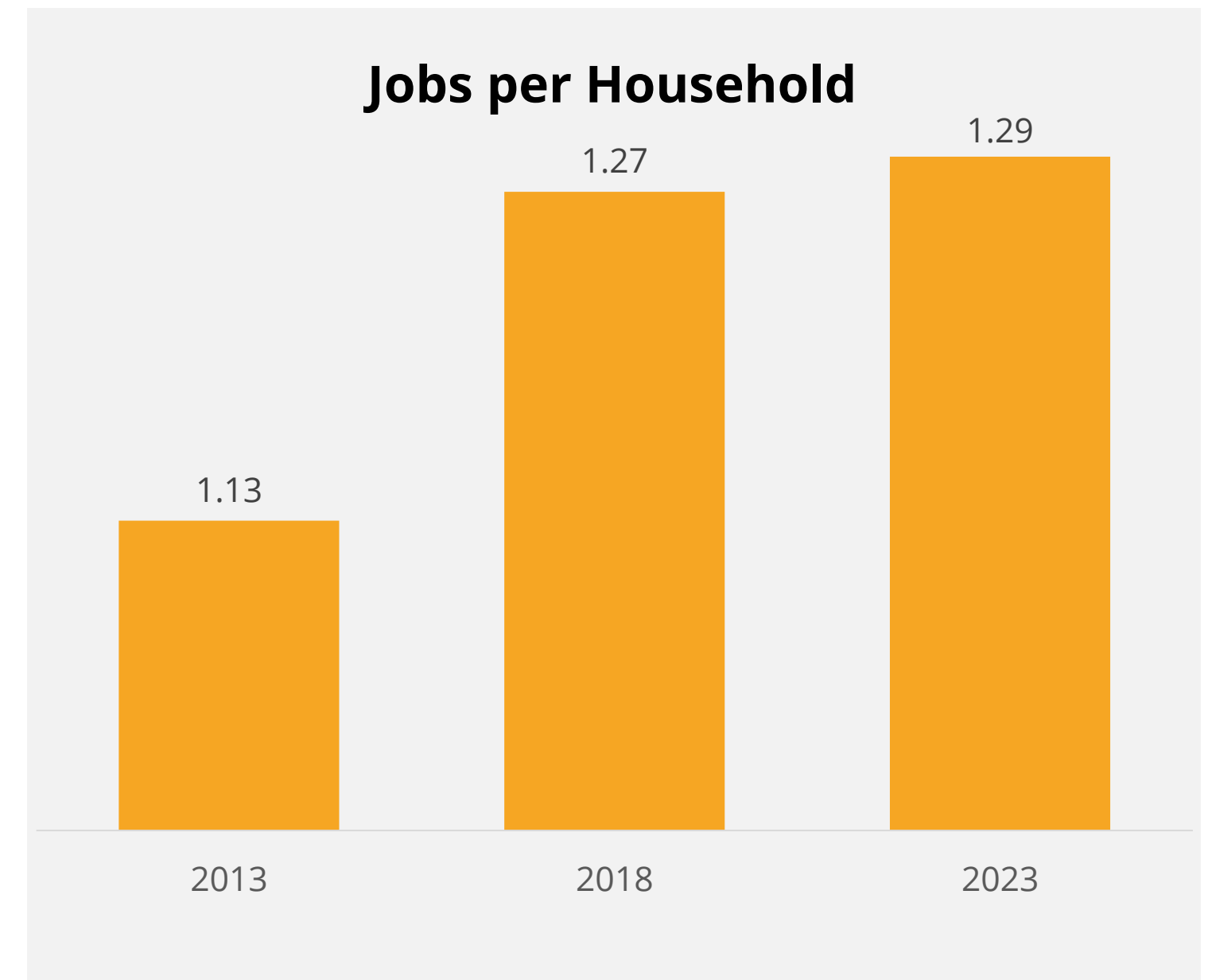
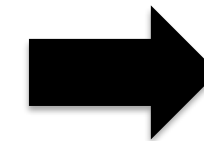
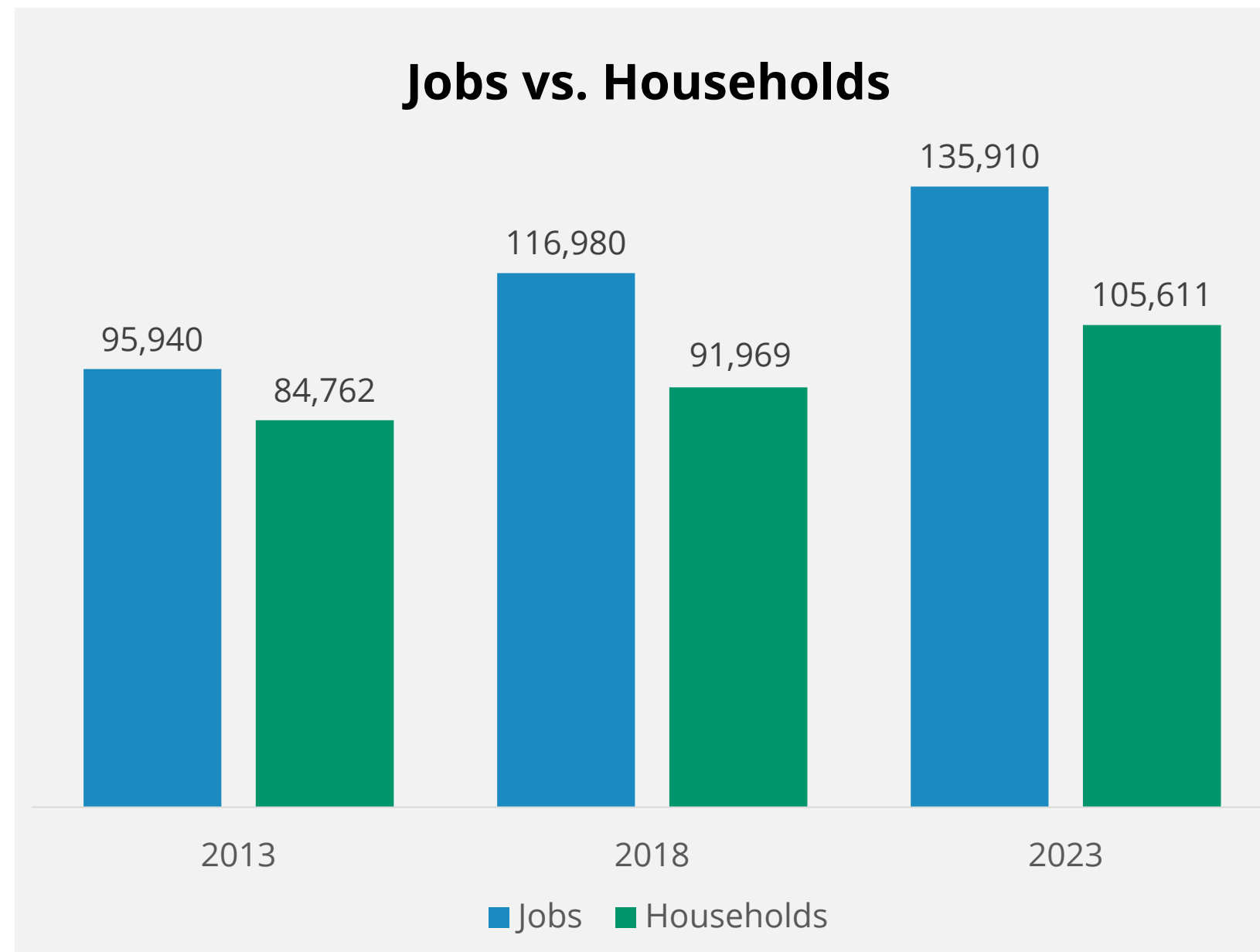
Top Industry Clusters by Employment: Chandler vs. MAG Region

