

LAND USE TOWARD BUILD-OUT

Chandler land use policies are changing strategically. Decades of booming development have reduced the City's land resource to a point where decisions must be made carefully. Although known for growth, the community's expectations are now going to be focused on the most important goal of this general plan -- to create a sustainable City. This means that the City must continue to reserve land for economic development. This also means that certain areas within the City will be looking toward urbanizing, re-using and redeveloping. The City's commitment to neighborhood preservation and quality of life through land use compatibility and design quality will also be an essential land use strategy toward build-out.

Despite pressure from developers for more dwelling units, the General Plan recommends continuing to reserve land for non-residential development purposes. This planning strategy will ensure a positive jobs-to-housing balance and create a fiscally sustainable City, as described in the Cost of Development Element. Assuring the desired balance of land uses means that the City will need to become even more proactive in soliciting choice types of development. Incentives, such as permitting more intense construction and partnering with infrastructure investment can attract and retain high-tech jobs as well as generate increased commercial sales volumes.

Redevelopment initiatives also allow for better land utilization. Infill can supplement declining housing starts by bringing new homes to older neighborhoods. The additional population will help support businesses in areas where the commercial market may be currently oversaturated. Revitalizing individual commercial properties may have the effect of lowering vacancy rates and attracting a vibrant mix of retail and places of employment adjacent to City core residential areas.

Economic considerations have become more important than ever. Because the City has less available land, every public decision about how land will be developed is fundamental to assuring that living quality will be maintained and new jobs or future revenues will be sufficient to pay for levels of service expected by Chandler residents. Economic development is a critical sub-element of Land Use. For that reason, Land Use Goals are supplemented by Economic Development Goals.

LAND USE

The objectives in this Land Use Element vary significantly from the 2001 General Plan. For example, "Maintain Chandler's overall low density"... and..." low profile building forms" were called for then. Now, greater development intensity is sought in appropriate locations and circumstances.

Land Use, with its accompanying Circulation Element support, affects the spatial arrangement of all other General Plan components. Growth Areas, Costs of Development, Neighborhood Planning, Housing and Water Resources Elements are especially related to Land Use principles. Build-out Goals and Objectives are:

GOAL: CREATE A FISCALLY SUSTAINABLE CITY

Objective: Seek revenue-generating land uses for fiscal balance.

Objective: Recognize that the land resource for business development is limited.

Objective: Protect Chandler Airpark from residential development pressures.

Objective: Refrain from changing the designation of non-residential land reserves to housing; however, needed types of dwelling units (such as workforce housing) may be integrated into mixed-use growth areas and redevelopment areas, especially in neighborhoods with oversaturated commercial markets.

GOAL: PLAN FOR SUSTAINABLE DEVELOPMENT.

Objective: Promote a balance of land uses, which could include mixed-use plans on larger acreage sites to discourage long distance commuting.

Objective: Match uses and intensities with assured accessibility and infrastructure.

Objective: Ensure land use decisions are consistent with available water resources.

Objective: Maintain design excellence without sacrificing land use compatibility and intensity.

Objective: Encourage the use of shade and environmentally-sensitive design.

GOAL: PRESERVE EXISTING NEIGHBORHOODS.

Objective: Prevent businesses and traffic incursions that negatively impact residential neighborhoods.

Objective: Encourage residential preservation, maintenance and revitalization programs.

Objective: Encourage infill projects that contribute amenities, appearance enhancements and reinvestment in older housing areas.

GOAL: PERMIT INCREASED DEVELOPMENT INTENSITY IN SELECT LOCATIONS.

Objective: Utilize available infrastructure capacities.

Objective: Encourage building heights greater than forty-five feet at select locations in accordance with the Mid-Rise Development Policy.

Objective: Encourage intense uses and added height in downtown, Regional Commercial areas and High Capacity Transportation Corridors.

ECONOMIC DEVELOPMENT

Build-out planning emphasizes the need to strengthen Chandler's financial base. The construction industry will gradually play a smaller part in the local economy. As stated in the "Next Twenty" report, the City will have to rely more on ideas, innovation, technological breakthroughs and the growth of knowledge. The City's long-term fiscal stability will depend on very selective land use decisions: recruiting profitable, successful businesses that provide high-paying jobs and/or that generate municipal revenues.

GOAL: ENCOURAGE A VARIETY OF BUSINESSES.

Objective: Foster corporate headquarters and other large office employers.

Objective: Recruit medium-to-large employers using incentives.

Objective: Encourage knowledge-intensive industries such as high-technology, bio-medical, software, aerospace, renewable energy research and development, and advanced business services (See Glossary) in appropriate locations.

- Objective:* Promote the innovation zone concept (See Growth Area Element) where research and industry intersect and benefit from close proximity to each other and other uses and amenities.
- Objective:* Consider partnership-sponsored sites/programs with incentives for medium to large-scale employers.

