CHANDLER
GENERAL PLAN

Building a community of character

November 1, 2001

Chandler ✦ Arizona

Where Values Make The Difference

RESOLUTION NO. 3447

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, REPEALING THE 1976 CHANDLER COMPREHENSIVE PLAN, ADOPTED ON AUGUST 12, 1976, AND ALL SUCCESSOR AMENDMENTS THERETO, AND ADOPTING A NEW GENERAL PLAN IN FULL COMPLIANCE WITH TITLE 9, CHAPTER 4, ARTICLE 6, ARIZONA REVISED STATUTES; AND DIRECTING THAT THE CHANDLER GENERAL PLAN ADOPTED BY THIS RESOLUTION, BE SUBMITTED TO THE VOTERS FOR RATIFICATION AT AN ELECTION TO BE HELD ON MARCH 12, 2002.

WHEREAS, the Chandler City Council has resolved by previous resolution that it expects to expand, modify, or otherwise update the General Plan as provided for by law or as deemed appropriate in the opinion of the City Council; and

WHEREAS, in accordance with Growing Smarter and Growing Smarter Plus legislation as set forth in the Arizona Revised Statutes, the City of Chandler is required to update it's General Plan to include fifteen (15) specified elements; and,

WHEREAS, the City has been actively updating its General Plan to comply with this legislation; and,

WHEREAS, this plan included an extensive public involvement program adopted by Council in March 2001; and,

WHEREAS, Chandler has coordinated its Plan update with other jurisdictions located in Maricopa County; and,

WHEREAS, the Chandler General Plan adopted by this resolution replaces the 1976 Chandler Comprehensive Plan adopted August 12, 1976, and successor amendments thereto; and,

WHEREAS, all State of Arizona legal requirements for amending and adopting the General Plan have been met, including two (2) public hearings held in different locations by the Planning & Zoning Commission on September 19, 2001, and October 3, 2001;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chandler, Arizona:

SECTION I. That the Final Draft General Plan, dated August 31, 2001 as recommended by the Planning and Zoning Commission, is hereby adopted to replace the City's current General Plan, subject to voter ratification.

SECTION II. That ratification of the Chandler General Plan, as adopted by this resolution on November 1, 2001, be placed on the Primary Election ballot as scheduled for March 12, 2002.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this 1st day of November 2001.

ATTEST:

Carolyn Duran

CITY CLERK

CITY OF CHANDLER CORPORATION SEAL ARIZONA

Jay Tibshraeny

MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 3447 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 1st day of November 2001, and that a quorum was present thereat.

Carolyn Duran

CITY CLERK

APPROVED AS TO FORM:

Dennis M. O'Neill

CITY ATTORNEY

CHANDLER GENERAL PLAN UPDATE
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The City would also like to express thanks to the young residents in the community who contributed a great deal by providing pictures for this plan. We thank each of them for their talent and imagination!

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Section 6	City Functions and Services	Anonymous
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	▪ Public Services and Facilities Element	Ben, Age 10
	▪ Safety Element	Lindsay, 8

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Chandler General Plan

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Introduction

INTRODUCTION

Purpose of the City of Chandler General Plan

The Chandler General Plan provides a clear future vision for City decision-makers, residents and others working with the City. It includes fifteen elements that, taken together, provide a blueprint for growth and development that will enhance the life of Chandler residents and businesses. All parts of this Plan are related and should be collectively applied. Additionally, there are many master plans, specific area plans and other policies that serve as specific plans implementing this Plan. Each of these should be considered in concert with the Plan. A list of the master plans, specific area plans and other plans and policies used in the development of this General Plan are included in Table 1 on page 5. These current, approved area plans and policies will remain in effect and are considered implementation tools of this document. This Plan also meets the requirements of Arizona State Law for General Plans, A.R.S.9-461.05.

What is a General Plan and Who Uses It?

A general plan is an expression of long-term community intentions regarding the future development and physical form of the community. It contains maps, goals, objectives and policies that are used to coordinate and implement land use decisions with other decisions about infrastructure, parks, recreation and open space, city services, housing supply and affordability and public resources such as air and water.

City decision-makers and staff, residents, and others working with the City to describe a common understanding of the expectations of the community may use this Plan and the actions needed to achieve these expectations. Residents can use the Plan to learn about their City, how it plans to maintain or enhance the high quality of life that residents and businesses now enjoy and the City's long-term plans for growth and development. The City staff, the City Council, the Planning Commission and other decision-making or advisory entities within the City will use the Plan as a guide to make sure that infrastructure, land use and other decisions are coordinated. Those working with the City can use the General Plan to help them understand the types of developments appropriate to the City and the plans for future development.

Public Involvement in the Development of this Plan

The ideas and opinions of Chandler residents were considered in the development of this Plan and many other plans that are incorporated into this Plan. Throughout the General Plan update process, residents were provided information about the Plan at public events, including the Chandler Ostrich Festival, Water Fair, Cinco de Mayo, three community open house meetings, and presentations to civic groups such as the Chandler Chamber of Commerce, Rotary, Kiwanis, Lions Club and Soroptomists. In addition, presentations on the Plan were provided to City Boards, Commissions and Committees, such as the Neighborhood Advisory Committee, Parks and Recreation Board, and Planning and Zoning Commission. Finally, to ensure that ideas representing a broad cross section of the City were considered in the Plan development process, the City conducted an in-depth telephone survey of 304 Chandler residents representing a statistically valid sample (± 5.8% overall sampling error) in January 2001. A copy of the survey is included in the Appendix. The survey found that the vast majority (92%) of Chandler residents believe that they have a good or excellent quality of life and many (64%) believe that in the future, their quality of life will remain the same or improve.

INTRODUCTION

To keep residents informed about the plan development process, the City hosted a web site. The web site included the survey information, information on public meetings, and a copy of the Plan.

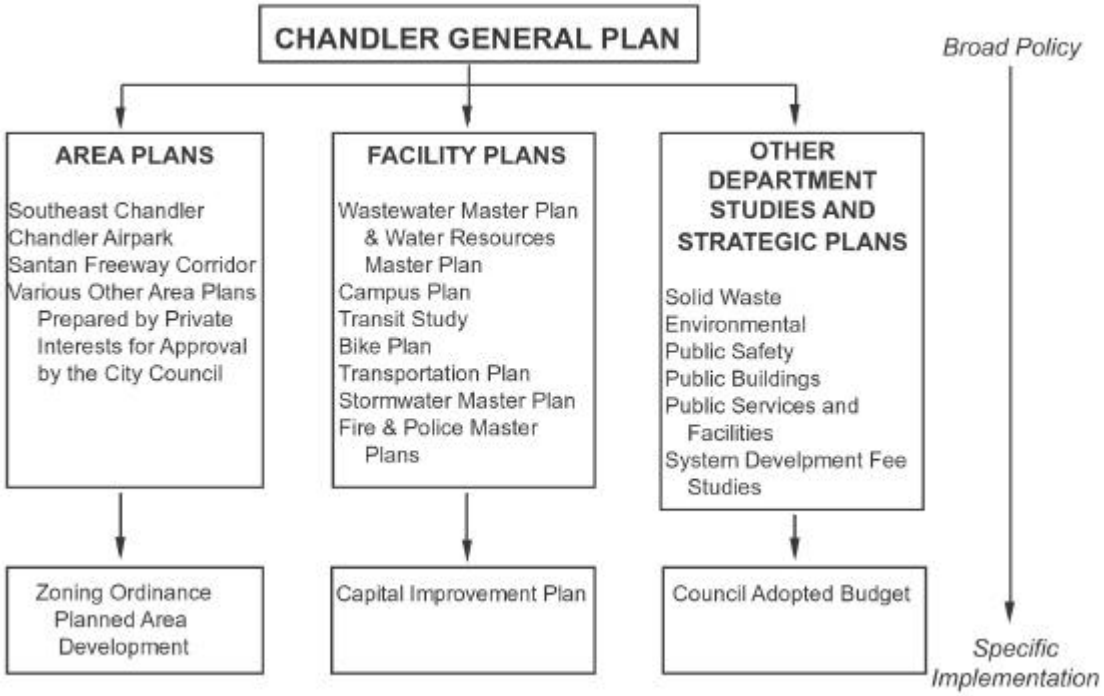
The Chandler City Council promoted and actively involved residents, business owners and other stakeholders including minority stakeholder groups in the planning of the community. The City adopted goals and strategies to promote effective, early and continuous public participation in the development of the Plan and future Plan updates.

How This Plan Is Organized

This Plan is organized into four sections that reflect the four fundamental components of Chandler's high quality of life - Our Communities and Neighborhoods, Our Resources, Our Mobility, and City Functions and Services. Within each of these sections are the General Plan elements which contain specific goals, objectives and policies that will be used to guide the City's growth and development in a variety of areas. Goals are defined as the desired results and are broad in definition. An objective is a level of achievement or benchmark toward achieving a goal. Policies are defined as measures that the City can take to reach the objectives and attain the goals.

The Table on the next page lists the elements contained within each section of the General Plan and the specific plans, including Council-approved master plans, specific area plans, and facility plans that should be considered in conjunction with this document which implement the General Plan. A Glossary is located in the Appendix of this Plan.

Figure 1, Hierarchy of General Plan Related Documents



INTRODUCTION

Table 1 General Plan Sections, Elements and Supporting Documents		
GENERAL PLAN SECTION	**GENERAL PLAN ELEMENTS**	**RELATED PLANS AND DOCUMENTS**
Our Communities and Neighborhoods	Land Use	• Southeast Chandler Area Plan (September 1999) • Airpark Area Plan (December 1998) • Santan Freeway Corridor Area Plan (October 1999) • Other Area Plans prepared by private interests, as prompted by rezoning applications, and approved by Council including: - Ocotillo Area Plan - Gateway Area Plan - Various Square Mile and Partial Square Mile Area Plans
	Growth Area	• Southeast Chandler Area Plan (September 1999) • Airpark Area Plan (December 1998) • Santan Freeway Corridor Area Plan (October 1999)
	Conservation, Rehabilitation and Redevelopment	• Chandler Redevelopment Element (July, 1995)
	Housing	
	Cost of Development	• City of Chandler Utility System Development Charge 2000 Update (August 2000) • City of Chandler Arterial Street SDF Update (August 2000) • City of Chandler System Development Fee Analysis Update (August 2000)
Our Resources	Open Space and Recreation (combined elements)	• City of Chandler Parks and Recreation Master Plan Update 2000 • Southeast Chandler Trails System
	Water Resources	• City of Chandler Water Resources Master Plan
	Conservation and Environment (combined elements)	• Revised MAG 1999 Serious Area Carbon Monoxide Plan Executive Summary (Chandler Sub-part) • Revised MAG 1999 Serious Area Particulate Plan for PM-10 Executive Summary (Chandler Sub-part)
Our Mobility	Transportation and Circulation	• City of Chandler Transportation Plan Update • City of Chandler Final Report Transit Plan (February 1997) • City of Chandler Municipal Airport FAR Part 150 Noise Compatibility Study/Program (June 1999)
	Bicycling	• City of Chandler Bike Plan Update (October 1999)
Our City Functions and Services	Public Buildings	City Campus Use Study and Plan 2001 • Chandler Public Library Strategic Plan 2000-2003
	Public Services and Facilities	• City of Chandler Wastewater Master Plan • Water System Facilities Master Plan • City of Chandler Stormwater Master Plan • City of Chandler Solid Waste Business Plan
	Safety	

My Neighborhood...

DANIelle

Context

CONTEXT

Introduction

This section consists of Chandler's history, regional setting, and current growth. These are important because it is within this context that the historical, economic, population and environmental influences that affect the future growth and development of Chandler occur.

History

The City of Chandler developed in an arid desert region initially lacking the resources essential for irrigation and farming. The concept of delivering irrigation water through a series of canals was based upon a system initially conceived by the Hohokam peoples, centuries ago. The ability to irrigate crops throughout the area by this method inspired confidence for a new town that later would be known as the City of Chandler, Arizona.

In 1891, Dr. Alexander John Chandler purchased 80 acres of land from the federal government south of Mesa in hopes of creating his vision of an ideal community – Chandler Ranch. Although Dr. Chandler was a veterinarian, his interests in the science of irrigation and water transport led to the founding of the Consolidated Canal Company. This company played a vital role in the excavation of a new Mesa Canal and the Consolidated Canal System that would ultimately supply water to settlers in the Southeast Valley. With the renewed interest in agriculture, thousands of acres were cultivated, but assistance was still requested from the federal level for additional irrigation projects. In 1902, President Theodore Roosevelt signed the National Reclamation Act, which authorized federal dam projects for the west. In 1903, the Salt River Project was approved and plans were drawn for what is known today as Roosevelt Dam. The Roosevelt Dam provided a steady flow of water for irrigation purposes, however, the charter of the Salt River Project limited landowners irrigation rights to only 160 acres. Through acquisition and irrigation deals with settlers, Chandler Ranch had grown to 18,000 acres and Dr. Chandler subdivided his ranch.

At that time, Dr. Chandler conferred with several planning consultants, including Frederick Law Olmstead to create a city layout inspired by the post-industrial, City Beautiful movement. Dr. Chandler hired planners and architects to subdivide the ranch and design a townsite that would be known for its spacious lots, wide boulevards, and a town green unique to the Southwest. The plan created a central Town Square and business district surrounded by residential neighborhoods. Chandler Ranch was advertised nationwide and in 1912 opened for business. Growth was slow at first, but Dr. Chandler knew that the Town needed to become a destination for tourists that might later become residents. The San Marcos Hotel, the area's first luxury resort was constructed and opened on November 22, 1913. George W. P. Hunt, Governor of Arizona, Carl Hayden, U.S. Representative, and Thomas Marshall, Vice-President of the United States, were among the 500 guests present for the grand opening. With the addition of the San Marcos Hotel as the Town's centerpiece, new businesses emerged around a centrally located park, creating that town square feel that was envisioned by the planners and architects. One year after the first advertised land sale Chandler began to look like an established town.

As the years passed, cotton became the most profitable crop in Chandler. Despite the emergence of new businesses in the Town Square, agriculture was still the biggest business in Chandler. Cotton, grains and alfalfa were the primary crops. Farmers raised cattle, sheep, and ostriches. By 1920, Chandler had more than 1,000 residents. It became clear that the overnight growth of the Town strained the initial planning efforts and infrastructure that was in place. Automobiles had become the main form of transportation, so the Town's roads needed to be paved. In May of 1920, the citizens of Chandler voted to incorporate the Town of Chandler and Dr. Chandler became interim mayor until a formal election could be held. Soon after the Town incorporated, a Town Council was formed, and a planning process was revisited to address the

needs of the community. As a result, a General Town Plan was adopted, and in 1926 Chandler became the first Arizona municipality to adopt a zoning code. Over years, the citizens continued to affirm the importance of land use planning and regulation through periodic code and plan updates.

