

CHAPTER 4 - LAND USE CONCEPT

To implement the Vision for the Corridor, a clear land use strategy should be articulated which will guide decision-making on zoning and development review during the next several years of Corridor revitalization.



High density residential housing

Residential Land Use

The primary move that must be made is to bring more residential units into the area. Commercial redevelopment of the type that will thrive in the corridor requires more residential units and people, which will accomplish three goals:

- It will attract a population with a higher disposable income to support the retail stores and restaurants in the area.
- It will show that new investment is taking place, and that the area is undergoing a positive turnaround. This will attract both new residents and residential developers into the area.
- It will create a strong sense of place at the core of Chandler that will address a unique urban living lifestyle image.

The market for residential development is strong at this time, particularly for two residential product types: The first is a 6-18/acre single-family attached unit type (town houses), the second type is 30-40/acre high density condo ownership units over parking. The higher density should be related to South Arizona Avenue, and the medium density should be oriented to the existing neighborhoods.

A third type, composed of small single-family detached units, can be developed on the vacant sites that are found throughout the neighborhood, particularly on the east side.

The way to encourage the two primary types of single and multi-family units is to:

- Change the C-3 zone district to a new category that allows higher density residential along Arizona Avenue, in a full block depth to Washington Street. This is discussed in Chapter 6—Implementation.
- Provide sites for higher density residential projects along Arizona Avenue. Residential development will stimulate a change in retail uses along the corridor and support those in Downtown. It will also send a visible signal that new development is taking place in the corridor.

As discussed in the Vision, residential development is the key to Corridor and Downtown revitalization. A variety of housing types are being planned and are under construction at the north end of the Corridor, and sites can be assembled for residential development in the southern part.

Residential Development Sites

Several blocks in the corridor have the potential to play a positive role in the revitalization of Downtown and South Arizona Avenue. These are the potential redevelopment sites. They include (in order from north to south):

- **Sites 1, 2 and 3:** Three blocks being proposed for development by Desert Viking at SW corner Arizona Avenue at Chandler Boulevard, for mixed town homes with retail along Chandler and Arizona Avenue. This project has city approvals, and the sites are cleared.
- **East of Site 7:** Medium density attached residential town home development by Benton-Robb. These units are now under construction.
- **Site 6:** This is a cleared site, owned by the City of Chandler, west side of South Arizona Avenue, south of historic buildings on Boston Street. The full development site includes land

on both sides of S. Oregon Street. The development concept is a mixed use multicultural site with a city museum, specialty retail, and restaurants backed by single family attached residential on both sides of S. Oregon Street. An open space and parking would face South Arizona Avenue. The block extends the pedestrian walkway and trellis system south from A.J. Chandler Park.

- **Steel Yard:** The existing steel yard on Frye Road occupies the largest part of this potential site. Adjacent parcels on the north side of Elgin Street are potentially part of this assembly, including the existing park, which is proposed to be retained and upgraded. Higher density housing is envisioned along Frye Road, with lower density attached town homes oriented to the neighborhood south of the site. Portions of this site may be developed in phases, or as parts of a separate development project.
- **East Side Residential Blocks:** These three blocks are south of Frye Road, extending south, a block short of Pecos Road. They are intended to be residential blocks, with higher density residential on South Arizona Avenue, and low-density town homes facing the neighborhood. They would be developed the full block depth back from South Arizona Avenue to the newly-extended Washington Street. The three sites can have variable densities and can include incidental retail space. However, they are intended to bolster the amount of residential development, so high and medium density residential is appropriate.
- **Self Storage Block:** Self-storage, as with automotive service and repair, is not consistent with the residential and retail concept for South Arizona Avenue. Over time, the Corridor concept includes residential and commercial uses for this site. In a later stage, this site could be redeveloped to a density consistent with the redevelopment concept.
- **Fairview:** The trailer park on Fairview west of Arizona Avenue should be removed and redeveloped with residential densities that are appropriate for the location: multi-family near South Arizona Avenue and single-family detached west of South California Street. The site west of South California Street would be subdivided into lot sizes that are comparable with the existing lot sizes in the neighborhood. California Street would be connected across the site from Fairview south, with appropriate traffic calming improvements. Fairview is recommended to be made a full width street across the trailer park site.
- **Residential Neighborhood Infill:** Numerous opportunities for single-family infill exist in the residential neighborhood on the east side of South Arizona Avenue. In addition to the Habitat for Humanity program, whose goal is to produce five houses a year, there are other vacant properties that could be developed on a selective basis with single family housing that is compatible with the scale of the neighborhood. The City may be able to assist developers or private owners with planning and building these homes. The focus of such a program should be on clusters of sites that are well-located so that they have the maximum positive effect on the surrounding neighborhood.