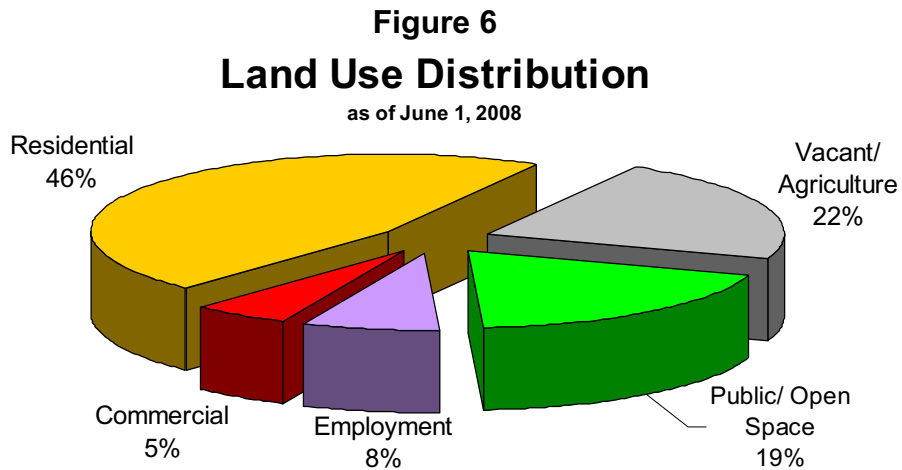
GOAL: SELECT USES THAT ENHANCE THE CHANDLER ECONOMY.

- Objective:* Seek well-paying job opportunities for the local workforce.
- Objective:* Encourage revenue-generating businesses.
- Objective:* Evaluate the costs-benefits of prospective industrial and commercial developments to determine highest contributions to sustainable employment and net municipal revenues.

Existing Conditions

The City's varied development pattern demonstrates its desirability as a place to live, work, shop, seek educational and cultural enrichment and enjoy the benefits of a well-planned environment. Chandler has grown rapidly, but according to plan. Now, with less available land, it is time for evaluating existing conditions to make the best future decisions.

Build-out projections to achieve the best possible land use balance for the future require a current land utilization inventory. Existing development types and intensities indicate where, and to what extent, physical improvements will be needed to achieve optimum housing, recreation, work place, shopping and public facility components.



LAND USE COMPARISON TABLE				
	March 1, 2004		June 1, 2008	
	Acres	Percent	Acres	Percent
Residential	15,453	41.5%	17,110	46.5%
Commercial	1,605	4.3%	1,934	5.3%
Employment	2,078	5.6%	2,783	7.6%
Public/ Open Space	5,720	15.4%	6,905	18.8%
Vacant/ Agriculture	12,367	33.2%	8,080	22.0%
Total Acres (excluding Right-of-Way)	37,223	100%	36,812	100%

Chandler's land resource has been transitioning from an agricultural heritage toward an urbanizing City over decades of municipal growth. The City's practice of utilizing Planned Area Developments has encouraged compatible uses in accord with guidelines established by Area Plans, broad categories of activity mixes and attention to the proportions of acreage devoted to housing, business, employment and living quality pursuits.

Area Plans

As illustrated in Figure 5 of the Introduction, Chandler's adopted Area Plans begin to implement the General Plan's goals by providing more detailed goals, objectives and policies pertaining to each identified sub-sector. These Area Plans address unique characteristics and support unique land use planning and implementation strategies for each area. Area Plans are not expected to cover the entire City. They range in size from under a square mile in some areas to more than fourteen square miles in Southeast Chandler. The following list identifies the major Area Plans that have been adopted:

- ***Chandler Airpark Area Plan.*** The Chandler Airpark Area Plan includes nine square miles surrounding the City's Municipal Airport. Located about three miles southeast of downtown Chandler, the Airpark area is an important employment growth area for the City as build-out nears. The Area Plan is a strategic guide focused on land use compatibility and reserving appropriate areas for employment in the City. The Plan emphasizes the strategically important economic development opportunity surrounding the Chandler Municipal Airport.

The Airpark Area Plan includes four Elements: Land Use, Transportation, Infrastructure and Economic Development. All elements contain goals, policies and an implementation program.

Key Implementation Measures include:

- Establish buffering requirements for new development.
 - Incorporate a light rail transit study for the Chandler Airpark Area into the Regional Transportation Plan.
 - Use Improvement Districts to help fund infrastructure expansions.
 - Formulate an Airpark Area Marketing Plan.
 - Encourage the development of office and employment space.
- ***Southeast Chandler Area Plan.*** The Southeast Chandler Area Plan covers a 14.5 square mile area located south of Ocotillo Road and east of Arizona Avenue. As stated in the Plan document, a primary intention of the Plan is to maintain connections to Chandler's agricultural heritage, rural lifestyles and natural environment as the area develops. This is accomplished primarily through very low residential densities, a rural arterial street look and rural-styled architectural design.

The Area Plan includes chapters addressing: the Community Vision, Single-Family Residential Development Standards, Commercial Design Guidelines and Implementation.

Unique to the Southeast Chandler Area Plan is its "Partnering Charter" that identifies stakeholders (government, citizens, developers, and property owners) and their roles in fostering well-managed growth and development.