By the late 1930s, Chandler was experiencing problems spurred by growth and technology. The original street layout of the Town Square began to pose problems to those in newer and faster automobiles, as well as those attempting to navigate delivery trucks around the narrow roads throughout the plaza. The Town's original design was no longer safe or practical. Thus, in 1940, the State proposed to align Route 87 down Arizona Avenue and divide the original park in half for a highway. In part because of the construction of a United States Air Force training base being located east of Chandler, the end of World War II saw Chandler's population double and reach 3,800 by 1950. On May 24, 1954, the status of Chandler was upgraded from Town to City.

THE CITY TODAY

Regional Context

Chandler is part of the rapidly growing Southeast Valley in the Metropolitan Phoenix Area. The Southeast Valley (Figure 2) is composed of the cities of Mesa, Chandler, Tempe, Gilbert and Queen Creek. All of these communities were farming communities, and all have or are already experiencing a rapid transition from agriculture to an urbanized economy in a suburban setting. Some jurisdictions, such as Queen Creek and Gilbert, are actively working to retain an agricultural and rural feel to their community, and other communities, such as Mesa and Chandler have identified specific areas for rural or agriculturally oriented development.

The Southeast Valley is the Metropolitan Phoenix Area's high-tech center and is home to many global technology firms and new economy businesses attracted to the suburban lifestyle, quality schools and business friendly environment.

The borders of the Southeast Valley include Pinal County to the east and southeast, the Gila River Indian Community to the south, and the Salt River to the north. The western boundary is the Chandler and Tempe city lines, defined by the I-10 Corridor. Two mountain ranges, the Santan Mountains to the south and the Superstition Mountains to the east, frame the generally flat landscape of the Southeast Valley cities.

The City of Chandler

Chandler is located in the southwest portion of the Southeast Valley subregion. Its incorporated area is 58.5 square miles. The City's planning area is 71.5 square miles. Chandler is characterized by a generally flat landscape framed by views of the Santan Mountains to the southeast and the Superstition Mountains to the east. The Loop 101 freeway passes through the west-central portion of the City, the planned Santan Freeway will pass through the south-central portion of the City and the existing State Route 60 provides access just north of the City's northern border. The Town of Gilbert borders the City to the east, Tempe and Mesa border Chandler to the north, Phoenix forms the western border, and the Gila River Indian Community lies to the south.

CONTEXT

In 2000, Chandler was the fifth-most populated city with the third-fastest growing population in the Valley. As of the 2000 census, the City of Chandler included 176,581 residents, representing a 95% increase from the City's 1990 population of 90,533. By 2010, the City is projected to have 239,459 residents[1]. Chandler's residents are slightly younger and slightly wealthier than those in Maricopa County and in the Southeast Valley. Over the next decade, the City's total population as a share of the Southeast Valley and the County is also projected to increase.

Chandler's diversity of housing opportunities and large, working age population contribute to making the City a prime location for a variety of employment opportunities. The City's Corporate Citizens and Chamber of Commerce are active participants in community affairs and the City's quality of life. As of 2000 over 74,300 people worked in the Chandler Municipal Planning Area, accounting for 5% of the total employment in the County. The City's current job to population ratio is estimated at .43 jobs for every resident. Over the next decade, over 168,500 people are expected to work in Chandler. The percent employment growth is projected to increase almost twice as much as the percent of population growth, bringing the job to population ratio to 0.70.

Within Chandler, there are different areas identified by general characteristics such as land use and age. It is understood that these areas have distinct qualities, planning issues, and opportunities. Area Plans, which address the unique character of each planning area, have been developed for many of these areas. The recommendations in each area plan are designed to provide refinement to the broad land use categories, goals, objectives and policies contained in the General Plan. They vary in detail and precision due to the fact that some areas are almost completely developed, while others, notably those in Southeast Chandler, will be actively developed for the next 20 to 40 years. Zoning provides clear direction for specific projects developed within each area.

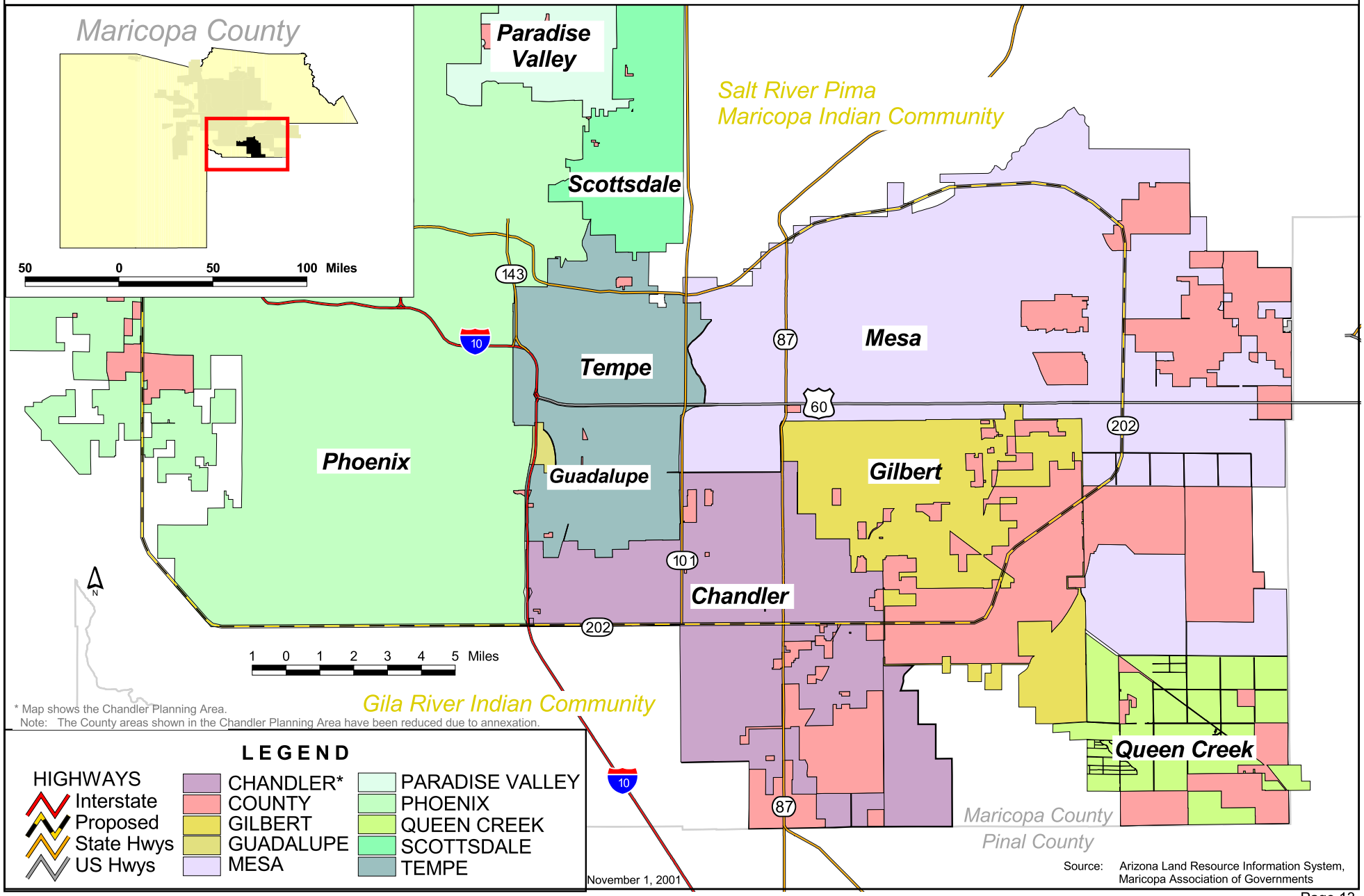
[1] City of Chandler Planning Department

CHANDLER

General Plan Update

Regional Context Map

Figure 2



* Map shows the Chandler Planning Area.
Note: The County areas shown in the Chandler Planning Area have been reduced due to annexation.

November 1, 2001

Source: Arizona Land Resource Information System, Maricopa Association of Governments

My Neighborhood...

Our Communities and Neighborhoods

My Neighborhood...

Name Aruna 6

Land Use Element

OUR COMMUNITIES AND NEIGHBORHOODS
Land Use Element

Introduction

The Chandler Land Use Element expresses the City's vision for the future. Its purpose is to help guide the City and its citizens in making land use changes to achieve an attractive, sustainable community.

The Land Use Element is the primary tool for implementing land use decisions. As development and redevelopment occurs, recommended land use decisions will be implemented through neighborhood planning and rezoning actions. By applying the Land Use Element as a blueprint for growth, Chandler will continue to develop as an attractive, balanced community.

Current Situation

Chandler continues to attract new residents in large part due to the City's growing employment base and a high quality of life. Today approximately 60% of Chandler's 71.5 square mile planning area is developed. Over half of the developed land uses are residential.

Zoning

Approximately 50% of Chandler is zoned for "Planned Area Development"[2]. The next largest zoned area is County, occupying approximately 17.5% of the area. The zoning map designations are summarized below in Table 2, Current Zoning:

Table 2 Current Zoning

DESCRIPTION	ACREAGE	PERCENT
County	7712.24	17.50%
Agricultural District	5391.81	12.23%
Park	557.84	1.27%
School	635.15	1.44%
Single Family District-Minimum Lot Size 33,000 sq.	229.73	0.52%
Single Family District-Minimum Lot Size 18,000 sq. ft	88.57	0.20%
Single Family District-Minimum Lot Size 10,000 sq. ft	416.13	0.94%
Single Family District-Minimum Lot Size 8,500 sq. ft.	3814.29	8.65%
Medium Density Residential District	195.00	0.44%
Mobile Home District	148.83	0.34%
Multiple Family Residential Districts	478.71	1.09%
Planned Area Development	21324.62	48.38%
Neighborhood Commercial District	25.35	0.06%
City Center District	20.92	0.05%
Planned Commercial Office	10.68	0.02%
Community Commercial District	324.87	0.74%
Regional Commercial District	344.50	0.78%
General Industrial District	510.94	1.16%
Planned Industrial District	1536.48	3.49%
Airport	308.83	0.70%
	44,075	100%

Note: The current zoning does not include the acreage for arterial rights-of-way.
Source: City of Chandler GIS Division (2001)

[2] Planned Area Development refers to a proposed unified development consisting of a minimum of a map and adopted ordinance setting forth the regulations governing the location and phasing of all proposed uses.

OUR COMMUNITIES AND NEIGHBORHOODS
Land Use Element

Planning Issues

Thousands of people continue to migrate to the Valley of the Sun. As Chandler continues to grow, it must maintain the current quality of life for existing residents while it continues to prepare for new opportunities. New housing, employment and retail will be needed to meet the needs of new residents. In addressing these needs, the following factors and planning issues may need to be considered:

- Several area plans, which are in conformance with the General Plan, have been developed. The purpose of these plans is to add a level of detailed planning consistent with, but more specific than a general plan. These plans should continue to be implemented in a manner that is consistent with the General Plan.
- New development opportunities associated with the Santan Freeway (Loop 202), the Price Freeway (Loop 101) and potential light rail.
- Economic growth within the Gila River Indian Community may result in new planning and development opportunities along the communities' shared border.
- As new growth occurs, existing neighborhoods must be maintained and upgraded.
- As the City continues to grow, it should continue to work with neighboring jurisdictions to coordinate planning for land use compatibility along common borders.
- Chandler is an integral part of the metropolitan region and should continue to actively participate in regional issues such as air, water quality, open space, and coordination of various types of transportation as they relate to land use and design.

Goals, Objectives and Policies

General goals, objectives and policies apply to the entire City. Area Plan goals, objectives and policies refine the general goals, objectives and policies and maintain the diverse character of Chandler's communities and neighborhoods.

GOAL: BALANCE LAND USE DECISIONS WITH ECONOMIC DEVELOPMENT AND QUALITY OF LIFE OBJECTIVES.

OBJECTIVE: Permit appropriate amounts of commercial uses within designated areas.

Policy: Market studies may be required for sites greater than ten acres to verify the need for commercial uses at any location.

OBJECTIVE: Establish a consistent and fair process to implement land use decisions and assure that growth occurs in an efficient, equitable, and orderly manner.

Policy: Use reasonable annexation policies to assure quality development within the municipal planning area and to provide for the efficient use or extension of utilities and streets.

OUR COMMUNITIES AND NEIGHBORHOODS
Land Use Element

GOAL: ENCOURAGE DEVELOPMENT APPROPRIATE TO THE CHARACTER OF THE COMMUNITY.

OBJECTIVE: Maintain Chandler's overall low density, suburban scale environment not to exceed an average overall density of 3.5 dwelling units per acre. There may be specific densities identified in approved Area Plans, Planned Area Developments or development policies that are more or less than 3.5 dwelling units per acre.

Policy: Consider higher residential densities in core areas in the downtown, regional malls, transportation corridors, and major employment areas.

Policy: Prior to rezoning or commitments to infrastructure, require the adoption of neighborhood plans for undeveloped areas covering at least one square mile to establish:

- Land use arrangements.
- Density and housing balance.
- Circulation and traffic patterns.
- Open space.
- Proposed lake features and water sources.
- Schools or other institutional uses.
- The timing of development.
- A plan outlining the timing of the developments of its components.
- Infrastructure analysis to identify impacts on the City's water, sewer, and reclaimed water delivery capabilities.

Policy: Continue to utilize density gradations to achieve good transition between different densities and lot sizes in residential subdivisions.

Policy: Continue to review all projects for architectural and site planning design excellence and consistency.

OBJECTIVE: Maintain low profile building forms.

Policy: Implement height restrictions and architectural guidelines to promote environmental excellence and innovation in site and building design.

OBJECTIVE: Identify areas appropriate for Special Use Commercial.

Policy: Provide for strategic sites for Special Use Commercial development such as areas in the vicinity of:

- Major employment centers.
- Areas with major regional market access.
- Chandler Airpark Area.
- Planned freeway corridors.

OUR COMMUNITIES AND NEIGHBORHOODS
Land Use Element

GOAL: COOPERATE ON A REGIONAL BASIS TO ENCOURAGE LAND USE DECISIONS THAT BENEFIT THE CITY.

OBJECTIVE: Partner with adjacent jurisdictions and Maricopa County for all proposed development and rezoning within County islands and along Chandler's borders.

Policy: Continue to participate in the Maricopa Association of Governments Enhanced Notification Policy.

Policy: Continue to work with Maricopa County to ensure that it's Comprehensive Plan reflects Chandler's General Plan land use categories for all County islands within the City.

Policy: Continue to provide comments to adjacent jurisdictions on land use proposals along Chandler's borders through the Maricopa Association of Governments Enhanced Notification Procedure or other processes.

GOAL: CONTINUE TO ACKNOWLEDGE THE DIFFERENCES OF EACH PART OF THE CITY AND IMPLEMENT STRATEGIES THAT BEST FIT THEIR PLANNING NEEDS.

OBJECTIVE: Recognize the uniqueness of Chandler's neighborhoods and their individual planning needs.

Policy: Using the general policies of the Land Use Element, maintain the City's system of requiring the adoption of more detailed area plans and more specific land use policies, special districts, character areas, and corridor plans prior to development.

Policy: Continue to support Airpark Area development that conforms to the Chandler Airpark Area Plan.

Policy: Implement the Southeast Chandler Area Plan for development in Southeast Chandler.

