

# Strategic Framework 2019-2024



## Community of Innovation



**CHANDLER**  
arizona  
Community of Innovation

# Message from Mayor Kevin Hartke



The City Council's vision is for Chandler to be a world-class City that provides an exceptional quality of life.

Through this commitment to our residents and businesses, five areas of focus emerged

that will drive the strategic planning process and objectives as we prepare for the future. Our efforts will center around mobility, infill and redevelopment, neighborhoods, technology and quality of life.

This strategic plan outlines a framework for how decisions will be made in the future. City leadership is dedicated to ensuring a high

quality of life, diverse job opportunities and safe neighborhoods that our residents value and have come to expect. Through public and private partnerships, participation at the state and national levels and constant civic engagement, we will continue to invest in the necessary improvements and changes as a community of innovation.

This is an exciting time to serve as Mayor and Councilmembers to lead the community forward with this vision and plan. I look forward to laying the groundwork from which future Councils can lead.

Sincerely,

A handwritten signature in black ink that reads "Kevin Hartke". The signature is fluid and cursive.

Mayor Kevin Hartke



Back row, from left:  
Councilmember Matt Orlando, Councilmember Mark Stewart,  
Councilmember Jeremy McClymonds, Councilmember Sam Huang  
Front row, from left:  
Vice Mayor Terry Roe, Mayor Kevin Hartke, Councilmember René Lopez



## Our Vision

We are a world-class City that provides an exceptional quality of life.

## Our Brand

A safe community that connects people, chooses innovation and inspires excellence.



## Our Goals

### City Council Strategic Policy Goals

- 1 Being the most connected City
- 2 Being a leader in trust and transparency
- 3 Maintaining fiscal sustainability
- 4 Attracting a range of private sector businesses
- 5 Fostering a contemporary culture that embraces unity
- 6 Being safe and beautiful

# Chandler: A Community of Innovation

Since being founded by Dr. A.J. Chandler in 1912, Chandler has been a forward-thinking community built on entrepreneurial spirit, innovation and hometown traditions. A long-held commitment to thoughtful, constructive and consistent planning has transformed Chandler into the Innovation and Technology Hub of the Southwest. It has become one of the strongest economic centers in Arizona and the southwestern region of the United States, an ideal place for business professionals and their companies as well as talented residents and their families. Chandler is known for its high-tech industries, safe and inviting neighborhoods, superior schools, abundant recreation and one-of-a-kind entertainment, dining and shopping experiences.



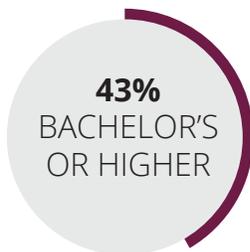
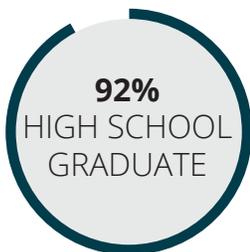
The City of Chandler is committed to providing the highest quality services in the most cost-effective manner. Decades of strong leadership and responsible spending have earned Chandler the reputation as one of the most financially



stable cities in the United States, as indicated by the City's AAA bond ratings from all three major bond rating agencies. City leaders prioritize fiscal health through smart planning and judicious decision making that invests in infrastructure, attracts

## Community Profile: Statistics

### Educational Attainment (Ages 25+)



### Median Age: 35 years



### Income Levels

**\$79K**  
MEDIAN  
HOUSEHOLD  
INCOME



private investment and creates job opportunities for years to come. Chandler enriches the lives of residents through partnerships that plan for the future and maximize resources. Those efforts enhance public safety, deliver state-of-the-art transportation projects, ensure quality development and expand opportunities for arts, culture and recreation.

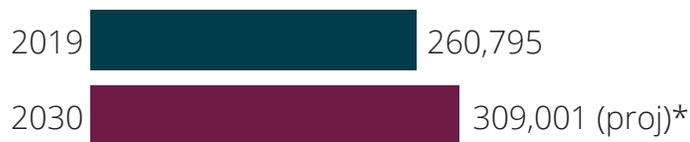
The City of Chandler is a reflection of the people it serves — a community of innovation. Through the many avenues available to engage with the City Council and City staff, Chandler businesses and residents are shaping their futures. This strategic framework for 2019-2024 is built on a foundation of community ideals and input gathered over the years. It outlines the City Council's vision, strategic policy goals and five focus areas that will guide decisions and investments in the near term and beyond. This roadmap of priorities and statements reveal Chandler's direction to be a world-class City that provides an exceptional quality of life.



