
CHAPTER 2

GOALS, OBJECTIVES AND POLICIES

Goals, Objectives and Policies

Category I: General Redevelopment

GOAL 1: Promote the revitalization of downtown Chandler and surrounding neighborhoods through the mechanisms of sound land use planning, financial investment, coordinated redevelopment management, neighborhood improvement, and economic development strategies.

Objectives

- Provide a physical development guide for property owners, developers, and local decision makers.
- Pursue all available financial and non-financial resources.
- Identify strategic areas for redevelopment.
- Recognize the planning needs for individual neighborhoods and planning “districts” within the Redevelopment Area.
- Promote neighborhood longevity, sustainability, and stability.
- Eliminate slum and blight conditions.
- Coordinate the efforts of all groups, businesses, property owners, and neighborhood groups involved in redevelopment.

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Policies

- Retain the Area Plan from the 1987 Chandler Area and Redevelopment Plan as the general guide for land use designations and location.
- Prepare area plans for strategically situated land areas and adopt action steps for the separate districts identified within the redevelopment area boundaries - priority should be placed on the preparation of a “superblock”, mixed-use development plan for the area immediately north of the San Marcos Resort and A.J. Chandler Memorial Park.
- Proactively administer neighborhood improvement programs to eliminate substandard property and structural conditions within and next to the central business district area.
- The City will participate in redevelopment ventures in close coordination with property owners - the use of eminent domain should be considered only to obtain remnant properties necessary for the achievement of a redevelopment project.
- Improve redevelopment planning, management, and resource allocation by coordinating the interests and functions of various groups and individuals such as the Downtown Business Association, merchants and business owners, property owners, and elected officials.

GOAL 2: Develop downtown Chandler as the community's cultural, civic, business, and activity center. To accomplish this vision, downtown should be developed as a diverse, balanced community attracting people to live, work, shop, play and gather.

Objectives

- Provide for a mix of New Housing Opportunities as residential in-fill or where land assemblages allow for the development of medium density housing in residential areas.
- Attract new employers to locate in the downtown area.
- Promote new business development and retention and expansion of existing businesses and services in the commercial areas and corridors. Include assistance for small businesses.
- Create new open spaces and plazas within new redevelopment projects and developments, where viable.

Policies

- Strengthen the areas surrounding the San Marcos Resort by expanding specialty retail and service opportunities in a festive, shop-like atmosphere.
- Expand the central business district north of Buffalo St., both east and west of Arizona Avenue.
- Areas that can support new housing shall be identified and preserved for a mix of housing opportunities and densities, commensurate with project quality.
- Corporate and professional offices should be encouraged to locate in the downtown area, to support local industry, commercial services, and the city government functions. Ground floor retail or shops are encouraged.

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- The City should encourage the location of other governmental offices (county, state, etc.) to the downtown. Ground floor retail or shops are encouraged where appropriate.
- Clean industry should be encouraged to locate within the area's established business parks east of the central business district.

Category II: Business and Economic Development

GOAL 3: The downtown should provide a viable mix of commercial, retail, service, leisure/entertainment establishments, and office/industrial employers to serve as an active destination points for residents, visitors, and employees.

Objectives

- Create a festive, nighttime atmosphere with places to go. Emphasize the area surrounding the San Marcos Resort and commercial square.
- Expand the business district to encompass the area including and adjoining the intersection of Arizona Avenue and Chandler Blvd. to create a strong gateway into the downtown.
- Maintain a strong cultural and historical presence.

Policies

- The City should promote unique themes for new commercial opportunities such as a farmer's market, industrial museum, outdoor events, arts and crafts fair and the like, to complement the more traditional, established retail anchors.
- Continue the consolidation of government functions and the continued development of the planned civic center plan along Commonwealth Avenue.
- To encourage people to patronize the area after normal "working" hours, emphasis should be placed on attracting high quality restaurants, cafes, coffee shops, bakeries, and other kinds of personal service establishments with high street exposure and appeal.
- Pursue businesses that attract tourism or complement existing visitor attractions.

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- Continue to hold festivals and similar “signature” events such as the Chandler Ostrich Festival. Expand these events to include monthly or weekly activities such as sidewalk sales, nighttime shopping with concerts, and weekend events.
- Develop a neighborhood commercial complex along Arizona Ave. to serve South Chandler neighborhoods. Encourage services that employ local residents.
- Enhance the role of downtown as a regional center of activity by attracting uses that cater to a wide market such as but not limited to discount stores, department stores, and specialty or theme-oriented commercial complexes.
- Continue to promote the Enterprise Zone, EDGE (Economic Development for a Growing Economy) Loan Program, and other business assistance programs administered by the City's Economic Development and Redevelopment/Housing Divisions, Small Business Resource Center, and the Chamber of Commerce.
- A comprehensive market study should be conducted to identify and assess potentially underserved downtown markets with respect to local, neighborhood, community, and regional demands.
- Emphasize and deliver incentives to attract small businesses.

Category III: Land Use and Neighborhoods

GOAL 4: Maintain stable, viable neighborhoods in the residential areas of the downtown and utilize sound land use planning principles to accomplish the vision of the downtown as a diverse community of many uses.