Policy: Continue to implement the Gateway Area Plan.

Policy: Establish a border plan and planning partnership with the Gila River Indian Community and other adjoining jurisdictions.

Policy: Continue to adopt streetscape design guidelines for major road corridors in Chandler.

Policy: Implement the Santan Freeway Corridor Plan and interchange development policies.

OBJECTIVE: Encourage the development of mixed-use activity centers in areas designated by policy for Special Use Commercial development.

Policy: Consider permitting a mix of public and private land uses within mixed-use activity centers.

Policy: Consider permitting a range of services and activities primarily designed for the immediate neighborhood within mixed-use activity centers.

Policy: Encourage pedestrian and bicycle connections between adjacent neighborhoods and mixed-use activity centers where feasible.

GOAL: CONTINUE TO PROMOTE THE INVOLVEMENT OF CHANDLER RESIDENTS IN THE FUTURE OF THEIR COMMUNITY.

OBJECTIVE: Conduct a variety of outreach techniques to inform residents about potential land use issues in their community.

Policy: Continue to conduct neighborhood meetings to inform citizens of potential rezonings and area plans.

Policy: Maintain uniform procedures to inform and include affected City and County residents in the review process.

Policy: Continue to notify homeowners associations and other affected groups within areas as deemed appropriate, of proposed rezonings.

GOAL: RECOGNIZE THE DIFFERENCE BETWEEN IMMEDIATE AND LONG-TERM NEEDS.

OBJECTIVE: Achieve an optimum balance of jobs, housing, shopping, and leisure activities.

Policy: Reserve adequate areas for employment and retail uses to serve future residents.

Policy: Adhere to the approved master plans and neighborhood plans and require the preparation of area plans prior to the zoning actions in undeveloped areas.

OBJECTIVE: Protect prime commercial and employment areas from residential encroachments.

Policy: Preserve strategic and prime commercial and employment areas.

OBJECTIVE: Protect the Santan and Price Freeway corridors' right-of-way from encroachment and incompatible land uses.

Policy: Consider the incorporation of sound walls or noise attenuation into noise sensitive projects adjacent to the freeways through rezoning.

Policy: Develop appropriate buffering techniques for development along the Santan Freeway Corridor Area Plan.

Policy: Promote the Santan Freeway and Union Pacific Railroad corridors as opportunities for industrial, commercial or mixed-use to include business parks, industrial parks and higher density residential development when appropriate and feasible.

OBJECTIVE: Provide sufficient land to accommodate public services and facilities.

Policy: Work with local school districts in reviewing development proposals to ensure that land is set aside to provide school facilities to accommodate enrollment increases associated with new development.

Policy: Protect the airport operations through height restrictions and partnering with Town of Gilbert.

GOAL: PROVIDE FOR QUALITY IN-FILL DEVELOPMENT IN DEVELOPED AREAS OF THE CITY.

OBJECTIVE: Consider and develop a program to provide realistic solutions and guidelines to achieve successful in-fill development.

Policy: Identify the market forces that attract the development community to in-fill areas.

Policy: Consider inducements to promote quality in-fill and explore other ways Chandler can assist in providing compatible in-fill development.

Policy: Identify the characteristics, existing development patterns, and other criteria describing in-fill areas where proposals may qualify for an incentive-based program.

Policy: Identify the circumstances where single-use or mixed-use projects must be sensitive to the character and scale of surrounding neighborhoods.

Policy: Utilize techniques such as landscape buffers, building scale, and other features to provide a soft-edge transition to existing development for both residential and non-residential in-fill projects.

Policy: Consider only those proposals that clearly provide a positive contribution to and help the sustainability of the surrounding area.

Policy: Include area residents and property owners in the review of in-fill projects.

GOAL: INTEGRATE PARKS AND OPEN SPACE INTO NEIGHBORHOODS AND COMMUNITIES THROUGH A SERIES OF INTERCONNECTED GREENBELTS.

OBJECTIVE: Develop a linear system of equestrian, pedestrian, and bicycle trails along canals.

Policy: Implement the Paseo system along the Consolidated Canal, as well as similar plans along other major canals within the City.

Policy: Consider the uniqueness of waterfront development prior to approval of any development plans.

Policy: Require a minimum building setback per the Paseo System Guidelines for trail preservation purposes.

Policy: Require all development along the Paseo System and other canals to relate to the waterway.

Policy: Continue to encourage the design of retention and detention areas and floodplains for multiple purpose recreation uses.

Area Plan Goals, Objectives and Policies

Area Plans implement the General Plan Goal to "Acknowledge the differences of each part of the City and implement strategies which best fit the planning needs of each." These plans implement the General Plan and provide more detailed information than the General Plan about land use in specific areas. Area Plans also include broad goals, objectives and policies for specific areas that are appropriate for inclusion in the General Plan.

Airpark Area

The following goals and policies are those that apply to the Airpark Area as identified on the Chandler Land Use Map.

GOAL: GUIDE AND CONTROL THE ORDERLY GROWTH OF THE AIRPARK AREA TO ENSURE COMPATIBLE NEW DEVELOPMENT.

OBJECTIVE: Continue to ensure development in areas adjacent to the Airpark Area is compatible with development in the Airpark Area.

OBJECTIVE: Continue to promote the development of industrial and commercial/ office/business parks.

Policy: Promote the Airpark Area as one of Chandler's prime locations for industrial and commercial development with the airport as the focal point.

Policy: Promote a campus-like design for industrial and office developments within the Airpark Area.

OBJECTIVE: Promote the development of retail to serve residents and businesses within the Airpark Area.

Policy: Promote the strategic assets of commercial areas along the Santan Freeway as it passes through the Airpark Area. In particular, emphasize opportunities at major commercial interchanges at Gilbert Road, Cooper Road, McQueen Road and Arizona Avenue.

Policy: Discourage uninterrupted stretches of commercial development along the frontages of major arterial streets in the Airpark Area.

OBJECTIVE: Create quality residential developments that consider potential impacts from the Airpark for the Airpark Area citizens.

Policy: Continue to plan for the development of a mix of housing types and densities where designated in the Airpark Area Plan.

Policy: Protect residential areas from nuisances generated by commercial or industrial uses and airport operations through buffering and site design regulations.

Policy: Continue to design all residential development to mitigate airport noise.

Policy: Work with property owners in the Airpark Area's two Transitional Areas to convert these properties to uses more compatible with airport operations.

OBJECTIVE: Ensure a well-balanced system of public and private parks and passive open spaces.

Policy: Require that all new developments within the Airpark Area contain a minimum of 10% useable open space.

Santan Freeway Corridor Area

GOAL: GUIDE AND CONTROL ORDERLY GROWTH TO ENSURE A HIGH QUALITY OF LIFE AND COMPATIBLE NEW DEVELOPMENT ALONG THE SANTAN FREEWAY.

OBJECTIVE: Promote general land use policies for the Santan Study Area[3] that dictate development criteria for all land use types and encourage sustainable, well-managed growth initiatives.

[3] The Santan Study Area was established to incorporate the areas to the north and south of the Santan Freeway alignment that will be most significantly impacted by its construction.

Policy: Promote residential land use policies for the Santan Study Area that will ensure sustainable community growth and cohesiveness through compatible adjacent development initiatives and noise mitigation requirements.

Policy: Promote development policies for light industrial and commerce-oriented land uses within designated employment areas with sufficient buffers from adjacent land uses, where appropriate.

Policy: Promote the development of retail commercial land use while adhering to policies that provide for compatible community growth and sustainable economic growth.

OBJECTIVE: To promote development within the interchange nodes that is compatible with the objectives of the Santan Freeway Corridor Area Plan.

Policy: Prioritize compatible development adjacent to freeway interchange locations with consideration to property access, localized congestion and noise mitigation measures.

Southeast Chandler Area

GOAL: RESPECT THE RURAL AND AGRARIAN LIFESTYLE OF THE SOUTHEAST CHANDLER AREA.

OBJECTIVE: Design arterial streets within Southeast Chandler that enable all that use them to recognize the area as a rural and agricultural area that offers a low density lifestyle.

Policy: Emphasize gateways, signing, and other functional and design elements of street design that recognize the rural and agrarian lifestyle of the Southeast Chandler Area.

OBJECTIVE: Continue to implement streetscape standards in Southeast Chandler to include increased setbacks, perimeter wall openings, use of turf, street trees, and effluent.

Policy: Create the desired character of the Southeast Chandler Area Plan through single story, low profile development.

Policy: Use subdivision entries, including monumentation with a rural theme, subdivision names that relate to agriculture and other design and functional details which establish a rural and agrarian identity for the neighborhood and the community.

Policy: Use visual openings along arterial streets, when possible and practical, to create view corridors into and out of neighborhoods.

OUR COMMUNITIES AND NEIGHBORHOODS
Land Use Element

GOAL: PROTECT AND PRESERVE THE SENSE OF SPACIOUSNESS AND OPENNESS IN SOUTHEAST CHANDLER.

OBJECTIVE: Provide vistas to the Santan Mountains, and promote opportunities for community gardening, and places for children to play.

OBJECTIVE: Foster compatibility between different lifestyles by providing transitions and buffers between existing and new development.

Policy: Provide for a variety of subdivisions that are compatible in terms of density, transition, design and open space.

Policy: Use open space, trails, larger lots, landscaping and other measures to ensure continuity and appropriate transitions between new and existing development.

OBJECTIVE: Create connections to people and places through a mix of transportation alternatives.

Policy: Use interconnecting trails to connect neighborhoods with schools, parks, surrounding neighborhoods, and equestrian trails.

South Price Road Campus Employment Corridor

GOAL: DEVELOP THE SOUTH PRICE ROAD CAMPUS EMPLOYMENT CORRIDOR AS THE CITY'S PREMIER HIGH-TECH AREA.

OBJECTIVE: Continue to promote and protect the South Price Road Campus Employment Corridor for large high-tech corporations in a single-use, campus-like environment as the City's premier corporate center.

Policy: Protect the corridor from land use encroachments such as general industrial parks and subdivisions, warehousing, distributorships, other general industrial uses, and residential developments which would otherwise compromise the function and integrity of this corridor.

OUR COMMUNITIES AND NEIGHBORHOODS
Land Use Element

Land Use Categories

1. **Rural (Very Low Density) Residential** **0 – 2.5 dwelling units/acre**
   This category is typified by lots 20,000 square feet and greater. Preferred locations are those areas adjacent to rural or large lot subdivisions, parcels in Southeast Chandler that range up to 80 acres and are not part of or cannot be planned as part of a larger residential area by virtue of isolation, physical barriers, or other factors that warrant larger on-site recreation area, water availability, and other infrastructure limitations. Area plans are encouraged to provide a rural residential component.

2. **Low Density (Single Family) Residential** **2.5 – 3.5 dwelling units/acre**
   This category is the predominant land use in the existing and master planned neighborhoods and situated in close proximity to schools and parks. Lots are typified by a range of 7,000 square feet (minimum) to over 12,000 square feet. Larger lots can be included as part of this category. As per the Chandler Land Use Map, all residential land is designated as single family residential within a density range of 2.5 – 3.5 dwellings units per acre unless otherwise designated by an approved area plan.

3. **Low-Medium Density Residential** **3.5 – 12 dwelling units/acre**
   This designation is created to allow for alternative designs in various non-traditional detached and attached homes. Lot size and/or density shall be determined by quality, function, and diversity. This land use designation can be considered for in-fill parcels, areas located between land uses of different intensities where a transitional use or density gradation is advisable, the Redevelopment Area, or as determined by an approved area plan. 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. This category may include townhomes, condominiums, and other products built at similar intensities.

4. **High Density Residential** **12 – 18 dwelling units/acre**
   Apartments or condominiums up to 18 dwelling units per acre may be located adjacent to arterial roads, freeways, employment and commercial areas, or within employment areas or regional malls. Densities exceeding 18 dwellings per acre can be considered in the downtown or for projects that provide elderly care with assisted living components. Quality and infrastructure capability will be the primary determinants of density.

5. **Redevelopment Area** – An Area Plan characterized by mixed-use downtown neighborhoods and mixed-use in-fill development within the designated boundaries of the Redevelopment Area.

6. **Strip Commercial –** This category applies to existing conventional strip retail centers characterized by long, unbroken building masses or stand-alone uses on individual parcels. New proposals to develop this type of land use are discouraged. Existing centers with this land use designation indicate opportunities for the City to work with new uses, opportunities to assemble or combine vacant properties to coordinate driveway access points, and improve streetscape appearance and enhance landscaping in an effort to upgrade these older commercial strip corridors.

7. **Neighborhood Commercial –** This land use category includes parcels that range in size from 10 to 20 acres with 30,000 to 140,000 square feet of building area, serving the needs of one or

two neighborhoods in a one to two-mile market area. This land use is most appropriate at the intersections of major arterials and other strategically situated areas. Consideration shall be given to providing pedestrian access to these centers and internal vehicular access from within adjacent neighborhoods to minimize the need for local vehicular traffic to enter arterial streets to enter the center. This land use commonly abuts residential areas. Buffers, transitional uses, attention to building size and height, and truck delivery movement should be considered in site design in order to provide compatibility, and convenient access. Unique site plans, building layouts and designs, broken building masses, and use of materials and detail that contribute to the unique quality of the architecture, building, landscape and site design and contribute to the overall compatibility with adjacent neighborhoods, is encouraged. Pad users located on the corner of a planned shopping center shall be situated so the main center remains visible and that the visibility and functionality of later phases is maintained.

8. **Community Commercial** – This category provides areas for commercial centers with a gross building area between 140,000 to 300,000 square feet* that provide everyday goods and services for a number of neighborhoods. The Community Commercial area should be located convenient to several neighborhoods and be accessed by major arterial streets. The Community Commercial land uses shall be determined by the following factors:
   a) Traffic,
   b) Market demand,
   c) Residential densities,
   d) Adjacent land uses,
   e) Proximity and relationship to other planned or developed commercial areas, and
   f) Other factors determined by City Council.

*In addition to the above-referenced factors, Council may consider Community Commercial proposals exceeding 300,000 square feet upon consideration of additional criteria, as follows:

a) Context. Evaluation of these proposals shall take into account the amount of commercial retail in close proximity to large-scale centers to prevent an over-intensive environment, including an analysis of alternative uses. The proposal shall also take into account impacts upon land use within a ½-mile radius of the site. Access to regional markets and transportation shall also be considered.
b) Compatibility. The proposal is adequately buffered from adjoining, less intensive land uses, emphasizing techniques such as but not limited to setbacks, landscape buffers, and building scale.
c) Environment. The proposal demonstrates a high level of site design, landscaping, and architectural excellence. Adequate parcel area to assure a higher standard of open space, plazas, and focal points may also dictate the justification for a greater square footage.
d) Infrastructure/Mobility. The proposal demonstrates sufficient accommodation for increased traffic, offsite improvements, pedestrian amenities, access to alternative transportation, and other measures as per approved traffic, and pedestrian studies.
e) Market. The proposal shall be accompanied by a comprehensive market evaluation study and phasing plan, including a public revenue/benefit analysis.
f) Any other documentation that serves to provide a rational basis to exceed 300,000 square feet.