Industry	2003		2013		2023		Positive Trend?
	%Jobs in Chandler	Location Quotient	%Jobs in Chandler	Location Quotient	%Jobs in Chandler	Location Quotient	
High Tech Manufacturing	22.2%	4.48	20.7%	4.38	20.0%	4.56	✓
Business Services	7.3%	0.63	15.3%	1.29	11.2%	0.92	✓
Consumer Services	8.2%	0.99	9.1%	0.97	10.6%	0.95	
Retail	10.0%	0.89	13.0%	1.13	10.7%	0.94	
Finance, Insurance, & Real Estate	2.8%	0.33	5.9%	0.66	9.2%	1.10	✓
Healthcare	5.5%	0.73	6.7%	0.65	9.8%	0.79	✓
Education	6.8%	0.99	6.5%	0.73	7.0%	0.95	
Construction	10.0%	0.96	5.9%	0.74	4.5%	0.62	✓
Transportation & Dist.	6.0%	0.81	5.2%	0.76	4.5%	0.65	✓

Data Source: MAG Employer Database

Jobs to Households

- Balance: Chandler continues to add jobs as its population grows.



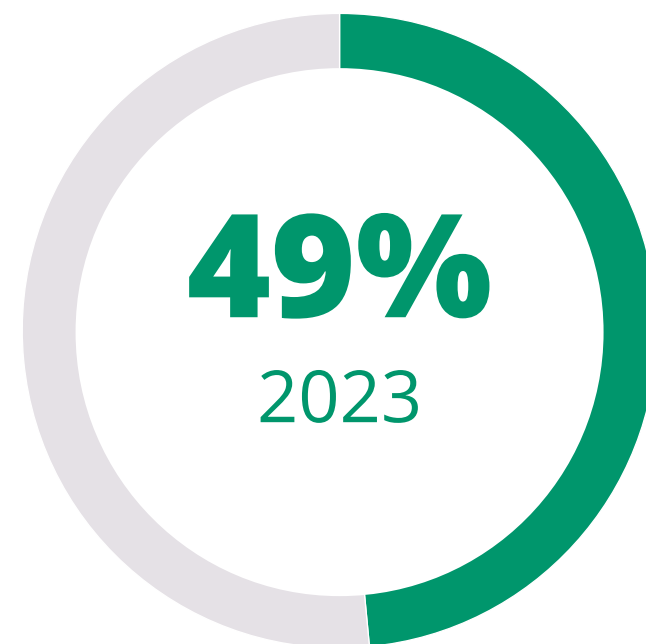
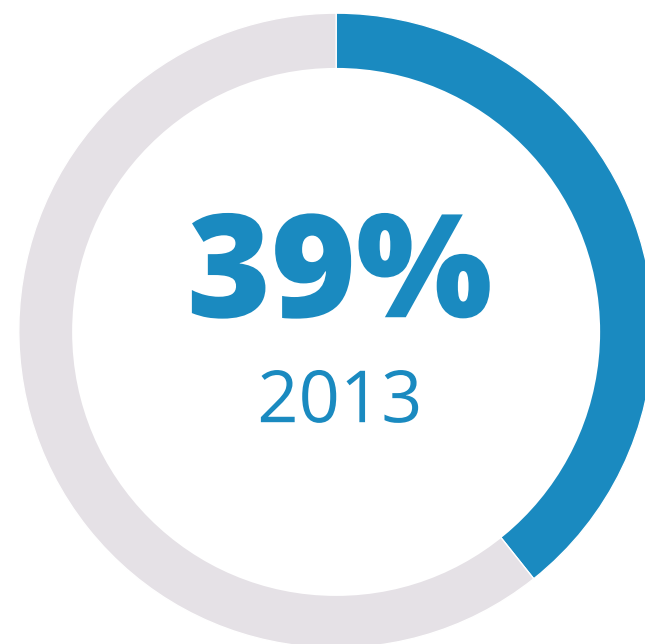
Data Sources: MAG Employer Database, American Community Survey 1-Year Estimates

