Planning and Zoning Commission Study Session

September 3, 2025 | 5:00 p.m.

Chandler City Council Chambers
88 E. Chicago St., Chandler AZ



Commission Members

Chair Rick Heumann
Commissioner Charlotte Golla
Commissioner Tom Bilsten
Commissioner Sherri Koshiol
Commissioner Mike Quinn
Commissioner Ryan Schwarzer
Commissioner Kyle Barichello

Pursuant to Resolution No. 4464 of the City of Chandler and to A.R.S. § 38-431.02, notice is hereby given to the members of the Planning and Zoning Commission and to the general public that the Planning and Zoning Commission will hold a STUDY SESSION open to the public on Wednesday, September 3, 2025, at 5:00 p.m., at City Council Chambers, 88 E. Chicago Street, Chandler, AZ. One or more members of the Commission may attend this meeting by telephone.

Persons with disabilities may request a reasonable modification or communication aids and services by contacting the City Clerk's office at 480-782-2181 (711 via AZRS). Please make requests in advance as it affords the City time to accommodate the request.

Agendas are available in the Office of the City Clerk, 175 S. Arizona Avenue.

Planning and Zoning Commission
Study Session Agenda - September 3, 2025

Call to Order/Roll Call

Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

Consent Agenda

Items listed on the Consent Agenda may be enacted by one motion and one vote. If a discussion is required by members of the Board or Commission, the item will be removed from the Consent Agenda for discussion and determination will be made if the item will be considered separately.

1. **June 18, 2025 Planning and Zoning Commission Meeting Minutes**

   Move Planning and Zoning Commission approve the meeting minutes of the Study Session and Regular Meeting held June 18, 2025.

2. **Area Plan Adoption, PLH24-0030 Downtown Region Area Plan Update**

   Move Planning and Zoning Commission recommend approval of PLH24-0030 Downtown Region Area Plan Update, replacing the Downtown-South Arizona Avenue Corridor Area Plan, which consists of the Redevelopment Area Plan, the South Arizona Avenue Entry Corridor Study, and the South Arizona Avenue Design Guidelines, establishing future land uses, conceptual design guidelines and other goals and policies for Chandler's Downtown Region, which is generally bounded by Ray Road, McQueen Road, Santan 202 Freeway, and Alma School Road, subject to the conditions as recommended by Planning Staff.

Member Comments/Announcements

Calendar

3. The Planning and Zoning Commission will hold a Work Session on September 17, 2025, at 4:00PM, followed by a Study Session at 5:00PM and a Regular Meeting at 5:30PM. The Work Session will be held in the Council Chambers Conference Room and the Study Session and Regular Meeting will be held in the Chandler City Council Chambers, located at 88 East Chicago Street, Chandler, Arizona.

Information Items

Adjourn

ITEM 1

Planning & Zoning Commission **Development Services Memo No.**

Date: 09/03/2025
To: Planning and Zoning Commission
Thru: Kevin Mayo, Planning Administrator
From: Danielle Smee, Management Assistant
Subject: June 18, 2025 Planning and Zoning Commission Meeting Minutes

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Proposed Motion:

Move Planning and Zoning Commission approve the meeting minutes of the Study Session and Regular Meeting held June 18, 2025.

Attachments

Planning and Zoning Meeting Minutes Study Session 6.18.2025
Planning and Zoning Minutes Regular Meeting 6.18.2025

Meeting Minutes
Planning and Zoning Commission
Study Session

June 18, 2025 | 5:00 p.m.
Chandler City Council Chambers
88 E. Chicago St., Chandler, AZ

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Call to Order

The meeting was called to order by Vice Chair Koshiol at 5:00 p.m.

Roll Call

Commission Attendance

Chairman Rick Heumann*
Vice Chairman Sherri Koshiol
Commissioner Michael Quinn
Commissioner Ryan Schwarzer
Commissioner Kyle Barichello
Commissioner Tom Bilsten*

Staff Attendance

David de la Torre, Planning Manager
Lauren Schumann, Principal Planner
Alisa Petterson, Senior Planner
Jenny Winkler, Assistant City Attorney
Taylor Kosareff, Clerk
Danielle Smee, Clerk

*- **Appeared telephonically**

Absent

Commissioner Charlotte Golla-Excused

Scheduled/Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

Consent Agenda and Discussion

1. **June 4, 2025, Planning and Zoning Commission Meeting Minutes**

Move Planning and Zoning Commission approve Planning and Zoning Commission meeting minutes of the Study Session of June 4, 2025, and Regular Meeting of June 4, 2025.

VICE CHAIR SHERRI KOSHIOL led this meeting as CHAIRMAN RICK HEUMANN attended this study session telephonically. Ms. Koshiol asked if there were any questions in relation to the previous meeting minutes from the June 4, 2025 Planning and Zoning Study Session and Regular Meeting. There were no questions or comments on the previous meeting minutes.

2. **PLH24-0030 Downtown Region Area Plan Update**

Move Planning and Zoning Commission withdraw this request for the purpose of re-advertising at a later date. The request is to adopt the Downtown Region Area Plan establishing future land uses, conceptual design guidelines and other goals and policies to replace the Downtown-South Arizona Corridor Area Plan, which consists of the Redevelopment Area Plan and the South Arizona Avenue Entry Corridor Study, and the South Arizona Avenue Design Guidelines.

SENIOR PLANNER ALISA PETTERSON presented a request for withdrawal of the Downtown Region Area Plan Update. Through a recently completed comprehensive housing study, staff were made aware of the need for more housing units, causing staff to consider re-evaluation to the Downtown Region Area Plan to make sure it best meets the needs of the City of Chandler. Ms. Petterson also referenced the objective design standards that need to be addressed per State legislature. Ms. Petterson reports that this case will likely be revisited with the Planning and Zoning Commission later this year.

VICE CHAIR KOLSHIOL inquired about the relation of the housing study to the General Plan and when the timeframe would be for the General Plan update. Ms. Petterson deferred to SENIOR PLANNER LAUREN SCHAUMANN, who provided more information on the comprehensive housing plan timelines, including the upcoming council work session and going before council in August 2025. As far as General Plan, there is still outreach happening with the community and January 2026 is likely when General Plan will be reviewed by Council. A draft will reportedly be available in October 2025.

3. **PLH25-0013 Temporary Signs in the Public Right-of-Way**

Amendment to Chapter 39 Sign Code of the Code of the City of Chandler relating to temporary

signs in the public right-of way.

PLANNING MANAGER, DAVID DE LA TORRE presented the proposed amendment. Mr. De La Torre reported that with this amendment, signs that are posted in the right-of-way would require the posters contact information, including a name and method of contract, such as a phone number or e-mail address and explicitly authorize staff to remove illegal temporary signs from the public right-of-way.

COMMISIONER BARICHELLO inquired if the signs were allowed to be taken down by staff should they not have the contact information that the amendment would require. Mr. De La Torre differed to JENNY WINKLER, ASSISTANT CITY ATTORNEY. Ms. Winkler provided context about the legality of this amendment, stating that if the signs are not properly marked as the ordinance states, then it would be subject for Code Enforcement staff to remove the sign from the right-of-way.

COMMISSIONER SCHWARZER inquired if this was only in relation to political signs during election season or all signs that are posted in the right-of-way. Mr. De La Torre reports this is for all temporary signs. Mr. De La Torre notes that there is a specific allotted timeframe during an election in which political signs cannot be removed from the right-of-way per Arizona Revised Statute. Mr. De La Torre acknowledged the Supreme Court case of 'Reed vs. Town of Gilbert,' noting that cities cannot regulate signs based on their content so the City of Chandler would not remove any signs during that election timeframe.

COMMISSONER SCHWARZER also inquired if this impacted the size of signs displayed in the right-of-way as he has noticed that signs can be larger and placed in areas which can impact the visibility on roads for drivers. Mr. De La Torre stated that per Arizona Revised Statute, staff can move signs if they are presenting safety hazard. VICE CHAIR KOSHIOL clarified that signs can be "moved, but not removed."

COMMISSIONER BILSTEN stated he wanted to make sure that with this amendment, there was also very clear information on the City website and that contact information provided for staff is made available so that citizens can understand the ordinance and can get in touch with staff easily. Mr. De La Torre stated he would connect with others within the city to make sure the suggestion is addressed and how the website could be updated to provide convenience to citizens.

CHAIRMAN RICK HUEMANN inquired if this amendment had anything to do with signs placed in medians and if they would be automatically moved or relocated. Mr. De La Torre informed the chairman that this amendment did not address whether signs where able to be in a median, but that staff could remove signs displayed "illegally" per the sign code. Mr. De La Torre stated he would review the sign code he had in front of him to further verify. Chairman Heumann recalled phone calls that were previously received for his signs about them not being allowed in the median. Mr. De La Torre clarified that per the code, a sign could not be posted on a city property,

including light poles and utility poles as well as trees on public property. Chairman Heumann wanted to have City Council clarify if signs could be in the median. Chairman Heumann wanted to confirm his understanding that signs without proper contact information by the poster will be removed. Mr. De La Torre referenced the legal counsel's response from earlier in the meeting and confirmed that any sign that does not have the proper contact information would be able to be removed by staff. Additionally, Chairman Heumann stated his opinion that the City should create a political sign-free zone in the downtown area as permitted by state statutes. Mr. De La Torre reports that was brought up for staff by City Council at one time but that it is not part of the current amendment proposal.

Calendar

The next Study Session will be held before the Regular Meeting on Wednesday, July 2, 2025, in the Chandler City Council Chambers, 88 E. Chicago Street.

Adjourn

The meeting was adjourned at 5:17 p.m.

Kevin Mayo, Secretary

Rick Heumann, Chairman

Meeting Minutes
Planning and Zoning Commission
Regular Meeting

June 18, 2025 | 5:30 p.m.
Chandler City Council Chambers
88 E. Chicago St., Chandler, AZ

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Call to Order

The meeting was called to order by Vice Chair Sherr Koshiol at 5:30 p.m.

Roll Call

Commission Attendance

Chairman Rick Heumann*
Vice Chairman Sherri Koshiol
Commissioner Michael Quinn
Commissioner Kyle Barichello
Commissioner Ryan Schwarzer
Commissioner Tom Bilsten*

Staff Attendance

David de la Torre, Planning Manager
Lauren Schaumann, Principal Planner
Alisa Petterson, Senior Planner
Jenny Winkler, Assistant City Attorney
Taylor Kosareff, Clerk
Danielle Smee, Clerk

***= Telephonic Attendance**

Absent

Commissioner Charlotte Golla- Excused

Pledge of Allegiance

The Pledge of Allegiance was led by Commissioner Barichello.

Scheduled and Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

Consent Agenda and Discussion

1. **June 4, 2025, Planning and Zoning Commission Meeting Minutes**
   Move Planning and Zoning Commission approve the meeting minutes of the Study Session and Regular Meeting held on June 4, 2025

2. **PLH24-0030 Downtown Region Area Plan Update**
   Move Planning and Zoning Commission withdraw this request for the purpose of re-advertising at a later date. The request is to adopt the Downtown Region Area Plan establishing future land uses, conceptual design guidelines and other goals and policies to replace the Downtown-South Arizona Corridor Area Plan, which consists of the Redevelopment Area Plan and the South Arizona Avenue Entry Corridor Study, and the South Arizona Avenue Design Guidelines.

3. **PLH25-0013 Temporary Signs in the Public Right-of-Way**
   Move Planning and Zoning Commission recommend approval of a Zoning Code amendment to Chapter 35 - Section 2213 Medical marijuana facility, medical marijuana cultivation site, and infusion food establishment by replacing the one (1) year time condition for medical marijuana facilities approved through a Use Permit with any period of time approved by the City Council.

Consent Agenda Motion and Vote

COMMISSIONER QUINN moved to approve the Consent Agenda of the June 18, 2025, Regular Planning and Zoning Commission Meeting, Seconded by COMMISSIONER BARICHELLO.

Motion carried unanimously (6-0).

Member Comments/Announcements

CHAIRMAN HEUMANN stated he wanted City Council to reconsider having no signs allowed to be put up in popular tourism areas, such as downtown or the mall area to keep the space beautiful and less cluttered for citizens.

VICE CHAIR KOSHIOL wished everyone a Happy 4th of July.

DAVID DE LA TORRE, PLANNER MANAGER reported there may not be any Planning and Zoning Commission Hearings for the month of July, due to lack of items. Formal notification will be provided to commissioners and the public.

Calendar

The next regular meeting will be held on Wednesday, July 2, 2025, in the Chandler City Council Chambers, 88 E. Chicago Street.

Informational Items

None at this time.

Adjourn

The meeting was adjourned at 5:34 p.m.

Kevin Mayo, Secretary

Rick Heumann, Chairman

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Planning & Zoning Commission Memorandum Development Services Memo No. 25-015

Date:	09/03/2025
To:	Planning and Zoning Commission
Thru:	Kevin Mayo, Planning Administrator David De La Torre, Planning Manager
From:	Alisa Petterson, Senior Planner
Subject:	PLH24-0030 Downtown Region Area Plan Update
Request:	Adoption of the Downtown Region Area Plan to replace the Downtown-South Arizona Avenue Corridor Area Plan, which consists of the Redevelopment Area Plan, the South Arizona Avenue Entry Corridor Study and the South Arizona Avenue Design Guidelines.
Location:	Downtown Region, generally bound by Ray Road, McQueen Road, the SanTan 202 Freeway, and Alma School Road
Applicant:	City of Chandler

Proposed Motion:

Move Planning and Zoning Commission recommend approval of PLH24-0030 Downtown Region Area Plan Update, replacing the Downtown-South Arizona Avenue Corridor Area Plan, which consists of the Redevelopment Area Plan, the South Arizona Avenue Entry Corridor Study, and the South Arizona Avenue Design Guidelines, establishing future land uses, conceptual design guidelines and other goals and policies for Chandler's Downtown Region, which is generally bounded by Ray Road, McQueen Road, Santan 202 Freeway, and Alma School Road, subject to the conditions as recommended by Planning Staff.

Background Data:

Chandler's important Downtown Region is the vibrant heart of our city. For over 38 years, development within this key area has been guided by the Downtown-South Arizona Avenue Corridor Area Plan, comprised of 3 planning documents:

- Redevelopment Area Plan
- South Arizona Avenue Entry Corridor Study, and
- South Arizona Avenue Design Guidelines

Redevelopment Area Plan:
Originally adopted in 1987 and updated in 1995, this plan covers approximately 1-3/4 square miles in an area generally bound by Ray Rd, McQueen Rd, Pecos Rd, and along the Hartford Rd alignment.

The plan was established to address blighted neighborhood conditions, encourage redevelopment within the city center, and promote revitalization of the surrounding neighborhoods. In addition, the Redevelopment Area Plan defined 10 new land designations:

- Public / Institutional
- Resort / Hotel
- Office
- Commercial Retail
- Commercial / Residential
- Business Park / Light Industrial, and
- A variety of residential densities

South Arizona Avenue Entry Corridor Study (SAZACAP):
Originally adopted in 2006 and updated in 2008, this plan covers approximately 3/4 square miles within the Redevelopment Area Plan in an area generally bound by Chandler Blvd, Delaware St, SanTan Freeway, and the Palm Lane alignment.

The plan was established in response to the opening of the new SanTan 202 Freeway, with a goal of transforming the downtown corridor into an attractive gateway to the city. It envisioned a dynamic downtown featuring a mix of residential and commercial uses. To support that type of development, modifications were made to some of the land uses defined in the Redevelopment Area Plan, and 11 new land uses were established in the downtown area from Chandler Blvd to Pecos Rd:

- Cultural & Entertainment
- Future Growth Area
- Urban Commercial
- Civic; Office
- Parks & Open Space
- Transit / Light Rail
- High Density Residential / Mixed Use, and
- A variety of residential densities

South Arizona Avenue Design Guidelines:
Adopted in 2010, these design guidelines were established to provide design direction for new office, retail and residential buildings in the downtown corridor as well as streetscape design principles to fully implement the vision developed by the South Arizona Avenue Entry Corridor Study (SAZACAP).

Surrounding Land Use Data:

Not applicable.

Review and Recommendation:
The City of Chandler has been well-served by the three existing planning documents; in fact, these plans have played a key role in transforming Chandler's Downtown into the successful destination it is today. However, after nearly 4 decades, these plans require updating to align with current development goals and trends.

DRAP Proposed Framework:
The Downtown Region Area Plan focuses on the downtown core and downtown gateway locations with strong connections to Downtown Chandler, as well as those areas likely to be redeveloped over the next 10-20 years.

The total plan area covers 2.4 square miles in an area that is generally bound by Ray Rd, McQueen Rd, the Santan 202 Freeway, and Alma School Rd. Five districts are defined within the region:

- Northern District
- San Marcos District
- Downtown District
- Eastern District, and
- Southern District

Land use categories have been reorganized into 8 new designations that have been developed to allow greater flexibility for new and redevelopment projects within the region:

- Neighborhood Residential
- High-Density Residential
- High-Density Residential with Integrated Uses
- Commercial-Office
- Resort Hotel
- Recreation / Open Space
- Public / Institutional, and
- Golf Course

The Downtown Region Area Plan is available online digitally and is completely interactive with links connecting to other relevant City of Chandler documents. The DRAP draft is currently available to experience first-hand by visiting the Planning Division home page on the City of Chandler website.

DRAP Main Policy Changes:
Important policy changes to the Downtown Region Area Plan will offer beneficial outcomes for the region.

- Allow integrated uses, comprising residential, commercial or office uses, or any mix of those uses, in existing industrial designated areas
- Encourage gateway enhancement opportunities such as art features or entry monuments in the downtown region
- Define a process to create character area guidelines for established downtown

neighborhoods
- Outline alley activation goals and action steps to allow pedestrian areas in select alleys within the downtown region
- Identify industrial commerce routes to provide existing downtown industrial users with more efficient roadways for their business operations
- Support adaptive reuse as well as new developments, to create a more flexible, dynamic, and interesting downtown region
- Provide more flexibility related to parking requirements for properties located within 1,000 feet of existing public parking

DRAP Continued Priorities:

- Prioritize housing: this continued priority will be of benefit to the housing needs recently determined by the Comprehensive Housing Study completed for the General Plan
- High-density residential: DRAP will continue to encourage high-density residential uses along the Arizona Ave and Chandler Blvd corridors, in support of needs determined by the Comprehensive Housing Study
- Middle housing: DRAP will continue to support a variety of middle-housing types (2-, 3- and 4-plexes, townhomes, cottage court developments, courtyard homes, live/work, etc.) within Neighborhood Residential designated areas
- Maintain compatibility with existing neighborhoods: DRAP will continue to require higher density developments to create transitions such as 'stepping down' when adjacent to existing homes designated as 'Neighborhood Residential'
- Preserve district character: DRAP will provide a downtown region 'design vision' to promote the development of quality architecture and maintain the regional character

DRAP Proposed Design Themes & Principles:

- Presents generalized design themes to achieve quality architecture and comply with state bills regarding objective design standards.
- Applies to all new, infill, adaptive reuse and redevelopment projects being rezoned or seeking preliminary development plan approval.
- Supports the enhancement and revitalization of the downtown region with quality architecture as envisioned by the community.
- Protects and expands the established downtown region identity.
- Promotes the development of high-quality pedestrian and bicyclist pathways that offer user safety, landscaping, shade and furnishings.

Public / Neighborhood Notification

Date	Meeting / Engagement	Comments
May 22, 2024	Historic Preservation Commission	Direction was given to safeguard historic areas, maintain the character of the existing downtown, and encourage historic preservation

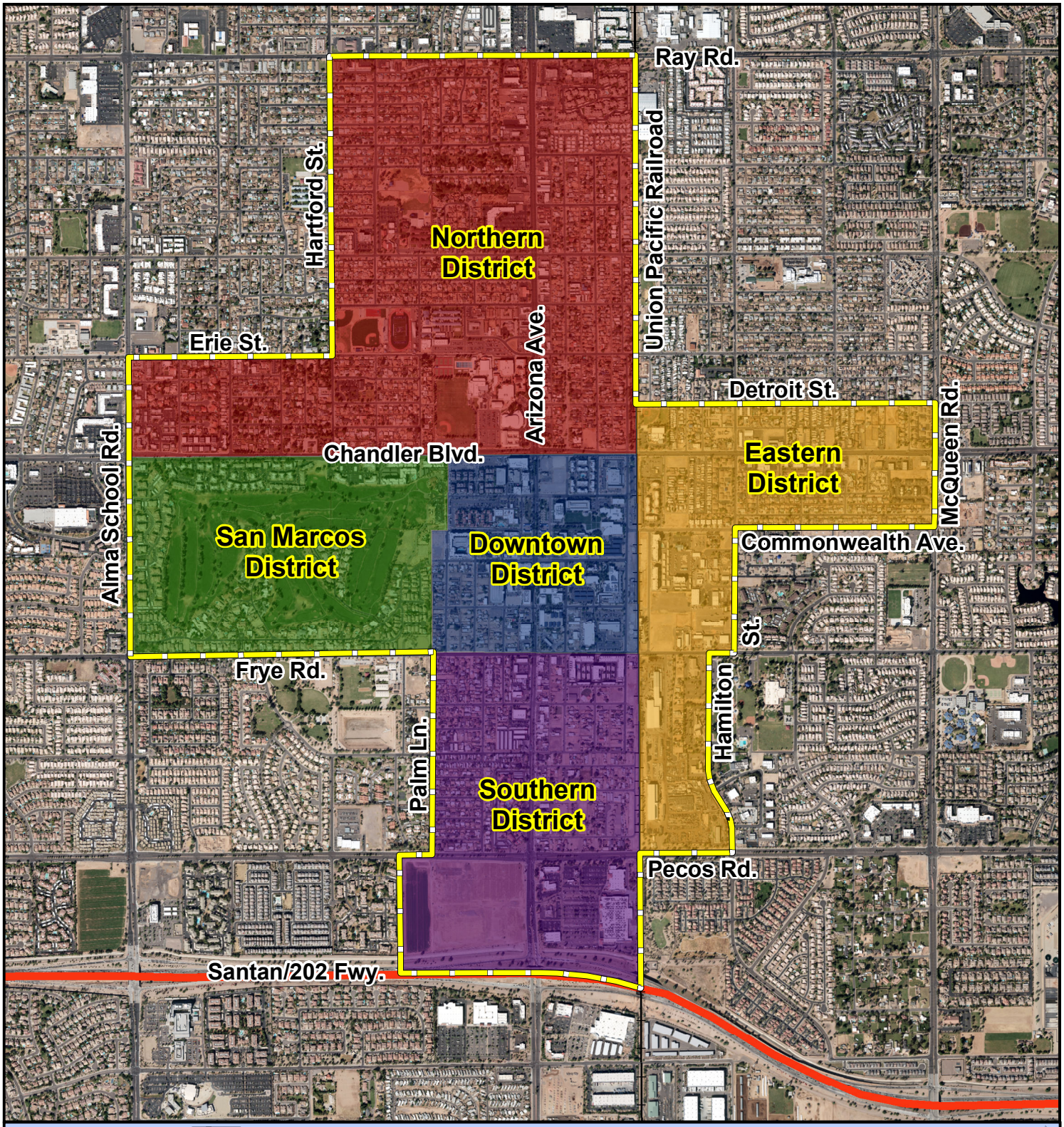
July 1 - Sept 3, 2024	Online Questionnaire #1	743 responses were received, providing insight into the character and aspirations of both the Downtown Region and the five Districts.
Aug 8, 2024	Downtown Chandler Community Partnership (DCCP)	Attendees discussed their desire to maintain the existing character of the historic downtown.
Aug 17 & 19, 2024	In-person & Virtual Community Workshop #1: Visioning	72 in-person & 52 online participants provided feedback on the vision statement, district guiding principles, areas of change map and design priorities that evolved from Online Questionnaire #1.
Aug 21, 2024	Planning & Zoning Commission	Direction was given to focus on emphasizing compatibility and emphasizing proper transitioning between buildings of different heights.
Sept 7 & 10, 2024	In-person & Virtual Community Workshop #2: Scenarios	33 in-person & 246 online participants weighed in on the vision statement, district guiding principles and unique conditions of the Downtown Region as a whole and in each of the five districts.
Sept 7 - Sept 30, 2024	Online Questionnaire #2	Approximately 100 responses were received, providing input on the Vision Statement and Guiding Principles of the five districts. An extra question posed to the community virtually resulted in 80% of the respondents being supportive of more multifamily development in the Downtown Region.
Oct 8, 2024	Mayor's Youth Council	Discussion included the commissioner's perspective on the Downtown Region and suggestions for more opportunities for teens within the downtown.
Nov 15 & 16, 2024	In-person Community Workshop #3: Immersive Experience Lab	85 in-person participants & 919 views / 96 comments from the online workshop related to an augmented reality presentations of 3 conceptual developments within the downtown region that were based on input received from the community. Mixed-use spaces, varied housing, landscaped walkable public areas with enhanced bike lanes and more shade were well-received.

Dec 10, 2024	Executive Leadership Team	Feedback was provided indicating a greater need to understand needs related to water & sewer infrastructure and industrial commerce routes.
Feb 6, 2025	City Council / Planning & Zoning Joint Session	Direction given to get the highest and best use out of land and include references to Historic Preservation Overlay. Industrial Commerce routes, mixed-use developments, alley activation, downtown gateways and character area guidelines were generally supported.

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- Notification of the draft copy available on the website for public review & comment was noticed on social media via NextDoor.
- Notificaiton of the Planning & Zoning hearing date of September 3, 2025 was noticed on social media via NextDoor.
- As of the writing of this memo, Planning staff is not aware of any opposition to this request.

Attachments

Vicinity Maps
DRAP Future Land Use Map
DRAP Final Draft
DRAP Market Study

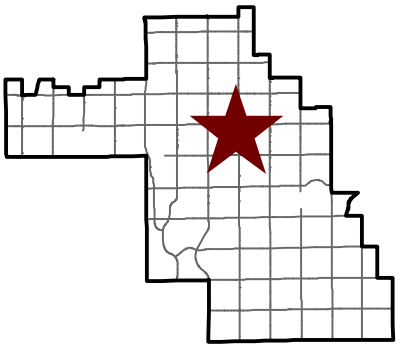


PLH24-0030 Donwtown Region Area Plan Update

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Proposed Area Plan Update Details

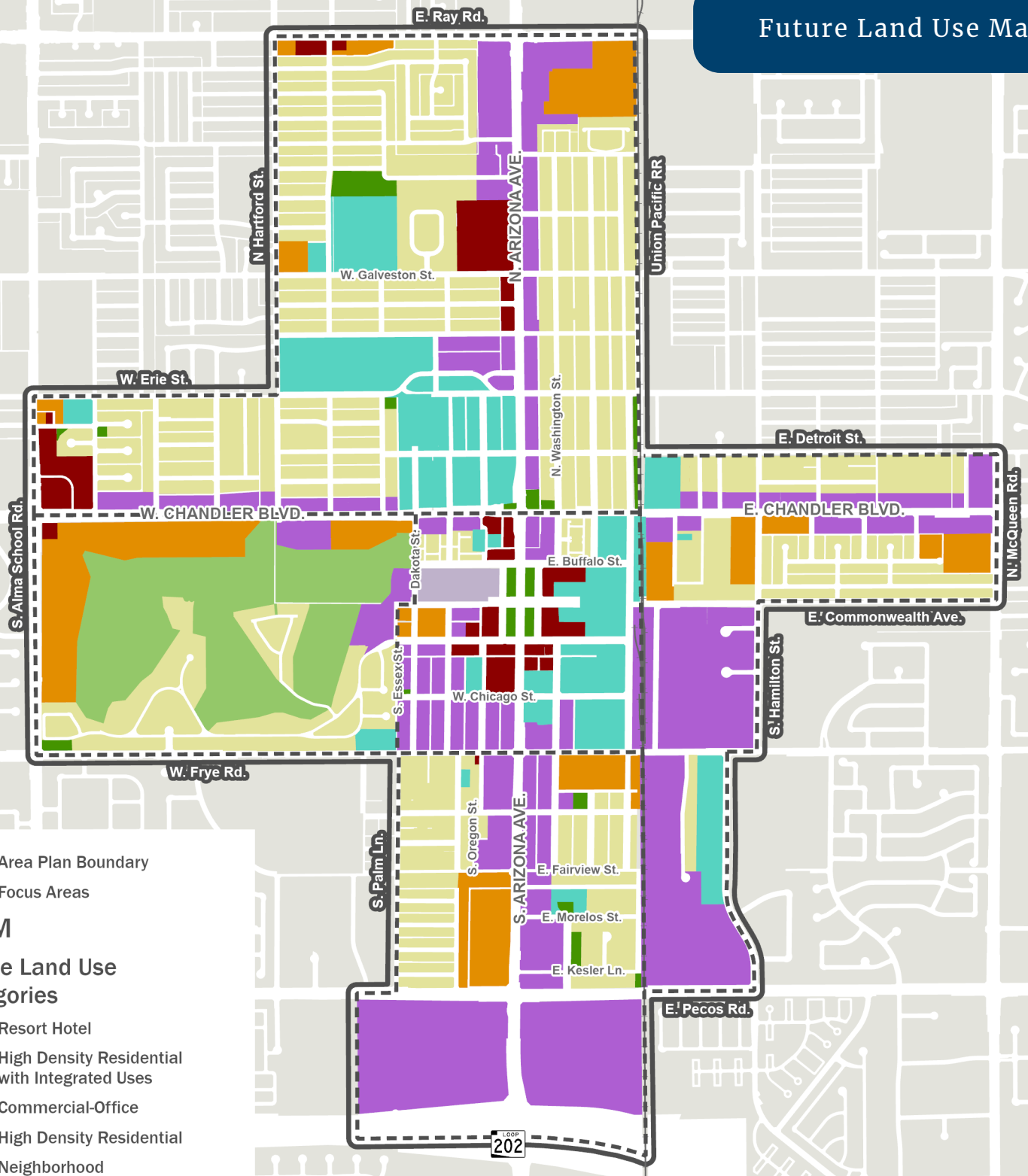
Request adoption of an update to the Redevelopment Area Plan and the South Arizona Avenue Corridor Area Plan, for the area surrounding Chandler's Downtown Region, bounded by Ray Road, McQueen Road, Santan 202 Freeway, and Alma School Road, clarifying recommended future land uses and establishing conceptual design guidelines



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City of Chandler Planning Division
chandleraz.gov/planning
For more information visit:
https://gis.chandleraz.gov/planning

Future Land Use Map



Area Plan Boundary

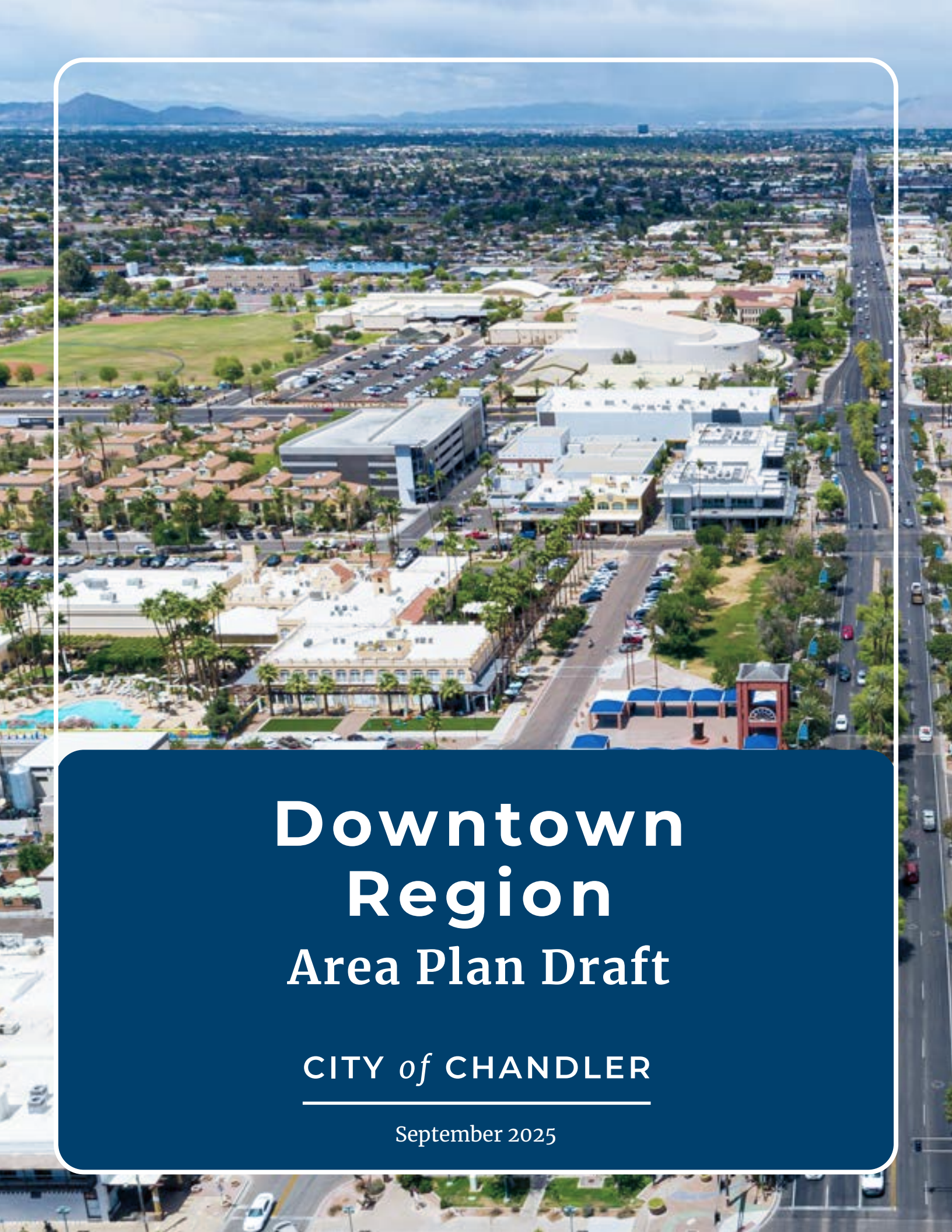
Focus Areas

FLUM

Future Land Use Categories

- Resort Hotel
- High Density Residential with Integrated Uses
- Commercial-Office
- High Density Residential
- Neighborhood Residential
- San Marcos Golf Course
- Open Space/Recreation
- Public/Institutional

0 0.25 0.5 mi.



Downtown Region
Area Plan Draft

CITY *of* CHANDLER

September 2025

CHANDLER
arizona

Plan Prepared by:

LOGANSIMPSON

ACKNOWLEDGMENTS

A special thank you to all participants involved in creating the City of Chandler Downtown Region Area Plan.

Mayor & City Council

- Mayor Kevin Hartke
- Vice Mayor Christine Ellis
- Councilmember Angel Encinas
- Councilmember OD Harris
- Councilmember Jennifer Hawkins
- Councilmember Matt Orlando
- Councilmember Jane Poston

Planning & Zoning Commission

- Chairperson Rick Heumann
- Vice Chairperson Sherri Koshiol
- Commissioner Charlotte Golla
- Commissioner Kyle Barichello
- Commissioner Michael Quinn
- Commissioner Tom Bilsten
- Commissioner Ryan Schwarzer

City Staff

- John Pombier, Acting City Manager
- Tadd Wille, Assistant City Manager
- Andy Bass, Deputy City Manager
- Kevin Synder, Development Services Director
- Kim Moyers, Cultural Development Director
- Kevin Mayo, Planning Administrator
- David de la Torre, Planning Manager
- Alisa Petterson, Senior Planner – DRAP Project Manager
- Lauren Koll, Downtown Redevelopment Program Manager
- Dana Alvidrez, City Transportation Engineer
- Gina Ishida-Raybourn, Public Works & Utilities Principal Engineer

Consultants

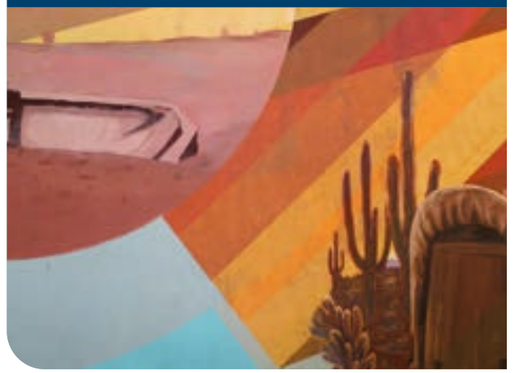
- Logan Simpson
- Kimley-Horn
- Elliot D. Pollack & Company
- Upfront Planning & Entitlements

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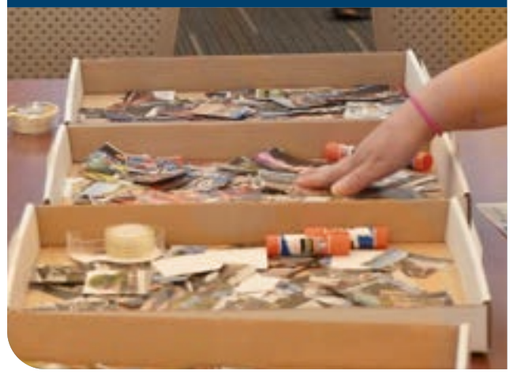
EXECUTIVE SUMMARY



01. OVERVIEW



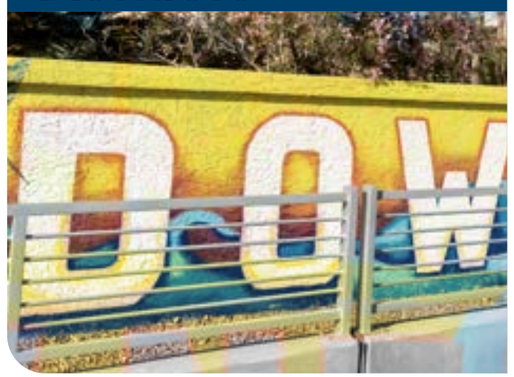
02. DISCOVERY



03. REGION



04. DISTRICTS



05. DESIGN THEMES & PRINCIPLES



06. IMPLEMENTATION



A-C APPENDICES



EXECUTIVE SUMMARY

Chandler's important Downtown Region is the vibrant heart of the City of Chandler. This area is comprised of 2.4 square miles, approximately 3% of the city's Municipal Planning Area (MPA), and has a population of 15,140 residents, approximately 5% of the city's total population.

For over 38 years, development within this area has been guided by three plans: the Redevelopment Area Plan (1995), the South Arizona Avenue Corridor Area Plan (2006) and the associated Design Guidelines (2010).

While these plans have been instrumental in transforming downtown into the successful destination that it is today, Chandler recognized that the plans were in need of an update to align with changing development patterns within the area and to guide its growth into the future. Thus, the Downtown Region Area Plan (DRAP) was created with the community to define an updated vision for Chandler's Downtown Region, to assist future development in the area, and to allow the downtown region to continue to thrive and grow in a way Chandler residents can support.

The DRAP was developed over 18 months, from Winter 2024 to Summer 2025, and was adopted by City Council in September 2025. The planning process featured innovative technology to deliver a highly collaborative process with the community and collected extensive stakeholder input. Together, community members and the project team created a shared vision for the downtown region, comprised of five districts: Northern District, Eastern District, Southern District, Downtown District, and San Marcos District. They also developed goals and policies for each of the districts, identified future land uses and circulation, established design themes and principles for the entire region, and articulated one hundred and four (104) action items across the region and specific to the districts.

