

Downtown Developer Summit

January 30, 2026



Facilitator - Jim Heid



INTRODUCTIONS

Panelist



Gavin Jacobs



Spike Lawrence



Mike Kovarik

Maple House



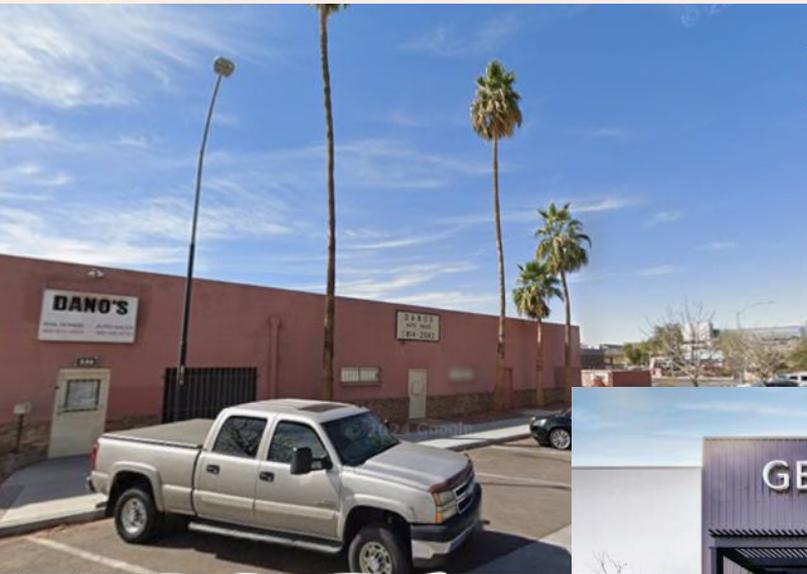
Hidden House



New Square



George & Gather



Downtown Chandler



Cultural Development Director

Kim Moyers



Downtown Redevelopment Manager

Lauren Petersen



Downtown Chandler



1 mile by ½ mile



Entertainment district



Neighborhoods



Downtown South



Commercial corridors



Enhanced municipal services district

Downtown Chandler Map



History of Downtown Chandler



1

Beginning of Downtown



2

How Chandler has grown



3

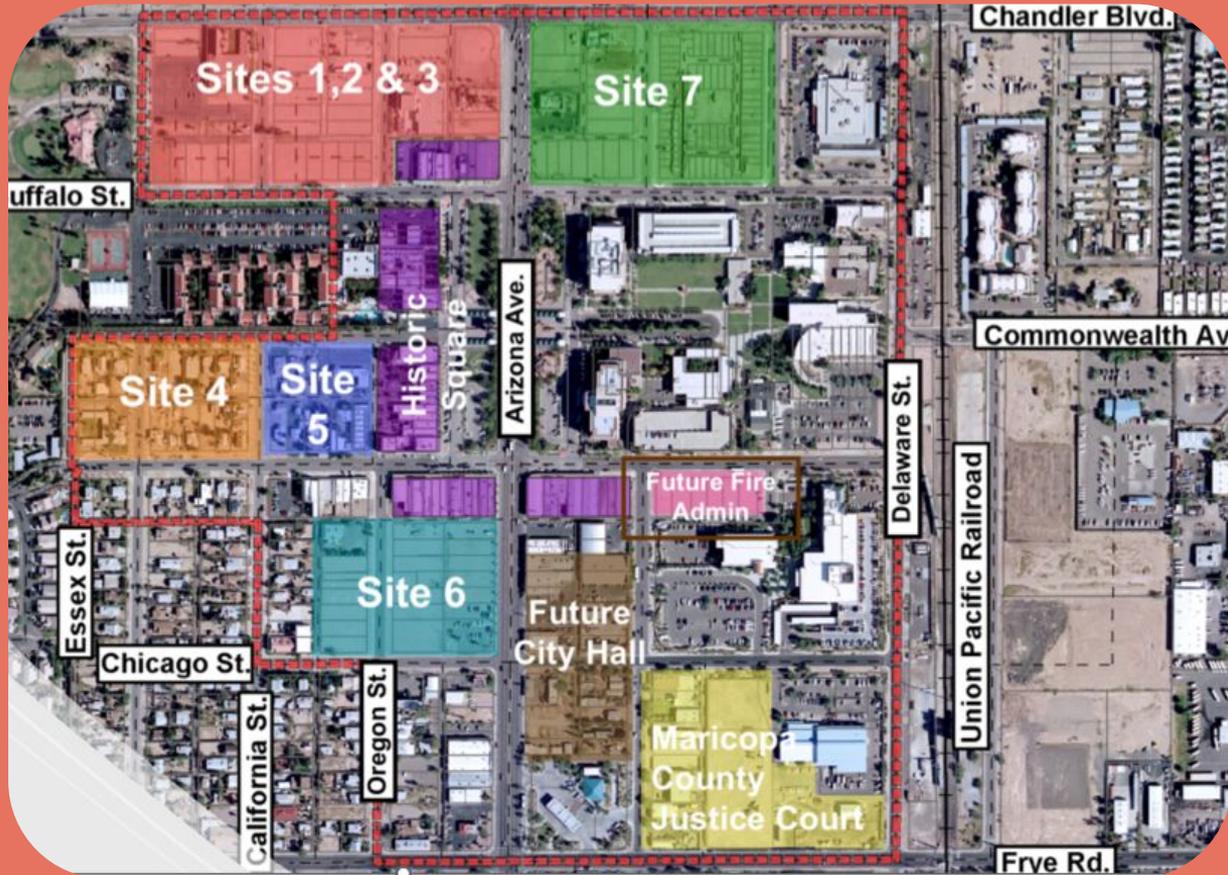
What Chandler is today!

