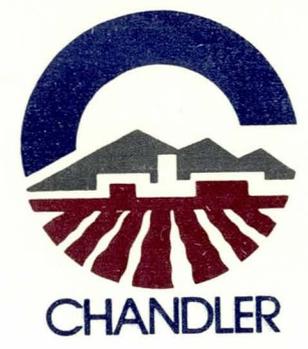
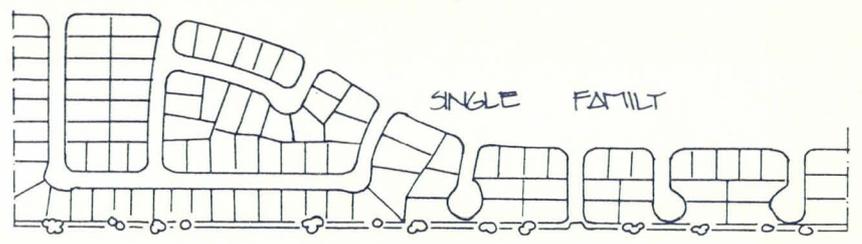


LAND USE



ELEMENT



A022.901

LAND USE TASK FORCE

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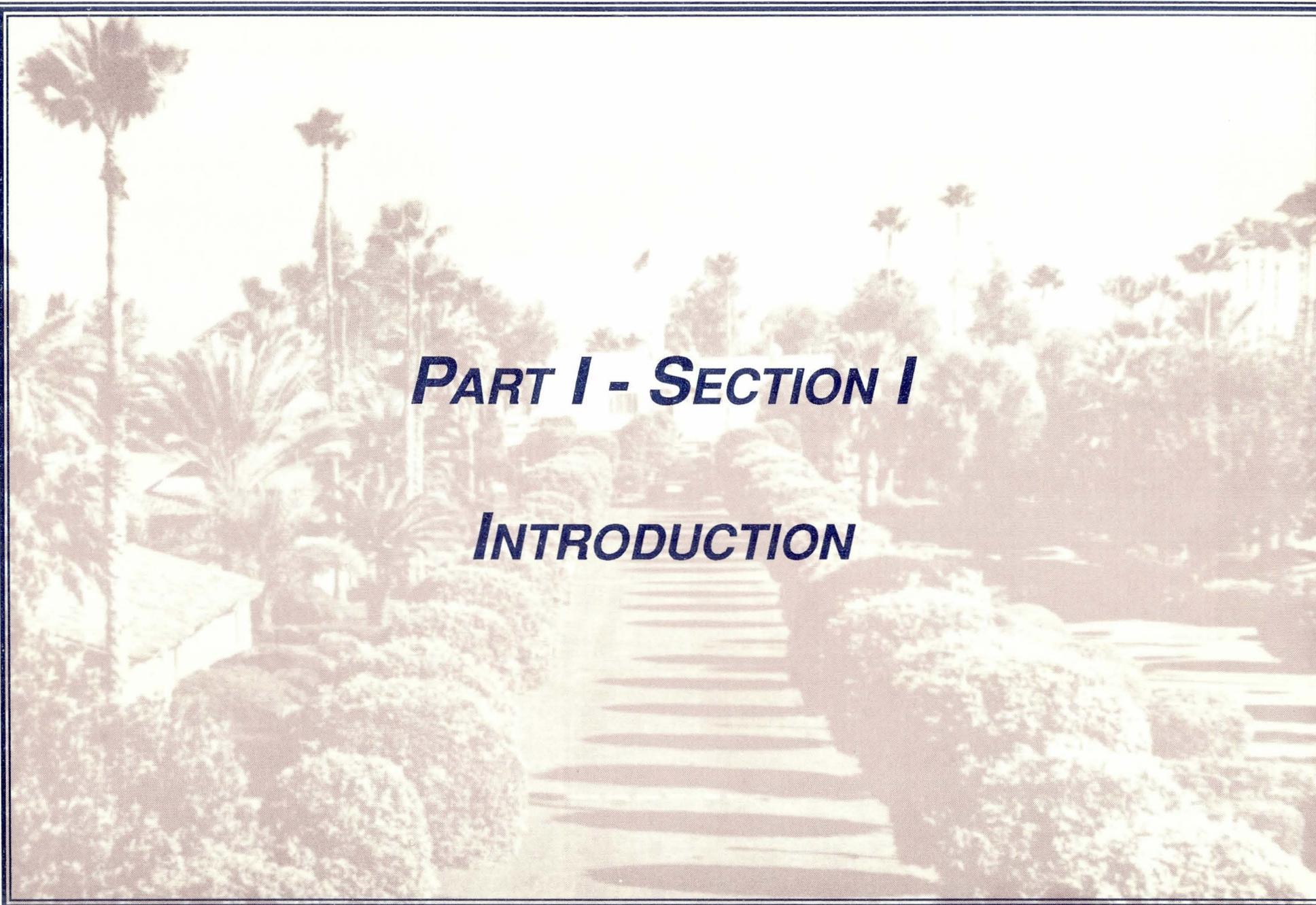
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GRAPHICS & LAYOUT

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A sepia-toned photograph of a tropical garden path. The path is lined with tall palm trees and manicured hedges. The text is overlaid on the center of the image.

PART I - SECTION I

INTRODUCTION

SECTION I - INTRODUCTION

The Land Use Element of Chandler's General Plan provides a comprehensive statement concerning primary land use and physical development issues and policies, as well as coordination with other General Plan Elements; it is to be used as a **guide** in making land use decisions which ultimately will determine the design, nature, and character of Chandler as a city as well as the development of its neighborhoods, places of commerce, and other land resources. Other purposes of this document include:

Achieve the highest and best land uses for all of Chandler's properties within the context of a distinctive community identity and recognized land use/physical pattern, efficient and equitable extension of public services, and calculated development timing as the city expands.

Recognize the individual needs, uniqueness and related land use concerns of the various communities and areas within Chandler's planning area.

Identification of important planning opportunities and constraints throughout the City.

Allow City Council, Planning and Zoning Commission, City Staff, property owners, citizens, and interested newcomers to share a common understanding of the City's desired form and actions needed to achieve this form.

Establish a framework which separates immediate actions from those that will be allowed to materialize over time.

Provide coordination with other General Plan Elements and direction to the City's zoning and subdivision ordinances; area plans, capital improvement plans.

Integrate public participation findings and comments with land use forms and decisions, as well as allow for greater public input to significant land use decisions.

GENERAL PLAN ELEMENTS

Bicycling
Circulation
Economic Development
Housing
Land Use
Parks and Recreation
Public Facility
Redevelopment
Transportation

AUTHORITY AND LEGAL BASIS

In accordance with the Urban Environmental Management Act, Title 9, A.R.S., Arizona Municipalities with resident populations in excess of fifty-thousand shall incorporate ten General Plan Elements, including a Land Use Element, into their General Plan. This document replaces the Circulation and Land Use Element (1982) and fulfills the statutory requirements for land use planning. Further modifications, amendments, or updates are subject to the same articles and provisions governing the formation and use of this document.

PLAN DEVELOPMENT PROCESS GERMINATION TO ADOPTION, 1990

The development of the Plan has been accomplished under the guidance and supervision of the Chandler Land Use Task Force. This committee of thirty citizens and area residents was selected and endorsed by the City Council on May 17, 1989 to direct and update the Land Use Element. A premium was placed upon the importance of citizen participation, and several forums were conducted in September, 1989, to allow Chandler residents a chance to map out the City's development future. Land use goals and policies were derived from the public forums and solidified through the Public Hearing process.

DESCRIPTION AND ORGANIZATION OF THE PLAN

The content and style of this document reflect as accurately as possible the values of the community and its planning participants. Strong satisfaction was expressed of Chandler's general land use principles and community form; consequently, many of the key features contained in the Circulation and Land Use Element (C.L.U.E. 1982) have been preserved. For example, key provisions include the acknowledgement of special planning areas; the importance of design, quality, and identity involving land use forms; the progression of hierarchical planning; from general to sub-neighborhood level; and the individual needs of Chandler's geographical communities. A demand for clarity was also expressed; however, the reader should base individual interpretations of this material on a thorough review of the complete document, not just excerpted statements. Some areas within the community possess a high degree of land use uncertainty or potential for diverse but equally valid development alternatives. In these instances, the plan will

provide a basic foundation for further, more detailed planning or study.

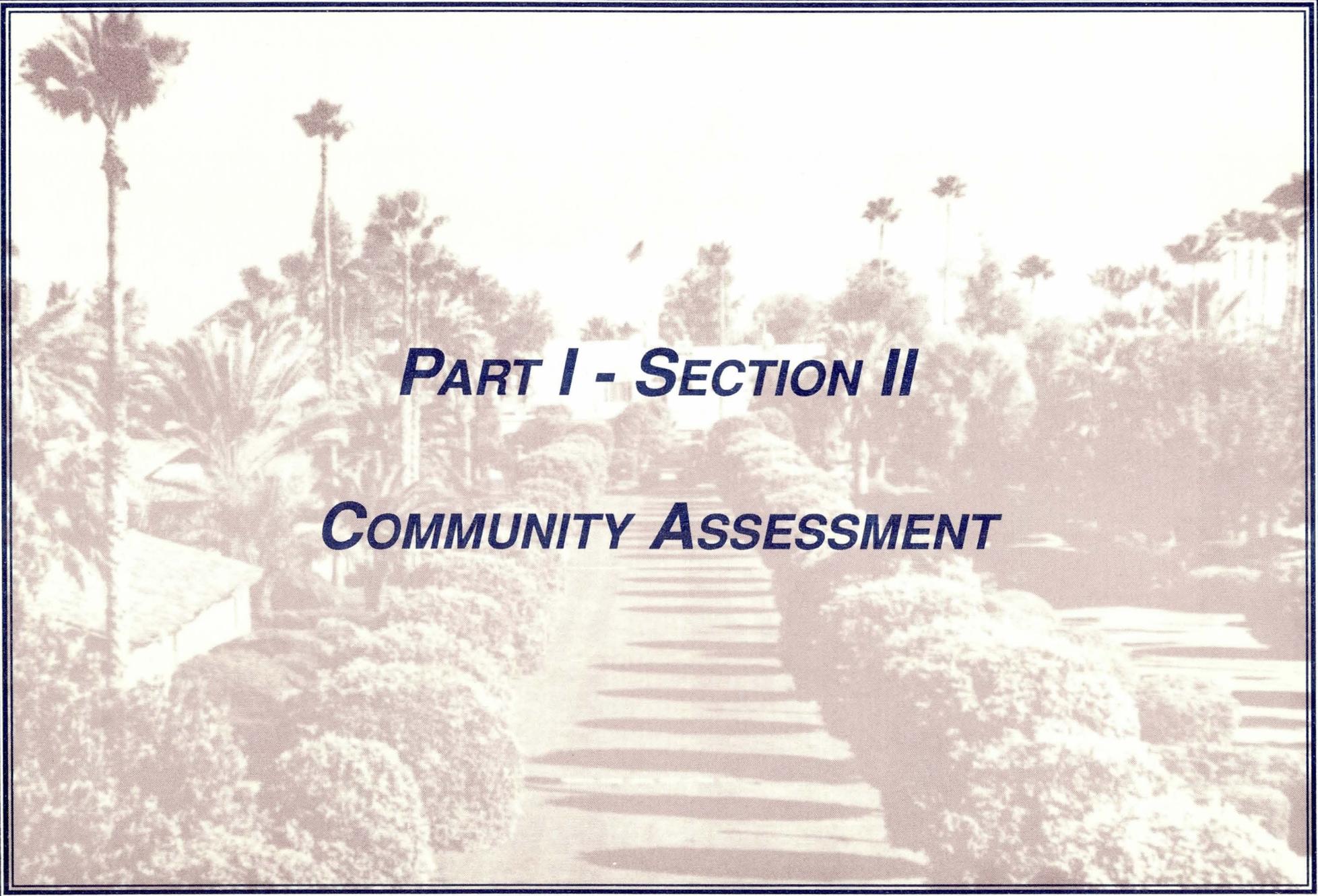
The Land Use Element contains two parts divided into five sections:

- PART I - RESOURCE ANALYSIS
 - Section 1 - Introduction
 - Section 2 - Community Assessment
 - Section 3 - Goals, Objectives and Policies

- PART II - IMPLEMENTATION
 - Section 4 - Action Plan / Recommendations
 - Section 5 - Strategies by Area

Part I "Resource Analysis" describes the evolution of Chandler's planning situation, including the preparation and the basic function of the City's planning documents. Findings, issues, and planning opportunities are identified in Section 2; the Goals, Objectives, and Policies contained in Section 3 represent the core of the Land Use Element.

