



**Chandler • Arizona**  
Where Values Make The Difference

G.

MAR 16 2016



**MEMORANDUM                      Planning Division – PZ Memo No. 16-019**

**DATE:**                      MARCH 16, 2016

**TO:**                              PLANNING AND ZONING COMMISSION

**THRU:**                      JEFF KURTZ, PLANNING ADMINISTRATOR  
KEVIN MAYO, PLANNING MANAGER *DDLT for KM*

**FROM:**                      DAVID DE LA TORRE, AICP, PRINCIPAL PLANNER *DDLT*

**SUBJECT:**                  GPA14-0001 GENERAL PLAN UPDATE

Request:                      Public hearing to request public input, discussion and action in the form of a recommendation of approval of the public hearing draft plan titled, “Chandler General Plan 2016; a vision refined”.

Applicant:                      City of Chandler

Lead Consultant:              Peggy Fiandaca, Partners for Strategic Action, Inc.

**RECOMMENDATION**

The Citizen’s Advisory Committee and Planning Staff recommend approval of the draft General Plan, together with the revisions listed in the attached addendum.

**PLANNING COMMISSION PUBLIC HEARINGS**

The Planning Commission is required by state statute to hold at least two public hearings at different locations within the city to promote citizen participation, when adopting or re-adopting a general plan. This is the second public hearing (March 16<sup>th</sup>) at which the Planning Commission will be requested to take action in the form of a recommendation of approval, following public input and discussion.

For the second public hearing, Planning Commission is requested to continue to refer to the hard copies that were distributed prior to the first public hearing, except for two attachments (distributed with this memo); a complete 60-Day Review CAC Comment matrix, including the separate attachments that were inadvertently not included in the first public hearing’s packet, and an addendum to the Public Hearing Draft Plan containing proposed revisions received from Commissioner Wastchak.

The first public hearing was held on March 9<sup>th</sup> at 6:00 PM, at Tumbleweed Recreation Center. Frank Piani, representing the owner of the commercial center located at the northeast corner of Arizona Avenue and Ray Road, commented that it is crucial to maintain full access on Arizona Avenue and Ray Road to the retail property. Frank gave an example of a retail property in the City of Mesa that has suffered due to limited access following the construction of light rail.

### **BACKGROUND**

State statutes require cities to adopt or re-adopt, and voters to ratify, a general plan at least once every ten years. The current general plan was adopted and ratified in 2008. The City initiated the process of updating the general plan a couple of years sooner in order to address changing trends and factors that are facing Chandler. The general plan, which consists of comprehensive and broad development policies and community goals, is required to include 17 elements ranging in a variety of subject matters such as land use, conservation, recreation, water resources, and safety. Figure 1 on page 1 of the draft provides a complete list of all of the required elements and the sections in the document where they are addressed.

### **PROCESS SUMMARY**

The City officially commenced the process of updating the general plan in December 2014, when the City Council approved a contract with lead consultants, Partners for Strategic Action, Inc. In February 2015, the Mayor and Council appointed 23 residents to the Citizens' Advisory Committee, which met 6 times from March 2015 to February 2016, providing input and guidance to the consultants and Planning Staff.

Most of the year 2015 was devoted to soliciting input from Chandler's citizens through a variety of events and briefings (see attached Engagement Summary). These included a series of public forums referred to as Vision Fest, from May 12 through 16, open house-style planning labs, classroom exercises with students, and participation in various public events such as Art Walk, Operation Backpack, and the Mayor's Listening Tour. To date, there have been 60 opportunities for Chandler citizens to provide input on the general plan. Additionally, there have been opportunities to participate in online surveys, and citizens have always had the option to submit comments through the Web site and social media, which has been encouraged throughout the process.

A regional resource team was convened twice during the process. This group provided an opportunity for adjacent municipalities, Gila River Indian Community, and regional entities such as Maricopa Association of Governments, Valley Metro, and Greater Phoenix Economic Council, among others to participate and provide input during the process.

The draft general plan was prepared utilizing input received from the extensive public outreach that was conducted. Many policies were carried over from the existing general plan and new policies were devised from public input and further guidance from the Citizens' Advisory Committee. The 60-day review period, required by state statute to allow public review of the draft, was held from December 21, 2015 through February 19, 2016. During this time, 4 planning forums were held, including one that focused on North Arizona Avenue. All of the comments received during the 60-day review period were recorded in the attached 60-Day Review CAC Comments matrix, which also shows revisions that were made as a result of those comments.

The “Public Hearing Draft Plan, March-April 2016” distributed to Planning Commission, is a clean, revised copy containing all of the revisions from the 60-day review period.

### **DRAFT GENERAL PLAN SUMMARY**

This update is not a complete overhaul of the existing general plan. Rather, it’s a refinement of policies that address new trends that are affecting Chandler. Many of the existing policies that have served Chandler well have been carried over into the draft general plan.

