

4. DISTRICTS



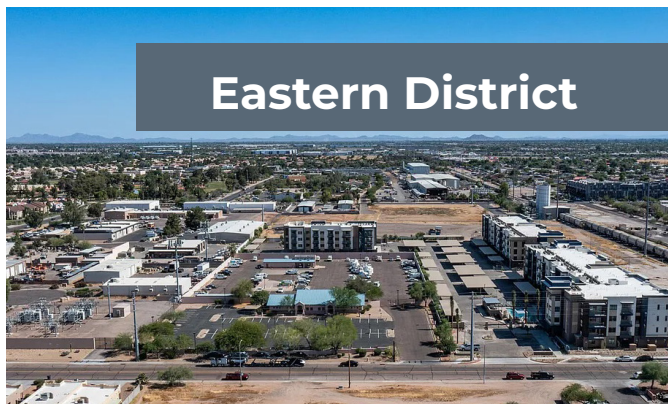
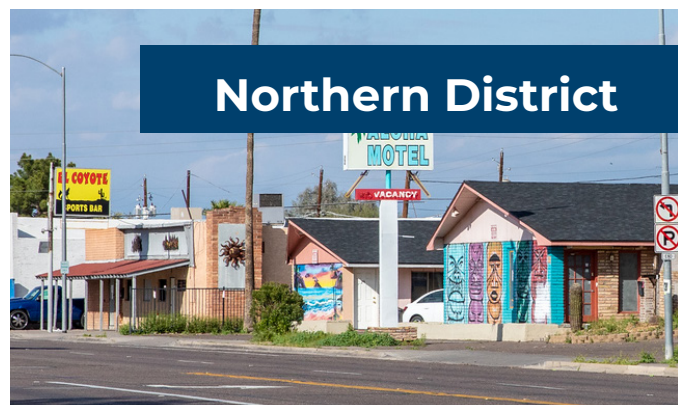


Through the DRAP process, the downtown region was divided into five districts, each with their own unique character to align with main objectives better. The **Districts Chapter** highlights these distinctions.

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. The following hand-drawn district design concepts in this chapter were shared with the public in the workshop series and further refined, as depicted in Chapter 5, based on community input.

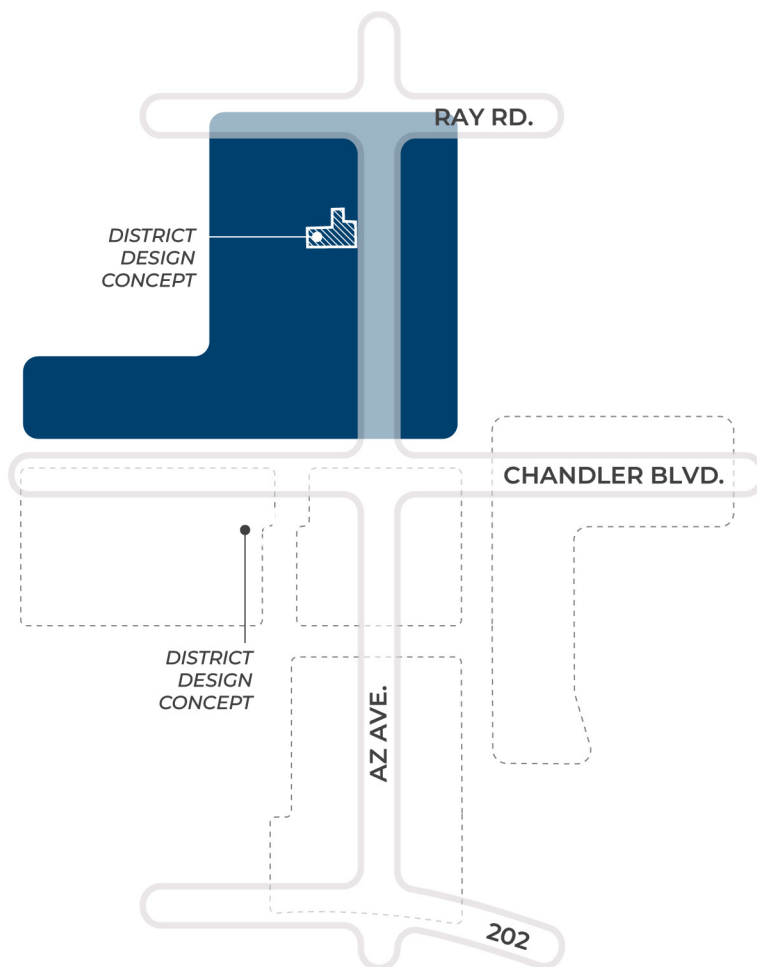
Click on a district or continue turning the pages to learn more about its unique characteristics, location, future land uses, goals, design themes and principles, and policies. >>



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.