Section 4. "Action Plan/Recommendations" of Part II applies Section 3. "Goals" to the opportunities and issues described in Section 2 to create the land use recommendations and policies pertaining to the planning environment and objectives of the plan participants.

A sepia-toned photograph of a tropical resort path lined with palm trees and manicured bushes. The path leads towards a building in the distance. The text is overlaid on the center of the image.

PART I - SECTION II

COMMUNITY ASSESSMENT

SECTION II - COMMUNITY **ASSESSMENT**

CHANDLER PLANNING - A HISTORICAL LOOK

The large scale delivery of water via aqueducts to an area known as "Chandler Ranch" located southeast of Phoenix stimulated an optimism for new town development potential and later led to the subdivision and incorporation of Chandler in 1912. At that time, several planning consultants, including Frederick Law Olmstead, noted designer of New York City's Central Park, conferred with town officials to create a city layout inspired by the post-industrial "City Beautiful" movement. The plan was drawn to create the present town plaza, park, and surrounding business, industrial and residential areas.

Fourteen years later, the citizens of the community revisited the planning process, retaining Charles Cheney to prepare a general town plan with components addressing open space, transportation, and building restrictions. As a result, Chandler in 1926 became the first Arizona Municipality to adopt zoning regulations. These regulations remained effective through subsequent decades, as the citizenry continued to affirm the importance of land use planning through periodic code and general plan updates.

THE 1980's - AN ERA OF GROWTH

The prosperous years of the post-war period saw Chandler begin to emerge as a City with significant growth potential. Modest population increases during this time brought the City's population to 6,000 people by 1960, doubling again by

1970. In 1981, the Circulation and Land Use Element (C.L.U.E.) was adopted to guide Chandler's land use through what was projected to be an unprecedented period of urban growth in Maricopa County. As expected, the prophecy came to fruition as Chandler's population and developed area tripled. Several key factors facilitated Chandler's attraction of "East Valley" growth:

The opening of I-10 (route to Tucson / Sky Harbor International Airport) and State Route 360 (Superstition Freeway) in the late 1960's.

Annexation control (1977) of ten square miles now constituting West Chandler.

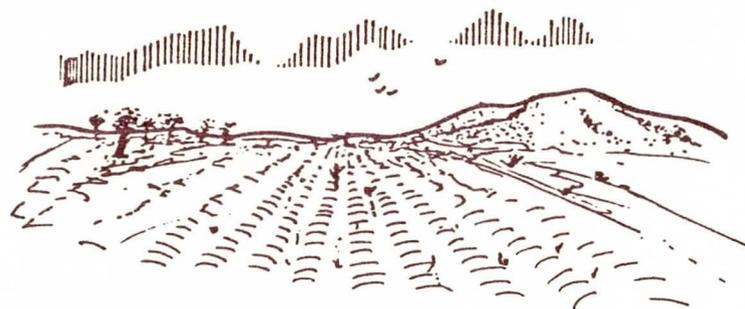
A strategic infrastructure program including an improvement district (cost sharing) for streets, water, sewer, and landscaping; a privately operated waste water treatment plant in Ocotillo with an attractive system of lakes and streams for treated water retention; and the planned construction of a \$30 million surface water treatment plant.

Today's land use patterns and development characteristics basically reflect the policies of the C.L.U.E., which envisioned Chandler to be a self-sustaining city of many shapes, forms, and places within a suburban context.

Today, Chandler's development review process typically involves a two-step process: first, project area plans depicting land use arrangements, intensity, quality, and circulation/open space concepts are formulated; second, individual phases are submitted under more detailed review processes designed for construction ready situations. Rampant growth pressures which could have resulted in "boom town" forms typified by monotonous subdivisions,

"strip" boulevards, and "leap frog" development patterns were successfully managed, largely due to the City's progressive attitude toward growth and uncompromising position to achieve environmental quality.

EXISTING LAND USE



Chandler is situated on an ancient, broad alluvial flood plain midway between the Gila and Salt Riverbeds. The level terrain offers no topographical constraints on development, but offers urban design challenges for the suburban, low profile scale of Chandler's developed areas. Distant mountains enhance the visual setting.

Like the other Salt River Valley communities, Chandler's major street system is based upon the one mile section line grid created from early government surveys. Arterial streets form the boundaries of Chandler's neighborhoods, with land use arrangements planned within these square mile land sections. An exception to this basic pattern is Ocotillo, where curvilinear arterial routes provide relief from the grid pattern. The Twelve Oaks area represents another example.

NOTABLE LAND USE FORMS

City Center

The original town site and plaza form the nucleus of the Downtown area. The four square mile area bounded by Pecos, Alma School, Ray and McQueen Roads represent the older areas and neighborhoods of the community. Arizona Avenue has become a commercial "strip," with retail development extending north of Warner Road.

Neighborhood Development

Chandler's residential areas are designed around a centralized school and park, in most cases. Single family homes represent the predominate land use with higher intensity uses such as multifamily housing, offices, and industry located along the major thoroughfares.

West Chandler Boulevard

The presence of high-tech industries along Chandler Boulevard is often described as the "silicon desert." Other features include numerous business parks, Stellar Airpark, and mixed-use development at the I-10 interchange. Similar but smaller-scale industrial land use patterns exist on North Arizona Avenue, and are beginning to materialize (as planned) along South Price Road.

Agricultural Areas

Cropped areas still represent the most extensive visual land form in Chandler, with almost ninety percent (90%) of the 50 undeveloped square miles under agricultural production. The principal crops include cotton, sorghum, alfalfa, and assorted vegetables.

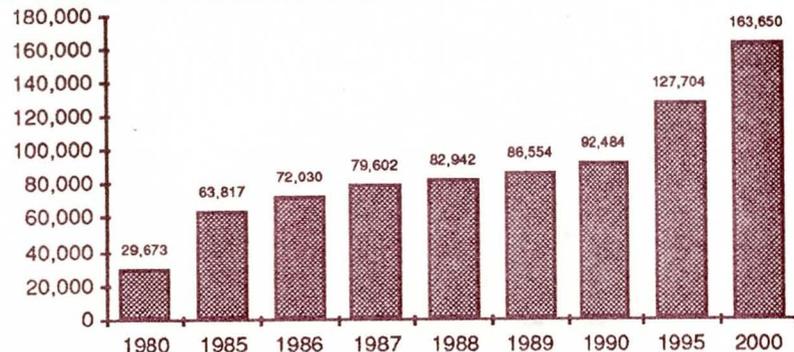
Community Identity

Although the City's growing identity has in large part been facilitated by a recent rejuvenation of community events and economic activities in the City, neighborhood arrangement

and integration in Chandler have formed imageable and functional communities in West, North, and Central Chandler, with the necessary ingredients in place on the east side. North Chandler is approaching build-out, with a good balance of jobs, households, and shopping opportunities. Agricultural influences remain strong, however.

DEMOGRAPHICS AND LAND USE

POPULATION & HOUSING



The current population of approximately 92,000 is projected to exceed 163,000 by the year 2000. This will necessitate the development of an additional 12 square miles at an average density of 3.5 dwelling units per acre. The City should anticipate a concurrent demand for 17,000 additional single family dwellings and 8,000 multifamily units. Currently, The overall residential density of Chandler is approximately 3.5 du/ac., with a 3:1 ratio of single family to multifamily homes. Mobile homes constitute 3% of the total. Currently, seventeen square miles are developed with housing, and twenty-seven square miles of undeveloped area within Chandler's planning area are currently designated for future residential development. Approximately 400 acres of additional land per year will be needed to accommodate anticipated demand for new residential construction.

EMPLOYMENT & INDUSTRY

Chandler has an employment base of 42,000 (working residents) and approximately 34,000 local jobs, one-third of which fall within manufacturing. Over the next five (5) years, five thousand new jobs will be added to the City's base. The existing four square miles of industrial area within Chandler may accommodate a portion of this growth due to the supply of undeveloped, improved industrial lots; although new industrial areas are currently targeted along South Price Road. By 2000, there will be 1.5 jobs per household, indicating a favorable balance between population and employment. Currently, an estimated fourteen thousand local residents work outside of the City, while six thousand nonresident workers commute to Chandler.

COMMERCE/SHOPPING

Commercial land use occupies 750 acres or 5.5 percent of Chandler's total developed area. The current base of 5,734,530 square feet includes 13 neighborhood shopping center with 100,000 or more square feet, and four community shopping centers with over 150,000 square feet. Additionally, two regional mall sites are proposed in the City.

Nearing build-out, commercial land use area should represent approximately eight percent of the City's developable land area. Other significant commercial areas include Arizona Avenue (4.5 mile strip), Downtown, and the I-10/Chandler Boulevard Interchange. By policy, the City has designated West Ray Road to be a principal commercial corridor.

CURRENT PLANS & PROCESSES

The City's General Plan recognizes the need for a hierarchy of land planning, depending on the development certainties of the various parts of the community. The following documents and reports constitute the City's Comprehensive Plan and represent the governing elements for land use decisions:

GENERAL PLAN ELEMENTS

Land Use Element (1990)
Current land use plan.

Transportation Plan (1986)
Provides arterial road system hierarchy, and plans for key corridors, technical information; scheduled for update.

Redevelopment Plan (1984)
Land use and redevelopment strategies for Redevelopment Area.

Public Facilities (1987)
Civic Center layout - timing. Involves future planning for City employee space needs.

Economic Development Plan (1987)
Strategies for industrial retention - recruitment. Assessment of City's economic situation.

Housing Plan (1989)
Contains residential development standards, guidelines for neighborhood development.

Park and Recreation Master Plan (1986)
Open space and park facilities needs.

MAJOR STUDIES

Tourism & Leisure Study (1988)
Provides strategies to enhance tourism and community image.

Historic & Architectural Survey (1984)
Survey and recommendations concerning historic and archeological sites in Chandler.

Socio-Economic Forecast (current)
As adopted by MAG/AZ. DES population, dwelling unit, employment projections.

Truck Route Study (1987)
Recommendations for future truck routes as recommended by the Transportation Plan.

PRINCIPAL AREA PLANS/POLICIES

Ray Road Corridor Study (1987)
Provides land use guidelines for West Ray Road

City Center Plan (1986)
Land use and design for development of center city area.

Frye Road Policy (1987)
Encourages premier housing along the Frye Road corridor.

McQueen Road Policy (1986)
A Major Corridor Study. Contains streetscape design elements.

Mid-Rise Policy (1985)
Provides locational requirements and design guidelines for buildings in excess of 45' in height.

Convenience Commercial Policy (1986)

Provides for neighborhood related commercial at collector road entrances to neighborhoods.

Chandler Airpark Master Plan (1986)

A specific area plan for 9 square miles surrounding the Chandler Airport - to be updated.

Residential Conversion Policy (1989)

Provides guidelines to assess suitability of residential "conversions" to offices along major thoroughfares.

Senior Care Policy (1987)

Provides guidelines to locate senior group care homes in single family neighborhoods.

Business Park Policy (1990)

Provides criteria to permit business and support uses within industrial areas.

