

Downtown Region Area Plan

CITY *of* CHANDLER

October 2025



Plan Prepared by:



L O G A N S I M P S O N

RESOLUTION NO. 5938

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, ADOPTING A NEW “DOWNTOWN REGION AREA PLAN,” ESTABLISHING RECOMMENDED FUTURE LAND USES AND CONCEPTUAL DESIGN THEMES AND PRINCIPLES FOR PROPERTY WITHIN THE DOWNTOWN REGION AND MORE SPECIFICALLY THE AREA BOUNDED BY RAY ROAD, MCQUEEN ROAD, LOOP 202 SANTAN FREEWAY, AND ALMA SCHOOL ROAD.

WHEREAS, pursuant to Ariz. Rev. Stat. § 9-461.08, a municipality may adopt specific area plans that regulate land development within the area specified in the plan; and

WHEREAS, in July 1995 the Chandler City Council adopted Resolution 2374, creating the City of Chandler Redevelopment Plan Element for the purpose of encouraging redevelopment and revitalization within one and three-quarters square miles of downtown Chandler in an area bounded by Ray Road, McQueen Road, Pecos Road, and Hartford Street; and

WHEREAS, in September 2006 the Chandler City Council approved and accepted the South Arizona Avenue Entry Corridor Study for the purpose of creating a vibrant downtown corridor “gateway” in response to the opening of the Loop 202 Santan Gateway Freeway, covering three-quarter square miles of the downtown within the Chandler Redevelopment Plan Element bounded by Chandler Boulevard, the Union Pacific Railroad Company, Pecos Road, and Palm Lane; and

WHEREAS, in January 2010 the Chandler City Council adopted Resolution 4333, creating the City of Chandler South Arizona Avenue Design Guidelines for the purpose of adopting development design guidelines to assure quality growth in an urban and pedestrian-oriented environment within the area defined by the South Arizona Avenue Entry Corridor Study; and

WHEREAS, the Chandler City Council finds that it is essential for the economic health of the City that future land use development within the Downtown Region reflects current and expected development trends while maintaining a thriving downtown; and

WHEREAS, the Chandler City Council finds that adopting a new Downtown Region Area Plan to clarify recommended future land uses and conceptual design standards will improve the City’s economic well-being by promoting new housing, job creation and sustaining the economic growth of the Downtown Region; and

WHEREAS, the update will expand the boundaries of the Redevelopment Plan Element and the South Arizona Avenue Entry Corridor Study to include a total of 2.4 square miles by expanding the boundary north to Ray Road and east and west to include existing neighborhoods north of Chandler Boulevard, expanding the boundary south to the Loop 202 Santan Freeway to include the entire entry corridor into the downtown, and expanding the boundary west to Alma Schol Road to include the historic San Marcos Golf Course and surrounding development, because these areas are either gateway locations to the downtown or have strong connections to Downtown Chandler; and

WHEREAS, the City sought public input on the area plan update through a variety of means, including stakeholder interviews, online surveys, community meetings, briefings before the Historic Preservation Commission, the Planning and Zoning Commission and Chandler City Council, and a public hearing before the Planning and Zoning Commission pursuant to Ariz. Rev. Stat. § 9-461.09; and

WHEREAS, this resolution has been acted upon as a published agenda item at a regular public meeting of the Chandler City Council;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Chandler, Arizona, as follows:

- Section 1. Adopts the “Downtown Region Area Plan,” as published on the City’s website at, <https://www.chandleraz.gov/sites/default/files/departments/development-services/City-of-Chandler-Downtown-Region-Area-Plan-Draft.pdf>, a hard copy of which is on file with the City Clerk’s office under the document titled “2025 Downtown Region Area Plan,” to apply to the area described in Exhibit A to this Resolution.
- Section 2. Rescinds and replaces the previous Chandler Redevelopment Plan Element as adopted by Resolution 2374 and City of Chandler South Arizona Avenue Design Guidelines as adopted by Resolution 4333 and as amended thereafter.
- Section 3. Authorizes staff to publish and maintain the Downtown Region Area Plan on the City’s website in digital format.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this 16th day of October, 2025.

ATTEST:

Dana R. DeLong
CITY CLERK

Kevin Harthe
MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 5938 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting was held on the 16th day of October, 2025, and that a quorum was present thereat.