The DRAP continues many of the policies from the previously adopted plans, mainly encouraging redevelopment of properties along Arizona Avenue into high density residential or high density residential with integrated uses, providing transitional developments such as the 'missing middle housing', and planning for an extension of Washington Street in the Southside Village neighborhood. Notable policy changes can be summarized in six main objectives that were identified and refined through a combination of both planning initiatives and community input as indicated on the following page.

Main Objectives

1. **Adaptive Reuse:** Provide policies, design guidance, and actions to allow adaptive reuse for new and redevelopment projects.

2. **Industrial Commerce Routes:** Establish industrial commerce routes to reroute industrial truck traffic in the downtown region.

3. **Mixed-Use:** Provide future land use designations and policies to allow mixed-use developments with residential and commercial uses at existing employment designated areas and throughout the downtown region.

4. **Alley Activation:** Establish policies, design guidance, and actions for alley activation as pedestrian areas on select alleys in the downtown region.

5. **Downtown Gateways:** Create policies, design guidance, and actions to identify enhancement opportunities for gateways into the downtown region.

6. **Districts or Character Areas:** Develop character area guidance for established neighborhood and future development areas.



Vision Statement

Chandler's downtown region celebrates its rich history while embracing an innovative future with safe, well-connected districts featuring robust arts, entertainment, and recreation opportunities as well as thriving businesses and variety in housing options to ensure the economic vitality of the region.

1.
OVERVIEW

The **Overview Chapter** orients the reader by providing a compendium of plan details about the *Chandler Downtown Region Area Plan* (DRAP) including the purpose of the plan and main objectives as well as summarizing the process, providing context for the region, and outlining the structure of the document.

OVERVIEW

PURPOSE

An area plan is a policy document designed to serve as a community-led roadmap for growth and development with a specifically defined area of a city. ARS 9-461.08 allows for the creation of specific (area) plans and details the breadth and purview of area plans which are generally considered to be policy documents with an allowance for limited regulation.

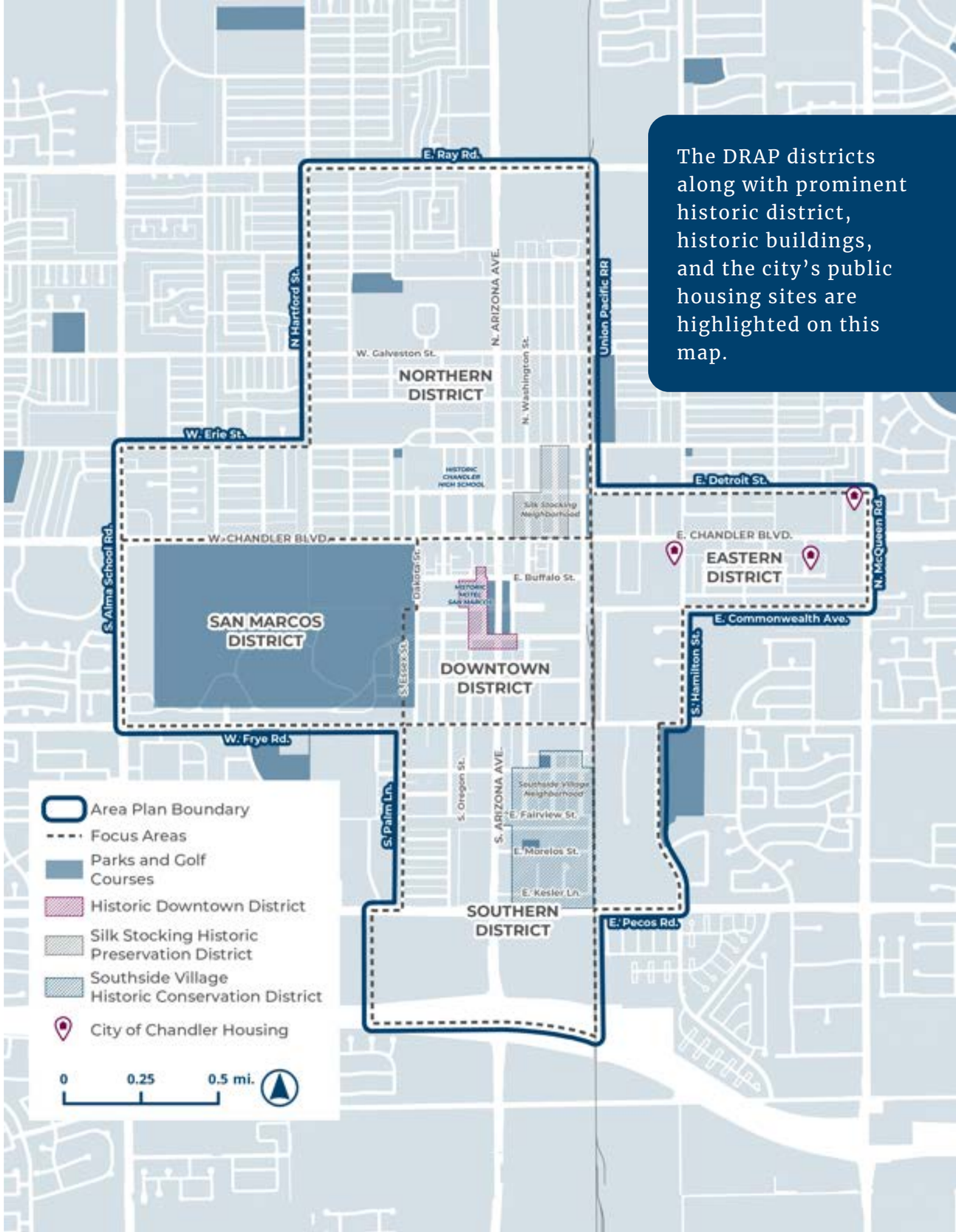
The DRAP provides a community derived vision for the city's future development in this area. The DRAP consolidates two area plans, the Chandler *Redevelopment Element (1995)* and the *South Arizona Entry Corridor Study (2006)* as well as the *South Arizona Avenue Design Guidelines (2010)*, reflecting an amended planning area and significant changes over the last 30 years. The bulk of these plans have not seen any major updates since they were adopted whereas the downtown region has been through many changes in the overall development, population, and demographics. The DRAP ensures alignment with the current community vision and values, providing for both existing and future needs.

The DRAP encompasses five geographical districts or character areas with distinct boundaries: Northern, Eastern, Southern, San Marcos, and Downtown. Additionally, the DRAP also includes several prominent historic districts and buildings including:

1. Historic Downtown
2. Silk Stocking Historic Preservation District
3. Southside Village Historic Conservation District
4. Historic Chandler High School
5. Historic San Marcos Hotel

These items along with the city's three public housing sites are shown on the following map.





The DRAP districts along with prominent historic district, historic buildings, and the city's public housing sites are highlighted on this map.

Main Objectives

The six main objectives for the DRAP that were refined through planning initiatives and community input are shown below. For each objective, the why and rationale are provided as well as the key benefits or outcomes. These six objectives, in turn, have been infused into the DRAP's vision statement, goals, policies, design themes and principles, and actions.



1. **Adaptive Reuse. Provide policies, design guidance, and actions to allow adaptive reuse for new and redevelopment projects.**

- Why:
  - » Planning initiative: current and projected development patterns are different than what was expected 20 years ago
  - » Less land consolidation and big developments
  - » Current zoning is difficult for smaller projects
- Benefits:
  - » Preserve and enhance Chandler's unique historic character
  - » Expand revitalization across all areas of the downtown region
  - » Create a more vibrant and culturally rich community environment

2. **Industrial Commerce Routes. Establish industrial commerce routes to reroute commercial truck traffic in the downtown region.**

- Why:
  - » Planning initiative: current and future development on Frye Road, such as the new protected bike lane and future Grayhawk Residences will challenge existing roadway capacity with the current semi-truck traffic.
  - » More people expected downtown - more traffic, pedestrian and bike safety concerns
  - » Better downtown environment and enhanced resident satisfaction
- Benefits:
  - » Improved user experience and comfort for pedestrians, bicyclists, and drivers by eliminating potential conflicts with large semi-truck traffic
  - » Protection of built infrastructure (curbs, gutters, and sidewalks)
  - » Improved efficiency and driving experience for semi-truck traffic

3. **Mixed-Use. Provide future land use designations and policies to allow mixed-use developments with residential and commercial uses at existing employment areas and throughout the downtown region.**

- Why:
  - » Planning initiative: changing development trends
  - » More efficient land use planning long-term
  - » Provide policy to allow new uses now before a potential loss of existing industrial uses
- Benefits:
  - » Live/work/play uses and development scale – a better fit for the downtown environment
  - » More available and diverse housing
  - » More vibrant, walkable, and sustainable community

4. **Alley Activation. Establish policies, design guidance, and actions for alley activation as pedestrian areas in the downtown region.**

- Why:
  - » Community input: create a more vibrant local identity with art & public gathering spaces
  - » Community input: provide additional landscaping & neighborhood beautification
  - » Staff initiative: assess condition of existing water and sewer infrastructure in alleys
- Benefits:
  - » More pedestrian space for community events
  - » Expand downtown character and landscape enhancements to underutilized alleys
  - » Ability to prioritize beneficial improvements before lower priority areas



5. **Downtown Gateways. Create policies, design guidance, and actions to identify enhancement opportunities for gateways into the downtown region.**

- Why:
  - » Community input: add more landscape, visual beautification and protected multi-modal paths
  - » Similar to Chandler Airpark gateway areas
  - » Consistent with "Downtown South" improvements
- Benefits:
  - » Roadway beautification with new landscaping in medians and rights-of-way (similar to Chandler Blvd)
  - » A downtown core that is connected to adjacent neighborhoods
  - » A sense of place and arrival to the downtown core

6. **District Character Areas. Develop character area guidance for established neighborhood and future development areas.**

- Why:
  - » Community input: provide unique landscaping, lighting and signage within neighborhoods
- Benefits:
  - » Enhance existing neighborhoods by creating a sense of place
  - » Create better pedestrian connections to the downtown core
  - » Honor the unique historic characteristic of established neighborhoods
  - » Develop enhancement opportunities across the region
  - » Create more diverse housing and supportive commercial areas

PROCESS

Over the course of 18-month schedule punctuated with multiple meaningful community touchpoints, the DRAP was developed with care and awareness of the unique aspects of each district within the downtown region itself. Between the Project Kickoff and the Final Plan, there were four phases.



1. Project Start Up

- Identified key stakeholders, a public participation plan, and the study area with five districts, and launched the project website with informational material and an online questionnaire.

2. Input Gathering

- Multi-pronged effort to reach the community and learn their priorities. The results of community interviews, questionnaires, in person and virtual community workshops and meetings with city boards and commissions all coalesced with a draft plan.

3. Drafting the Plan

- Combined community and stakeholder comments with the city's objectives ensuring a well-rounded draft plan for the downtown region.

4. Finalizing the Plan

- Provided a community driven draft plan to Chandler Planning & Zoning Commission to recommend adoption to the City Council.

CONTEXT

This section introduces the geographic, historic, demographic, market, and policy/ regulatory context for the downtown region.

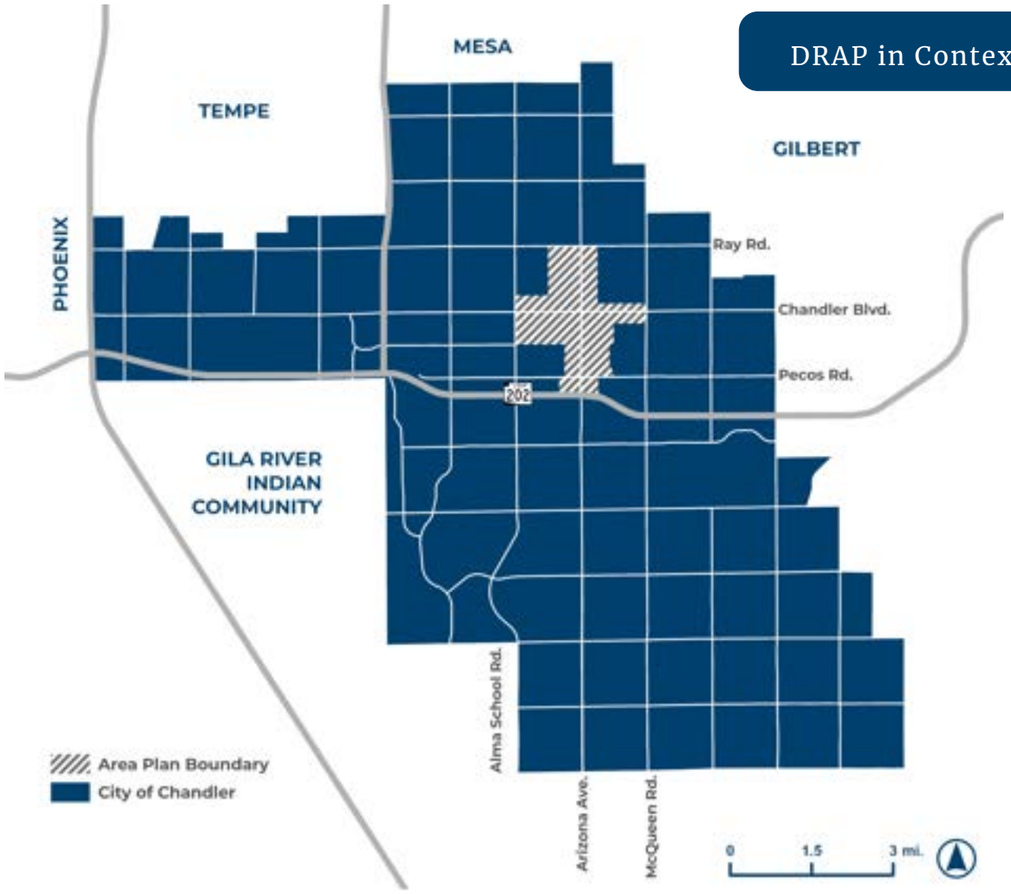
Geographic

Chandler's incorporated area is 66 square miles in size and nestled in the southeast valley on the Maricopa and Pinal County line. Chandler is a bustling, mid-sized community with a significant employment base that draws many families with the lure of quiet neighborhoods, a lively historic downtown, an acclaimed school system and numerous parks, museums, and recreation opportunities. The Municipal Planning Area (MPA) is 71.5 square miles which includes 6.5 square miles or 4,156.5 acres unincorporated county islands. No annexation opportunities exist beyond the current MPA, and the city is approximately 94% built out; placing future focus on redevelopment, infill, and adaptive reuse. The current population of Chandler as of August 1, 2025 is estimated to be 291,572.

The downtown region covers 2.4 square miles that is primarily built out. This represents a unique opportunity for the city to connect and transform this area through creative approaches to adaptive reuse, redevelopment and a regional application of community driven design guidelines.



DRAP in Context



71.5 sq. miles
(City of Chandler area)

2.4 sq. miles
(Downtown Region)

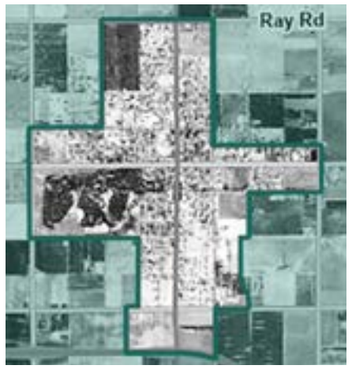
Historic

History often informs the future of a region, making historic context an important aspect of planning. Understanding historical context helps explain present conditions and informs better decision-making for the future.



1949

Chandler has been incorporated for 28 years. It is the height of post war expansion punctuated by the increase in residential building permits and the improvements made to streets and public facilities. Chandler boasts a municipal airport as well as proximity to Williams Air Force Base as a major employer. Chandler and its surrounding lands are intensively irrigated and highly productive making agriculture the principal economy of the area. The population is approximately 3,800.



1959

Chandler is well on its way toward becoming a metropolis. The Interstate 10 freeway is in the works, Chandler High School was established in 1951 and the GI Bill fueled housing boom is still going strong with record residential building permits. A new drive in opened in ‘55 and some agricultural land is being developed with the shift from agrarian to urban character beginning to take shape. The population is hovering around 9,000.



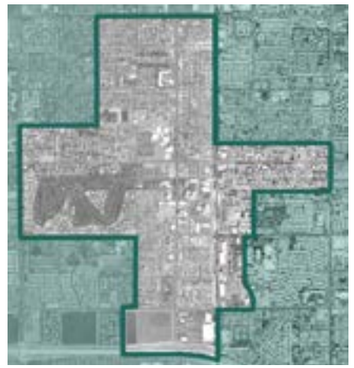
1986

Over the last 27 years, Chandler has experienced exponential growth increasing by nearly 10,000 residents in just six years! Today’s population is about 48,000 people. Downtown continues to be the hub of the community although expansion and annexations are creating numerous other enclaves and population centers. The completion of the Chandler Compadre Stadium in ‘85 marked Chandler’s entry into the Spring Training landscape. In ‘86 Chandler opens the nation’s first privatized wastewater treatment facility. The high-tech boom also begin with the arrival of Intel in 1980 joining Motorola and the Rogers Corp.



2009

The 21st century brings continued growth and prosperity to Chandler. The Downtown is experiencing a major revitalization after waning in the late ‘80s. Walkability, landscaping and charm abound. The population is nearly 250,000, now one of the fastest growing cities in the valley! Most agricultural land is gone in favor of residential developments. Chandler Center for the Arts has been added to downtown and the completion of Loop 202 Santan Freeway in ‘06 increased access and prosperity. Chandler is now home to tech and semiconductor manufacturing companies like Intel, NXP Semiconductors, Microchip Technology, and Northrop Grumman.



2016

Growth is leveling off now with our population declining slightly at 248,000. We have a new General Plan and a booming downtown that attracts festivals, parties and markets. The tech industry continues to drive the local economy employing around 22,000 people. Waymo locates in Chandler in ‘16 leading to innovative technology and groundbreaking local ordinances. Chandler Mall is starting to feel the pressures of online retail.



2022

Chandler’s growth is trending upward with a population at over 280,000. As Covid has let up somewhat, the work-from-home culture has afforded more options for people to relocate. Tech continues to boom with over 28,000 jobs in the city and over 300 companies relating specifically to tech and tech manufacturing. Housing availability and cost of housing present challenges especially in the downtown core of Chandler.

Sources: City of Chandler; A History of Chandler: 1912-1953
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Community Demographics

Demographics are critical to planning efforts. The numbers serve to inventory current population conditions. Understanding current conditions helps Chandler forecast potential future needs for the community. Predictive planning also helps communities attract commercial uses, meet housing needs, and provide city services. A snapshot of demographics for the downtown region derived from ESRI Business Analyst via U.S. Census Bureau ACS 5-Year Estimates (2018-2022) for the DRAP are illustrated below.

15,140 Total population	**6,308** People per square mile	**33.3 Years** Median age
$ 56,196 Median household income	**$ 28,674** Per capita income	**2x** Renter to owner-occupied tenure
30.3 % Post Secondary Education	**2.71** Declining average household size	**Rising incomes** Shifts to higher income households
57% Hispanic Origin	**Apparel & Services** Top spending category	**56.6%** White Collar and Service-oriented jobs



Market

Chandler's downtown region benefits from a well-rounded economy with a variety of cultural, entertainment, and employment uses that will continue to support future growth. Historic buildings and a historic golf course, together with other unique distinguishing features define the downtown region and help Chandler to stand out amongst other cities in the region.

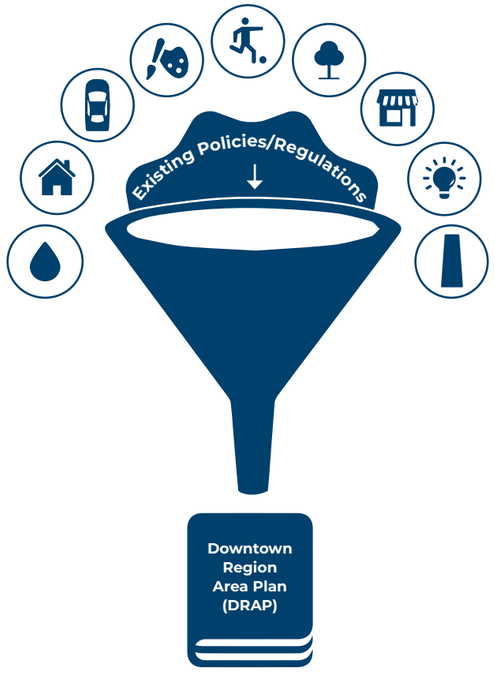
Chandler's downtown region offerings and attractions are uniquely different than other southeast valley downtowns.

- Hospitality uses include the Crowne Plaza Resort with its convention facilities and Hilton Garden Inn
- The Chandler Center for the Arts
- Historically significant buildings and covered walkways
- More than 300,000 square feet of office space
- A variety of housing types that include planned and existing multifamily complexes within walking distance of historic downtown.
- A diverse economy that is not solely based on restaurant and bar sales.

Despite these assets, the city must continue to proactively promote the downtown region and its assets. A flexible, adaptable downtown region will be able to adjust to changing market conditions. Continued growth and success will require harnessing the resources of the city and capitalizing on private interests. Whereas this summary is intended to orient the reader to Chandler's current market conditions; the full market analysis is referenced on the next page.

Policy/Regulatory

Nineteen (19) documents exist to form the policy and regulatory basis within the boundaries of the DRAP. Each of these foundational municipal documents have been summarized and linked below. It is anticipated that these documents will continue to evolve and be updated, and the DRAP will continue including them by reference.



19 documents form the policy and regulatory basis with the DRAP boundaries.

Adaptive Reuse Overlay District (2016)
An overlay district modifies the standards of an underlying zoning district to accomplish a broader goal. In this case, the Adaptive Reuse Overlay District intends to simplify or reduce the processes required to modify existing structures and sites within the district thus encouraging the reuse of existing sites or structures by streamlining costs and timelines.

Adaptive Reuse Program
This program is companion to the city's Adaptive Reuse Overlay District detailing the benefits and criteria of eligibility for prospective businesses.

City Center District (2000)
The CCD provides land use and development standards promoting character and visual identity but accounting for unique lot sizes, parking constrictions and other unusual circumstances for the City Center immediately surrounding Chandler Park.

Downtown Chandler Market Analysis
This document was drafted in February 2025 as part of the DRAP process. This market analysis evaluated the state of the downtown region and how it competes in the regional economy given its current retail, cultural, and entertainment assets and housing and office markets which can help stabilize and expand visitation in the region. The document concluded that in order to remain competitive, the city needs to continue being proactive in promoting the downtown region and its assets as well as making efforts to incentivize new development.

Economic Development Strategic Plan
This plan guides the efforts of the city's Economic Development Division related to business attraction, business retention and expansion, small business assistance, adaptive reuse and redevelopment, and other strategic focus areas.

Historic Preservation Design Guidelines (2023)
As a companion document to the Historic Preservation Ordinance, these guidelines further guide property owners on restoration, rehabilitation, and preservation of historic sites with specifications on materials, drainage, fencing, signage, and modification standards.

Historic Preservation Ordinance (2020)
This ordinance empowers property owners to protect, preserve and maintain the character and integrity of sites, districts etc. that are part of Chandler's history.

Infill Incentive District and Infill Incentive Plan (2023)
This plan supports the Infill Incentive District and details incentives available (expedited plan review, fee waivers, etc.) to encourage the redevelopment of underutilized commercial properties.

General Plan (2016)
As the most recent general plan for the city, this plan serves as a long-term guide for growth and development outlining goals and policies that support the community vision. The core values/ guiding principles include Strategic Community Building, Focused Stewardship, and Strong Community Foundation.

Residential Conversion Policy (1989)
This policy sets criteria for converting single family homes into professional offices or business uses. This includes property eligibility, parking and access, landscape, buffering, land uses and neighborhood compatibility among other elements.

Silk Stocking Historic Preservation District
Part of Chandler's Silk Stocking neighborhood is designated a historic preservation district. The historic preservation overlay includes 23 designated properties along Washington and Coronado streets whose property owners signed a waiver to adhere to this historic preservation ordinance and its accompanying design guidelines for property maintenance, repair, and rehabilitation.

Southside Village Historic Conservation District
The Southside Village neighborhood is designed as a Historic Conservation District to recognize and preserve its historical and cultural significance. This designation was adopted by Resolution 5598 in 2022. The designation aims to honor the heritage of Southside Village and encourage the protection of its historic character.

Strategic Framework (2023 – 2025)
The city's framework details six focus areas identified by the City Council as priorities for innovation and investment through 2025. The focus areas include: Community Safety, Connectivity, Economic Vitality, Neighborhoods, Quality of Life, and Sustainability and Technology.

Transportation Master Plan (2019)
The Chandler TMP was designed to plan for future transportation needs of the projected workforce within the Chandler MPA. Topics of plan include roadway, transit, and bicycle/pedestrian. The vision, goals and policies developed in the master plan are aligned with the 2016 General Plan.

ULI Technical Assistance Panel Summary Report for Downtown South (2022)
This study provides a set of recommendations to improve Chandler's Downtown. It analyzes development opportunities in downtown in relation to evolving growth paradigms for historic preservation, adaptive reuse, and mixed-income housing.

ULI Technical Assistance Panel Summary Report for Washington Street Alignment (2023-2024)
This study provides a set of recommendations to improve Chandler's Southside Village streetscape. The study includes repaving options for sections of streets including a proposed realignment of Washington Street as well as various parking and visibility solutions, traffic calming options and truck congestion relief. Buffering and landscape improvements are also included in the study.

Valley Metro Arizona Avenue Alternatives Analysis
This study evaluated potential routes for high-capacity transit that would connect downtown Chandler to high-capacity transit in the Southeast Valley.

Water, Wastewater & Reclaimed Water Master Plan Update (2020)
This master plan updates the original 2008 document with innovative strategies to develop, manage, and use Chandler's surface water, groundwater, and reclaimed water resources.

Zoning Code
The Chandler Zoning Code is a set of regulations that dictate land uses within specific zoning districts. The code shapes the development and organization of Chandler by designating uses, density, setbacks, buffers, parking, and sign regulations as well as design standards in certain cases.



ORGANIZATION

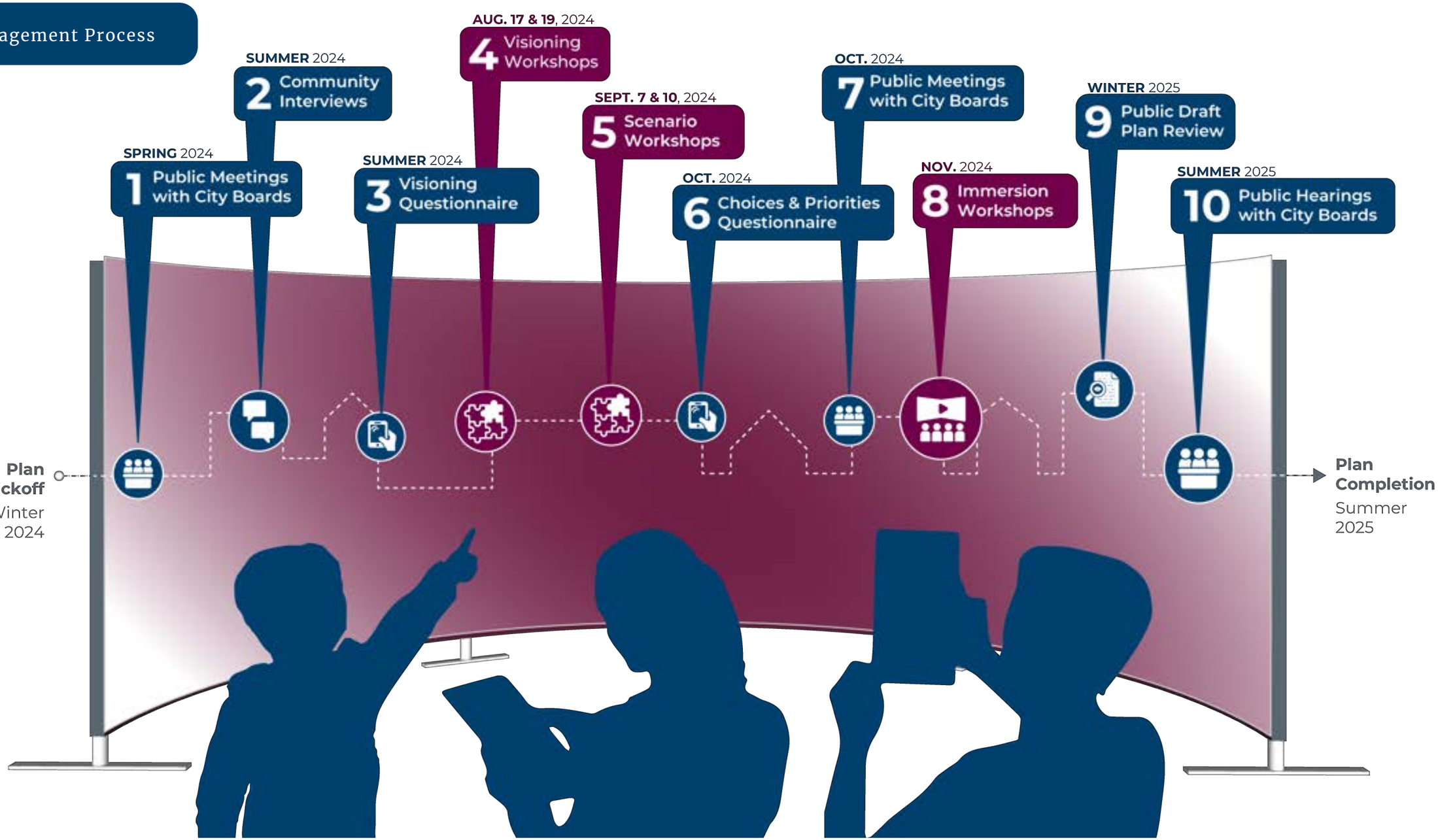
The DRAP structure consists of six chapters and appendices.

01. **Overview**	Overview provides a general context for the project's purpose, process, context, and organization.
02. **Discovery**	Discovery summarizes strategies and results of community engagement reflecting the importance and depth of community input over the course of the project.
03. **Region**	Region contextualizes the overarching vision as well as the desired future land uses and circulation network for the region.
04. **Districts**	Districts outline the identified and guided districts within the region and details the community identified District Design Concepts, goals, and policies. ● Northern District ● Eastern District ● Downtown District ● Southern District ● San Marcos District
05. **Design Themes & Principles**	Design Themes and Principles articulate the design aesthetics desired for the region thru general design guidance and illustrate applications within each District.
06. **Implementation**	Implementation illustrates region-wide, housing-related, and district-specific action items designed to systematically implement the community's vision.
A-C **Appendices**	Appendices provide supporting documentation including the community engagement materials, glossary, and a high resolution printable 11x17 Future Land Use Map (FLUM).

2.
DISCOVERY

The **Discovery Chapter** illustrates both community engagement strategies deployed as well as the community engagement results for the DRAP process.

Our Engagement Process



DISCOVERY

Community engagement is essential to the success of any community initiative. These efforts to collaboratively build consensus and reflect the true values and vision of the community ultimately translated to a plan to be utilized for many years to come. Chandler's commitment to engage the community and discover the diverse perspectives and ideas from the downtown region's residents and stakeholders is embedded in the vision statement, goals, and policies of the DRAP. Early in the project process, the project team created a Public Participation Plan articulating a variety of engagement strategies which were implemented and reflected in the next sections.



DRAP Workshop One Attendee Participating in a Visual Preference Survey



DRAP Workshop Two

Materials for the community workshops provided in Appendix A: Community Engagement Materials were developed using initial community input gleaned from community interviews and online questionnaires.

COMMUNITY ENGAGEMENT STRATEGIES

Over the course of approximately 18 months from early 2024 to Summer of 2025, the following engagement strategies were utilized.

The **Project Website** was launched early in the process and served as a key and visible resource for sharing essential information, including background reports, event schedules, and drafts for public comment. It hosted interactive questionnaires and virtual workshops providing an accessible platform for community engagement. The website was promoted on social media, at educational meetings, at community events, and during interviews. Community members were able to sign up to receive regular updates on the process ensuring timely awareness of important community engagement touchpoints during the process. The website received over 5,058 visits throughout the process.

An **Information Brochure** was developed early in the process for online and print distribution in both English and Spanish featuring an overview of the DRAP describing the purpose of the endeavor as well as general timelines for completion.

Nine **Public Meetings** were conducted with the *Historic Preservation Committee*, *Planning and Zoning Commission*, *Downtown Chandler Community Partnership, Mayor's Youth Commission*, and *City Council* during the process. These meetings occurred throughout the process to provide a general overview and update of the planning process, and feedback received from the community. The meetings also provided an opportunity to promote workshops and project involvement.

A targeted list of stakeholders from each district consisted of 65 individuals and resulted in fourteen (14) **Community**

Interviews early. Additionally, an 18-person tour with the Urban Land Institute (ULI) was conducted. These discussions offered an opportunity for community members to influence and guide the DRAP and fostered dialog on the downtown region's challenges and opportunities.

Building on the input received at the early public meetings as well as from questionnaires and interviews, nearly 800 people participated in six in-person and three virtual **Community Workshops** held at pivotal points during the DRAP process. Workshops for *visioning* and *scenario* offered an interactive platform and resulted in the third, *immersion workshop*. Workshops were advertised via the project website, the city's social media channels, radio, eLists, and a local electronic billboard. The first two workshops were held in-person at the Chandler Public Library and the third was held at the Arizona State University - Chandler Innovation Center on multiple days concurrently with in-person and virtual workshops were held to offer maximum participation opportunities. The feedback from the community evolved informing the next workshop in the series as well as the plan itself.



ULI tour of Downtown Chandler



ULI tour of Downtown Chandler



Attendee participating in facilitated discussion at Immersion Workshop



Immersion Workshop attendees participated in a facilitated discussion while also answering specific design questions via online polling.

Attendee participating in online poll at Immersion Workshop

Visioning Workshop

The focus of the *visioning workshop* was multifaceted. A formal presentation overview of the project and process was provided along with an open house format with stations to collect community input. Various interactive exercises were offered at individual stations, allowing participants to consider the unique conditions of the downtown region as a whole and each of the five districts. Comments and feedback from the workshop directly informed the *scenario workshop* as well as the contents and direction of the DRAP. The focus of the workshops was establishing a regional vision statement and garnering community input on priorities for the district guiding principles (goals), areas of change mapping, and a district based visual preference exercise.



Click to view Visioning Workshop Summaries

Scenario Workshop

The *scenario workshop*, built on *visioning workshops*, offered an updated vision statement for the region and produced three tailored guiding principles (goals) per district reflecting comments received. A formal presentation overview of the project and process was provided along with an open house format with stations to collect community input. Comments and feedback from the workshop directly assist in informing the *immersion workshop* as well as the contents and direction of the DRAP. The area of change mapping exercise evolved delineating *District Design Concept Sites* and featured a new visual preference exercise for the five conceptual artist renderings creating community derived inspirational spaces with design details.



Click to view Scenario Workshop Summaries

Immersion Workshop

The *immersion workshop* offered an orientation presentation in open-house format, featuring a showcase of the evolved downtown region's vision statement, each district's guiding principles (goals), district design concept models, sketches, and orientation for the virtual reality experience. The virtual reality experience was a facilitated, interactive experience that allowed participants to visualize and comment on three of the design concepts that they had previously envisioned. The *immersion workshop* was broadly attended by community members and featured on the website as a virtual workshop.



Click to view Immersion Workshop Summaries

How did we engage the community?

5,058
webpage visits
throughout the project

793
questionnaire responses
from the community

570
workshop participants
(6 in-person, 3 virtual)

32
interviews
with the community

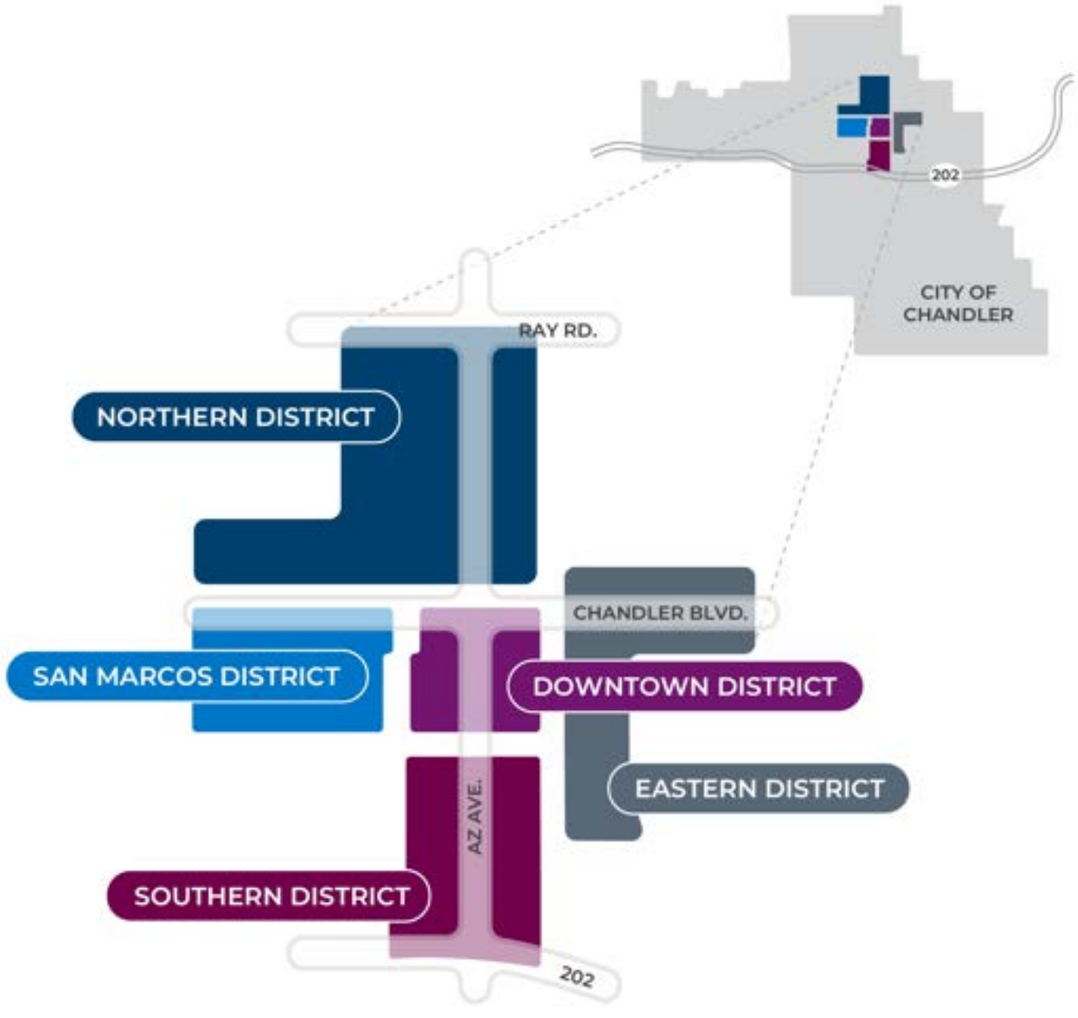
9
public meetings
throughout the project

3.
REGION

The **Region Chapter** includes articulation of the downtown region's vision statement, future land uses, and circulation network.