West Chandler Area Plan (1981)

Generalized land use recommendations later incorporated into the General Plan.

South Chandler Area Plan (1983)

Amendment to the General Plan establishing major circulation patterns and general land use policies for South Chandler.

SPECIAL NEIGHBORHOOD PLANS OR STUDIES

Twelve Oaks/Emerald Place Neighborhood Plan (1982)

2 square miles in West Chandler - land uses.

Ocotillo Area Plan (1982)

4 square miles in South Chandler - land uses.

The Provinces (1983)

2 square miles in Northeast Chandler-land uses.

Pecos Ranch (1986)

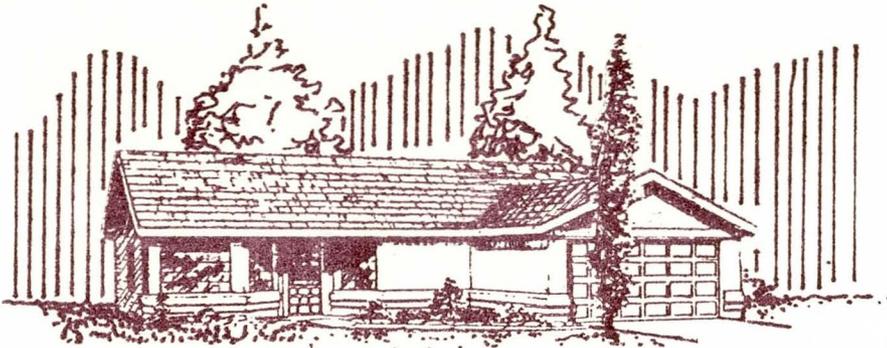
1 square mile - South Chandler-land uses.

Dobson/Germann Neighborhood Plan (1986)

1 square mile in South Chandler - land uses.

LAND USE FINDINGS & OBSERVATIONS

RESIDENTIAL



Chandler's housing supply appears well balanced with the needs and demands of the City. Additional emphasis may be needed on entry-level housing; the City also needs to be prepared to address special needs situations such as group care, elderly care, etc. The Housing Plan (1989) addresses residential (development) design, quality, and conservation guidelines; however, more detailed work may be needed.

The City's residential density is approximately 3.5 du per acre. This density appears to sufficiently accommodate and support existing and planned municipal services, lifestyles, etc.

The City needs to develop a strategy to facilitate new forms of housing within and near the City Center.

Current neighborhood development along the City's "east" side is evolving steadily into an identifiable community; this situation could be enhanced by considering additional

community-oriented land use improvements for this area, i.e. shopping, parks, etc.

Many small, unplatted parcels in developed areas of the City are designated for residential development and/or neighborhood expansion. The City should look at possible incentives to promote accelerated housing in-fill within these areas.

It is possible that, large-scale "master planned" communities may give way to smaller residential projects, conventional platting, and infill development. Given new restrictions on project financing, the City should be prepared to work together with builders to assure the viability of new subdivisions.

COMMERCIAL

Chandler has successfully applied locational and size restrictions to new commercial development since 1981 - development pressures were diverted from strip development methods to planned center development at major street intersections. The following observations apply:

Typically, every section line corner is built, zoned, or valued in accordance with commercial uses or potential for the same.

Currently, there are enough commercially zoned properties to accommodate (in terms of supply) new development through 2010; although some parcels may be better suited to other uses.

Some unintentional overbuilding has occurred, due to volatile market fluctuations or obsolete development methods, and other economic conditions.

The City is experiencing pressures to allow expansion of some commercial land uses (including automotive-related services) in its industrial parks.

Chandler lacks development standards appropriate for older, fragmented commercial parcels within Central Chandler; separate guidelines/standards could successfully prevent the need for variances or other compromises to quality, as well as enhance land use efficiency and integration.

Although Ray Road represents the City's designated commercial boulevard, current pressures for retail expansion are occurring within the Warner/Alma School - Arizona Avenue/Warner areas. The future potential for Ray Road remains positive, however.

Because of Chandler's fringe location, the lack of a substantial peripheral market to the south has influenced large retail outlet-type or large ticket item stores and warehouses to locate north of Chandler; the City should strategize to reverse or improve this situation.

The City's retail and services sector should increase somewhat faster than the City's population growth during the next five years due to specialization and diversification within both the services and retail trades.

The completion of planned freeways will expand markets and directly accelerate all aspects of the City's commercial base.

INDUSTRIAL/EMPLOYMENT



Aerospace, electronics, computer, and other manufacturers involving the utilization of large land areas should remain at the industrial base forefront. Diversification of industry remains a key objective of the City's Economic Development Plan.

The City's policy of supporting the development of concentrated as well as dispersed employment areas has been successfully managed during the last ten years. Given the amount of available land currently designated for industry, the City should focus on directing new industry to established industrial areas.

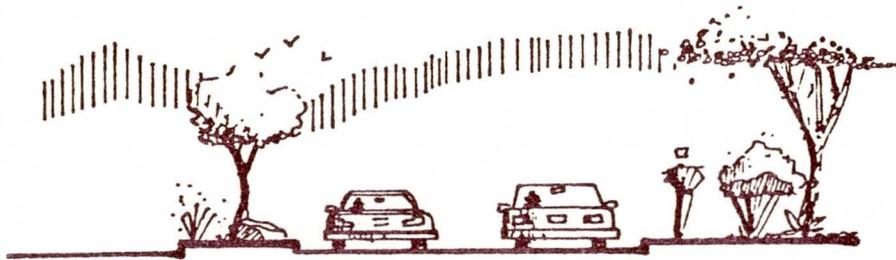
As per City policy, some business parks have been planned to include separate areas for non-hazardous occupancies to facilitate and protect mixed-uses or non-industrial services and users within industrial areas and to provide buffering near residential areas.

Upon the submittal of a new physical operations plan for the Chandler Airport, the amount of industrially-designated land within the approved Chandler Airpark Area Plan may need to be reconsidered.

Industrial "corridors" have been established along West Chandler Boulevard and South Price Road, in accordance with the City's land use goals. The City should continue to support this concept and assure that any mixed-use developments within these corridors complement the integrity, function, and aesthetics of the established firms.

The City has become more aware of citizen concerns over the establishment of new industrial areas, especially near residential neighborhoods. Consequently, the principal goals, objectives, and locational policies governing new employment centers should respect these concerns.

TRANSPORTATION



Land use intensities directly impact the nature and number of automobile trips along the City's principal routes. It would benefit the City to ensure that traffic generated by new developments does not exceed the route's ability to carry traffic in accordance with the City's Transportation Plan.

The designation of the San Tan and Price Freeways will stimulate demand for compatible land uses within these corridors. The City should look at these areas for mixed-use opportunities.

To the degree feasible, all future land use decisions should include opportunities for alternative forms of transportation. In the past, the City has successfully included provisions for

pedestrian opportunities in new residential or commercial land use proposals. Provisions which include bus accessibility and bicycle routes should be explored.

ATMOSPHERE/URBAN DESIGN

The perception of development in Chandler is that the evolution of quality has been significant. Some areas may inspire a positive (or negative) response because of physical development patterns or qualities unique to a particular period of time. These include:

West Chandler Boulevard reflects an extension of clean, modern architecture. A symbolic reflection of the significance of the introduction of Chandler's first high-tech firms.

Attention to "streetscape" design - marking the entryways to neighborhoods as well as softening the tunnel effect of the City's section line thoroughfares. Neighborhood continuity (architecture, circulation, parks), i.e. Twelve Oaks.

Significance of San Marcos Hotel and Plaza (citizen survey).

The importance of basic yard maintenance in neighborhood stability (citizen survey).

Outside of City parks/schools, water and retention areas, there is a perception that there is lack of adequate open space, both passive and active within new projects (Town Hall , 1989).

Proliferation of heavy commercial uses utilizing outdoor storage and fabrications processes in the Downtown Area.

The City has consistently applied certain design criteria to new developments. Adopted corridor policies have established streetscape design parameters in some instances. The City has also adopted a set of residential design and quality guidelines. All of the various policies and standards could be integrated within an overall urban enhancement program for the City.

the purpose of clarifying planning requirements and standards for specified sub-areas of the City.

DEVELOPMENT REVIEW AND IMPLEMENTATION PROCESSES

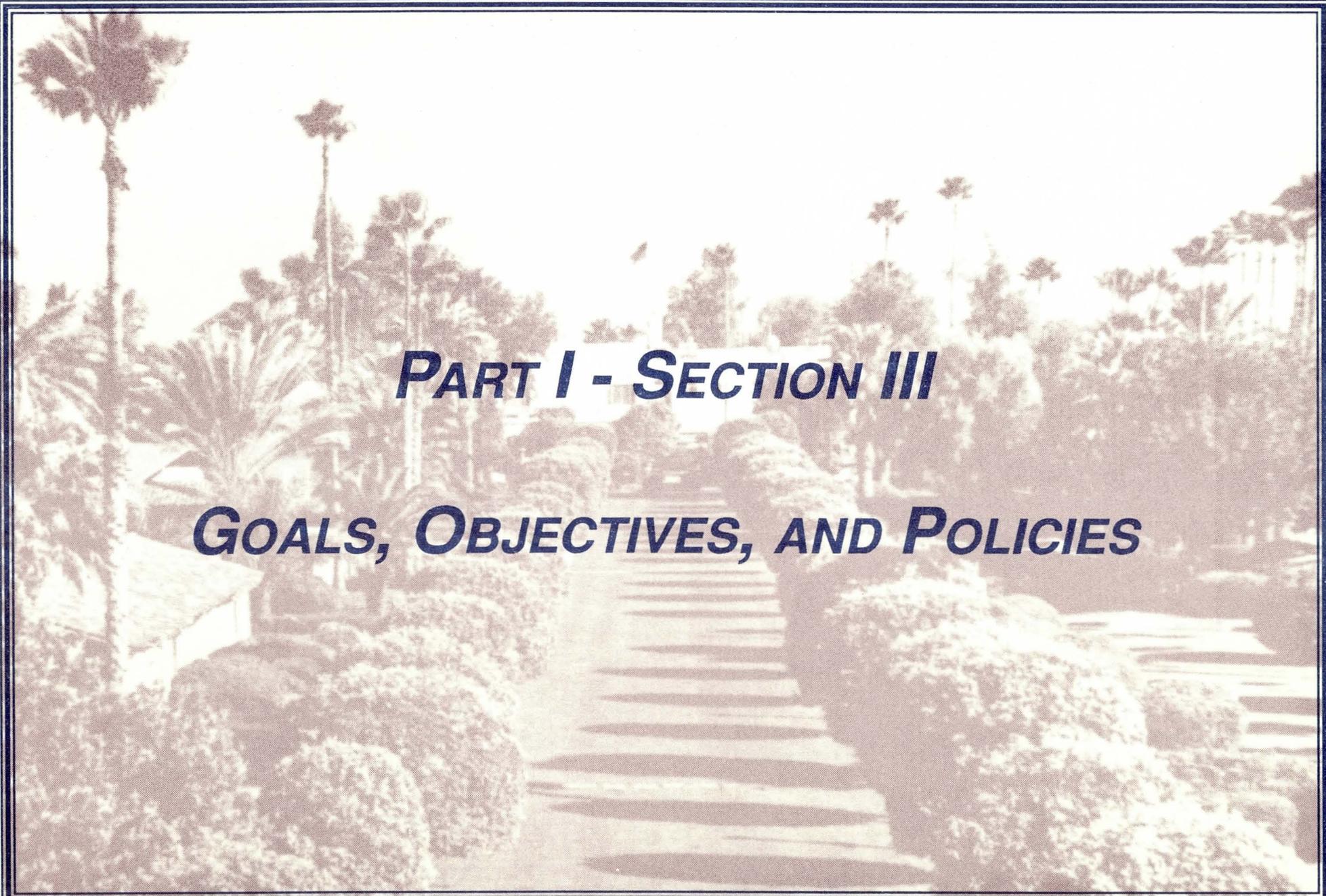
The City's primary and most successful implementation tool of the General Plan has been the area or neighborhood plan used in conjunction with the PAD zoning provisions to guide sub-area planning and subsequent platting.