Furthermore, the single-family area bounded by Delaware St., Pecos Rd., Washington St. extended, and the line 150 ft. south of Morelos St., should be considered eligible for re-platting to achieve lot sizes and shapes more attractive to new single-family development.

Along with new construction, property improvement such as the Neighborhood Program should be a focus. Assistance should be provided to individual families who want to improve their own homes and bring properties into compliance with codes and ordinances. In line with this type of program, non-conforming uses that are not compatible with the future of the neighborhood should be encouraged to relocate. In addition, the city should work with the neighborhood to create a strong sense of identity and pride to further encourage improvement of private properties. This may be accomplished by creating unique street signs for the downtown neighborhoods, encourage and assist with designating key neighborhood buildings (i.e. churches, schools) as historic, and creating new parks/open space.

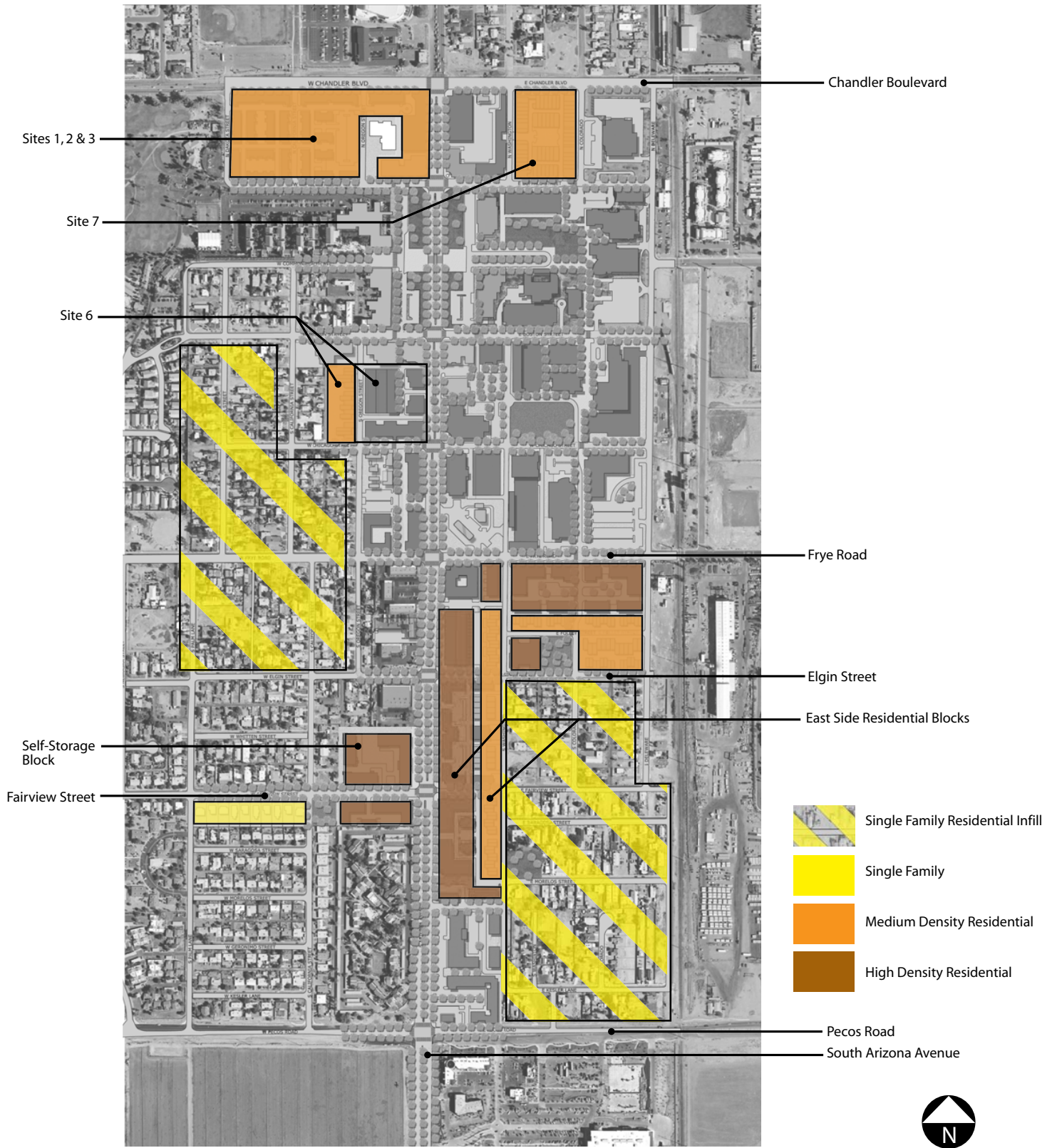


FIGURE 7

Residential Development Sites

Retail and Restaurant Uses

Residential development is the key to South Arizona Avenue's future, but there may be some commercial development potential in the area serving new and existing residential neighborhoods. The mixed residential and retail strategy will strengthen Downtown—with a strong gateway of commercial space at Chandler Boulevard (Desert Viking mixed-use development), continuing around A.J. Chandler Park with the existing retail on the west side. Between Boston Street and Elgin, more retail possibilities exist on the west side of South Arizona Avenue. This could create a very strong continuity of retail frontages from Chandler Boulevard south to Elgin, interspersed with civic uses and open space.

South of that, residential development will prevail, with the exception of a large retail project at Pecos Road and South Arizona Avenue. Finally, the Corridor is anchored by the major retail centers at the Santan Freeway. Commercial uses at the northeast corner of Arizona and Pecos may be themed to take advantage of the proximity of these centers by focusing on home improvements, decorating, building or other home-oriented uses, in proximity to the regional centers at Pecos.