THE REGION

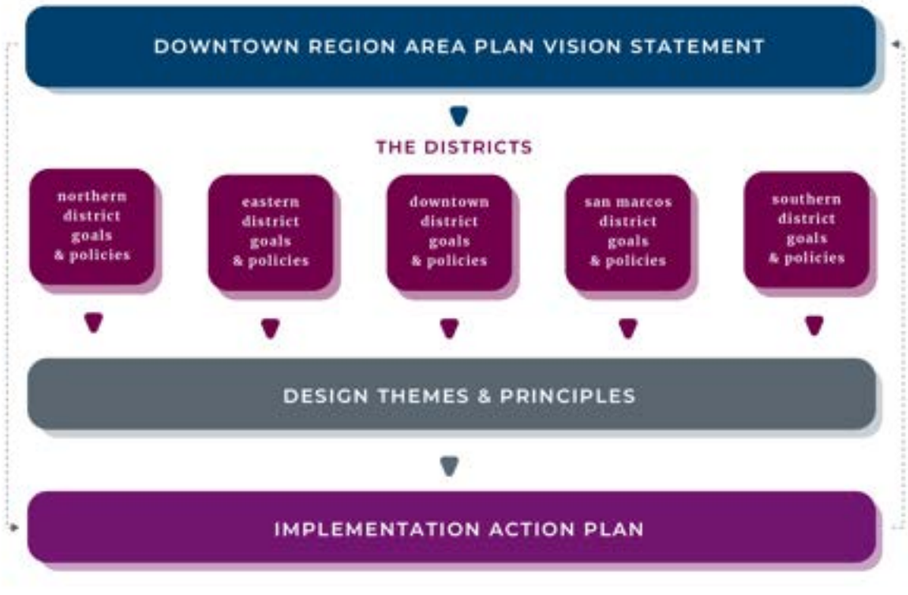
The downtown region extends from Ray Road to Loop 202 and is bisected by Arizona Avenue and Chandler Boulevard and represents the geographic, historic, and cultural center of Chandler. Many of the city's more mature and historic clusters of developments are located within the downtown region boundary. For the purposes of the DRAP, the region has been divided into five distinct districts.



VISION STATEMENT

Vision statements are intangibles that encourage stakeholders to dream about their aspirations for the future. A vision statement affords a moment of collective idealism to consider what the future could look like under the most ideal circumstances and then reverse-engineer a community plan that implements this dream. The DRAP's Vision Statement experienced an evolution over the course of the project, changing to reflect the thoughtful input of the community. Ultimately, this vision statement was the result of all the ideals that were shared through in-person and virtual engagement. The Vision Statement flows to the region's *five districts*, helping to inspire the districts goals and policies as well as the implementation actions.

Chandler's downtown region celebrates its rich history while embracing an innovative future with safe, well-connected districts featuring robust arts, entertainment, and recreation opportunities as well as thriving businesses and variety in housing options to ensure the economic vitality of the region.



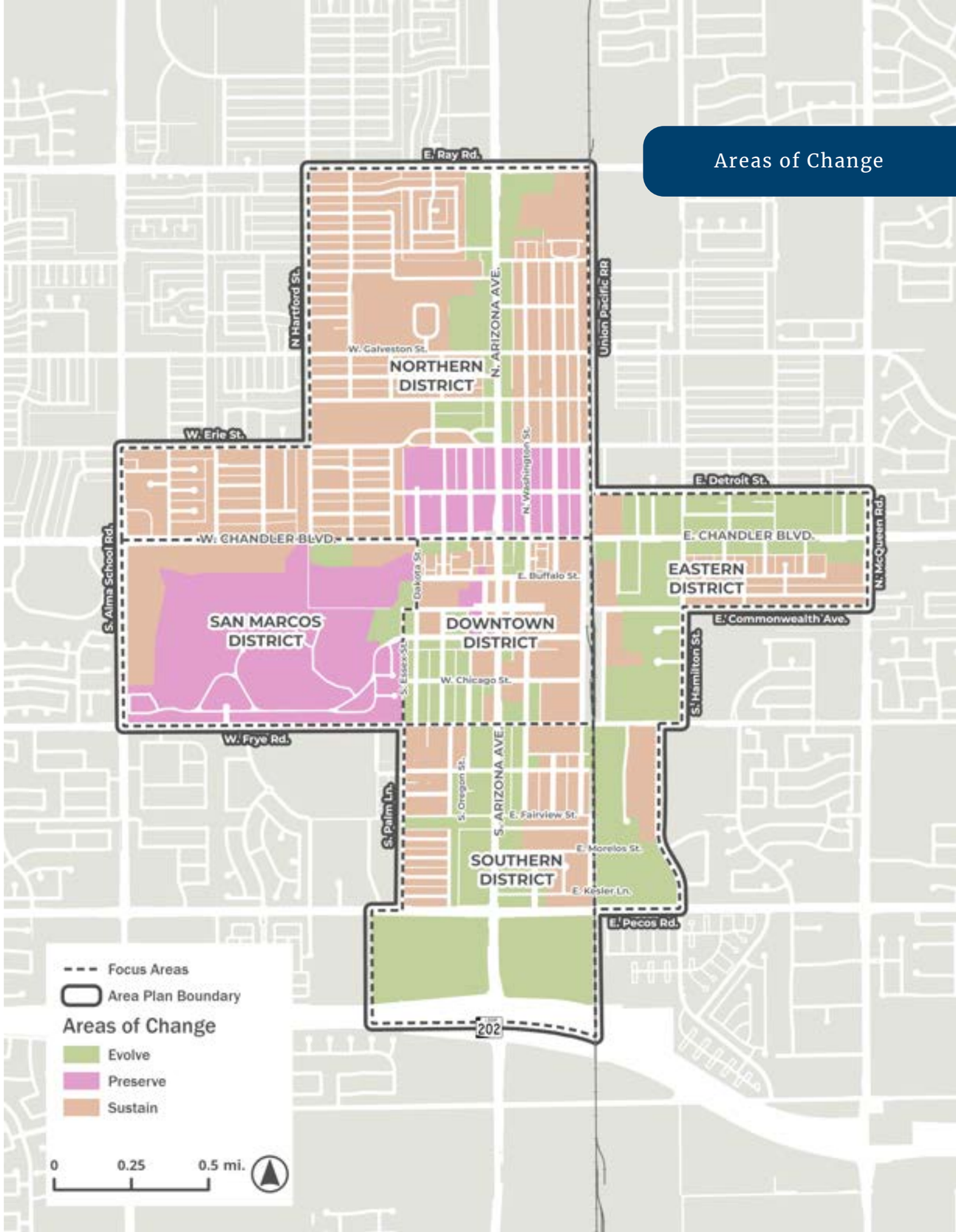
LAND USES

Existing Land Uses

The existing land uses in the downtown region have been analyzed and vetted through community engagement input via an areas of change exercise within the categories of Preserve, Sustain, and Evolve as defined below.

Preserve (pink)	Areas that should be protected and remain largely in their current condition. These areas may have significant development constraints, historic resources, neighborhoods with a significant heritage, school sites, public lands, and parklands.
Sustain (orange)	Areas that should remain generally in their current condition but may see minor changes and transition of use over time. These areas may experience adaptive reuse of older structures or incremental changes.
Evolve (green)	Areas that have potential to support new development or be reused as development patterns change over time. These areas may be vacant, transitioning, or underdeveloped.

The Areas of Change map for the downtown region is shown on the next page. This map depicts the categories in each district and was presented to the community for input and refinement at both the *visioning* and *scenario* workshops. Overall, the preserve category accounts for 22%, the sustain category accounts for 47%, and the evolve category accounts for 31% within the downtown region. These areas helped to inform the appropriate future land use designations with preserve and sustain areas generally reflecting their existing land uses and evolve areas shown as areas envisioned to transform from their existing land use to uses envisioned by the community. Many of these evolve areas were re-designated to a high density residential with integrated uses future land category as articulated in the next section.



Future Land Uses

The DRAP is divided into eight *future land use categories* described as follows and illustrated on the Future Land Use Map (FLUM). These future land uses work in concert with and are a refinement of the broader categories of the city's general plan. Future rezonings must conform to both.

Neighborhood Residential

- Denotes much of the existing lower-density residential uses in the downtown region. Residential land uses up to 12 dwelling units per acre (0 - 12 du/ac) may be considered in this designation. Within this range, the maximum allowable density will be determined at the time of development plan approval by the city and based on such considerations as existing and planned capacities for water and sewer infrastructure, projected trip generation, on-site parking, compatibility with adjacent land uses, and ability to transition to adjacent existing lower-density residential. Public facilities, nonprofit organizations, and institutional uses such as schools, churches and other places of worship may be located within this designation upon placing special attention to buffering, building size and height, adequate parking, access, and neighborhood circulation.

High-Density Residential

- Denotes areas where residential densities above 12 dwelling units per acre (12+ du/ac) are permitted. The maximum allowable density will be determined at the time of development plan approval by the city and based on such considerations as existing and planned capacities for water and sewer infrastructure, projected trip generation, on-site parking, compatibility with adjacent land uses, and ability to transition to adjacent existing lower-density residential.



High Density Residential with Integrated Uses

- Denotes both vertical and horizontal mixed-uses containing residential (12+ du/acre), commercial, and/or office uses. While not required, larger projects within this designation are anticipated to be in the form of redevelopment, while smaller sites may be more likely to employ the adaptive reuse of existing buildings. While both single-use and mixed-use developments may be considered in this designation, in order to maximize the efficiency of land uses and promote sustainable urban development, larger projects within this designation are encouraged to accommodate a mix of uses that could include retail, office, and/or live-work opportunities. Residential densities and nonresidential intensities will be determined in accordance with infrastructure capacity, on-site parking neighborhood compatibility, ability to transition to adjacent existing lower density residential, and design quality. Existing automobile-oriented uses such as automotive service and/or repair and automobile sales may remain. However, in order to prioritize pedestrian-oriented uses and design, such automobile-oriented uses are discouraged in redevelopment proposals. Uses with drive-through lanes may be considered in accordance with the design guidelines.

Commercial-Office

- Denotes areas for various types of commercial and office uses ranging in size from large multi-story or multi-building developments to existing small individual buildings. Specific types of commercial and office will be dependent on the ability to provide a sufficient amount of parking spaces among other key considerations. Automobile-oriented uses such as automotive service and/or repair and automobile sales are discouraged in order to prioritize pedestrian-oriented uses and design.

Resort Hotel

- Denotes where resorts, hotels, vacation rentals and conference/convention facilities are appropriate.

Recreation / Open Space

- Denotes areas for public parks.

Public / Institutional

- Denotes areas appropriate for public and quasi-public uses such as government offices, libraries, churches, schools, and nonprofit organizations.

Golf Course

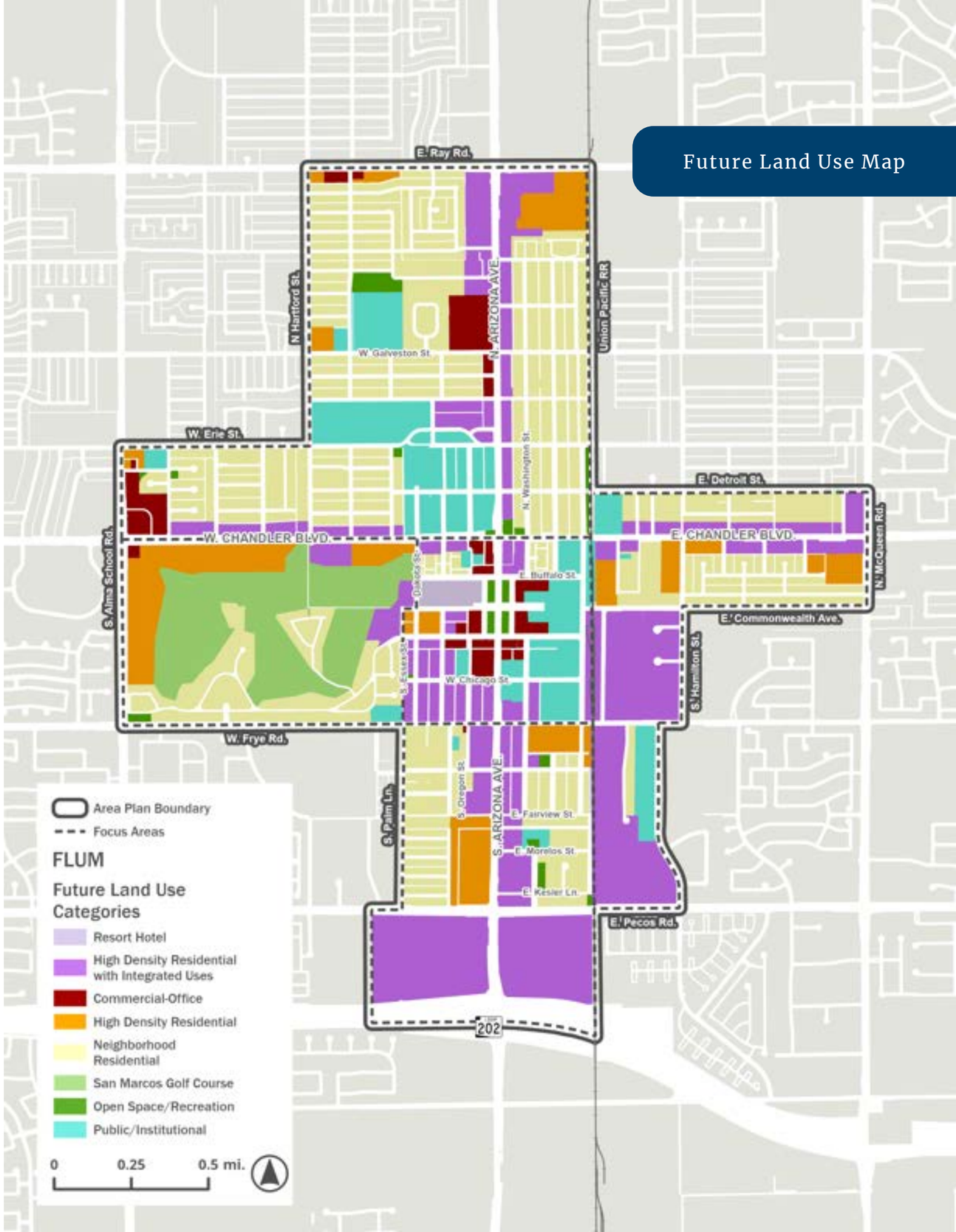
- Denotes the San Marcos Golf Course, which was established in 1913 and is the first grass course in Arizona.

Eight future land use categories work in concert with the city's broader general plan land use categories.

Future Land Use Category		
Neighborhood Residential	515.2	40.4%
High Density Residential	109.6	8.6%
High Density Residential with Integrated Uses	331.5	26.0%
Commercial-Office	41.2	3.2%
Resort Hotel	7.4	.6%
Recreation/Open Space	14.4	1.1%
Public/Institutional	150.8	11.8%
Golf Course	106.5	8.3%
Total:	**1276.7**	**100%**



Future Land Use Map



CIRCULATION

This section consists of a discussion of both the existing and future circulation networks followed by a Future Circulation Map.

Existing Circulation Network

The existing circulation network is shown on the FLUM. Primary and secondary circulation are different for each mode of travel present the DRAP:

- **Vehicular Travel** relies heavily on the section line arterial roadways that traverse and form the boundaries of the downtown region. Alma School Road, Arizona Avenue, and McQueen Road are the primary north-south roadways and Pecos Road, Chandler Boulevard, and Ray Road are the primary east-west roadways. These arterials provide high capacity and high-speed travel for both local and regional trips, as well as connectivity to the regional freeway system via the Loop 202 (Santan Freeway). The arterial network is supported by several collector roadways that provide local circulation and connectivity between arterials. Hartford Street, Dakota Street, Delaware Street, and Hamilton Street provide north-south connectivity, while Frye Road, Erie Street, and Galveston Street provide east-west connectivity.
- **Transit Travel** is provided by both Valley Metro and supplemented by the City of Chandler. Valley Metro operates bus routes on Alma School Road, Arizona Avenue, Chandler Boulevard, and Frye Road. The entire downtown region is also within the Chandler Flex transit zone, which provides on-demand, corner-to-corner transit services between any locations within the service zone.
- **Active Transportation Travel** is accommodated via sidewalks and on-street bicycle facilities throughout the downtown region. Sidewalks are present on almost all roadways, though their width and quality vary widely. On-street bike lanes are present on Arizona Avenue south of Erie Street, Hamilton Street, McQueen Road south of Chandler Boulevard, Pecos Road, Frye Road, and Chandler Boulevard. Standard striped bike lanes on the major arterial roadways provide sufficient comfort level for most cyclists . The Downtown District has frequent crossing opportunities across major roadways, but the surrounding districts have long stretches of arterial roadways without opportunities for pedestrians or cyclists to cross at signalized crossings.



Future Circulation Network

While the transportation network in the downtown region is largely built out, there are several long-term transportation improvements that have been identified:

- **Vehicular Projects**
  - McQueen Road is recommended to be widened to three through lanes in each direction throughout the region.
  - The intersection of Arizona Avenue and Pecos Road is recommended to be widened with additional travel lanes to reduce congestion.
  - Washington Street is planned to be extended from Fairview Street to Pecos Road pending the *Washington Street Alignment Study (2023-2024)*.
  - Chandler Boulevard is recommended to be widened to three through lanes in each direction between Arizona Avenue and McQueen Road in the *Chandler Transportation Master Plan (TMP)*.
  - Ray Road is recommended to be widened to three through lanes in each direction within the region per the *Chandler TMP.*
- **Transit Projects**
  - Both Arizona Avenue and Chandler Boulevard are identified for high-capacity transit, likely bus rapid transit, by the City of Chandler and Valley Metro.
  - The *Chandler TMP* recommends conducting a study to identify a location for a downtown intermodal transit center followed by constructing that transit center.

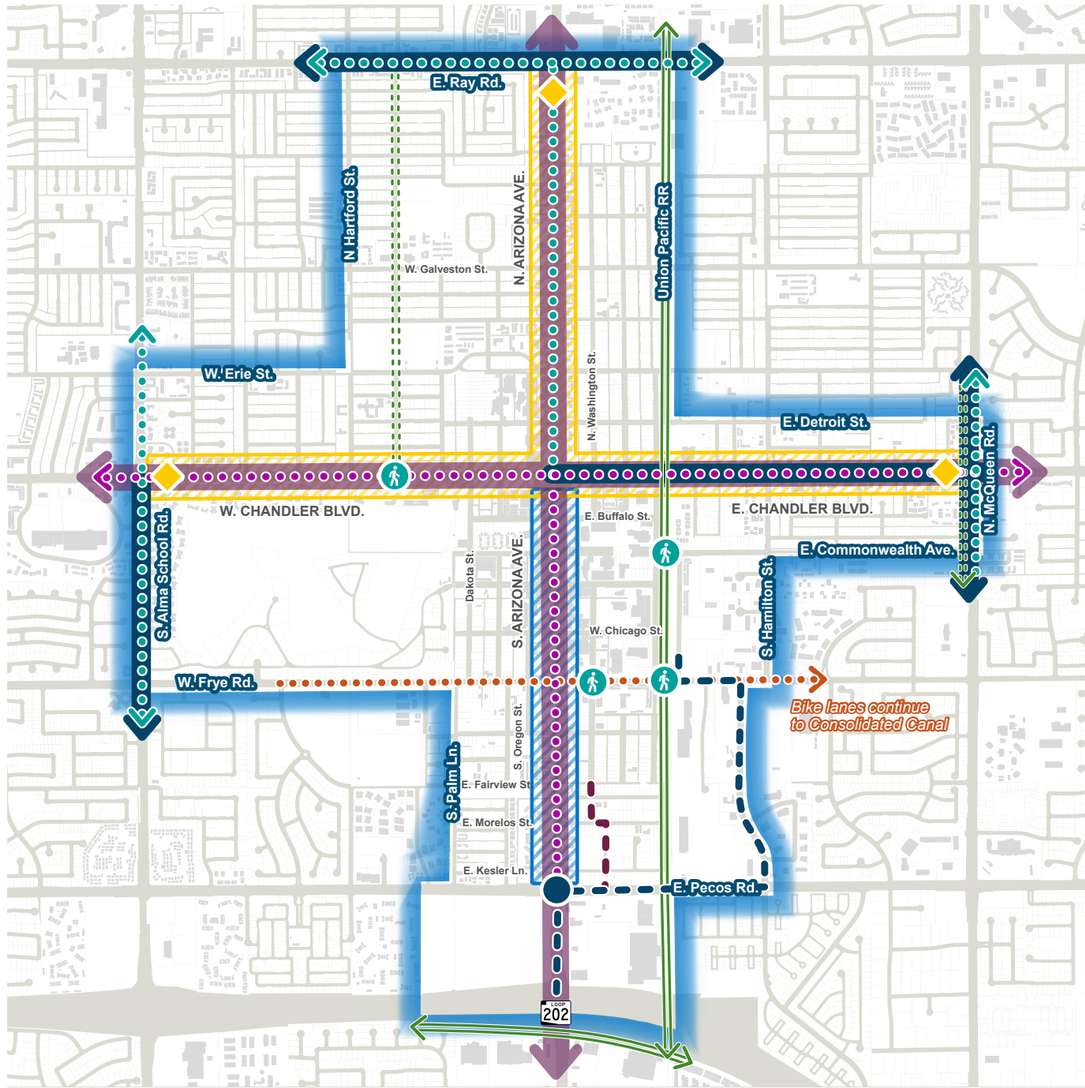
Consider pedestrian connectivity as a high priority in future roadway improvements.

- **Active Transportation Projects**
  - » The on-street bike lanes on Frye Road will be upgraded to protected bike lanes between San Marcos Park and the Paseo Trail.
  - » Bike lanes will be added to McQueen Road north of Chandler Boulevard with the roadway widening project.
  - » The *Chandler TMP* recommends adding a shared-use path along the UPRR right-of-way through the length of the downtown region.
  - » The *Chandler TMP* recommends upgrading the bike lanes on Chandler Boulevard for the entire length of the downtown region and Arizona Avenue between Frye Road and Chandler Boulevard to buffered bike lanes.
  - » The *Chandler TMP* recommends adding bike lanes to Alma School Road between Frye Road and Mercury Way as well as north of Chandler Boulevard, Arizona Avenue between Chandler Boulevard and Ray Road, and Ray Road for the length of the downtown region.
- **Industrial Commerce Routes**
  - » In order to direct industrial truck traffic away from busy downtown areas that experience heavy pedestrian, vehicular and bicycle traffic, this plan creates industrial commerce routes (shown as a heavy dashed blue lines) along certain roads within the downtown region. Industrial commerce routes will be implemented through a variety of available strategies such as employer education, signage, roadway design improvements and potentially stronger enforcement measures to be evaluated and determined at a later date.



The following Future Circulation Map includes details of planned future improvements to the transportation network. These include the following categories of recommendations:

- **Approved improvements:** Improvements currently scheduled for construction.
- **Proposed improvements:** Improvements currently under consideration by the City of Chandler.
- **Recommended improvements:** Improvements identified as "recommended" in the *Chandler TMP*.
- **Potential improvements:** Improvements that were identified during the DRAP process or by other City of Chandler departments.



Downtown Region Future Circulation Map

0 0.25 0.5 Miles

- Building Footprints
- Area Plan Boundary
- Recommended Intersection Congestion Mitigation
- Potential Improved Pedestrian Crossings
- Potential Gateway Monument Locations
- Recommended Bike Lanes
- Approved Protected Bike Lanes
- Existing Bike Lanes
- Potential Shared Use Path
- Recommended Shared Use Path
- Industrial Commerce Route
- Proposed Street Extension
- Roadway Widening
- High Capacity Transit Corridor
- Existing Enhanced ROW and Pedestrian Oriented Main Street Improvements
- Potential Enhanced ROW and Pedestrian Oriented Main Street Improvements



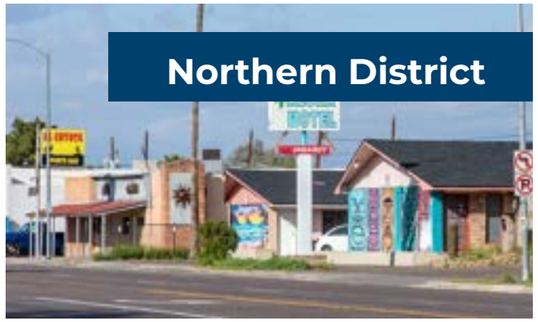
4.
DISTRICTS

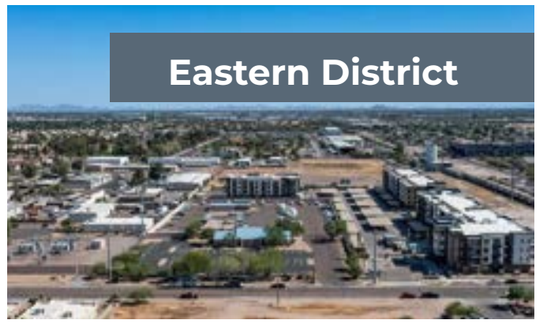
Through the DRAP process, the downtown region was divided into five districts, each with their own unique characteristics and location. The **Districts Chapter** highlights these distinctions.

DISTRICTS

The sections within the Districts Chapter are organized similarly beginning with an informative overview inclusive of the district's location in the region as well as its illustrative district-based FLUM, community-derived goals, descriptive and illustrative design guidance based on each district's community guided design concept, and finishing with district specific policies.

Click on a district or continue turning the pages to learn more about its unique characteristics, location, future land uses, goals, design themes and principles, and policies. »







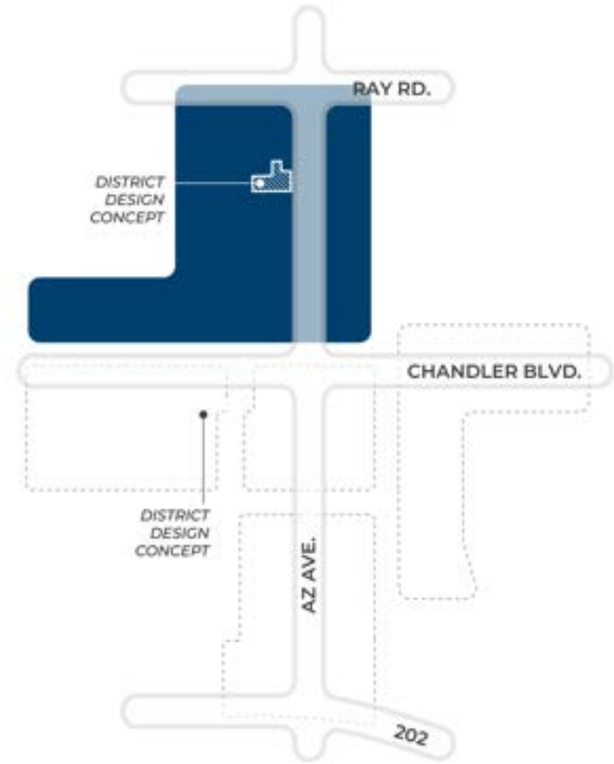




NORTHERN DISTRICT

Northern District Overview

Arizona Avenue bisects the Northern District and offers a mix of auto-oriented uses, including motels, auto shops, and retail. Beyond this major commercial corridor, the district is comprised of residential neighborhoods, including the historic Silk-Stocking Neighborhood, known for its historic cottages and bungalows as well as the historic Chandler High School and the Chandler Center for the Arts.



By the numbers:

At 519 acres, the Northern District represents 44% of the total DRAP, making it the largest area within the downtown region.

Approximately 11% of the Northern District has potential to evolve in the coming decades.

Northern District FLUM

The following district Future Land Use Map (FLUM) is for illustrative purposes and additional information on future land use descriptions can be found in the Region Chapter.



Northern District Goals

The following three goals serve as a guide for future planning and development in the Northern District and are based on feedback solicited from the community during the planning process. The policies within this section and the actions listed later in the Implementation Chapter all relate back to these principles.

Goal 1

- Facilitate sustainable growth through infill and redevelopment that retains or is compatible with existing character.

Goal 2

- Enhance access and quality of existing city parks and encourage development of new pocket parks, pathways and similar recreational opportunities in strategic locations.

Goal 3

- Improve safety and enhance experience for multimodal travel.



What is a District Design Concept?

A District Design Concept is visual representation of the type of design features and development patterns that would be most beneficial within this district.

Each District Section includes an illustrative concept, which you'll find on the following pages.

Northern District Design Concept

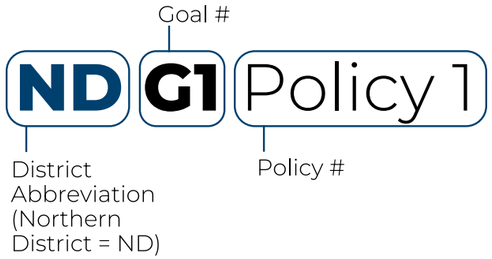
The Northern District Design Concept focuses on redeveloping approximately three acres along Arizona Avenue on the "Chandler Inn" Motel parcels at 700 North Arizona Avenue, providing continued connectivity to the adjoining parcel to the north and secondary connectivity to Harrison Street. This site, like many others in the Northern District, is automobile-oriented and fronts a major vehicular thoroughfare, making it an ideal candidate for enhancements. Flanked by a commercial and single family residential to the north and a school to the south, and more single-family residential areas to the west, this site presents a unique opportunity to integrate uses while redefining the visual character of Arizona Avenue within the context of the district. Overall, this mixed-use redevelopment concept supports the surrounding community by blending functional spaces with activated open spaces, connectivity, and sustainable design.



Key site features:

- Sustainable development / small-scale solar
- Rear parking
- Shade structures
- Outdoor seating
- Enhanced bus stop
- Multi-dwelling housing
- Mixed-use development
- Enhanced sidewalks along Arizona Ave.

Northern District Policies



Goal 1: Facilitate sustainable growth through infill and redevelopment that retains or is compatible with existing character.

NDG1 Policy 1: The City of Chandler encourages new residential, commercial, and mixed-use growth that enhances district character.

NDG1 Policy 2: The City of Chandler encourages identification and preservation of historic buildings and cultural landmarks

NDG1 Policy 3: The City of Chandler supports the establishment of zoning and design regulations that ensure smooth transitions between different land uses, such as step-down building heights, buffering, and landscape requirements.

NDG1 Policy 4: The City of Chandler encourages adaptive reuse of older buildings to create unique destinations and enhance the district's character.

Goal 2: Enhance access and quality of existing city parks and encourage development of new pocket parks, pathways and similar recreational opportunities in strategic locations.

NDG2 Policy 1: The City of Chandler encourages development of activated public spaces into infill and redevelopment projects.

NDG2 Policy 2: The City of Chandler encourages expansion of park and pathway connectivity through the development of urban trails, greenways, and pedestrian connections that link infill and redevelopment areas to existing parks, open spaces, and downtown.

NDG2 Policy 3: The City of Chandler encourages leveraging underutilized spaces, including vacant lots, underutilized rights-of-way, and publicly owned lands for pocket parks and small-scale recreational spaces.

NDG2 Policy 4: The City of Chandler encourages the addition of open and usable outdoor space where people can enjoy and connect with people and natural elements.

Goal 3: Improve safety and enhance experience for multimodal travel.

NDG3 Policy 1: The City of Chandler encourages the enhancement of pedestrian and bicycle paths and the beautification of Arizona Avenue between Chandler Boulevard and Ray Road.

NDG3 Policy 2: The City of Chandler encourages provision of context-appropriate multimodal facilities such as bike lockers, ride-share pick up locations, and crossings with separation between modes of travel.

NDG3 Policy 3: The City of Chandler encourages reduction of cut-through traffic and vehicular speeds on neighborhood streets.

NDG3 Policy 4: The City of Chandler encourages the expansion of the urban forest by adding natural shade trees and structural shade features at streetscapes, pedestrian paths and other connections throughout the region.

EASTERN DISTRICT

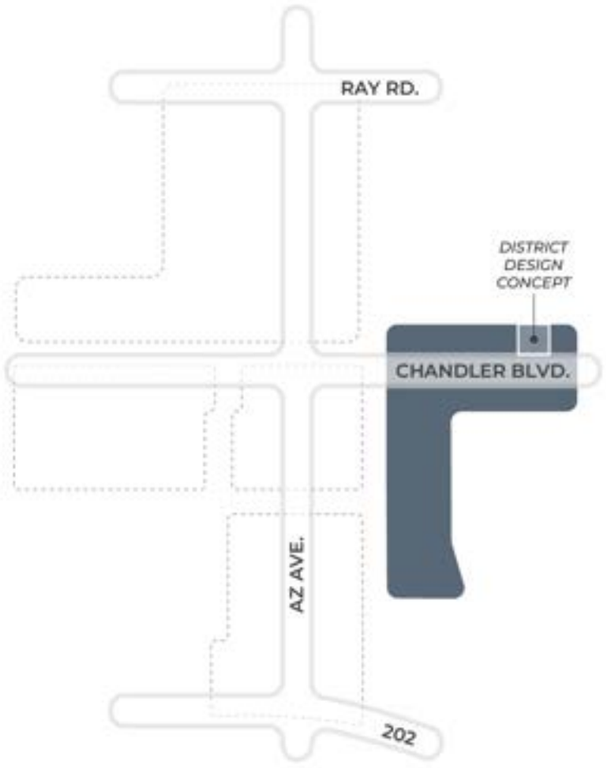
Eastern District Overview

The Eastern District extends east from Chandler's historic downtown to McQueen Road and is bisected by Chandler Boulevard. Detroit Street serves as the northern boundary and Pecos Road sits at the southern edge. The northern portion of this district is comprised of single-family residential uses while the southern portion is predominantly industrial as well as the city's three public housing sites.

By the numbers:

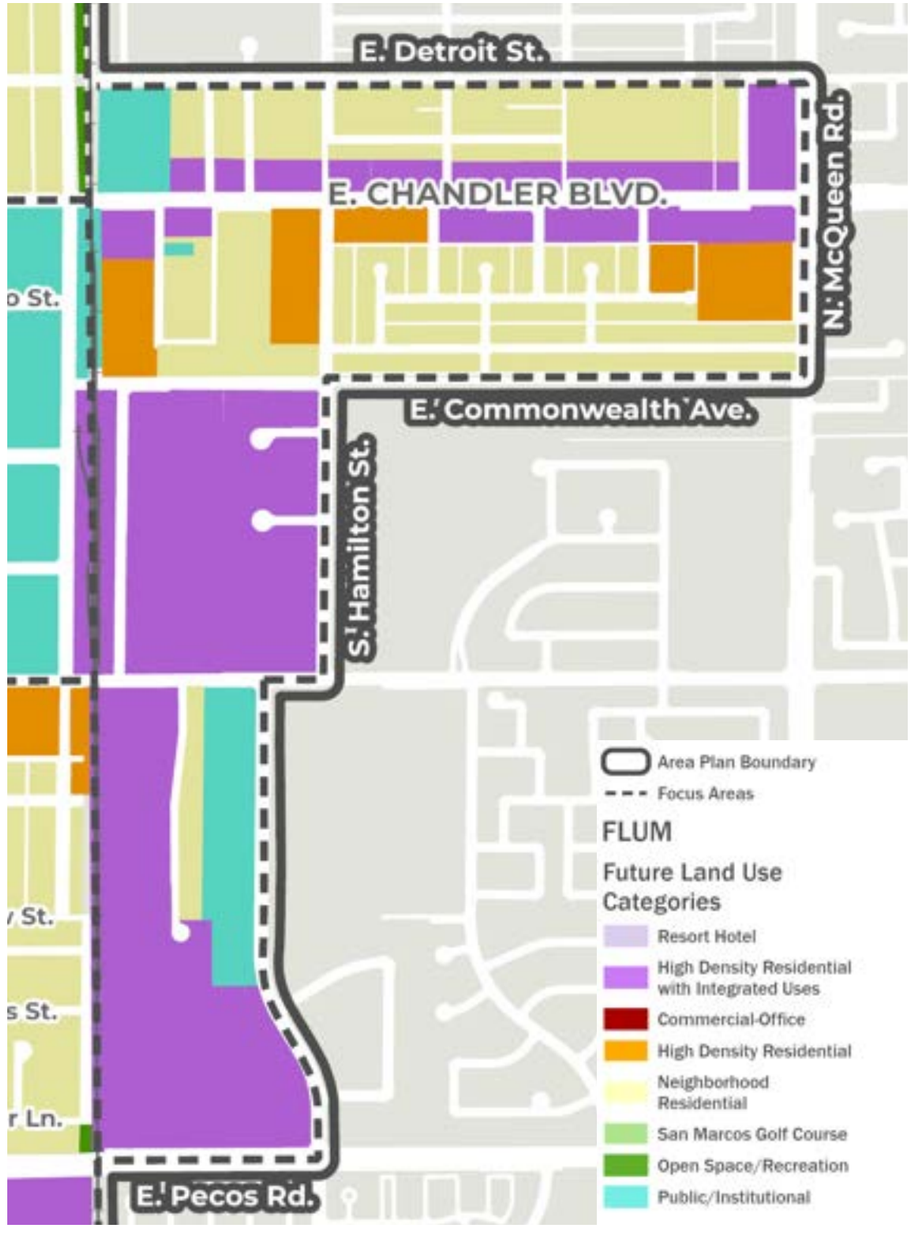
At 222 acres, the Eastern District represents 17% of the DRAP.

69% of the Eastern District has potential to evolve in the coming decades.



Eastern District FLUM

The following district Future Land Use Map (FLUM) is for illustrative purposes and additional information on future land use descriptions can be found in the Region Chapter.



Eastern District Goals

The following three goals serve as a guide for future planning and development in the Eastern District and are based on feedback provided by the community throughout the planning process. The policies within this section and the actions listed later in the Implementation Chapter all relate back to these goals.

Goal 1

- Facilitate infill and redevelopment for a broad range of residential, commercial, and mixed-use opportunities.

Goal 2

- Encourage the beautification of public spaces, recreation opportunities in strategic locations, and walkability across the district.

Goal 3

- Foster business growth that creates synergy between uses.



Eastern District Design Concept

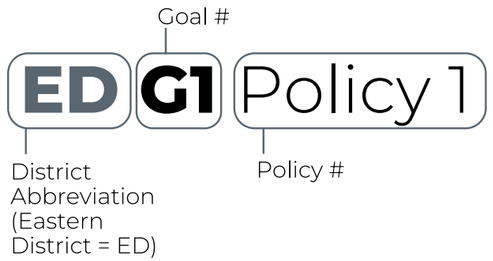
The Eastern District Design Concept focuses on redeveloping approximately seven acres between Chandler Boulevard and Detroit Street addressing an opportunity to create a gateway to the downtown region. This concept also addresses "missing middle housing" by delving into the concept of complete neighborhoods, reimagining what these could look like within the existing district fabric. Overall, this concept aims to create a vibrant, complete neighborhood where residents can live, work, and play, all within a well-connected, sustainable, and visually appealing environment.



Key site features:

- Central shopping area for locals and visitors with residential above
- Clear district boundaries
- Human-scale development
- Mixed-use activity
- Visual interest at street level
- Narrow streets and lanes
- Traffic calming for safety
- Street seating
- Age-in-place housing options
- Walkability, multi-use paths
- Central community plaza
- Outdoor seating and dining
- Missing middle housing
- Shade structures
- Assisted living
- Building facades that reflect community character

Eastern District Policies



Goal 1: Facilitate infill and redevelopment for a broad range of residential, commercial, and mixed-use opportunities.

EDG1 Policy 1: The City of Chandler supports the maintenance of the city's Infill Incentive Plan as a tool to encourage the redevelopment of underutilized commercial properties.

EDG1 Policy 2: The City of Chandler supports the identification of publicly owned properties that can be redeveloped for housing and mixed-use projects through public-private partnerships.

EDG1 Policy 3: The City of Chandler encourages a range of commercial and residential uses on the ground floor of mixed-use buildings to accommodate shifting market demands.