Key recommendations from the Plan include:

- Increase public participation for planning and zoning actions.
 - Prepare a regional trails and open space plan.
 - Disclose potential impacts from nearby agricultural operations.
 - Adopt a rural/agrarian zoning district.
 - Reduce street widths for certain streets.
 - Support joint-use of stormwater retention facilities.
- ***Downtown-South Arizona Avenue Corridor Area Plan.*** As recently amended, the Redevelopment Area Plan has been merged with the South Arizona Avenue Corridor Area Plan. The Redevelopment Area Plan contains Chandler's strategies, policies and action steps as they pertain to five specific areas. Two of these five areas were replaced by the findings and recommendations of the South Arizona Avenue Entry Corridor Study and the document now forms the Downtown-South Arizona Avenue Corridor Area Plan.

This Plan provides policy direction for redevelopment projects along with goals, objectives, policies and action steps for economic development, land use and appearance.

Key strategies in the Area Plan include:

- Development of high density residential along Arizona Avenue between Pecos Road and Frye Road.
- Create a more pedestrian-friendly environment along South Arizona Avenue.
- Create a cultural and commercial entertainment environment linked to the historic downtown square.
- Preserve and enhance residential neighborhoods through infill and renovation.
- Attract new businesses, employers, offices and housing to the downtown area.
- Evaluate and improve infrastructure in the downtown area.
- Assist in small business development and expansion.
- Create design standards for the downtown corridor.

Land Use Categories

The Future Land Use Plan graphic (See Figure 8) illustrates Chandler with generalized color-coded patterns describing both existing and preferred future land uses. The map shows four primary land use categories: Residential, Commercial, Employment and Recreation/Open Space. Together, the map and the land use category descriptions below create a strategic plan to guide land use and development decisions. The map does not reflect zoning designations, and its land use categories are not parcel specific. Area plans may provide more specific land use designations for particular areas in accordance with the land use considerations provided in this section. Further, the zoning process is used to evaluate proposed developments and determine consistency

with area plans and, ultimately, the land use considerations in this section. The strategic broad category descriptions and land use considerations for each category are as follows:

Residential. Chandler neighborhoods exhibit a range of dwelling unit densities -- from rural residences on large lots to very urban condominium/apartment complexes. A range of residential densities may be considered in this category as described in the following paragraph.

- Rural Residential (See Glossary) properties (0 – 2.5 dwelling units per acre) are appropriate in areas adjacent to rural or large lot subdivisions.
- Low-density residential (See Glossary) 2.5 – 3.5 du/acre continues to be appropriate in areas designated Residential as shown on the Future Land Use Plan (See Figure 8).
- Medium density residential (See Glossary) (3.5 – 12 du/acre) development can be considered for infill parcels in areas located between land uses of different intensities where a transitional use or density gradation is advisable, or as a component of a mixed-use development. Projects with densities up to 12 units per acre may be located along arterial roads, freeway corridors, adjacent to employment and commercial areas, regional parks or major recreation facilities, or as part of an approved neighborhood or area plan where compatibility, transition or other justifications warrant approval.
- High density residential (See Glossary) (12-18 du/ac) can be considered as a stand-alone use in downtown, areas adjacent to arterial roads and freeways, or as part of a mixed-use development (See Glossary) in areas adjacent to arterial roads, freeways, commercial areas, Revitalization/Infill Growth Areas, Growth Expansion Nodes and within High Capacity Transit Corridors.
- Urban residential densities (See Glossary) exceeding eighteen dwelling units per acre can be considered in downtown and other Revitalization/Infill Growth Areas, Growth Expansion Nodes, regional commercial areas, and within designated High Capacity Transit Corridors (maximum allowable densities would be determined at the time of development plan approval by the City, based upon such considerations as existing and planned capacities for water and sewer infrastructure, trip generation vis-à-vis traffic/transit systems, compatibility with adjoining land uses and other factors). In order to maximize the efficiency of land uses and promote sustainable urban development, developments with high or urban residential densities should be considered as part of mixed-use developments consisting of ground floor retail, office, or live-work opportunities.

Mixed-use developments (See Glossary) containing residential, commercial and office, can be considered at the intersection of major arterials, freeway interchanges with arterial streets, commercial areas, Revitalization/Infill Growth Areas, Growth Expansion Nodes and along High Capacity Transit Corridors. Residential densities within mixed-use developments will be determined in accordance with the locational

considerations outlined above as well as by infrastructure capacity, neighborhood compatibility, and design quality.

Public facilities, offices and institutional uses may be located along frontages of arterial streets. Elementary schools, churches and other places of worship can be considered within residential neighborhoods upon placing special attention to buffering, building size and height, adequate parking, access, and neighborhood traffic circulation.

Chandler's adopted Area Plans establish target densities intended to blend with the surrounding environment. For example, at 0-2.5 dwellings per acre the Southeast Chandler Area Plan suggests spacious single-family lot layouts to maintain compatibility with nearby rural character. The South Arizona Avenue Corridor Area Plan, on the other hand, suggests that densities of 20 units per acre or higher could be accommodated on well-located growth sites -- such as those served by public transit.