**Jobs: 114,400**



**Population:**



(Source: Maricopa Association of Governments May 2019)

**Size:**



65 SQUARE MILES

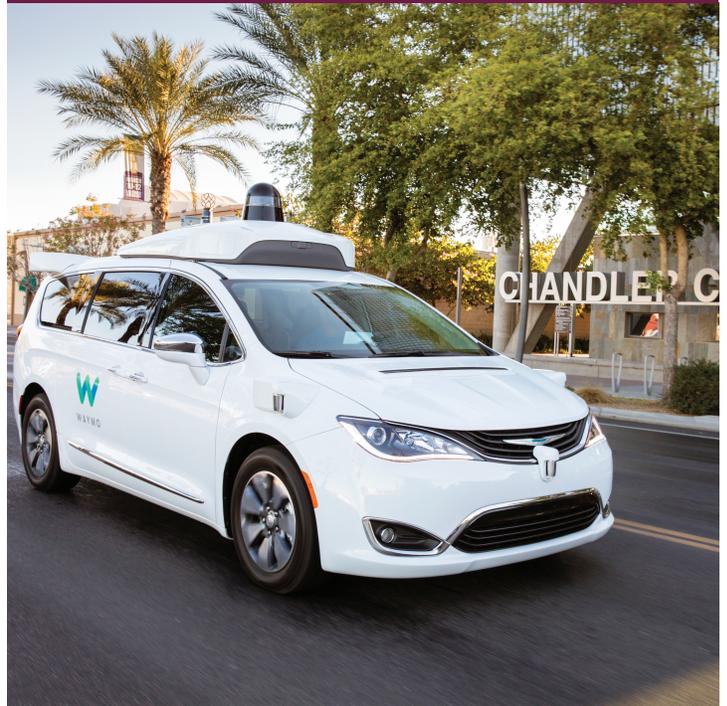
# Focus Areas

This document serves to set the stage for the City of Chandler over the next five years. The City Council has outlined five focus areas to concentrate efforts and provide their vision for what to work towards. The five focus areas shown here are further detailed in the pages that follow.