- Original townsite for Chandler
- Resort built in 1912
 - AZ's first grass golf course
- Most of historic square built in teens and 20's
- National Registry listing for commercial district only (1998)



1990's - 2010

- City Center District
- DIF, Facade and EMSD Boundaries
- Official Redevelopment Sites



Multi - Family



Overstreet



The Alexander & The Jonathan



“Office + retail mixed-use assets located in really walkable, amenity rich areas have been particularly insulated from value erosion and are best positioned to recover quickly, drive new leasing activity, and retain asset value.”

(Craig Loeber, Asana Partners)

Adaptive Reuse



Adaptive Reuse



Projects Under Construction

Jonathan Retail Conversion

Tap N Taco

Safety T Professionals

Moka & Co

Padelant (Flagship)

Best Pizza & Brew

(First in AZ)



City Investment

- Arizona Ave Phase 1 and Phase 2
- 2 parking garages - Over 1,200 parking spots
- Dakota Street - punch through
- Boston Street Improvements
- Dr. A.J Chandler Park
- Placemaking elements
- Upsized and upgraded water and sewer infrastructure
- Alley projects to accommodate future growth



Downtown Return on Investment

City Investment
\$1



Private
Investment
\$4.7

2025

Wall Street Renderings



Dr. A.J Chandler Park



By the numbers



45+ Bars & Restaurants | 21 Retail Stores

20+ Events Per year + weekly farmers markets

12 Live Music Venues

5 parking Garages | 3,300 parking spaces

2 Hotels - Hilton Garden Inn and San Marcos

South Arizona Ave Corridor

- Expansion of Downtown
- Long range vision
- Area Plan in January 2008
- Destination as Competitive Advantage
- ROI

-
- Wave 1 : Historic Square
 - Wave 2: Chandler to Frye
 - Wave 3: Frye to Pecos



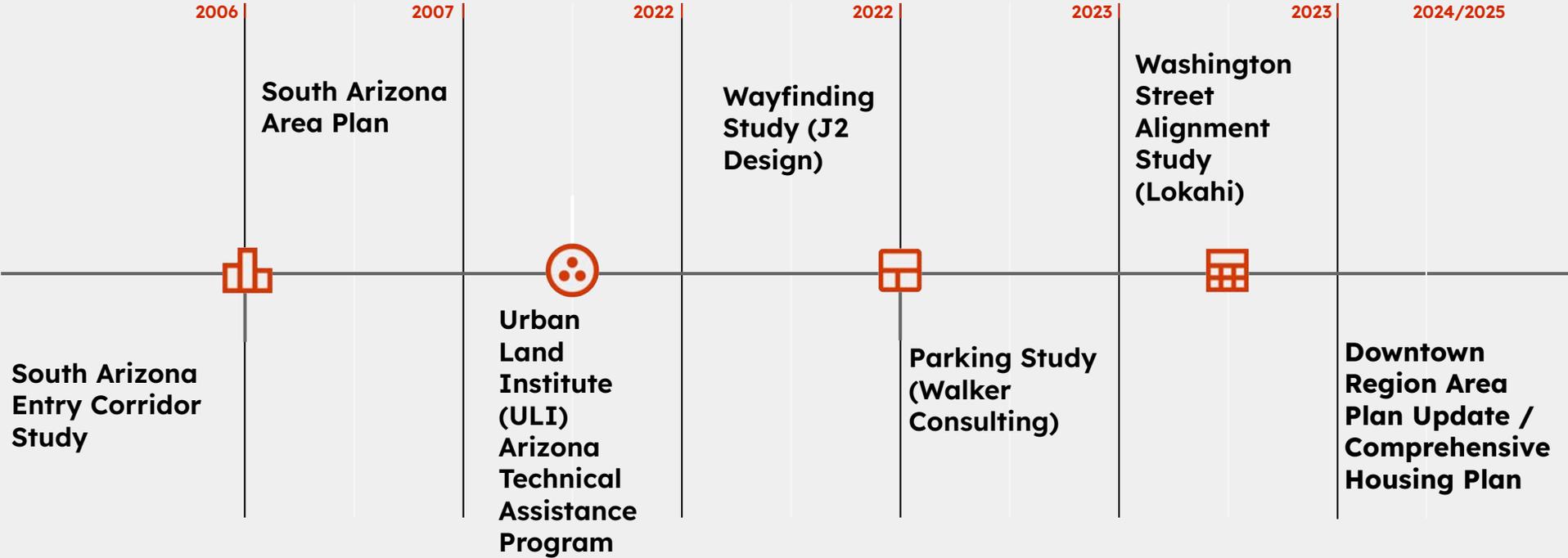
Why

City is **open for business**

South Arizona Plan **was not consistent** with the type of growth that developers were proposing