The primary retail opportunities shown along with the existing retail in the illustrative plan are the following; note that several of these opportunities require assemblage of existing parcels to create sites large enough for commercial development:



Downtown Chandler restaurant



Downtown Chandler restaurant



Downtown Chandler retail

- **Site 7:** Across from Sites 1-3, there is an opportunity to create a very strong retail gateway as an entry into Downtown Chandler: Relocating Jack-in-the-Box would be a significant first step in the direction of a great mixed-use gateway. Aside from Jack-in-the-Box, this site is assembled.

- **Boston Street:** The last building site on the south side of Boston Street can complete the retail row on the south end of A.J. Chandler Park. It is an infill site, continuing the historic covered walkway.

- **Site 6:** This is a mixed-use site across the street from the approved City Hall site. Retail uses, a mix of cultural buildings, and the History Museum will front on South Arizona Avenue, with structured parking behind the retail center. The site is large enough to create a pedestrian space connecting to Boston Street with a pedestrian walkway.

- **South of Site 6:** The west side of South Arizona Avenue has potential retail sites between Chicago Street and Frye.

- **South of Frye Road:** Just west of the Steelyard site, a corner retail site can work with residential and potentially retail/mixed use.

- **Mixed Use on Arizona Avenue:** Other retail opportunities may be possible south of Elgin on the east side of South Arizona Avenue, as these sites become locations for residential and – if feasible for these developers - mixed-use projects.

- **NE Corner S. Arizona Avenue and Pecos:** This would be the largest single retail site in the corridor if existing commercial properties were assembled. It could also be phased.

Open Space

Open space, courtyards, parks, civic commons, trellised walkways and shaded streets will create an identity for the residential, retail and civic uses that will make this an attractive place to live, work and play. Public open space and private landscaped open space will, together, create this green public framework. The features of the open space are the following:

- **A. J. Chandler Park:** Consider improving the historic value of the park to Downtown by opening up the sight lines into the park from Arizona Avenue and evaluating the parking