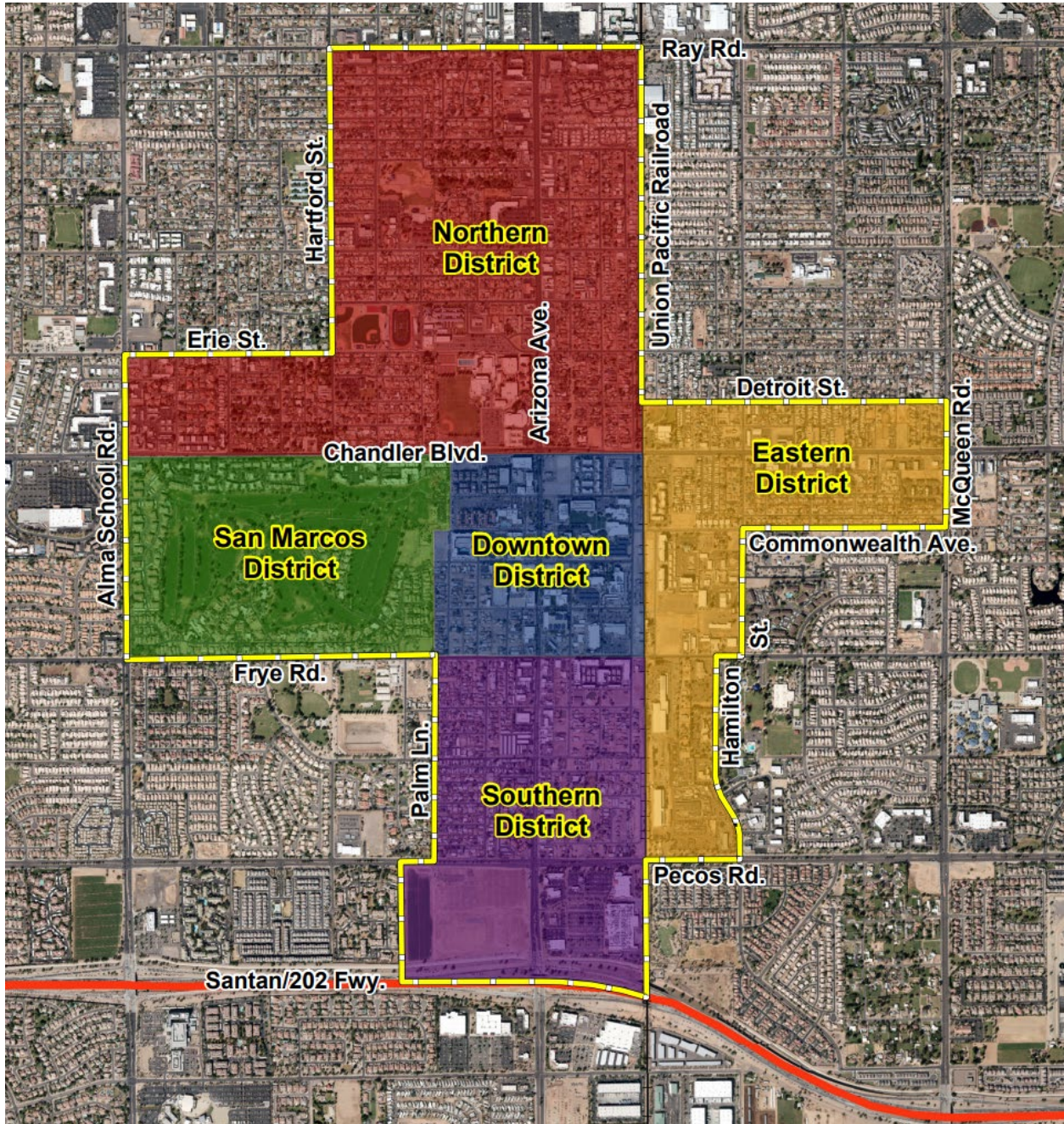
Dana R. Dixon
CITY CLERK



APPROVED AS TO FORM:

Sam Allen
CITY ATTORNEY TA

EXHIBIT 'A'
Legal Description



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
- 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
- Jeremy Abbott, Acting Public Works & Utilities Director
- Gina Ishida-Raybourn, Public Works & Utilities Principal Engineer
- Bryan Chapman, Chief of Police
- Tom Dwiggin, Fire Chief

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
- Leah Powell, Deputy City Manager
- Andy Bass, Deputy City Manager (former)

Consultants

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

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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. **Integrated-Uses:** Provide future land use designations and policies to allow new developments with integrated uses, comprised of any mix of residential, commercial or office uses, or any of these three as a single use development, 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.