Chandler does not have a formal design review board or function in its development review; the formation of the Design Committee, a subcommittee of the Planning and Zoning Commission as an advisory group to the Staff and Commission on development quality matters has been used successfully.

During the past five years, neighborhood notification and involvement in local planning proposals have become a recognized part of the development review process. Public scrutiny of new development can be expected from now on.

The City lacks a separate of development standards for the downtown area, often relying on waivers or variances as part of project review. It is apparent that the older areas of the City cannot exercise development guidelines structured around new technologies and development capabilities.

In the past five years Chandler has adopted a system of area plans, corridor studies, and issue-related policies for

A sepia-toned photograph of a tropical garden path. The path is lined with tall palm trees and manicured hedges. The scene is bright and sunny, with shadows cast on the path. The text is overlaid on the center of the image.

PART I - SECTION III

GOALS, OBJECTIVES, AND POLICIES

SECTION III-LAND USE PLAN GOALS, OBJECTIVES, AND POLICIES

GOALS (COMMUNITY VALUES)

These goals were formulated through the articulation of planning concerns during the public participation exercise, as modified and expanded by the Chandler Land Use Task Force. A set of related objectives and policies are included under each primary goal. These policies are carried forward in the Action Plan (Part II) and are directed to further land use recommendations and principles.

GOAL #1

To develop and structure the Land Use Element in such a way that provides a consistent and clear framework to assess and implement land use decisions.

Related Objectives

Establish a consistency statement - keep the Zoning and Subdivision Codes, public works improvement plans, and other program of policy which may affect the accomplishment of the goal and policies of the land use element consistent with the land use element.

Coordinate with other General Plan elements.

Research/develop new methods/tools for land use element implementation.

Establish a schedule for updates or re-evaluation.

Keep land use inventory and demographic data current/available for public and private use.

Policy 1.1-1

The City shall not consider applications for use permits, rezoning, or new development planning without a clear statement of how said actions are consistent with the Land Use Element and how the long-term effects of any land use decision meet the objectives and purpose of the Element.

Policy 1.1-2

The City Planning Services Department will maintain current information on the City's land use, demographics, and economic condition so that past, present, and future trends or indications can be assessed with all land use planning decisions.

Policy 1.1-3

The City will assure that other comprehensive plan elements policies, City Codes, and improvement programs do not conflict with the Land Use Element; adequate and proper reconciliation of any inconsistency should be corrected under due process.

GOAL #2

Provide flexibility to the Land Use Element by recognizing and allowing the establishment of a hierarchy of planning levels.

Related Objectives

Design the Land Use Element so that sections can be expanded into more detailed studies.

Provide authority for the Planning Services Division to initiate special plans, studies, and policies, subject to review by the Planning and Zoning Commission and City Council.

Continue the area neighborhood planning process prior to rezoning.

Policy 2.1-1

Detailed plans shall always precede commitments to area land use, zoning, infrastructure; depending on the amount of information, detail, or land ownership cooperation needed, the process should be considered within the following hierarchy:

Community or District Plan

For areas larger than one square mile - to achieve general land use intensity, arrangement, and character; location of parks, school, public facilities, basic transportation-circulation-communication and utilities, infrastructure and resource availability.

Neighborhood Plan

For sections of land (one square mile) - the planning for each neighborhood should depict circulation, local streets, neighborhood services, housing types and location, commercial area, pedestrian links/plan; this level of planning shall provide the means for individual planning, phasing, and development of different sections of the neighborhood without disrupting the plan's continuity.

Neighborhood Analysis

For partially developed sections of land; a proposal to develop undeveloped acreage would be accompanied by a study of how developed areas are affected and how the proposal would advance good precedent for the other undeveloped areas within the section to achieve neighborhood balance and continuity.

Project Development Plans

For partial neighborhood sections or areas less than 640 acres, or property within developed areas of the City which require a level of planning to assure neighborhood integration and compatibility.

Special Plans - Urban Enhancement

For any unique or isolated situation that warrants special attention such as but not limited to:

Urban design for a select area

Corridor studies for land use, streetscape, or traffic impacts

Strategic plans (e.g. Tourism Study 1988)

Neighborhood conservation

Open space

Bicycle study

GOAL #3

To provide for the expansion of the City and public services in an orderly, efficient, and prescribed fashion.

Related Objectives

Relate land use decisions with availability, extension, and cost of public improvements or utilities.

Discourage speculative or premature zoning or subdivisions.

Prohibit indiscriminate subdivision, parceling, and/or fragmentation of property or ownership interests.

Coordinate planning with Maricopa County, as well as adjoining cities.

Policy 3.1-1

Attempt to annex unincorporated urban areas within the City urban expansion boundaries which cause a duplication of public services and hinder the extension of City services to new development.

Policy 3.1-2

Require that all new development be contiguous to existing urban areas and have reasonable access to public services and facilities.

Policy 3.1-3

The City shall adequately plan for public improvements/service to support future land uses.

Policy 3.1-4

The planning for land uses in newly developing areas should reflect a mix of land uses which will support a neighborhood, including a variety of residential densities and price ranges, as well as neighborhood shopping facilities, schools, parks, and other uses necessary at the neighborhood level.

Policy 3.1-5

The City shall not approve a rezoning proposal which is speculative, premature, ambiguous, or contrary to the timely extension or connection to established City services, utilities, or infrastructure, regardless of whether the basic land use proposal meets or exceeds the City's locational and quality standards.

GOAL #4

To create an attractive, functional City of diverse communities and neighborhoods, each community containing an optimal balance of housing, shopping, work, and recreational opportunities for families and individuals.

Related Objectives

Create a multi-centered City, retaining the Central Business District as the prime center.

Establish recommendations and policy regarding locational and intensity requirements for all land uses.

Establish separation and buffer standards for dissimilar land use classes and residential densities.

Recognize the different planning needs for each community.

Identify properties suitable for neighborhood expansion.

Identify areas suitable for the development of new neighborhoods and communities.

Establish development quality criteria/guidelines.

Policy 4.1-1

Continue to strive for balanced neighborhood land uses and design. Primary neighborhoods concepts should include:

Residential density of 3.5-5.0 du/ac - 1,800 to 3,000 units total.

School site (12-20 acres) park (10-12 acres) churches ok.

Ten percent or more of total area in usable open space.

One neighborhood shopping center 10-20 acres/one convenience center 2 acres. Vehicular and pedestrian accessibility from within the neighborhood.

Network of pedestrian/bike routes - provide lineal open spaces.

Design streets to eliminate thru-traffic.

Balance of housing lifestyle - products; range of densities.

Establish land use design and layout - locational policies.

In-fill and "out parcel" development to be consistent with compatible neighborhood expansion.

Policy 4.1-2

Continues to promote neighborhood planning to support the formation of balanced communities (7-10 neighborhoods) within the City.

Maintain adequate community facilities.

Establish planning strategies for the individual needs and characteristics of North, West, South and East/Central Chandler.

Develop transportation policies and trip generation models to assure that new development is consistent with the ultimate travel capacities of the City's arterial street system.

Balance commercial land use supply with actual or anticipated consumer and market demand; promote non-commercial land uses such as apartments, churches, or residentially compatible business park complexes to locate at cross arterial corners or areas with an over abundance of

commercially zoned properties.

Continue to implement corridor policies such as the Frye Road, Ray Road, and McQueen Road Policies to enhance community identity and function.

Investigate the possibility of local and regional express routes or "super streets" to improve local access and circulation.

Concentrate additional industrial/employment development in existing or currently developing core areas or corridors.

Continue the concept of a system of gateway features at the City's major entryways.

Policy 4.1-3

Recognize the planning needs of special areas and facilities within Chandler and establish appropriate land uses policies for impacted or affected areas;

Chandler Airport - Airpark Plan

Community College

Hospital Area

Proposed Freeway corridors and planned interchanges

City Center/developed parcels along Arizona Avenue and Chandler Boulevard

Policy 4.1-4

The City recognizes that market demands generate development pressures and initiatives and will incorporate these to the extent possible to benefit all interests in public land use policy and decision making. Among those recognized:

Need for diversification and support industry within the City's manufacturing sector.

Anticipation of increased demand for commercial and corporate services.

Demand for affordable housing/executive housing opportunities.

Commercial development such as regional malls, department stores, specialty shops, and "large" retailers helps assure commercial balance within the community as well as retention of local income and sales tax.

Policy 4.1-5

Develop a system of bicycle routes, serving the needs of both recreation riders and commuters, to include bike paths, bike lanes, and other facilities designed to facilitate safe bicycle travel throughout the City. The City should prioritize the completion and adoption of a detailed Bicycle Element as part of its General Plan.

GOAL #5

In order to establish and strengthen a city-wide identity and urban form, respecting the balance and diversity of the various neighborhoods and communities espoused under the policies of Goal #4, the City shall cultivate a comprehensive set of values, standards, and strategies which relate to community enhancement, to be addressed in

all levels of city planning and development.

Actively enhance and reinforce the existing community's, "small town" feel, as well as Chandler's historical roots.

Recognize that the three-dimensional appearance of building and groups of buildings, intersection treatments, tree masses and open spaces, and building materials and colors can be effectively employed to create visual clarity, sense of orientation, and a pleasurable visual experience as one travels from place to place in the City.

Identify and utilize various strategies which strengthen linkages between communities and neighborhoods - include pedestrian and park facilities along canals, continued use of "gateway" development concepts, the possibility of enhancing freeway corridors, bike paths, large scale greenbelts (xeriscape), City Center strengthening, and other ways to weave communities to enhance City identity.

Preserve views of distant mountains.

Always include citizen participation as part of the formulation of any design program or urban enhancement plan.

Policy 5.1-1

The City and the development community recognize that Chandler's transportation system creates an umbrella of design opportunities related to visual perceptions as one travels throughout the City. A conceptual system of standards for corridor streetscape planning, "gateways" at major City entryways, freeway-related images at interchanges along frontage roads, etc., subdivision entry points, and other techniques should be documented and applied to the community's development standards. The

following concepts should apply:

Substantial visual communication into parks, golf courses, school sites, and other open areas;

Applicable corridor/streetscape methods for residential, commercial, and industrial frontages;

Selected landscape themes for freeway interchanges.

Policy 5.1-2

Create a more detailed urban enhancement program for the City so that design treatments and methods follow a unified and understandable scheme, avoiding a hodgepodge of unrelated or clashing streetscape images. Some of the things to be done include:

Ensure that intersection landscaping is coordinated with the general frontage standards as well as on-site (development) landscaping.

Develop linear parks (i.e. canals) to form boundaries to neighborhoods yet provide community-wide linkages and visual continuity.

Maintain and update the City's Site and Development Standards. Continually strive to promote excellence in site design and architecture, utilizing the materials, colors, and construction techniques which best promote the objectives of this section.