Prosperous Community

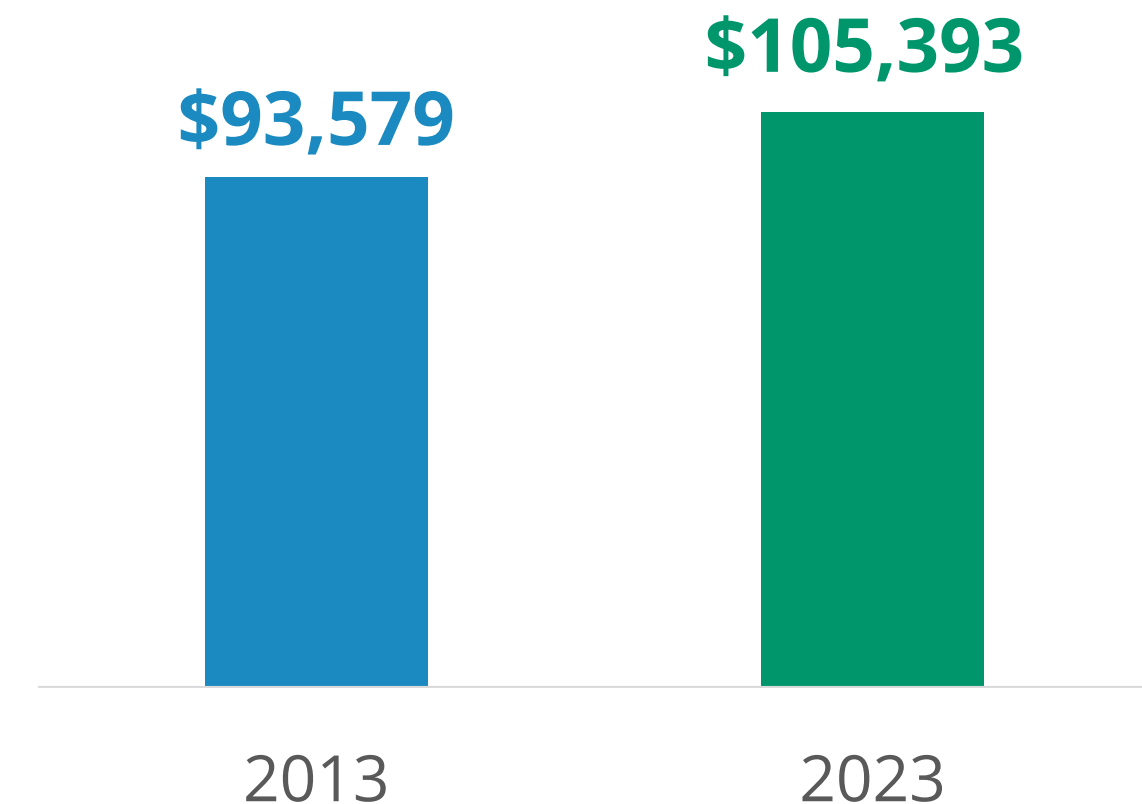
- Quality jobs bring educated residents and wealth to our community.



%Bachelor's Degree or Higher
(Population 25 years and over)



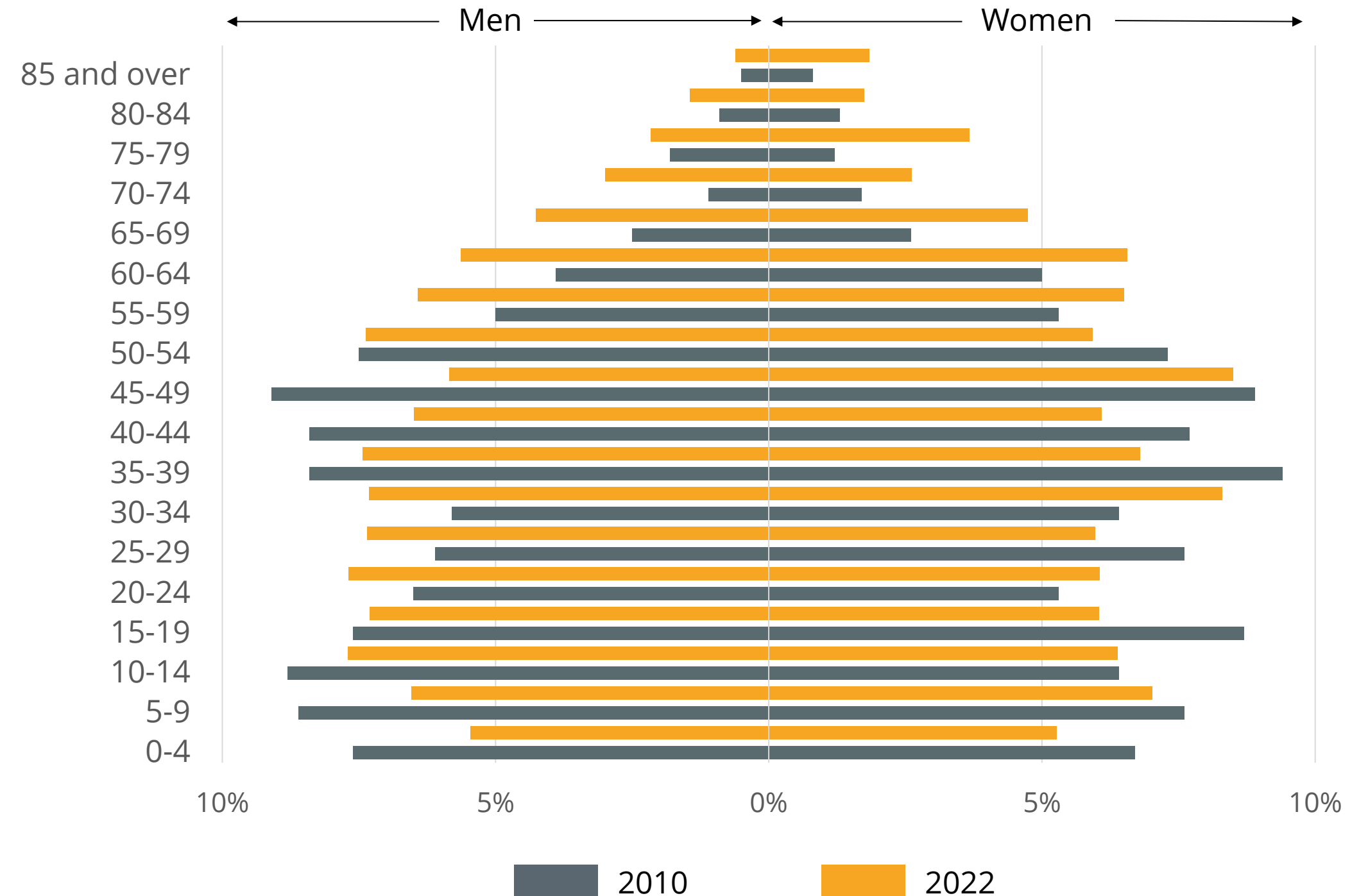
Median Household Income
(In 2023 Inflation-Adjusted Dollars)



Data Source: American Community Survey 1-Year Estimates

Chandler Population Pyramids

- Chandler has been following national and state trends in that while the population is still growing (by attracting new residents), it has also continued to age.
- These demographic shifts could have significant impacts on the city and our local economy.