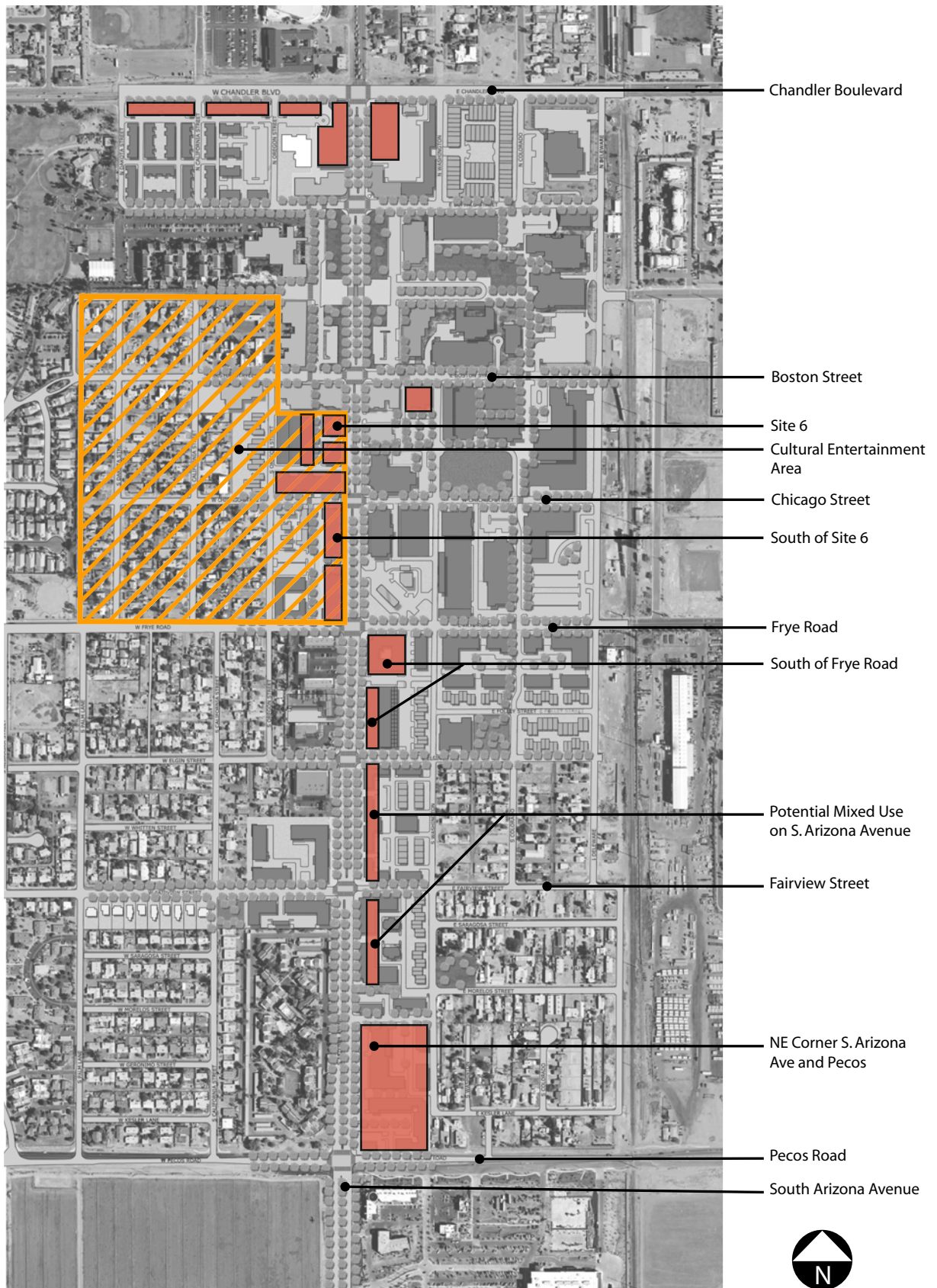


FIGURE 8

Retail Diagram

layout, to create a more aesthetic setting without losing the functionality of the parking and circulation.

- **South Arizona Avenue:** Entry gateways at Chandler Boulevard and Pecos will introduce visitors to the Corridor and Downtown, branding the area. These are envisioned as tasteful signage and landscape features that identify Chandler, and prevent the area from being overshadowed by the shopping centers south of Pecos.
- **North and South Civic Commons:** The relocation of City Hall provides an opportunity for a major focal town green just east of City Hall, as a focus for a number of other municipal and county buildings south of the existing civic center.
- **Trellised Walkways:** Trellises shading sidewalks will be extended into the surrounding retail and civic neighborhoods from their present location in Downtown. Putting these on major pedestrian routes will extend an historic look and feel farther south in the Corridor.
- **Street Tree Planting:** A consistent, persistent street-tree planting program for both City and private development according to a plan will result in a delightful green neighborhood in the corridor. The most important pedestrian paths should be prioritized in the City's Capital improvement Program. Other streets, more oriented toward existing neighborhoods, should have planned, phased planting programs to improve them incrementally over the next several years.
- **Open Space in Private Development:** Design Guidelines will specify open space requirements for new commercial or residential projects. These open spaces will provide for the immediate needs of residents and other users of these spaces and will tie into the public open space system.



Dr. A.J. Chandler Park

Cultural and Entertainment

The blocks bounded by Arizona Avenue, Frye Rd., Oregon St., and the alley south of Boston St., along with the half block on the west side of Oregon St. between Chicago St. and the alley south of Boston, feature specialty retail, restaurants/cafes, offices, museum, entertainment, and other cultural uses as primary uses, with ancillary residential (medium to high density) to achieve appropriate land use transitions and patron support base.