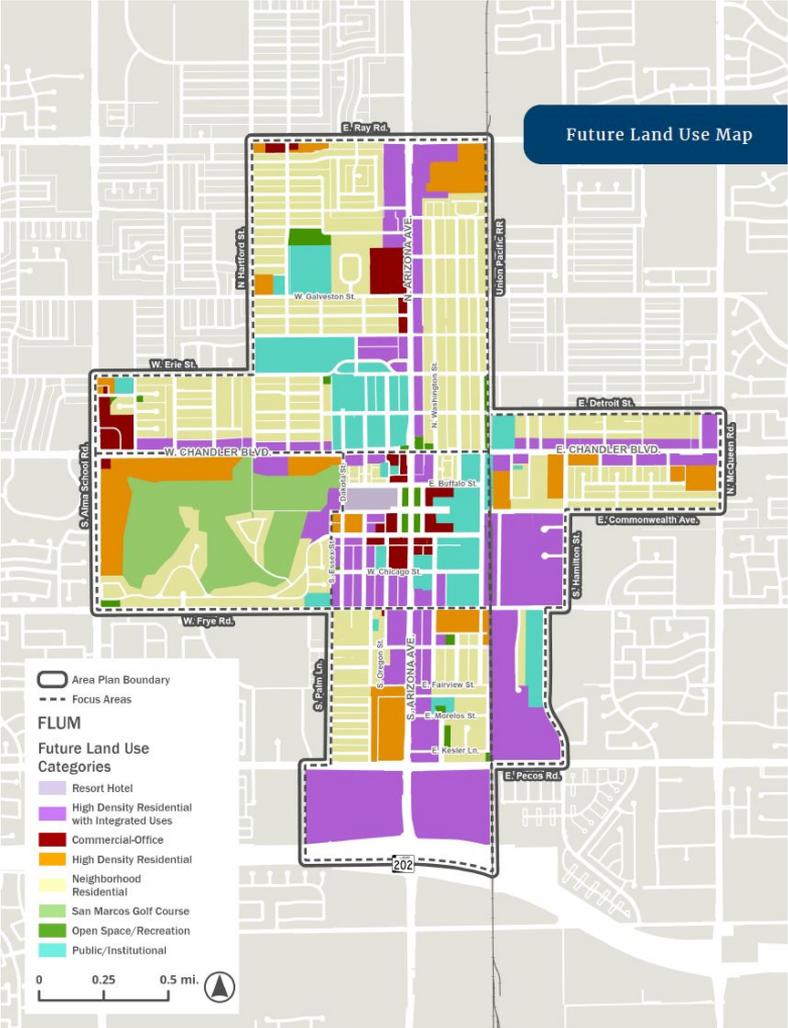
Rapid **downtown growth** underway

Increase in **infill, missing middle, and adaptive reuse**



Studies Timeline

Downtown Region Area Plan (DRAP)



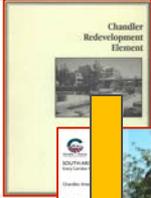
Alisa Pettersen

Senior Planner



30-year Planning History

1995 (30 yrs)
**Chandler
Redevelopment
Element**



2006 (19 yrs)
**South Arizona
Ave Corridor
Area Plan**



2010 (15 yrs)
**South Arizona
Avenue Design
Guidelines**



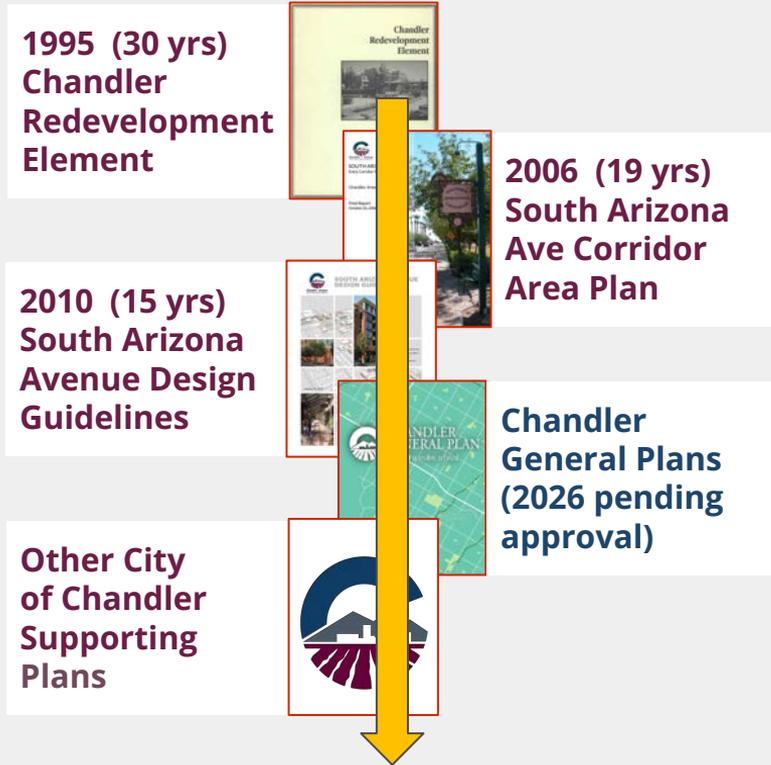
**Chandler
General Plans
(2026 pending
approval)**



**Other City
of Chandler
Supporting
Plans**



30-year Planning History

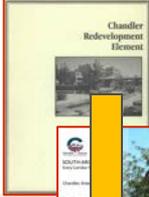


Shortcomings:

- New developments only
- Assemblage of property
- Inconsistent with development trends
- Too restrictive / inflexible

30-year Planning History

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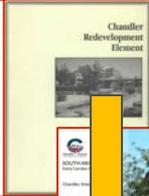
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We couldn't do the cool stuff we wanted to do!