Objectives

- Encourage mixed-use redevelopment projects where sufficient land assemblages allow.
- Maintain downtown neighborhoods as safe, stable places to live.
- Promote new housing in the Redevelopment Area.
- Encourage residential in-fill development and residential rehabilitation on vacant and substandard properties.
- Discourage or eliminate land use conflicts caused by dissimilar land use and zoning districts.

Policies

- Provide density bonuses (commensurate with project quality), parking allowances/reductions, and other incentives to bring new housing to the downtown area.
- Identify all residential properties and parcels suitable for in-fill development.
- The City should continue to administer neighborhood participatory programs to instill neighborhood pride. These programs should focus on participatory clean-up and maintenance to achieve attractive neighborhoods.
- A residential element should be encouraged for large-scale or “superblock” redevelopment projects.

Goals, Objectives and Policies

- The City should not approve any rezoning or use request or specific redevelopment area plan that does not fulfill or contribute to an economic or civic need in the Redevelopment Area.
- Divide the Redevelopment Area into separate planning districts based on common redevelopment issues, opportunities, and geographical location. Provide area plans and strategies for each district.
- Prepare a specific area plan for the commercial/industrial district along S. Washington St. south of Boston St. in order to assess that area's highest and best economic potential.
- All new building complexes and masterplans should contain plazas and open spaces near entryways and outdoor gathering areas. Pedestrian walkways should always be provided to link high activity areas within core development areas.
- Intense projects should be given credit for providing or contributing to underground parking or parking structures.
- The downtown transportation system should include access to light rail, bus connections, bike lanes and paths, and illuminated pedestrian systems.
- Conduct a parking analysis to determine existing and future surface and structure parking demands.
- Business parks and clean, light industrial users should be encouraged to locate within the area's industrial zoning districts.
- Increase the number of parks and open spaces in the Redevelopment Area.

Category IV: Environment and Appearance

GOAL 5: Create and maintain a strong identity for the Downtown that reflects the City's historical, cultural and architectural influences.

GOAL 6: Capitalize upon downtown's primary physical attributes, features and landmarks.

Objectives

- Link areas of importance and activity with a strong pedestrian pathway network.
- Create a strong design theme for the downtown based on past and present architectural influences.
- Create a number of reasons to attract people to the downtown.
- Enhance the appearance of the commercial strip (corridors) with streetscape improvements and landscape treatments.

Policies

- Promote a comprehensive urban design framework for the city center to incorporate or continue the following principles:
- Maintain the early twentieth century architectural influences in new construction and facade improvements of existing buildings; this also applies to the continuation of the civic trellis, covered walkways, and plaza-like spaces in front of building entrances.
- Provide unified landscape themes, street furniture, water features, and plaza spaces for gathering.
- Promote art in public places.

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- Treat the intersection of Chandler Blvd. and Arizona Ave. as the primary gateway into the central business district.
- Continue to support or sponsor outdoor activities and festivals to include art displays, concerts, farmer's markets, and other events that attract people; promote these events through the display of colorful banners and signs.
- Utilize environmental design techniques to make activity and open areas highly observable to encourage use while discouraging criminal activity.
- Provide for a strong pedestrian link between the Center for the Arts and the central business district.
- Design commercial frontages along local and collector streets to provide shaded areas, water features, and gathering places in front of business establishments to improve the pedestrian experience.
- Provide for ample, useable open spaces and “pocket” parks in conjunction with larger scale redevelopment projects; also provide for additional recreational features on City-owned properties such as the proposed art park in front of the new library, some play equipment in A.J. Chandler Park or other appropriate areas, and the construction of a natural amphitheater in the ostrich “pit”.
- Adopt a comprehensive set of design guidelines.

Category V: Management and Implementation

GOAL 7: The City, in cooperation with other community groups, should commit to a sustainable and consistent redevelopment effort to assure the delivery of timely, appropriate, and realistic solutions to achieve Chandler's redevelopment goals.

Objectives

- Coordinate the Redevelopment Plan with the City's economic development efforts, including the use of incentives and other resources.
- Keep area residents, property owners, business owners, and interested social agencies involved in redevelopment-related issues.
- Keep the Redevelopment Plan current and sensitive to changing conditions.

Policies

- Continue to keep residents, business owners, and other interested parties informed of new redevelopment efforts or policies affecting the downtown and surrounding neighborhoods.
- Initiate a study to assess the viability of expanding the current Redevelopment Area boundaries to encompass some more older neighborhoods north of Chandler Boulevard.
- The City should continue to pursue all available financial sources to expand community assistance programs.
- The City should keep City and Zoning Codes flexible to downtown conditions, land use and platting patterns, and parking conditions. Adoption of a separate or "overlay" zoning district represents one solution.

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- The City should require the submittal of specific area plans in conjunction with any major redevelopment proposal. Subsequent rezoning should be processed under the City's PAD (Planned Area Development) Ordinance. Support documentation can include such items as infrastructure analyses, market studies, traffic/parking studies, and cost-benefit studies, to be required at the City's discretion.
- Neighborhood involvement should be an element of all redevelopment proposals, land rezoning, and plan amendments or changes.