As redevelopment activities begin to materialize along Arizona Avenue itself, the area generally bounded by Arizona Avenue, Frye Rd., the Palm Lane alignment (alley west of Dakota St.), and Boston St., together with Sites 4 and 5 would all be considered eligible for assembly of existing small lots to achieve new building sites for redevelopment projects related to hotel, business conference and support uses, restaurants or restaurant conversions, offices, and other cultural uses such as historic arts, visual arts, or performing arts. Chicago St. would then be envisioned as providing a pedestrian walkway that links the various entertainment/cultural uses west of Arizona Avenue with the civic campus uses to the east of Arizona Avenue.



Trellised walkway in downtown Chandler

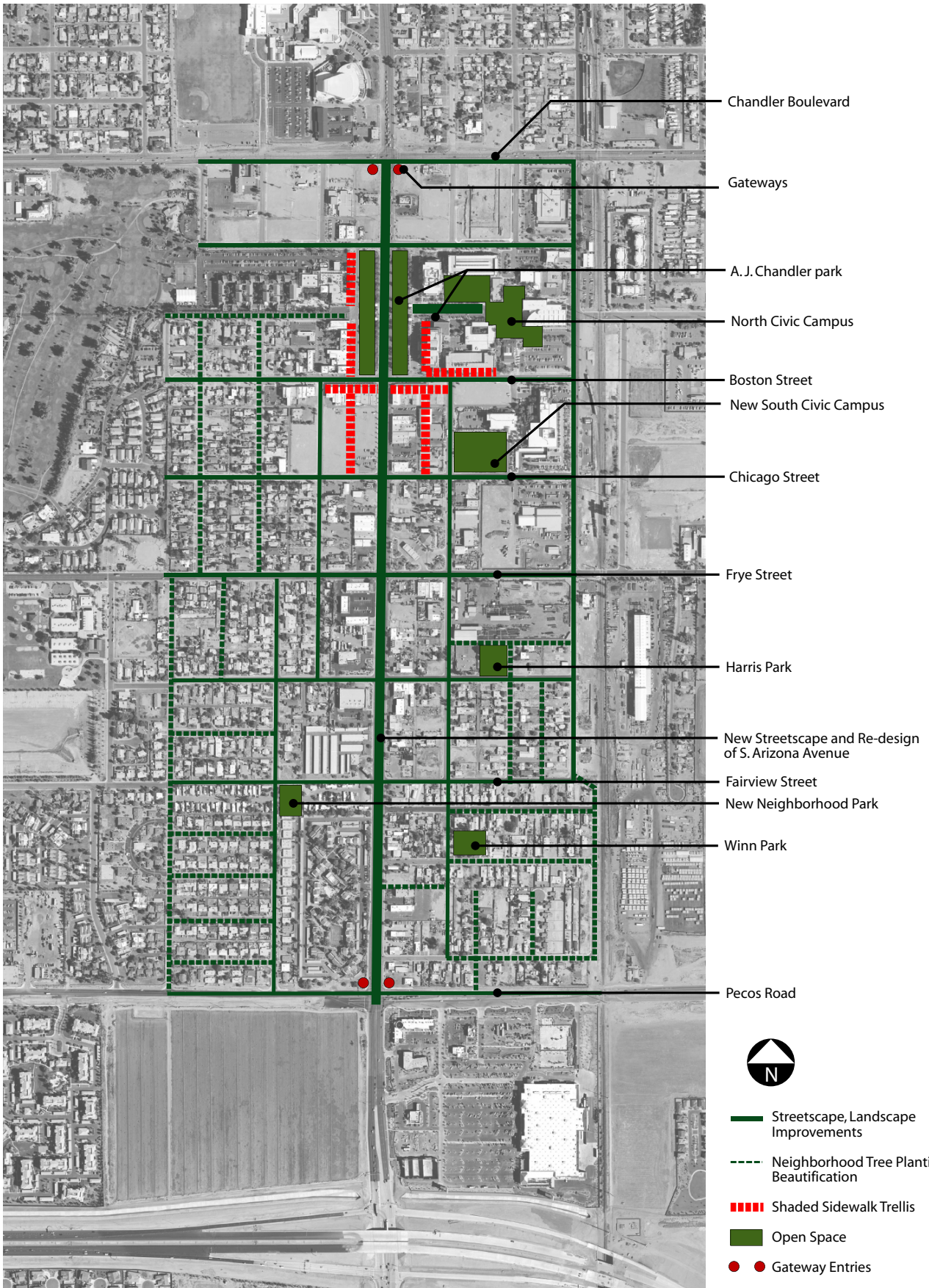
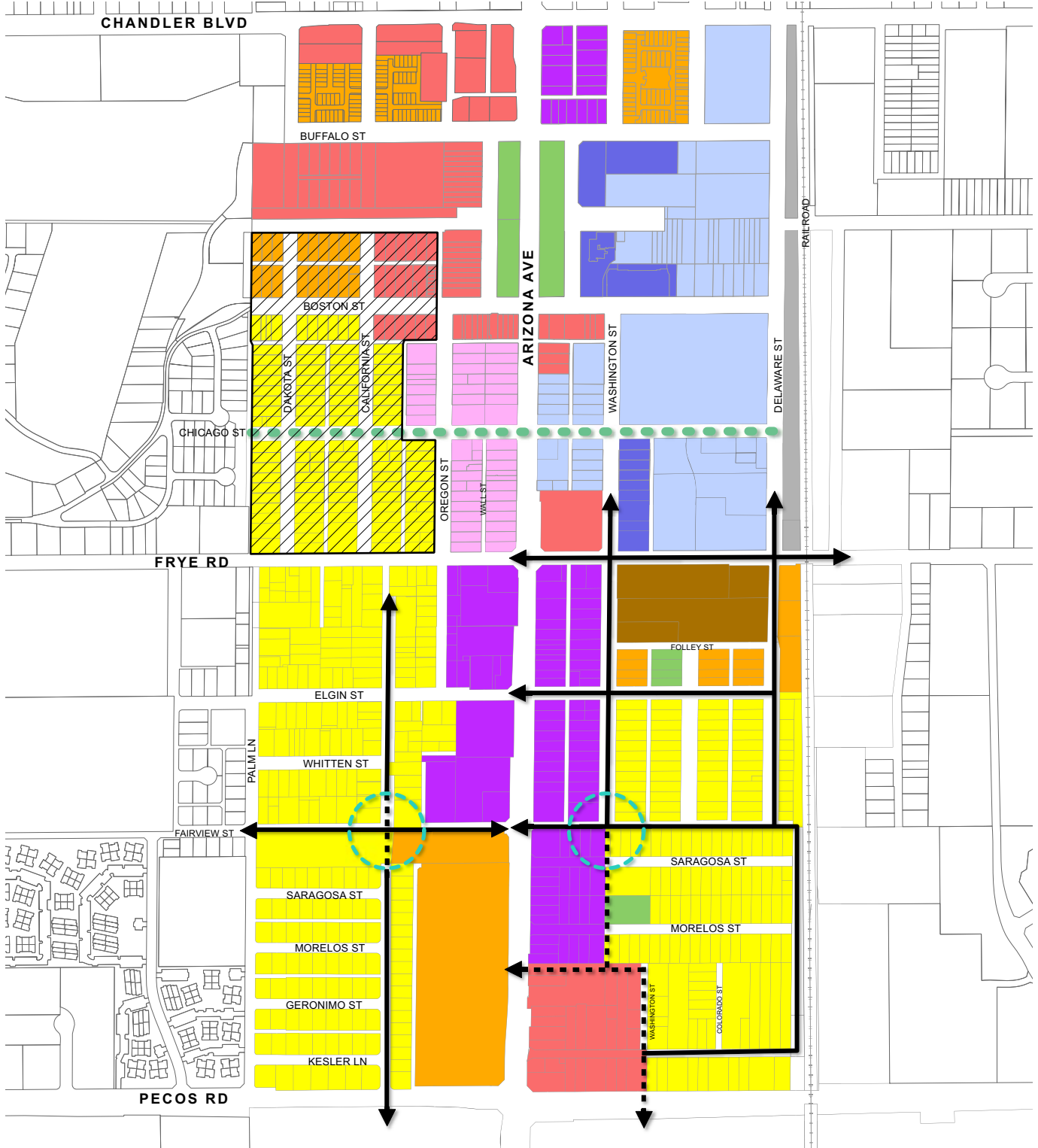