2025 New Plan

1995 (30 yrs)
**Chandler
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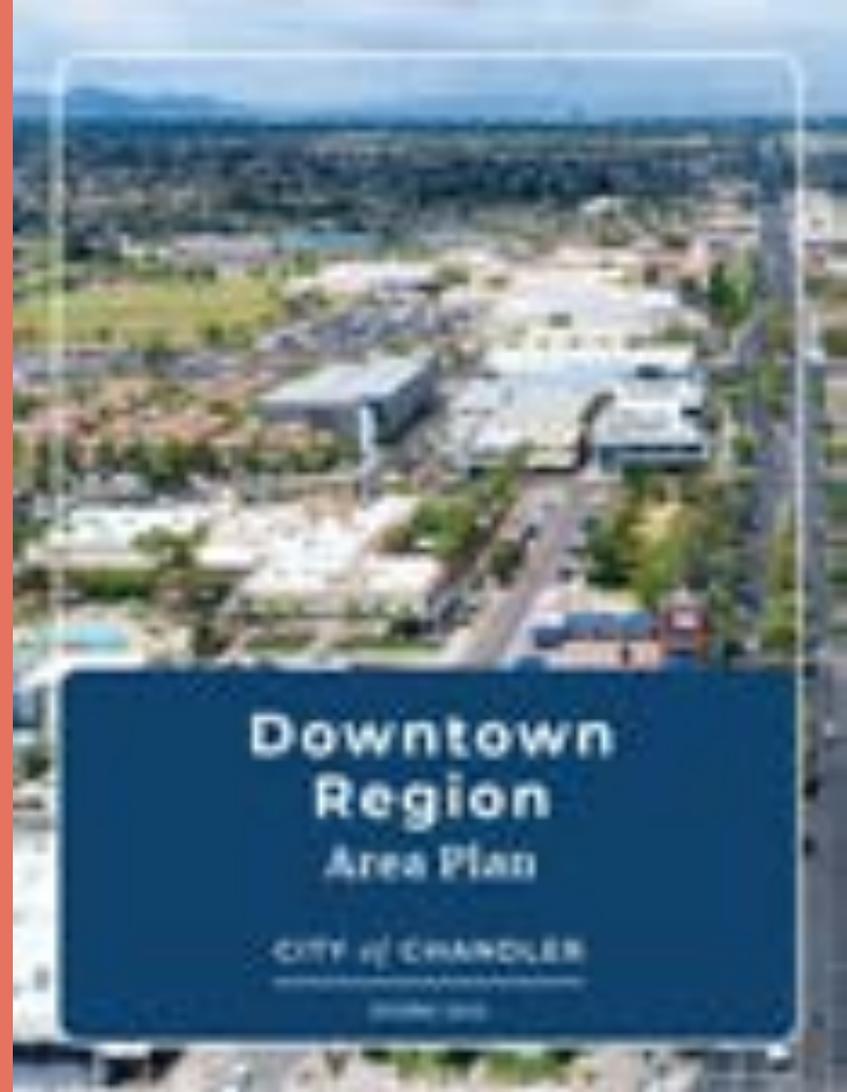
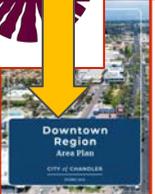
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**2025
Downtown
Region Area
Plan Update**



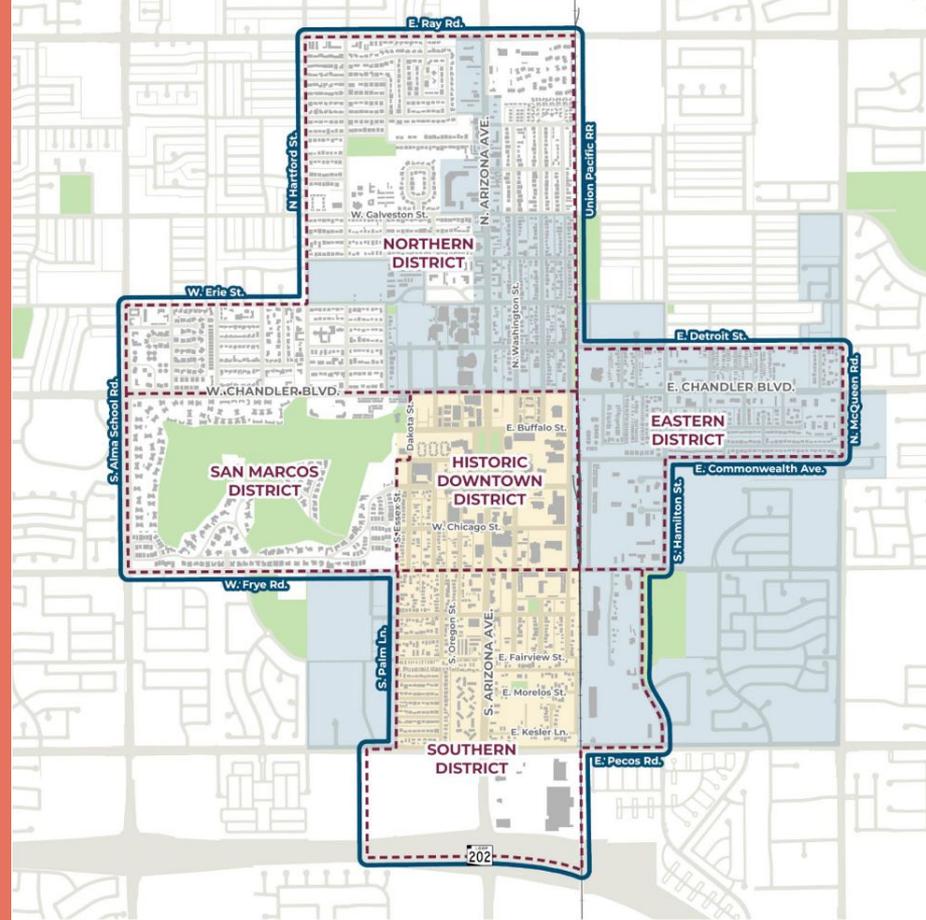
DRAP Priorities

- Reflect community vision
- Fix existing restrictive zoning
- Allow more land use flexibility
- Embrace gateway areas
- Infuse a range of housing types
- A more dynamic downtown
- Enhance community character
- Implement state housing mandates ...