Increasingly, future residential development will be evaluated in terms of higher net costs associated with providing services to homes as compared with other land use types. However, Chandler's build-out emphasis on the more cost-beneficial business and employment components fully recognizes that quality residential development supplies the foundation for municipal financial stability. Sustainable living quality is responsible for the City's creative, knowledgeable workforce earning substantial household incomes.

Although the residential category is not marked for expansion on the Future Land Use Plan, it will be relied upon to produce variety in housing choice, affordability and value in absorbing its remaining acreage. Blending higher densities into mixed-use areas and revitalization projects will be instrumental to Chandler's strategic urbanization. Finally, it is recognized that in certain limited circumstances where a parcel is challenged by its size, shape, orientation, vehicular access and visibility from an arterial street, that residential use may be the only realistic development potential for such a parcel.

Recreation / Open Space. Municipal parks and open space greater than approximately 5-acres in size are shown on the Future Land Use Plan. These are Chandler's existing land holdings, either developed or scheduled for future improvement. For more detailed information, refer to the Recreation and Open Space Element.

Commercial. Chandler expects that non-residential uses will not achieve build-out for several years after land earmarked for housing is absorbed. Sites reserved for retail, service, commercial office businesses, and institutional uses will transition from typical strip shopping, neighborhood and community center models to more urban, compact, mixed-use developments.

Only Regional Commercial locations are shown on the Future Land Use Plan. However, a range of commercial intensities, not illustrated on the Future Land Use Plan, may be considered in other select locations as described in the following:

- Neighborhood commercial (See Glossary) will continue to be most appropriate at the intersection of major arterial roads and other strategically-situated areas to serve the commercial needs of the low-density residential areas.
- Community commercial (See Glossary) is appropriate along freeways and at the intersection of major arterial streets, subject to the consideration of strategic criteria identified in the Glossary.
- Commercial office (See Glossary) complexes such as garden offices are appropriate along arterial roads, and adjacent to or mixed in with neighborhood or community commercial centers. For large office buildings and corporate offices see Employment category.
- Urban commercial (See Glossary) is appropriate in downtown, other growth areas, or along transportation corridors where mixed use buildings or compact urban development may be appropriate.
- Regional commercial (See Glossary) includes major regional commercial uses such as malls, power centers, large single use retail and other major commercial developments. Regional commercial locations are shown on the Future Land Use Plan and are also eligible for consideration of urban-style mixed-use developments, large office users and a compatible mix of residential densities. For a statement of the recommended standards for building intensities, see the Glossary for the respective commercial type.

Commercial Nodes. This category denotes intersections that may be considered for neighborhood or community commercial developments including large single-use retail (See Glossary), commercial offices (See Glossary), commercial services (See Glossary) and institutional uses (See Glossary). Other uses such as residential or employment, as an alternative to commercial use, may be appropriate when they match the underlying land use designation as shown on the Future Land Use Plan. Areas not designated as commercial nodes may still be considered for commercial development as described under the Commercial land use category. (For a statement of the recommended standards for building intensities, see the Glossary for the respective commercial type.)

Employment. Chandler's strong job base will continue to rely on attracting a diverse range of high-paying industries. This category targets knowledge-intensive industries (See Glossary) such as high technology, nanotechnology, aerospace, renewable energy research and development, biosciences, as well as advanced business services (See Glossary) and information technology.

Light industrial business parks may be considered in campus like settings containing knowledge intensive employers (See Glossary), corporate offices, manufacturing, and warehouse and distribution. A compatible mix of industrial support uses (See Glossary) and residential densities may also be considered as an integral component of a planned mixed-use development.

The innovation zone concept described in the Growth Areas Element can be considered in employment-based growth areas where there is an opportunity for

research and industry to benefit from close proximity of existing commercial and residential land uses.

Large office developments (See Glossary) offer additional employment prospects for the City's workforce. Corporate offices and large multi-story offices with multi-tenants can be considered in employment areas as well as downtown, regional commercial areas, growth areas, as a component within an innovation zone, along freeways, and along High Capacity Transit Corridors. In some instances where surrounding land uses are determined to be compatible, corporate offices may locate on the same site as their research or manufacturing functions.

Given the broad range and rapid emergence of new employment uses, including those yet to be identified and characterized within today's "idea economy" (See "Next Twenty"), recommended standards for building intensity for employment uses are best addressed at the time specific development applications would be received and analyzed through the Planned Area Development (PAD) zoning process and other applicable regulatory means.

South Price Road Employment Corridor. This area is recognized as the City's premier employment corridor, which is reserved for single employment users such as high-tech manufacturing, corporate offices, and knowledge intensive employers (See Glossary) in campus-like settings on parcels generally not less than 15 acres. Parcels less than 15 acres may be considered when they are part of a larger innovation zone as described in the Growth Areas Element. General industrial parks and subdivisions, warehousing, distributorships and other uses that fall outside the description of knowledge-intensive employers, large office developments, or advance business services do not fit this category.