EDG1 Policy 4: The City of Chandler encourages implementation of the Adaptive Reuse Program standards to allow conversion of defunct office and retail spaces into housing units.

Goal 2: Encourage the beautification of public spaces, recreation opportunities in strategic locations, and walkability across the district.

EDG2 Policy 1: The City of Chandler encourages the enhancement of pedestrian and bicycle paths and the beautification of Chandler Boulevard between Arizona Avenue and McQueen Road.

EDG2 Policy 2: The City of Chandler seeks to create a sense of place upon arrival into the downtown region through streetscape improvements such as furnishings, landscape, etc.

EDG2 Policy 3: The City of Chandler encourages conversion of public spaces into pocket parks, pedestrian plazas/corridors, small-scale playgrounds, or art-filled gathering spaces.

EDG2 Policy 4: The City of Chandler encourages developments that provide enhanced frontages with seating, planters, and murals.

EDG2 Policy 5: The City of Chandler encourages exploration of additional transit options for residents, students, and workers.

Goal 3: Foster business growth that creates synergy between uses.

EDG3 Policy 1: The City of Chandler supports the continued use of expedited approvals for downtown business expansion or renovations to support local business growth efforts.

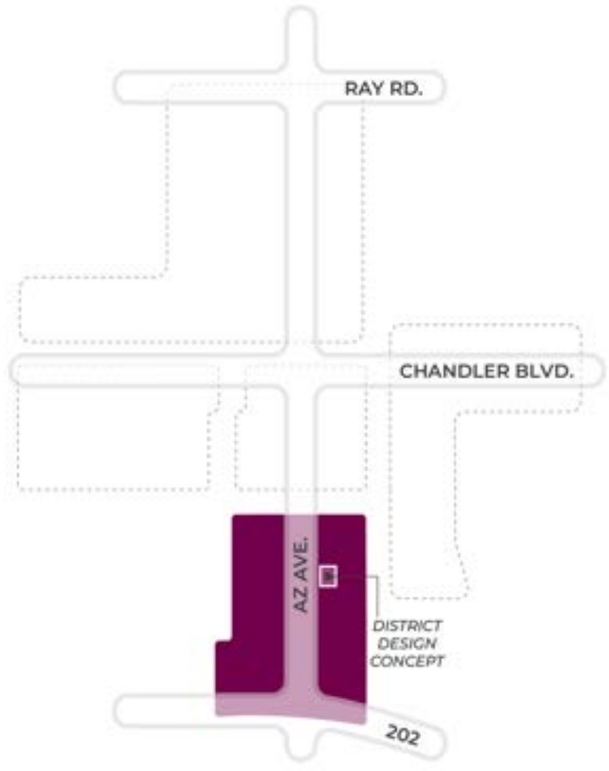
EDG3 Policy 2: The City of Chandler encourages startups and small businesses by, as feasible, directing them to existing co-working spaces, and mentorship programs that connect emerging entrepreneurs with experienced industry leaders.



SOUTHERN DISTRICT

Southern District Overview

The Southern District serves as the gateway to the city, extending from Loop 202 up to Chandler's historic downtown bisected by Arizona Avenue. This district includes a mix of commercial and residential uses and is home to historic Southside Village Neighborhood along with Winn Park.



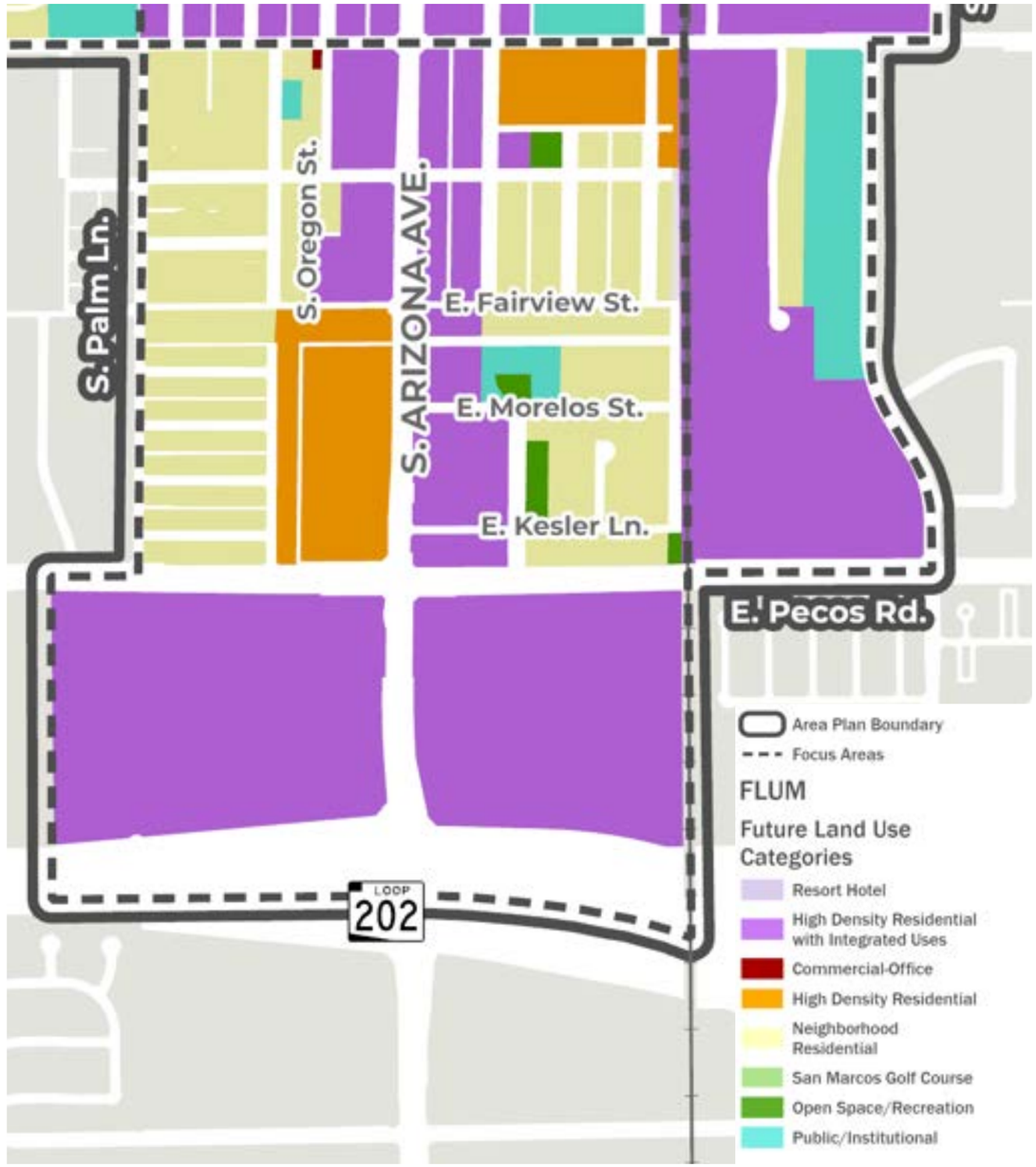
By the numbers:

At 203 acres, the Southern District represents 16% of the total DRAP.

67% of the Southern District has potential to evolve in the coming decades.

Southern District FLUM

The following district Future Land Use Map (FLUM) is for illustrative purposes and additional information on future land use descriptions can be found in the Region Chapter.



Southern District Goals

The following three goals serve as a guide for future planning and development in the Southern District and are based on feedback solicited from the community during the planning process. The policies within this section and the actions listed later in the Implementation Chapter all relate back to these goals.

Goal 1

- Foster vibrant and resilient neighborhoods by encouraging revitalization of existing communities and enhancing economic opportunities.

Goal 2

- Encourage neighborhood revitalization through improvements such as Washington Street extension and activation of targeted alleyways.

Goal 3

- Expand options and access to parks and public gathering spaces.



Southern District Design Concept

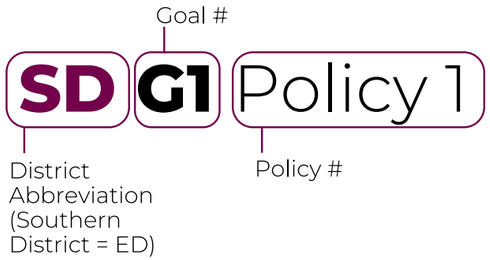
The Southern District Design Concept focuses on the transition from Arizona Avenue eastward to Washington Street and just north of Fairview Avenue. At just over an acre, the concept presents a significant opportunity to shape future development of the Southern District providing a gateway to the downtown region with the potential to explore various options for live/workspaces, public gathering areas, targeted activated alleyways. This concept supports the pending Washington Street Alignment Study to improve access and connectivity, with the potential for flexible office spaces that support mid-market businesses and housing. Overall, the concept illustrates creating a vibrant mixed-use environment that supports and integrates with the surrounding neighborhoods.



Key site features:

- Live-work studios or small missing-middle housing developments
- Varied street level businesses
- Targeted, activated alleys
- Central courtyard
- Sustainable living
- Rooftop solar for sustainability
- Shade structures
- Outdoor dining and social spaces
- Pedestrian oriented
- Multipurpose, experiential retail
- Urban living, loft living
- Pop-up retail fostering local markers and crafts
- Opportunities for live music or public art

Southern District Policies



Goal 1: Foster vibrant and resilient neighborhoods by encouraging revitalization of existing communities and enhancing economic opportunities.

SDG1 Policy 1: The City of Chandler supports facilitation of infill, redevelopment and adaptive reuse along both sides of Arizona Avenue to provide access to a broad range of residential, commercial, and mixed-use opportunities.

SDG1 Policy 2: The City of Chandler supports the creation of assistive programs to revive neighborhoods and businesses and support existing neighborhood preservation groups.

SDG3 Policy 3: Allow a compatible mix of commercial uses between Fairview and Saragosa Streets paying homage to the historical uses that were once there.

SDG4 Policy 4: The City of Chandler seeks to relieve parking requirements by providing public parking on underutilized city-owned parcels when available.

Goal 2: Encourage neighborhood revitalization through improvements such as Washington Street extension and activation of targeted alleyways.

SDG2 Policy 1: The City of Chandler supports the activation of the alleyway between Arizona Avenue and Washington Street with improvements such as landscaping, public art, unique lighting, and safe pathways.

SDG2 Policy 2: The City of Chandler supports the investment in streetscape enhancements along Washington Street and the Washington Street extension that utilize low-water-use plants to reduce water waste.

SDG2 Policy 3: The City of Chandler encourages developments along the west side of Washington Street that are compatible with and revitalize the Southside Village neighborhood.

Goal 3: Expand options and access to parks and public gathering spaces.

SDG3 Policy 1: The City of Chandler encourages opportunities to increase the number pedestrian pathways and public gathering spaces in this district.

SDG3 Policy 2: The City of Chandler supports the identification of geographic opportunities for an urban trail network and implementation of a multi-phase, multi-year buildout plan.



DOWNTOWN DISTRICT

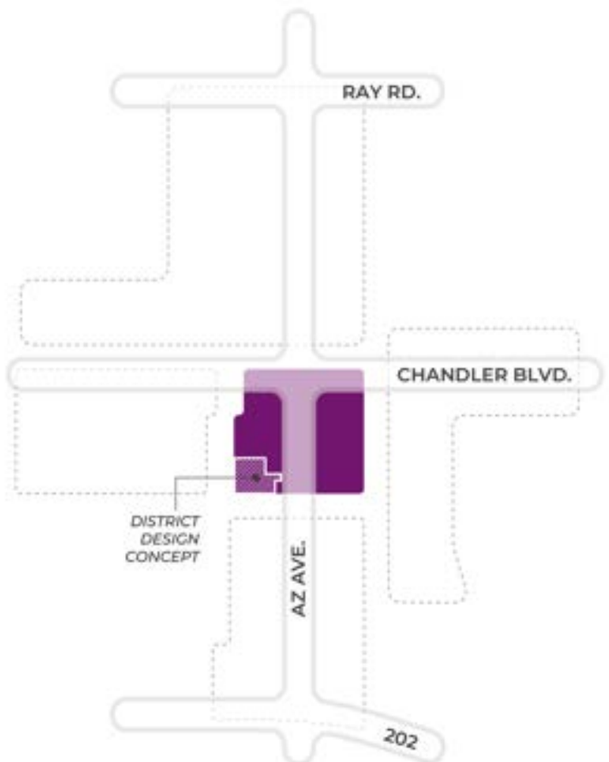
Downtown District Overview

The Downtown District is the heartbeat of the downtown region. Home to several historic sites and features as well as Chandler's thriving arts and entertainment district. Some points of interest include the historic canal and the AJ Chandler Park. The Downtown District centers around Arizona Avenue and is encompassed by Chandler Boulevard to the north, Frye Road to the south, the Union Pacific Railroad to the east, and Dakota/Essex Street to the west. The district blends historic 20th century architecture with modern shops and restaurants and serves as a unique gathering place for community events that attract residents and visitors from around the region.

By the numbers:

At 104 acres, the Downtown District represents 8% of the total DRAP.

33% of the Downtown District has potential to evolve in the coming decades.



Downtown District FLUM

The following district Future Land Use Map (FLUM) is for illustrative purposes and additional information on future land use descriptions can be found in the Region Chapter.



Downtown District Goals

The following three goals serve as a guide for future planning and development in the Downtown District and are based on feedback solicited from the community during the planning process. The policies within this section and the actions listed later in the Implementation Chapter all relate back to these goals.

Goal 1

- Encourage development that enhances and preserves Chandler's unique Downtown community character.

Goal 2

- Expand housing options and essential services, ensuring convenient access to groceries, childcare, fitness, and daily needs.

Goal 3

- Explore ways to expand events, attract diverse restaurants and entertainment, and improve mobility for better access to downtown experiences.



Downtown District Design Concept

The Downtown District Design Concept focuses on an infill streetscape within the Pueblo Viejo neighborhood, located in the southwest corner of the district. Potential infill within this area provides a unique opportunity to expand mixed-use development into the existing single-family neighborhood. The streetscape concept looking north from Frye Road along Oregon Street aims to revitalize the neighborhood by introducing a variety of uses and building forms, while enhancing the overall character and pedestrian-friendly environment. By incorporating existing structures into the new development, the district can build upon the area's existing charm and create a cohesive blend of old and new. This approach not only preserves the neighborhood's heritage but also supports a dynamic and diverse urban environment.

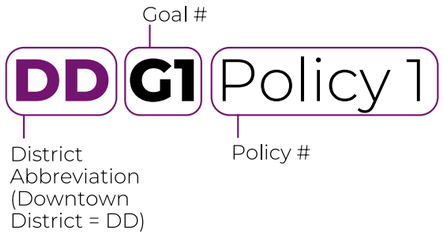
Key site features:

- Installation of mini roundabouts and special road treatments to help slow vehicular traffic and improve traffic flow and pedestrian safety.
- Mixed use amenities and features.
- Unique art shade features to enhance pedestrian comfort and create a more inviting streetscape experience.
- Integration of older existing building architecture, which can add distinctive character and historical depth to the neighborhood.



Note: This illustration was shared with the public in the second workshop and then refined, as highlighted in the Downtown District render in Chapter 5, based on community input.

Downtown District Policies



Goal 1: Encourage development that enhances and preserves Chandler's unique Downtown community character.

DDG1 Policy 1: The City of Chandler supports the establishment of standards that facilitate infill and redevelopment projects of varying densities and enhance downtown's historic character and pedestrian experience.

DDG1 Policy 2: Encourage unique and locally owned establishments to enhance the downtown district's character.

DDG1 Policy 3: The City of Chandler supports the use of temporary and permanent art installations, non-commercial murals, and community-led art projects that reflect local culture.

DDG1 Policy 4: The City of Chandler encourages opportunities to improve lighting infrastructure to enhance the sense of place and promote public safety.

Goal 2: Expand housing options and essential services, ensuring convenient access to groceries, childcare, fitness, and daily needs.

DDG2 Policy 1: The City of Chandler encourages the development of multi-family housing, mixed-use residential projects, and workforce and missing middle housing to support a diverse population.

DDG2 Policy 2: The City of Chandler encourages developments that provide services to residents such as grocery stores, childcare facilities, gyms, and other essential services into new and existing developments.

DDG2 Policy 3: The City of Chandler encourages the continued collaboration with regional partners to improve transit connections and provide additional local-scale transportation options for residents, students, and workers.

DDG2 Policy 4: The City of Chandler encourages the improvement of the bicycle and pedestrian infrastructure between downtown and surrounding districts while incorporating shade, seating, and safety features.



Goal 3: Explore ways to expand events, attract diverse restaurants and entertainment, and improve mobility for better access to downtown experiences.

DDG3 Policy 1: The City of Chandler encourages consideration of flexible public spaces that can host rotating markets, pop-up vendors, seasonal installations, and interactive art experiences.

DDG3 Policy 2: The City of Chandler encourages the expansion of cultural, arts, and music events to celebrate local heritage, attract visitors, and engage a broad demographic.

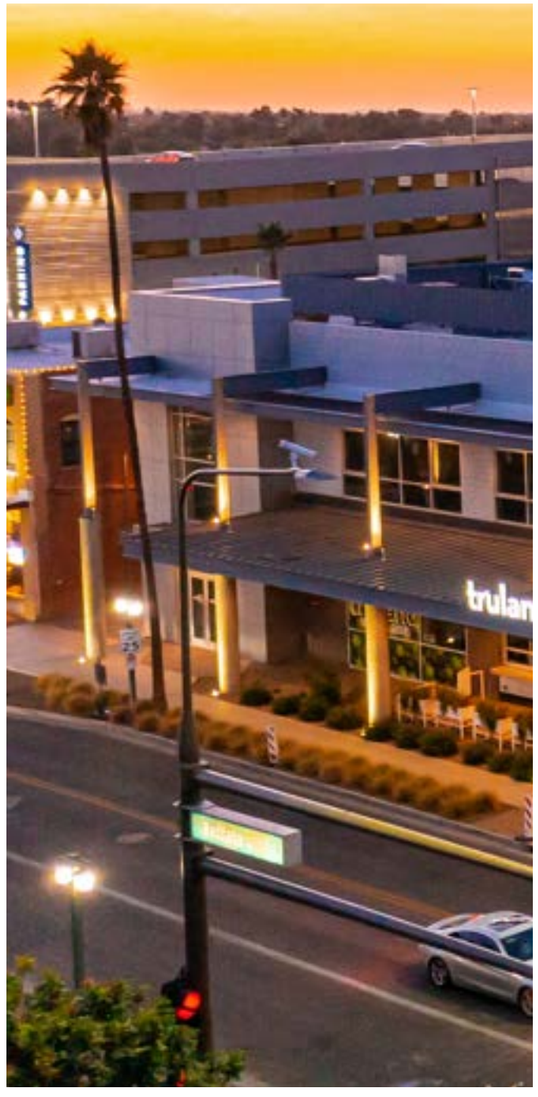
DDG3 Policy 3: The City of Chandler encourages consideration of event parking solutions to support various-sized events across downtown.

DDG3 Policy 4: The City of Chandler encourages consideration of pedestrian- and vehicle-friendly wayfinding systems to direct visitors to parking and local businesses, ensuring easy access to downtown amenities.

DDG3 Policy 5: The City of Chandler encourages the activation of open spaces with programmed events such as yoga in the park, farmers' markets, and cultural performances.

DDG3 Policy 6: The City of Chandler encourages planting native and drought-resistant trees to provide shade, mitigate the urban heat island effect, and improve aesthetics.

DDG3 Policy 7: The City of Chandler encourages the continued use of streetscape improvements, such as bike racks, furniture, and enhanced landscaping, that contribute to and enhance the downtown's character and identity.



SAN MARCOS DISTRICT

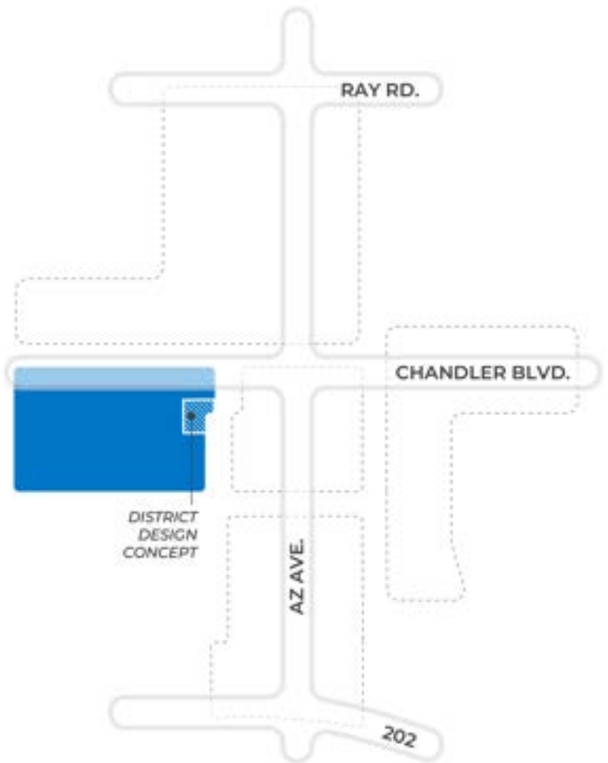
San Marcos District Overview

The San Marcos District extends west from Chandler's historic downtown to Alma School Road. This district is bound by Chandler Boulevard to the north and Frye Road to the south. It's known for the iconic San Marcos Golf Course, which contributes to the area's unique character and historic significance.

By the numbers:

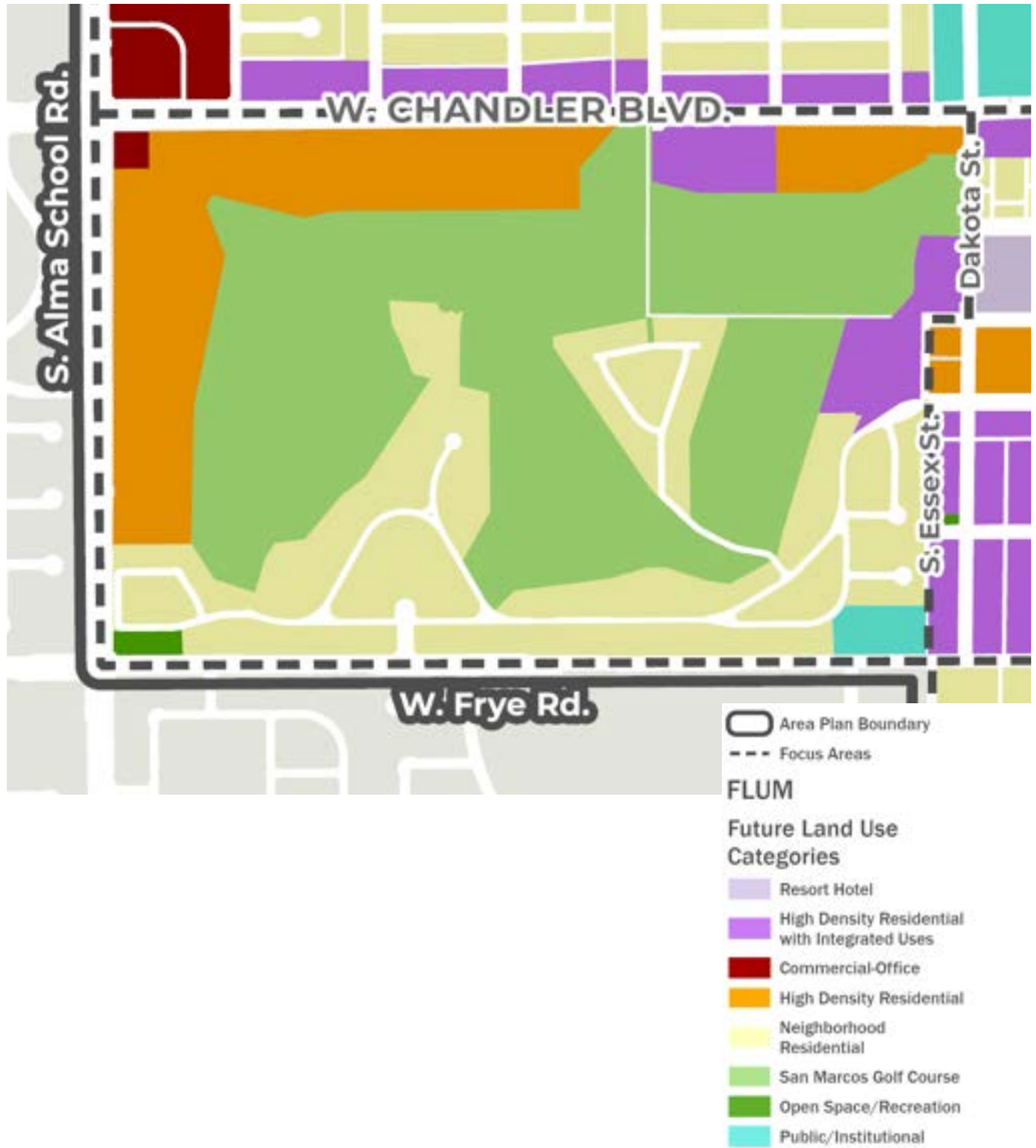
At 232 acres, the San Marcos District represents about 18% of the total DRAP.

Only 5% of the San Marcos District has potential to evolve in the coming decades.



San Marcos FLUM

The following district Future Land Use Map (FLUM) is for illustrative purposes and additional information on future land use descriptions can be found in the Region Chapter.



San Marcos Goals

The following three goals serve as a guide for future planning and development in the San Marcos District and are based on feedback solicited from the community during the planning process. The policies within this section and the actions listed later in the Implementation Chapter all relate back to these goals.

Goal 1

- Create and enhance recreation opportunities and connectivity to downtown.

Goal 2

- Facilitate infill and redevelopment for residential, commercial, parks, and mixed uses in concert with the district character.

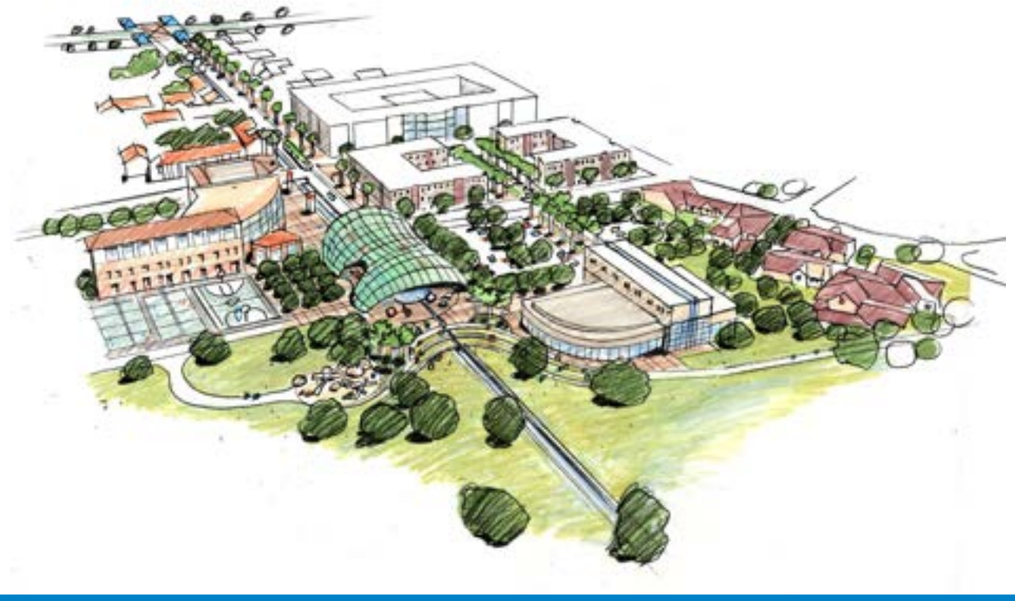
Goal 3

- Enhance and preserve the historic assets and the character of the district.



San Marcos District Design Concept

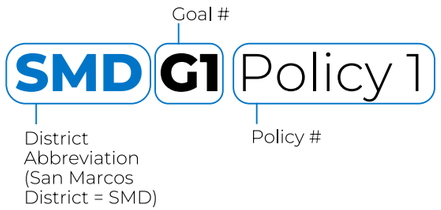
The San Marcos District Design Concept is located on the eastern edge of the district on approximately six acres, is strategically positioned to infill and revitalize the area while extending the vibrancy of downtown with integrated housing and recreational components. The proposed design centers around a centralized hub with a plaza and activated park space that acknowledges and integrates the existing historic canal and creates a focal point for community engagement and recreation. Overall, the design creates a vibrant and well-connected community hub with connectivity to historic downtown.



Key site features:

- Signature distinctive shade structure
- Visual connectivity to downtown
- Art Center and community hub
- Multiplex housing
- Mixed-use development
- Retail
- Adventure and interactive play features, including splash pad
- Innovative natural elements with wetland filtered water.
- Educational opportunities for wildlife and ecology
- Integrated safe walking path with fitness experience
- Community recreation center
- Integration into historic golf course
- Gateway to Downtown District
- Historic educational opportunities, including the Commonwealth Canal

San Marcos District Policies



Goal 1: Create and enhance recreation opportunities and connectivity to downtown.

SMDG1 Policy 1: The City of Chandler encourages the development of new park spaces and enhancement of the existing golf recreation area with amenities such as fitness stations, shaded seating, splash pads, and community gathering areas as deemed appropriate.

SMDG1 Policy 2: The City of Chandler encourages new developments to incorporate shade elements, such as tree-lined sidewalks, covered walkways, and seating areas to enhance walkability and reduce heat exposure.

Goal 2: Facilitate infill and redevelopment for residential, commercial, parks, and mixed uses in concert with the district character.

SMDG2 Policy 1: The City of Chandler encourages mixed-use and residential infill / redevelopment projects.

SMDG2 Policy 2: The City of Chandler encourages developments to complement the existing character of the historic neighborhood and golf course.

SMDG2 Policy 3: The City of Chandler seeks to create a sense of place upon arrival into the downtown region.



Goal 3: Enhance and preserve the historic assets and the character of the district.

SMDG3 Policy 1: The City of Chandler encourages historic preservation of the golf course as Arizona's first turf golf course and an important part of Chandler's history.

SMDG3 Policy 2: The City of Chandler encourages historic preservation of the residential neighborhood surrounding the golf course.

SMDG3 Policy 3: The City of Chandler encourages context-appropriate streetscape enhancements that reflect the historical assets of the district.

SMDG3 Policy 4: The City of Chandler encourages the development of educational features and signage that highlights historical aspects of the district.

SMDG3 Policy 5: The City of Chandler encourages hotel and golf course programming that integrates local arts, culture, and food experiences, tying them into downtown events.





5. DESIGN THEMES & PRINCIPLES

The **Design Themes & Principles** Chapter introduces general design themes and principles illustrated through graphic renderings and photographs and then further expressed via specific district applications as they relate to the community derived District Design Concepts and goals from Chapter 4.

DESIGN THEMES & PRINCIPLES

PURPOSE AND APPLICABILITY

The purpose of these design themes and principles is to assist in guiding the design and aesthetic character within the DRAP by visually unifying and realizing the downtown region's main objectives of adaptive reuse, alley activation, downtown gateways, and character areas, as well as the region-wide vision, and the district specific goals. These design themes and principles apply to the entire downtown region for all new, infill, and redevelopment projects which require rezoning and/or preliminary development plan approval. Specific application of these design themes and principles are also illustrated for each district using the community evolved District Design Concept introduced within the Districts Chapter.

DESIGN THEMES AND PRINCIPLES OVERVIEW

Four design themes derived from best industry practices and customized to Chandler's downtown region through community input and direction are articulated below. Within the context of each design theme, four key design principles further express the intent of the theme by specifically illustrating site, mobility, and architectural design concepts within graphically rich renderings and inspirational photos.



Design Themes

Community Character
Considers factors such as views, proximity of existing adjacent buildings and impact on the adjacent neighborhood when placing new structures.

Connectivity and Mobility
Provides pedestrian connectivity as an alternative mode of transport. Neighborhoods, parks, shopping and schools would ideally all be connected by trails or sidewalks.

Placemaking
Creates a variety of types and sizes of spaces offering opportunities for art, education, history, recreation or enrichment.

Sustainability
Incorporates design elements like energy efficiency, shaded areas, water conservation, and use of renewable materials into all types of development.

COMMUNITY CHARACTER DESIGN PRINCIPLES

CC1	**Façade Transparency & Articulation:** Use vertically proportioned windows, recessed entries, and storefront modulation to reinforce historical rhythm and massing.
CC2	**Compatible Roof Forms & Massing:** Apply step-backs and articulated parapets to reflect traditional scales seen in historic Chandler blocks.
CC3	**Integrated Historic Signage:** Encourage blade signs and marquee signage styles with traditional materials (wood, metal) reflective of early 20th-century design.
CC4	**Adaptive Reuse & Character Preservation:** Historic building modifications should maintain key design features and additions should complement original design, scale and massing.







Community Character Design Principles

CC1: Façade Transparency & Articulation

Use vertically proportioned windows, recessed entries, and storefront modulation to reinforce historical rhythm and massing.

Inspiration







CC2: Compatible Roof Forms & Massing

Apply step-backs and articulated parapets to reflect traditional scales seen in historic Chandler blocks.

Inspiration







Community Character Design Principles (Continued)

CC3: Integrated Historic Signage

Encourage blade signs and marquee signage styles with traditional materials (wood, metal) reflective of early 20th-century design.

Inspiration









CC4: Site Placement that Preserves Context

Maintain consistent front setbacks and site orientation that aligns with historic block patterns.

Inspiration









PLACEMAKING

P1	**District Gateways and Monuments:** Design visually distinct entry points using thematic colors, art, or sculptural signage.
P2	**Public Gathering Nodes:** Incorporate small plazas or pocket parks adjacent to building entrances with seating, shade, and art.
P3	**Custom Light Fixtures as Public Art:** Use decorative poles and fixtures that enhance both function and aesthetic, potentially doubling as artistic elements.
P4	**Alley Activation Elements:** Retrofit alleys with lighting, murals, pavers, and movable seating to support small events and improve safety.







Placemaking Design Principles

P1: District Gateways and Monuments

Design visually distinct entry points using thematic colors, art, or sculptural signage.

Inspiration









P2: Public Gathering Nodes

Incorporate small plazas or pocket parks adjacent to building entrances with seating, shade, and art.

Inspiration









Placemaking Design Principles (Continued)

P3: Custom Light Fixtures as Public Art

Use decorative poles and fixtures that enhance both function and aesthetic, potentially doubling as artistic elements.

Inspiration









P4: Alley Activation Elements

Retrofit alleys with lighting, murals, pavers, and movable seating to support small events and improve safety.

Inspiration









CONNECTIVITY AND MOBILITY

CM1	**Minimum 10’ Sidewalk Width in Mixed-Use Areas:** Ensure sufficient pedestrian space with defined clear zones and furnishings for comfort and accessibility.
CM2	**Active Ground Floor Uses:** Require doors and transparent glazing along pedestrian corridors to engage the street and increase safety.
CM3	**Pedestrian Crossings with Enhanced Paving:** Use stamped or textured concrete to emphasize pedestrian right-of-way at intersections and mid-block crossings.
CM4	**Consistent Street Furniture and Tree Placement:** Position benches, lighting, and trash receptacles within amenity zones that do not obstruct the pedestrian path.







Connectivity and Mobility Design Principles

CM1: Minimum 10’ Sidewalk Width in Mixed-Use Areas

Ensure sufficient pedestrian space with defined clear zones and furnishings for comfort and accessibility.

Inspiration






CM2: Active Ground Floor Uses

Require doors and transparent glazing along pedestrian corridors to engage the street and increase safety.

Inspiration








Connectivity and Mobility Design Principles (Continued)

CM3: Pedestrian Crossings with Enhanced Paving

Use stamped or textured concrete to emphasize pedestrian right-of-way at intersections and mid-block crossings.

Inspiration






CM4: Consistent Street Furniture and Tree Placement

Position benches, lighting, and trash receptacles within amenity zones that do not obstruct the pedestrian path.

Inspiration

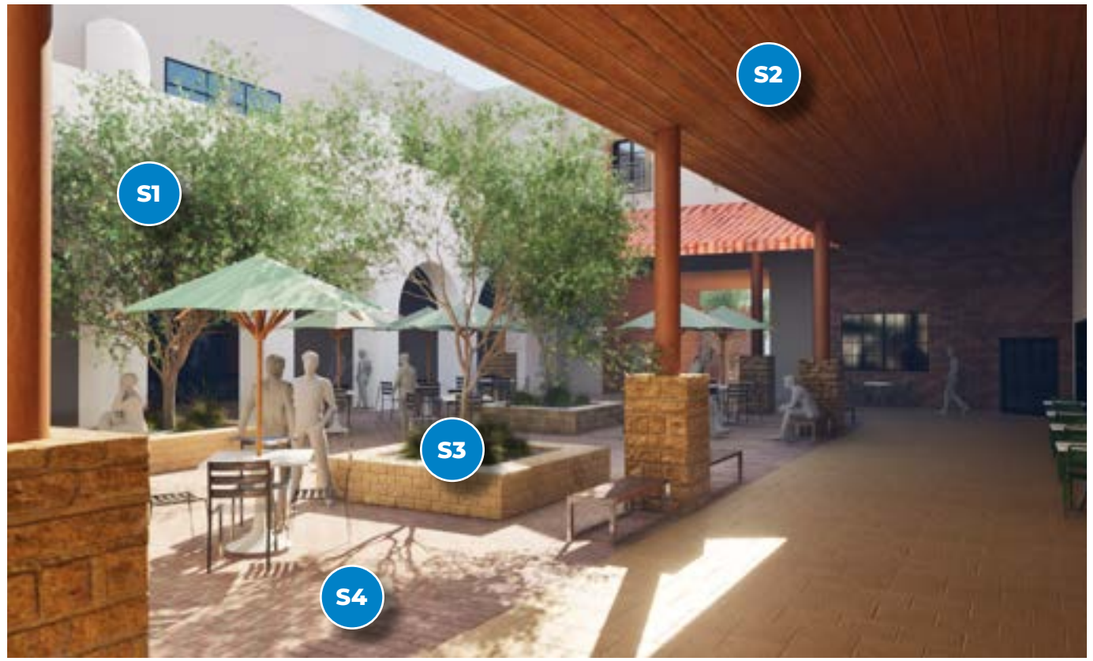


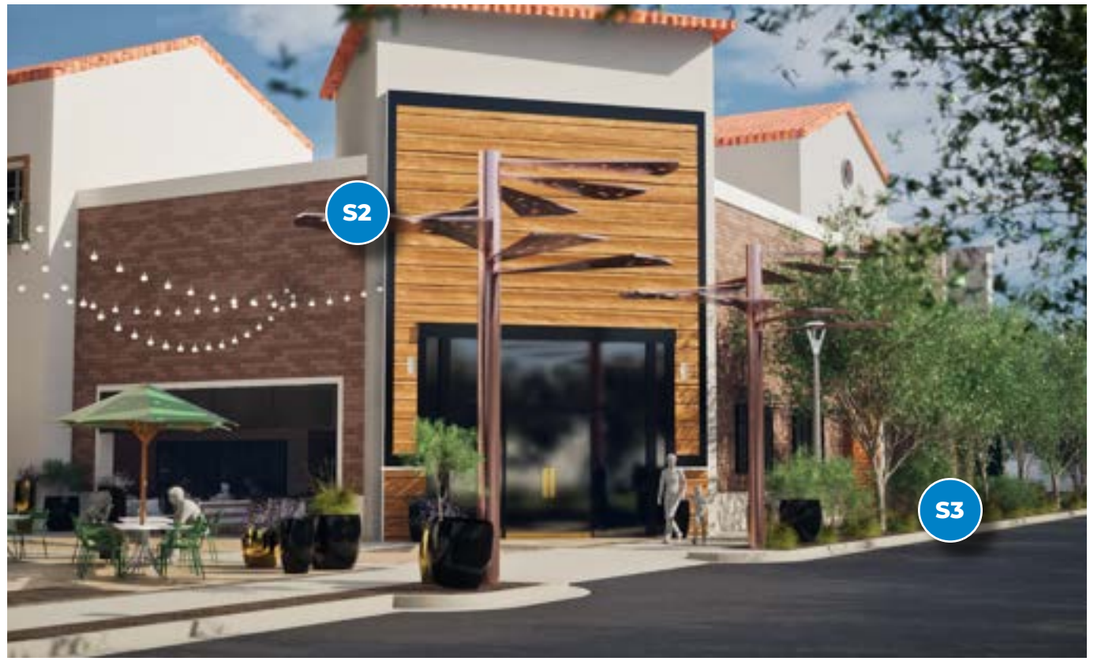



SUSTAINABILITY

S1	**Use of Native, Low-Water Landscaping:** Incorporate plant species suited to arid environments and group them by water needs.
S2	**Shade Structures and Canopies:** Require awnings, arcades, and trees to provide 75% sidewalk shade coverage during peak hours.
S3	**On-Site Water Management:** Design bioswales, permeable paving, and curb cuts to direct runoff into landscape basins.
S4	**Cool Surface Materials:** Use light-colored pavers, decomposed granite, or reflective coatings to reduce heat absorption in pedestrian zones.