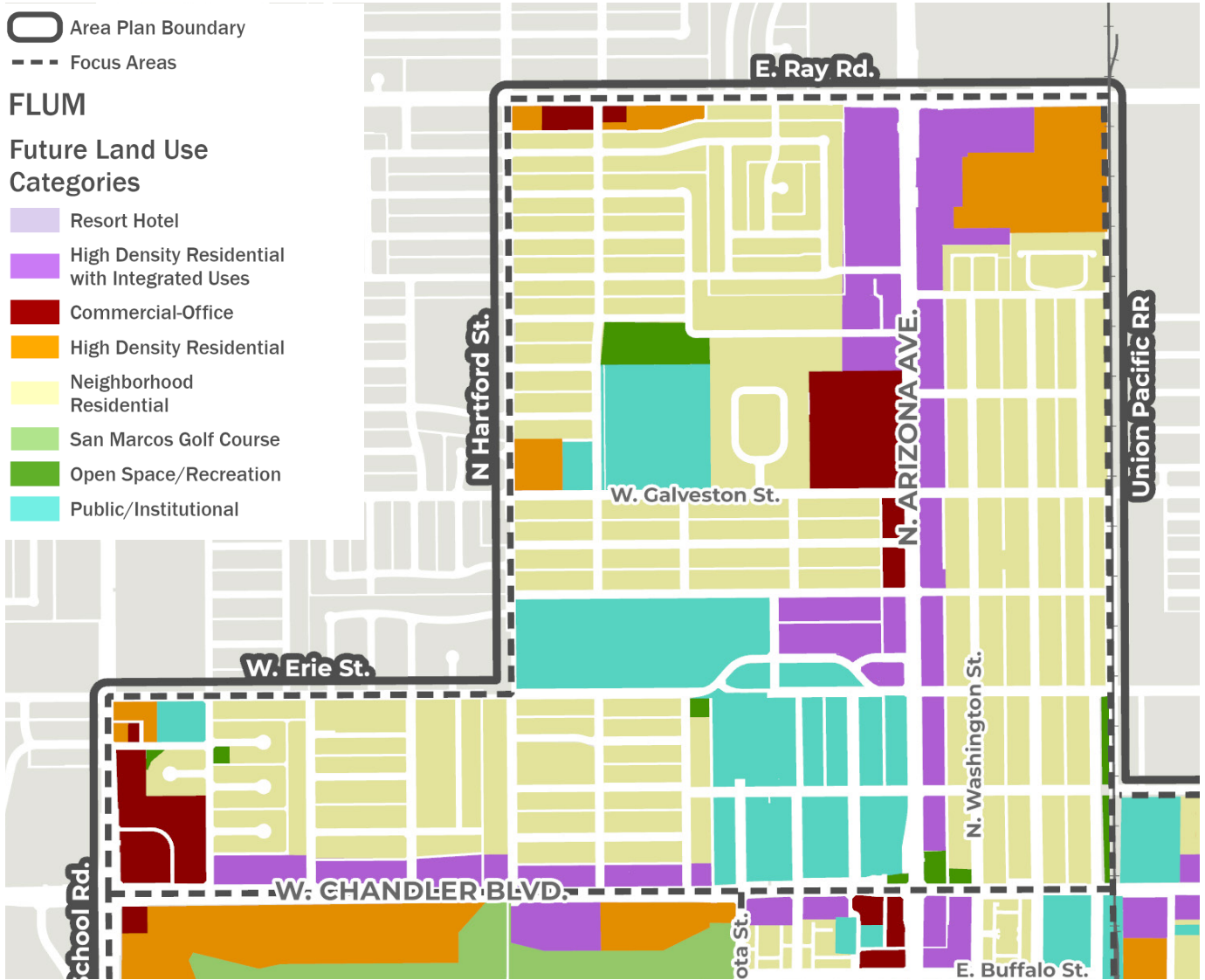
By the numbers:

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

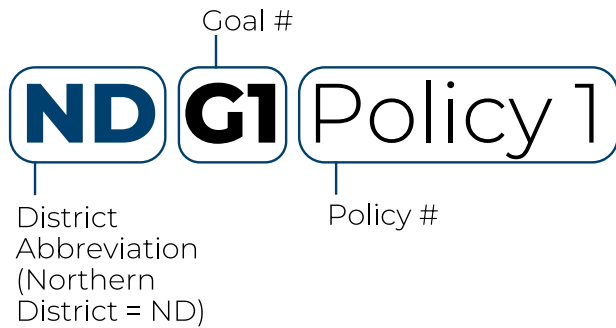
commercial and single family residential to the north and a school to the south, and more single-family residential areas to the west, this site presents a unique opportunity to integrate uses while redefining the visual character of Arizona Avenue within the context of the district. Overall, this mixed-use 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

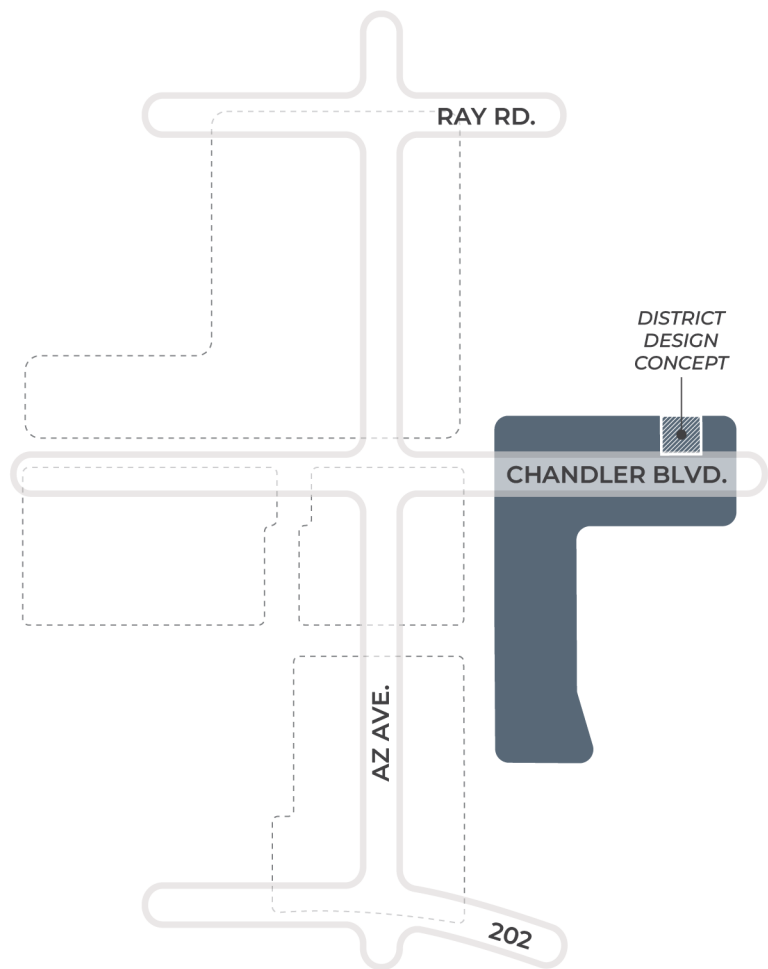
Eastern District Overview

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:

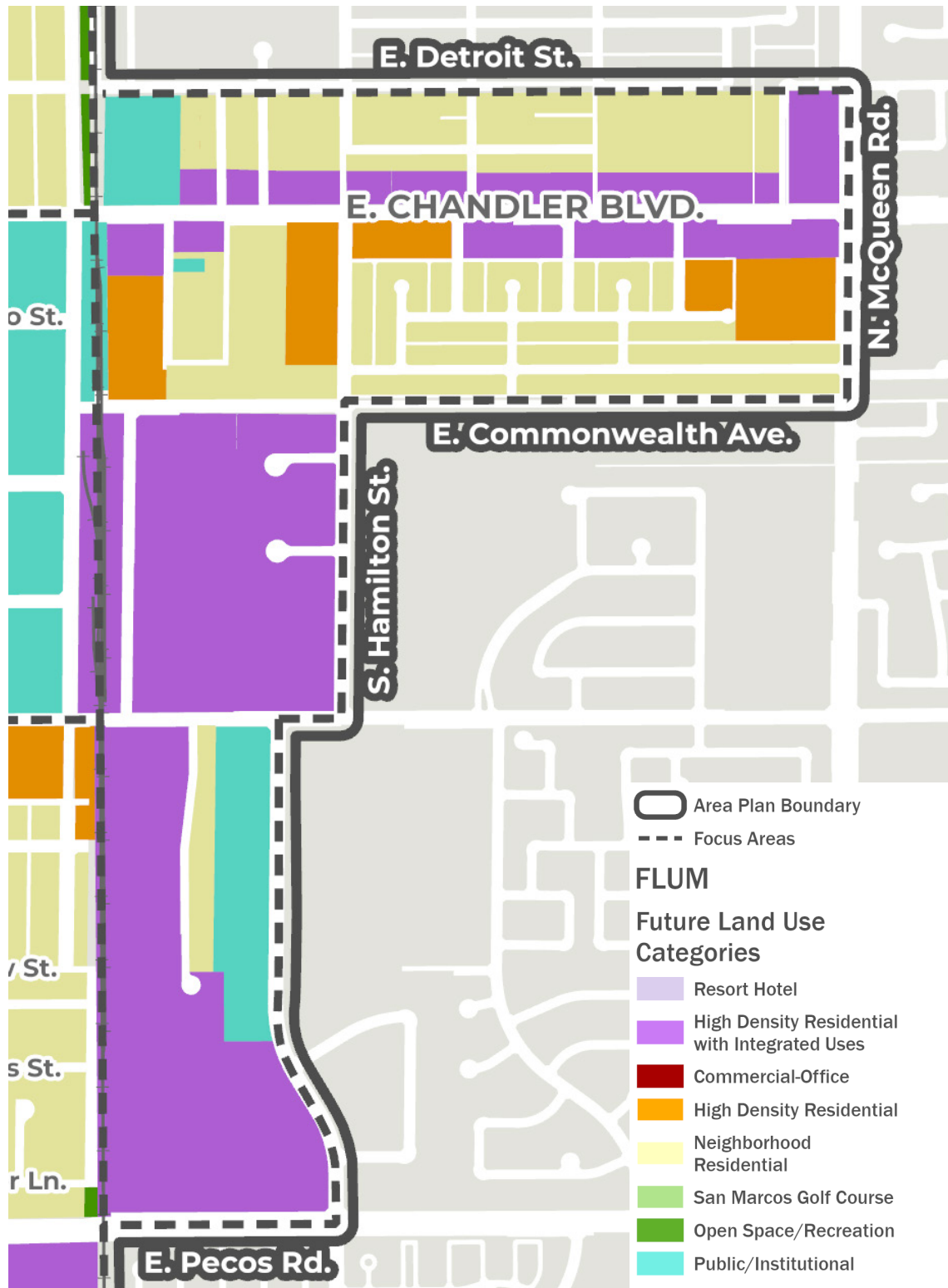
At 222 acres, the Eastern District represents 17% of the DRAP.

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

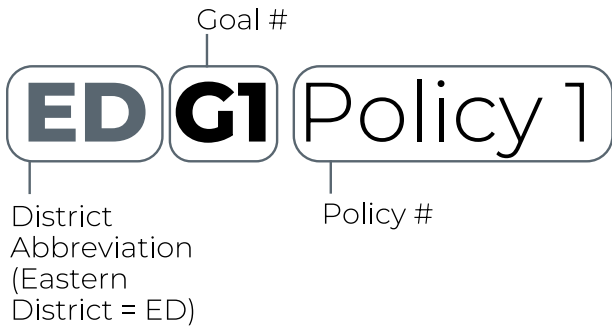
complete neighborhoods, reimagining what these could look like within the existing district fabric. Overall, this concept aims to create a vibrant, complete neighborhood where residents can live, work, and play, all within a well-connected, sustainable, and visually appealing environment.



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.