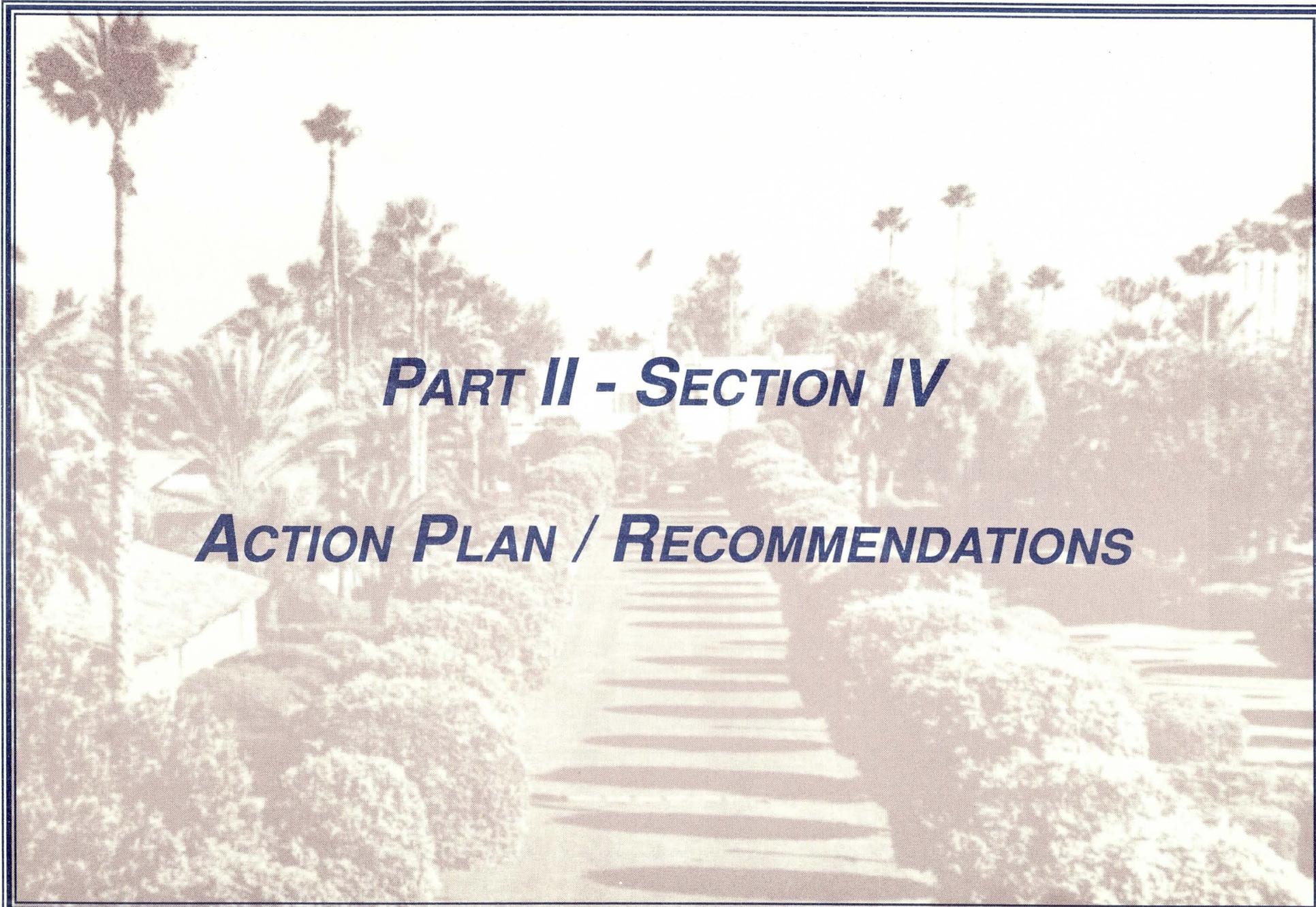
Policy 5.1-3

Integrate the concept of neighborhood conservation with the notion of urban enhancement. Enhance the strength and character of developed areas through high quality in-fill construction, provision of community amenities, and

programs directed at property maintenance.

New development shall always respect the integrity of existing neighborhoods, especially when transitional or dissimilar land uses are proposed.

Within new single or mixed-use commercial or industrial development, provide internal landscaped open space and pedestrian plazas.



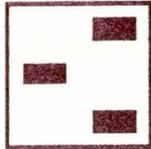
PART II - SECTION IV

ACTION PLAN / RECOMMENDATIONS

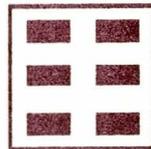
PART II SECTION IV - ACTION PLAN / RECOMMENDATIONS

LAND USE & DEVELOPMENT GUIDELINES

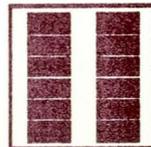
RESIDENTIAL AREAS - LAND USE DESCRIPTIONS



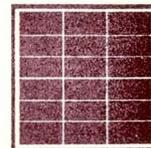
Residential, Low Density
0-3.5 dwelling units per acre
This category is typified by detached, single family homes on lots generally ranging from 7,000 square feet to one (1) acre.



Residential, Low-medium Density
3.5-6.5 dwelling units per acre
These can be single family homes on smaller lots ranging from 3,600 to 6,000 square feet. Patio homes and duplexes are included in this category.



Residential, Medium Density
Up to 12.0 dwelling units per acre
This category includes town homes, condominium, mobile home subdivisions and parks and other residential products built at similar intensities.



Residential, High Density
Up to 18.0 dwelling units per acre
This category is intended to accommodate higher density multi-family Apartment, Condominium, resort, or townhouse developments.

LOCATIONAL POLICIES & RECOMMENDATIONS

LOW DENSITY RESIDENTIAL

Shall be the predominate land use in existing or planned neighborhoods. Land situated near or around schools and parks should be considered for low density, detached housing so that families can be within walking distance of these facilities. Council may prescribe densities lower than 3.5 du/ac in areas adjacent to existing "Ranchette" or agrarian subdivisions. All land not otherwise designated by this element or an approved area or neighborhood plan shall be low density residential. Mixed-residential projects may be developed in low density areas in accordance with the provisions of the City's Housing Plan.

LOW-MEDIUM DENSITY RESIDENTIAL

Smaller lot or patio home subdivisions may be located within low density residential areas as part of an approved neighborhood plan and in accordance with the City's density requirements. This residential category is appropriate as a transitional use separating low density areas from more intense land uses.

MEDIUM DENSITY RESIDENTIAL

Projects with densities up to 12.0 dwelling units per acre may be located along section line roads or freeway corridors, adjacent to employment/business or commercial areas, adjacent to regional parks, or as part of an approved area or neighborhood plan for a subdistrict of the City.

HIGH DENSITY RESIDENTIAL

Up to 18.0 dwelling units per acre may be provided along section line roads or freeways, employment or commercial areas, or as part of an approved area or neighborhood plan.

Special Situations:

Projects exceeding 18 du/ac may be approved:

In the Downtown, in accordance with the City Redevelopment Plan - 1984.

In conjunction with regional shopping centers.

Senior or congregate care housing (up to 50% density bonus).

In instances where unique, unusual, or high quality design is demonstrated.

On section line corners, where the level of streetscape quality, environmental excellence, and appropriate neighborhood buffer and compatibility are achieved.

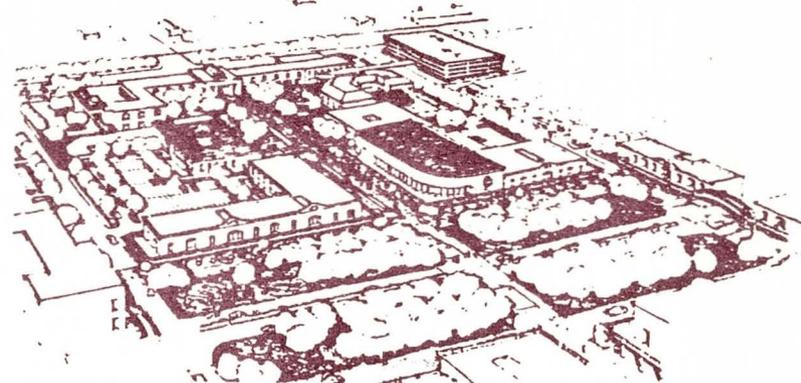
RESIDENTIAL DENSITY GUIDELINES

For neighborhood plans, area plans, or mixed-residential (phased) projects where several or more housing types and densities are proposed, the maximum overall density shall not exceed 5.0 du/ac, except as warranted by extraordinary quality. In addition to residential land, land devoted to open space, recreation area, future rights-of-way (adjacent to or contained within project) or park site(s) may be included as part of the density calculations. Density bonuses may be prescribed by City Council in conjunction with land dedications for approved public park or school sites.



COMMERCIAL LAND USE

This plan recognizes the hierarchy of planned shopping centers, their design, function and locational tendencies in the market place. The following designations and locational policies are as follows:



City Center

Civic, cultural, service, and specialty retail focus, as provided in the City Center Plan, Redevelopment Plan, and Public Facilities Master Plan (no elaboration needed).

Regional Shopping Center

40-160 acres, 400,000-1.5 million square feet. Serves a regional retail market of approximately 150,000 people. Two sites in Chandler currently are planned under this designation:

- Price and Chandler Boulevard (SWC)
- Price and Ray Road (SWC)

A scaled-down regional center or department/discount oriented center is planned for the southwest corner of Alma School Road and Chandler Boulevard.

Recommendations:

Retain and promote the existing sites/consider alternative scenarios via plan amendments depending on market circumstances.

The potential location of an additional center in South Chandler is unclear at this time. Any alternative sites shall be approved in the context of area plans, appropriate market studies, transportation analysis.

COMMUNITY/NEIGHBORHOOD SHOPPING CENTERS

10-40 acres, 100,000-350,000 square feet

The primary intent of this section is to establish a framework of policies leading to high quality, balanced and compatible shopping areas in areas within the City.

The following expectations shall apply:

The needs of surrounding areas will be addressed by designing area access and circulation systems so that residents can walk and drive to stores without travelling via arterial routes, establishing proper buffers to mitigate building mass, noise, and increased neighborhood traffic and applying reasonable architectural controls to enhance neighborhood quality.

The City realizes there is no need to develop more than one or two shopping areas per arterial quadrant/intersection; in some cases, there may be none. The majority of intersections may be better suited for medium/high density residential, office/business parks, institutional or governmental complexes, and the like.

Chandler will not approve commitments to establish commercial parcels without full compliance with all guidelines and recommendations, as well as the demonstration that the selected site can successfully

accommodate an alternative non-commercial development.

Shopping centers will fit Chandler's "suburban" scale, featuring sensitive environmental design and scale, appropriate building height, and quality building materials.

Recommendations:

Location limited to cross arterial or section line corners. Successful sites will be compatible with surrounding developments, access and transportation requirements, and market demand. Sites should have internal vehicular and pedestrian connections to surrounding neighborhoods.

No more than two (2) corners at major intersections not designated as commercial nodes shall be developed with retail neighborhood or community shopping centers. The City may consider exceptions to this policy upon finding:

Evidence that additional commercial development benefits the public interest by satisfying either an area, community, or specialized market demand, as demonstrated by absorption studies, market analyses, and/or any other information requested by the City in the interest of proving this demand;

Identification and implementation of traffic management measures to minimize peak traffic impacts, and reduction in level of service, site access improvements, access to freeways or expressways, or commercial proposals which generate predominately "off-peak" automobile traffic (weekdays, evenings) can be included as part of this consideration;

The proposal displays a high degree of environmental (and architectural) quality, and contributes to

neighborhood identity in a positive and meaningful sense.

No more than forty (40) acres of retail commercial development should be zoned at any single intersection with the following exceptions:

Ray Road

Arizona Avenue

As part of any approved area or neighborhood plan

Demonstration that market demand and other circumstances will support construction within two (2) years of the rezoning request.

Building coverage should not exceed twenty (20%) percent.

CONVENIENCE COMMERCIAL SITES

Up to two acres for neighborhood-oriented retail/services at the intersection of an arterial road and principle neighborhood collector street, in accordance with the Convenience Commercial Policy.

COMMERCIAL OFFICE

Professional office buildings and complexes can be located along the City's major thoroughfares, within designated freeway land use corridors, and adjacent to major commercial or industrial areas where office development would function as a logical extension of more intense land uses as well as provide a land use buffer or transition to residential areas. Office locations can also be designated in

accordance with a neighborhood or area plan, planned industrial areas, and in the City Center Area, as per the Redevelopment Plan.