Source: U.S. Census Bureau (American Community Survey, 1-Year Estimates)

Potential Challenges for Chandler

- Labor force availability
- Consumer spending habits
- School enrollment
- Changing service expectations
- Sustainability of revenue streams

“Low fertility – and the aging population that it generates – implies fewer workers per capita and creates significant headwinds to economic growth, the fiscal sustainability of public benefit programs, and the trend of continuous improvement in living standards, as reflected in per capita incomes.”

White House (May 23, 2024)

Things to Think About

- Demographic shifts and community impacts
- Housing turnover, vertical development opportunities with an emphasis on 55+ housing
- Infrastructure Investment to facilitate private sector investment with ROI:
 - Water and sewer infrastructure
 - Electrical generation and transition
 - “Shovel ready sites”

Summary

- Local economic trends are positive
- Past infrastructure investments set stage for economic vitality
- Chandler is well-positioned for future economic vitality, however:
 - Realization of demographic shifts
 - Addressing gaps in commercial real estate needs
 - Commitment to high-quality growth
 - Focused on the future

Residential Advisory Committee (RAC) Chandler General Plan Update

Tuesday, August 26, 2025 – Meeting #5



CITY OF CHANDLER
**GENERAL
PLAN**
2026

evolving the Chandler way

Meeting Agenda



Plan Drafting Schedule



Workshop 2 Update



**Workshop 2 Input & GPU
Applications**



Upcoming Events



evolving the Chandler way

CITY OF CHANDLER
**GENERAL
PLAN
2026**



Oct – Feb
2024 2025

Launch

- Project Website
- Kickoff Meetings
- Online Questionnaire 1
- Informational Brochures
- Community Conversations

Vision

- RAC Meetings
- Online Questionnaire 2 & 3
- Speaker Panel Event
- Drop-In Events
- Visioning & Scenario Workshops
- Immersion Lab
- Boards/Commissions Sessions

Jan – Sep
2025 2025



Feb – Oct
2025 2025

Draft

- TAC Meetings
- Boards/Commissions Sessions
- 60-Day Public Review

Adopt

- P&Z Commission Hearings
- City Council Hearing
- Ratification

Jan – Aug
2026 2026



Plan Drafting Schedule

8/29/25 - Working Drafts City Staff

8/29/25 – RAC Plan Audit Deadline

9/12/25 – 1st Draft (City Staff & RAC)

9/16/25 – RAC meeting #6

9/19/25 – 1st Draft Comments Deadline

10/1/25 – 60 Day Public Review Draft

12/16/25 – Final RAC Meeting

Acknowledgments

CHAPTER 1 – CHANDLER ENVISIONS

CHAPTER 2 – CHANDLER REIMAGINES

CHAPTER 3 – CHANDLER CONNECTS

CHAPTER 4 – CHANDLER SUSTAINS

CHAPTER 5 – CHANDLER IMPLEMENTS

Appendices

1st Draft – will be an internal only word document in Konveio similar to the Plan Audit platform.

Workshop 2: SCENARIOS

Chandler Listens - Chandler Museum

75 participants in person!

Virtual workshop 2:
available online until
August 31st

Project website:
Chandleraz.gov



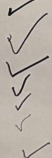
Interim W2 Results – Vision

Our Draft Vision Statement

The following vision statement was voted on by Chandler's Resident Advisory Committee (RAC).

"Chandler is a welcoming and resilient city where families, businesses, and diverse communities grow together. With a strong foundation in education, safety, and responsible development, we prioritize quality of life and opportunity for all generations."

Does this vision statement reflect what you want for the future of Chandler?

Yes	No
	

Tell us more:

2nd sentence - passive, awkward wording.
 What happened to innovation? - must have it!
 Much improved by being "Concise"
 "incoming" - does this mean a range of income levels?
 "responsible development" - what does this mean?

2nd line - or 1st line I would like to hear that chandler is a city of innovation
where innovation begins, ~~and~~ education + community grow stronger - bridging
stranger anxiety - sustainable growth etc.

Friendly & innovative
live, work & play

Where
is
Sustainable?
Especially
needed with
our increasing
acidity.

Would appreciate
if Seniors are
provided discounts for
discounts for transport
fare on field trips

Can we add a
statement about vertical
growth.

Replace resilient with "vibrant"

- Likes that its concise
- Missing terms:
Innovative, friendly,
sustainable, fiscally
responsible
- Replace resilient
with vibrant
- Not sure what
responsible
development is

