



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

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## OVERVIEW

The one hundred and three (103) 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 <i>Alleyway Activation Master Plan</i> 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	

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
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 <i>Infill Incentive Program</i> and <i>Adaptive Reuse Program</i> to their full extent to promote development and redevelopment activities in the downtown region.	On-going	

# HOUSING-RELATED ACTIONS

The following fifteen (15) 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. Chandler will continue to embrace neighborhood communication and outreach while working through the action items below.

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)	Responsible Department/Team
RH1	Conduct a Receiving Capacity Analysis to determine potential future housing unit yields	Short		Planning
RH2	Hold a Downtown Development Summit to solicit feedback from the development community and better understand their needs and challenges	Short		Planning / Downtown Redevelopment
RH3	Develop pre-approved Building Models/Design Prototypes to meet state requirements and expedite approvals	Short		Planning
RH4	Research Alternate Products/Materials to help offset owner/developer costs while maintaining design quality standards	Short		Planning
RH5	Establish clear and objective development requirements to facilitate the approval process.	Short		Planning
RH6	Adopt policies that facilitate the development of missing middle housing to create more affordable housing options for a wide variety of residents.	Short		Planning
RH7	Explore Request for Proposal (RFP) opportunities for development on city owned properties	Mid		Multiple
RH8	Evaluate potential Financial Tools to Support Delivery of more housing	Mid		Multiple
RH9	Conduct a Utility Needs Assessment to identify and prioritize necessary improvements	Mid		Public Works
RH10	Explore offsetting Impact Fees related to infrastructure and offsite improvements costs	Mid		Multiple

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)	Responsible Department/Team
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		Neighborhood Resources
RH12	Continue redevelopment planning by Chandler's Public Housing Authority	On-going		Neighborhood Resources
RH13	Adopt necessary Code Amendments to implement State of Arizona middle housing requirements (e.g. Zoning, Engineering, Pre-Approved Plans)	On-going		Planning
RH14	Continue discussions with Salvation Army regarding the Winn School site	On-going		Neighborhood Resources / Downtown Redevelopment
RH15	Provide clear and transparent fee structures for the development of middle housing	On-going		Multiple



# 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)
<b>Goal 1: Facilitate sustainable growth through infill and redevelopment that retains or is compatible with existing character.</b>			
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	
<b>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.</b>			
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	

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
<b>Goal 3: Improve safety and enhance experience for multimodal travel.</b>			
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)
<b>Goal 1: Facilitate infill and redevelopment for a broad range of residential, commercial, and mixed-use opportunities.</b>			
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	
<b>Goal 2: Encourage the beautification of public spaces, recreation opportunities in strategic locations, and walkability across the district.</b>			
ED9	Establish Industrial Commerce Routes to promote resident safety and satisfaction, protect built infrastructure and better serve existing industrial uses.	Short	

<b>Action Number</b>	<b>Action Description</b>	<b>Timeframe</b> (Short, Mid, Long, On-going)	<b>Completion</b> (To be updated upon completion)
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	
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## Southern District

Action Number	Action Description	Timeframe (Short, Mid, Long, On-going)	Completion (To be updated upon completion)
<b>Goal 1: Foster vibrant and resilient neighborhoods by encouraging revitalization of existing communities and enhancing economic opportunities.</b>			
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	
<b>Goal 2: Encourage neighborhood revitalization through improvements such as Washington Street extension and activation of targeted alleyways.</b>			
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	
<b>Goal 3: Expand options and access to parks and public gathering spaces.</b>			
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)
<b>Goal 1: Encourage development that enhances and preserves Chandler’s unique Downtown community character.</b>			
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	
<b>Goal 2: Expand housing options and essential services, ensuring convenient access to groceries, childcare, fitness, and daily needs.</b>			
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	
<b>Goal 3: Explore ways to expand events, attract diverse restaurants and entertainment, and improve mobility for better access to downtown experiences.</b>			
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)
<b>Goal 1: Create and enhance recreation opportunities and connectivity to downtown.</b>			
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	
<b>Goal 2: Facilitate infill and redevelopment for residential, commercial, parks, and mixed uses in concert with the district character.</b>			
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	
<b>Goal 3: Enhance and preserve the historic assets and the character of the district.</b>			
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	