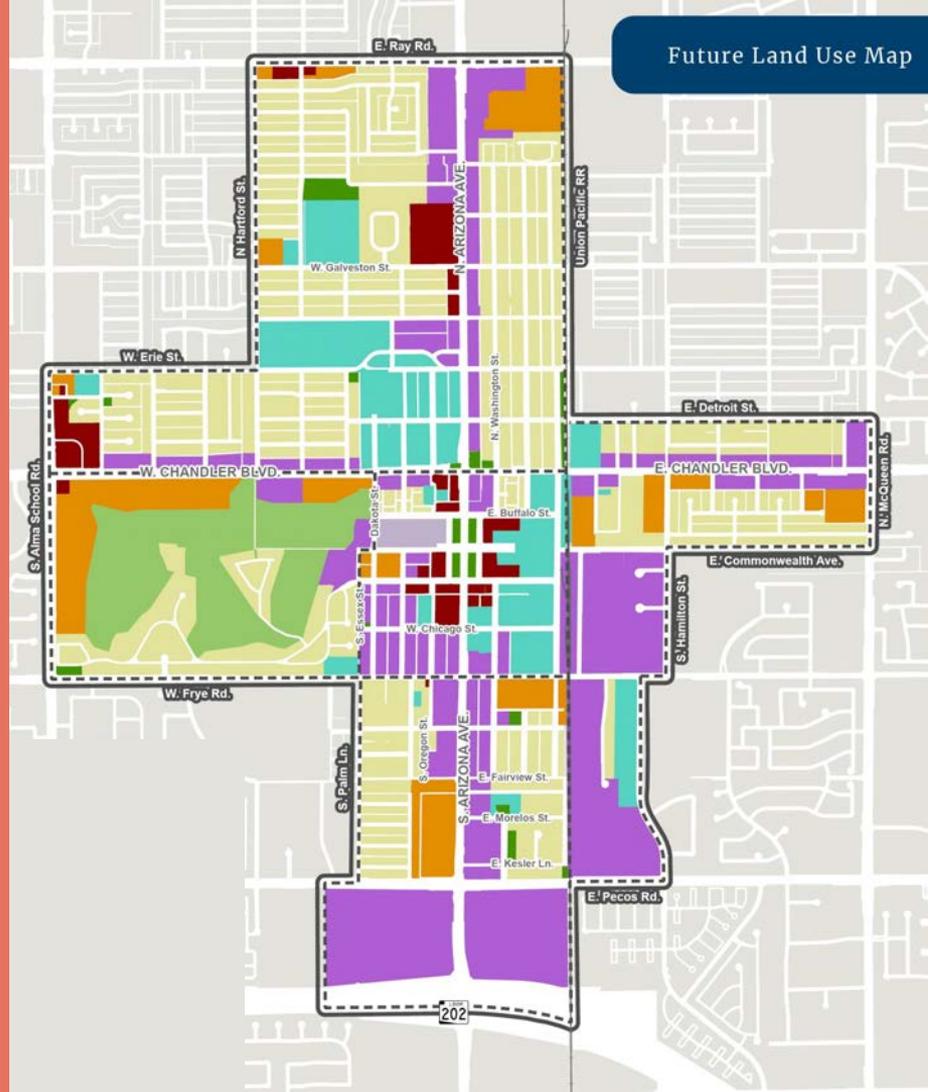
DRAP Map

- **Subject area:**
 - Expanded boundaries: 2.4 sq mi
 - Redevelopment Element 1995 (blue)
 - SAZACAP 2006 & 2010 (yellow)
 - Five districts:
 - Northern, San Marcos, Downtown, Eastern & Southern
- **Expand to include “gateway” areas:**
 - San Marcos District
 - Arizona Ave (north)
 - Arizona Ave (Pecos to Loop 202)
 - Chandler Blvd (east of Arizona Ave)



FLUM Map

- High Density Residential with Integrated Uses
 - 12+ units / acre
 - Residential / Commercial / Office
 - Mixed uses or
 - Single use developments
 - Horizontal & Vertical mixes
- Neighborhood Residential (0-12 du/ac)
- High Density Residential (12+ du/ac)
- Commercial - Office
- Open Space / Recreation
- Public / Institutional
- San Marcos Golf Course
- Resort Hotel



Land Uses

High-Density Residential with Integrated Uses

- This designation applies to 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.

Public / Institutional

- Denotes areas appropriate for public and quasi-public uses such as government offices, libraries, churches, schools, and nonprofit organizations.

Recreation / Open Space

- Denotes areas for public parks.