Vision Statement Revision

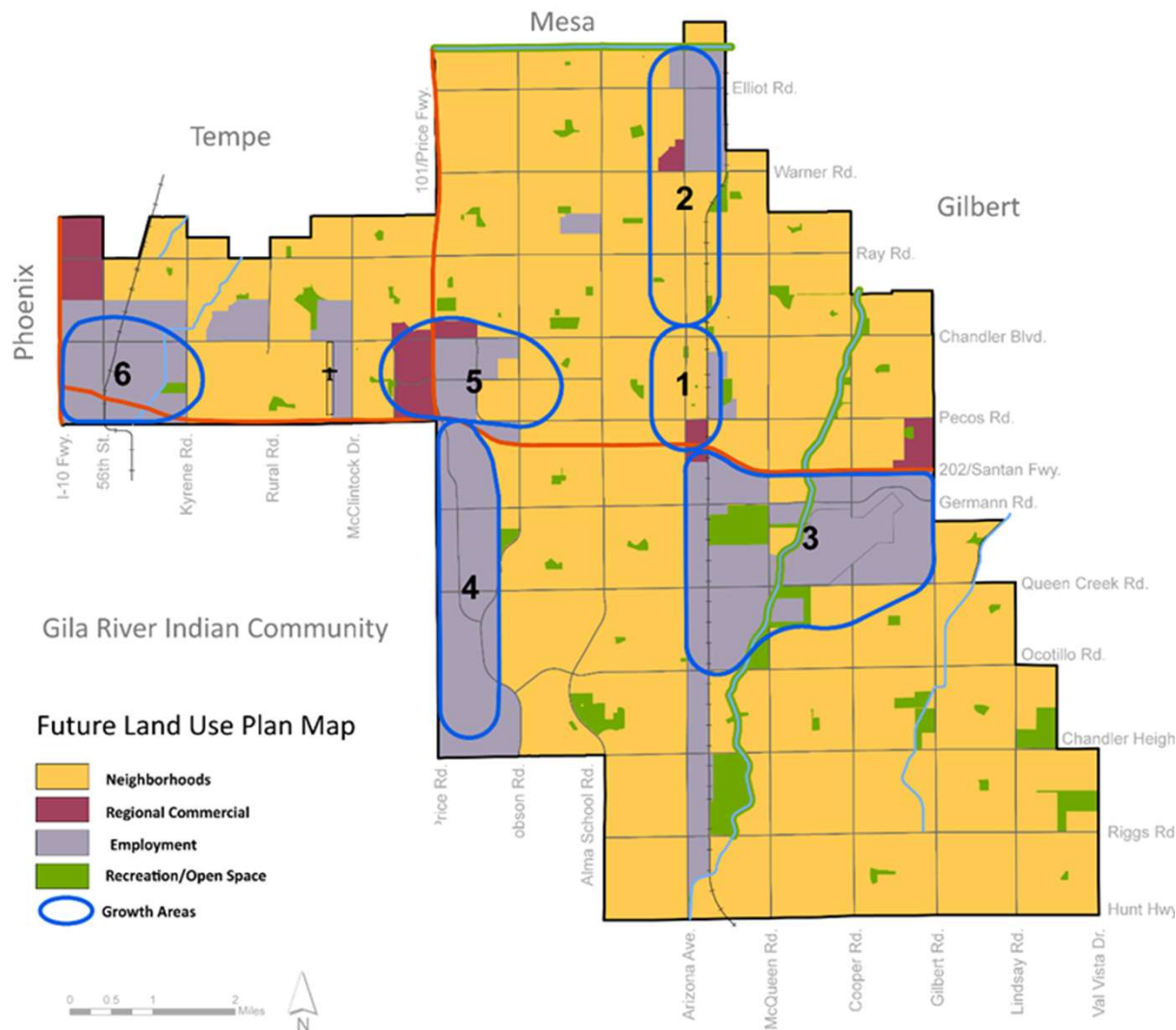
W2 Version:

Chandler is a welcoming and resilient city where families, businesses, and diverse communities grow together. With a strong foundation in education, safety, and responsible development, prioritize quality of life and opportunity for all generations.

Revised:

~~Chandler is a welcoming and resilient city where families, businesses, and diverse communities grow together. With a strong foundation in education, safety, and responsible development, we are committed to preserving quality of life will continue to prioritize our quality of life and opportunities for all generations.~~

RAC Discussion & Action



Neighborhoods

This category allows a range of residential densities and a variety of non-residential uses such as commercial, institutional, public facilities, and commercial offices based upon location and other criteria as described in the text of the general plan.

Regional Commercial

Major regional commercial uses such as shopping malls, power centers, large single-use retail, and other commercial centers. As described in the general plan text, these locations are eligible for consideration of urban-style mixed-use developments. Other supportive land uses that may be allowed include large offices and mixed residential densities.

Employment

Major employers, knowledge-based employers, industrial/business parks, and industrial support uses. A compatible mix of supporting commercial uses and residential densities as an integral component may be considered as described in the General Plan text, growth area policies, and area plans.

Residential Mixed-Use Design Concept Models



Workshop 1 - Ideas



Workshop 2 – Visual Concepts

1. Neighborhood - Residential Mixed Use Place Type - 20 units per acre
2. Regional Commercial - Residential Mixed Use Place Type – 45 units per acre
3. Employment – Residential Mixed Use Place Type - 65 units per acre

Neighborhood Residential Mixed Use



Regional Commercial Residential Mixed Use



Employment Residential Mixed Use



General Plan Update - Application

Revised 3D models will be used the Immersion Lab and in Land Use Categories to help *conceptionally* define the Future Land Use Categories

Mixed Use Name Change:

- Neighborhood Mixed Use Residential to **Neighborhood Residential with Integrated Uses**
- Regional Commercial Mixed Use Residential to **Regional Commercial Residential with Integrated Uses**
- Employment Mixed Use Residential to **Employment Residential with Integrated Uses**

RAC Discussion & Input

Total Housing Gap -Through 2040-

24,600 Units – Needed to meet
Missing Middle housing demand



Barrier: Lack of direction in the General Plan where missing middle housing may be an acceptable use.

Areas of Change



Stable

Areas where change is less likely to occur in the near future. These areas include well-established residential neighborhoods, historic districts, places with development constraints, newly built areas, or existing land uses that are already functioning at a high level—such as economic hubs, essential community services, or other high-performing uses that support community needs.