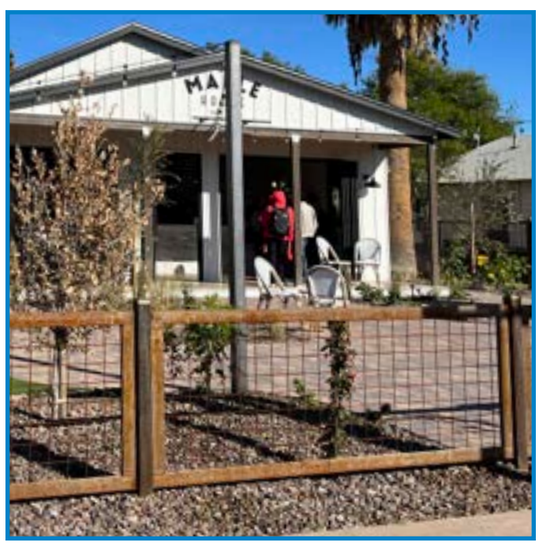
Sustainability Design Principles

S1: Use of Native, Low-Water Landscaping

Incorporate plant species suited to arid environments and group them by water needs.

Inspiration



S2: Shade Structures and Canopies

Require awnings, arcades, and trees to provide 75% sidewalk shade coverage during peak hours.

Inspiration







Sustainability Design Principles (Continued)

S3: On-Site Water Management

Design bioswales, permeable paving, and curb cuts to direct runoff into landscape basins.

Inspiration






S4: Cool Surface Materials

Use light-colored pavers, decomposed granite, or reflective coatings to reduce heat absorption in pedestrian zones.

Inspiration










DISTRICT DESIGN THEME APPLICATIONS

The intent of this section is to apply the above design themes and principles to each of the five districts within the DRAP. Illustration of these applications takes each community derived District Design Concept and district based goals introduced in the Districts Chapter and further refines them through community input received during the immersion workshop into graphically rich 3D renderings with specifically customized design callouts.

Northern District Design Theme Applications



Eastern District Design Theme Applications



Southern District Design Theme Applications



Community Character

Placemaking

Connectivity & Mobility

Sustainability

CC2: Compatible Roof Forms & Massing

P4: Alley Activation Elements

CC1: Façade Transparency & Articulation

P3: Custom Light Fixtures as Public Art

S2: Shade Structures & Canopies

CM4: Consistent Street Furniture & Tree Placement

S4: Cool Surface Materials

S1: Use of Native, Low-Water Landscaping

Downtown District Design Theme Applications



San Marcos District Design Theme Applications



6.
IMPLEMENTATION

As articulated in the Overview Chapter, main objectives were developed early in the process, have guided the efforts of the DRAP, and have helped lead to the development of region-wide, housing-related, and district specific actions that can be systematically implemented to assist in realizing the community's vision. This **Implementation Chapter** outlines these actions.

IMPLEMENTATION



OVERVIEW

The one hundred and four (104) actions are meant to be implemented within Short (1-5 years), Mid (5-10 years), Long (10+) term and on an On-going basis. These actions will help the city implement the community's vision beyond rezonings and application of the design guidelines. These actions and timeframes, however, remain flexible and subject to staffing and financial resources and constraints.

REGIONAL ACTIONS

The following twenty seven (27) action items have region-wide applicability and stem from the main objectives of the downtown region and community input throughout the DRAP process.

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
R1	Explore ways to promote and implement the designated Industrial Commerce Routes through signage and traffic calming.	Short	
R2	Develop roadway design standards for future improvements at designated Industrial Commerce Routes.	Short	
R3	As feasible, evaluate all existing infrastructure within the downtown region to facilitate infill and redevelopment.	Short	
R4	Explore parking reductions in exchange for alternative transportation amenities (bike parking, proximity to transit stops, transit passes).	Short	
R5	Address essential infrastructure gaps such as sidewalks and street lighting in neighborhoods.	Mid	
R6	Provide non-vehicular connections between residential areas, especially public housing, parks and the downtown district.	Mid	
R7	Adopt an *Alleyway Activation Master Plan* that identifies specific commercial alleys as being desirable for activation, potential improvements and other details necessary for alley activation.	Mid	
R8	Explore ways to enhance important gateways into the downtown region through signage and other identifiers.	Mid	
R9	Survey city neighborhoods to gauge interest in development of specific character area guidelines and develop a palette of landscape materials, neighborhood specific street signs, and other character improvements that may be considered.	Mid	
R10	Reimagine park spaces to include interactive amenities and other appropriate features in urban environments.	Mid	

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
R11	Conduct a feasibility study of geographic opportunities for an urban trail network. Work with a trail planning expert to develop a multi-phase, multi-year trail plan.	Mid	
R12	Identify high-priority corridors for dedicated and/or separated bike lanes and protected intersections between major activity centers.	Mid	
R13	Implement a "shade first" policy for new parks and pathways that requires new parks, trails, and public spaces to prioritize shade through tree canopy, shade structures, and climate-responsive design.	Mid	
R14	Seek and acquire parcels of land in strategic locations that would benefit multi-use connectivity between parks and public spaces.	Long	
R15	Evaluate the feasibility of a parking credit program where developers can contribute to a district-wide parking fund instead of building on-site parking.	Long	
R16	Consider opportunities to utilize public-private partnerships to expand available park amenities.	Long	
R17	Identify areas that are currently under served by parks and prioritize land acquisitions or opportunities to convert underutilized street space into pocket parks and plazas or park improvements in those neighborhoods.	Long	
R18	Develop a district-wide active transportation plan, including identification of priority corridors for protected bike lanes, wider sidewalks, and multi-use trails that connect parks, plazas, and nearby districts.	Long	
R19	Continue to monitor sales tax revenue generated within the downtown region to determine the health of the market and where efforts might be directed at attracting certain uses.	Long	
R20	Identify and encourage preservation of buildings with historical value, such as the Winn school building.	Long	
R21	Maintain an open line of communication with residents within the downtown region to continuously address their needs and improve their quality of life.	Long	
R22	Explore opportunities to retrofit existing parks with additional shade and cooling features.	Long	
R23	Promote the use of a fast-track permitting process for redevelopment and infill projects in the downtown region.	Long	
R24	Integrate low-water-use trees in urban areas to create a comfortable pedestrian experience with shaded paths and courtyards.	Long	
R25	Allow unique materials, such as shipping containers, on redevelopment and/or infill projects.	Long	
R26	Encourage high-density development to locate near and orient toward transit stops	Long	
R27	Continue to use the *Infill Incentive Program and Adaptive Reuse Program* to their full extent to promote development and redevelopment activities in the downtown region.	On-going	

HOUSING-RELATED ACTIONS

The following sixteen (16) housing-specific action items have region-wide applicability and stem from the main objectives of the downtown region and community input throughout the DRAP process.

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
RH1	Conduct a Receiving Capacity Analysis to determine potential future housing unit yields	Short	
RH2	Hold a Downtown Development Summit to solicit feedback from the development community and better understand their needs and challenges	Short	
RH3	Develop pre-approved Building Models/Design Prototypes to meet state requirements and expedite approvals	Short	
RH4	Research Alternate Products/Materials to help offset owner/developer costs while maintaining design quality standards	Short	
RH5	Establish clear and objective development requirements to facilitate the approval process.	Short	
RH6	Adopt policies that facilitate the development of missing middle housing to create more affordable housing options for a wide variety of residents.	Short	
RH7	Explore Request for Proposal (RFP) opportunities for development on city owned properties	Mid	
RH8	Evaluate potential Financial Tools to Support Delivery of more housing	Mid	
RH9	Conduct a Utility Needs Assessment to identify and prioritize necessary improvements	Mid	
RH10	Explore offsetting Impact Fees related to infrastructure and offsite improvements costs	Mid	
RH11	Explore opportunities for affordable housing and missing middle housing solutions in the downtown region, including the evaluation of the formation of a City of Chandler Community Land Trust	On-going	
RH12	Continue redevelopment planning by Chandler's Public Housing Authority	On-going	
RH13	Adopt necessary Code Amendments to implement State of Arizona middle housing requirements (e.g. Zoning, Engineering, Pre-Approved Plans)	On-going	
RH14	Continue discussions with Salvation Army regarding the Winn School site	On-going	
RH15	Continue neighborhood communication and outreach	On-going	
RH16	Provide clear and transparent fee structures for the development of middle housing	On-going	



DISTRICT ACTIONS

The following sixty-one (61) action items have specific district applicability and are cross-referenced to applicable district community derived goals.

Northern District

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
Goal 1: Facilitate sustainable growth through infill and redevelopment that retains or is compatible with existing character.			
ND1	Update zoning to Include transition standards that define clear regulations for building heights, setbacks, and landscaping to create gradual transitions between different land uses.	Short	
ND2	Explore the potential for the adaptive reuse program to allow properties north of Chandler Boulevard and west of Arizona Avenue to offer uses such as galleries, restaurants and other commercial establishments.	Short	
ND3	Conduct a historic and culture resource inventory to identify and document historically significant buildings and sites within the district to guide preservation efforts.	Mid	
Goal 2: Enhance access and quality of existing city parks and encourage development of new pocket parks, pathways and similar recreational opportunities in strategic locations.			
ND4	Assess gaps in the park and pathway network and identify and prioritize key connectivity projects.	Mid	
ND5	Evaluate opportunities to allow activation of underutilized spaces with temporary uses, including pop-up parks, yoga in the park and other interim open space uses.	Long	
Goal 3: Improve safety and enhance experience for multimodal travel.			
ND6	Alter the configuration of Arizona Avenue to create a more attractive and safe pedestrian-oriented main street leading to downtown that is consistent with current improvements south of Chandler Boulevard.	Mid	
ND7	Conduct an active transportation study to identify gaps in the active transportation network and additional facility recommendations and designs.	Mid	
ND8	Conduct speed studies where needed on local roadways to identify appropriate traffic calming measures at locations with speeding concerns.	Mid	
ND9	Pursue grants, impact fees, or other funding sources to support lighting improvements in priority areas, especially near transit stops and high-activity zones.	Mid	
ND10	Improve the walkable experience between the Chandler Center for the Arts and the downtown square prioritizing shade and safety.	Mid	



Eastern District

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
Goal 1: Facilitate infill and redevelopment for a broad range of residential, commercial, and mixed-use opportunities.			
ED1	Conduct an audit to identify city-owned vacant or underutilized properties to assess and prioritize their potential for mixed-use or affordable housing projects.	Short	
ED2	Assess opportunities to modify zoning to remove barriers to first-floor residential uses in areas where retail demand is low.	Short	
ED3	Explore opportunities to implement parking minimums and maximums set specifically for the district to ensure parking needs are met but not oversupplied.	Short	
ED4	As feasible, conduct an infrastructure needs assessment to identify aging water, sewer, and electrical systems that could limit redevelopment and infill projects.	Mid	
ED5	Expand the use of Requests for Proposals (RFPs) to attract developers interested in public-private partnerships for key publicly owned sites.	Long	
ED6	Promote the existing Infill Incentive Plan available to developers who are interested in redevelopment projects through developer round tables, Valley Partnership Friday Morning Breakfasts, public speaking engagements, workshops, and an online portal.	On-going	
ED7	Enforce existing policies requiring developers to install or pay for necessary utility infrastructure upgrades to support reliable and efficient utility infrastructure.	On-going	
ED8	Assess opportunities to encourage use of the Adaptive Reuse Program.	On-going	
Goal 2: Encourage the beautification of public spaces, recreation opportunities in strategic locations, and walkability across the district.			
ED9	Establish Industrial Commerce Routes to promote resident safety and satisfaction, protect built infrastructure and better serve existing industrial uses.	Short	
ED10	Establish Industrial Commerce Routes to promote resident safety and satisfaction, protect built infrastructure and better serve existing industrial uses.	Short	
ED11	Explore streamlining the permitting process for business expansion or renovations to support local business growth efforts.	Short	
ED12	Alter the configuration of Chandler Boulevard to create a more attractive and safe pedestrian-oriented street leading to downtown that is consistent with current improvements on Arizona Avenue south of Chandler Boulevard.	Mid	
ED13	Identify opportunities to add gateway monument signage for west bound traffic on Chandler Boulevard announcing arrival into the downtown region	Mid	
ED14	Inventory public spaces for potential to be converted to pocket parks, pedestrian plazas, or other art-filled gathering spaces.	Mid	
ED15	As feasible, explore implementation of policies requiring new utility infrastructure to be built underground, where appropriate, to improve aesthetics along roadway corridors.	Mid	
ED16	As feasible, explore implementation of policies requiring new utility infrastructure to be built underground, where appropriate, to improve aesthetics along roadway corridors.	Mid	
ED17	Conduct a transit feasibility study in the district to identify transit expansion and improvement opportunities.	Mid	
ED18	Consider roadway improvement projects to include pedestrian, bicyclist, and accessibility improvements.	Long	
Goal 3: Foster business growth that creates synergy between uses.			
ED19	Continue to encourage startups and small businesses by, as feasible, directing them to existing co-working spaces, and mentorship programs that connect emerging entrepreneurs with experienced industry leaders.	On-going	

Southern District

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
Goal 1: Foster vibrant and resilient neighborhoods by encouraging revitalization of existing communities and enhancing economic opportunities.			
SD1	Allow a compatible mix of commercial uses between Fairview and Saragosa Streets, paying homage to the historical uses that were once there.	Short	
SD2	Implement smart parking strategies, such as allowing shared parking agreements between businesses, office buildings, and residential developments to reduce redundant parking spaces.	Mid	
SD3	Identify opportunities to provide public parking on underutilized city-owned parcels to relieve nearby business parking requirements.	On-going	
Goal 2: Encourage neighborhood revitalization through improvements such as Washington Street extension and activation of targeted alleyways.			
SD4	Implement the proposed Washington Street extension in accordance with the Washington Street Alignment Study.	Short	
SD5	Create a placemaking initiative that engages local artists and designers to create unique signage, sculptures, or interactive features at key district entry points.	On-going	
Goal 3: Expand options and access to parks and public gathering spaces.			
SD6	Inventory existing parks and public gathering spaces within the District and identify a list of priority park enhancements.	Short	
SD7	Provide landscape improvements in the Southside Neighborhood as envisioned by the Washington Street Alignment Study.	Short	

Downtown District

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
Goal 1: Encourage development that enhances and preserves Chandler's unique Downtown community character.			
DD1	Promote the use of decorative or artistic, and energy-efficient lighting and light features for safety and enhancement of the nighttime experience along key corridors and public/civic spaces.	Mid	
DD2	Continue to require pedestrian-friendly facades, active ground-floor uses, and high-quality materials.	On-going	
DD3	Continue to implement zoning to require new developments to integrate shade structures and greenery into site plans.	On-going	
DD4	As feasible, explore the use of rooftop bars, restaurants or other amenities such as pools and other establishments.	On-going	
Goal 2: Expand housing options and essential services, ensuring convenient access to groceries, childcare, fitness, and daily needs.			
DD5	Amend zoning to allow more flexible live/work spaces to encourage small businesses to operate alongside housing.	Short	
DD6	Identify key zoning and other regulatory changes needed to reduce barriers to multi-family and mixed-use housing and take steps to amend language.	Short	
DD7	Evaluate zoning incentive opportunities for mixed-use developments that integrate retail, housing, and services.	Mid	
DD8	Explore city-owned properties or vacant lots for potential redevelopment into essential services or housing.	Mid	
DD9	Conduct an active transportation study to identify gaps in the active transportation network and additional facility recommendations and designs.	Mid	

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
DD10	Conduct a comprehensive assessment of infrastructure needs in key redevelopment areas and produced a prioritized action plan. Prioritize infrastructure improvements that support increased density and mixed-use development.	Long	
DD11	Work with Valley Metro to conduct a Transit Development Plan (TDP) to identify recommendations for local and high-capacity transit within and nearby the district, including options for increased fixed-route service or microtransit service.	Long	
Goal 3: Explore ways to expand events, attract diverse restaurants and entertainment, and improve mobility for better access to downtown experiences.			
DD12	Identify underutilized public spaces to support seasonal activities such as pop-up markets, art installations, and other community uses.	Short	
DD13	Evaluate zoning and permitting procedures to make it easier for businesses to offer outdoor/street dining, seating, patios, and entertainment.	Short	
DD14	Implement smart parking technologies and wayfinding signage to guide visitors to available parking in real-time (online and mobile-friendly interactive downtown map with real-time parking availability).	Short	
DD15	Improve the walkable experience between the Chandler Center for the Arts and the downtown square prioritizing shade and safety.	Mid	
DD16	Continue to partner with local artists and businesses through the Public Arts Commission to develop interactive public art and cultural experiences.	On-going	
DD17	Encourage collaborations with local cultural organizations to support and host new and diverse community events.	On-going	

San Marcos

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
Goal 1: Create and enhance recreation opportunities and connectivity to downtown.			
SMD1	Adopt shade requirements for new development, requiring tree-lined sidewalks, covered walkways, and shaded seating to enhance walkability and reduce heat impacts.	Short	
SMD2	As feasible, encourage the development of new park spaces or enhancement of the existing golf recreational area with amenities such as fitness stations, shaded seating, splash pads, and community gathering areas as deemed appropriate.	Long	
SMD3	Identify vacant or underutilized parcels for acquisition and conversion into open space and public plazas for the benefit of downtown region residents and businesses.	Long	
Goal 2: Facilitate infill and redevelopment for residential, commercial, parks, and mixed uses in concert with the district character.			
SMD4	Adopt development standards to help guide development that complements the existing character of the historic neighborhood and golf course.	Short	
SMD5	Identify opportunities to add gateway monument signage for east bound traffic on Chandler Boulevard announcing arrival into the downtown region.	Mid	
Goal 3: Enhance and preserve the historic assets and the character of the district.			
SDM6	Assist efforts to establish a historic preservation designation over the residential neighborhoods surrounding the golf course.	Mid	
SDM7	Encourage historic preservation of the historic San Marcos Golf Course and promote opportunities to educate the public on its role in the history of Chandler.	On-going	
SDM8	Work with residents to identify appropriate improvements that would enhance the historical character of the neighborhood.	On-going	



A-C
APPENDICES

Appendix A:
Community Engagement Materials

Appendix B:
Glossary

Appendix C:
High Resolution FLUM (11x17” Format)

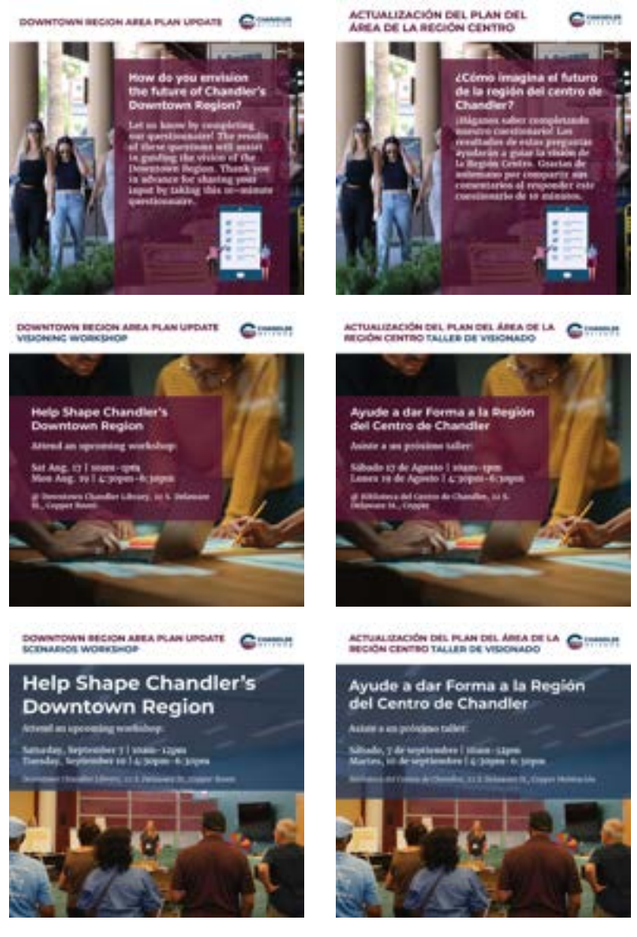
WEBSITE

The project website served as the central hub for community engagement and project updates related to the City's ongoing downtown planning effort. It provides residents, business owners, and stakeholders with access to information about the plan's goals, key focus areas, district maps, and timelines. Most importantly, the site offers opportunities to get involved through surveys, public workshops, and updates on meetings and milestones. By consolidating resources and providing interactive tools, the website ensured transparent communication and encouraged public input throughout the planning process.



SOCIAL MEDIA

Bilingual social media posts in **English and Spanish** were shared on **Instagram and Facebook** to promote all three public engagement workshops and the online questionnaire for the Downtown Region Area Plan. This inclusive outreach helped raise awareness, expand access, and encourage broad community participation in shaping the future of downtown Chandler.

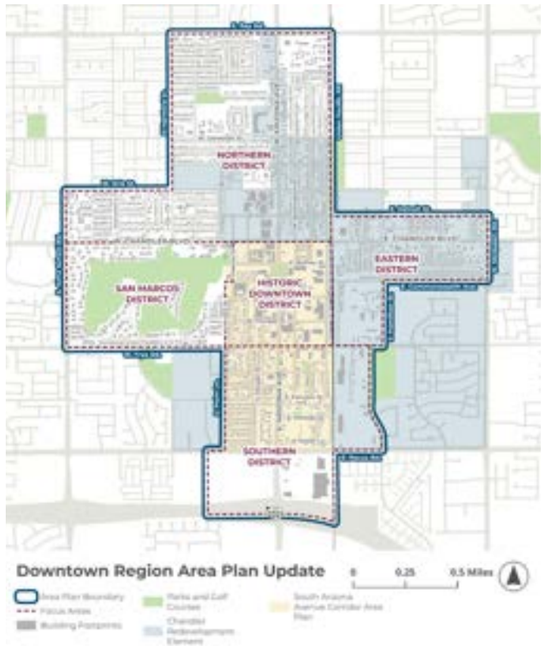


INFO SHEET



What is the Downtown Region Area Plan Update?

To meet the evolving needs of the downtown area and its surrounding community, the City of Chandler is reevaluating its Downtown Region. Initially adopted in 2006, the South Arizona Avenue Corridor Area Plan was conceived with more localized focus within the overarching Chandler Redevelopment Element, initially enacted in 1987 and updated in 1995. This Update aims to consolidate these plans and safeguard the distinctive historic and character assets within and adjacent to the designated area while promoting land use planning that complements and integrates the existing downtown character. The existing City Center District (CCD) and the area's historic designation will not be changing as part of this Update. The adjacent map represents the Downtown Region Area Plan Update project area and proposed districts.



INFO SHEET (PG. 2)

Why is This Plan Important?

An area plan examines current conditions, identifies opportunities and challenges, and outlines strategies and actions to guide future development and growth. It is a pivotal tool which municipalities use to shape and develop an area's physical and social aspects. A well-crafted area plan lays the foundation for promoting economic opportunities and growth while supporting its unique character and connecting the space to the people it serves. Area plan updates are important for four key reasons:

1 ADAPTATION TO CHANGING NEEDS

As communities evolve and grow, their needs and priorities change. Updating an area plan ensures it remains relevant and responsive to current and future needs and opportunities.

2 STRATEGIC DEVELOPMENT

An area plan uses local context to help prioritize development needs, infrastructure improvements, and resource allocation to ensure sustainable growth.

3 SOCIAL EQUITY & INCLUSION

Area plans may address issues related to affordability, accessibility, housing diversity, community amenities, and services to ensure development meets the needs of the residents.

4 COMMUNITY & STAKEHOLDER ENGAGEMENT

A critical component of updating an area plan is ensuring it serves the people it is intended for. This includes residents, business owners, and community organizations.



What does the Planning Process look like?

The entire planning process is anticipated to take approximately 12 months. This will allow time to evaluate, develop, collaborate, and revise to create an area plan that truly reflects the vision and priorities of the community. To ensure the Update considers the needs of the community, we invite and encourage you to participate in the planning process. Public input is crucial in informing the City's direction and approach to the Downtown Region.



How do I Get Involved?

The City of Chandler values your perspective and recognizes that your experiences can provide valuable insight. We encourage you to visit the project website listed below and share your thoughts, ideas, and concerns — both online and at one of our public outreach and engagement events. To stay informed, check out the website below to stay updated on where and when you can get involved and don't miss out on your chance to build Chandler's future!

WORKSHOP 1 SUMMARY

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 1 - VISIONING SUMMARY

September 5, 2024

In person Workshops August 17th and 19th, 2024 | Downtown Chandler Library

Virtual Workshop August 17 – 23, 2024

WHAT WAS THE PURPOSE?

The focus of the **VISIONING** workshops was multifaceted. A formal presentation overview of the project and process was provided along with an open house format with stations to collect community input. Various interactive exercises were offered at individual stations, allowing participants to consider the unique conditions of the Downtown Region as a whole and at each of the five districts. Comments and feedback from the workshop will directly assist in informing the Scenario Workshops as well as the contents and direction of the area plan. Materials for this workshop were developed using initial community input gleaned from community interviews and an online questionnaire.



Downtown Region:

Downtown Region Vision Statement – Collect input on the draft community derived Vision Statement for the Downtown Region as a whole.

Each District:

Guiding Principles Draw out the priorities gleaned from initial input for each district to create guiding principles.

Areas of Change Mapping Respond to the designated PRESERVE.SUSTAIN.EVOLVE areas.



Community Design through Visual Preference Select images and input that provide insight to aesthetic design priorities of the community. The responses will help develop region and district specific design standards.

WORKSHOP 1 SUMMARY (PG. 2)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 1 - VISIONING SUMMARY

September 5, 2024

WHO ATTENDED?

The meeting was advertised widely via the project website, the city's social media channels, news radio, eLists, and a local billboard. **52 online participants** had the opportunity to engage in the detailed, fully interactive virtual workshop consisting of exercises that mirrored the in-person event. The mapping and visioning activities yielded several insightful comments.



72 in-person participants over 2 separate workshops heard a brief project overview and engaged in a series of interactive visioning and mapping exercises.

WHAT WE HEARD:

The following is a summary of what we heard for the two VISIONING workshops. These results will be reconfirmed at the SCENARIO workshop series planned for September 7th and 10th at the Downtown Library.

Regional Vision Statement "What's missing from the draft vision statement?":
Shady streets – welcoming character – safe for pedestrians and bikes

Guiding Principles:



Historic Downtown District

Main priorities: Landscape and beautification, shade structures, transportation options, public art, and distinctive character.

Specific comments: Downtown should be closed periodically for Art Nights, more support for infill housing projects, California Street needs redevelopment and has too much traffic, better work/live options, needs a gym nearby, a smaill walkable grocery store, prioritize the residential aspect of Downtown, better pedestrian and bike safety features, more land use buffering, protect neighborhoods from commercial parking issues, preserve the unique identity of the district, increase retail, alley improvements, lifestyle services, better access to canal path, and traffic speed control.

Eastern District

Main priorities: Landscaping and beautification, housing (varied style and price), transportation, and shade structures creatig a sense of arrival to the Historic Downtown District.

WORKSHOP 1 SUMMARY (PG. 3)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 1 - VISIONING SUMMARY

September 5, 2024

Specific comments: Education facilities should be highlighted in the district and concerns about street vendors.



Southern District

Main priorities: Distinctive signage, gathering spaces, landscape and beautification with an opportunity to create a more vibrant identity.



Specific comments: Restrict storage facilities, clean up both sides of AZ Ave, and identified location for a new Fine Arts/Community Center.

Northern District

Main priorities: Landscaping and visual beautification, parks and distinctive character.

Specific comments: Improve green infrastructure, rainwater harvesting and cisterns, trails and paths creating better connection between districts and adjacent neighborhoods, and protected bike lanes and shade along 87.

San Marcos District

Main priorities: Parks, recreation opportunities and trails, and infill development.



Specific comments: Interpretative signage that educates on the history of the district, better connection to downtown, preserve the historic golf course as open space, and tear out a portion of the golf course and make it a dense neighborhood center.

QUESTIONNAIRE 1

Questionnaire 1 was launched in both English and Spanish on the project website on July 1, 2024 and will be live until September 3, 2024. This questionnaire along with community interviews drove the material for the Visioning Workshop. The questionnaire has been promoted via social media, eLists, and at the Visioning Workshops. As of this date there are **743 responses** providing valuable insight into the character and aspirations of both the Downtown Region and the five Districts.

WORKSHOP 2 SUMMARY

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

In person Workshops September 7th & 10th, 2024 | Downtown Chandler Library

Virtual Workshop September 6 – 27, 2024

WHAT WAS THE PURPOSE?

The focus of the **SCENARIO** workshops was multifaceted and an evolution from the previous VISIONING workshops. A formal presentation overview of the project and process was provided along with an open house format with stations to collect community input. Various interactive exercises were offered at individual stations, allowing participants to consider the unique conditions of the Downtown Region as a whole and at each of the five districts. Comments and feedback from the workshop will directly assist in informing the future IMMERSION workshop as well as the contents and direction of the area plan. Materials for this workshop were developed using input from the previous workshops.

WHO ATTENDED?

The meetings in this workshop series were advertised widely via the project website, the city's social media channels, local television news segment, and eLists.



33 in-person participants over the 2 separate workshops heard a brief project overview and engaged in a series of interactive visioning and mapping exercises.

246 online participants engaged in the interactive Virtual Workshop/Questionnaire 2 consisting of exercises that mirrored the in-person events.

The mapping and visioning activities yielded several insightful comments.

QUESTIONNAIRE 2

Questionnaire 2 was combined with the virtual workshop on the project website. This virtual workshop/questionnaire presented detailed and comprehensive prompts asking for specific and geolocated comments as well as general agree/disagree feedback on the various elements presented.

The questionnaire was promoted via social media, eLists, and at the in person workshops. While 246 individuals engaged with the website, nearly **100 responses** were submitted online, providing valuable insight into the *Vision Statement* for the Downtown Region and the *Guiding Principles* of the five districts.

An extra question posed to the community virtually resulted in *80% of respondents being supportive of more multifamily in the Downtown Region.*

WORKSHOP 2 SUMMARY (PG. 2)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

WHAT WE HEARD

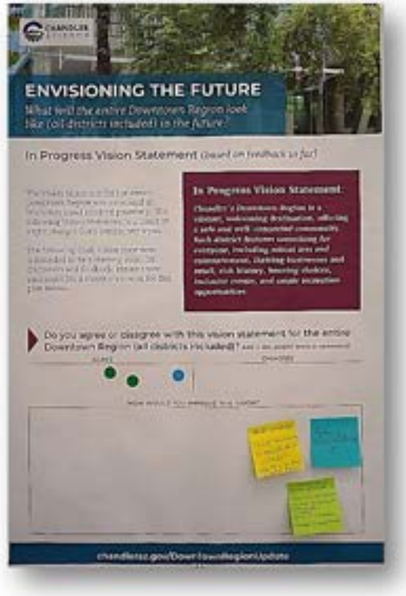
Both the *Vision Statement* and *Guiding Principles* have evolved over the course of the public engagement process. The iterations at the **SCENARIO** workshops reflects specific comments received at the VISIONING workshops. The comments received at the **SCENARIO** workshops (in person and online) are summarized below. These results will be displayed at the IMMERSION workshop series planned for November15th and 16th at the ASU Innovation Center in Downtown Chander.

Regional Vision Statement

Chandler's Downtown Region is a vibrant, welcoming destination, offering a safe and well-connected community. Each district features something for everyone, including robust arts and entertainment, thriving businesses and retail, rich history, housing choices, inclusive events, and ample recreation opportunities.

Specific comments:

- Consider connectivity within downtown to other surrounding neighborhoods.
- Dynamic? Multi-cultural?
- Consider image: projection of Chandler as "community of innovation". How could we expand to: new imagination, innovation, new world, expressions of leadership?
- This vision is false. That's the problem. 3/5 of the districts are straight up run down and perceived as incredibly unsafe by the average Chandler resident. The other 2 have some apartments and gentrification going on. That's about it.
- Does not address the variety of dining options available downtown which are many.
- Would like to see the word multicultural added.
- Whether it's added to inclusive recreational activities or whether it's used to describe the variety of dining options?
- I would include a focus on innovation through curiosity and a lifelong love for learning. Play, Learn, Grow
- I think its a good, strong statement with room for growth in the family support arena by adding needed basic needs stores downtown.



WORKSHOP 2 SUMMARY (PG. 3)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

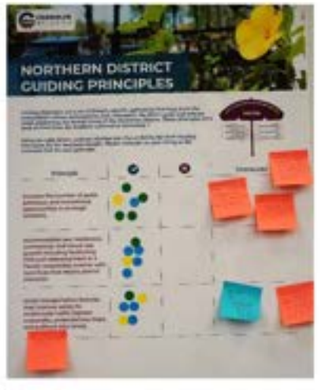
October 2, 2024

- There needs to be a recognition that there are existing underserved neighborhoods that have issues that need to be addressed.
- I feel that we need more low-cost, family friendly, gathering options.
- Covered, shaded areas need to be a priority. We should normalize shaded parking & sidewalks now as our weather conditions continue to change.
- The lack of focus on shaded parking & common sense heat adaptations are going to cost money as people decide to skip going out because of the rising & sustained heat.

GUIDING PRINCIPLES BY DISTRICT

Three guiding principles for each district were developed by distilling comments from participants in the VISIONING workshops as well as responses from Questionnaire 1. The **SCENARIO** workshops (in person and online) asked participants to reflect on the guiding principles and agree/disagree and provide comments.

The community comments were almost completely positive but details from the comments will be used to fine-tune the guiding principles that are presented at the IMMERSION Workshop in November.



Northern District Guiding Principles:

1-Increase the number of parks, pathways, and recreational opportunities in strategic locations.
Specific comments: Even small but more opportunities to enjoy nature and socialize outside are needed. Dog parks!

2-Accommodate new residential, commercial, and mixed-use growth including facilitating infill and redevelopment in a fiscally responsible manner with incentives that retains district character.

3-Install transportation features that improve safety for multimodal traffic (lighted crosswalks, protected bus stops, and buffered bike lanes).
Specific comments: Physically protected bike lanes. Ensure easy, uninterrupted pedestrian flow when installing bus stops. More ways to cross Ray Rd from N-S. Lots of people cross unsafely. The area is too ghetto looking and needs help quick or it will keep sliding downward. Northern district is a bit underutilized -add significantly wider sidewalks and perhaps a landscaped median. Increase the walkability and shade.

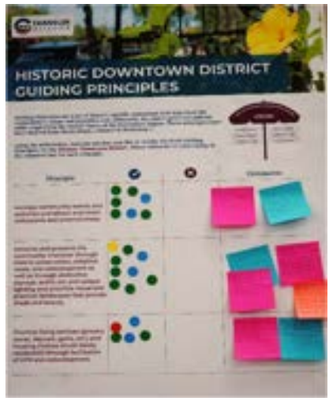
WORKSHOP 2 SUMMARY (PG. 4)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024



Historic Downtown District Guiding Principles:
1-Increase community events and activities and attract and retain restaurants and entertainment.
Specific comments: Bookstore, small food market, Boutique retail rather than restaurants.

2-Enhance and preserve the community character through historic preservation, adaptive reuse, and redevelopment as well as through distinctive signage, public art, and unique lighting and prioritize visual and practical landscapes that provide shade and beauty.
Specific comments: More landscapes to develop, Bring the town square concept to Chandler to enhance walkability -Extend Historic Downtown to include Silk Stocking, Chandler Highschool + adjacent neighborhood, Art as activism, murals telling the story of the city's evolution.

3-Prioritize living services (grocery stores, daycare, gyms, etc.) and housing choices (multi-family residential) through facilitation of infill and redevelopment.
Specific comments: More consistent bike parking throughout, Landscaping for shade is a waste of time & money at this point. It never ends up looking as good as we wish, hardly ever grows how we want and is constantly effected by changing temperatures. If we shift the money to manmade shade structures, we can shift the landscaping maintenance money to maintain those structures. Chandler should set an example now with this opportunity regarding heat relieving tactics for the entire city. Consider adaptive re-use as much as possible.



AREAS OF CHANGE MAPPING

Areas of change represent geographic designations within the individual districts that have been identified as opportunities to: PRESERVE, SUSTAIN, or EVOLVE the existing land uses. Each is shown as a concept and participants at each of the first two workshops (VISION and SCENARIO) were asked to comment with specific thoughts.

From these specific comments, the *five design concept sites* were identified and conceptualized through artist rendering.



WORKSHOP 2 SUMMARY (PG. 5)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

Northern District Specific comments:
- Welcoming pedestrian or bike improvements. Current sidewalk is narrow and near heavy traffic area on Arizona Ave.
- Protected bike lanes on Arizona Ave and Galveston. Mixed use development or green infrastructure.
-Opportunity: to include more thoroughfare that ends with signal and business district. Extend evolve boundary Galveston to Alma School at intersection of Erie.
-Chandler Blvd creates a significant barrier between Arts Center and Historic Downtown. A pedestrian bridge would help with connectivity.
- Wider sidewalks and landscaped medians.
- Need design guidelines to stop the downward slide into run down and dilapidated.
- Need a draw? Historic "neon light district"?
- Underutilized area

Southern District Specific comments:
- Affordable housing stays affordable
- Cul-de-sac development, micro-mobility, limited parking
- Add Welcome to Downtown monument sign
- Pecos & S AZ: entertainment area: Top Golf, water park? Or Light Corporate campus? Or Convention Center
- Extend Delaware St. to Pecos to reduce traffic on Fairview St.
- Buffer 202 with lots of trees
- Signal at Frye and Delaware or Washington
- Improved wayfinding AZ Ave. (maps, signage, directory)





Eastern District Specific comments:
- Hildago Street (and immediate neighborhood) housed some very significant early Latino settlers who were meaningful contributors to the community.
- Increase walkable neighborhoods! Like Cul-de-Sac in Tempe.

