



3.

REGION



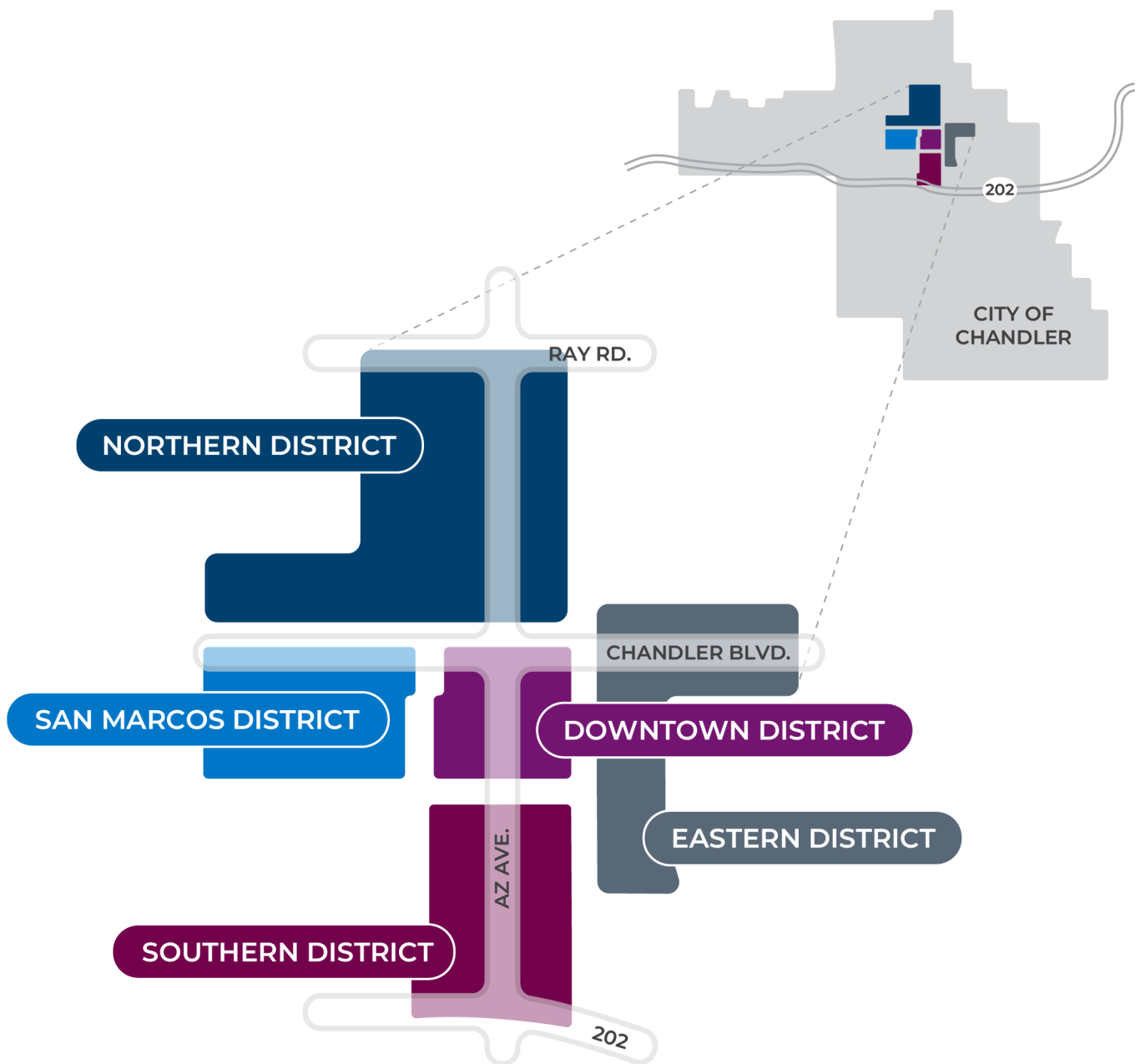


The **Region Chapter** includes articulation of the downtown region's vision statement, future land uses, and circulation network.