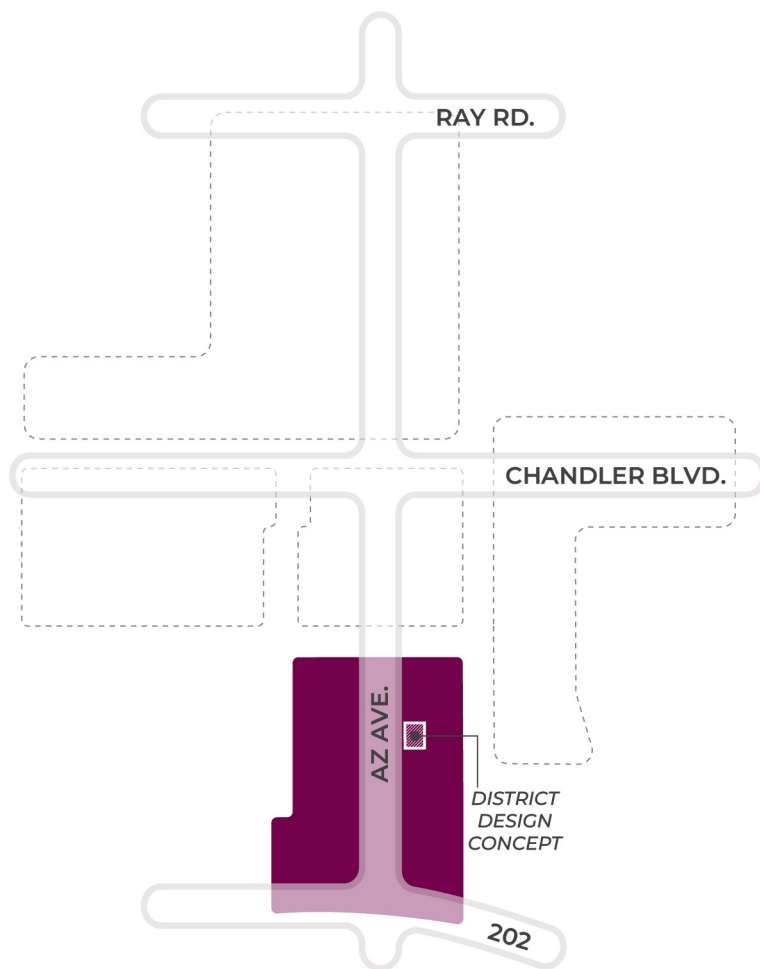
EDG3 Policy 2: The City of Chandler encourages startups and small businesses by, as feasible, directing them to existing co-working spaces, and mentorship programs that connect emerging entrepreneurs with experienced industry leaders.



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.



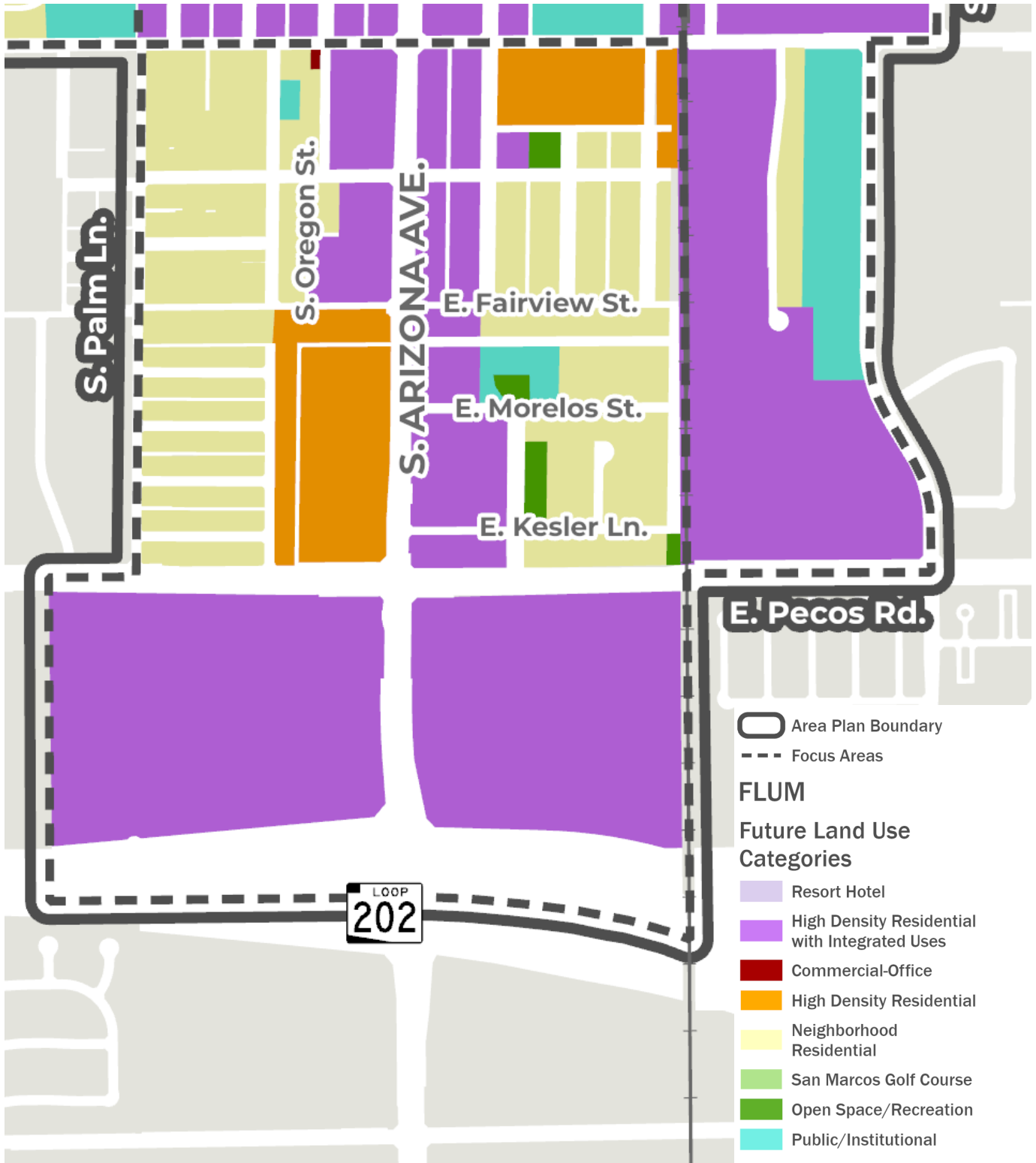
By the numbers:

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

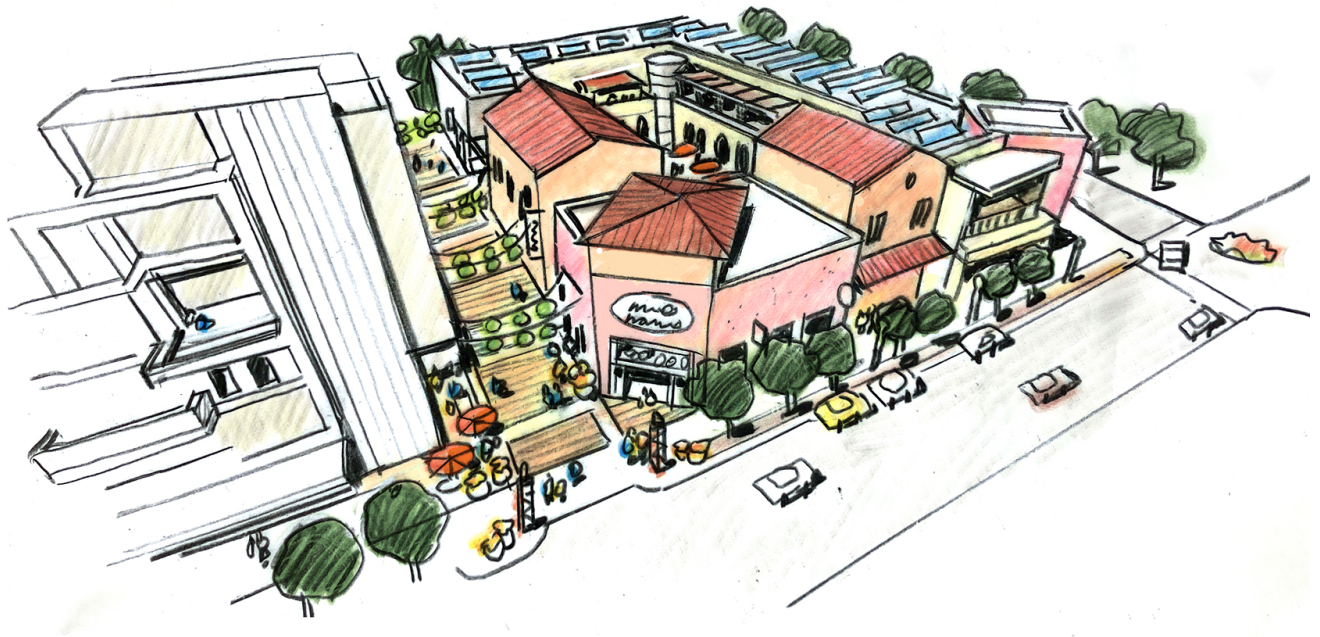
- Expand options and access to parks and public gathering spaces.



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

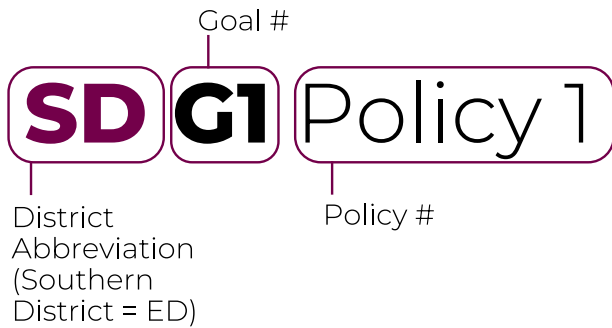
areas, targeted activated alleyways. This concept supports the pending Washington Street Alignment Study to improve access and connectivity, with the potential for flexible office spaces that support mid-market businesses and housing. Overall, the concept illustrates creating a vibrant mixed-use environment 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

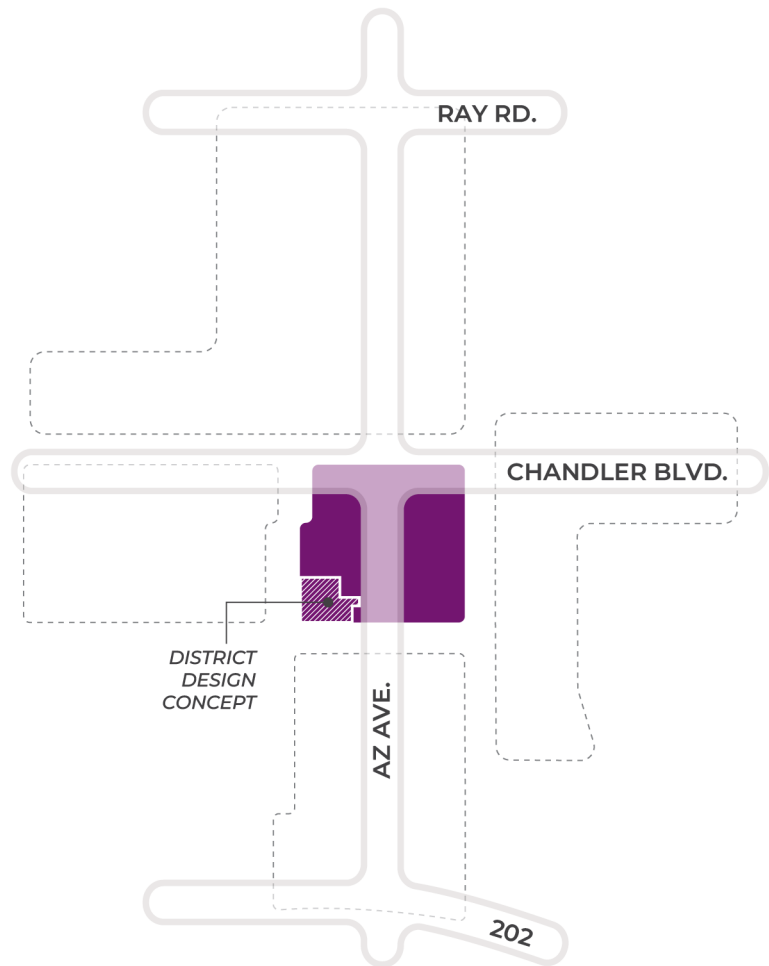
Downtown District Overview

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:

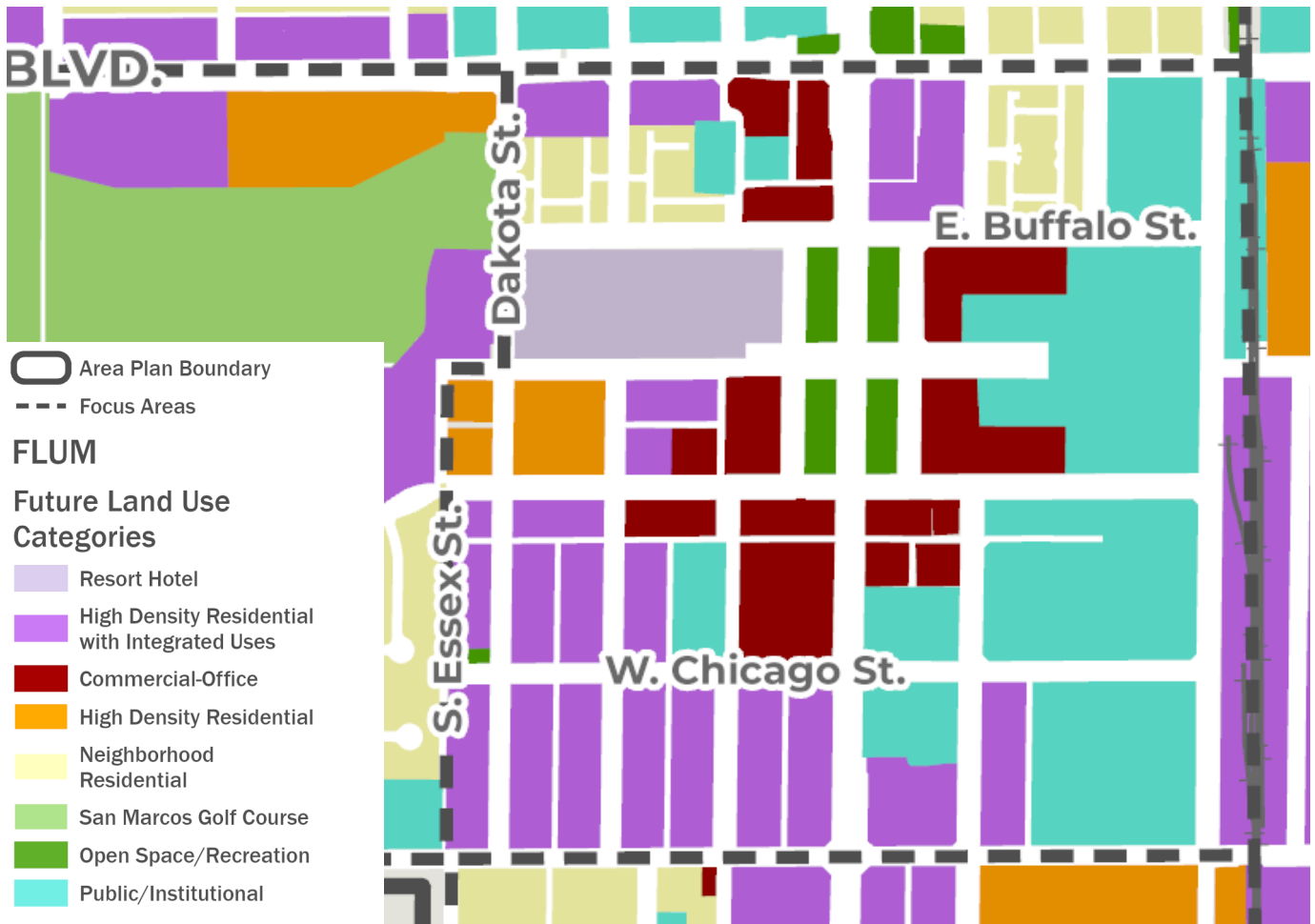
At 104 acres, the Downtown District represents 8% of the total DRAP.

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.



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.

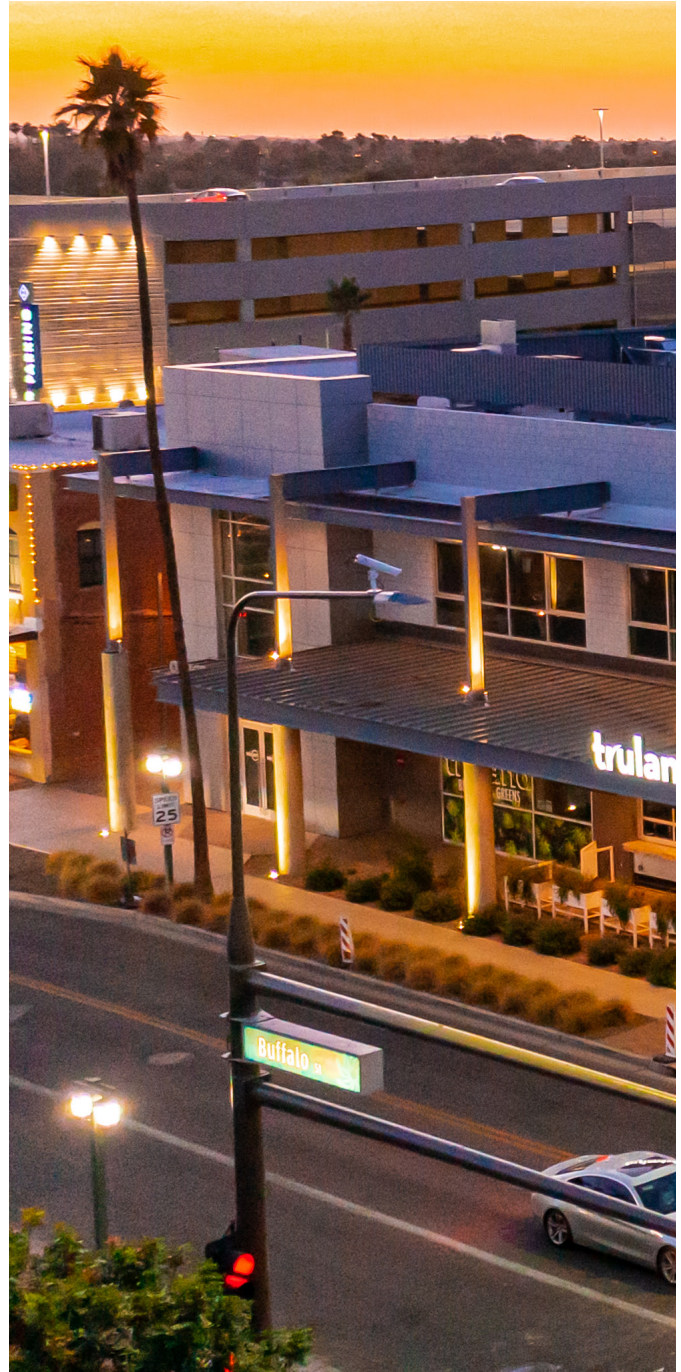
DDG3 Policy 3: The City of Chandler encourages consideration of event parking solutions to support various-sized events across downtown.