Golf Course

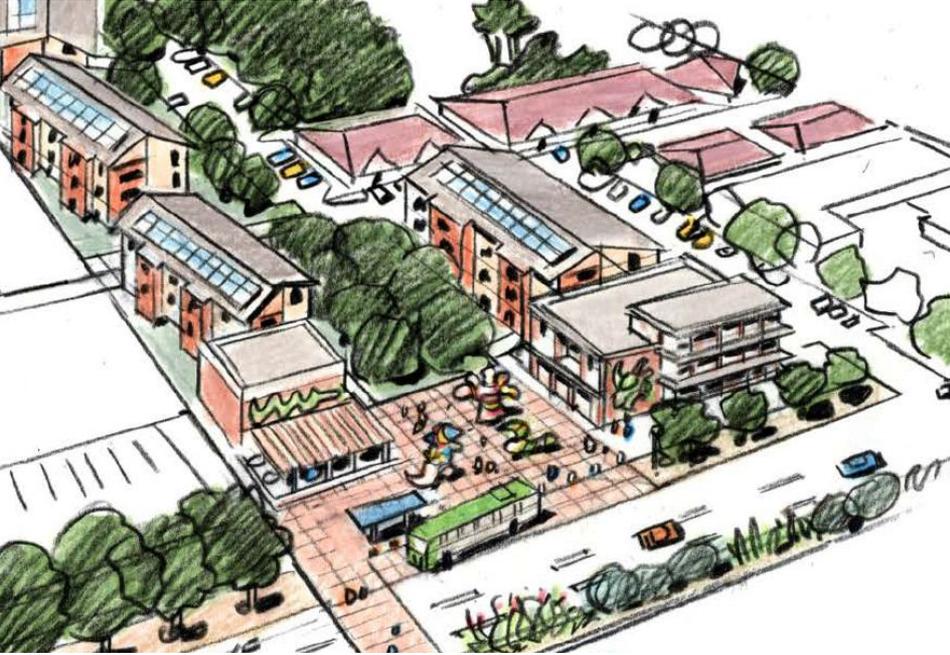
- Denotes the San Marcos Golf Course, which was established in 1913 and is the first grass course in Arizona.

DRAP Flexibility

- Allow a range of uses & densities
- Allow a range of development types
 - Adaptive Reuse
 - Redevelopment
 - New Development
 - Mixed Uses & Single Uses
 - Middle Housing
- Relief from code requirements
 - Reduced setbacks
 - Reduced parking
- Open to innovative designs & materials



Northern District Vision



- Mixed-use development
- Multi-dwelling housing
- Sustainability / small scale solar
- Rear parking
- Shade structures
- Outdoor seating
- Enhanced bus stop & sidewalk

**Mixed-Use &
Multi-Family**

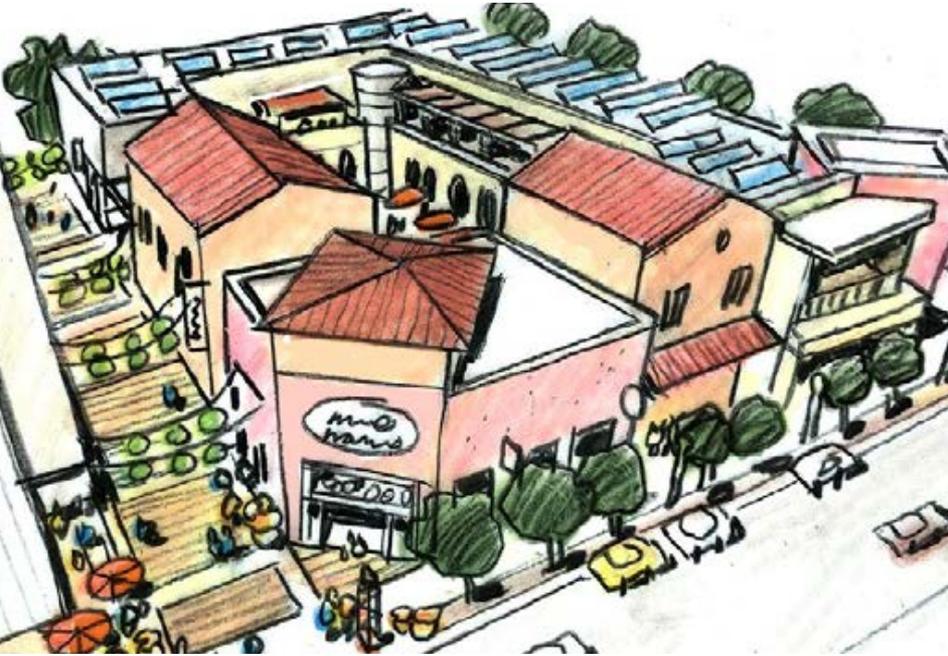
Eastern District Vision



- Mixed-use development
- Central shopping & community plaza
- Residential above commercial
- Missing middle housing
- Age-in-place housing
- Assisted living
- Visual interest at street level
- Outdoor seating & dining
- Walkability & multi-use paths
- Shade structures
- Building reflect community character

Mixed-Use & Middle Housing

Southern District Vision



- Urban & loft living
- Live-work studios / small middle housing
- Varied street level businesses
- Multipurpose, experiential retail
- Pedestrian oriented
- Central courtyard with shade features
- Outdoor dining & social spaces
- Pop-up retail for local markers & crafts
- Sustainable living / rooftop solar
- Targeted, activated alleys
- Opportunities for live music or public art