HOME OCCUPATIONS

The City's Home Occupation (Zoning Code) provision should be studied to see if the list of permitted uses and associated characteristics should be broadened, clarified, or limited to balance neighborhood compatibility with current trends in home occupations.

INDUSTRY & EMPLOYMENT

Chandler's prime industrial areas are situated in west Chandler along West Chandler Boulevard, in south Chandler along South Price Road, and in north Chandler along North Arizona Avenue. Other smaller areas are dispersed throughout the community.

Recommendations:

New industry should be directed to existing employment centers.

Proposals for new employment areas or industrial parks shall be approved only as part of an approved area or neighborhood plan, upon submittal of:

Evidence of complete neighborhood compatibility and buffers.

The City shall require the level and completeness of support information needed to evaluate all real or anticipated processes related to the use of the facility as well as transportation impacts, environmental hazards, and any other industrial effects (noise, glare, dust, odor, etc.) on existing or future land uses.

Limitation of hazardous occupancies, if applicable.

Adequate transportation and access to and from the site(s).

Industrial park plan with circulation pattern, phasing, landscaping, identified uses or users, building design and appearance

In order to obtain and analyze potential impacts (and solutions/safeguards) of proposed employment centers, industrial parks, or single company siting near or adjacent to proposed or existing residential areas, schools, or other uses involving public assembly, the Planning Services Department shall direct submittal of an environmental impact study from a third party in order to assess all potential impacts related to industrial processes, traffic, materials handling/shipping, regulation of hazardous material, and other factors pertinent to the proposal.

Commercial services and retail support uses should be conditionally permitted uses but clarified in terms of intensity, location, and nature under separate City Policy (Business Park Policy).

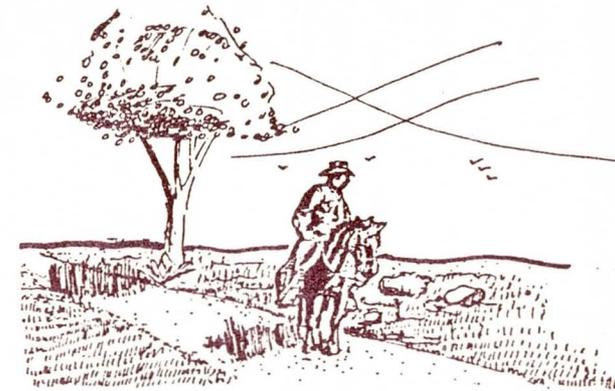
PUBLIC FACILITIES & GOVERNMENT BUILDINGS

Locational policies, project timing, and architectural standards of the City facilities shall conform to the Public Facilities Master Plan and other policies related to the development of the Civic Center. Public facilities located "at-large" throughout the City shall respect processes involving neighborhood involvement, architectural and site plan review, and other principles of neighborhood integration.

SCHOOLS

Schools and churches (where applicable) can be located and designed to be integral components of neighborhood design. By use permit or rezoning, recognized schools or churches may be permitted as in-fill or contributing land uses in establishing areas, taking into account proper buffers and the avoidance of any disruptive traffic patterns. Schools, churches and other institutional uses may also be located along the City's major thoroughfares.

OPEN SPACE



In addition to the basic parks/open space requirements of the City's General Plan, public or private parks and recreational facilities, retention basins/areas and pedestrian pathways provided or required in conjunction with new development be integrated within a network or "hierarchy" of open spaces which connect schools, neighborhood parks, and other community facilities with other parts of the community. Since each typical section of land needs approximately 44 acres for water retention (ponding areas), this area(s) should be designed and combined with other open spaces to serve as useable park areas. This may involve consolidation of water retention basins with each other or other open spaces.

At least ten (10%) percent of any neighborhood or community should be set aside and designed for useable open spaces.

Whenever possible, bicycle and pedestrian systems shall be included as part of any "neighborhood" plan, large-scale PAD, or industrial park plan. Open space concepts shall also be extended to the development of single use or smaller scale projects such as shopping centers, office complexes, and apartments, by utilizing micro applications to enhance streetscape, entryway details, opportunity for shaded areas, etc...

In accordance with Parks & Recreation Master Plan, the Gila Drain, Consolidated Canal, and Western Canal shall be developed as major lineal parks as well as community linkages.

COMMERCIAL RECREATION

Large, regional-scale theme parks, amusement parks/water slides and other types of large recreational facilities or complexes should be considered in conjunction with or adjacent to regional parks. The Compadre Stadium area is endorsed by the Chandler Tourism Study (1989). Large undeveloped tracts designated for employment may also prove suitable for the siting of such facilities, given adequate transportation systems and supply of other industrial sites.

PROTECTION OF NATURAL RESOURCES

Agricultural Lands

Continue to conserve and protect the development of agricultural resources with the community, as well as adjacent to the urban fringe. Also protect natural flood plains and other sensitive lands.

Water

Promote water conservation efforts throughout Chandler in accordance with the water "management goals" set by city's water conservation plan. Realize land use decisions can play a key role in the implementation of these goals. Provide "alternative" water supplies in non-member and off-project lands.

Air Quality

Promote mixed/balance land uses within communities to reduce the number and length of vehicular trips within Chandler. Provide opportunities for all forms of alternative transportation as well as facilitate the objectives and physical improvements cited in the Chandler Transit Plan.

Solar Access

Protect solar access through site design, building orientation, and other means of design to assure solar access to those wishing to take advantage of solar energy. Accommodate lot configurations in subdivisions to promote solar energy while minimizing passive heat gain.

GUIDELINES FOR DEVELOPMENT PATTERNS & PROCESSES

DEVELOPED CHANDLER

Ninety-five percent of Chandler's developed areas are located north of Pecos Road; this area of 20.5 square miles is approximately seventy-five (75%) percent developed, with complete access to existing City infrastructure and utilities. Very little of the undeveloped property is uncommitted in terms of a City approved zoning or development plan. The primary recommendation for this area is to continue existing development patterns in a consistent manner, extending neighborhoods within their sections, and promoting compatible, quality in-fill development for smaller areas.

Strategies

The City shall facilitate the development of in-fill parcels by providing development incentives as well as quality guidelines to assure harmony within of the established neighborhood pattern. Among other things, the City shall initiate:

Land use inventory and study (in progress).

Buffer standards for developed areas.

Downtown Overlay District or Zone to include specialized site and development standards for parcels in the Downtown Area.

Policy to regulate the approval of interim or temporary uses via the City's Use Permit process.

In developed areas of the City, land use decisions for "in-fill" parcels or undeveloped acreage adjacent to existing subdivisions or developed areas shall follow the recommended neighborhood pattern, as per the original neighborhood plan or neighborhood development policies of this document.

In areas where speculative or market-driven forces have created an overabundance of industrial, commercial, or unmarketable residential rezoning, the City shall work with property owners and developers within the spirit and letter of the City's PAD (Planned Area Development) zoning ordinance to create alternative, more beneficial land use proposals for the subject site(s).

As part of the review of any new development, rezoning, or extension/modification of zoning, the City shall assess the traffic impacts on existing or proposed roadways so that

disproportionate, unnecessary, or abnormally heavy amounts of vehicular traffic do not impede any roadway's ability to carry traffic at planned, acceptable levels of service.

SOUTH CHANDLER

No development plans or rezoning shall be approved by the City Council unless a neighborhood plan has been approved for the section of land involved. Said neighborhood plan should address and provide for internal vehicular and pedestrian circulation, phasing, schedule, and funding of required infrastructure; type, arrangement, and intensity of land uses; provisions for parks, schools, government facilities, or other community features.

Strategies

Continue to adhere to the requirement that detailed area plans be approved prior to the City approval of rezoning or subdivision proposals and recognize the validity of existing neighborhood and area plans as the guiding documents to land use decisions.

Generally, the plan will extend over an entire section (640 ac.) or area suitable to enable the City to dictate the location of park and school sites, pedestrian and vehicular circulation patterns, location of lineal parks, and a balanced land use arrangement. Property owner participation is essential.

A school site in accordance with the governing school district's requirements shall be identified and provided.

Open space shall meet or exceed at least ten percent of the net residential acreage and shall be provided both in the form of lineal parks and pathways and areas identified as

neighborhood parks. Lineal parks (to the degree warranted) shall also provide buffers between different land uses.

Collector road circulation shall be designed to maximize access to schools and/or parks but discourage uninterrupted travel between arterial roadways; also, to allow vehicular access to and from commercial shopping areas without having to travel over arterial roadways. Wider sidewalks (6-9 ft.) may be required near parks or schools.

Residential land use arrangements should provide for lower density and detached unit products in the vicinity of schools and parks, affording families greater access to these areas; higher density residential land uses should be located along major thoroughfares, commercial and industrial sites, and areas where higher densities provide a logical transition between dissimilar land uses. The dwelling unit cap (maximum) per square mile shall be 3,000 units. The ratio of single family units to multifamily should average 2:1 or 66% detached - 33% attached.

A basic development market element should be part of the area plan. This element would indicate the timing and phasing of individual components, and methods and responsibilities for infrastructure installation and maintenance.

Commercial developments shall have vehicular and pedestrian access from the surrounding neighborhood - the amount of commercial square footage should be a function of market demand, not just speculative interests.

OTHER DIRECTIVES FOR THE CITY

Continue to prohibit the development of "strip" commercial development patterns; the City shall develop guidelines

addressing quality and integration for existing, developed commercial strips within the City.

Continue the implementation of "corridor" plans for major thoroughfares of the City, emphasizing streetscape, traffic impacts, and detailed land use policies (where applicable).

General urban design elements shall be developed by the City's Planning Services Staff upon direction from the City Council.

Continue to work closely with Maricopa County to plan for unincorporated areas to control land use problems such as premature zoning, "spot" zoning, and indiscriminate subdividing that may inhibit the future implementation of the City's development goals and policies.

In accordance with State law, the City may enter into development agreements with landowners addressing land use, improvements, dedications, and other obligations.

Chandler has the authority to approve conditional zoning, time limits for zoning ordinances for meeting conditions or other obligations. In the matter of zoning "extensions", the City may choose to treat these requests as new applications under the following consideration:

The General or area plan status affecting the property.

Neighborhood compatibility.

Conformance with all current codes, standards, and guidelines.

Likelihood of imminent development.

Public benefits of extending the zoning.

The City should encourage and establish a comprehensive urban enhancement program, to include plans and methods designed to strengthen a city-wide identity at all levels of city planning and development. The adopted principles should go beyond the design of certain parts of the City by including the entire community environment, from perception of city form to the characteristics of the constituent sectors. This program should include the following elements:

The establishment of "gateway" concepts, streetscape themes, architectural guidelines, lineal parks, bikeways, all of which help to weave the various neighborhoods of the City into identifiable communities.

Promote the importance of the visual experiences of those travelling about the City. Preserve visual access from thoroughfares into parks, golf courses, and other open areas - continue to develop streetscape plans - create neighborhood entrypoints.