WORKSHOP 2 SUMMARY (PG. 6)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

San Marcos District Specific comments:
- Parks and lakes should be prioritized. Less car transportation. More feet use for plan.
- Ensure easy direct connection of public event space with historic area
- Expand the potential areas for public events / park complex

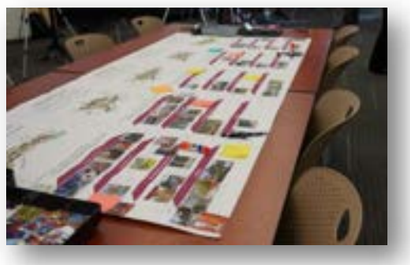




Historic Downtown District Specific comments:
- How could the expression of Old Town evolve?
- Grow and improve without displacing existing residents.
- High density, art focused community.
- Adaptive re-use should be encouraged
- Embrace the quirky nature of the district.
- What could the new story look like?
- How would future involve the use of technology, cooperation and action bringing it together?
- Move southern boundary of district to Pecos.
- Focus on mid- high density/mixed use spaces downtown (hidden courtyards and alleys)
- Shift focus and $ to manmade shade structure over trees.

COMMUNITY DESIGN THROUGH VISUAL PREFERENCE

Using the Areas of Change map feedback as well as comments received in the VISION workshop visual preference exercises, *District Design Concepts* sites were selected and artistic sketches were created that incorporated many of the features highlighted in visual preference responses. At the **SCENARIO** workshops, participants indicated aspects or details of the *concepts* they liked or felt needed to be different.



The comments will be reflected in the final renderings and will be highlighted in the plan and inform details of the *specific design standards* for each district.

Finally, three of the five *District Design Concept* sites will be highlighted in the IMMERSION workshops, bringing the details prioritized by the community into a human scale in an interactive and virtual reality setting.

WORKSHOP 2 SUMMARY (PG. 7)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024



San Marcos District
Specific comments:
- Long term vision includes connection to history of the area
- Focus more on parks and sidewalks, bike paths
- Shaded, lit paths connecting downtown to surrounding neighborhoods.
- Expand areas for potential events and concerts
- Increase focus on the arts and public art installations within the public complex
- Increase shade



Historic Downtown District
Specific comments:
- Old fashioned lights with hanging flower baskets
- Fun, immersive art for kids
- Unique, independent business
- Artwork and murals
- Development more attractions within the region
- Small grocery store
- More greenery in historic Downtown
- Walkable, shaded built environment
- Local innovation incubator
- Small pockets integrating nature into developments (native species)
- Innovative public/private partnerships as tourist attractions (pedal powered monorail)
- Shouldn't displace current families
- Add convention center
- Move boundary to include Pecos or Erie.



Northern District
Specific comments:
- Sign for Silk Stocking and old-fashioned light that fits the era
- Local artists could design the signs
- Integrate nature and art in the development.
- Dog parks please
- Distinctive street signs "Quiet Time"
- Buffer plants and shaded paths
- More safe cross walks.
- Older motels in the area are an opportunity. Redevelop and turn into a Neon Light District?

WORKSHOP 2 SUMMARY (PG. 8)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024



Southern District
Specific comments:
- Include the history so people know
- Alleys are good opportunities
- Use different signs to indicate the district
- Adapt a length of path for fitness or running.
- Improved wayfinding (large streetside maps, signage, etc.)
- Look for "Third Spaces" opportunities (hidden courtyards and alleys)



Eastern District
Specific comments:
- Installation of local artist to create large scale murals
- Please plan for more parks and lakes in AZ to help with heat
- More walkability.
- Love the concept!
- Incorporate the Cul-de-Sac concept from Tempe

WORKSHOP 3 SUMMARY

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

December 10, 2024

November 15 & 16, 2024 | ASU Chandler Innovation Center

WHAT WAS THE PURPOSE?
The purpose of the **IMMERSION** workshops was a reveal of the evolution of all design and policy input collected from previous workshops. A formal presentation overview of the project and process was provided along with an open house format with stations to collect community input. Various interactive exercises were offered at individual stations, allowing participants to consider the unique conditions of the Downtown Region as a whole and at each of the five districts.



The capstone activity was the *Immersion Experience,* an augmented reality exercise, that allowed participants to expereince human scaled immagry and fly-thrus of the environment in three of the five districts that was designed to reflect comments and feedback from the preceeding open house events.









WORKSHOP 3 SUMMARY (PG. 2)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

December 10, 2024

WHO ATTENDED?

The in person meetings in this workshop series were advertised widely via the project website, the city's social media channels, an electronic billboard, and eLists.

85 participants over two separate workshops and two days heard a brief project overview and engaged in a series of interactive augmented reality videos and provided feedback through live polling. The activities yielded insightful commentary and largely confirmed reactions from previous workshops.

Virtual Workshop 3 provided an opportunity for expanded participation allowing the community to experience a portion of the **IMMERSION** workshop and the chance to provide comments. The virtual workshop consisted of interactive display boards with the community *Vision Statement* and *Guiding Principles* by district as well as depictions of concept designs (by district) and conceptual modeling for the three spotlighted sites. Each board displayed prompts asking for specific comments, mirroring the in-person workshop activities.

Results at a Glance

919	96	13
Total Views	Total Comments	Total Commenters

This virtual workshop was also promoted via social media, eLists, and at the in person workshops. 96 **responses** were submitted online, providing valuable insight into the *Vision Statement* for the Downtown Region and the *Guiding Principles* of the five districts, as well as the three district design concepts. Feedback was again ***overwhelmingly positive*** with a few editorial comments on beneficial additions or edits. Comments were broad, weighing in on a range of issues including zoning changes needed to accommodate some of the depicted design concepts, community needs, bus stop locations and roundabout locations.

WHAT WE HEARD

Both the *Vision Statement* and *Guiding Principles* have evolved over the course of the public engagement process. Previous workshop comments are reflected in the versions presented. The comments received at the **IMMERSION** workshop (in person and online) are summarized below. During the emmersive exercise, a **live polling platform (MENTI)** was utilized allowing participants to respond to prompts related directly to the augmented reality projection of the specific sites they were experiencing. Live polling results coupled with the hand written responses and the responses received from the virtual workshop provide a snapshot of the overall community reception of the design concepts within each district of the Downtown Region. Feedback was overwhelmingly positive with some editorial comments on beneficial additions or edits. In general, participants responded positively to mixed use spaces, varied housing products, increased landscaping with native plants, public plazas and gathering areas with art installations, comfort features (drinking fountains, water features, lighting, shaded benches and seating), and overall walkability. Some comments shared thoughts on sustainability, educational enrichment opportunities, protected bike lane options and a resounding chorus encouraging more shade.

WORKSHOP 3 SUMMARY (PG. 3)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

December 10, 2024

REGIONAL VISION STATEMENT

Chandler's Downtown Region celebrates its rich history while embracing an innovative future. Safe, well-connected districts feature amenities including robust arts and entertainment as well as recreation opportunities and thriving businesses. Choices in housing options welcome all types of residents ensuring the economic vitality of the region.

Comments from the in-person and virtual workshops were almost completely in agreement with the draft Downtown Region *Vision Statement.*

One comment suggested the inclusion of "investment in and protection of the environmental landscape, outdoor, urban forest…for connections to nature and outdoor social spaces…"





WORKSHOP 3 SUMMARY (PG. 4)

CHANDLER arizona

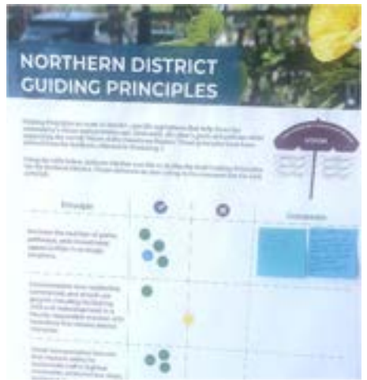
Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

December 10, 2024

GUIDING PRINCIPLES BY DISTRICT

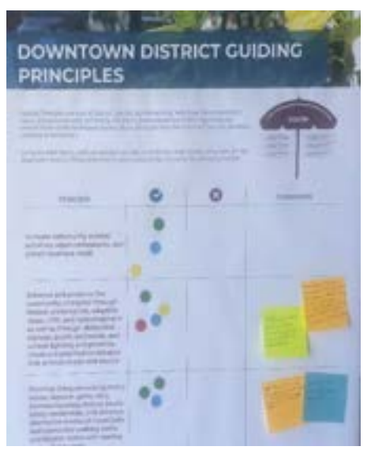
Three guiding principles for each district were developed by distilling and incorporating the numerous comments from participants of the two previous workshops and questionnaires. The guiding principle display boards asked the community to reflect on the guiding principles and agree/disagree and provide comments. Overwhelming, these Guiding Principles as noted on the boards below and online virtual workshop were confirmed by the participants.



Northern District Guiding Principles:
1-Increase the number of parks, pathways, and recreational opportunities in strategic locations.
Specific comments: Protected bike lane down Arizona Ave; Native plants and trees; retention basins for irrigation with grey/rain(storm) water, curb cuts utilization, beautification

2-Accommodate new residential, commercial, and mixed-use growth including facilitating infill and redevelopment in a fiscally responsible manner with incentives that retains district character.

3-Install transportation features that improve safety for multimodal traffic (lighted crosswalks, protected bus stops, and buffered bike lanes).



Historic Downtown District Guiding Principles:
1-Increase community events and activities and attract and retain restaurants and entertainment.

2-Enhance and preserve the community character through historic preservation, adaptive reuse, and redevelopment as well as through distinctive signage, public art, and unique lighting and prioritize visual and practical landscapes that provide shade and beauty.
Specific comments: Native plant prioritization and storm/rain/grey water management and utilization; Utilize more existing older homes for adaptive reuse (retail, restaurants, etc.)

3-Prioritize living services (grocery stores, daycare, gyms, etc.) and housing choices (multi-family residential) through facilitation of infill and redevelopment.
Specific comments: Add more accessible forms of public transit (neighborhood shuttle or streetcar) would allow for greater pedestrian access and safety. Take steps to blend neighborhood with downtown.

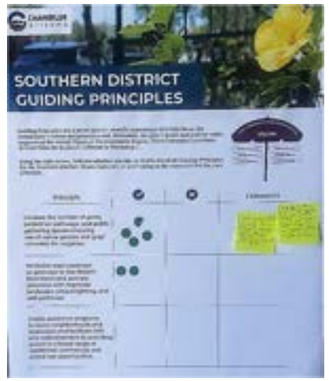
WORKSHOP 3 SUMMARY (PG. 5)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

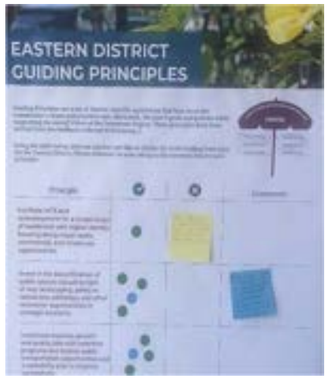
December 10, 2024



Southern District Guiding Principles:
1-Increase the number of parks and public gathering spaces.
Specific comments: Bike lanes that connect to an overall bike lane path through the city and joins all the canals. Native Plants; basin and stormwater retention designs.

2-Revitalize main roadways as gateways to the Historic Downtown and activate alleyways with improved landscape, unique lighting, and safe pathways.

3-Create assistance programs to revive neighborhoods and businesses and facilitate infill and redevelopment by providing access to a broad range of residential, commercial, and mixed-use opportunities.



Eastern District Guiding Principles:
1-Facilitate infill and redevelopment for a broad range of residential, commercial, and mixed-use opportunities.
Specific comments: Incorporate bike lanes on east/west and north/south roads.

2-Invest in the beautification of public spaces including right of way landscaping, parks on vacant lots, pathways, and other recreation opportunities in strategic locations.
Specific comments: High emphasis on native species selection; basin and stormwater retention designs.

3-Incentivize business growth and quality jobs with retention programs and explore public transportation opportunities to improve connectivity.



San Marco District Guiding Principles:
1-Create and enhance recreation opportunities and develop a multiuse pathway network that better connects to the Historic Downtown.
Specific comments: Retractable, adaptable shade.

2-Facilitate infill and redevelopment for residential, commercial, and mixed uses in concert within the district character.
Specific comments: Native plant prioritization and storm/rain/grey water management and utilization; Art integration and education.

3-Enhance and preserve the historic assets and the character of the district through education and signage.

WORKSHOP 3 SUMMARY (PG. 6)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

San Marcos District Specific comments:
- Parks and lakes should be prioritized. Less car transportation. More feet use for plan.
- Ensure easy direct connection of public event space with historic area
- Expand the potential areas for public events / park complex





Historic Downtown District Specific comments:
- How could the expression of Old Town evolve?
- Grow and improve without displacing existing residents.
- High density, art focused community.
- Adaptive re-use should be encouraged
- Embrace the quirky nature of the district.
- What could the new story look like?
- How would future involve the use of technology, cooperation and action bringing it together?
- Move southern boundary of district to Pecos.
- Focus on mid- high density/mixed use spaces downtown (hidden courtyards and alleys)
- Shift focus and $ to manmade shade structure over trees.

COMMUNITY DESIGN THROUGH VISUAL PREFERENCE

Using the Areas of Change map feedback as well as comments received in the VISION workshop visual preference exercises, *District Design Concepts* sites were selected and artistic sketches were created that incorporated many of the features highlighted in visual preference responses. At the **SCENARIO** workshops, participants indicated aspects or details of the *concepts* they liked or felt needed to be different.



The comments will be reflected in the final renderings and will be highlighted in the plan and inform details of the *specific design standards* for each district.

Finally, three of the five *District Design Concept* sites will be highlighted in the IMMERSION workshops, bringing the details prioritized by the community into a human scale in an interactive and virtual reality setting.

WORKSHOP 3 SUMMARY (PG. 7)

CHANDLER arizona

Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

December 10, 2024

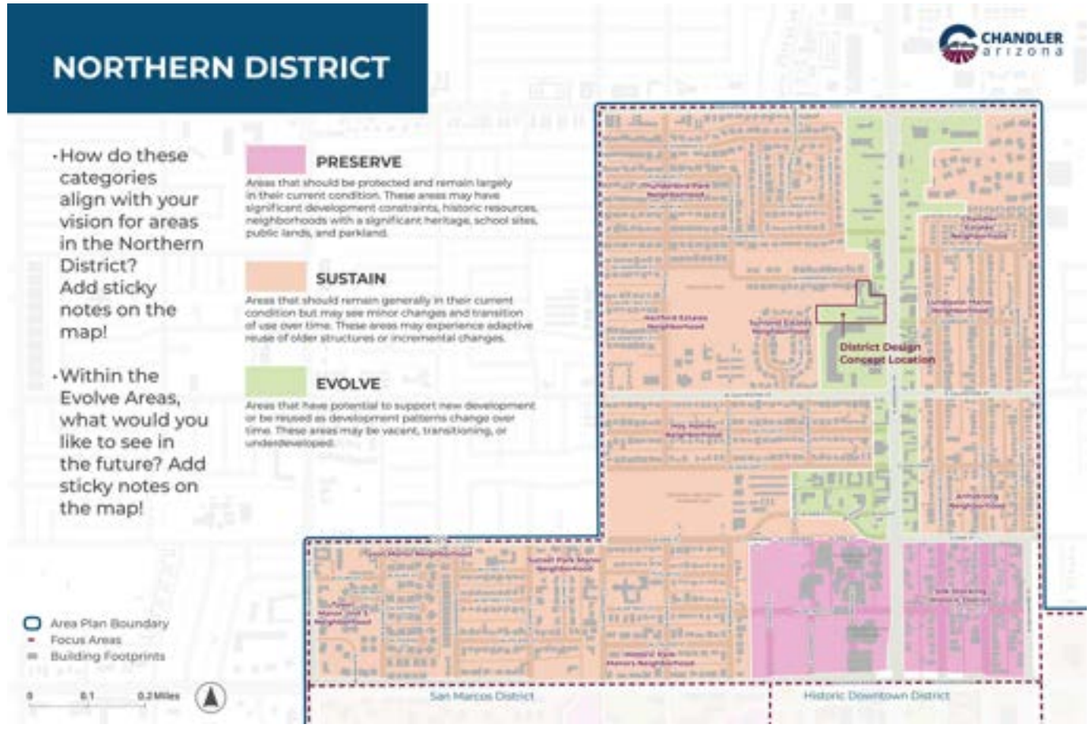




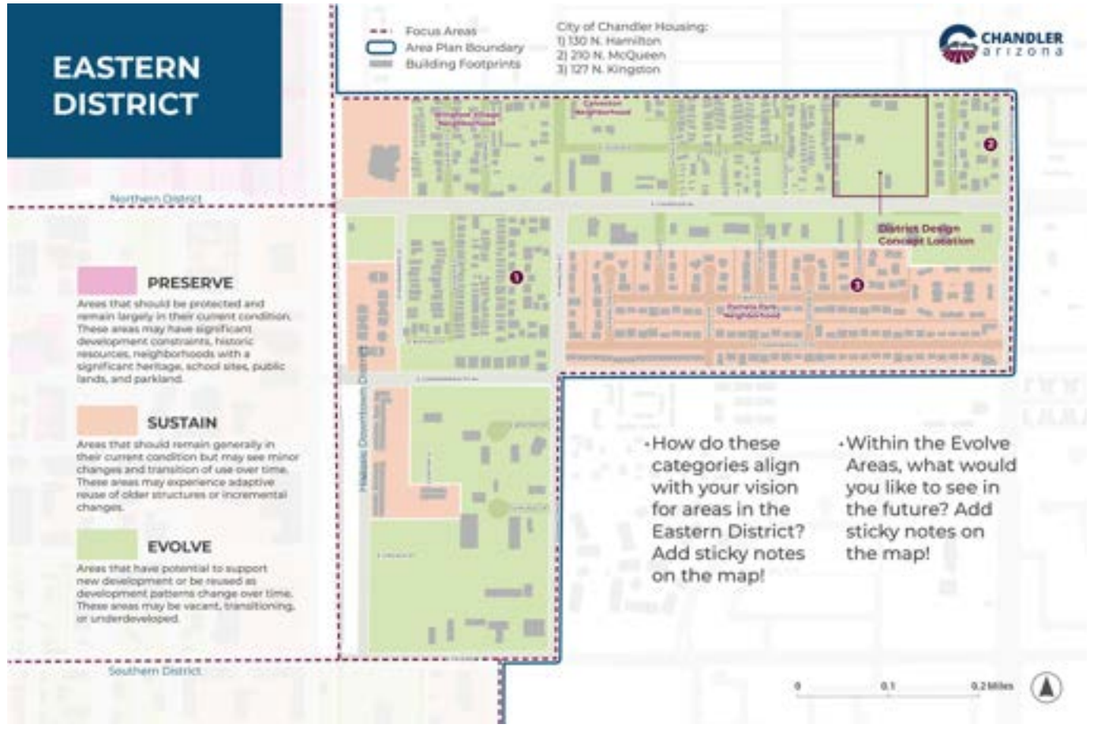




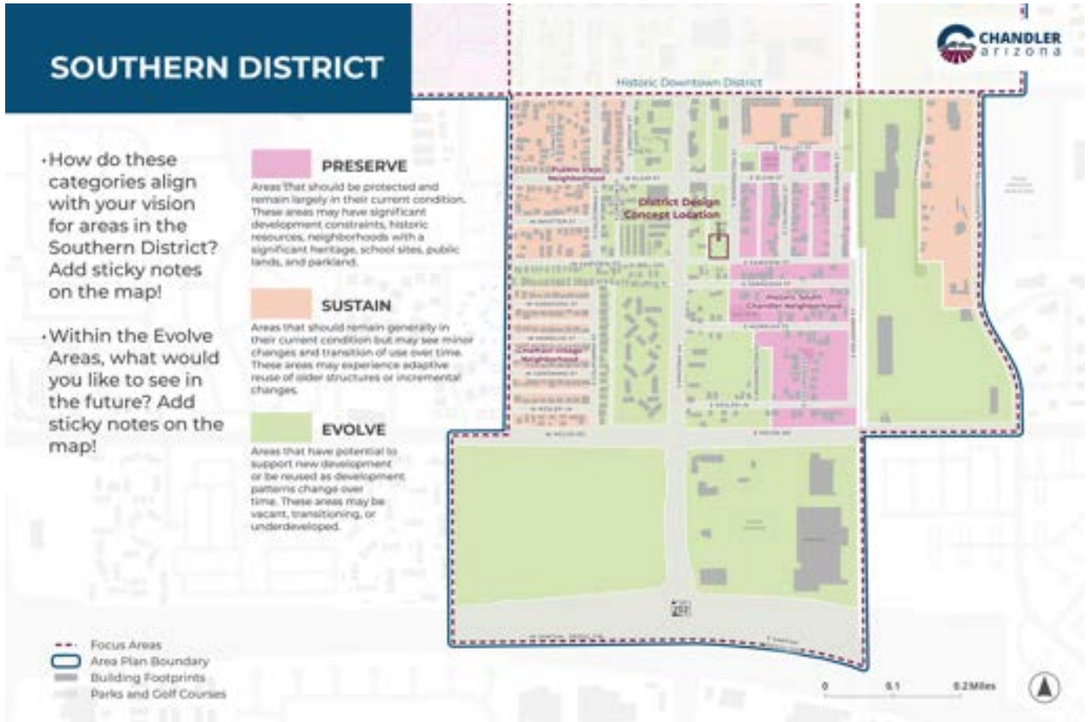
NORTHERN DISTRICT AREA OF CHANGE MAP



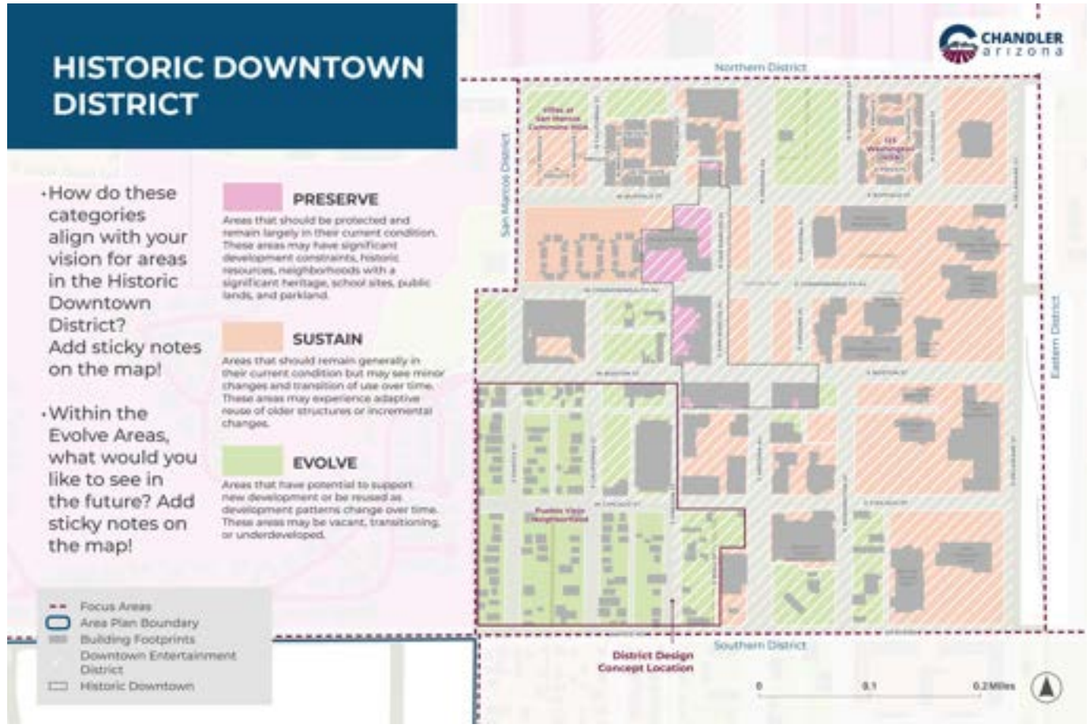
EASTERN DISTRICT AREA OF CHANGE MAP



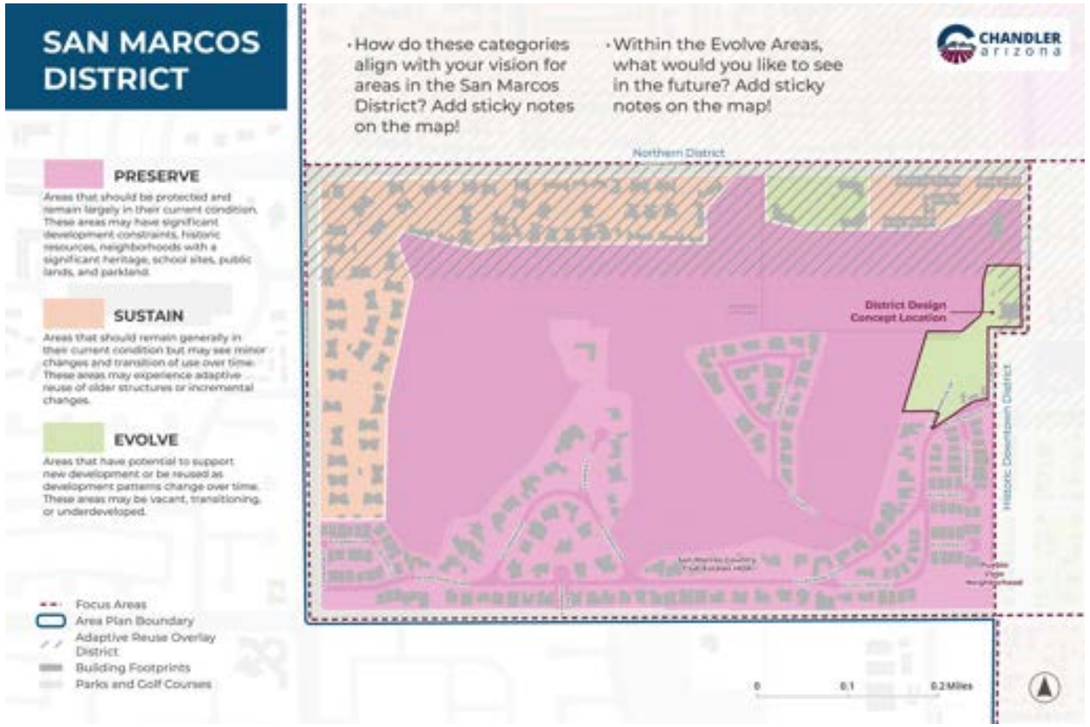
SOUTHERN DISTRICT AREA OF CHANGE MAP



DOWNTOWN DISTRICT AREA OF CHANGE MAP



SAN MARCOS DISTRICT AREA OF CHANGE MAP



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APPENDIX B: GLOSSARY

A

ACTION: A region-wide, housing-related, or district specific task designed to realize the main objectives and implement the community's vision and goals for the DRAP.

ACTIVE TRANSPORTATION: Active transportation is any form of transportation that is not in a motor vehicle. It primarily refers to pedestrians and bicyclists, but can also include those on scooters, e-bikes, skateboards, roller skates, or roller blades.

ACCESSIBILITY: Accessibility is the design of products, devices, services, vehicles, or environments so as to be usable by people with disabilities.

ADAPTIVE REUSE: The process of reusing buildings for a purpose other than what was originally built. The Adaptive Reuse Overlay District is a zoning district that facilitates the reuse of underutilized properties by modifying site development standards that otherwise make the reuse of those properties economically unfeasible.

AFFORDABLE HOUSING: Affordable housing is property, whether owned or rented, plus the cost of utilities that, combined, cost no more than 28 to 30 percent of gross household income.

AREA PLAN: Plans adopted by the City of Chandler for specific subareas of the city. These plans detail specific designs and policies shaping the urban environment and report the market and physical constraints that affect the development of the planning area. They also specify detailed land use designations that are used to review specific development proposals and plan services and facilities.

ARIZONA REVISED STATUTES (ARS): The ARS are state laws passed by the Arizona Legislature.

ATTAINABLE HOUSING: Attainable housing is housing that is affordable to those earning the area median income, meaning they need to spend no more than 30% on their home.

B

BUFFER: A buffer is a method of separating incompatible uses (ex. opaque fencing, vegetated berms and dense landscaping) or a method of separating uses on a sliding scale of intensity (i.e. rural followed by large lot residential) so as to shield a significantly lesser intensity use from a higher intensity use. A buffer may also be an area alongside protected or conserved natural open spaces in which human activity is restricted to research and maintenance of the protected or conserved open space to mitigate the negative impacts of human activity on the land or wildlife.

BUILD-OUT: The point at which there is little or no undeveloped land such as agricultural fields and vacant parcels to continue expansion or growth within the city's municipal planning area.

BUS RAPID TRANSIT (BRT): Limited-stop bus service that provides faster service and travel time and higher frequencies as well as enhanced bus stop amenities.

C

CAPITAL IMPROVEMENT: A capital improvement is the addition of a permanent structural change or the restoration of some aspect of a property that will either enhance the property's overall value, prolong its useful life, or adapt it to new uses. Individuals, businesses, and cities can make capital improvements to the property they own. Some capital improvements are given favorable tax treatment and may be exempted from sales tax in certain jurisdictions.

CAPITAL IMPROVEMENT PROGRAM (CIP): This document serves as a multi-year planning instrument to identify needs and financing resources for public improvements. It also informs city residents of how the city plans to address significant capital needs over a ten-year period.

CHOKERS: A buildout added to a road to narrow it on either or both sides of the road, forcing traffic to slow down and maneuver around the buildout.

COMMUNITY FACILITIES DISTRICT (CFD): A CFD is a financing mechanism for the acquisition, construction, operation, and maintenance of public infrastructure.

COMMUNITY IMPROVEMENT DISTRICT (CID): Similar to a CFD, public-private partnerships in unincorporated areas that fund public infrastructure improvements.

COMPATIBILITY: Compatibility occurs when the characteristics of different uses or activities are harmonious or capable of existing or working together without conflict.

D

DEMOGRAPHICS: Statistical data relating to the characteristics of the population and subgroups within a population.

DENSITY: A numeric average of families, individuals, dwelling units or housing structures per unit of land; usually refers to dwelling units per acre in the comprehensive plan.

DEVELOPER: Any person or group of persons or legal entity which builds improvements on land, including buildings, streets, parking lots, drainage structures and utilities to serve buildings.

DWELLING UNIT (DU): A room or group of rooms (including sleeping, eating, cooking, and sanitation facilities) that constitutes an independent housekeeping unit, occupied or intended for occupancy by one household on a long-term basis.

E

ENHANCED MUNICIPAL SERVICE DISTRICT: An improvement district covering Downtown Chandler where assessments are collected to enhance public services within its boundaries. Enhanced public services may include public safety, fire protection, refuse collection, street or sidewalk cleaning, landscape maintenance in public areas, planning, promotion, transportation, and public parking.

F

FUTURE LAND USE MAP (FLUM): A Future Land Use Map (FLUM) is a diagram that designates the type, distribution, and intensity/density of land uses.

G

GENERAL PLAN: A statutorily required plan containing general policies and future land use designations for growth and development of the incorporated land within the City of Chandler.

GOAL: A specific aspiration, also called a guiding principle, stemming from the overall vision of the DRAP and community input describing a future ideal condition to be achieved specific to desired character of each district.

GOVERNMENT PROPERTY LEASE EXCISE TAX (GPLET): The Government Property Lease Excise Tax (GPLET) is a tax incentive agreement negotiated between a private party and a local government. It was established by the State of Arizona in 1996 as a way to stimulate development in commercial districts by temporarily replacing a building's property tax with an excise tax.

GREEN BUILDING: A comprehensive approach to building those results in increased energy and water efficiency, a healthier and more pleasant indoor environment, and a sustainable site design, all accomplished while minimizing construction waste and using environmentally sensitive building materials.

H

HABITAT: The sum of environmental conditions of a specific place that is occupied by an organism, a population or a community.

HIGH-CAPACITY TRANSIT (HCT): A transit system capable of carrying a larger volume of passengers than a standard fixed-route bus system. Examples of high-capacity transit includes bus rapid transit, modern streetcar, and light rail. High-capacity transit can operate on existing streets with mixed traffic, or on exclusive rights-of-way such as dedicated convenient and more reliable service for a larger number of passengers.

HIGH-CAPACITY TRANSIT CORRIDORS: A corridor that is designated to accommodate high-capacity transit and may be characterized by existing or planning transit-oriented development.

HOUSEHOLD: A single unit of one or more related or unrelated person(s) occupying a dwelling unit, with a living arrangement by which one or more persons are responsible for decision-making regarding their dwelling unit and potentially other household members.

HOUSING UNIT: A house, apartment, mobile home or trailer, group of rooms, or single room occupied as a separate living quarter or, if vacant, intended for occupancy as a separate living quarter. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building, and which have direct access from the outside of the building or through a common hall.

I

INDUSTRIAL SUPPORT USES: Ancillary commercial uses are an integral component of a planned mixed-use development that supports the businesses within employment areas. Examples of industrial support uses include printing services, delis, coffee shops, catering services, restaurants, convenience commercial, and hotels.

INFILL: Development of vacant lands in predominantly built-up portions of the community or redevelopment of properties that are underutilized to make the most efficient use of existing infrastructure and attain higher economic return from real estate.

INFRASTRUCTURE: Facilities and services needed to sustain any type of development – residential, commercial or industrial activities. Includes water and sewer lines, streets, electrical power, fire and police stations, etc.

INNOVATION DISTRICTS: Geographic areas where leading-edge anchor institutions and companies cluster and connect with startups, business incubators, and accelerators.

INTELLIGENT TRANSPORTATION SYSTEM (ITS): A system that analyses data, and utilizes sensing and analysis to improve efficiency, and safety of ground transportation.

K

KNOWLEDGE-BASED INDUSTRIES: High technology, biomedical, aerospace, renewable energy research and development, and other similar research- and development-based industries.

L

LAND USE: Land use is the occupation or use of a land or water area for any human activity, or any purpose defined in the Comprehensive Plan.

LEVEL OF SERVICE (LOS): A measure used to calculate the quality of motor vehicle traffic service.

LIGHTSCAPE: Refers to an environment that is illuminated in a specific way, often to create a particular aesthetic or visual effect. It can be a deliberate arrangement of lights to highlight certain elements and obscure others, or it can be the natural illumination of a scene. In urban contexts, lightscape refers to the strategic use of lighting to enhance the beauty, safety, and functionality of urban areas.

LOW IMPACT DEVELOPMENT (LID): A planning and engineering practice that mimics natural processes in order to manage stormwater.

LOW INCOME HOUSING TAX CREDIT (LIHTC): A tax credit program designed to encourage private investment in affordable housing, administered by states and regulated by the Internal Revenue Service, where private investors contribute capital to development projects so that developers reduce the ratio of debt in the project, at least 20% of the units must be rented to households earning 50% or less of the area median income (AMI), or 40% of the units to households earning 60% or less of the AMI for at least 30 years, and investors are able to reduce their federal income tax liability over a 10-year period.

M

MASSING: An element of architectural design which paces the spatial volumes of the building in relation to each other.

MICRO-TRANSIT: Micro-transit is a flexible, on-demand public transportation service that uses small vehicles to connect people with essential services. Microtransit vehicles are often shared with other passengers and can be scheduled or routed to meet the needs of individual riders.

MIXED-USE: Different activities housed in the same building or adjacent to each other within the same development. Typical mixed-use developments consist of high density residential with office and/or retail or restaurant on the ground floor.

MOBILITY: The main purpose of the transportation system in any community is to provide mobility. Mobility focuses on efficiently moving people and goods from point A to point B, or the level of ease with which movement happens.

MULTIMODAL: Multimodal transportation is the movement of people and goods using multiple modes of transportation, such as walking, biking, cars, trains, and public transit.

N

NEIGHBORHOOD: An area of a community with characteristics that distinguish it from other community areas, and which may include distinct ethnic or economic characteristics, schools, or social clubs, or boundaries defined by physical barriers such as major highways and streets.

P

PARTICULATE MATTER: Microscopic liquid or solid droplets that when inhaled or ingested can cause serious health problems.

PLACEMAKING: The process of creating quality places people want to live, work, play, and learn.

POLICY: A district specific and community derived strategy designed to achieve the community's goals for the DRAP.

POPULATION DENSITY: The number of people in a given area. The number may be obtained by multiplying the number of dwellings per acre by the number of residents per dwelling.

PUBLIC RIGHT-OF-WAY ACCESSIBILITY GUIDELINES (PROWAG): PROWAG provides guidance to public agencies that construct or maintain transportation infrastructure on accessibility features to ensure those with disabilities can properly utilize that infrastructure.

PUBLIC FACILITIES: Government offices and services including police and fire stations, libraries, and general offices.

PUBLIC TRANSPORTATION: Motorized, shared transportation services typically provided by either local governments or non-profits focused on serving transportation needs of the elderly or disabled.

R

RAISED CROSSWALKS: A technique to bring the level of the roadway to that of the sidewalk, forcing vehicles to slow before passing over the crosswalk.

REQUESTED RIDE SERVICES: App generated, human operated cars providing transportation for humans, food delivery and courier services.

RIGHT-OF-WAY: A strip of land occupied or intended to be occupied by certain transportation and public use facilities, such as roadways, railroads and utility lines.

ROBOTAXI: AI powered, self-driving cars that transport passengers without human intervention.

ROUNDABOUTS: A circular intersection in which traffic flows in one direction around a central island, used in higher volume intersections. Roundabouts show traffic and allow vehicles to continually move without full stops and starts, which minimizes accidents and reduces pollution.

S

SAFE STREETS AND ROADS FOR ALL (SS4A): SS4A is a federal discretionary grant program that provides safety planning, demonstration project, and implementation funds for safety-focused projects directly to local, regional, or tribal governments.

SPEED HUMPS/BUMPS: A vertical rounded device, typically 3" to 4" in height, spanning the width of the road, to reduce vehicle speeds.

STREETSCAPE: Refers to everything the visual design or appearance of a street. The typical elements include the road, buildings, sidewalks, street trees, landscape and pedestrian lighting, streetlights, benches, trash receptacles, and adjoining open spaces.

SURFACE WATER: Water that collects on top of landforms, creating terrestrial water bodies.

SYSTEM DEVELOPMENT FEES: Fees assessed to require fair share contributions from property developers to extend infrastructure or provide other municipal services to benefit the development's end users.

T

TRAFFIC CIRCLES: A raised island located in the center of an intersection around which traffic must circulate, generally used at low volume neighborhood intersections.

TRANSIT ORIENTED DEVELOPMENT (TOD): Development that is characterized by mixed-uses, higher densities, and is designed for pedestrian activity to maximize access to transit services.

V

VISION STATEMENT: An overarching and collective aspiration derived and evolved from community input for the entire DRAP.

W

WASTEWATER: Includes sewage and all other liquid waste substances associated with human habitation, or of human or animal origin, or from any producing, manufacturing or processing operation of whatever nature.

WATER TREATMENT PLANT: A water treatment plant is a facility that processes (or treats) water to make it potable.