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.

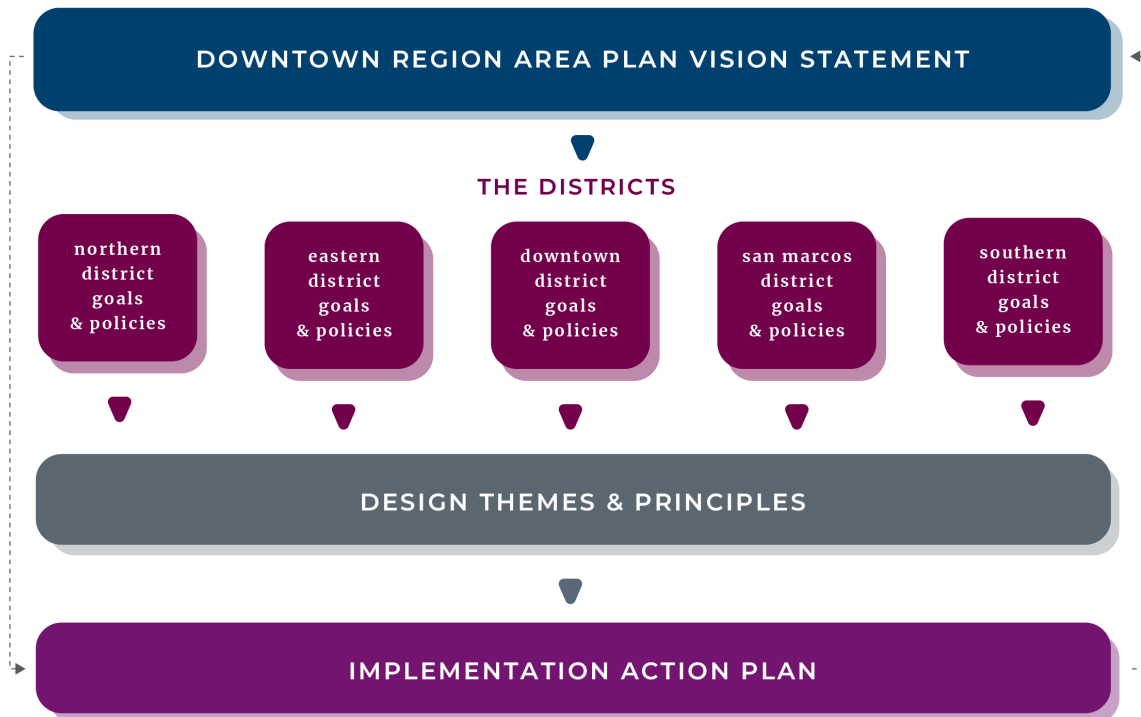


VISION STATEMENT

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

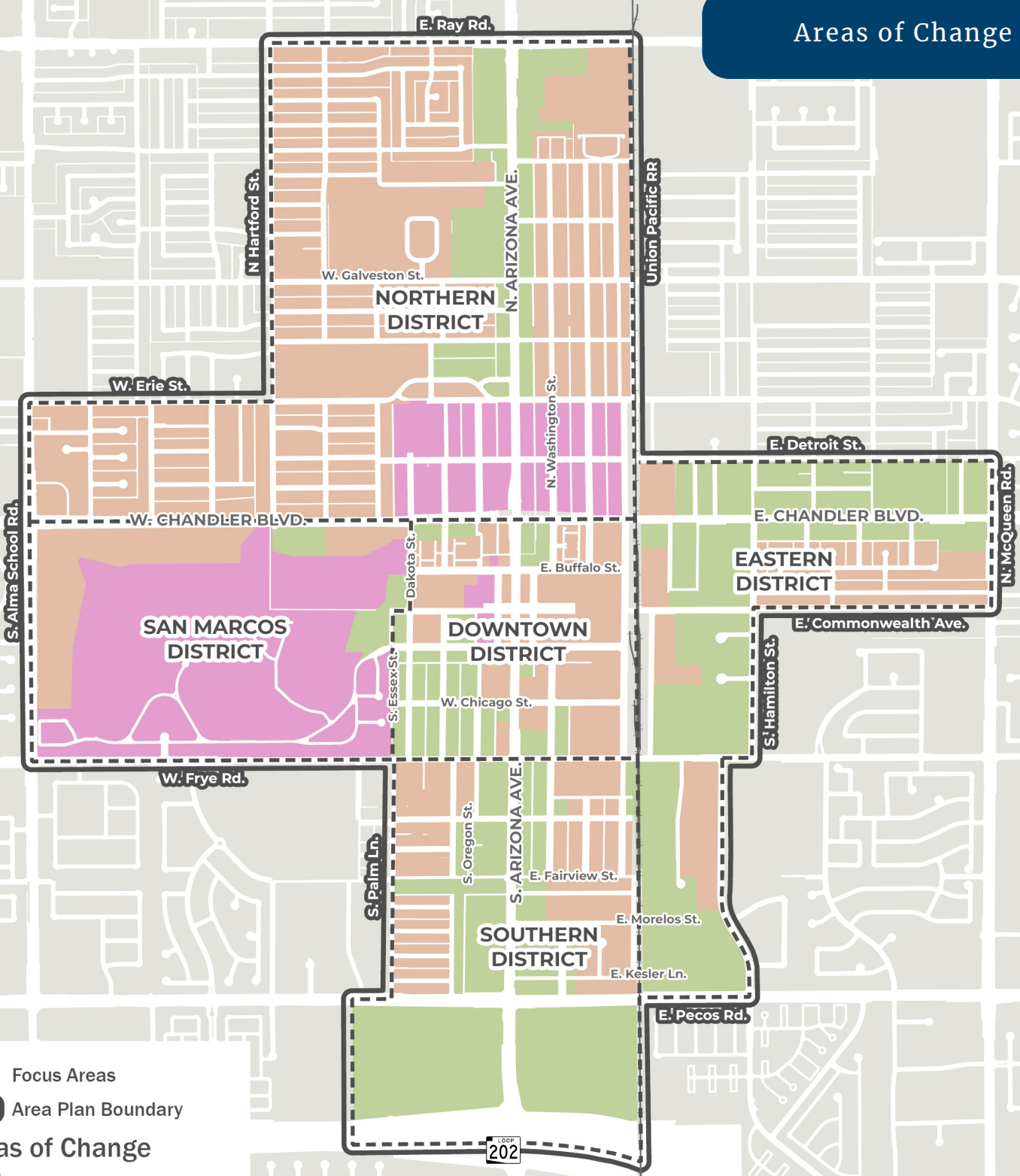
The existing land uses in the downtown region have been analyzed and vetted through community engagement input via an areas of change exercise within the categories of Preserve, Sustain, and Evolve as defined below.

CATEGORY:	CATEGORY DESCRIPTION:
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.

Areas of Change



- - - Focus Areas
 ○ Area Plan Boundary

Areas of Change

- Evolve
- Preserve
- Sustain

0 0.25 0.5 mi.

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.

High-Density Residential with Integrated Uses

- This designation applies at all redevelopment properties, and denotes both vertical and horizontal mixed uses containing residential (12+ du/acre), commercial, and/or office uses. While not required, larger proposed redevelopments within this designation are anticipated to be in the form of redevelopment, while smaller proposed developments may be more likely to employ the adaptive reuse of existing buildings.
- The general vision for key gateway locations along Arizona Avenue at Ray Road, Chandler Boulevard and Pecos Road intersections is for mixed-use redevelopment to create a vibrant and dynamic downtown environment. Therefore, any proposed redevelopment along Arizona Avenue that fronts onto two arterial roads at the Ray Road, Chandler Boulevard and Pecos Road intersections shall feature two or more designated land uses. In addition, any proposed redevelopment 10 acres or larger at these locations shall integrate 20 percent (20%) minimum of commercial or office uses.
- While both single-use and mixed-use redevelopments may be considered in this designation at locations other than the key gateway locations, 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.



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.