## Infill and Redevelopment



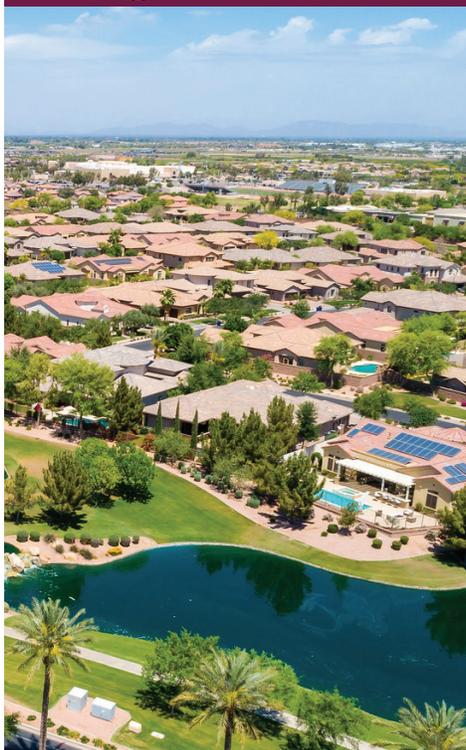
## Innovation and Technology



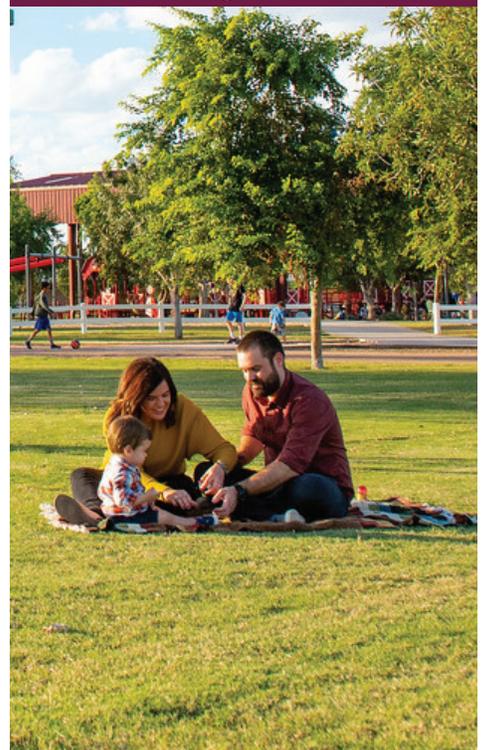
## Mobility



## Neighborhoods



## Quality of Life





Civic Market and QuartHaus in Downtown Chandler

## Infill and Redevelopment

Strategic infill and redevelopment includes the use of creative regulatory tools and marketing efforts to ensure Chandler remains a world-class community for residents, visitors and businesses. These approaches will maintain the viability of existing developments and plan for the use of remaining unbuilt properties.

### **Strategic economic development with:**

- Destination mixed-use projects that support continued vitality of surrounding neighborhoods
- Targeted efforts to repurpose vacant retail spaces
- Unique amenities, events and experiences that attract people to Chandler
- A deliberate, calculated approach to infill projects and annexation
- An emphasis on workforce development and high-quality education

# Innovation and Technology

Chandler's high-tech industries and talented workforce drive the local economy and create future opportunities. The City recognizes the importance of providing solid infrastructure and streamlined government services to support the implementation of current and future technologies.

## Embracing global technology that offers enhanced opportunities for citizens and businesses through:

- Smart, sustainable solutions that empower, engage and improve quality of life for residents, visitors and businesses
- Piloting innovative ideas to promote efficiency, productivity and connectivity
- Leveraging partnerships and alternative funding sources
- Marketing Chandler as the premier location for cutting-edge technologies
- Investing in infrastructure to drive future technological advancements



Waymo making its mark in Chandler, the Innovation and Technology Hub of the Southwest.



Downtown South: The new front door to Downtown Chandler

## Mobility

Mobility — the ability to go places — has been essential to Chandler’s success. Served by three major highways, a well-planned arterial street network, public transit and a growing airport, the foundation has been laid for Chandler to expand its multi-modal transportation offerings and further integrate new technologies to efficiently get people where they want to go. Mobility includes bicycling, autonomous vehicles, new transit modes, business aviation, traffic technologies and safety enhancements.

### Forward-thinking transportation networks with:

- Multiple, integrated options to access Chandler’s employment corridors
- Convenient connections to the greater East Valley region
- High-tech, multi-modal transit options for residents and visitors
- Safe, attractive and well-managed roadways and traffic systems
- A modern airport that serves as an engine for economic development
- Open spaces and multi-use paths connecting developments and neighborhoods
- Regional resources that maximize Chandler’s ability to finance transportation projects

# Neighborhoods

Chandler boasts a mixture of modern homeowner associations, mature traditional neighborhoods, apartments, condominiums and other housing types. To sustain an exceptional quality of life for Chandler residents and keep Chandler safe, clean and beautiful, the preservation and enhancement of neighborhoods is paramount.

Just as Chandler's neighborhoods are diverse, so are the approaches to ensure that all neighborhoods remain safe and vibrant. Partnerships with stakeholders including engaged residents, developers and community agencies provide opportunities to achieve this goal while maintaining each neighborhood's distinct character.

## Unique and vibrant neighborhoods with:

- Services and amenities that build a community aligned with the needs of people in the surrounding area
- A holistic approach to neighborhood improvement through coordination with City departments, non-profits, business partners, faith agencies and community members
- Innovative programs that provide housing options for residents' diverse needs
- Well-maintained and enhanced infrastructure that promotes aesthetics, safety and community vitality

Fulton Ranch neighborhood, near Alma School and Ocotillo roads



A young family enjoying Tumbleweed Park, the pride of South Chandler that celebrates the agricultural heritage of the City.



## Quality of Life

Chandler's commitment to high standards has spanned generations of City leadership and resulted in the safe and beautiful community residents and businesses enjoy today. Maintaining an unparalleled quality of life includes a renewed focus on arts, culture and recreation. High quality development and amenities shape the character of our neighborhoods and business centers. Public safety is essential to our community's quality of life. First responders protect, serve and respond to the needs of the community.