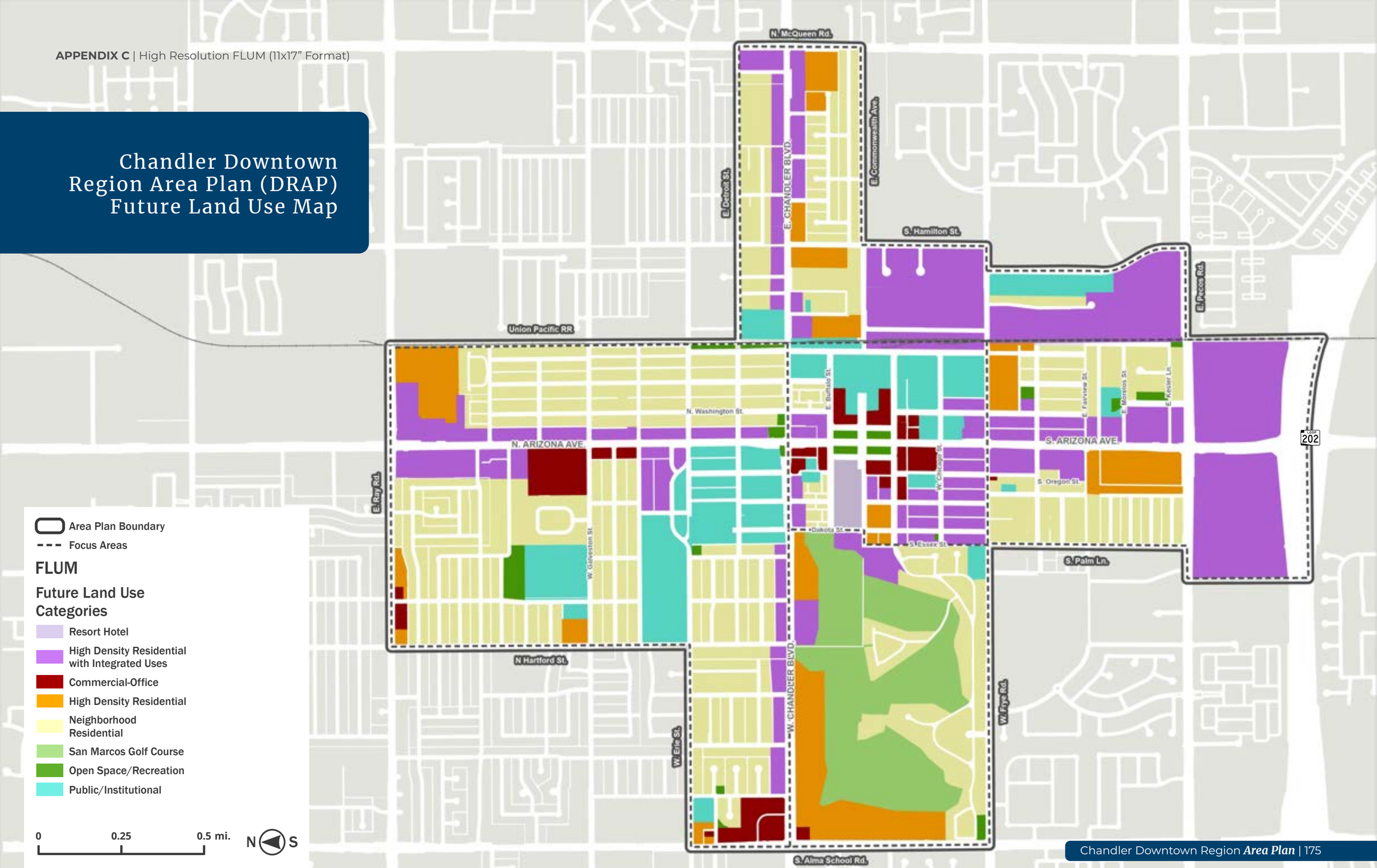
WORKFORCE HOUSING: Housing units at a price point affordable to households that earn between 80% and 120% AMI, or more than those that qualify for low-income housing.

Z

ZONING: Zoning describes the regulatory control of the use of land and buildings within a jurisdictional boundary. Areas of land are divided by appropriate authorities into zones within which various uses are permitted and regulated.

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Chandler Downtown Region Area Plan (DRAP) Future Land Use Map



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CHANDLER
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Downtown Chandler Market Analysis



Prepared as part of the
Chandler South Arizona Avenue Area Plan Update

February 2025

Prime Consultant: Logan Simpson

Prepared By:

Elliott D. Pollack & Company
5111 N. Scottsdale Road, Suite 202
Scottsdale, Arizona 85250

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1.0 Introduction

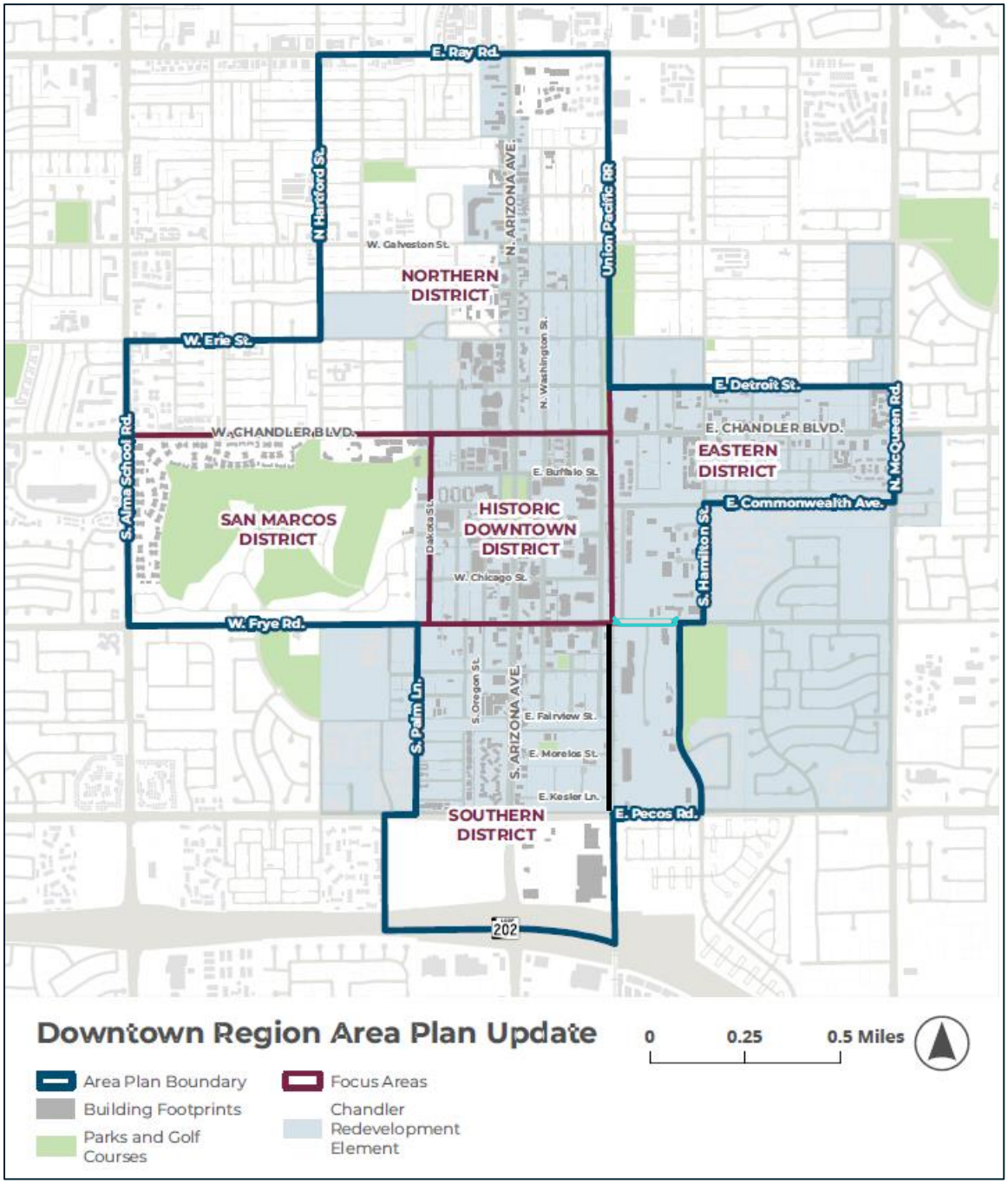
The purpose of this market analysis is to evaluate the state of the Downtown Chandler Region and how it competes in the regional economy given its current retail, cultural, and entertainment assets. The analysis is focused on determining if Downtown Chandler is continuing to expand and grow with a long-term effort to make the Downtown area a walkable place of 18-hour activity. Specifically, the study will evaluate the state of the housing and office markets which may help to stabilize and expand visitation.

The study area is known as the Downtown Region and includes five distinct districts including the Historic Downtown area along Arizona Avenue between Chandler Boulevard and Frye Road. Overall, the Region extends for more than two miles from Ray Road on the north to the Loop 202 freeway on the south. It also encompasses an area from Alma School on the west to McQueen Road on the east. The Region includes a diverse population and real estate market that includes modern apartment complexes, historic commercial and single-family properties, a golf course and resort, and manufactured housing parks among other uses.

The Downtown Region includes four districts that surround the Downtown District.

- The Northern District includes the commercial development along Arizona Avenue north of Chandler Boulevard and residential neighborhoods on the east and west sides of the road.
- The Eastern District is elongated along the eastern side of the Union Pacific rail lines. Residential development is found north of Commonwealth Avenue with industrial properties and a new apartment complex situated to the south.
- The San Marcos District includes the San Marcos Golf Course and surrounding residential properties.
- The Southern District south of Frye Road includes commercial and residential development as well as a Walmart anchored shopping center and a vacant property on the west side of Arizona Avenue that is planned for mixed use development.

The following map illustrates district boundaries.


E. Ray Rd.
N. Hartford St.
N. ARIZONA AVE.
Union Pacific RR
W. Galveston St.
NORTHERN DISTRICT
W. Erie St.
N. Washington St.
E. Detroit St.
E. CHANDLER BLVD.
W. CHANDLER BLVD.
EASTERN DISTRICT
N. McQueen Rd.
S. Alma School Rd.
E. Buffalo St.
SAN MARCOS DISTRICT
HISTORIC DOWNTOWN DISTRICT
Dakota St.
E. Commonwealth Ave.
S. Hamilton St.
W. Chicago St.
W. Frye Rd.
S. Palm Ln.
S. Oregon St.
S. ARIZONA AVE.
E. Fairview St.
E. Morelos St.
E. Kesler Ln.
E. Pecos Rd.
SOUTHERN DISTRICT
202
Downtown Region Area Plan Update
0
0.25
0.5 Miles
Area Plan Boundary
Building Footprints
Parks and Golf Courses
Focus Areas
Chandler Redevelopment Element

2.0 Demographic Characteristics of the Downtown Chandler Region

The Downtown Region has an estimated population of 15,140 persons in 2024. The largest district is the Northern District representing more than one third of the Region's population. The Northern District also has the lowest percentage of renter-occupied units among all the districts. The San Marcos District has the highest percentage of rental units due to several apartment complexes situated along the perimeter of the district. The remainder of the District is primarily in single family uses within the San Marcos Country Club Estates subdivision with homes selling for upwards of $1 million and vacant lots fronting on the golf course selling for more than $400,000. The Southern District has a high level of renter-occupied units, but many of those rentals are single family homes. All the districts have a lower median age than the city-wide median of 38 years. Household incomes are also much lower than the city-wide median income which is estimated at $107,000. There is a wide disparity between the median income and average income for the San Marcos District. This indicates that the average income is skewed by those residents living in the San Marcos Country Club Estates community.

2024 Demographic Characteristics of Downtown Region By District

	Downtown District	Southern District	Eastern District	San Marcos District	Northern District	Downtown Region	City of Chandler
Population	585	3,930	3,191	2,187	5,247	15,140	285,729
Households	203	1,546	927	1,105	1,697	5,478	107,666
Families	105	723	678	516	1,175	3,197	73,755
Average Household Size	2.88	2.54	3.43	1.98	3.06	2.76	2.64
Owner Occupied Housing Units	50	369	379	186	916	1,900	71,339
Renter Occupied Housing Units	153	1,177	548	919	781	3,578	36,327
% Renter Occupied Units	75.4%	76.1%	59.1%	83.2%	46.0%	65.3%	33.7%
Median Age	31.8	31.5	28.2	34.1	33.4	31.9	38.0
Median Household Income	$56,442	$54,243	$49,736	$66,201	$51,304	$55,063	$107,339
Average Household Income	$84,045	$68,561	$68,855	$124,209	$64,075	$79,020	$140,306

Source: ESRI

Expectedly, the Downtown Region has a high percentage of Hispanic origin residents than the city-wide average. In fact, on a percentage basis, the Hispanic population in the Downtown Region is 2.4 larger than the city-wide average. The Eastern and Northern Districts have the highest percentage of Hispanic residents. Overall, the Downtown Region has a well-rounded mix of races and ethnicities.

2024 Race & Ethnicity of Downtown Region By District

Race and Ethnicity	Downtown District		Southern District		Eastern District	
	Persons	Percent	Persons	Percent	Persons	Percent
White Alone	252	43.0%	1,342	34.1%	740	23.2%
Black Alone	76	13.0%	439	11.2%	249	7.8%
American Indian Alone	21	3.6%	161	4.1%	115	3.6%
Asian Alone	32	5.5%	170	4.3%	75	2.3%
Pacific Islander Alone	3	0.5%	18	0.5%	16	0.5%
Some Other Race Alone	99	16.9%	1,012	25.7%	1,079	33.8%
Two or More Races	103	17.6%	789	20.1%	918	28.8%
Total Population	585	100.0%	3,930	100.0%	3,191	100.0%
Hispanic Origin (Any Race)	248	42.4%	2,126	54.1%	2,308	72.3%

Race and Ethnicity	San Marcos		Northern District		Downtown Region		City of Chandler	
	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent
White Alone	1,239	56.7%	1,721	32.8%	5,294	35.0%	160,294	56.1%
Black Alone	307	14.0%	291	5.5%	1,362	9.0%	18,001	6.3%
American Indian Alone	63	2.9%	196	3.7%	556	3.7%	5,715	2.0%
Asian Alone	158	7.2%	80	1.5%	515	3.4%	36,288	12.7%
Pacific Islander Alone	9	0.4%	13	0.2%	59	0.4%	857	0.3%
Some Other Race Alone	163	7.5%	1,784	34.0%	4,137	27.3%	24,858	8.7%
Two or More Races	248	11.3%	1,161	22.1%	3,219	21.3%	39,716	13.9%
Total Population	2,187	100.0%	5,247	100.0%	15,140	100.0%	285,729	100.0%
Hispanic Origin (Any Race)	486	22.2%	3,503	66.8%	8,671	57.3%	68,004	23.8%

Source: ESRI

The demographic characteristics of the Downtown Region population are consistent with that found in the original townsite of a community where housing units are in many cases more than 60 years old. As will be seen in the following section on the housing market, the Downtown Region contains a variety of housing opportunities for all income ranges which is reflected in the modest household incomes and the younger population found in the area.

3.0 Housing Within the Downtown Region

The Downtown Region contains a small percentage of single family detached units and a much higher percentage of multifamily units than is found city-wide. Only one-third of all housing units are classified as single-family in the Region. The mix of housing is in some respects a result of multifamily housing development that has occurred over the past decade. The Northern District has the highest percentage of single-family homes while the San Marcos District has the lowest percentage due to apartment complexes that have been developed along the periphery of the District. The Southern District also has a low percentage of single-family units due to the construction of the Olympus Steelyard complex in 2015.

Housing Mix
Downtown Region & City of Chandler

Units in Structure	Downtown District		Southern District		Eastern District	
	Units	Percent	Units	Percent	Units	Percent
Total	**233**	**100.0%**	**1,581**	**100.0%**	**933**	**100.0%**
1, detached	46	19.9%	228	14.4%	307	32.9%
1, attached	40	17.4%	150	9.5%	43	4.6%
2	0	0.0%	35	2.2%	126	13.5%
3 or 4	11	4.7%	163	10.3%	60	6.4%
5 to 9	30	12.7%	201	12.7%	63	6.8%
10 to 19	38	16.5%	294	18.6%	100	10.7%
20 to 49	8	3.4%	92	5.8%	7	0.7%
50 or more	54	23.3%	324	20.5%	30	3.2%
Mobile home	5	2.1%	92	5.8%	190	20.4%
Boat, RV, van	0	0.0%	0	0.0%	10	1.1%

Units in Structure	San Marcos		Northern District		Downtown Region		City of Chandler	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent
Total	**1,124**	**100.0%**	**1,890**	**100.0%**	**5,761**	**100%**	**113,370**	**100.0%**
1, detached	155	13.8%	1,161	61.4%	1,897	33.1%	78,625	69.4%
1, attached	52	4.6%	42	2.2%	327	5.5%	6,063	5.3%
2	0	0.0%	115	6.1%	276	4.7%	1,136	1.0%
3 or 4	64	5.7%	49	2.6%	347	5.9%	4,160	3.7%
5 to 9	218	19.4%	147	7.8%	659	11.6%	3,751	3.3%
10 to 19	362	32.2%	244	12.9%	1,038	18.4%	8,188	7.2%
20 to 49	78	6.9%	0	0.0%	184	3.2%	2,985	2.6%
50 or more	195	17.3%	38	2.0%	640	11.0%	6,024	5.3%
Mobile home	0	0.0%	87	4.6%	374	6.3%	2,361	2.1%
Boat, RV, van	0	0.0%	8	0.4%	18	0.3%	76	0.1%

Source: ESRI

The housing market in the Downtown Chandler Region and in the neighborhoods surrounding the Downtown encompass a variety of housing types targeting virtually all income categories. The city's Public Housing Authority has a total of 200 apartment units in five complexes situated within or immediately adjacent to the Downtown Region on the east side. In addition, the city received approval for the development of a new 157-unit public housing complex under HUD's Rental Assistance Demonstration (RAD) Program known as The Villas on McQueen at 120 N. McQueen, just outside the boundary of the Downtown Region. The complex is being built in conjunction with the city by Gorman & Company, a national affordable housing developer.

The City of Chandler also announced a second RAD redevelopment project of its public housing inventory with the development of Haven on Hamilton in partnership with Brinshore Development. The proposed 250 unit of public housing complex will replace the current apartments called Casa Bonita at 71 South Hamilton Street. Current tenants will be moving into the city's first redevelopment project, Villas on McQueen, when it is completed. The two RAD complexes will increase the city's public housing inventory by 97 units.

Two Low Income Housing Tax Credit (LIHTC) complexes totaling 180 units are situated within the Downtown Region. Two additional complexes totaling another 307 units are located north of the Downtown Region boundaries on Ray Road.

Affordable Housing Complexes
Downtown Region

Housing Type			Units
Existing Public Housing Properties			**200**
Type	**Address**	**Location**	
Public Housing Complex	130 N. Hamilton St.	Within Eastern District	
Public Housing Complex	210 N. McQueen Rd.	Within Eastern District	
Public Housing Complex	73 S. Hamilton St.	Immediately adjacent to Eastern District	
Public Housing Complex	660 S. Palm Lane	Immediately adjacent to Southern District	
Public Housing Complex	127 N. Kingston St.	Within Eastern District	
Rental Assistance Demonstration (RAD) Program			**407**
Villas on McQueen*	120 N. McQueen Rd.	Immediately adjacent to Eastern District	157
Haven on Hamilton*	71 S. Hamilton St.	Immediately adjacent to Eastern District	250
LIHTC Complexes			**180**
Chandler Gardens	300 E. Commonwealth Ave.	Within Eastern District	120
Colonia Del Rey	120 N. McQueen Rd.	Within Eastern District	60

*Under construction
Sources: City of Chandler, ADOH

The Downtown Region market-rate apartment market is comprised of eight complexes with 2,210 units. The market in general appears healthy with an overall vacancy rate of 13.0% which includes two complexes, DC Heights and Encore Novo currently in lease up. If those two complexes are excluded from the list, the vacancy rate for stabilized properties declines to 6.3%.

Market Rate Apartment Complexes
Downtown Region

Complex	Address	Year Built	Units	Average Rent	Average Sq. Ft.	Rent Per SF	Vacancy Rate
Tides at Downtown Chandler	868 S Arizona Ave	1985	374	$1,154	395	$2.93	7.0%
Fairways at San Marcos	777 W Chandler Blvd	1988	352	$1,614	965	$1.67	6.0%
Linq, The	125 S Alma School Rd	2000	324	$1,936	973	$1.99	5.0%
IMT Chandler	235 E Ray Rd	2002	221	$1,915	1,007	$1.90	2.0%
Olympus Steel Yard	155 E Frye Rd	2015	301	$1,676	890	$1.88	9.0%
Summit at San Marcos	445 W Chandler Blvd	2018	273	$1,863	927	$2.01	8.0%
DC Heights	222 W Boston St	2023	157	$1,775	767	$2.31	25.0%
Encore Novo	333 E Commonwealth Ave	2024	208	$1,706	810	$2.11	63.0%
Totals			**2,210**	**$1,673**	**830**	**$2.11**	**13.0%**
Excluding Units in Lease Up			**1,845**	**$1,660**	**838**	**$2.09**	**6.3%**
City Wide Apartment Market			24,898	$1,712	938	$1.84	8.3%
City Wide Apartment Market Excluding Units in Lease Up			23,288	$1,692	940	$1.82	6.0%

Source: RealData

For the city-wide apartment market, the overall vacancy rate is 8.3%, and 6.0% when excluding units in lease up built in 2023 and 2024. Units in the Downtown Region on average are slightly less expensive than the city-wide average. However, most of the complexes are offering rents that are at or above the city-wide average. The average rent in the Downtown Region is skewed by the rents at The Tides at Downtown Chandler which is $1,154 for a 395 square foot unit.

According to city records, another 1,381 units in five complexes have been approved within or near the Downtown Region but have not yet been constructed. More than one-half of that apartment pipeline is accounted for in one project – the District Downtown situated at the southeast corner of Pecos and Arizona Avenue.

Approved But Not Built Complexes Downtown Region	
Complex	**Units**
One Chandler	291
The Cottages	26
Greyhawk Residences	253
The Marco	16
District Downtown	795
Total	1,381
Source: City of Chandler	

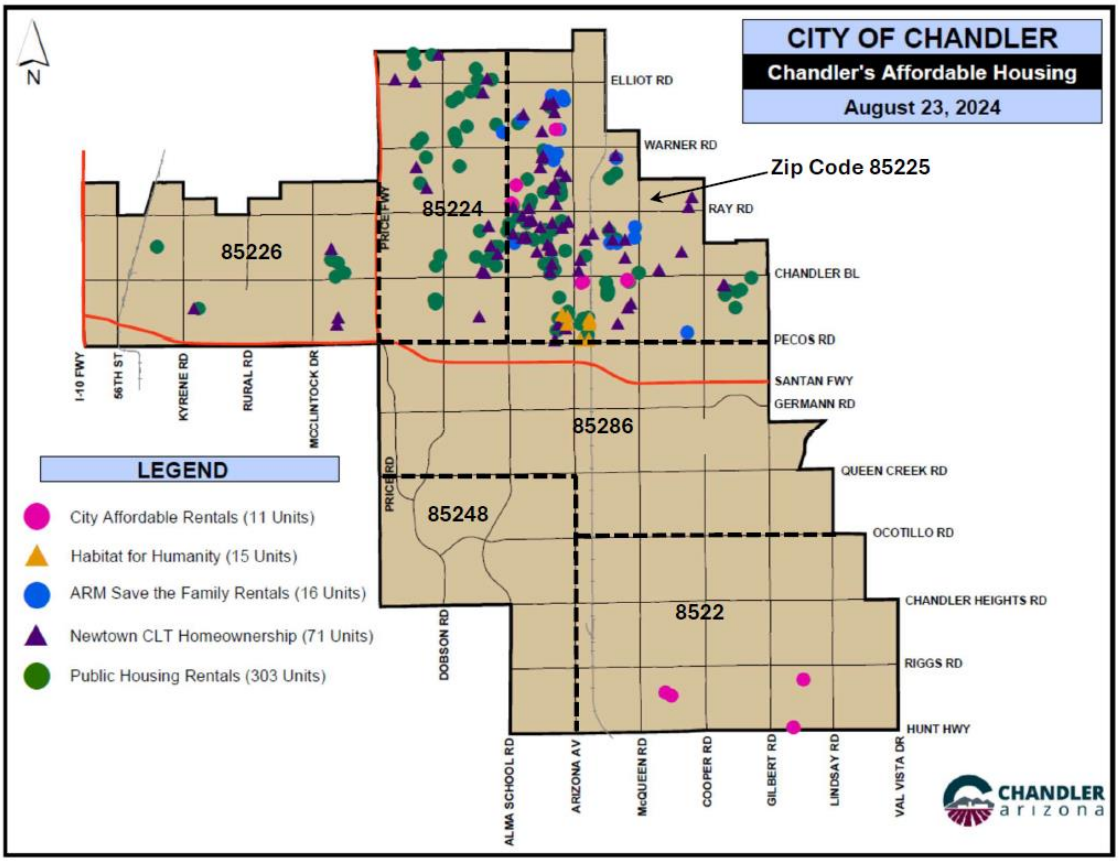
In addition, the Commonwealth Lofts townhomes project of 39 units is currently under construction along the south side of Commonwealth Avenue at Ithaca Street. The site is just outside the boundaries of the Downtown Region.

Overall, the Downtown Region market-rate apartment market appears healthy with some new complexes in lease up. Rents and vacancy rates are similar to city-wide averages although the newer complexes, DC Heights and Encore Novo, have smaller average unit sizes than the older complexes.

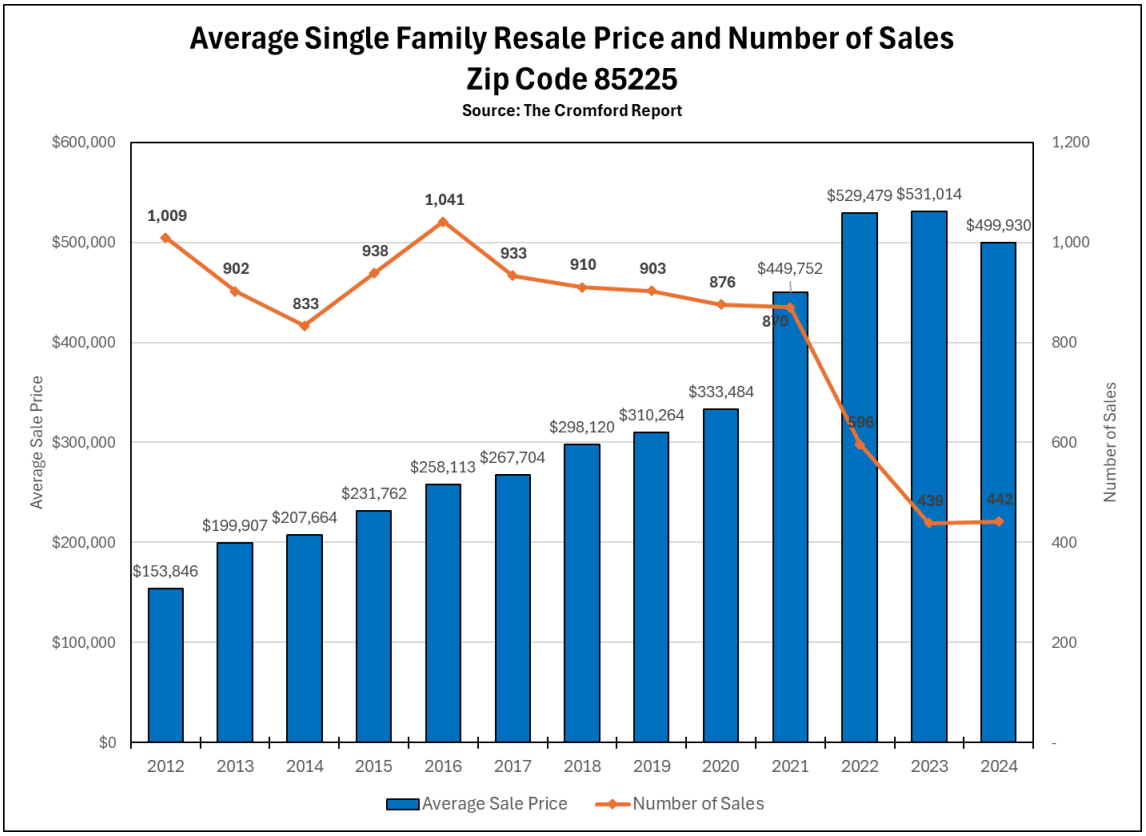
As noted previously, the rental apartment market in the Downtown Region offers a wide range of housing opportunities from public housing to LIHTC complexes to market rate properties. These complexes all contribute to making the Downtown area a walkable community center with a variety of available services to the public.

Housing Sales Trends

Detailed and timely data on housing sales for the Downtown Region is not available from the U.S. Census. Instead, data from The Cromford Report was accessed for zip code 85225 which encompasses the northeast part of Chandler north of Pecos Road and the entire Downtown Region. Zip code 85225 also includes most of the city's affordable and public housing stock, which includes both single-family and multifamily units as shown in the following exhibit.

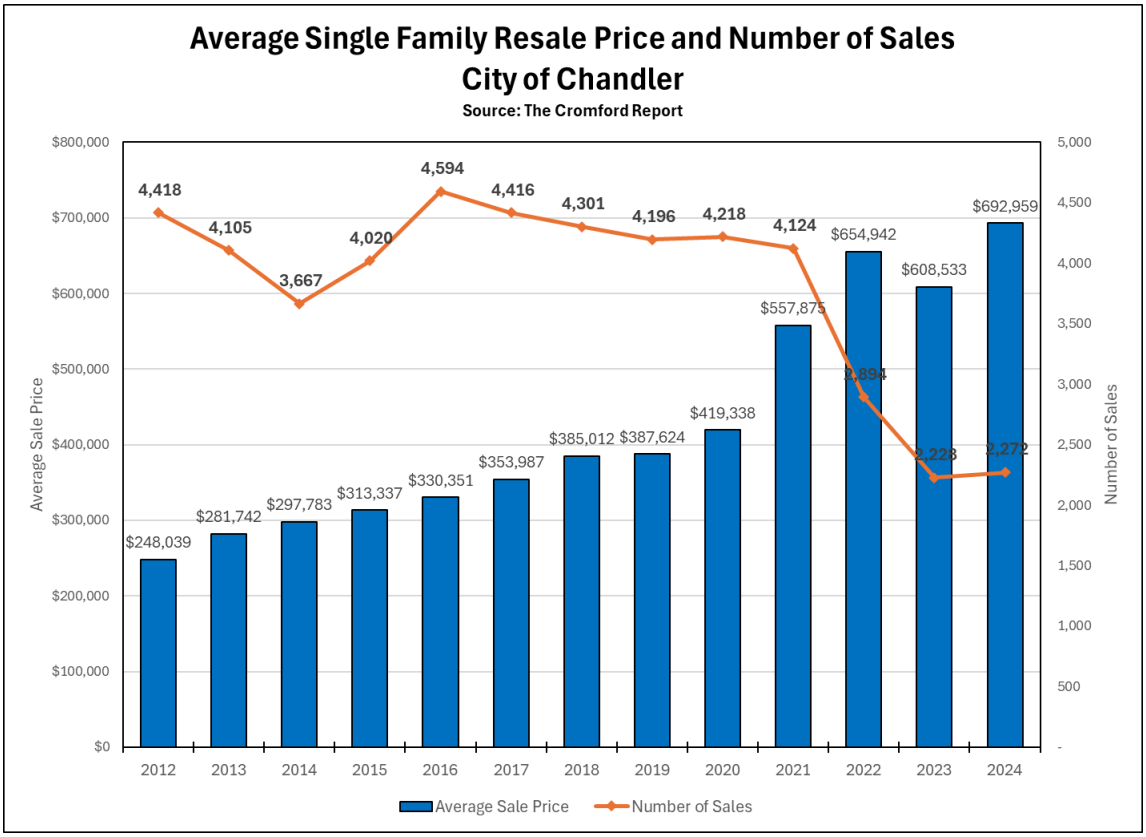


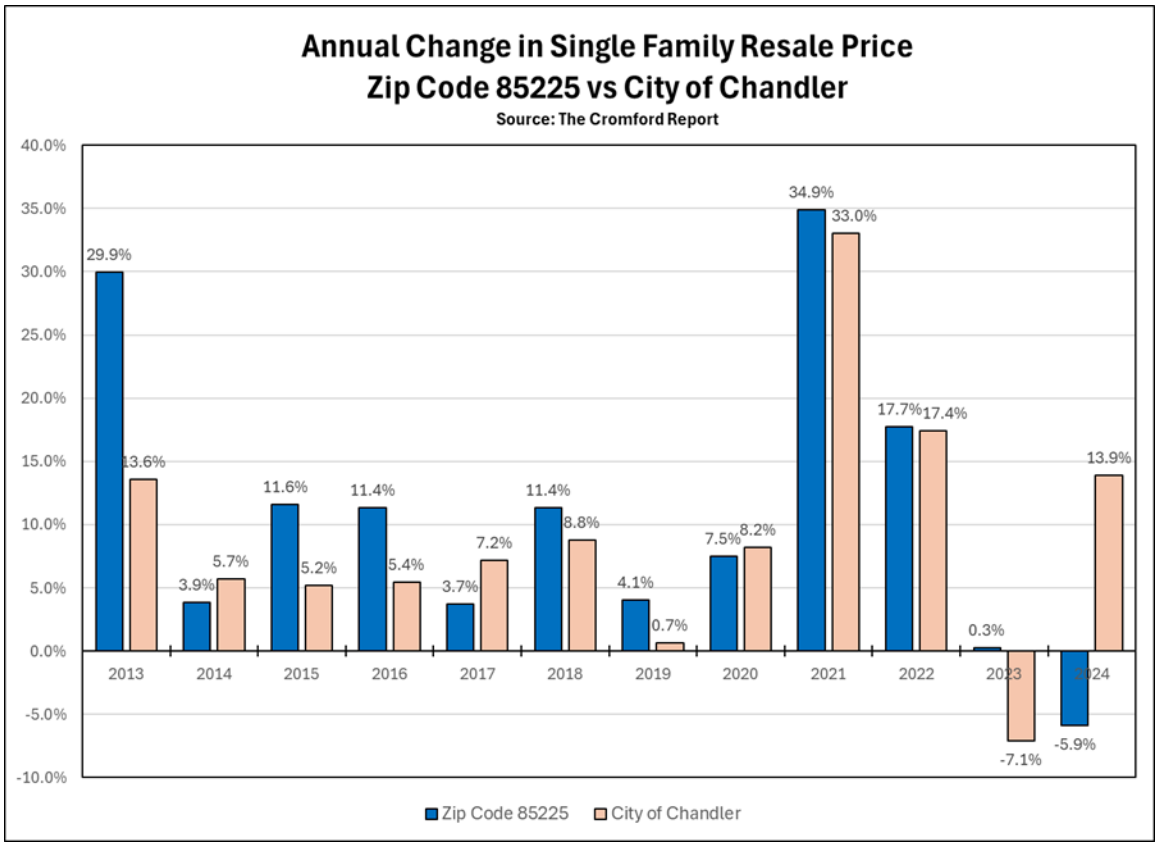
The following charts illustrate the change in single family housing resales in zip code 85225 since 2012 as well as a comparison to city-wide housing sales. In 2021, the average home price in zip code 85225 increased by 35% from $449,750 to $529,500. Prices increased by another 18% in 2022 but then declined in 2024. The chart also shows that the number of sales declined in 2022 to 2024 primarily due to increases in mortgage rates as well as the runup in prices.



City-wide, single family resale prices increase by the same percentage in 2021 and 2022, declined in 2023, but then increased in 2024. Today the average home price in the city is approaching $700,000 while prices in zip code 85225 are in the $500,000 range. The number of sales city-wide also fell off dramatically in 2023 and are now only 54% of what they were in 2020.

The condominium market within the Downtown Region exhibited a similar pattern although prices have been more variable falling by 12% in 2023. The number of sales has fallen off similar to the single-family market.


Average Single Family Resale Price and Number of Sales
City of Chandler
Source: The Cromford Report
Average Sale Price
Number of Sales
$800,000
$700,000
$600,000
$500,000
$400,000
$300,000
$200,000
$100,000
$0
5,000
4,500
4,000
3,500
3,000
2,500
2,000
1,500
1,000
500
-
2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024
4,418 4,105 3,667 4,020 4,594 4,416 4,301 4,196 4,218 4,124 2,894 2,223 2,272
$248,039 $281,742 $297,783 $313,337 $330,351 $353,987 $385,012 $387,624 $419,338 $557,875 $654,942 $608,533 $692,959
Average Sale Price
Number of Sales

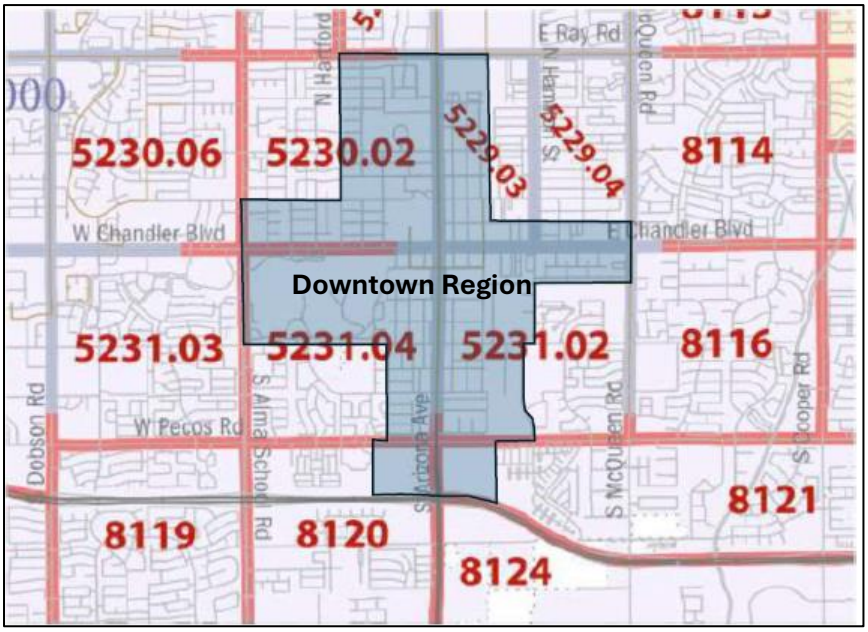

Annual Change in Single Family Resale Price
Zip Code 85225 vs City of Chandler
Source: The Cromford Report
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
-5.0%
-10.0%
2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024
29.9% 13.6%
3.9% 5.7%
11.6% 5.2%
11.4% 5.4%
3.7% 7.2%
11.4% 8.8%
4.1% 0.7%
7.5% 8.2%
34.9% 33.0%
17.7% 17.4%
0.3% -7.1%
-5.9% 13.9%
Zip Code 85225
City of Chandler

Single Family and Condo Resale Prices Zip Code 85225						
	Single Family			Condo		
	Sale Price	% Change	Sales	Sale Price	% Change	Sales
2012	$153,846		1,009	$87,170		199
2013	$199,907	29.9%	902	$111,939	28.4%	222
2014	$207,664	3.9%	833	$113,931	1.8%	196
2015	$231,762	11.6%	938	$153,429	34.7%	197
2016	$258,113	11.4%	1,041	$141,083	-8.0%	246
2017	$267,704	3.7%	933	$157,532	11.7%	262
2018	$298,120	11.4%	910	$187,858	19.3%	240
2019	$310,264	4.1%	903	$202,008	7.5%	258
2020	$333,484	7.5%	876	$249,146	23.3%	365
2021	$449,752	34.9%	870	$307,286	23.3%	358
2022	$529,479	17.7%	596	$388,963	26.6%	207
2023	$531,014	0.3%	439	$341,327	-12.2%	153
2024	$499,930	-5.9%	442	$354,620	3.9%	122
Source: The Cromford Report						

Home Ownership & Rental Trends

Census data also has limited information on the type of housing units and ownership patterns for small geographic areas. In order to study the pattern of ownership and rental units, census tract data was downloaded for four census tracts that encompass the Downtown Region (data is from the 2018-2022 five-year estimates). Those tracts include 5229.03, 5230.02, 5231.02 and 5231.04. While the boundaries of the tracts are larger than the Downtown Region, the data will provide some indication of ownership patterns.