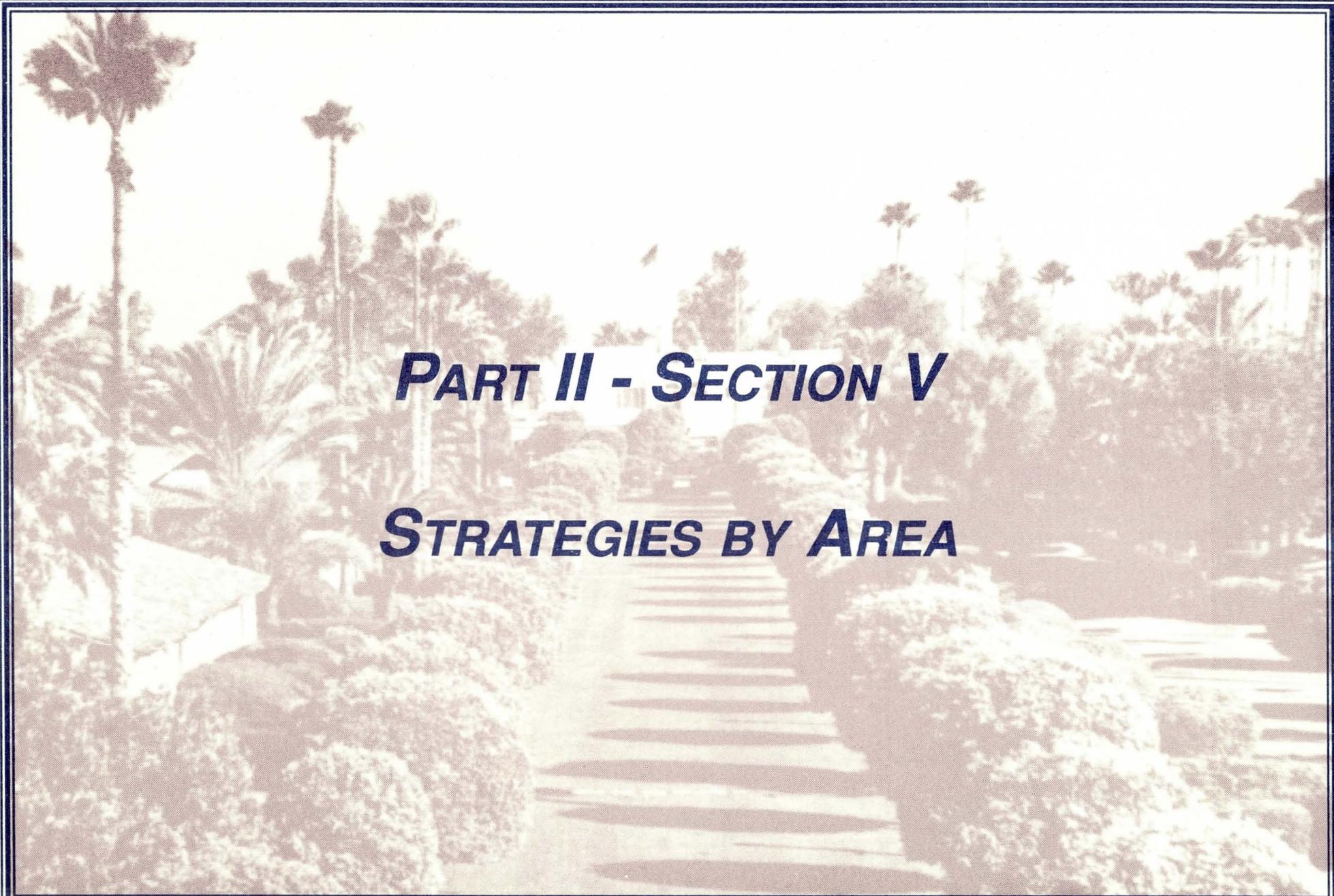
Integrate the concept of neighborhood conservation with the notion of urban enhancement. Enhance the strength and character of developed areas through high quality infill construction, provision of community amenities and programs directed at property maintenance.

New development shall always respect the integrity of existing neighborhoods, especially when transitional or dissimilar land uses are proposed.

Within new single or mixed-use commercial or industrial development, provide landscaped open space and pedestrian plazas.

City policy calls for the inclusion of such open spaces in all future planned projects. It is further the City's desire that such spaces be sensitively designed with use of low water use water features, statuary, and well designed outdoor furniture, lighting, etc. Ample and suitable landscaping to provide shade and color should be incorporated in all such areas. Facilities for irrigation and maintenance should blend with the surroundings.

Adopt a comprehensive Bicycle Element to be used in conjunction with other General Plan elements, including the preparation and adoption of area and neighborhood plans, corridor plans, and consideration of rezoning requests. The Bicycle Element shall map the location of commuter routes and recreation trails, as well as establish the means to provide crossings and parking areas. The City and the development community should both participate actively in the implementation of the physical improvements needed.

A sepia-toned photograph of a tropical resort path lined with palm trees and manicured bushes. The path is paved and leads into the distance, flanked by tall palm trees and rounded, well-manicured bushes. The scene is bright and sunny, with shadows cast on the path. The entire image is framed by a double-line border.

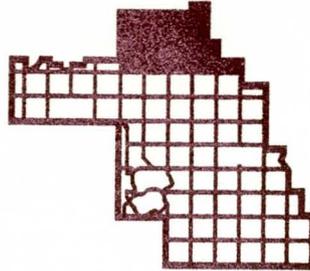
PART II - SECTION V

STRATEGIES BY AREA

SECTION V - STRATEGIES BY AREA

NORTH CHANDLER

North Chandler is beginning to emerge as a balanced community. There no longer are expansive areas remaining undeveloped or uncommitted for future plans; however; several undeveloped areas represent potential key development areas for strategic mixed-use and large user consideration - the recommendations further expand these possibilities. The presence of strong neighborhood identity is evident. In addition:



Abundant supply of industrially zoned and platted area remains available east of Arizona Avenue.

Strong continued commercial development at the Arizona/Warner and Warner/ Alma School cores.

Freeway construction along Price Road is scheduled for completion by 2000.

Recommendations

Direct new industry to existing industrial and business parks in North Chandler.

Continue to scrutinize new commercial development, in-fill and expansion for traffic impacts, conformance with approved zoning conditions, and neighborhood compatibility.

Communicate with area residents regarding new development proposals, response to citizens complaints/suggestions regarding environmental issues.

The City shall adopt the posture that new development should contribute strategically to the quality, lifestyle, and balance of North Chandler.

Key Areas for Special Development Considerations:

Area bounded by Arizona Avenue, Warner Road, Southern Pacific Railroad tracks, and Ray Road.

Comments

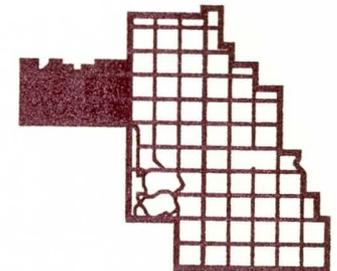
The City should work with property owners to develop a Master Development Plan for this area. Potentially suitable for business parks, research and development, offices, and/or medium density housing. "Warehouse" retailing might be a possibility (Gilbert/Mesa markets).

Western Canal

(Recreational and open space opportunities)

WEST CHANDLER

The growth pattern of this community is maturing much like North Chandler except this area contains a greater amount of employment and more emphasis has been placed on "planned" neighborhoods with common architectural and design features. Since 1981, industrial growth has occurred west of Kyrene Road and along Chandler Boulevard. Neighborhood development has occurred over



the balance of the area. Ray Road has been designated to be the City's principal commercial corridor.

Recommendations

Continue emphasis on architectural and site planning excellence along West Chandler Boulevard to enhance the City's "gateway" image.

Continue residential neighborhood expansion into key undeveloped quarter sections - SW Rural/Ray - NE Rural/Chandler Boulevard - SW Ray/McClintock - SW Ray/Kyrene. Also the area between Carrington Place and the Twelve Oaks neighborhoods.

Other Special Development Areas

Half-section between Kyrene & 56th, south of Frye Road. Potential for major industrial users - warehousing - major amusement park or similar facility.

Area west of tracks - south side of Ray Road. Potential for mixed use development. Major retail facility/employment.

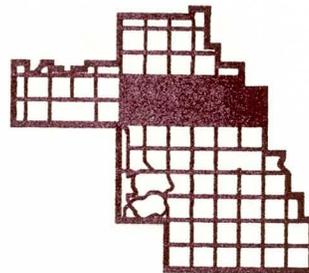
CENTRAL/EAST CHANDLER

Recommendations

Continue residential neighborhood development east of McQueen Road.

Commentary

Neighborhood plans have been submitted and approved for the areas between Pecos Road and the north boundary of the City limits - the development of these neighborhoods will provide much needed housing on the City's east side, stimulate commercial activity and anchor



development stability in this area. Another important area is the acreage along the west side of McQueen Road between Willis Road and Commonwealth Avenue.

Continue to implement the land use recommendations of the Redevelopment Plan, Frye Road Policy, McQueen Road Policy, the City Center Master Plan, and the Public Facilities Master Plan.

Employ strategies that develop and prioritize programs directed at neighborhood conservation.

Continue to promote build-out of "master planned" developments in accordance with City approved Planned Area Developments.

Special Development Areas

Community College Area - Develop a detailed area plan which provides for neighborhood expansion west of the college site; college related support services and additional training should be provided east of the college. The area plan should also include the area south of Pecos Road.

East Chandler Boulevard; North Arizona Avenue Commercial Strips - The City shall develop strip commercial development guidelines or methods to help bring about the stabilization and improvement of these areas by improving vehicular access/safety, landscaping and site and development standards reasonably suited to these older, platted areas. An overlay district could form the means to accomplish this.

Expand the residential neighborhood opportunities along the east side of the Downtown area and Frye Road.

Key areas:

Downtown neighborhoods.

Area bounded by Ray-Cooper-McQueen-Chandler Boulevard.

Southwest corner Frye Road and McQueen/northwest corner Pecos and McQueen.

The "Provinces."

Area bounded by McQueen-Pecos-Cooper-Chandler Boulevard ("Springs," Chandler Ranch).

Community College area.

Pylman Ranch-Crescent Village-Maggio Ranch.

Acreage south and east of Alma School/Frye Road.

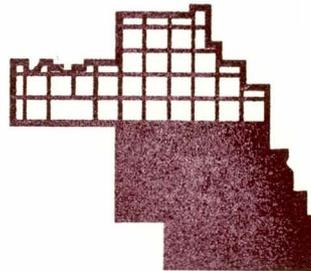
Indian Ridge, Indian Mesa, Homestead, La Glorietta Area.

San Marcos Hotel and Resort Area.

Area located along both sides of Chandler Boulevard between Price Road and Dobson should be studied for mixed use potential.

SOUTH CHANDLER

During the next two to four years, development activity will largely be confined to Ocotillo and Pecos Ranch. This gives the City ample opportunity to oversee the preparation of



neighborhood and area plans prior to the onset of significant development pressures.

Recommendations

Continue the process of instituting neighborhood plans covering at least one complete section. If possible, consider the viability of forming detailed district plans including as much contiguous land as possible, to assure that South Chandler grows within a community framework.

Mixed-use developments located along freeway corridors including South Arizona Avenue should include medium and high density residential components.

Revisit and refine the Chandler Airpark Area Plan upon reconciliation of the Airport expansion issue - new information needed for the area plan includes: physical master plan for Municipal Airport, current and projected noise contours, flight geometry surfaces and projected flight patterns, projected traffic impacts and transportation improvements, and economic development strategy for the airport environs.

Much of South Chandler south of Ocotillo Road does not have Salt River or Roosevelt Conservation District surface water rights to utilize for urban development; consequently, new development proposals shall be accompanied by demonstrated future water supplies and conservation measures needed to compensate for the anticipated prohibition of groundwater "drafting" after 2000.

The City should explore the possibility of developing one or two regional parks in South Chandler; location would be decided on the basis of an approved area plan.

A specific Area Plan shall be prepared for the

comprehensive park development along the Consolidated (SRP) Canal; design elements of said plan would be incorporated into proposed developments adjacent to the canal in conjunction with adjacent developments.

Flexible zoning techniques, transfer of development rights and/or density transfers, or other development agreements arrangements should be pursued by the City to provide incentives for private sector participation in the development of public golf course/recreational facility.

Although a prescribed location would be premature at this time, the City should consider mobile home parks and/or subdivisions within residential areas in South Chandler where initially, a prototype, high quality mobile home park could be established.