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

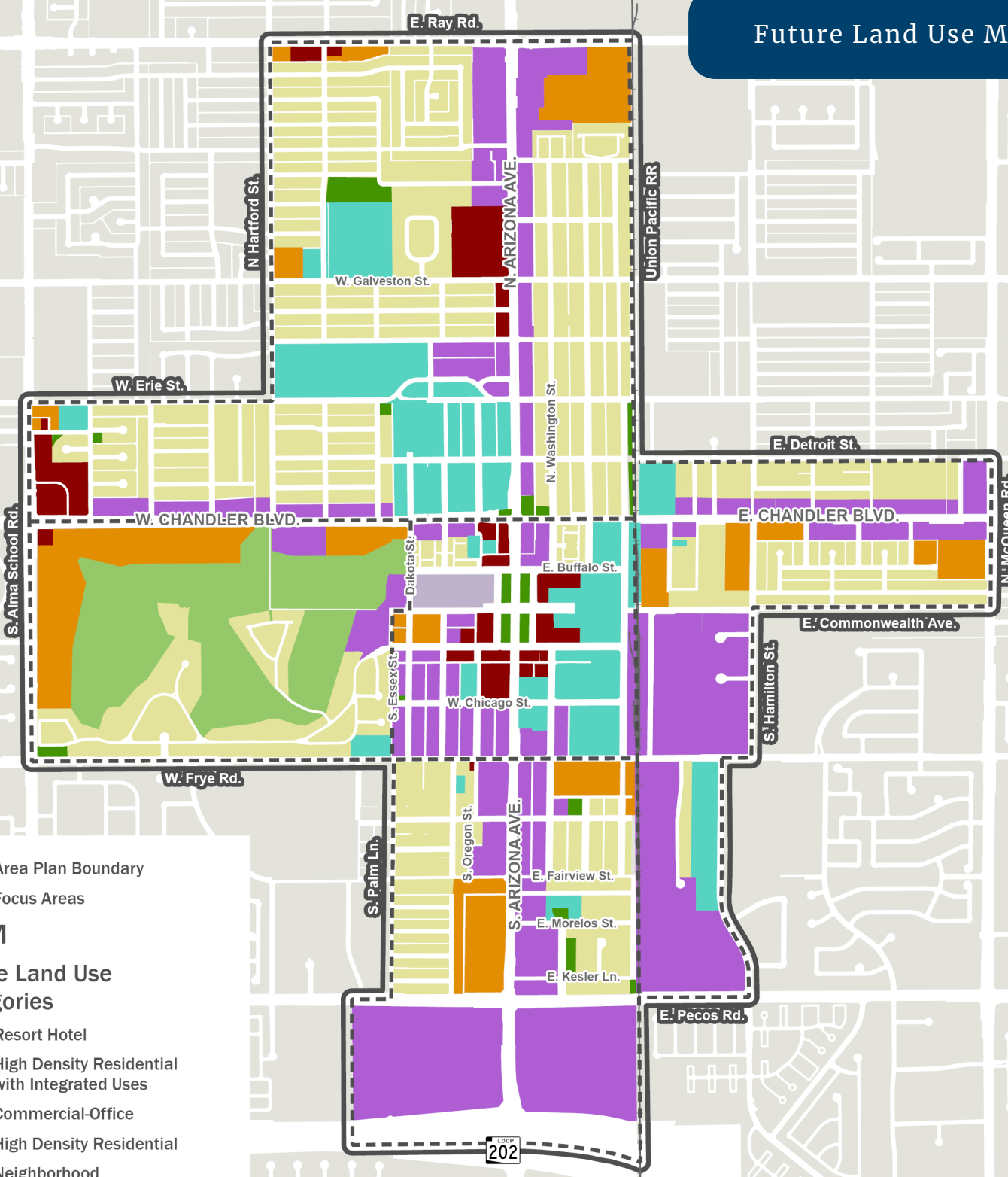
- Denotes the San Marcos Golf Course, which was established in 1913 and is the first grass course in Arizona.