Downtown Region Census Tracts



The data demonstrates that the Downtown Region housing inventory (within the four census tracts) has, not unexpectedly, a low percentage of single family detached units at 47.4% of total units. Comparatively, single family units account for 69.0% of the city-wide housing inventory. Of further note, approximately 30% of single-family units in the Downtown Region census tracts are rented compared to 16% city-wide. Another 36% of single attached units (townhomes) in the Downtown Region are also rented compared to 24% city-wide. The high percentage of rented single family and townhome units is likely a reflection of the price of those units and their age which are prime targets of investors.

Another 34% of mobile home units are rented as well. The mobile home inventory within the Downtown Region census tracts represents about 34% of all mobile homes in the city. While mobile or manufactured homes provide affordable housing for the local population, the condition of those units may in some cases be substandard and potentially hazardous to residents if they were manufactured prior to June 1976 when HUD adopted construction and safety standards for the industry. Mobile home parks have also become targets for redevelopment which often leads to resident relocation issues. This issue, in particular, should be anticipated by the city.

Tenure by Units in Structure
Downtown Region Census Tracts

	Owner-Occupied		Renter-Occupied		Total	
Units in Structure	Units	% of Total	Units	% of Total	Units	% of Total
1, detached	2,908	70.1%	1,241	**29.9%**	4,149	**47.4%**
1, attached	287	64.2%	160	**35.8%**	447	5.1%
2	31	14.8%	178	85.2%	209	2.4%
3 or 4	27	4.1%	639	95.9%	666	7.6%
5 to 9	17	2.5%	673	97.5%	690	7.9%
10 to 19	122	11.7%	923	88.3%	1,045	11.9%
20 to 49	-	0.0%	218	100.0%	218	2.5%
50 or more	-	0.0%	607	100.0%	607	6.9%
Mobile home	474	66.0%	244	34.0%	718	8.2%
Boat, RV, van, etc.	8	100.0%	-	0.0%	8	0.1%
Total Units	3,874	44.2%	4,883	55.8%	8,757	100.0%

ACS 2022 5-Year Estimates Tables

Redevelopment Opportunities

Based on the preceding analysis, several areas of the Downtown region show potential for redevelopment.

- ***Area north of Frye Road and west of Arizona Avenue***
  The area between Boston Street and Frye Road is already going through a major transition in ownership. The area is comprised of the original townsite of Chandler

platted in 1913 and 1920. Today, of the estimated 117 parcels in the area, 66 are owned by absentee owners (many of the lots are vacant and ownership is listed as an LLC) and 9 are owned by the city of Chandler. Combined, that represents 64% of all parcels with only 42 owner-occupied properties. Further, the U.S. Census estimates there are a total of 69 single family housing units in the area and one-half of the units or 34 are rented. This indicates the area has been turning over from a predominantly owner-occupied to a renter-occupied neighborhood.

Land Ownership Patterns

North of Frye Road, West of Arizona Avenue

Occupant Owned	Absentee Owner	City Owned	Totals
42	66	9	117
35.9%	56.4%	7.7%	100.0%

Source: Maricopa County Assessor

A similar transition of ownership occurred on the property to the north on Boston Street where the DC Heights apartment complex is located today. In 2006, the area was nearly fully developed with single family homes. By 2008, virtually all those homes were removed in anticipation of redevelopment. While the subject area is larger in size with many absentee owners, it may be redeveloped in a piecemeal fashion unless a plan for the area is prepared, or the city becomes involved in acquisition.

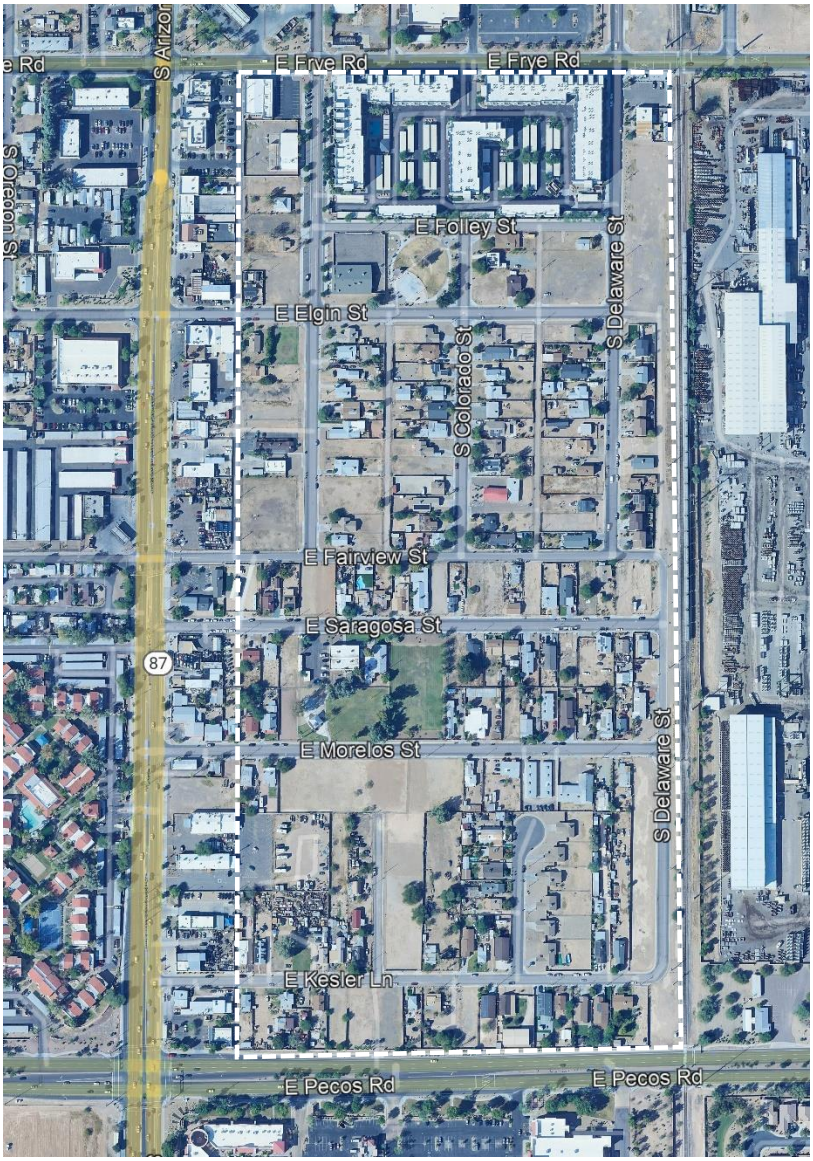
Potential Redevelopment Area



- ***South of Frye Road, east of Arizona Ave***
  This neighborhood has been in transition for a number of years and was the subject of a ULI Technical Assistance Panel (TAP) report in 2022. The construction of Olympus Steelyard apartment complex in 2015 brought attention to the neighborhood as a potential location for private investment. As of September 2024, the city owned 43 parcels in the area including scattered site public housing units. Habitat for Humanity has also built single family housing in the area. The area has also experienced new commercial development along Arizona Avenue.

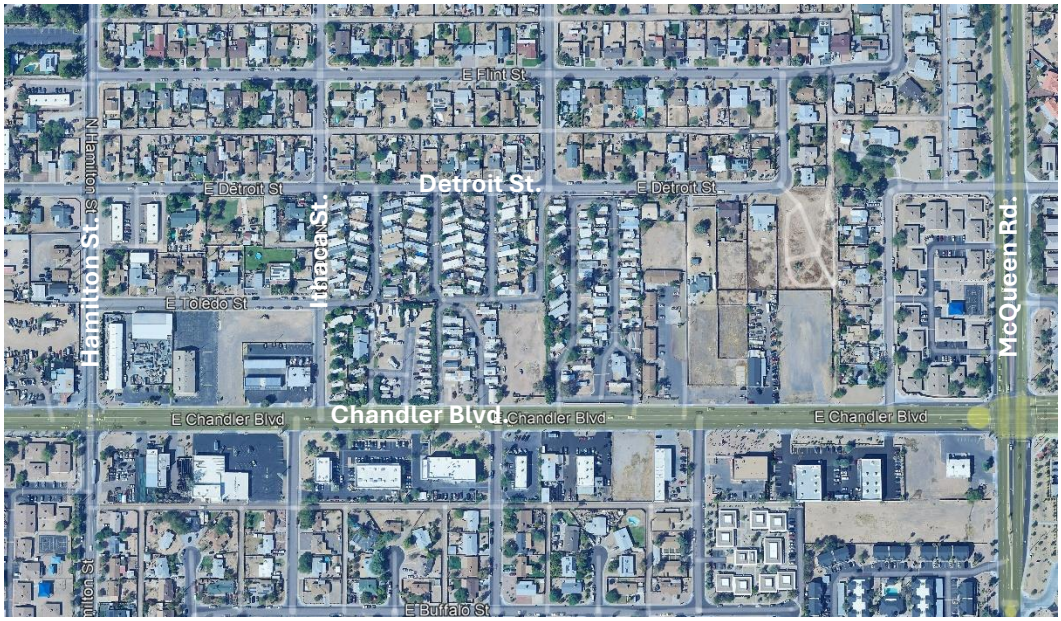
  The residential housing in the area is somewhat distant from most of the commercial activity in the Downtown area and the efforts of the city appear to be focused on retaining the historic and mostly single-family residential character of the area. The extent of city-owned property provides the opportunity to further enhance the availability of housing in the area, including intensifying densities if warranted and attracting private investment. The ULI TAP report outlined a number of strategies for this residential area.

Southeast Residential Development Area



- ***Mobile home parks in the Eastern District***
  The mobile home parks east of Ithaca Street along Chandler Boulevard may be targets for redevelopment in the future. Combined with vacant and underutilized parcels in the area, a total of about 20 acres could be available for redevelopment. The sites are zoned MF-1 which allows up to 12 units per acre in density.

Potential Redevelopment Area – East Chandler Boulevard



Summary

Overall, the housing market within the Downtown Region appears healthy and provides a mix of affordable and market-rate housing opportunities for Chandler residents. However, single-family resale prices and high mortgage rates have driven some households out of the market. Mortgage rates will likely fall slowly over the next couple of years, which may reinvigorate the market. Redevelopment opportunities abound in the Region, particularly on the west side of the Downtown District and on the east side of the Southern District. The recent construction of multifamily complexes will assist with making the Downtown District an 18-hour walkable environment for local residents. The future development of the One Chandler complex will, in particular, be a catalyst that could change the character of the Downtown District.

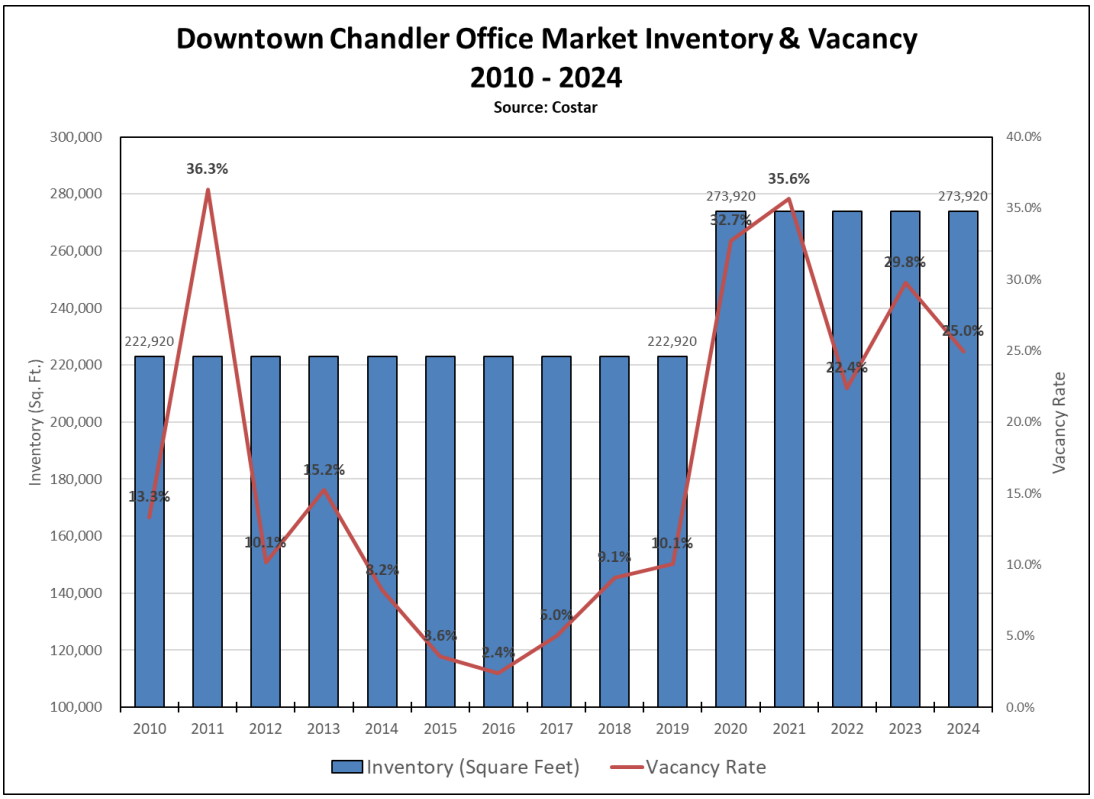
4.0 Downtown Region Office Market

The Chandler Downtown Region is an important employment center for the city which includes most of the city's administrative offices. Aside from those city offices, there are three privately owned office buildings which include:

- 55 N. Arizona Place, recently redeveloped as "The Jonathan" with 104,283 square feet of space.
- 25 S. Arizona Place, recently redeveloped as "The Alexander", a 112,070 square foot building.
- 180 S. Arizona Avenue known as "New Square", a 51,000 square foot building.

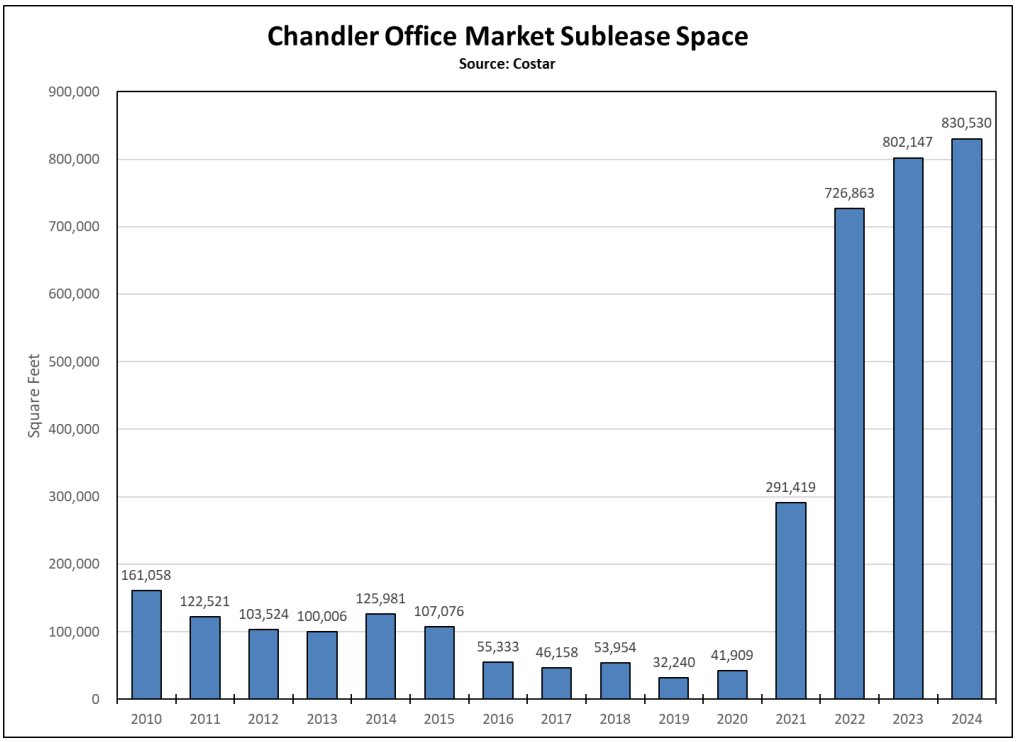
We understand the recently developed Overstreet complex includes about 19,500 square feet of office space. We have not been able to verify occupancy at the property.

The Downtown Region office market has experienced significant vacancies since the start of the COVID-19 pandemic in 2020 and today shows a 25% vacancy rate which includes subleased space that is now on the market through existing tenants. As a result of the work-from-home trend, many tenants have vacated space and vacancy rates have surged, not only in Chandler but across the country. The following chart shows the office inventory remaining flat through 2020 when the New Square office building entered the market.

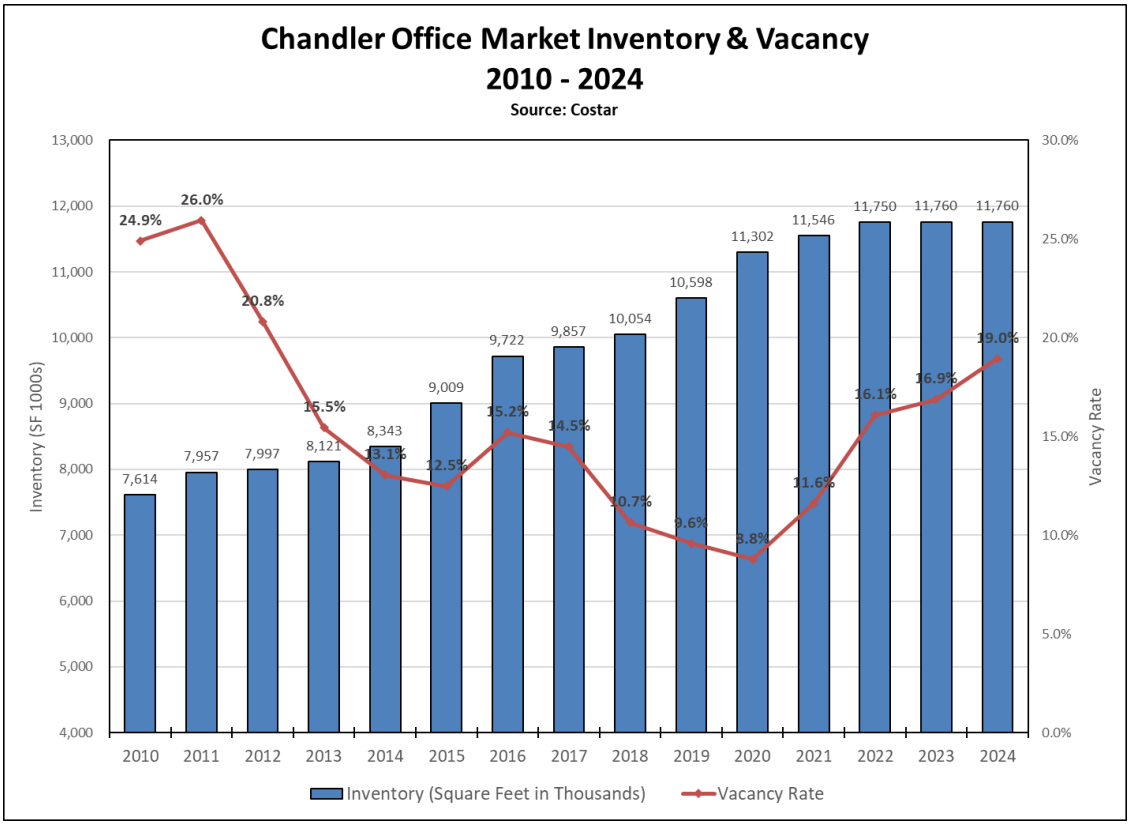


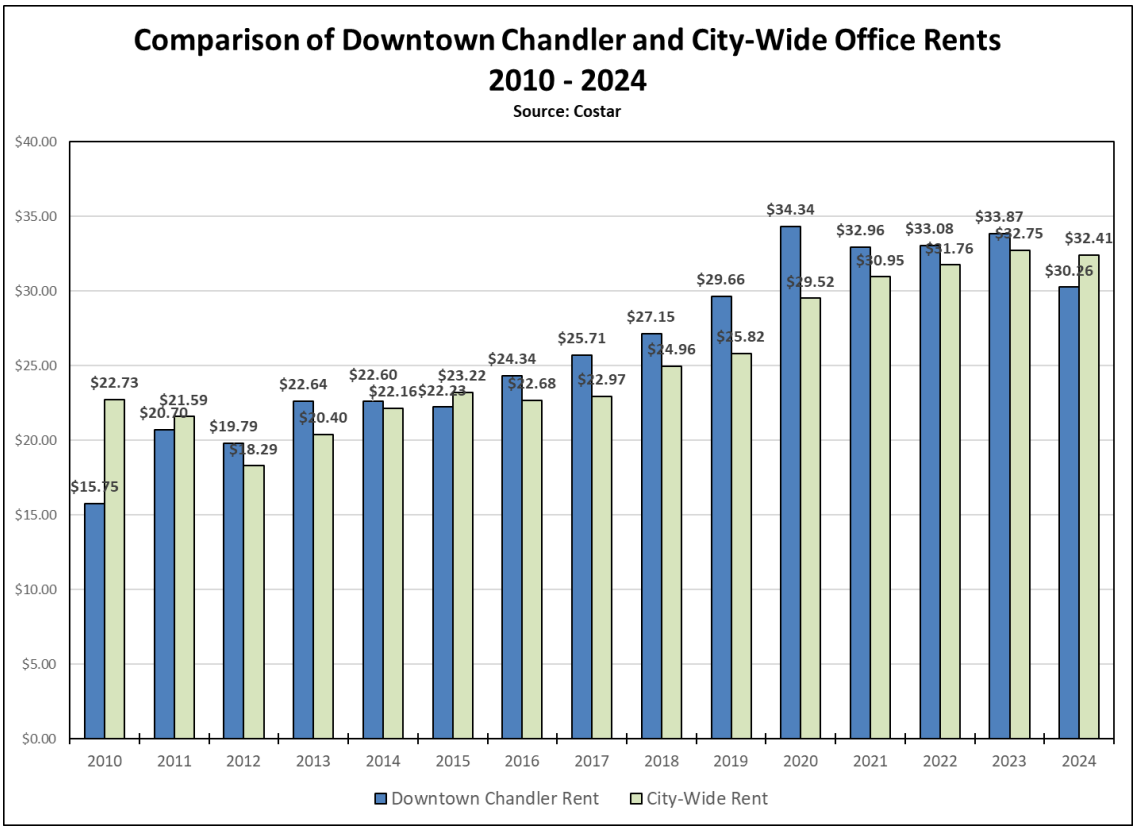
The two properties on Arizona Place are owned by the same company and are now being repositioned in the market. The vacancy rate for The Jonathan is estimated at 75% including a large amount of subleased space. An important tenant in the building is the University of Arizona that offers classes across a wide variety of disciplines. Both buildings have ground floor retail space available. The Alexander has a vacancy rate of 10.7% while New Square has a 5% vacancy rate.

Subleased space has become a significant issue for the office market as tenants vacated space over the last few years. Across the city of Chandler, subleased space has increased from just 42,000 square feet in 2020 to 830,000 square feet today. As leases expire in the future, landlords will need to fill those spaces.



The city-wide office market is showing a bit more stability than the Downtown Region market although vacancies have risen from 8.8% in 2020 to 19.0% in 2024. Most commercial real estate brokers believe the office market will begin to stabilize in 2025 with vacancies leveling off and potentially falling as companies ask their employees to return to the office. Suburban markets, however, may still be facing difficulties as tenants are flocking to the newest Class A buildings in prime locations in Tempe, Scottsdale, and the Camelback corridor. Rents in the Downtown Region have typically been higher than city-wide rents until 2024. This may be result of the high vacancy rate in 55 N. Arizona Place.


Chandler Office Market Inventory & Vacancy
2010 - 2024
Source: Costar
Inventory (SF 1000s)
Vacancy Rate
7,614
7,957
7,997
8,121
8,343
9,009
9,722
9,857
10,054
10,598
11,302
11,546
11,750
11,760
11,760
24.9%
26.0%
20.8%
15.5%
13.1%
12.5%
15.2%
14.5%
10.7%
9.6%
8.8%
11.6%
16.1%
16.9%
19.0%
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
Inventory (Square Feet in Thousands)
Vacancy Rate


Comparison of Downtown Chandler and City-Wide Office Rents
2010 - 2024
Source: Costar
$15.75
$22.73
$20.70
$21.59
$19.79
$18.29
$22.64
$20.40
$22.60
$22.16
$22.23
$23.22
$24.34
$22.68
$25.71
$22.97
$27.15
$24.96
$29.66
$25.82
$34.34
$29.52
$32.96
$30.95
$33.08
$31.76
$33.87
$32.75
$30.26
$32.41
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
Downtown Chandler Rent
City-Wide Rent

In summary, the office market is an important component of the Downtown Region real estate market, providing the opportunity to bring tenants and employees to Downtown Chandler in support of the retail and restaurant markets. Historically, the Downtown Region office market has outperformed the city-wide market from the standpoint of rents and vacancy rates. While it is experiencing distress today, it is expected to slowly recover as the redeveloped buildings on Arizona Place gain acceptance in the market.

5.0 Analysis of the Downtown District

The Downtown District consists of the area between Chandler Boulevard and Frye Road on the north and south and between Dakota Street and the railroad on the west and east. It contains most of the entertainment, retail, restaurant, hotel, and office space in the Downtown Region. It is also what most people refer to as Downtown Chandler.

Downtown Chandler has a variety of entertainment options that distinguish it from competing downtowns, including Gilbert's Heritage Square which is a direct competitor. Some of those competitive advantages include the LOOK Dine-In Cinemas and the Chandler Center for the Arts which includes a 1,500-seat mainstage and two smaller theaters. Overall, the Downtown area has:

- 45 restaurants and bars.
- 21 retail stores.
- 315,000 square feet of office space. Approximately 282,000 square feet are within four major office buildings, with the remainder in small office buildings.
- The University of Arizona Chandler campus.
- Arizona State University Innovation Center.
- 12 live music venues and five art spaces.
- Two hotels with 51,000 square feet of convention space.
- Five parking garages with over 3,300 parking spaces.

Downtown Chandler is also supported by an Enhanced Municipal Services District (EMSD), one of only four in Maricopa County, which provides funding for event management and maintenance through the Downtown Chandler Community Partnership (DCCP). Two other EMSDs are in Tempe and Phoenix. Mesa has established a formal improvement district for the square mile around its downtown area that assesses 529 properties. For FY 2025, the Mesa ID raised $371,000. The city contributes another $685,000, bringing the total budget for event management and maintenance to $1,056,000. The Tempe and Phoenix EMSD's, while different in size and scope, raised $917,000 and $1.65 million respectively in FY 2025.

The Chandler EMSD raised $243,500 in tax year 2024 (FY 2025). The city contributed another $131,000 in FY 2025 bringing the total budget available to DCCP to $374,500. We are uncertain if there are any other funding sources that could increase the budget of the DCCP. Many of the larger buildings in the Downtown contribute a substantial amount of funds as part of the EMSD. For instance, The Jonathan and The Alexander office buildings were assessed nearly $54,000 in 2024. The Hilton Garden Inn and the New Square office building

were assessed nearly $29,000 for the EMSD. Just these four buildings contribute 34% of the total EMSD assessment because of their high assessed values.
Downtown Chandler is also an important employment center for the community supported by the City of Chandler administrative operations. Within the entire Downtown Region, MAG estimates there are 5,960 jobs. The Downtown portion of that workforce is 2,550 employees. About 39% of those employees work for the city.

Competitive Analysis
In order to assess the competitive environment among similar downtown areas, data was collected for the Gilbert Heritage District which has evolved as a food-centered area over the past decade. Visitation data was collected from Placer.ai for both downtowns along with employment estimates from MAG.

The Gilbert Heritage District is defined as north of the Union Pacific Railroad and south of the Western Canal. To the east, residential development was included in the District beyond Elm Street which is the street that separates commercial from residential development. The area encompasses 81 acres. By comparison, Downtown Chandler is 145 acres in size.

Gilbert Heritage District



The Heritage District, according to the Town of Gilbert website, is comprised of:

- 34 restaurants
- 16 retail shops
- 82,600 square feet of office space
- 2,425 parking spaces

There are no multifamily developments directly within the boundaries of the Heritage District. A small townhome development of 32 units was constructed in 2021 in the northeast corner of the District. A 172-unit apartment complex known as District Lofts was built in 2016 just outside the District boundaries west of the railroad.

There are no hotels within the Heritage District. An educational building on Vaughn Avenue is currently used by Park University and the University of Arizona which offers bachelor's and master's degrees in nursing. The Heritage District also has the Hale Theater for live performances with a seating capacity of 372. The District does not employ an Enhanced Municipal Services District for funding.

The following table summarizes employment estimates as prepared by MAG within each of the downtowns. Chandler has twice as many employees as Gilbert, with about 34% of jobs within the government category. By comparison, Gilbert's largest employment category is consumer services at 800 employees which includes the restaurant industry.

Employment in Downtowns

	Downtown Chandler		Gilbert Heritage District	
Industry Cluster	Employers	Employees	Employers	Employees
Business Services	18	260	7	80
Construction	3	40	3	50
Consumer Goods Manufacturing	2	10	1	120
Consumer Services	24	480	28	800
Education	3	150	1	10
Finance, Insurance, & Real Estate (FIRE)	5	130	7	40
Government, Social, & Advocacy Services	14	990	3	20
Health Care	-	-	1	5
High Tech Manufacturing & Development	2	50	-	-
Hospitality, Tourism, & Recreation	6	110	1	7
Media, Publishing, & Entertainment	3	50	1	10
Retail	9	80	4	60
Transportation & Distribution	6	200	3	70
Total	**95**	**2,550**	**60**	**1,272**

Source: MAG

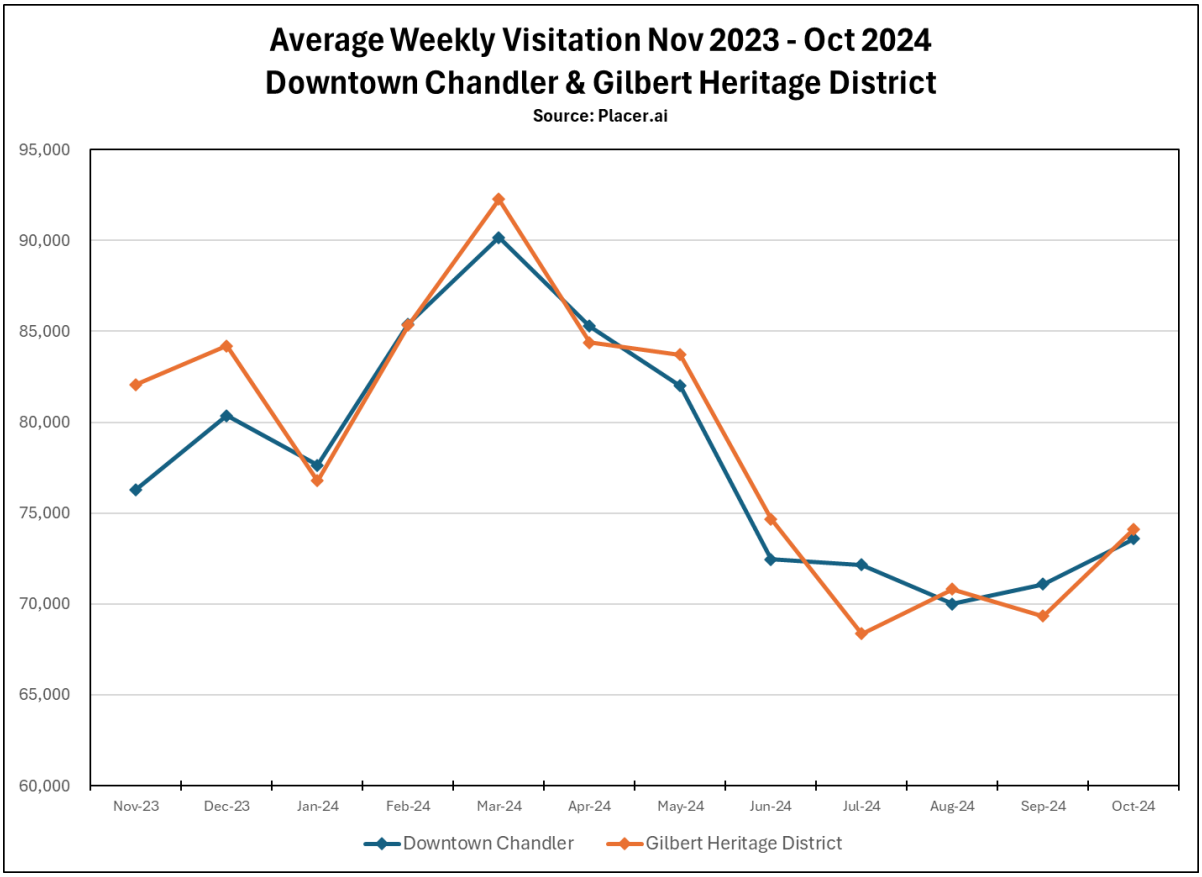
Visitation to each of the downtowns was collected from Placer.ai. Placer uses cell phone location data to track the movement of persons across the country. The data can identify where a visit originated, how long the person was at the destination, and how many times they may visit a site. Visitation to Chandler's and Gilbert's downtowns are essentially the same with more than 4 million visits each year. Gilbert has attracted slightly more visits in prior years. While Gilbert's attraction is primarily focused on restaurants, Chandler's visitation is a combination of work and recreation since it has a much larger employment base including office space that can accommodate private companies. This employment base helps drive the retail and restaurant businesses in the area.

Annual Visitation 2021 - 2024

Downtown	2021	2022	2023	Last 12 Months Ending Oct 2024
Chandler Downtown	3,572,383	4,014,942	4,002,011	4,065,498
% Change		12.4%	-0.3%	1.6%
Gilbert Heritage District	3,968,356	4,162,345	4,276,245	4,104,425
% Change		4.9%	2.7%	-4.0%

Source: Placer.ai

Visits to the two downtowns follow an expected pattern with the high season extending from February through May and the low season occurring from June through September.



Summary

Downtown Chandler competes positively against the nearby competition of the Gilbert Heritage Square. While Gilbert has created a significant attraction with its offerings of restaurants, it has a limited employment and visitor base beyond its food-centered focus. The Town attempted to grow the visitor market with the construction of an educational building. Unfortunately, the first tenant did not perform, and the property has now been backfilled with two other universities. There are few residential properties within walking distance of Gilbert Road and the District has no hotels and few office properties available for new businesses. This will likely change in the future and a mixed-use project known as Heritage Park situated north of the Western Canal may be starting construction in the near future with retail and restaurant space and 288 apartment units.

By comparison, Downtown Chandler has a more well-rounded economy with a variety of uses that will continue to support future growth including:

- The Crowne Plaza Resort with its convention facilities.
- The historic buildings and portico.
- The new Hilton Garden Inn.

- The Chandler Center for the Arts.
- More than 300,000 square feet of office space.
- Multifamily complexes within or adjacent to the Downtown area.
- An economy that is not solely based on restaurant and bar sales.

These and other assets make Downtown Chandler the preeminent downtown community in the Southeast Valley.

6.0 Conclusions & Recommendations

In order to remain competitive, the City of Chandler along with the DCCP needs to continue to be proactive to promote the Downtown and its assets. The historic buildings are a distinguishing feature that define the Downtown and elevate the area above the competition. At the same time, efforts must be taken to incentivize new development.

- The Arizona Department of Revenue lists four properties in Chandler that are subject to the Government Property Lease Excise Tax (GPLET) including 55 N. Arizona Place (The Jonathan office building), Olympus Steelyard, Overstreet, and Overstreet Cinema. Legislation passed over the last ten years has made it more difficult for property owners to benefit from the GPLET. Excise tax payments are set by statute and increase annually according to a construction cost index. However, if a property is located within a central business district and a redevelopment area, it can receive an eight-year abatement of all GPLET payments (a 2024 bill to reduce the abatement to four years was vetoed by the Governor). The city may want to consider this option of establishing a central business district and redevelopment area to further incentivize development in the Downtown.

- We understand that a strategic plan for DCCP is underway with Progressive Urban Management Associates (PUMA). This effort will help to further optimize services in the Downtown and eliminate duplication of services provided by the city or others. Funding for DCCP will also be evaluated. The strategic plan is likely overdue.

- We understand the city does not track sales tax revenue generated within the Downtown. We recommend the city establish a process to collect sales tax data which would assist in evaluating the status of the local market, the breakdown of revenue from different categories (retail, restaurants, hotels, etc.), and where efforts should be directed at attracting certain uses.

- The City of Chandler has a few incentive programs targeting redevelopment of obsolete commercial properties. The Infill Incentive Program provides fee waivers, expedited building plan review, and reimbursement of public infrastructure costs for qualifying projects within the infill incentive area which is that part of the city north of the Loop 202. The program targets existing commercial buildings at least 15 years old with high vacancy rates. While the program is well designed, perhaps it could be expanded to vacant/undeveloped commercial properties that have limited or no demand for commercial use.

The city's Adaptive Reuse Program targets buildings built before 1990 with a maximum size of 15,000 square feet within the Adaptive Reuse Overlay District which is situated along Arizona Avenue (from Pecos to Warner Roads) and Chandler Boulevard (between Alma School and McQueen Roads). The incentives for the programs are designed to reduce the cost of redevelopment and allow for flexibility in the city's building regulations such as setbacks, parking, screening, and landscaping.

We would hope that the portions of the Infill Incentive Program could also be used for adaptive reuse applications as well. Adaptive reuse projects often encounter infrastructure issues as well that may qualify for reimbursement. The city may also give consideration to increasing the maximum size of the adaptive reuse beyond 15,000 square feet and reducing the age of the building. The City of Phoenix allows adaptive reuse on buildings built before 2000 and up to 20,000 square feet in size.

- Development of additional housing opportunities in the Downtown are critical to its continued growth and success. Projects such as One Chandler will provide a dramatic entrance into the Downtown area as well as a large population base. The Downtown Region has a wide variety of housing products, from public housing to low-income housing tax credit complexes to market-rate multifamily units. The housing types that should be promoted are:
  - Additional multifamily complexes as the market dictates and as vacancy rates decline.
  - "Middle Income" housing that provides opportunities for critical service employees such as police officers, firefighters, teachers, nurses, and others. The Commonwealth Townhome complex on Commonwealth Avenue is an example of the type of ownership housing that may be available for middle income earners.

- Redevelopment plans should be developed for emerging redevelopment areas such as the area west of Arizona Avenue between Boston Avenue and Frye Road. Without some guidance, the fractured ownership pattern could lead to haphazard redevelopment of parcels that may do little to enhance the Downtown area.

  The neighborhood east of Arizona Avenue between Frye and Pecos Roads should also be the subject of a redevelopment plan to stabilize the existing housing stock and determine the future reuse of city-owned property.

- Additional marketing efforts of the city and DCCP should focus on retail development to provide better balance to the Downtown real estate market. In particular, a grocery store option should be considered. Operators such as Aldi, which builds or leases small 25,000 square foot stores, would be ideal to fill the absence of grocery services in the Downtown District.