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

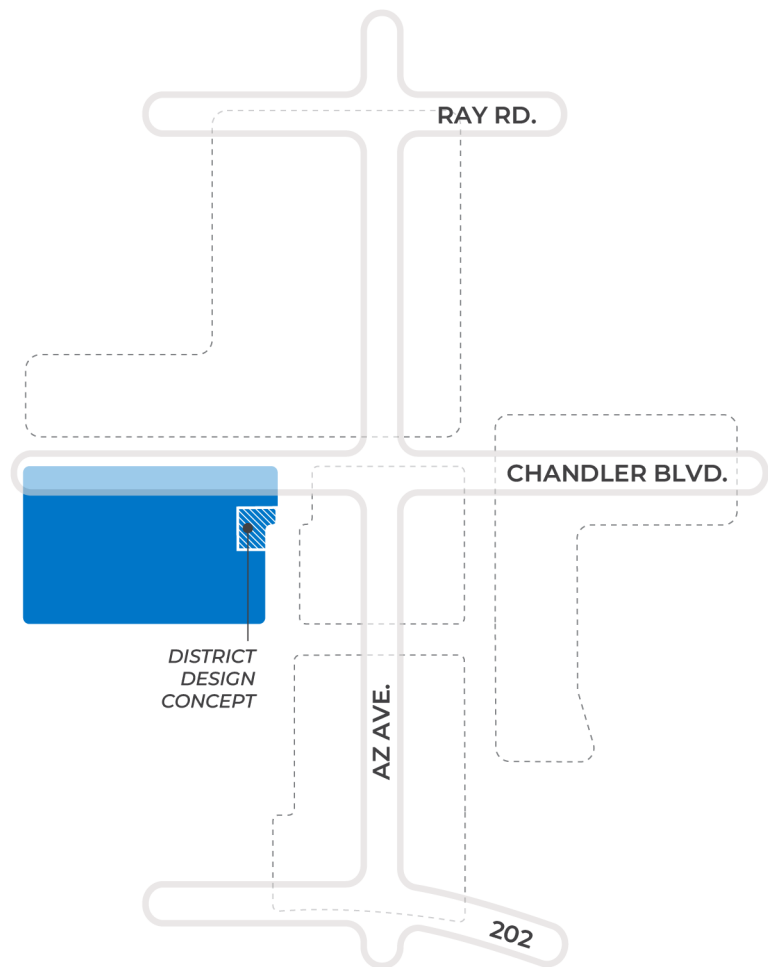
San Marcos District Overview

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:

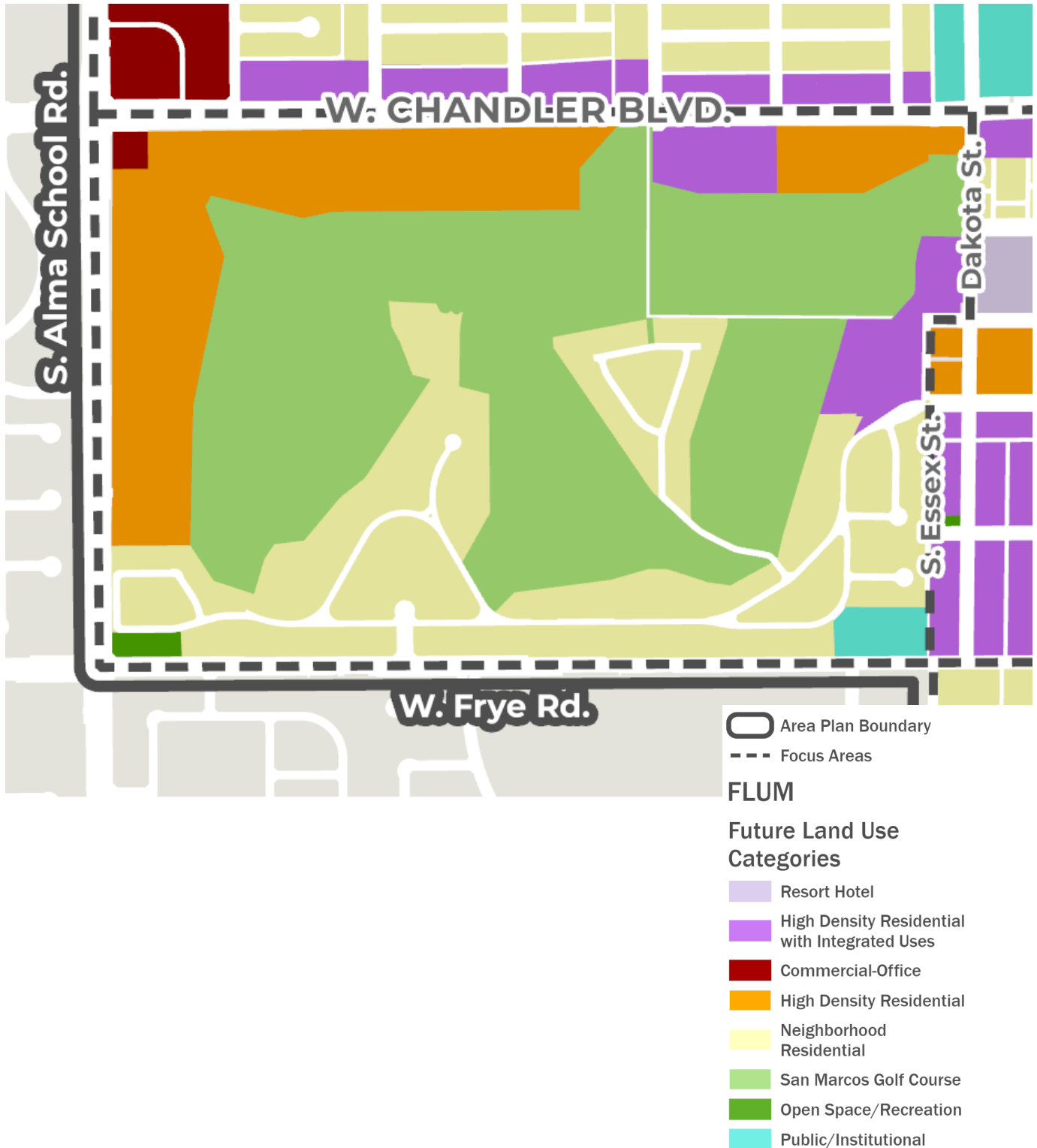
At 232 acres, the San Marcos District represents about 18% of the total DRAP.

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.

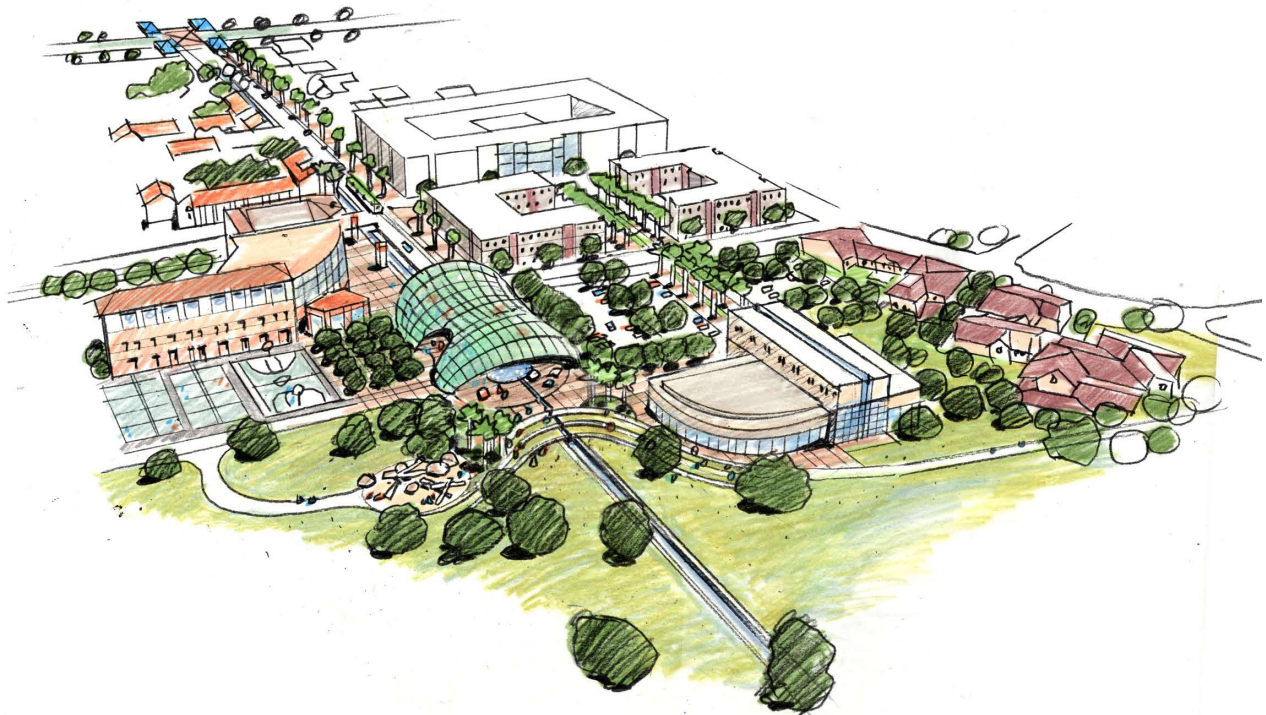
Goal 3

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



San Marcos District Design Concept

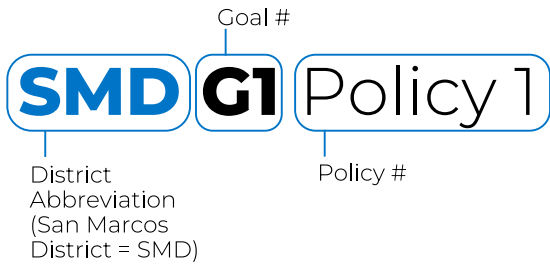
The San Marcos District Design Concept is located on the eastern edge of the district on approximately six acres, is strategically positioned to infill and revitalize the area while extending the vibrancy of downtown with integrated housing and recreational components. The proposed design centers around 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.