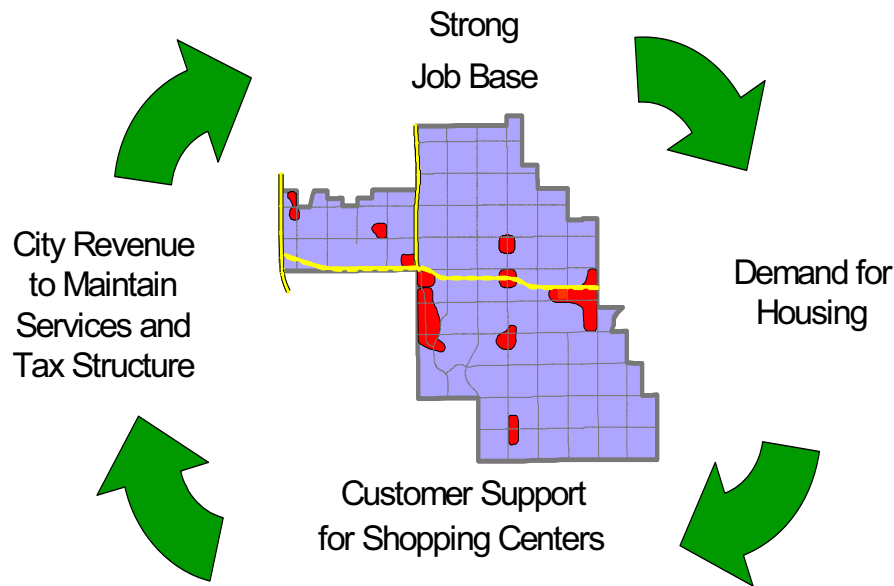
Revitalization / Infill Growth Areas. This designation identifies areas suitable for a mix of land uses including residential, commercial, office, public and institutional. The Downtown-South Arizona Avenue Corridor Area Plan further delineates the planned land use distribution for downtown and East Chandler Boulevard. North Arizona Avenue land uses should consider the potential for high capacity transit. Residential densities and commercial or office intensities will be determined by availability of high capacity transit, other infrastructure capacities such as water, sewer and design quality. Another important determinant will be the outcome of balancing two stated build-out policies: take full advantage of the High Capacity Transit Corridor and preserve the character of single-family neighborhoods.

Assets. Strategic use of the City's remaining land supply presents the best opportunity to develop a sustainable City. As Chandler's supply of undeveloped acreage decreases, planning strategies should promote efficient utilization by allowing greater building height and intensity where appropriate. Land use balance and attention to costs of development characterize the comprehensive build-out strategy for both non-residential and housing uses. Re-use incentives for properties needing revitalization effectively add those sites to the community's available land inventory. Other assets include a responsive City staff and an open citizen participation process.

The City's transition from outlying to inner suburb causes economic appreciation of land thereby making it necessary to use every parcel as fully as possible. Whether by freeway, arterial streets, public transit or pathways, enhanced access contributes to the land asset.

One of Chandler's strongest assets is the established employment base, which continues to attract quality development. The large proportion of high-technology firms attests to Chandler's sophisticated employment culture and results in high median household incomes. As illustrated in the graphic below, the growing job base will continue to create demand for housing in Chandler. The demand for housing will spur reinvestment in older neighborhoods and assure the preservation of newer residential areas. More importantly, the additional population will support commercial businesses, which in turn will generate revenue for the City to provide services to its residents and businesses. The high quality of life and stable tax climate created through this cycle have the effect of attracting more jobs, which will generate more demand for housing... and the cycle starts all over.

Figure 7 Sustainability Cycle



The City's commitment to design quality has made Chandler the attractive City that it is today with landscaped boulevards and high-end architecture. Chandler's design standards have raised the level of expectations for new developments, and will continue to be an important asset as the City builds out.

Overall quality of living in the community makes the City a hometown of choice for employers as well as families and individuals. Municipal government reputation for efficient, responsive management inspires confidence for businesses considering location or expansion in Chandler. Responsible fiscal policies, particularly those providing for excellent infrastructure, are assuring to residents and corporate citizens alike. Superior education, recreation, library and cultural/arts programs demonstrate commitments to family values.

Challenges/Issues. According to "Next Twenty", shifting focus from rapid growth ("Boomburb") to a carefully measured build-out strategy is the big challenge. Chandler's commitment to securing long-term economic stability will be gauged by the discipline with which it implements new land use principles. Being selective in land use decision-making is the predominant "build-out" responsibility over the next decade. Less developable land means that Chandler cannot afford to make major mistakes allocating available acreages. First, care must be exercised in approving types of activity that contribute most to the City's desired balance: stable business, quality jobs and addressing gaps in the housing market. Second, developers should be discouraged from underutilizing sites consistent with the City's interest -- seeking optimum numbers of jobs, retail space and dwelling units per acre when located in designated growth areas. Third, although site and architectural design excellence are fundamental, they cannot be used to mask bad land use decisions.

Maximum return on civic investment is a key factor. Chandler needs to use public facilities, existing and planned, to their fullest. Parts of the City that are well served by transportation and utilities can contribute to more urban character by blending compatible use mixes with more intense development. Projects proposed for designated growth areas should undergo critical evaluation to assure that they will achieve the sites' feasible development potential.