Vacant

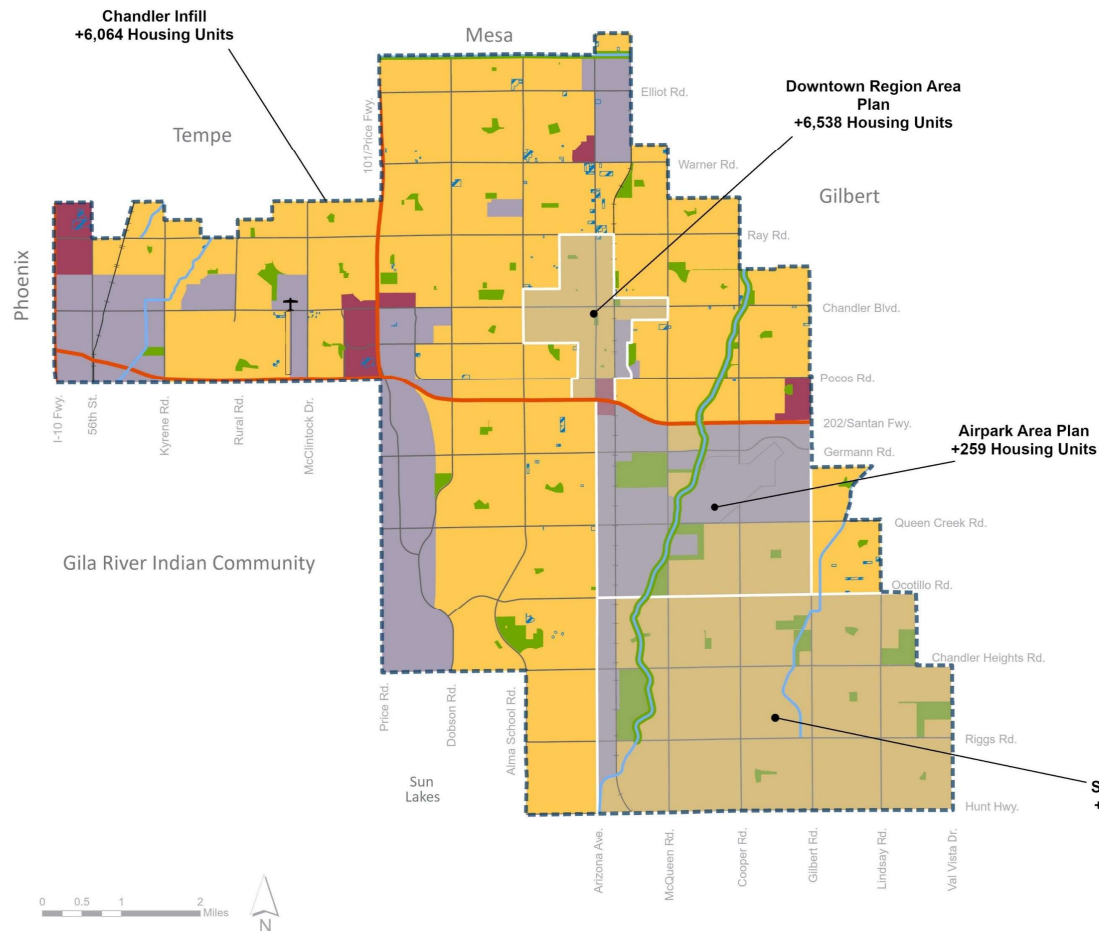
Areas that are not currently developed. These parcels may be significantly underutilized and represent opportunities for future development or transition. Examples include infill lots, car lots, land transitioning from agricultural uses, or other sites with little to no built improvements.

Evolve

Areas that are underutilized, underdeveloped, or experiencing conditions that may support redevelopment over time. These include parcels with low improvement values relative to high land value, sites near key infrastructure or amenities, or areas showing high levels of activity that may drive market interest or transition.

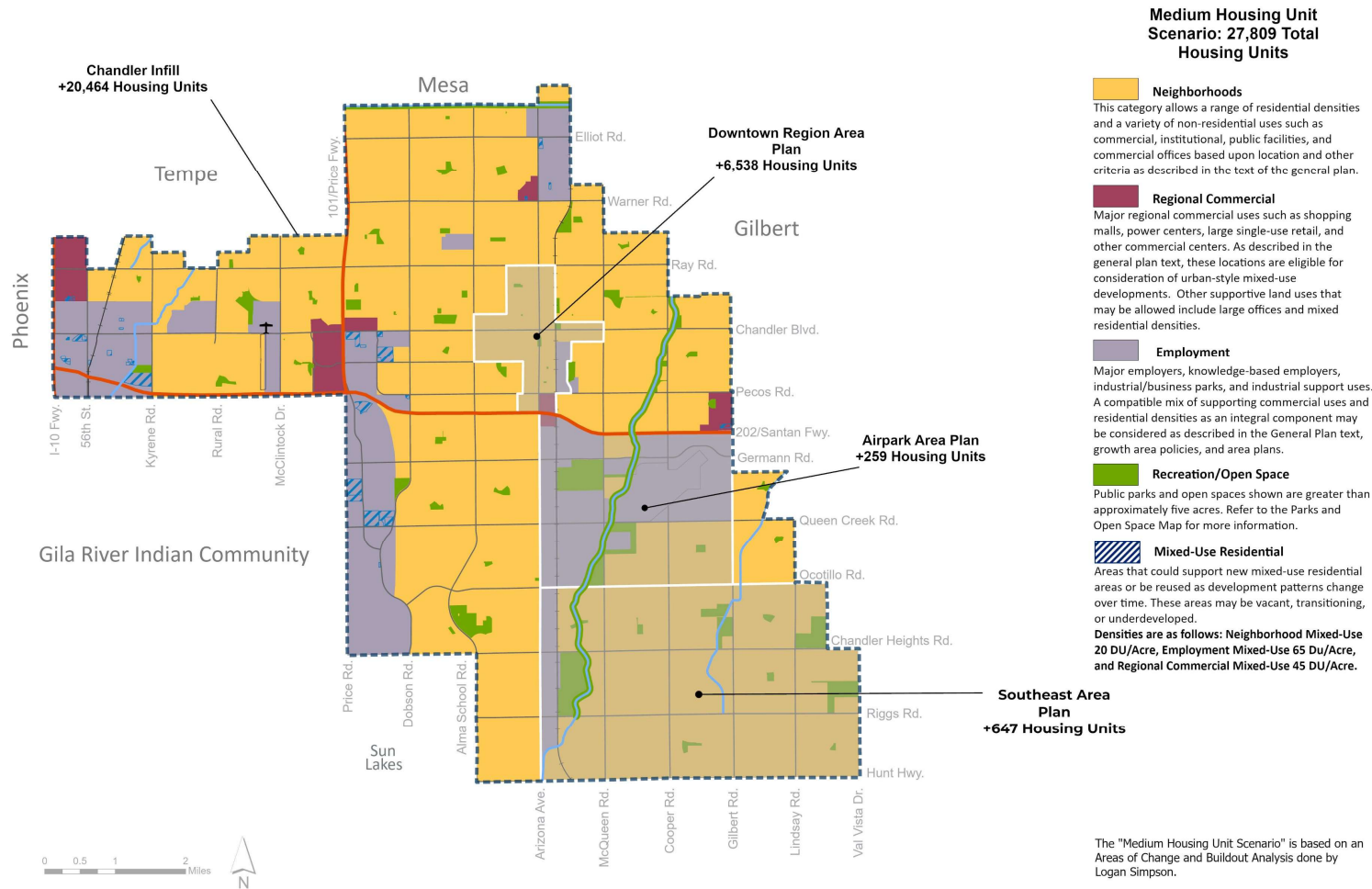
No Change Scenario – 13,462 housing units