Since the adoption of the current general plan in 2008, the City has studied development policies in several areas, including Mayor’s 4-Corner Retail Committee (2012), South Price Road (2013), Water Allocation Policy (2015), and Adaptive Reuse (2015). The recommendations or resulting policies from these studies have been incorporated into the draft general plan by reference and in some cases by incorporating the policies directly into the draft. While the draft general plan looks completely different than the current general plan, most of the policies are the same. Major changes between the current and draft general plans are identified in the attachment titled “2008 vs 2016 Draft General Plan”.

### **PUBLIC OUTREACH AND INPUT SUMMARY**

One of the most important aspects of the update process is public outreach and participation. For this reason, special attention was given to the Public Participation Plan, required by state statutes and adopted by City Council in February, 2015. The participation plan outlines traditional and innovative procedures to provide effective, early, and continuous public participation.

A number of different mediums were used to communicate to the public about upcoming events and the general plan update’s progress. These include social media (Facebook, Twitter, Nextdoor), the City’s Web site, newspaper articles, email messages to registered neighborhood contacts, CityScope newsletter mailed together with utility bills, videos posted on the City’s Web site and YouTube channel, direct mailings to businesses/property owners for specific area meetings, and briefings to business organizations such as the Chandler Chamber of Commerce and Downtown Chandler Community Partnership.

The following reoccurring themes were received during the process. In parentheses are the policies/sections in the draft where they are addressed:

- Residents desire to have more restaurant and entertainment choices in downtown (see Downtown Chandler Policies 1.2.1, p. 34)
- There is support for continuing to redevelop downtown and North Arizona Avenue with developments consisting of higher densities and mixed-uses (see Downtown and North Arizona Avenue Policies 1.2.1 and 1.2.2, p. 34)
- Residents are concerned about too many apartments South of the Santan Freeway (see urban residential density locational criteria, which is limited to downtown and other specific areas, p. 16, and policies 1.1.2.k-m, p. 26-27, to protect or transition to existing neighborhoods)
- Residents would like their existing low density neighborhoods to be protected from higher density or incompatible land uses (see Housing and Neighborhood Policies 1.1.2.k-m, p. 26-27)

- Residents would like new recreational amenities to meet the needs of changing demographics (see policies 1.6.3e-f, p. 66)

During the 60-day review period, Planning Staff received 10 pages of comments from Dean Brennan, a resident who coordinated review of the draft by the Arizona Alliance for Livable Communities (AALC) and the Arizona Partnership for Health Communities. The consultants and Planning Staff met with the resident to discuss the comments and incorporated many of them as noted in the 60-day comment matrix. After the meeting, AALC expressed their support of the draft general plan in the form of a letter (attached).

### **CITIZENS' ADVISORY COMMITTEE VOTE REPORT**

On February 22, 2016, after meeting six times throughout the process guiding Planning Staff and the consultants, the Citizens' Advisory Committee unanimously voted to recommend approval of the draft general plan with revisions identified in the 60-day review comment matrix (these revisions have been incorporated into the "Public Hearing Draft Plan").

### **RECOMMENDED ACTION**

The Citizens' Advisory Committee, and Planning Staff recommend Planning Commission recommend approval of Chandler General Plan 2016; a vision refined, together with the revisions listed in the attached Addendum to the Public Hearing Draft Plan

### **PROPOSED MOTION**

Move to recommend approval of Chandler General Plan 2016; a vision refined, as recommended by the Citizens' Advisory Committee and Planning Staff, together with the revisions listed in the attached Addendum to the Public Hearing Draft Plan.

### **Attachments**

1. Public Hearing Draft General Plan
2. Addendum to the Public Hearing Draft Plan
3. Engagement Summary
4. 2008 vs 2016 Draft General Plan
5. Letter of support from Dean Brennan, Arizona Alliance for Livable Communities
6. 60-Day Review and CAC Comments

### Addendum to the Public Hearing Draft Plan

Revisions to the Public Hearing Draft Plan March - April 2016

Page Number	Revision
23	Update Median Home Value infographic with the following data from the U.S. Census Bureau American Community Survey 5-year estimates (2010-2014): Chandler, \$220,700; Arizona \$162,900
42	2nd paragraph, 2nd sentence: "Land use planning and traffic management are interrelated and, when effective, address the needs of multiple transportation modes while also accommodating people's needs (e.g., improved crosswalks, wider sidewalks, <del>raised intersections for pedestrian safety</del> , traffic calming).
65	2nd paragraph, 1st sentence: "Chandler is focused on getting residents active by providing recreational facilities <del>strategically place</del> -located <del>geographically</del> throughout the city."
95	3rd paragraph, last sentence: "...and the collection of sales taxes on residential property rentals have <del>all</del> , <u>or</u> <u>potentially could</u> impacted municipal financing options."