Economic security issues enter into the land use picture. Because residential development costs more to service, emphasis on revenue-generating uses makes sense. Increasing the sales tax base is vital. Chandler needs to maximize in-city expenditures by residents and visitors. More good jobs help raise spendable local incomes. However, at the same time, the City must strive for a balance of land uses and avoid an unsustainable proliferation of any particular land use. For this reason, land use conversions from commercial to residential may be appropriate in certain areas where additional residential is needed to balance existing commercial land uses or when a property's potential for commercial development is limited by the size, shape, orientation, accessibility or visibility.

Solidifying its position as a metropolitan suburban core City represents another challenge for Chandler. A full range of shopping, service, entertainment activities and public transit accessibility establishes a destination presence. Economic diversity will attract people from the broader region to take advantage of the City's variety.

Opportunities. Strategic planning must also include flexibility, which in turn may create some significant land use opportunities. Designations on the Future Land Use Plan graphic are general and not parcel specific. However, they indicate where broad use categories are -- or would be -- appropriate.

Neighborhood preservation concepts were strongly supported by citizens participating in the planning process. They favored strategies that will involve residents in revitalization proposals. Older, central core neighborhoods can benefit from land use adjustments as the City matures. Examples include urban housing, proximity to workplaces and transit, affordable home ownership/rentals and replacing outmoded shopping centers with new use mixes.

Maximum land utilization called for in the General Plan proves the greatest land use opportunity for certain locations. For example, a growth area or innovation zone designation invites creative ideas for developers to intensify property utilization (See "Growth Areas Toward Build-Out Element" for description and illustration of the innovation concept). Other sites may be considered if they meet qualifying criteria (such as adequacy of transportation access, among others).

Building heights, on judiciously selected sites, can create opportunity for land efficiency. Taller buildings that accommodate greater floor areas or more dwelling units represent savings in land costs -- which may be passed along to ultimate users. Building heights greater than forty-five (45) feet should be considered in accordance with the Mid-rise Development Policy and any subsequent amendments to the policy adopted by City Council.

There is also a teamwork advantage inherent in this land use planning approach. Cooperation among landowners, neighborhoods, City officials and staff intends to achieve consensus on highest and best use for all properties involved in Chandler's build-out.

Build-Out Policies

Chandler's impending build-out puts greater emphasis on making the right land use decisions. All General Plan Elements contribute to land use principles, all helping to focus on the best ways for both public and private interests to deploy or reevaluate the City's remaining land resources. Strategically selective land use decisions are intended to produce sustainable economic benefits. Ways to assure continued prosperity suggest that the City should:

- ◆ Evaluate sustainability and municipal cost-benefit of proposed land uses.
- ◆ Resist attempts to convert acreage reserved for non-residential development into housing use, except when additional residential is needed to support existing commercial uses or when a property's potential for commercial development is limited by its size, shape, orientation, accessibility or visibility.
- ◆ Attract emerging businesses and employment that will utilize a highly compensated brainpower workforce.
- ◆ Enable appropriate applications of "innovation zones" in growth areas.
- ◆ Take full advantage of the major shift in transportation planning toward public transit and High Capacity Transit Corridors.
- ◆ Entertain applications for increased housing density at locations designated for residential use that are in or near growth areas, convenient to transportation or jobs, and responsive to housing market gaps such as affordability.
- ◆ Consider permitting residential dwelling units in mixed-use developments as incentives for providing workforce housing, buffering existing neighborhoods, or installing public open space/trails or other highly-desirable features.
- ◆ Preserve the character of single-family neighborhoods.
- ◆ Promote business retention and expansions within Chandler and avoid sales tax leakage to other municipalities.

- ◆ Allow strategic location for taller buildings or more intense development where sufficient infrastructure capacity exists or is planned, consistent with the City's adopted Mid-Rise Development Policy.
- ◆ Consider development incentives with measurable qualifying criteria.
- ◆ Strive to add retail, hospitality, automotive dealerships and other high revenue businesses into existing centers as well as new commercial activity complexes.

Increasing development intensity or density, creating an enriched combination of mixed land use activities, seeking additional height or site coverage and other prospective advantages/incentives can be evaluated to determine a project's responsiveness to build-out criteria. These considerations include, but are not limited to:

- Exemplary contributions to jobs, municipal revenues and/or commercial synergism.
- Timely use of public facilities and infrastructure.
- Facilitation of transportation improvements, such as transit ridership or roadway capacity.
- Consistency with General Plan build-out principles.

Implementation Recommendations

City initiative is necessary to steer development on remaining, available sites to most advantageous land use. Infrastructure enhancements, especially transportation, and meaningful incentives can help to influence private sector investment.

Neighborhoods' participation in land use decision-making has taken on even greater importance. Area and neighborhood plans can set criteria to assure compatible development.

The selective approach advocated in the Land Use Element leads to the following implementation recommendations:

Concentrate on land usage that continues growing Chandler's economy.

Retail variety, together with wide choices for dining and entertainment, supports gains in local business receipts. Capture of residents' expenditures is vital -- from working families as well as growing numbers of active retirees. As a burgeoning municipal center, Chandler can continue to build on purchasing power from the greater region.