FIGURE 9

Open Space and Streetscape

SOUTH ARIZONA AVENUE ENTRY CORRIDOR STUDY



Future Land Use

- | | | | |
|---|---|----------------------|------------------------|
| Low Density Residential
0 - 5.9 units/acre | Cultural & Entertainment | Open Space / Park | Future Traffic Calming |
| Medium Density Residential
6 - 17.9 units/acre | High Density Residential
with Mixed Commercial or Office | Transit / Light Rail | Pedestrian Corridor |
| High Density Residential
18 - 40 units/acre | Civic Uses | Future Growth Area | |
| Urban Commercial | Office | Proposed Circulation | |
| | | Existing Circulation | |

0 195 390 780 1,170 1,560 Feet



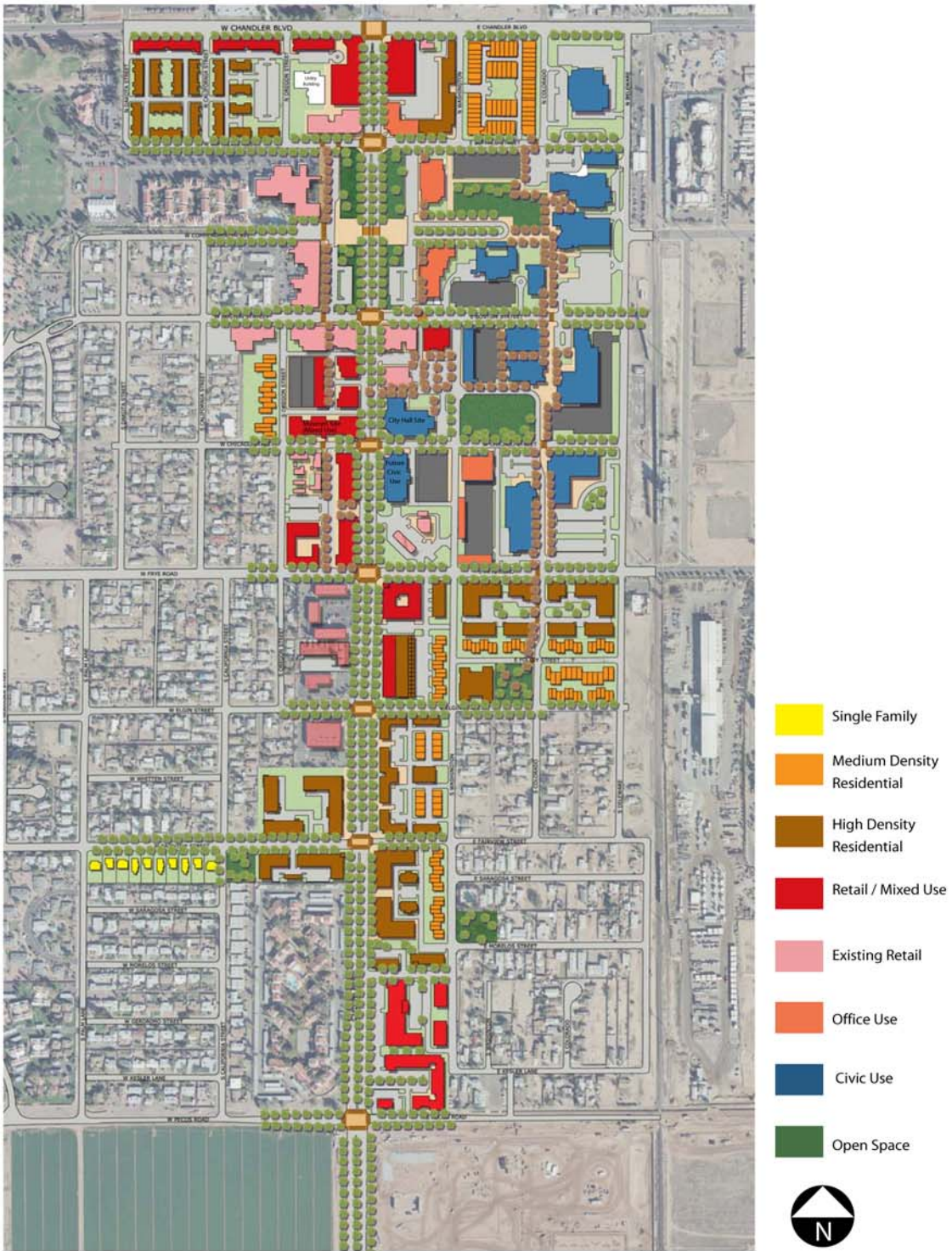


FIGURE 6

Illustrative Site Plan

* Physical form is shown for illustrative purpose only. The corridor can take on many different forms.

Future Land Use Category Descriptions

1. Low Density Residential (0 - 5.9 dwelling units/acre)

Low Density Residential denotes areas where single-family residential development can be accommodated within a range of 0 to 5.9 dwelling units per acre. The use of single-family subdivision design concepts may be applied and are encouraged particularly in areas that were previously parceled rather than subdivided to meet city standards. This plan recommends that areas designated for Low Density Residential south of Frye Road be rezoned where necessary to allow a single-family home as permitted use in order to encourage the development of vacant single-family lots. Densities higher than 5.9 dwelling units per acres can be considered on a case-by-case basis upon demonstrating compatibility with surrounding land uses and receiving approval from the Planning and Zoning Commission and the City Council.