### **Providing a safe community and an exceptional quality of life through:**

- People, resources and relationships that foster a stable and secure environment
- High aesthetic standards incorporating innovative architecture, art and landscaping elements
- Destination parks and open spaces with amenities catering to the demographics of the surrounding area
- Re-imagined public spaces that are usable year-round and minimize blight
- Activities, entertainment and business retention that capitalize on Chandler's hip culture, unique history and burgeoning arts scene
- Use of creative partnerships to provide recreational opportunities for all

# Chandler's Plans

## General Plan

Updated every 10 years, the General Plan is the foundation upon which all development decisions are based. It relies on citizen and stakeholder engagement. The Chandler General Plan was adopted by City Council on Apr. 14, 2016, and ratified by voters with 85.5% in favor on Aug. 30, 2016.

## Area Plans

To implement the General Plan's goals, Area Plans provide more detailed goals, objectives and policies pertaining to each specific area. Area Plans exist for the Chandler Airpark, Southeast Chandler, Chandler's Redevelopment Element and South Arizona Avenue.

## Master Plans

Master Plans detail a comprehensive set of actions for a specific City function or asset. Master Plans exist for Chandler's Parks, Airport, Housing (referred to as Consolidated Plan), Water and Wastewater. Additional Master Plans are slated for Technology and Alleyways, as well as updates to Chandler's Parks and Airport Master Plans.

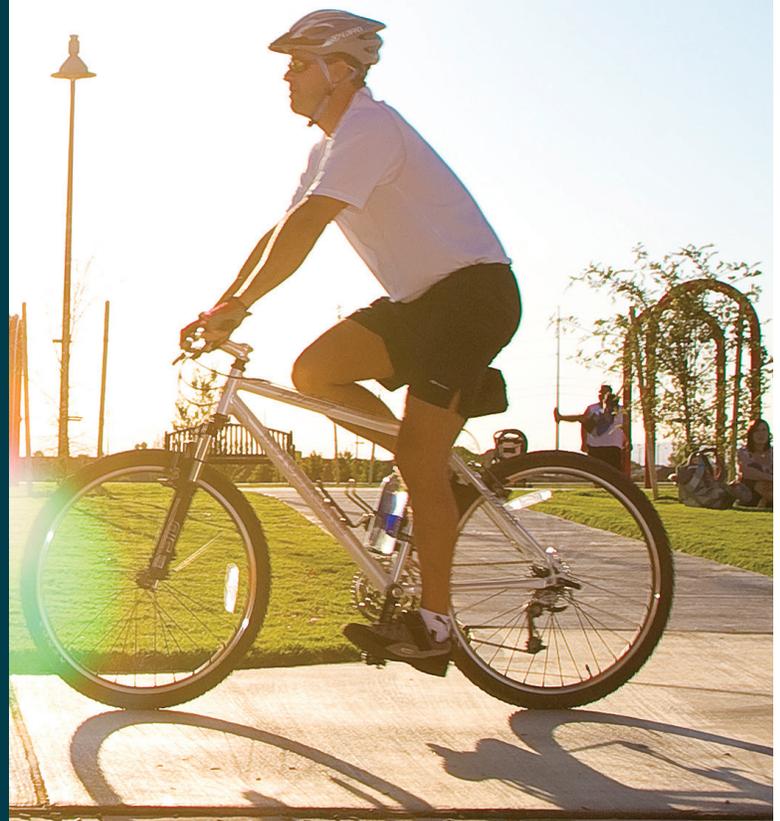
## Annual Budget

The City prepares an Annual Budget which forecasts revenues and expenditures and details how funds are to be allocated. As part of the budget creation process, citizens participate in Budget Connect, an online forum, and partake in the Budget Survey.

## Capital Improvement Program

Each year, the City of Chandler publishes a 10-Year Capital Improvement Program document along with the Annual Budget. This document details upcoming and ongoing infrastructure improvements and other major capital investments and their associated costs.

**Dive deeper into  
Chandler's plans:  
[ChandlerAZ.gov/StrategicFramework](http://ChandlerAZ.gov/StrategicFramework)**



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