Already solid, Chandler's jobs-to-housing ratio can be improved even further. Technological, professional and innovation occupations represent particularly fitting contributions to the existing and future workforce. Long-term stability of household incomes requires planning for well-paying workplaces.

Recommendation: Determine priorities among desired types and scale of businesses for new economic development. Continue to support "Creative District" enterprises and small, local business variety downtown. Promote revitalization for aging commercial centers and strip developments to include jobs as well as specialty businesses; and encourage regional centers' connectivity (e.g., shuttle service) and use-mix objectives.

Promote development at preferred locations.

Capital Improvement Program (CIP) investments earmarked to growth areas should be coordinated with private sector projects. For example, transit service advancements (See Circulation Element) can benefit employment expansion or condo-apartment cluster development. Parking or roadway improvements potentially serve as incentives for adjacent commercial uses. CIP reserved contingency funds may be applied to coincide with growth area construction.

Innovation zone sponsorship (by the City, university or civic organization) could expedite the formation of like enterprise clusters once one or two users have committed to a particular location. Efforts could include infrastructure expansion, spec building construction, recruitment at trade association conferences, start-up business subsidies and other techniques.

Recommendation: Consider partnerships in developing selected site(s) in growth area or innovation zone context. Prepare support systems for growth/innovation pilot programs that would be initiated by private interests. Match assistance to the scale and development timing of each selected project -- according to available sponsorship resources.

Mitigate land use impacts on residential neighborhoods.

Build-out principles favor optimum land use for sustaining Chandler's economy. However, preserving neighborhoods is also a top priority. Neither infill, redevelopment nor new construction should detract from residential security, privacy and property values.

Ameliorating potential stresses between residential areas and major development proposals presents an ideal topic for neighborhood planning. Articulating acceptable types, sizes and intensities of adjacent uses before developments are proposed would be far more constructive than adversarial contentiousness. Prospective developers, too, should provide clear narrative addressing neighborhood compatibility from the very beginning of a proposed project.

Recommendation: Continue compatibility analysis with developers and neighbors of growth area sites. Considerations should include assessments of costs and benefits to the City, commitments to buffering, mixed-use design standards, building massing to property interiors, public amenities and appropriate connectivity improvements such as multi-purpose pathways.











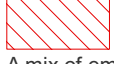
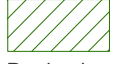

Monitor the success of build-out development.

Paying close attention to land use trends will allow the City to fine-tune its policies. Measuring results against projections determines whether the plan for sustainable balance is on track.

Data collection could evaluate achievements in neighborhood planning, job creation, numbers of new or expanded businesses and construction statistics. This information would serve as the primary factual basis for the broader General Plan Progress review. Benchmarks are critical to attaining goals.

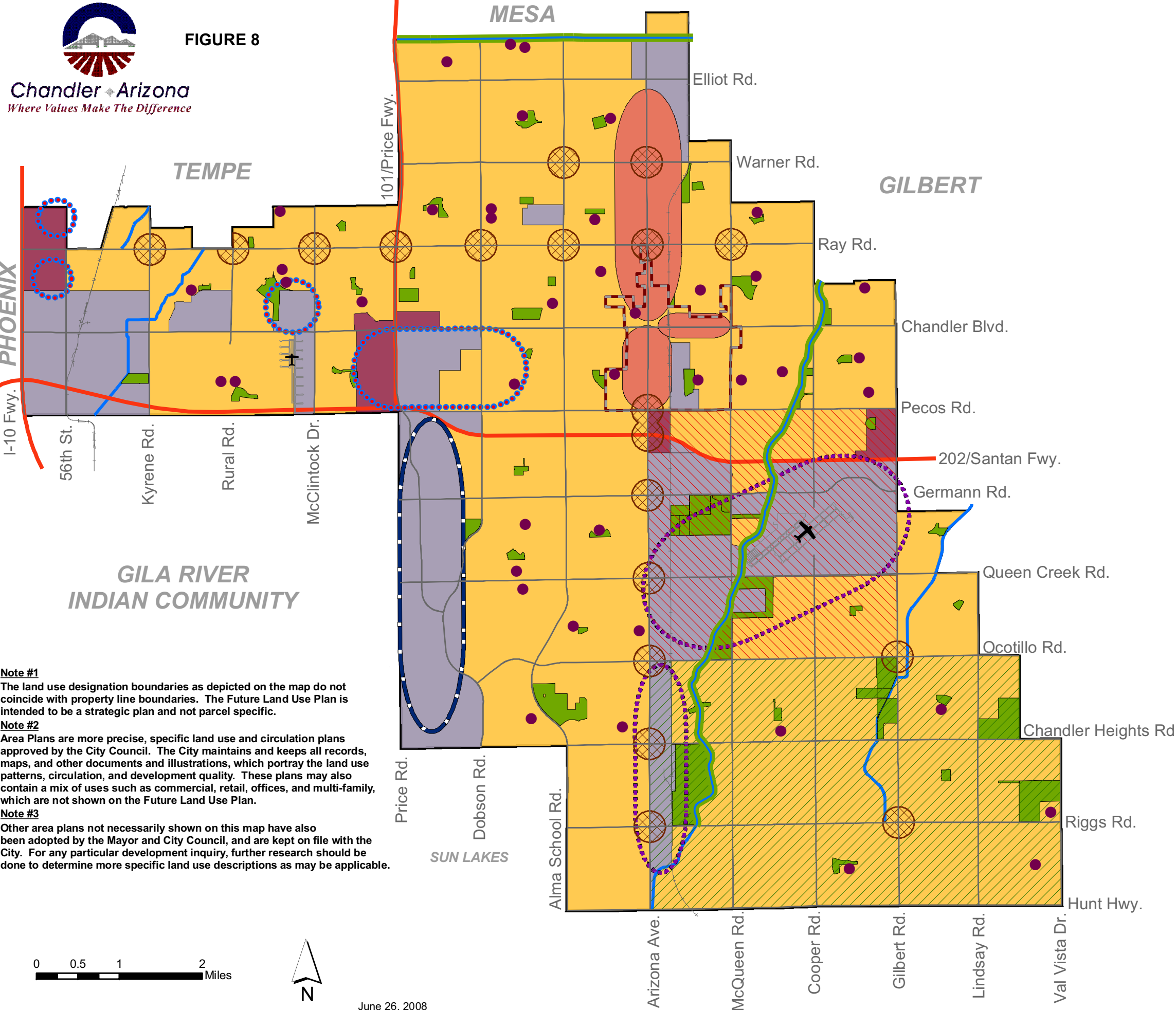
Recommendation: Produce regular updates recording land absorption by general land use category and location. Consider issuing an annual "report card" recording achievements on General Plan goals and policies.