Current employment or industrial designations related to agri-businesses and agricultural processing facilities should be considered for future residential development (east of McQueen) subject to the preparation of future area plans. In the meantime, the City shall discourage quasi-industrial or interim uses involving the storage of heavy equipment, junk, or other like processes which require additional approval of use permits or overlay zoning so that any trend toward proliferation of this type of activity is avoided.

Special Development Areas:

Airport (no further amplification needed)

Queen Creek Road

Queen Creek Road will eventually extend to the west, with access to an approved interchange at I-10. The City shall plan for the Queen Creek/Price Road area with gateway concepts, similar to West Chandler Boulevard.

South Gilbert Road / Riggs Road

The Maricopa Association of Governments has recently approved a transportation plan designating both Riggs and Gilbert Road as a "regionally significant" thoroughfares, or significant, high speed carriers of area traffic. The City should cultivate this possibility and formulate land use strategies for these corridors. At this time, specific land use recommendations are unclear and would unfold as part of the area planning process. Limited access and consolidated commercial development within a "parkway" setting may represent a good possibility.

Southeast Chandler

The 7.5 square miles of undeveloped area within Chandler's planning area located south of Ocotillo Road and east of McQueen Road may represents a prime opportunity for a community plan. This area can expect to be the recipient of growth after 2005. Key opportunities include: large area of uncommitted, undeveloped land, enough for new town concept; view of San Tan Mountains. Access to Highway 87/Gilbert Road - San Tan "Outer Loop" Freeway.

Special Issues:

Water Supply Availability.

Problems with continued land fragmentation under County jurisdiction.

City may be asked to expand retirement or resort housing markets in this area prior to expansion of urban fringe.

Recommendations

The City should quantify anticipated water sources and supplies and compare these with projected future community expansion. Guidelines should assure that no water constraints occur as the City applies its development policies to the extension of Chandler's fringe areas, and that new developments or proposals utilize land use related water conservation, effluent reuse, and other water utilization strategies.

The City may want to consider establishing a position or policy with respect to the potential for expanded retirement or age restrictive housing communities in South Chandler. While the City does not encourage nor restrict the application of "age-restrictive" zoning in retirement communities, such proposals should be integrated within the community framework, notwithstanding the required provisions for adequate school sites, public/neighborhood parks, streets, and all other applicable design standards for Chandler developments.

CONCLUSION

The primary objective of the Land Use Element is to provide a comprehensive framework to guide decisions related to land use commitments and development patterns within the City. In accordance with community sentiment, this document will help sustain many on-going activities and principles which have begun to shape Chandler's identity and form. In general, the City will continue to include land use compatibility and quality standards, citizen involvement, and neighborhood planning strategies in all land use decisions. In addition, the City recognizes the need to establish a "hierarchy" of planning levels, beginning with a broad set of values and principles, implemented by specific area plans, policies, and codes.

The City Council will be given a status report regarding the success of this element document on an annual basis. The process of the General Plan update will continue through the preparation and adoption of the "plan's" other sub-elements and policies.

Land Use Element

City Of Chandler



Canal

Location of a proposed major lineal park feature.



Commercial Node

Intersections developed or designated for major neighborhood, community, or regional shopping facilities.



Commercial Strip

Constitutes the Arizona Avenue commercial strip located north of the City's Redevelopment Area boundary.



Redevelopment Area

A principle area land use plan which includes the City Center and adjacent downtown neighborhoods.



Major Employment

Proposed or existing industrial developments, business parks, and associated land uses have been approved to house Chandler's industrial base.



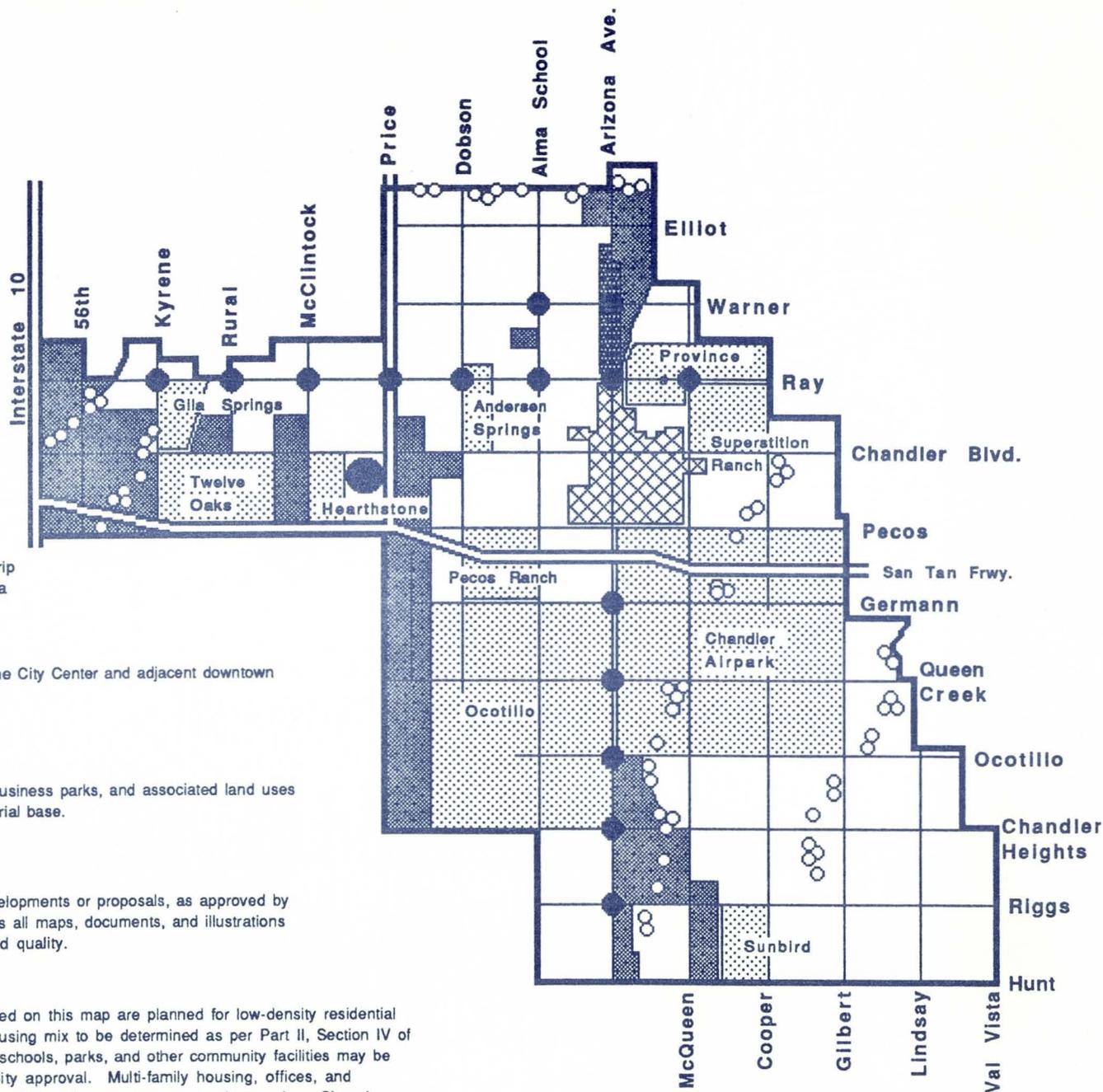
Area Plans

Represent more precise, detailed land use developments or proposals, as approved by the City Council. The City maintains and keeps all maps, documents, and illustrations depicting land use arrangements, intensity, and quality.



Low Density Residential

Unless designated otherwise, all areas depicted on this map are planned for low-density residential development, with densities, intensity, and housing mix to be determined as per Part II, Section IV of the Land Use Element. By policy, churches, schools, parks, and other community facilities may be located within residential areas, subject to City approval. Multi-family housing, offices, and institutional uses may also be located along arterial roads or as per approved area plan. Shopping centers or other commercial complexes may also be located at section line corners not designated as commercial nodes, as per the commercial locational policies, Part II, Section IV Land Use Element.



GLOSSARY

Annexation: The legal means by which an incorporated community can increase its land area.

Arterial Street / Route: A general term for a street that serves to move considerable numbers of vehicles within the community. In a larger sense it includes freeways and expressways on a county or regional scale. Examples of such streets/routes are Alma School Road, McQueen Road and Elliot Road.

Build Out: A point in the development of the community when all land has been developed.

Collector Street: A street that provides for traffic movement within neighborhoods of a community and serves as a connection between arterial and local streets. Examples of such streets are Hartford Street, Twelve Oaks Boulevard and Galveston Street.

Corridor: A primary transportation route such as a freeway or major arterial road which shares mutual influence with adjacent land use patterns and requirements.

Demographics: The statistical study of human population and its related characteristics, such as distribution and density.

Density: The ratio of dwelling units, or residential units, per acre of land.

Existing Land Use: The actual use of a parcel of land, regardless of zoning.

Finding: A fact or opinion related to the City's development situation or physical environment.

Gateway: A specialized treatment of specific locations on the municipal boundaries of the community utilizing unique pavement treatment, landscaping, traffic signals, as well as distinctively designed signs. The intent of this treatment is to readily identify entry to, as well as exit from the community.

General Plan: A formally adopted public document containing the goals, objectives and policies for the physical growth and development of a community.

Goal: A broad statement covering a larger, long term commitment that a community strives to attain at some point in the future.

Housing Plan: A General Plan Element adopted by the City in 1989 to establish residential development standards and neighborhood design.

Infrastructure: The essential facilities that serve to protect and support the community. This includes, but is not limited to, water, sewers, streets and freeways, public utilities, schools, libraries, parks, police and fire service.

Mid-Rise Building: Any building exceeding forty-five (45) feet in height.

Mixed Use Potential: A specialized land use designation and zoning district that encourages developments combining residential, service and commercial uses.

Neighborhood: An area within a community that contains individuals that share common needs, such as a school or schools, shopping or service areas, recreation areas or geographical features.

Objective: A specific statement within the context of a goal statement that serves as specific direction for attaining that goal.

Open Space: The term normally associated with active recreation areas, such as parks, playgrounds and golf courses. In this document, this term includes these normal associations, and has been broadened to include retention areas, railroad and canal bank rights-of-way and utility easements.

Policy: A course of action that leads to the attainment of a goal and/or objective.

Quality: In the context of this document, this term is used to denote characteristics, whether they be in the physical design and layout, as well as facilities and amenities, that present distinctive or unique solutions for land use development. This term takes into consideration things such as scale, relationship of proposed development with surrounding development, appearance in terms of building materials and colors, as well as landscaping.

Ray Road Policy: A corridor plan adopted in 1987 which allows the City to consider enhanced commercial development at cross-arterial intersections west of (including) Dobson Road and require comprehensive traffic studies and solutions to maintain a traffic level of service "C."

Section of Land: A subdivision of land, one square mile in area.

Shopping Center / Community: A center with 100,000 - 300,000 square feet of building area, typically serving the needs of 6 to 8 neighborhoods (2+ mile radius). The principal tenant of a community center will be a department store, large variety store, or large discount store or a combination of several of these major tenants. Also sometimes referred to as "power centers."

Shopping Center / Convenience: A small commercial complex, not usually exceeding 20,000 square feet, which provides commercial convenience-retail services at the entryway of principal neighborhoods.

Shopping Center / Neighborhood: A commercial center containing 30,000 - 140,000 square feet of retail and services, typically "anchored" with food store, drug store, or movie theater. These centers can expect to serve the everyday shopping needs of one or two neighborhoods (market radius of 1 to 2 miles).

Shopping Center / Regional: A center with 300,000 - 1,000,000 square feet and several or more major department stores. These sites usually occupy a minimum of 40 acres or more and serve a market area of 150,000 or more people.

Subdivision: A dividing up of large pieces of land into smaller pieces.

Zoning: The legal means used by City Council to implement the projected land use plan of a community. It situates land uses, in the form of districts, in relation to one another, provides adequate space for each development, and insures that uses can be properly serviced by government.