This land use is most appropriate at the intersections of major commercial corridors or along freeway interchanges. This land use commonly abuts residential areas. Buffers, transitional uses, attention to building size, height, and truck delivery movement should be considered in site design in order to provide compatibility and convenient access. Unique site plans, building

layouts and designs, broken building masses, and use of materials and detail that contribute to the unique quality of the architecture, building, landscape and site design and contribute to the overall compatibility with adjacent neighborhoods, are encouraged. Pad users located on the corner of a planned shopping center shall be situated so the main center remains visible and that the visibility and functionality of later phases are maintained.

9. **Commercial Office** – This land use applies to office buildings and complexes located along arterial roads, along major freeway corridors, within major employment and commercial settings, and as transitional uses between land uses of dissimilar intensity. General low intensity retail service use, such as commercial services including day care, travel agents, beautician and other non-retail uses may be permitted in conjunction with offices or as in-fill uses along major roads.

10. **Regional Commercial** – This category provide for commercial centers with a gross building area over 400,000 square feet. These centers may include major, regional commercial uses such as malls, power centers, and other major commercial developments.

11. **South Price Road (High-Tech) Campus Employment Corridor** -- That area south of Willis Road, as depicted on the Chandler Land Use Map for that area, represents Chandler's premier high-tech corridor. It's environment would be defined by single users such as high-tech manufacturing, research and development, and corporate offices in integrated campus-like settings on parcels generally not less than 15 acres.

12. **Special Use Commercial** – These are places characterized and designed to be pedestrian friendly activity areas that support a mix of retail and commercial services uses and attract visitors. These are areas that denote a high level of visual interest and are characterized by providing an attractive urban environment.

    They may include restaurants, retail shops, entertainment and recreational uses, offices, and plazas in an urban setting. They may also include higher density residential projects as part of an approved, mixed-use area plan. Appropriate locations would be along waterways or near lakes, appropriate in-fill areas, downtown, or as complementary support destinations near larger commercial centers.

13. **Commercial Nodes** – Neighborhood or community shopping facilities, commercial offices, commercial services and institutional uses.

14. **Employment –** intended to accommodate a variety of light industrial/business parks in campus-like settings, including a compatible mix of higher density housing, commercial support uses, corporate offices, and high-tech uses.

Amendments to the General Plan

A major amendment to the General Plan is any proposal that would result in a change to the Land Use Element that would substantially alter the City's planned mixture or balance of land uses. The following criteria are to be used to determine whether a proposed amendment to the Land Use Element of the General Plan substantially alters the mixture or balance of land uses. A major amendment is any proposal that meets any one of these criteria:

1. Any change in a residential land use classification of 160 (quarter section) or more contiguous acres described in this General Plan to either another residential land use classification or a non-residential land use classification.

2. Any change in a non-residential land use classification of 160 (quarter section) or more contiguous acres to a residential land use classification.

3. Any proposal that would in the aggregate include changes in land use classifications of more than 320 acres described in this General Plan.

4. Any modification or elimination of one or more of the stated goals contained in the Land Use Element of the General Plan that changes any policy regarding overall densities, intensities or major roadway locations, affecting 640 acres or more.

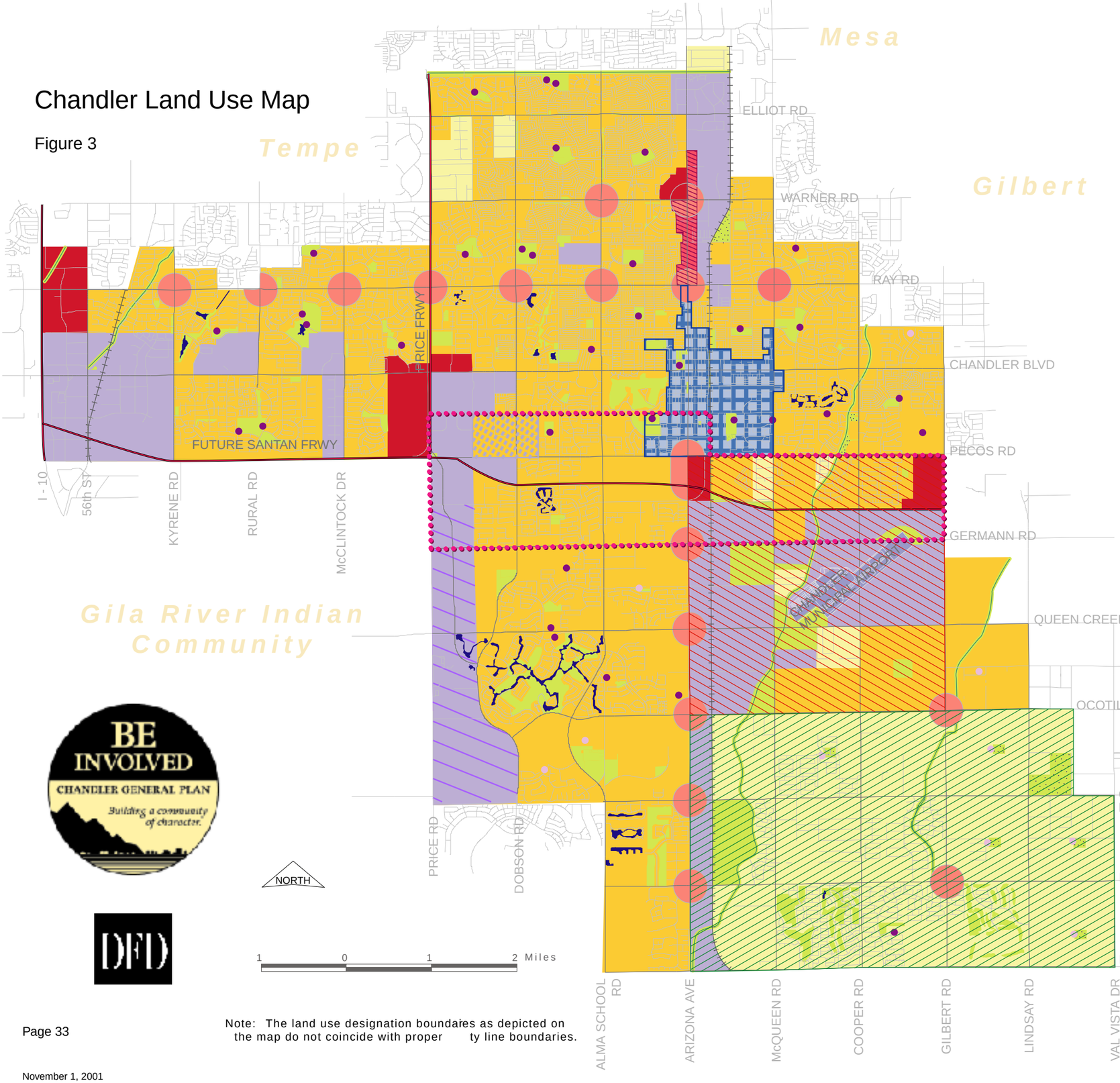
It should be noted that a designation of a proposal as a "major amendment" essentially affects the processing of the proposal and doesn't directly relate to the merits of the proposal. By State Statute, the key procedural elements that apply to a major amendment proposal are: there will be only one City Council hearing designated each calendar year to consider major amendments; such proposals need to be submitted within the same year they are heard; and a 2/3 majority vote of the City Council is needed to approve them. In addition, such proposals typically require several months of public awareness before they reach the Council hearing.

Any change that does not meet the above criteria defining "major" amendments shall be considered a minor amendment that can be considered by the Planning and Development Staff, Planning and Zoning Commission, and City Council in accordance with the regularly scheduled process as prescribed by the Arizona Revised Statutes.

No rezoning requiring a General Plan amendment shall be considered by City Council until a date after the General Plan amendment.

Chandler Land Use Map

Figure 3



Note: The land use designation boundaries as depicted on the map do not coincide with property line boundaries.

CHANDLER LAND USE MAP CATEGORIES

Rural (Very Low Density) Residential

Very low density residential uses with an overall average density in the range of 0 - 2.5 dwellings per acre.

Low Density ("Single Family") Residential

Low density residential uses with an overall average density in the range of 2.5 - 3.5 dwellings per acre.

By policies defined within the text of the General Plan and area plans, public facilities and higher density residential uses, including multi-family, may be located within low density residential areas; offices and institutional uses may be located along the frontages of arterial streets and neighborhood shopping centers may be located at the corners of arterial street intersections.

Redevelopment Area

Mixed-use, commercial/public, downtown neighborhoods and mixed density residential development.

See Chandler Redevelopment Element.

Commercial Nodes

Neighborhood or community shopping facilities, including large single-use retail development.

By policies defined 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.

Regional Commercial

Major, regional commercial uses such as malls, power centers, large single use retail development and other major commercial developments.

Employment

Major employers, industrial/business parks and industrial support uses.

South Price Road Campus Employment Corridor

High-tech campus employment.

Recreation/Open Space

Public parks, open spaces, golf courses and recreation facilities.

(Proposed public parks.)

Public Buildings

Refer to Public Buildings Element and Map.

Schools

\# Public elementary, middle and high schools.

\# Proposed School Site (locations within one mile grid).

Strip Commercial

Existing strip commercial, where opportunities may exist to improve streetscape and coordinate access points.

Airpark Area*

A mix of employment, commercial, residential densities, and open space designed to be compatible with Chandler Municipal Airport.

See Chandler Airpark Area Plan.

Southeast Chandler Area*

A unique "community" consisting of rural and low density residential land uses that respect and protect the rural/agrarian lifestyle of this area.

See Southeast Chandler Area Plan.

Santan Freeway Corridor Area*

A mix of uses compatible with the Santan Freeway.

See Santan Freeway Corridor Area Plan.

Gateway Area*

Mix of uses including employment, commercial and residential.

**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 area plans may also contain a mix of uses such as commercial, retail, offices, and multi-family, which are not shown on the Land Use Element Map.*

BE INVOLVED
CHANDLER GENERAL PLAN
Building a community of character.

DFD

My Neighborhood...

Housing Element

OUR COMMUNITIES AND NEIGHBORHOODS
Housing Element

Introduction

The Housing Element provides for the improvement of housing quality, variety, and affordability. It also is designed to provide for the housing needs of all segments of the community regardless of race, color, creed, or economic level. The Housing Element complements the residential component of the Land Use Element by addressing these important community needs. This element also strives to improve and preserve older neighborhoods, and reduce substandard environmental conditions.

Current Situation

Housing Inventory

Chandler has predominantly developed as a suburban, single family residential community over the past three decades. According to the 2000 Census, the City's housing stock consists of 66,592 units. Detailed data on the composition of the housing stock is not currently available from the 2000 Census. However, it is estimated that over 70% of the 2000 housing inventory are single family homes and 19% are apartment units. About 6% of the remaining units are townhomes and condominiums and less than 3% are mobile homes.

Table 3
2000 Housing Inventory

Jurisdiction	Single Family	Townhomes/ Condominiums	Multi-Family	Mobile Homes	Total
Chandler	48,033	4,167	12,854	1,538	66,592
% of Total Units	72.1%	6.3%	19.3%	2.3%	100.0%

Note: Includes building ;permits through the 4th Quarter of 2000
Sources: 1995 Maricopa County Special Census, 2000 U.S. Census, Phoenix Metro Housing Study, ASU

Single family homes are financially feasible for many households. The median price of single family homes in east valley has increased, on average, about 5% per year over the past decade, reaching $147,200 in 2000. Prices have risen for a variety of reasons, including market demand, the increasing cost of land and the rising cost of materials.

New single family housing in Chandler had a median price of $172,200 in 2000, 6% higher than the median price of major East Valley cities. However, the median price of resale single family units in Chandler is $136,600, which is nearly 6% below that of most neighboring cities. The large difference between new and resale housing in Chandler is reflective of some of the older housing stock in some portions of the City. Overall, the median price for all units in Chandler – new and resale – is $146,500 which is just slightly less than the $147,200 median for other East Valley cities.

Table 4
Median Price of Single Family Homes in 2000
Selected East Valley Cities

City/Town	New	Resale	All Units
Chandler	$172,200	$136,600	$146,500
Gilbert	$166,260	$147,900	$156,000
Mesa	$140,950	$119,900	$128,000
Scottsdale	$362,280	$250,000	$275,000
Tempe	$261,440	$141,000	$146,700
Median for East Valley Cities	$162,400	$144,400	$147,200

Source: Arizona Real Estate Center, ASU.

In the last five years, the median sale price of both new and resale housing in Chandler increased by 36% from approximately $108,000 to $146,500. This represents an annual compounded rate of increase of 6.3%.

Table 5
Median Single Family Home Sale Price
City of Chandler

Year	New	Resale	All Units
1995	$121,700	$99,800	$108,000
1996	$126,800	$107,400	$114,500
1997	$139,200	$111,500	$120,300
1998	$153,000	$119,800	$129,600
1999	$168,000	$128,300	$142,500
2000	$172,200	$136,600	$146,500

Source: Maricopa County Assessor; First American Real Estate Solutions, Marketron; Elliott D. Pollack & Co.

In addition to the single family housing market, other housing opportunities are available in the City. Chandler has a significant inventory of condominium units. In 1998 and 1999, 566 and 409 condo sales respectively were recorded in the City. The median price of a condo unit in 2000 was $89,100.

Table 6
Townhouse & Condominium Sales
City of Chandler

Sale Date	Number of Sales	Average Size (sf)	Median Sale Price
1995	624	1,319	$66,900
1996	332	1,086	$68,400
1997	390	1,125	$81,500
1998	566	1,137	$89,000
1999	409	1,130	$88,900
2000	250	1,162	$89,100

Source: Maricopa County Assessor; First American Real Estate Solutions; Elliott D. Pollack & Co.

At the end of 2000, the median apartment rent in Chandler was $780 per month, about 9% higher than the median for East Valley cities. Older apartment complexes have significantly lower rents than newer ones. The median rent for those units built in Chandler before 1995 is $680 per month, about 25% lower than the median rent of units built after 1995.

Table 7
Median Monthly Apartment Rents in 2000
By Age of Complex
Selected East Valley Cities

City	Built Before 1995	Built Since 1995	All Units
Chandler	$680	$850	$780
Gilbert	$590	$840	$690
Mesa	$590	$770	$620
Scottsdale	$750	$910	$800
Tempe	$640	$900	$660
Median for East Valley Cities	$668	$867	$707

Note: Rents are for complexes with more than 50 units.

Source: RealData, Inc.; Elliot D. Pollack & Company

Overall, Chandler has a diversified housing stock that appears to provide opportunities for most income segments of the population. Its rate of homeownership is high. The price of resale homes is consistent with County-wide trends. Some parts of the City offer single family housing that is in reach of many moderate-income families. Townhouse and condominium units, which are priced very reasonably in Chandler, provide additional opportunities for moderate-income households to enter the ownership market.