Transitional Live / Work

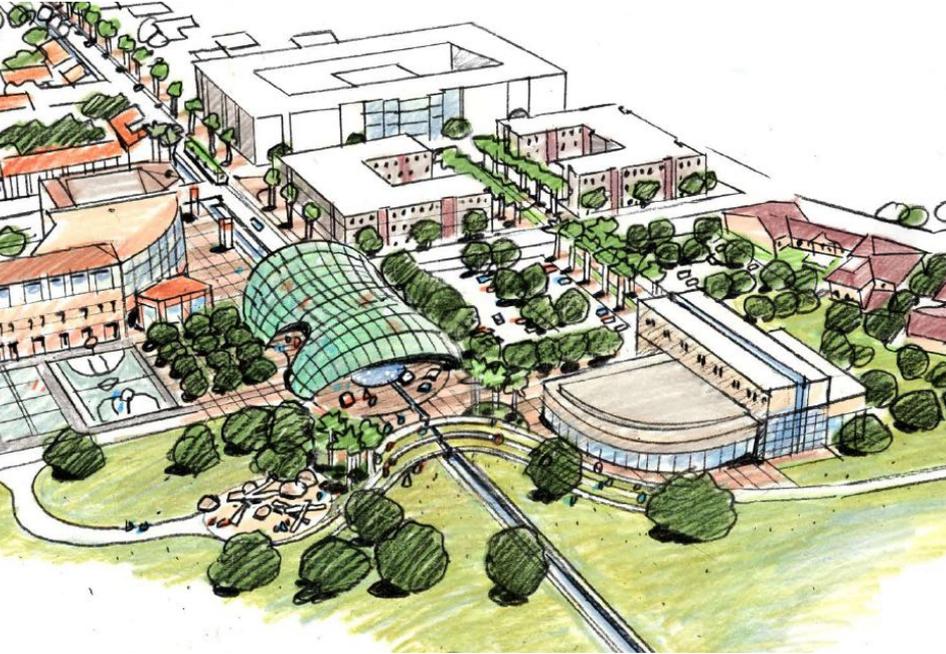
Downtown District Vision



- Mixed-use amenities & features
- Inviting streetscape experience
- Comfortable human experience
- Mini roundabouts & road treatments
- Reduced vehicular speeds
- Enhanced pedestrian & bicycle safety
- Unique art shade features
- Integration of older building architecture
- Distinctive community character
- Expression of Chandler's unique history

Infill Streetscape / Mixed Uses

San Marcos District Vision



- Mixed-use development
- Signature shade structure
- Integration with historic golf course
- Gateway to Downtown District
- Art & rec center / community hub
- Adventure & interactive play features
- Multiplex housing & Retail
- Innovative natural elements
- Walking path / fitness experience
- Historic educational opportunities
- Celebrate historic Commonwealth Canal

Transitional Live / Work

State Mandates

HB 2720: ADUs	1-3 Accessory Dwelling Units allowed on single-family lots	
SB 1162: Housing Assessment	Sets Housing Needs Assessment timelines Sets residential rezoning case review timelines	Zoning Update Nov 2024
SB 1103: Admin Review of Final Plats	Admin review & approval of final plats	
HB 2721: Middle Housing	1) Duplex, triplex, fourplex & townhomes ok in single-family areas within 1 mile of central business district 2) 20% min middle housing allowed by right at new development over 10 ac without a public hearing	Zoning Update Nov 2025
HB 2447: Objective Design Standards	1) Admin approval for design review of plans & plats based on objective standards, without public hearing 2) Creates objective design standard to simplify approval	
SB 1529: Preapproved Home Plans	Creates preapproved home plans for single family, duplex, triplex & ADUs	Zoning Update June 2026

Housing Strategies

- Routine housing studies to address housing shortage
- Simplify zoning approvals
- Allow & standardize ADUs
- Infuse a range of housing types in downtown
- Cost savings for homeowners
- Regulatory Relief
- Mitigate rising home costs



Amy Jacobson

Development Senior
Manager



Downtown Development Summit

Missing Middle & Comprehensive Housing Plan

Comprehensive Housing Study



What is Housing?

It is referred to by many names:

- Affordable Housing
- Attainable Housing
- Workforce Housing
- Missing Middle Housing
- Market Rate Housing



The goal is that a household pays no more than 30% of their income on housing including utilities. High housing costs affect service employees and critical service personnel: teachers, EMS workers, construction workers, nurses, etc.

Housing Assessment Process



- Data Collection & Analysis
- Stakeholder Interviews & Public Engagement
- Housing Gap Analysis
- Housing Needs Assessment
- Policy & Regulatory Review
- Strategy Development

Chandler Housing Gap

Chandler Households Burdened by Housing Costs						
	Renters		Owners		Total	
	Count	%	Count	%	Count	%
Total Households	33,492		72,119		105,611	
Spending 30%+ on housing	14,555	43.5%	12,313	17.1%	26,868	25.4%
Spending 50%+ on housing	5,840	17.4%	5,358	7.4%	11,198	10.6%





CHANDLER Comprehensive Housing Plan

What is the Chandler Comprehensive Housing Plan?

Chandler's Comprehensive Housing Plan (CHP) addresses the affordability gap in the community – the shortage of housing units that are needed to provide housing for all segments of the populations.

Chandler is expected to grow by more than 18,000 people between 2024 and 2040. The plan offers objectives and strategies to address the gap and improve living conditions for residents now and in the future.



Learn more: chandleraz.gov

What does "affordable" mean?

LESS THAN 30% OF A HOUSEHOLD'S INCOME IS DEVOTED TO HOUSING COSTS

In Chandler:

- 26,868 renter and owner households spend more than 30% of their income on housing (approximately 25.4% of total households).
- 17% of renters and 7% of owners are severely cost-burdened (spending more than 50% of their annual income on housing).



Why does Chandler need a housing plan?