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

Future Land Use Category	Acres	Percentage
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



- 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



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.

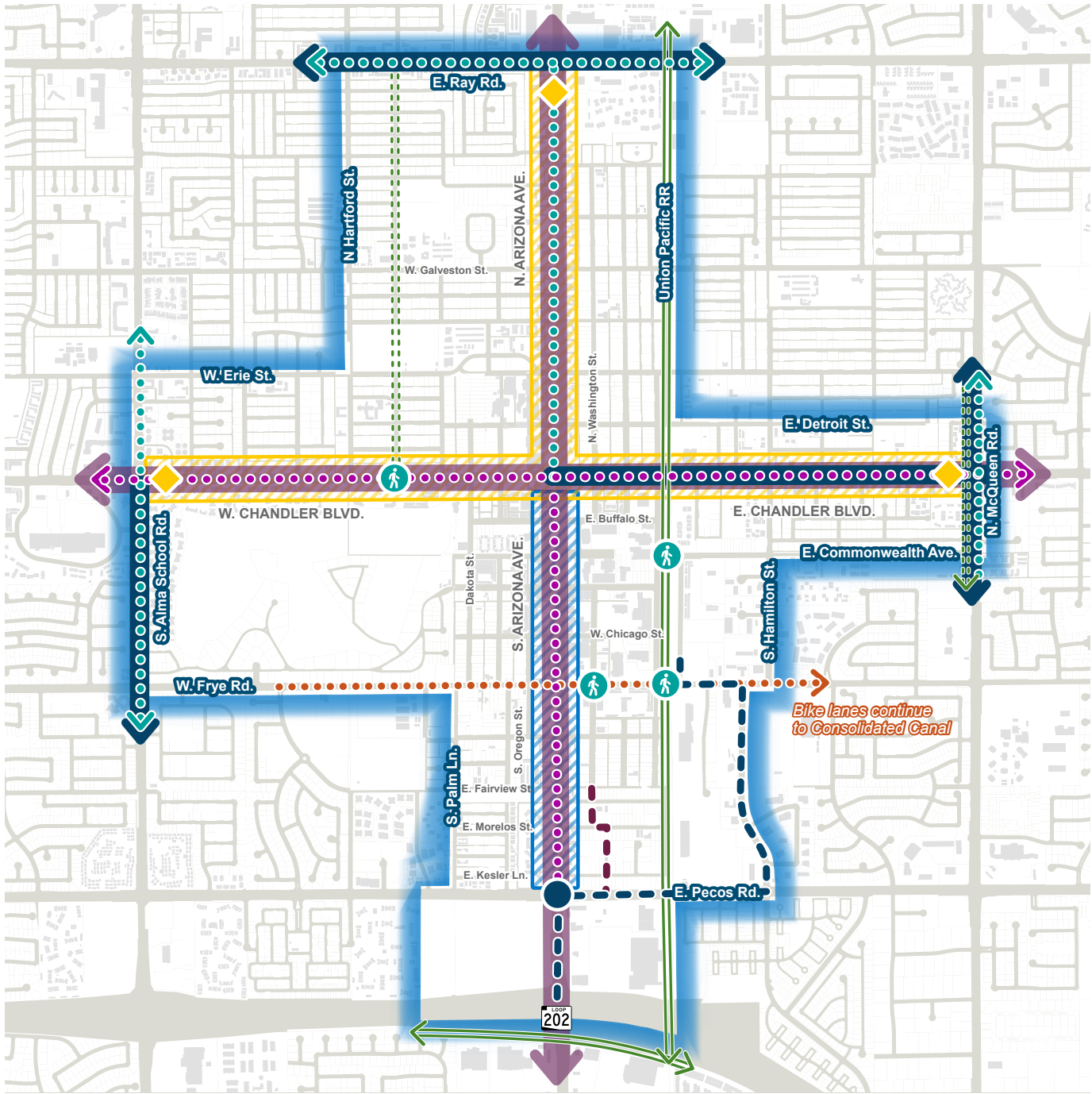
- **Industrial Commerce Routes**

- » 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



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