FUTURE LAND USE PLAN

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RESIDENTIAL
 This category allows a range of residential densities from Rural Residential (0 - 2.5 dwellings per acre) to Urban Residential (18+ dwellings per acre) based upon location and other criteria described in the text of the General Plan. Public facilities, commercial offices, and institutional uses may be located along frontages of arterial streets, commercial may be located at the corners of arterial street intersections, and mixed-use developments may be located at the intersection of major arterial streets and along High Capacity Transit Corridors.
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COMMERCIAL
 Major regional commercial uses such as malls, power centers, large single-use retail development, and other major commercial developments. As described in the text of the General Plan, mixed-use developments, large office developments, and a compatible mix of residential densities can be considered in regional commercial areas.
- 
EMPLOYMENT
 Major employers, knowledge-intensive employers, industrial/business parks, and industrial support uses. A compatible mix of residential densities as an integral component, and innovation zones may be considered as described in the text of the General Plan.
- 
RECREATION / OPEN SPACE
 Public parks and open spaces shown are greater than approximately five acres in size. For a complete map including recreational facilities and privately owned golf courses, see the Recreation and Open Space Element.
- 
COMMERCIAL NODES
 Neighborhood or community commercial, including large single-use retail development. By policies described within the text of the General Plan and area plans, commercial offices, commercial services, and institutional uses can be developed at commercial nodes. All new commercial will take into consideration existing commercial development which may not necessarily be shown on this map.
- 
REVITALIZATION / INFILL GROWTH AREA
 Mixed-uses including commercial, office, public, and various residential densities.
- 
SOUTH PRICE ROAD EMPLOYMENT CORRIDOR
 Large single-user campus employment, or as an alternative, an innovation zone as described in the text of the General Plan can be considered.
- 
LARGE TRACT GROWTH AREAS
 See Growth Areas Element.
- 
GROWTH EXPANSION NODES
 See Growth Areas Element.
- 
DOWNTOWN AREA *
 Mixed-use, public facilities, commercial, office, employment, and various residential densities to preserve and revitalize the downtown area. See Downtown South Arizona Avenue Area Plan for more specific land use descriptions.
- 
AIRPARK AREA *
 A mix of employment, commercial, residential densities, and open space within the Airpark Employment Area, designated to be compatible with the Chandler Municipal Airport. See the Chandler Airpark Area Plan for more specific land use descriptions.
- 
SOUTHEAST CHANDLER AREA *
 Predominantly rural and low density residential land uses that respect and protect the rural/agrarian lifestyle of the area. See Southeast Chandler Area Plan for more specific land use descriptions.
- 
SCHOOLS
 Public elementary, middle, high school, and community college.

* See Note #2

FIGURE 8



Chandler Arizona
Where Values Make The Difference

Note #1
The land use designation boundaries as depicted on the map do not coincide with property line boundaries. The Future Land Use Plan is intended to be a strategic plan and not parcel specific.

Note #2
Area Plans are more precise, specific land use and circulation plans approved by the City Council. The City maintains and keeps all records, maps, and other documents and illustrations, which portray the land use patterns, circulation, and development quality. These plans may also contain a mix of uses such as commercial, retail, offices, and multi-family, which are not shown on the Future Land Use Plan.

Note #3
Other area plans not necessarily shown on this map have also been adopted by the Mayor and City Council, and are kept on file with the City. For any particular development inquiry, further research should be done to determine more specific land use descriptions as may be applicable.