Housing in Chandler is unattainable for the typical family due to several factors:

- Chandler is 94% built out, leading to limited availability of vacant residential land and homes.
- Development costs and interest rates are high and the market is unbalanced
- Higher demand for affordable units than inventory.



What recommendations are proposed by the CHP?

PRIMARY OBJECTIVE:

Monitor the city's progress in achieving the goal of creating 5,000 affordable housing units over the next ten years.

- 1 Expand Services to the Homeless and Special Needs Population
- 2 Use available development tools to support production of affordable housing.
- 3 Maintain the existing affordable inventory.
- 4 Establish an education campaign on the benefits of affordable and workforce housing.
- 5 Continue to promote variety in ownership housing types and expand opportunities for homeownership.
- 6 Evaluate the city's development standards and regulations to support affordable and workforce housing.
- 7 Expand Services to the Homeless and Special Needs Population
- 8 Increase resources to support production of affordable and workforce housing.

Who needs "affordable" housing?

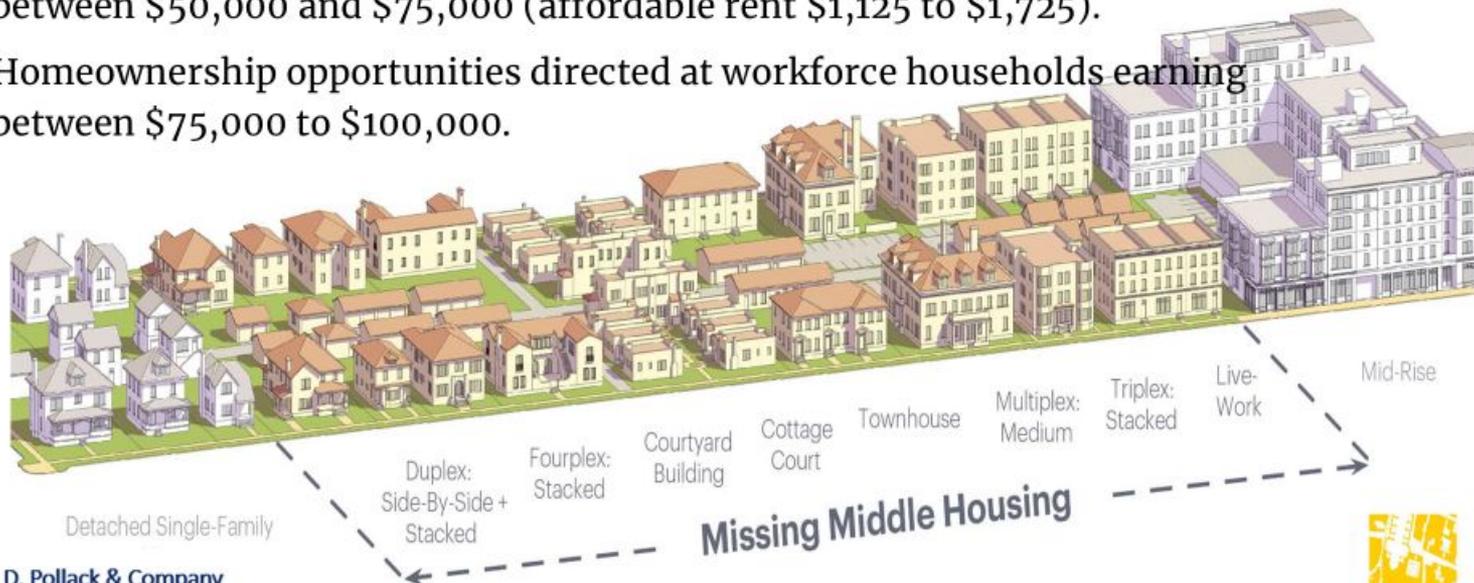
	<i>Typical Annual Income</i>	<i>Max Affordable Rent</i>	<i>Max Affordable House Price</i>
 Single Retiree	\$20K	\$400	\$75K
 Restaurant Waiter <small>single earner</small>	\$46K	\$1K	\$170K
 Single Parent <small>or Elementary Teacher or Firefighter</small>	\$51K	\$1.1K	\$190K
 Young Couple <small>both working</small>	\$85K	\$1.9K	\$310K
 Family of Four <small>with a single wage earner</small>	\$105K	\$2.4K	\$380K

Targeted Housing Strategy

Low & Moderate-Income Households earning less than \$50,000 per year.

Workforce Households:

- Market-rate renter housing to address the tight market for renters earning between \$50,000 and \$75,000 (affordable rent \$1,125 to \$1,725).
- Homeownership opportunities directed at workforce households earning between \$75,000 to \$100,000.



Potential Delivery Models

Public-Private Partnerships

City-owned land and vacant lots developed through public-private partnerships or community land trusts

Purpose: Maintain affordability through Income Qualifications, Deed Restriction, or Community Land Trust

Potential Products: Duplex, triplex, and cottage court on vacant lots along Morales and Washington Streets

Existing Residents

Current residents and their families adding units, renovating, or developing accessory dwelling units (ADUs)

Purpose: Encourage existing residents to invest in their properties

Potential Products: Small single unit to be used for rental income or building on vacant land, microbusinesses

Potential Delivery Models

Small Developers

Local entrepreneurs and small-scale builders creating infill housing and mixed-use projects

Purpose: Attract development that is a compliment to the neighborhood

Potential Products: Duplex, triplex, cottage court and live-work spaces

Small Development Housing Product Opportunities



DUPLEX



COTTAGE COURT



TOWNHOUSES



SMALL MULTIPLEX

Q&A



Any questions?