No Change Housing Unit Scenario: 13,462 Total Housing Units



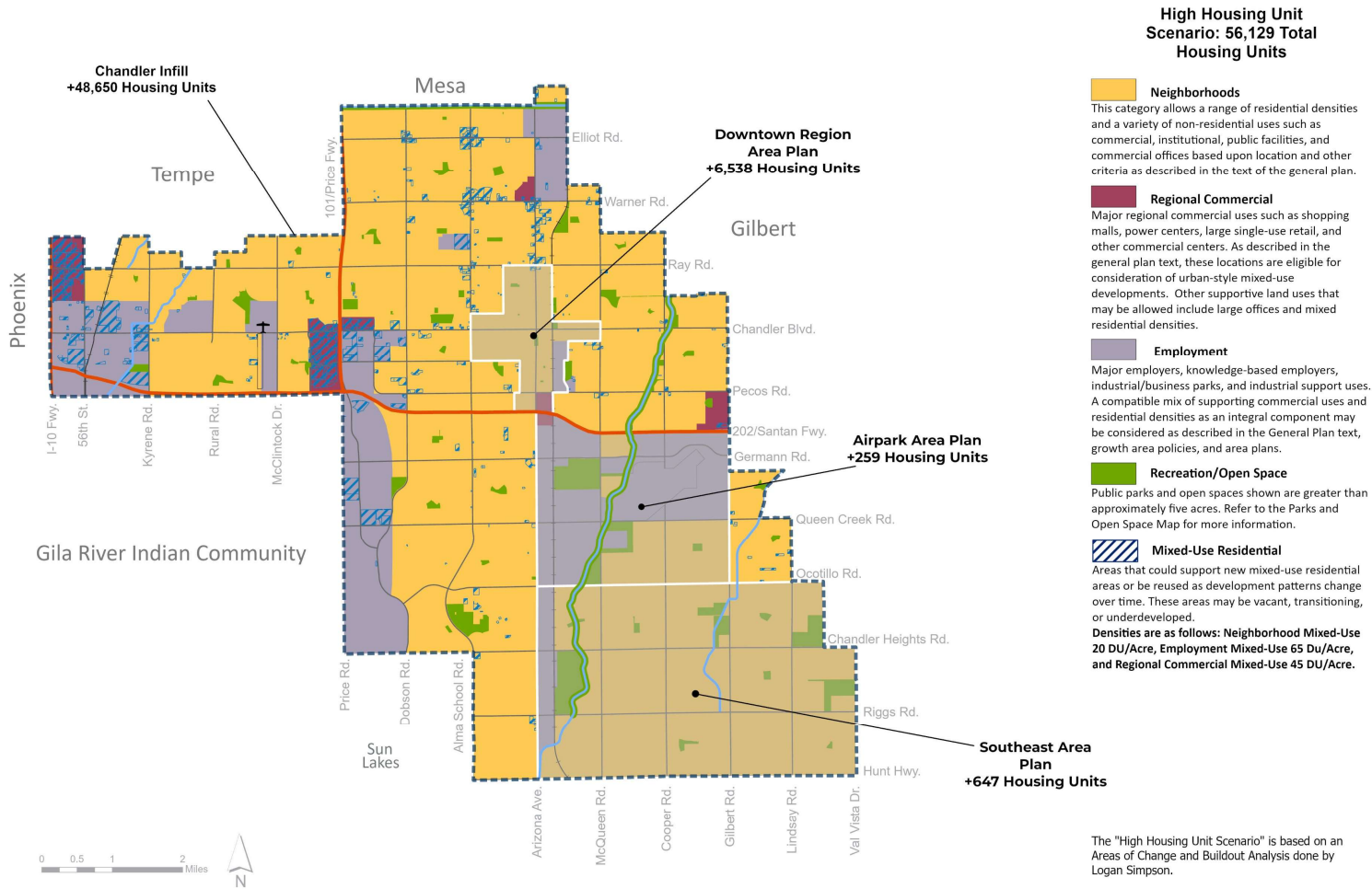
The "No Change Housing Unit Scenario" is based on an Areas of Change Analysis done by Logan Simpson and a Buildout Analysis by the City of Chandler.

Medium Density – 27,809 housing units



The "Medium Housing Unit Scenario" is based on an Areas of Change and Buildout Analysis done by Logan Simpson.