2. Medium Density Residential (6 - 17.9 dwelling units/acre)

This designation allows alternative designs in various non-traditional detached and attached Homes for a variety of housing types including patio homes, town homes, condominiums, and other products built at similar intensities. The residential density in this category ranges from 6 to 17.9 dwelling units per acre.

3. High Density Residential (18 - 40 dwelling units/acre)

High Density Residential denotes areas where multi-family residential development can be Accommodated within a range of 18 to 40 dwelling units per acre. Design quality, property size, and infrastructure capability will be the primary determinants of the density achieved. This category, which is unique to the downtown corridor, is intended to create a strong sense of place while at the same time provide an urban living lifestyle that will attract people and support downtown commercial.

4. High Density Residential / Mixed Use (18 - 40 dwelling units/acre)

This category, which is unique to the downtown corridor, is intended to create a strong sense of place while at the same time provide an urban living lifestyle with the opportunities to live, work and play in the downtown area. This category denotes areas appropriate for mixed use development consisting of high-density residential, selected commercial and office. High density residential in this category can be accommodated within a range of 18 to 40 dwelling units per acre. Design quality, property size, open space and infrastructure capability will be the primary determinants of density achieved. Lower densities can be considered and are encouraged as land use transitions when located next to properties that are planned for Low Density Residential.

Commercial uses in this category are limited to pedestrian oriented uses that serve the population residing or working in the same development or in the immediate area. Examples of appropriate commercial uses in this category include, but are not limited to, cafes, bakeries, restaurants, delicatessen, food specialty stores or other stores carrying a variety of food and related goods, yoga/dance studios, florists, Laundromats, dry cleaners, and personal services such as barbershops and beauty salons. Prohibited uses in this category include automotive service, automotive repair, automobile sales and fast-turnover establishments defined as businesses that include in their design and function the use of drive-through lanes, drive-up windows, or other features that facilitate the rapid delivery of goods or services to vehicular customers.

Office uses in this category are intended to serve the needs of the immediate area and Provide additional employment opportunities for downtown residents. Examples of appropriate office uses in this category include, but are not limited to, law offices, real estate offices, financial institutions, computer service/repair, and other general office.

5. Cultural and Entertainment

Cultural and Entertainment denotes where the most intense types of cultural, commercial, entertainment and office development may take place. Examples of appropriate uses in this designation include museums, art galleries, performing art center/theater, hotels, retail, restaurants, business conference and support uses, dance clubs, cinemas, art studios, and amusement arcades. This category may also accommodate a compatible mix of general offices as well as ancillary residential of a density determined by design quality, property size, infrastructure capacity, and compatibility with adjoining land uses. The intent of this category is to create a vibrant, mixed-use, pedestrian oriented, urban environment that is linked to the historic downtown square with shaded pedestrian walkways.

6. Future Growth Area

This category denotes the area that is intended to become a future expansion of the Cultural and Entertainment category. This area is to be considered eligible for assembly of existing small lots to achieve new building sites for redevelopment projects related to hotel, business conference and support uses, restaurants or restaurant conversions, offices, and other cultural uses such as historic arts, visual arts, or performing arts as identified in the Cultural and Entertainment category. Chicago Street is envisioned as becoming a major pedestrian walkway that links the various entertainment/cultural uses west of Arizona Avenue with the civic campus uses to the east of Arizona Avenue.

7. Urban Commercial

Urban Commercial denotes areas that are appropriate for commercial development that are intended to serve a market that is larger than the immediately surrounding area. Development in this category is intended to transition from the conventional shopping center design to a more urban pedestrian oriented commercial design, thus placing more emphasis on pedestrian connections, shade and urban streetscape, while at the same time accommodating for vehicular access.

Development in this category may take the form of retail, restaurant, personal services such as beauty salons and day spas, bank, preschool/childcare, general office and medical office. Prohibited uses in this category include automotive service, automotive repair, automobile sales and fast-turnover establishments defined as business that include in their design and function the use of drive-through lanes, drive-up windows, or other features that facilitate the rapid delivery of goods or services to vehicular customers.

8. Civic Uses

Civic Uses denotes areas that are designated for offices, government offices and services, and ancillary retail.

9. Office

Office denotes areas that can accommodate general office development including but not limited to law offices, real estate offices, financial institutions, non-profit organizations, and professional training/post-high school education.

10. Parks and Open Space

Parks and Open Space depicts areas set aside for recreation of as passive open space either through City, State or Federal ownership or by designations in the Chandler General Plan.

11. Transit / Light Rail

This category denotes areas that are considered appropriate for a bus and/or light rail transit center, and related support uses. Development in this category should provide sufficient shade and be designed to connect to the pedestrian corridor along Chicago Street.