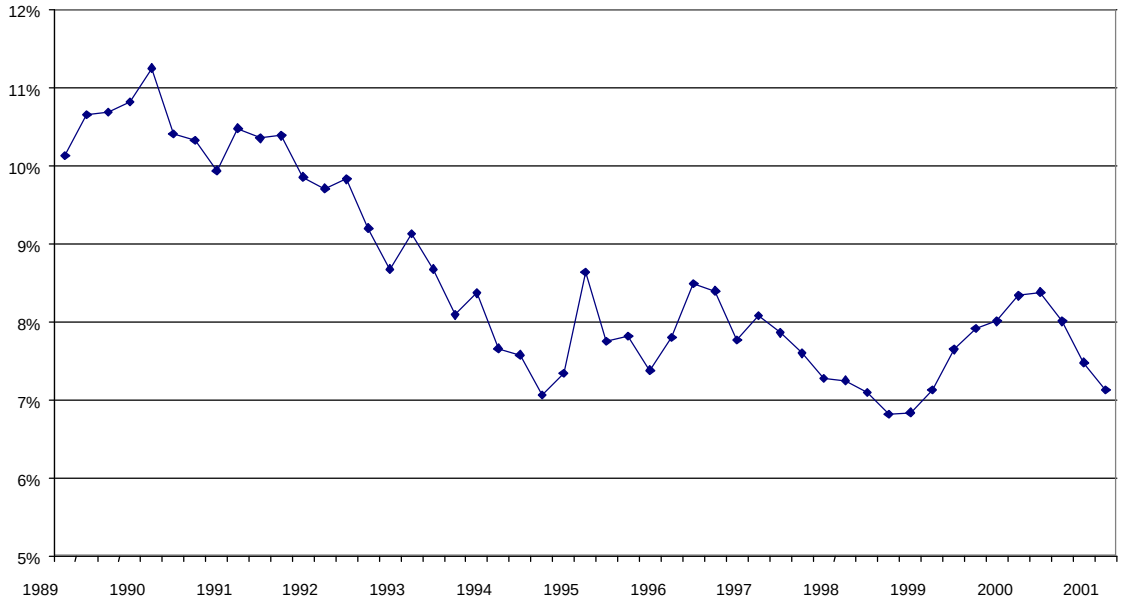
Affordability

The most common method of determining housing affordability is to compare the income required to support the monthly mortgage cost of the median priced single family house to the median income of City or metro area residents. This relationship, known as an affordability index, is expressed as a percentage. An index of 100 indicates that a median income household is able to qualify for a median priced home under certain assumptions. An index of 90, for example, suggests that the typical household earns 90 percent of the median income to afford the typical single family home.

The two most important variables that affect affordability are the current interest rate for home loans and the down payment. Higher interest rates reduce the affordability of housing. Higher down payments by homebuyers increase affordability by reducing the amount of the mortgage. A number of affordability indices were researched for this analysis. Authors of the indices include ASU, the National Association of Homebuilders, the State of Arizona, and private research organizations. Down payment assumptions for these indices ranged from 5% to 20%. For this analysis, a mid-range figure of 10% was used.

Moderate home loan interest rates in the last five years have assisted in creating a boom in housing construction, not only in Phoenix, but also across the County. Rates reached below 7% in late 1998 and early 1999, only to rise above 8% during 2000. Rates have since declined to 7.1% in June 2001, see Table 8 below.

Table 8
Effective 30 Year Fixed Mortgage Interest Rates
Source: Freddie Mac



A home loan interest rate of 8.15% was assumed for the Chandler affordability index. This interest rate represents the annual average during 2000 according to Federal National Mortgage Corporation. Other monthly housing costs that are added to the loan payment include property taxes, home insurance and mortgage insurance.

Given the above criteria, the monthly housing payment required to support the median priced new and resale home in Chandler in 2000 was converted to an annual income and then compared to the median household income for Chandler (see Table 9). Since median income data is not available from the 2000 Census as of the date of preparation of this element, data was obtained from a national demographics firm, CACI, Inc. The affordability index, as outlined in this element, will change depending on the final income figures from the Census. Based on research by this firm, the CACI income estimates appear conservative.

The median priced new home in Chandler with a value of $172,200 would require a $1,429 per month housing payment at 10% down. The annual income needed to support such a home is approximately $57,200. The income required to support the median priced $136,600 resale home is $45,300. Comparing these two incomes to the median household income for Chandler of $52,100 produces an affordability index of 91 for new homes and 115 for resale homes.

Table 9 also illustrates the impact of interest rates on affordability. When the average interest rate for June 2001 of 7.10% is applied to the home values for Chandler, the affordability index increases significantly. The index for newly constructed homes reaches nearly 100 while the resale index increases to 125. The monthly housing payment for both new and resale homes declines by approximately $100 per month due to the decline in the interest rate.

Table 9
Housing Affordability
Chandler, Arizona

	2000 Average Interest Rate		**Interest Rate as of June 2001**	
	New Home	Resale Home	New Home	Resale Home
Median house price	$172,200	$136,600	$172,200	$136,600
Down payment (10%)	$17,220	$13,660	$17,220	$13,660
Interest rate	8.15%	8.15%	7.10%	7.10%
Loan amount	$154,980	$122,940	$154,980	$122,940
Monthly loan payment	$1,153	$915	$1,042	$826
Taxes, insurance, mortgage insurance	$276	$219	$274	$217
Total monthly housing payment	$1,429	$1,134	$1,315	$1,043
Annual required income	$57,161	$45,344	$52,618	$41,740
Chandler – median household income	$52,100	$52,100	$52,100	$52,100
Affordability index	91	115	99	125

Source: Elliot D. Pollack & Co.; Arizona Real Estate Center, ASU, CACI

Interpretation of Housing Affordability Measurement

While the above affordability methodology is used across the country to compare single family housing prices with household incomes, it does not provide a complete picture of the residential real estate market. The median house price represents the midpoint of all the sales in the community. Therefore, half of the sales are below the median and will provide lower priced housing for moderate-income households. Also, the affordability measurement concentrates on the single family housing market. There are other types of housing in Chandler that provide opportunities for homeownership.

To illustrate, the median priced single family house in North Chandler in 2000 was $123,500, well below the $146,500 Citywide median price. Housing prices actually ranged from a low of $60,000 to a high of over $300,000. With more than 1,300 sales in North Chandler in 2000, this means that more than 600 units were priced below $120,000. Clearly, this represents significant opportunities for moderate-income families to obtain a home.

Likewise, condominium and townhome sales in 2000 in Chandler had a median price of $89,000. Units ranged in price from $30,000 to $200,000. With a 5% down payment of $4,450, the monthly loan payment on an $89,000 unit at today's 7.10% interest rate is $712, allowing a person with a $29,000 income to qualify for homeownership.

The conventional housing affordability indices are only one part of the story and must be interpreted with some caution. More detailed analysis, as provided later in this element, will focus on the actual difference between the supply and demand of affordable housing units.

Low and Moderate-Income Housing Opportunities

Through its Housing and Redevelopment Division, Chandler operates an extensive housing program designed to provide for the needs of low and moderate-income families. As one of the few cities in the Valley that operates its own housing authority, Chandler's public housing program currently consists of 319 units, see Table 10 below. 202 of those units are found in five apartment sites while the remaining 117 units are in scattered single family homes owned by the City. In addition, the City has been allocated 481 Section 8 vouchers that have been issued by HUD for qualified families. These vouchers can be used in conventional apartment complexes where rent levels permit.

Table 10
Subsidized Housing
Chandler, Arizona

Type of Housing	Units
Public Housing	319
Section 8 Vouchers	481
Private Section 8 Units	198
LIHTC	332
Non-Profit Housing Organizations	44
Total	1,374

Sources: City of Chandler; Elliott D. Pollack & Co.

In addition to the public housing activity, three apartment complexes have been built in Chandler under Arizona's Low Income Housing Tax Credit (LIHTC) Program and a fourth is currently under consideration. In total, the LIHTC projects add another 332 units of affordable housing to Chandler's inventory. Private Section 8 housing totals 198 units and non-profit organizations support another 44 units. Total affordable, subsidized housing in Chandler totals nearly 1,400 units. Chandler has done an excellent job of using federal and state resources to provide for the housing needs of low and moderate-income families.

Affordable Housing Need

An estimate of the affordability of housing in Chandler has been developed based on household income estimates from CACI, Inc. and housing sale and rent information presented in previous sections. The purpose of the analysis is to identify the affordability gap between the cost of housing in Chandler and the incomes of residents. This analysis provides an indication of the number of households in the City that may have difficulty affording adequate housing.

Table 11 shows methodology for determining the affordability gap in Chandler. The left side of the table identifies the distribution of households in Chandler by income in 2000 according to CACI, Inc. Under the "Affordable Values/Rents" columns, the income ranges are translated into the home value or apartment rent that can be afforded by those households based on a 5% down payment; an 8.15% home loan interest rate (the average interest rate for 2000); a monthly escrow for property taxes, home insurance and mortgage insurance; and 30% of income devoted to housing or rent payments. Based on the above assumptions, a household can typically afford a house that costs three times its income. The chart also shows the range within which the median income ($52,100) of Chandler falls, 80% of median income and 50% of median income. These income categories are typically used by HUD and other agencies to target affordable housing programs. Eighty percent (80%) of median income is considered "low-income" households and 50% of median income is "very low-income" households.

The right side of the table shows the number and type of units available within each of the value or rent ranges. The estimated value of single family homes, townhomes, condominiums and mobile homes in Chandler was determined by using the 2000 housing sales data as a proxy or sample of City-wide housing prices.

In order to calculate the affordability gap, the number of households in each income group is subtracted from the number of available, affordable units. The affordability gap – a negative number – occurs where there are more residents than affordable housing units within each of the income ranges.

The affordability gap analysis shows that households with annual incomes below $22,500 (43% of Chandler's median household income) are most in need of affordable housing. In order to obtain housing, these households will live in substandard conditions and/or pay substantially more than 30% of their income for shelter. An estimated 8,323 households have annual incomes below $22,500. The number of housing units in the private market in Chandler that are affordable to these households is approximately 2,185, creating a demand for an additional 6,138 units. Chandler and local non-profit agencies (excluding Low Income Housing Tax Credit (LIHTC) units which are included in the private market supply) provide 1,042 subsidized units, reducing the affordable housing demand or "gap" to under 5,100 households.

Table 11
Affordability Gap Calculation – 2000
City of Chandler

Interest Rate: 8.15%
Down Payment: 5.00%

Percent of Median Income	Income Range		Number of Households	Affordable Values/Rents				Units Available						
				Home Value		Rent		Single Family	Townhouse /Condos	Multi-Family	Mobile Homes	Total		**Total**
	Low	High		Minimum	Maximum	Minimum	Maximum					Units	**Gap***	**Gap**
	$0	$4,999	781	$0	$14,000	$0	$120	-	-	-	5	5	(776)	(776)
	$5,000	$9,999	1,441	$14,000	$29,000	$130	$250	13	-	-	46	59	(1,382)	(2,158)
	$10,000	$12,499	1,054	$29,000	$36,000	$250	$310	31	-	-	20	51	(1,003)	(3,161)
	$12,500	$14,999	840	$36,000	$43,000	$310	$370	38	67	-	41	146	(694)	(3,855)
	$15,000	$17,499	1,254	$43,000	$50,000	$380	$440	82	33	-	76	191	(1,063)	(4,918)
	$17,500	$19,999	1,271	$50,000	$57,000	$440	$500	119	117	384	244	864	(407)	(5,325)
	$20,000	$22,499	1,682	$57,000	$65,000	$500	$560	226	283	-	360	869	(813)	(6,138)
	$22,500	$24,999	1,326	$65,000	$72,000	$560	$620	440	200	653	289	1,582	256	
50%	$25,000	$27,499	1,864	$72,000	$79,000	$630	$690	402	467	2,233	310	3,412	1,547	
	$27,500	$29,999	1,433	$79,000	$86,000	$690	$750	823	617	1,607	107	3,154	1,721	
	$30,000	$32,499	1,972	$86,000	$93,000	$750	$810	930	550	3,200	10	4,690	2,718	
	$32,500	$34,999	1,467	$93,000	$101,000	$810	$870	1,282	517	2,095	5	3,899	2,432	
	$35,000	$37,499	2,255	$101,000	$108,000	$880	$940	1,609	417	2,045	-	4,071	1,816	
	$37,500	$39,999	1,970	$108,000	$115,000	$940	$1,000	2,444	200	637	-	3,281	1,311	
80%	$40,000	$42,499	2,742	$115,000	$122,000	$1,000	$1,060	3,594	200	-	5	3,799	1,058	
	$42,500	$44,999	2,151	$122,000	$129,000	$1,060	$1,120	3,638	100		-	3,738	1,587	
	$45,000	$47,499	2,240	$129,000	$137,000	$1,130	$1,190	4,028	150		5	4,183	1,943	
	$47,500	$49,999	1,787	$137,000	$144,000	$1,190	$1,250	3,324	17		10	3,351	1,564	
100%	$50,000	$54,999	3,696	$144,000	$158,000	$1,250	$1,370	4,587	33		5	4,625	929	
	$55,000	$59,999	3,781	$158,000	$172,000	$1,380	$1,500	3,896	-		-	3,896		
	$60,000	$74,999	9,443	$172,000	$216,000	$1,500	$1,870	8,012	100		-	8,112		
	$75,000	$99,999	9,037	$216,000	$287,000	$1,880	$2,500	8,514	100		-	8,614		
	$100,000	$124,999	3,865	$287,000	$359,000	$2,500	$3,120					-		
	$125,000	$149,999	1,631	$359,000	$431,000	$3,130	$3,750					-		
	$150,000	$249,999	1,167	$431,000	$719,000	$3,750	$6,250					-		
	$250,000	$499,999	156	$719,000	$1,437,000	$6,250	$12,500					-		
	$500,000 +		69	$1,437,000 +		$12,500 +						-		
Total			62,377					48,033	4,167	12,854	1,538	66,592		

*The "gap" is calculated by subtracting the number of households in each income group from the number of affordable units. The gap is not calculated for incomes over 100% of the median income.

Sources: CACI, Elliott D. Pollack & Co.

Table 12
Affordable Housing Demand *
Chandler, Arizona

	Households
Households in need of affordable housing	8,323
Affordable units available in private market	2,185
Unfulfilled demand	(6,138)
City subsidized or non-profit units	1,042
Affordability gap	(5,096)

Source: Elliott D. Pollack & Co.

* This table does not include non-subsidized affordable rental and ownership units and unfulfilled demand is likely lower than figure provided.

It should be noted that affordable housing is available in Chandler for most income groups, either through the private market or public sources. The affordability gap occurs only for the lowest income households of the community – those with incomes below 43% of the City median income. In fact, the gap analysis shows that 5,200 units are available in the private market for households with incomes below 50% of median income. Another 23,627 units are available in Chandler for households with incomes between 50% and 80% of median income (from $26,050 to $41,680 annual household income). Clearly, housing opportunities exist for most moderate-income households, either through older single family or multi-family units, condo or townhouse units, or mobile homes.

To state the above figures another way, approximately 43% of the housing units in the City are affordable to households making no more than 80% of the City's median income. About 69% of the units in Chandler are affordable to households having incomes equal to or less than the City's median income. Assuming that households are not constrained in their ability to afford housing due to poor or excessive credit history, most residents, except for the very low income, should be able to find housing in Chandler that meets their income limitations.