High Density – 56,129 housing units

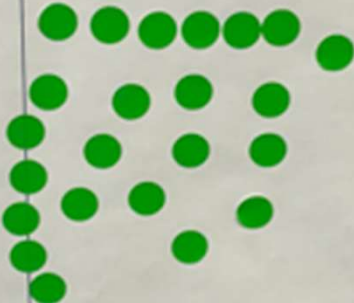


Interim W2 Results – Housing Scenarios

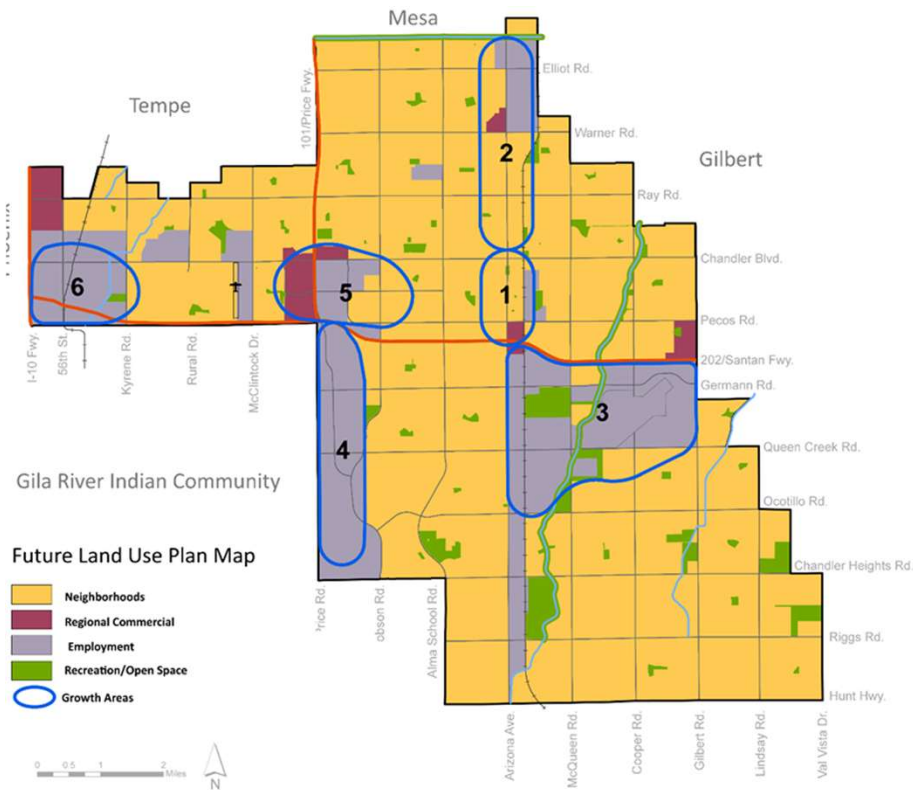
HOUSING SCENARIO PREFERENCES

Vote on your preferred scenario!

● Review the three scenario maps and add a green dot under your preferred housing scenario.

No Change (status quo) Scenario (13,462 new housing units) +	Medium Housing Unit Scenario (27,807 new housing units) ++	High Housing Unit Scenario (56,029 new housing units) +++
		

General Plan Update Application



1 - Downtown Region

2 - North AZ Ave

3 - Airpark

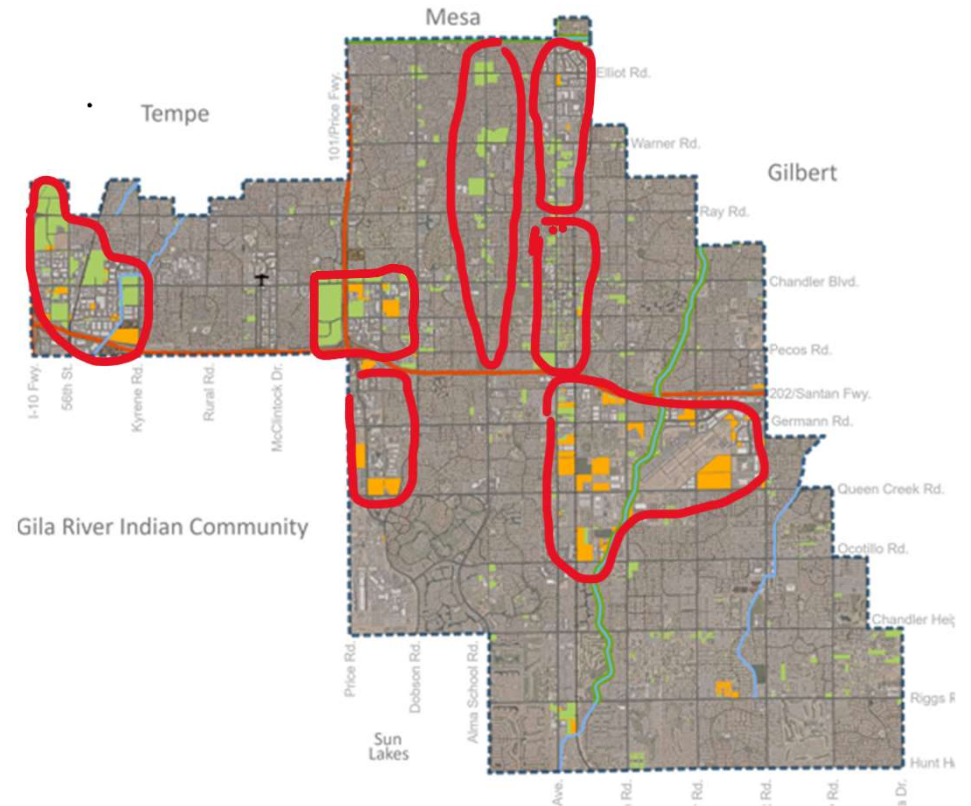
4 - Price Road

Corridor

**5 - Medical /
Regional Retail**

6 - I-10 / Loop 202

**7 - Alma School
Corridor**



RAC Discussion & Input

ChandlerTalks 2.0



Save the Date!

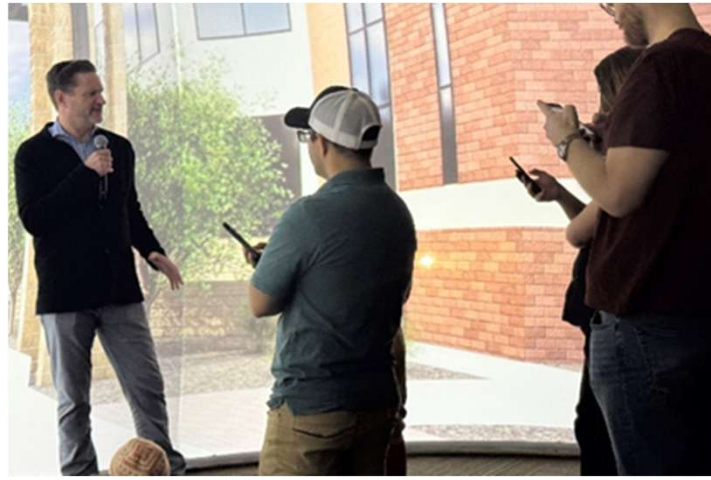
Wednesday,
October 15th

**5:30 pm @
Chandler Center
for the Arts**

**Small Infill Housing
Developers**

Moderated by Elliot D.
Pollack & Company

Mobile Immersion Lab – Virtual Reality



Save the Date!
Tuesday,
October 28th
11 am – 7 pm
@
SoHo63
63 E. Boston St.





THANK YOU

chandleraz.gov/generalplan

LOOKING AHEAD:

- Plan Audit Comments
Due by 8/29
- Chandler Listens Workshop #2
Virtual Live until August 30th
- Next RAC Meeting:
September 16, 2025 – TBD



CITY OF CHANDLER
**GENERAL
PLAN
2026**

evolving the Chandler way