Future Trends:

Chandler is expected to grow from 176,581 in 2000 to 266,500 by 2020. This growth will require the addition of at least 34,500 new occupied housing units (at a 5% vacancy rate, 36,300 units will need to be constructed to provide shelter for the growing population).

The mix of housing units constructed in Chandler over the next 20 years will be an important element in addressing affordable housing needs.

Table 13
2020 Housing Needs

	1995	2000	2005	2010	2015	2020	Total
Population	132,360	176,581	215,500	239,500	254,500	266,500	
Households	45,799	61,917	76,556	85,505	90,942	96,400	
Persons/Household	2.89	2.85	2.81	2.80	2.80	2.76	
Housing Demand			14,640	8,948	5,437	5,458	34,483

Source: U.S. Census, MAG, Elliot D. Pollack & Co.

Planning Issues

- Most of the new residential development occurring in Chandler over the next 20 years will occur south of Pecos Road where new infrastructure (roads, water, sewer, and reclaimed water) must be developed.
- The combination of low densities and infrastructure requirements are among the factors that will impact the cost of housing in Southeast Chandler.
- A mix of housing types and densities will continue to be necessary to provide housing opportunities for wide range of income levels.
- Employment opportunities and housing affordability are interrelated.
- Some of the housing stock in Chandler is more than 20 years old while other portions are new.
- Maintaining safe and viable neighborhoods over the next two decades is a priority for the City.
- Underused and vacant parcels exist throughout the developed areas of the City.

OUR COMMUNITIES AND NEIGHBORHOODS
Housing Element

Goals, Objectives and Policies

GOAL: TAKE STEPS TO PROVIDE AN ADEQUATE SUPPLY OF SAFE AND AFFORDABLE HOUSING FOR ALL HOUSEHOLD INCOME LEVELS.

OBJECTIVE: Promote diversity in housing types in the City.

Policy: Encourage the creation of public-private ventures for the development of low and moderate income “for sale” and rental housing using local, state and federal resources.

Policy: Draft programs that may include inducements to promote the development of diverse housing, including affordable housing on vacant, underused in-fill parcels where residential development is appropriate and compatible with the surrounding area.

Policy: Encourage the diversity of housing types throughout the community.

Policy: Continue to promote the creation of high-wage jobs that are consistent with Chandler’s housing stock profile.

OBJECTIVE: Maintain and expand programs to provide housing for low and moderate-income households.

Policy: Continue to maintain and expand its affordable housing programs including the dispersion of housing units throughout the community.

Policy: Continue and expand existing City programs to provide financial assistance to low and moderate-income households for the rehabilitation of substandard units.

Policy: Use federal, state, and local resources to promote first-time home buying.

Policy: Monitor state and federal housing initiatives that may provide additional funding or incentives for new affordable housing units.

Policy: Monitor the housing market and household income levels of residents to determine the need for additional affordable units and to evaluate progress in the City’s housing programs.

OUR COMMUNITIES AND NEIGHBORHOODS
Housing Element

GOAL: PROMOTE HIGH STANDARDS FOR RESIDENTIAL DEVELOPMENT.

OBJECTIVE: Maintain Chandler's quality standards for all housing and residential neighborhoods as outlined in its Residential Design Standards and Specific Area Plans.

Policy: Maintain and review standards needed to achieve greater diversity and creativity within new residential developments relative to lot sizes, subdivision layout, and single family and multi-family architecture.

Policy: Evaluate Chandler's residential development standards for integration of techniques designed to promote housing affordability and diversity.

Policy: Provide for the possibility of departure from the City's housing standards, without sacrificing quality, in the situations involving development of vacant in-fill parcels.

Policy: Incorporate adequate provisions for functional parks and open space for all future residential developments as an integral part of neighborhood design.

GOAL: MAINTAIN THE QUALITY OF CHANDLER'S EXISTING HOUSING STOCK AND NEIGHBORHOODS.

OBJECTIVE: Identify and recognize the changing needs of the City's mature neighborhoods and take steps to stabilize and upgrade these areas.

Policy: Identify and work with neighborhoods that are showing signs of distress or exhibit characteristics that may lead to destabilization.

Policy: Continue to implement housing programs that maintain and enhance housing standards.

Policy: Plan for streetscape improvements in older mature neighborhoods where landscaping or streets have deteriorated.

Policy: Allow for development regulations, financial incentives and loan programs that encourage the remodeling or rehabilitation of older multi-family buildings or single family residences.

Policy: Continue and expand programs for low and moderate-income residents to assist in the redevelopment or rehabilitation of older and vacant housing stock, where feasible.

OUR COMMUNITIES AND NEIGHBORHOODS
Housing Element

OBJECTIVE: **Promote proper maintenance of both private and public properties and educate and assist those property owners who do not meet existing standards.**

Policy: Develop neighborhood programs that stress education, compliance measures, and the formation of neighborhood programs that enable residents to assist themselves in maintenance issues.

Policy: Continue to educate and work with the community to maintain quality standards of existing neighborhoods.

Policy: Support programs that promote the quality management and maintenance of rental properties, especially single family rental units.

Policy: Look for the opportunity to develop partnerships with private lenders who will provide financing for improvement of dwellings in need of renovation.

Conservation, Rehabilitation and Redevelopment Element

OUR COMMUNITIES AND NEIGHBORHOODS
Conservation, Rehabilitation and Redevelopment Element

Introduction

The Conservation, Rehabilitation and Redevelopment Element requires plans and programs for the elimination of slums and blighted areas that may exist within the City, community redevelopment, neighborhood preservation and revitalization, and other purposes authorized by law. In February 1994, a citizen's task force updated the 1987 Chandler Downtown Redevelopment Area Plan. The Redevelopment Area Plan was adopted as the Conservation, Rehabilitation and Redevelopment Element of the General Plan. Chandler residents and staff spent a significant amount of time and effort updating the Redevelopment Area Plan. This Element summarizes, without replacing, the City of Chandler Redevelopment Area Plan adopted in July 1995, which is made a part hereof by reference.

Current Situation

Downtown is the cultural, civic, business, and historic hub of Chandler and contains a mix of land uses that provide business, employment, entertainment, and housing opportunities. With development occurring throughout the Chandler area, it is necessary to focus on the downtown area in order to preserve a sense of "place" for Chandler and provide a hub for community building activities. In addition, downtown is a prime location for businesses that provide needed services and amenities. To provide guidance regarding the redevelopment of the downtown commercial and residential areas, the City adopted the Chandler Redevelopment Area Plan. The Plan identifies goals, objectives and policies for the Redevelopment Area. The boundaries of the Redevelopment Area are shown on the Chandler Land Use Map.

The Redevelopment Area consists of five planning districts: 1) Downtown, 2) North Arizona Avenue, 3) Southeast, 4) Eastside, and 5) Southside Neighborhoods. The Redevelopment Plan includes specific goals and action steps for each planning district. Overall, however, the redevelopment of downtown Chandler is founded upon three basic principals:

- Joint private and public funding contributions and cooperation are essential for economic development.
- Focus on existing facilities and historical features and concentrate on recreation, entertainment, and service oriented businesses.
- Improve the appearance and stability of downtown neighborhoods.

Future Trends

The City continues to encourage redevelopment of the downtown. Retail revitalization and housing stabilization will continue to be encouraged. Additional investments, in the form of new City campuses, the redevelopment of the southwest corner of Arizona Avenue and Chandler Boulevard and the northeast corner of Arizona Avenue and Buffalo Street will further enhance downtown Chandler and it's role as a focal point for entertainment, residential, civic, and business functions.

Planning Issues

- Attracting people to the downtown area when there are other complementary attractions.
- Providing downtown services that accommodate the needs of the people that live in the vicinity.
- Preserving the heritage of Chandler that stems from the downtown area through design standards and civic programs that celebrate the City's history.

OUR COMMUNITIES AND NEIGHBORHOODS
Conservation, Rehabilitation and Redevelopment Element

Goals, Objectives and Policies

GOAL: PROMOTE THE REVITALIZATION OF DOWNTOWN CHANDLER AND SURROUNDING NEIGHBORHOODS.

OBJECTIVE: Use sound land use planning, financial investment, coordinated redevelopment management, neighborhood improvement, and economic development strategies.

Policy: Proactively administer neighborhood improvement programs to eliminate substandard property and structural conditions within and next to the central business district.

Policy: Improve redevelopment planning, management, and resource allocations by coordinating the interests and functions of various groups and individuals.

GOAL: DEVELOP DOWNTOWN CHANDLER AS THE COMMUNITY'S CULTURAL, CIVIC, BUSINESS, AND ACTIVITY CENTER.

OBJECTIVE: Develop downtown as a diverse, balanced community attracting people to live, work, shop, play and gather.

OBJECTIVE: Attract new employers to locate in the downtown area.

Policy: Encourage corporate and professional offices to locate in the downtown area, to support local industry, commercial services, and the City government functions. Ground floor retail shops are encouraged within new development.

OBJECTIVE: Create new open spaces in the downtown Redevelopment Area and plazas within new redevelopment projects and developments, where viable.

Policy: Provide a mix of new housing opportunities as residential in-fill or where land assemblages allow for the development of medium density housing in residential areas.

Policy: Continue to encourage plazas, open spaces, and outdoor gathering areas in the design of downtown building complexes and master planned development.

OBJECTIVE: Create a festive, nighttime atmosphere with places for people to go.

Policy: Promote unique themes for new commercial opportunities such as a farmer's market, industrial museum, outdoor events, arts and crafts fair and the like to complement the more traditional, established retail anchors.

Policy: Continue to promote special events that complement and support downtown interests.

Policy: Strengthen the areas surrounding the San Marcos Resort by expanding specialty retail and service opportunities in a festive, shop-like atmosphere.

GOAL: MAINTAIN STABLE, VIABLE NEIGHBORHOODS IN THE RESIDENTIAL AREAS OF THE DOWNTOWN.

OBJECTIVE: Encourage mixed-use redevelopment projects where sufficient land assemblages allow.

Policy: Encourage business parks and clean, light industrial users to locate within the area's existing industrial zoning districts.

Policy: Continue to promote the Enterprise Zone and other business assistance programs administered by the City, the Chamber of Commerce, and other entities.

Policy: Actively recruit small businesses.

OBJECTIVE: Promote new housing in the Redevelopment Area.

Policy: Encourage partnerships to bring new housing to the downtown area.

OBJECTIVE: Encourage compatible in-fill development and rehabilitation on vacant and substandard properties.

Policy: Identify all properties and parcels suitable for in-fill development.

OBJECTIVE: Discourage or eliminate land use conflicts caused by dissimilar land use and zoning districts.

GOAL: CREATE AND MAINTAIN A STRONG IDENTITY FOR THE DOWNTOWN THAT REFLECTS THE CITY'S HISTORICAL, CULTURAL AND ARCHITECTURAL INFLUENCES.

OBJECTIVE: Create a strong design theme for the downtown based on past and present architectural themes.

Policy: Maintain the early twentieth century architectural influences in new construction and façade improvements of existing buildings.

OBJECTIVE: Enhance the appearance of the Strip Commercial (corridors) through streetscape improvements and landscape treatments.

Policy: Provide unified landscape themes, street furniture, lighting, unique features, and plaza spaces for gathering.

Policy: Promote art in public places.

GOAL: THE CITY, IN COOPERATION WITH OTHER COMMUNITY GROUPS, SHOULD CONTINUE ITS COMMITTMENT TO A SUSTAINABLE AND CONSISTENT REDEVELOPMENT EFFORT.

OBJECTIVE: Keep the Redevelopment Area Plan current and sensitive to changing conditions.

Policy: Continue to keep residents, property owners, business owners, and interested social agencies involved in redevelopment related issues.

Policy: Periodically re-evaluate the Redevelopment Area Plan to make modifications as necessary.

Growth Area Element

OUR COMMUNITIES AND NEIGHBORHOODS
Growth Area Element

Introduction

The purpose of the Growth Area Element is to direct new development into certain areas of the community based on the availability of existing or planned infrastructure, available land, transportation, and other improvements. These areas should be capable of supporting concentrated development comprised of a variety of land uses including commercial, office, residential, tourism and industrial. In this sense, the Growth Area Element is designed to create significant activity centers or nodes in the City that provide a walkable pedestrian environment, public open spaces, a mix of uses, housing choices and a sense of place, all served by a variety of transportation modes.

The Growth Area Element is related, in some respects, to the Conservation, Rehabilitation and Redevelopment Element of the Chandler General Plan. Issues dealing with in-fill development and redevelopment of older areas of the community, such as the downtown area, will be addressed as both Growth Areas as well as a Redevelopment Area.

Current Situation

The City of Chandler has traditionally guided growth through a series of specific area plans. Some of these area plans, or portions of them, are suitable for designation as Growth Areas where the City can concentrate or target development. These areas exhibit characteristics that have been identified based on the following criteria:

- Strategically located vacant or underused areas that can accommodate higher intensity development or redevelopment based on proximity to new or proposed infrastructure and/or multi-modal transportation opportunities.
- Areas that can accommodate concentrated development of mixed land uses including commercial, residential, office, tourism and industrial, supported by adequate infrastructure, particularly transportation and urban open spaces.
- Areas that can accommodate future employment growth and provide for the economic health of the City.
- Areas with regional access that will promote sales tax generation and provide for the fiscal well-being of the City.
- Newly developing areas where infrastructure improvements are coordinated with development activity in a logical manner.
- Areas where significant natural resources have or will be conserved consistent with the Open Space Element.
- Specific area plans for the designated Growth Areas will continue to be the primary method for implementing the Growth Area Element.

Based on the above criteria, six target locations in the City have been identified as Growth Areas. Precise or rigid boundaries of the Growth Areas are not defined in this Element. Rather, the Growth Areas are described as generalized locations that are targeted for more intensive development or for economic development purposes. Chandler's Growth Areas are:

- The intersection of the Santan Freeway and Price Freeway, encompassing the Chandler Fashion Center regional mall and extending east to the Chandler Regional Hospital area including surrounding medical services facilities.
- Downtown Chandler and surrounding residential neighborhoods.
- East of the intersection of I-10 and Ray Road.
- The Chandler Airpark Area.

- The South Price Road Campus Employment Corridor.
- The Southeast Chandler Area.

Following is a description of each designated Growth Area:

1. Intersection of the Santan Freeway and Price Freeway
This Growth Area should become one of the more dynamic activity centers in Chandler in the future, centered on the Chandler Fashion Center regional mall. Just to the east of the mall site is the Chandler Regional Hospital and related medical facilities. Residential development in this area may accommodate single family subdivisions at higher than average densities, convalescent and extended care facilities, and several apartment complexes. Two retail centers recently opened adjacent to the mall site. This Growth Area has significant potential for additional mixed-use and multi-modal transportation opportunities. It is centrally located in the City to provide service to all residents. Vacant land in the area provides opportunity for the continued development of intense land uses.

2. Downtown Chandler and Surrounding Residential Neighborhoods
Downtown Chandler is the original town site for the community and its historic center. It has been designated as a Redevelopment Area and continues to be the subject of residential and commercial redevelopment efforts. The City has undertaken acquisition and clearance activities and has promoted a number of significant developments including two major office buildings, parking structures, reconstruction and expansion of the City's administrative offices, redevelopment of the San Marcos Hotel, storefront facade improvements and other activities. The downtown also hosts a number of civic activities and festivals throughout the year. Both commercial and residential in-fill opportunities are significant. The downtown is also expected to become a major transportation hub in the future.

3. East of the Intersection of I-10 and Ray Road
A major retail and entertainment activity center has developed at the intersection of I-10 and Ray Road. The western side of the intersection is located in the City of Phoenix while the east side of the I-10 is in Chandler. The City has captured some significant big box retail development, auto dealers, specialty retail, and restaurants. The area serves as the retail hub for residents of Ahwatukee Foothills, South Tempe and Chandler. Vacant land in the area provides the opportunity to expand retail and other commercial development.

4. Chandler Airpark Area
The Chandler Airpark area encompasses nine square miles surrounding the Chandler Municipal Airport located just southeast of the downtown area. The Airpark represents significant economic development opportunities for the City that includes inter-modal transportation links such as the Paseo System, the Santan Freeway, the Union Pacific Railroad and the airport itself. Development in the area is guided by the Chandler Airport Area Plan that was updated in 1998.

5. South Price Road Campus Employment Corridor
An emerging employment area is the Price Road Corridor located south of Pecos Road adjacent to the Gila River Indian Community. The area has been planned for large campus-style, high-tech employment sites and is currently anchored by Intel, Orbital Sciences, Motorola, Amkor and Charles Schwab.

6. Southeast Chandler

Southeast Chandler is a fourteen and one-half square mile area located south of Ocotillo Road and east of Arizona Avenue. It represents the largest area of undeveloped land within the City. The Southeast Chandler Area Plan was adopted in 1999 and provides guidance for the development of this area.

Future Trends

Chandler's growth is expected to continue over the next 20 years reaching a population of 266,500 persons by 2020. The rate of growth in its employment base is expected to outpace population increases. According to studies by the Maricopa Association of Governments, employment in Chandler will grow by 128% from 74,300 jobs in 2000 to 168,500 jobs in 2020. This will cause Chandler's jobs-to-population ratio to increase from an estimated 0.43 in 2000 to 0.65 in 2020, well above Maricopa County's jobs to population ratio of 0.50 (one job for every two residents). This means that Chandler will become an important employment hub in the Southeast Valley and a “net” importer of jobs. Because of its large high-tech manufacturing base, residents of surrounding communities will be commuting to Chandler for employment. The City will be able to promote its valuable employment Growth Areas, Chandler Airpark and South Price Road Campus Employment Corridor, as sites for new employers.

Likewise, as population growth continues in Chandler, the three remaining Growth Areas, which are primarily retail and service oriented, will be centrally located relative to the population. These Growth Areas represent significant activity nodes that can provide retail, entertainment, tourism and medical services to Chandler residents in an urban, multi-modal transportation environment.

Planning Issues

- Area Plans should continue to guide detailed land use within Growth Areas.
- Infrastructure, appropriate to the Growth Area, will need to be provided or upgraded in some cases.
- As Growth Areas continue to develop, opportunities for integrating public transportation facilities should be explored.

Goals, Objectives and Policies

GOAL: ENCOURAGE LAND USES THAT ARE PLANNED FOR THE EFFICIENT AND COST EFFECTIVE USE OF PUBLIC INFRASTRUCTURE AND SERVICES.

OBJECTIVE: Encourage the development of centrally located destinations that include a variety of activities accessible to one another by non-motorized transportation.

Policy: Continue to support the development of the intersection of the Santan Freeway and Price Freeway as a location for retail, medical and related medical service and higher density residential uses.

Policy: Continue to support the rehabilitation, revitalization, and redevelopment of downtown Chandler as a location for office, retail, and residential uses.

Policy: Continue to support the development of the area east of the intersection of I-10 and Ray Road as a retail hub, entertainment, and shopping destination.

Policy: Continue to support the development of the Chandler Airpark Area as an employment center with compatibly designed residential and employment support retail uses.

Policy: Encourage densities appropriate to the Growth Area.

Policy: Continue to support the development of the South Price Road Campus Employment Corridor south of Willis Road as a location for high-tech manufacturing employment and high-tech support uses.

OBJECTIVE: Make Growth Areas accessible.

Policy: Identify locations for public transportation stations within Growth Areas where feasible.

Policy: Provide non-motorized connections to the Growth Areas identified in this element.

Policy: Provide direct access to regional and other major transportation corridors from Growth Areas.

OBJECTIVE: Protect the low density, agricultural character of the Southeast Chandler Area.

Policy: Implement the Southeast Chandler Area Plan.

My Neighborhood...

OUR COMMUNITIES AND NEIGHBORHOODS
Cost of Development Element

Introduction

The Cost of Development Element identifies policies and strategies that Chandler will use to require new development to pay its fair share toward the cost of additional public service needs generated by that new development, with appropriate exceptions when in the public interest.

Implementation of the Cost of Development Element ensures that Chandler has an enhanced source of revenues to provide for new capital facilities, consistent with master plans identified in other General Plan elements. Without contribution from developers and the City, newly developing areas of the City might not be provided services because of fiscal constraints on the City. The lack of financial resources could even preclude development in certain areas of the community.

Current Situation

The City of Chandler has long required developers to construct streets, sewers, water mains, drainage facilities and other improvements in and adjacent to their developments. In the 1980's, the City adopted water and sewer development fees designed to pay for major transmission and trunk lines as well as water production and wastewater treatment facilities. These fees were designed to ensure that developers were paying their fair share of the costs of water and sewer capital improvements for new residential and non-residential development without burdening ratepayers. Since that time the City has enacted a variety of additional development fees to pay for the capital costs of new water resources, reclaimed water systems, arterial streets, community parks and other general governmental needs. The City and/or recognized experts in the field of public finance have established system development charges and fees through detailed analysis. Fee schedules have been updated periodically to ensure fairness and to reflect updated capital improvement programs.

In addition to system development fees, the City uses a wide variety of financing mechanisms to fund public services and improvements necessary to serve new development. These mechanisms include:

- Bonded debt that is comprised of general obligation bonds, revenue bonds, certificates of participation notes and municipal property corporation bonds. Bonded debt is used to finance public projects that are too large to fund on a “pay as you go” basis. Development fees, user fees, property taxes and similar sources are used to repay the bonds over time.
- Special taxing districts, such as improvement districts, have been used by the City to finance various street and utility improvements. These districts can be used to accelerate capital improvements in newly developing areas of the City or where the City lacks funds to undertake the improvements. Property owners are largely responsible for repaying bonds associated with special taxing districts through property tax assessments.
- Facility construction by developers and landowners is also a common mechanism. Developers receive credit toward development fees or other City charges for the value of the improvements constructed or enter into repayment agreements.
- Dedication of land is a common method used to widen streets or reserve land for open space or parks. Landowners making such dedications may receive credits against City development fees or charges.

OUR COMMUNITIES AND NEIGHBORHOODS
Cost of Development Element

Future Trends

The City of Chandler will continue to grow over the next few decades as well as the need for additional capital improvements. In fact, much of the City's future growth will occur in the areas that lack adequate existing infrastructure.

Planning Issues

To ensure the fiscal health of Chandler as it rapidly grows in the future, mechanisms have been instituted to require new development to pay its fair share of the cost of public services. Capital improvement programs have been and will continue to be coordinated with City growth and development plans in order to provide services to the citizenry.

Goals, Objectives and Policies

GOAL: CONTINUE TO MANAGE THE FISCAL AND CAPITAL IMPACTS RESULTING FROM NEW DEVELOPMENT.

OBJECTIVE: Continue to develop plans to finance the costs associated with expansion of City operations.

Policy: Continue to maintain a Capital Improvement Program (CIP) to identify and prioritize needed City improvements.

GOAL: CONTINUE TO ENSURE THAT NEW DEVELOPMENT PAYS ITS FAIR SHARE OF THE ADDITIONAL COSTS OF PUBLIC SERVICES.

OBJECTIVE: Continue to ensure that adopted system development fees and facility and utility improvement policies bear a reasonable relationship to the burden imposed on the City to provide services to new development.

Policy: Continue to require all new development to contribute or construct new public facilities within or adjacent to the development consistent with City code.

Policy: Continue to require all new development to construct or provide funds for its proportional share of the cost of regional facilities necessary to serve the development.

Policy: Continue to update development fee studies on a regular basis to ensure the reasonableness of fees.

Policy: Continue to maintain all revenues from system development fees in separate funds and use the funds only to construct facilities for which the fees were collected.

My Neighborhood...

Our Resources

OUR RESOURCES

Chandler's parks, open spaces and recreation facilities are important resources that contribute to the culture and quality of life in the community. Equally important are the City's air and water resources. This section includes the Open Space and Recreation, Environmental, Water Resources and Conservation Elements.

My Neighborhood...

OUR RESOURCES
Open Space and Recreation Element

Introduction

The Open Space and Recreation Element describes the present status of parks and open space in the City of Chandler and provides a strategy to enable the City to support the residents with recreational opportunities. The City of Chandler considers its developed parks to be the same as recreational open space and this will be the manner in which open space is addressed in this element.

Current Situation

According to the figures released for 2000 U.S. Census, the population of Chandler was 176,581 persons. This figure will rise to a projected 266,500 people by 2020. In addition, a large component of the population growth will be young families. Supporting Chandler with the appropriate quantity and quality of parks will remain the primary purpose of this Element of the General Plan.

A Parks and Recreation Master Plan Update 2000 was developed by Arizona State University in cooperation with the City. This Plan is based on extensive public input and survey and was developed for a five-year planning period. The overall goal of the Plan is to provide a high level of quality service to persons of all ages and strive to provide recreation programs to give citizens an opportunity to learn new skills for lifetime pursuits. The Parks and Open Space Element augments this Plan with updated information on the status of parks development and emphasizes the goals that have been previously established.

The City of Chandler adopted a Bicycle Plan in 1999 in order to provide a comprehensive plan for bicycle transportation and recreation. The Bike Plan identifies facilities that are necessary to create a Citywide bicycling system and link Chandler with Tempe, Mesa, and other communities throughout the Valley. Bicycle planning issues are discussed further in the Bicycle Element of this Update.

The following classes of parks make up the Chandler Park system:

Neighborhood Parks

The Neighborhood Parks serve the residents of each square mile and should be located next to schools, when possible. These parks are vital to Chandler and are primarily funded through Residential Development Taxes paid by developers. Neighborhood Parks are 7 to15 acres and service a one square mile area.

Community Parks

The Community Parks have a higher level of facilities such as lighted sports fields, picnic pavilions, and lakes or ponds for fishing or boating. Community Parks are 25 to 50 acres and service a one to two-mile radius.

Regional Parks

Regional Parks are designed to provide a variety of cultural and sporting activities and are 70 acres or larger. These parks may contain theme recreation areas, as well as, the activities that are available at the smaller parks. Regional Parks serve the entire City.

Special Use Parks and Facilities

Special Use Parks and Facilities provide activities that are specialized and may include cultural or historic features. These specialized facilities could include skate parks, dog parks or aquatic centers.

School Facilities

Chandler provides many recreation opportunities to the community through the use of school recreation facilities during non-school hours. There are four public school districts that cooperate with Chandler to provide shared facilities.

Figure 4 provides the locations of parks and open space within the City of Chandler.

Parks and Open Space Inventory

The Parks and Recreation Master Plan Update 2000 inventory identified 30 developed Neighborhood Parks (from 7 to 15 acres), seven undeveloped Neighborhood Parks, and one partially developed Neighborhood Park. Four developed, one undeveloped, and three partially developed Community Parks (between 25 to 50 acres) are also identified. Six Special Use Parks, including the Chandler Paseo and Bear Creek Golf Course are listed in the Plan, as well as, two recreation facilities. Tumbleweed and Snedigar Parks are Regional Parks.

Table 14
City of Chandler Park Facilities

PARK	PARK TYPE	PARK	PARK TYPE
A.J. Chandler 3 S. Arizona Avenue	Special Use	Mountain View 575 S. Twelve Oaks Boulevard	Neighborhood
Amberwood 2327 W. Calle Del Norte	Neighborhood	Navarrete 501 W. Harrison Street	Neighborhood
Apache 1300 N. Hartford	Neighborhood	Pecos Ranch 1555 W. Maplewood St.	Neighborhood
Armstrong 399 N. Delaware	Special Use	Pequeno Park Site 777 N. Coronado Road	Neighborhood
Arrowhead Meadows 1475 West Erie	Community	Pima 625 N. McQueen Road	Community
Ashley 629 N. Tower Avenue	Special Use	Pine Shadows 5300 W. Galveston St.	Neighborhood
Bear Creek Golf Course 500 E Riggs Road	Special Use	Price 475 S. Kenwood Lane	Neighborhood
Boys & Girls Club 300 E. Chandler Boulevard	Neighborhood	Provinces Park 1258 E. Orchid Lane	Neighborhood
Brooks Crossing 1345 W. Calle Del Norte	Neighborhood	Pueblo Alto 3948 W. Calle Segunda Street	Neighborhood
Chuckwalla Park Site 4600 East Doral Drive	Neighborhood	Quail Haven Park Site East of McQueen and south of Ocotillo	Neighborhood
Chuparosa Park Site 2400 South Dobson Road	Community	Ryan Park Site Queen Creek/Alma School Road	Neighborhood
Desert Breeze 660 N. Desert Breeze Boulevard	Community	San Marcos 712 W. Fairview Street	Neighborhood
Desert Oasis Aquatic Facility 1400 W. Summit Place	Neighborhood	Santan 2301 E. Frye	Neighborhood
Dobson 1625 West Ryan	Neighborhood	Shawnee 1500 W. Mesquite Street	Neighborhood
East Mini 605 East Erie	Neighborhood	Snedigar Sportsplex 4500 S. Basha Road	Regional
Elgin 150 East Elgin	Neighborhood	Stonegate 1650 N. Ithica	Neighborhood
Folley 601 E. Frye Road	Community	Summit Point 528 W. Boxelder Street	Neighborhood
Fox Crossing Park 3572 S. Sandpiper	Neighborhood	Sundance 933 S. Roosevelt Avenue	Neighborhood
Gazelle Meadows 500 N. Exeter Street	Neighborhood	Sunset 4700 W. Ray Road	Neighborhood
Harter 665 N. Country Club Way	Neighborhood	Thude Galveston/Price Road	Neighborhood
Homestead Park Site (north) Cooper Road	Neighborhood	Tumbleweed 2250 S McQueen	Regional
Homestead Park Site (south) Pecos Road and Cooper Road (NWC)	Neighborhood	TUHSD Park Site 250 S. Kyrene	Community
Hoopes 601 W. Mesquite Street	Neighborhood	Vagabond Park Site Knox Road and Union Pacific Rail	Community
Jackrabbit 1750 E. Thatcher Blvd.	Neighborhood	West Chandler Aquatic Center 250 S. Kyrene Road	Special Use
LaPoloma Park 6579 S. Amanda Dr.	Neighborhood	West Mini 395 W. Erie Street	Neighborhood
Los Altos Park Flint Street and Los Altos Dr. (SWC)	Neighborhood	Windmills West 1233 N. Windmills Boulevard	Neighborhood
Los Arboles Park Site S. McQueen	Neighborhood	Winn 56 N. Morelos Street	Neighborhood
Maggio Ranch 1500 W. Maggio Way	Neighborhood	Xeriscape Garden 400 N. Arrowhead Drive	Special Use

OUR RESOURCES
Open Space and Recreation Element

Planning Issues

- According to the 1995 Census, the median age of Chandler's population is less than the Maricopa County median.
- About 31% of the population of Chandler is comprised of persons under the age of 18 compared to about 27% for the County. At the other extreme, the percentage of Chandler residents over the age of 55 is about half of the County percentage over 55.
- The challenge for Chandler is to provide the range of services for all ages of residents in our community.

Goals, Objectives and Policies

GOAL: CONTINUE TO PROVIDE A NEIGHBORHOOD PARK SYSTEM FOR CHANDLER RESIDENTS THAT ENHANCES THEIR QUALITY OF LIFE.

OBJECTIVE: Continue to design a system of Neighborhood Parks that provides at least one Neighborhood Park per each residential square mile.

Policy: In new areas, acquire this land prior to development or construction of neighborhoods. In addition to purchase, the City should strive to acquire the land through partnership arrangements including donations, dedication, density transfers and trades, and/or development agreements.

Policy: Continue to invest in the renovation and expansion of amenities within existing Neighborhood Parks, and develop existing parcels dedicated to future park development.

Policy: Continue to monitor growth trends and planning for undeveloped areas within the City's planning area.

Policy: Continue to create opportunities for Neighborhood Park land acquisitions, as appropriate, prior to development pressure.

Policy: Continue to acquire Neighborhood Parks, guided by the conceptual plan displayed on the Neighborhood Park Service Zones Map included in the Parks and Recreation Master Plan Update 2000.

Policy: Continue to consider dedication and development of Neighborhood Park parcels of less than ten (10) acres under certain circumstances.

Policy: Continue to consider land banking to ensure the development of future recreation opportunities.

Policy: Continue to consider full support capacities for active recreation uses in the design of Neighborhood Parks.

Policy: Continue to upgrade or replace amenities at existing Neighborhood Parks as needed to meet professional standards and citizen service expectations.

OUR RESOURCES
Open Space and Recreation Element

GOAL: CONTINUE TO PROVIDE COMMUNITY PARKS FOR CHANDLER RESIDENTS THAT ENHANCE THEIR QUALITY OF LIFE.

OBJECTIVE: Continue to design a system of Community Parks that will provide at least one Community Park within a two-mile radius of most residential areas of the City.

Policy: In new areas, acquire this land prior to development or construction of neighborhoods. Continue to acquire the land through partnership arrangements including donations, dedication, density transfers and trades, and/or development agreements.

Policy: Continue to invest in the renovation and expansion of amenities within existing Community Parks.

Policy: Continue to monitor growth trends and planning for undeveloped areas within the City's planning area, and create opportunities for Community Park land acquisition as appropriate prior to development.

Policy: Continue to consider land banking to ensure the development of future recreation opportunities.

Policy: Continue to explore the possibility of a joint Community Park and wastewater recharge facility in Southeast Chandler. Amenities at this site should provide opportunities for environmental education and passive nature activities.

Policy: Continue to upgrade or replace amenities at existing Community Parks as needed to meet community expectations.

GOAL: CONTINUE TO PROVIDE REGIONAL PARKS FOR CHANDLER RESIDENTS THAT ENHANCE THEIR QUALITY OF LIFE.

OBJECTIVE: Continue to develop the Tumbleweed Regional Park and Snedigar Sportsplex as major focal points for providing a range of recreational opportunities to meet the needs of a diverse, dynamic, and growing City.

Policy: Ensure development of open space, natural areas, and water-based features to reflect interests of Chandler residents.

Policy: Continue to upgrade or replace amenities at the Regional Parks as needed to meet expectations. Reflect the design interests of Chandler residents as expressed through citizen participation.

OUR RESOURCES
Open Space and Recreation Element

GOAL: PROVIDE SPECIAL USE PARKS AND FACILITIES FOR CHANDLER RESIDENTS THAT ENHANCE THEIR QUALITY OF LIFE.

OBJECTIVE: Continue to develop Special Use Parks and facilities to fulfill demand for specialized support services such as community centers, historical parks, golf courses, cultural parks, and public art display areas.

Policy: Continue to provide specialized recreational opportunities through Chandler's existing Special Use Parks.

Policy: Encourage the construction of a Citywide system of satellite recreation centers that offer more residents a close-to-home opportunity to participate in organized leisure time activities.

Policy: Continue to expand and renovate the City's aquatic centers to meet the needs of a growing population. Public and private school district partnerships should be explored to deliver low-cost, expanded aquatics-based services.

Policy: Continue to develop private-public partnerships that encourage the private sector to complement public facilities in or adjacent to the City's park sites.

Policy: Expand collaborative, partnership-based efforts with school districts to provide use of indoor school recreation facilities for after-school public use.

GOAL: CREATE OPEN SPACE NETWORKS THAT CONTINUE TO CONTRIBUTE TO THE QUALITY OF LIFE OF CHANDLER RESIDENTS.

OBJECTIVE: Create a network of pathways, trails and open spaces throughout the City as an important element of recreation, transportation and life quality enhancement for Chandler residents.

Policy: Create Neighborhood, Community, and Regional Parks linked with trails and paths to schools and other public areas, retention areas, and linear parks.

Policy: Consider instituting design guidelines that conserve environmental resources and enhance and complement the City's open spaces and parks.

Policy: Continue to integrate the Consolidated Canal as a primary connector between Neighborhood and Community Parks in Southeast Chandler.

Policy: Continue to acquire selected areas adjacent to the Consolidated Canal or reserve areas through dedications to protect access and open space for the pathway system. Introduce landscaping, lighting, gateway areas, community, art, shaded rest areas, informational interpretation, and historical and environmental interpretation.

Policy: Continue to examine the feasibility of establishing an east-west bikeway, jogging, and pedestrian trail system to feed into the Paseo Trails System.

Policy: Continue to implement recommendations of the Chandler Bike Plan Update that are related to parks, recreation, and open space development.

Policy: Continue to link Chandler parks to local and regional bikeways.

Policy: Continue to link the City's Regional Parks, Community Parks, and the Paseo Trails system with bike lanes on the City's major thoroughfares and with adjacent communities through the regional bikepath system.

Policy: Continue to explore opportunities along other waterways throughout the City to provide trails with linkages to parks and bikeways.

GOAL: CREATE PUBLIC PLACES AND SPACES THAT CONTINUE TO CONTRIBUTE TO THE QUALITY OF LIFE OF CHANDLER RESIDENTS.

OBJECTIVE: Continue to coordinate with appropriate City departments to ensure that streetscapes along major thoroughfares contribute to open space imagery and demonstrate environmentally sensitive qualities.

Policy: Where feasible, develop City gateways or focal points with a motif or theme that builds a unique community identity at major entry points to the City.

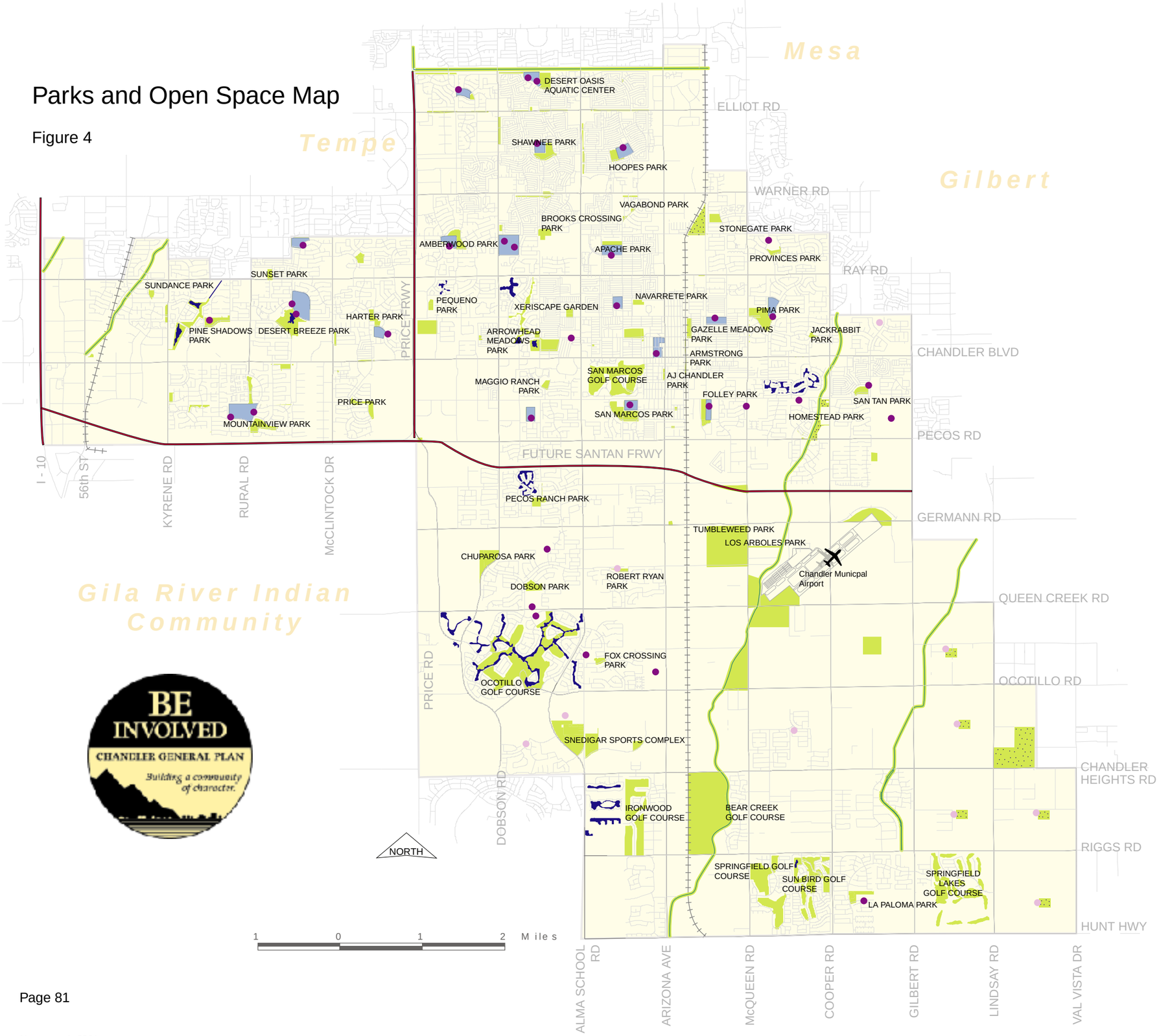
Policy: Develop standards for ensuring that all commercial and industrial projects reflect community expectations for open space, abundant landscaping, pathway connections, and functional pedestrian plazas. Ensure adequate landscape buffering between projects, adjacent land uses, and adjacent collectors or arterial streets.

OBJECTIVE: Ensure that retention areas and basins are designed to provide useable open space – serving as additional open space adjacent to parks and schools, as linear parks and greenspaces, as areas for both passive and active recreation, as a means for enhancing connectivity among neighborhoods through pathway systems.

Policy: Consider combining retention areas with City parks or consolidate retention basins in neighborhoods as a way to provide needed open space, recreation, and parkway opportunities, where viable.

Parks and Open Space Map

Figure 4



Parks and Open Space Map

The Open Space Map shows Chandler's open space, including parks, recreation facilities, ca nals, golf courses, and retention basins.

Open Space
Includes public parks, golf courses, passive open spaces, retention basins and recreation facilities.

School Sites
Locations of public school buildings and grounds.

Canals

Water

Schools

Planned Schools

Proposed Parks
Parks are planned for these sections, however not necessarily in the locations or of the size as shown.

Conservation and Environmental Planning Element

OUR RESOURCES
Conservation and Environmental Element

Introduction

This element contains goals, objectives and policies to address the impacts of this plan on air and water quality.

Current Situation

Maricopa County is classified as a Serious Area for all carbon monoxide, ozone and particulate matter, as defined by EPA standards. It is a Non-Attainment Area for ozone. By City Resolution #2672, Chandler has agreed to meet its commitments to implement measures contained in the Revised Maricopa Association of Governments 1999 Serious Area Particulate Plan for PM-10[4] for the Maricopa County Non-Attainment Area and the 1999 Serious Area Carbon Monoxide Plan for the Maricopa County Non-Attainment Area. These plans will be updated as required by federal law.

Maricopa County complies with the one hour standard for ozone and the City is working with the Maricopa Association of Governments to promote the Ozone Compliance Program. This program includes elements such as ride sharing, ozone alert notifications, and refueling practices. Chandler is also implementing the PM-10 compliant street sweepers. All new developments are required to install curb, gutter, landscaping and paved roads to reduce PM-10. The City also owns and operates alternative fuel vehicles.

The City continues to ensure that surface water which may recharge into groundwater is in compliance with the Federal Safe Drinking Water Act for potable water systems. It does not discharge wastewater to surface waters. The City is currently working to acquire a National Pollution Discharge Elimination System (NPDES) permit, and a stormwater management plan, to address the discharge of stormwater to surface waters. The majority of the City's stormwater is contained within the on-site retention structures and does not discharge into surface waters. A portion of the stormwater from the downtown area will be discharging to surface waters after treatment in settling basins. Many steps have been taken to manage stormwater runoff including emergency response to spills in streets, and retention of water in retention basins. Most waters are returned to the groundwater through dry wells.

Chandler operates a household recycling and household hazardous waste program. These programs have been instrumental in reducing the amount of waste that goes to landfills. The hazardous waste program currently offers two events per year to enable Chandler residents to dispose of their hazardous waste.

The City is working with the Flood Control District of Maricopa County to address issues associated with the 24-hour, 100-year storm.

The City of Chandler Fire Department has a hazardous materials management plan for commercial operations. This plan enables a safe and quick response to emergency situations dealing with hazardous materials.

Because all water is maintained on site, and there are no major drainage ways within the City, all 100-year, 2-hour storms are required to be maintained on site, with the exception of the downtown area.

[4] PM-10 is particulate matter greater than or equal to 10 microns in size.

OUR RESOURCES
Conservation and Environmental Element

Future Trends

The practices that have been established so far should improve the air and water quality for the City. As the region and the City continue to increase in population, efforts to maintain and enhance these programs should continue.

Planning Issues

- As the City continues to develop, efforts must continue to ensure that the 100-year, 2-hour storm event is fully contained within new developments.
- As new areas are annexed, existing County and private roads will need to comply with PM-10 commitments.

Goals, Objectives and Policies

GOAL: CONTINUE TO MEET FEDERAL AND STATE AIR AND WATER QUALITY STANDARDS.

OBJECTIVE: Participate in Maricopa Association of Governments and Maricopa County efforts to meet federal and state air and water quality standards.

Policy: Continue to participate in the AzTech Model Deployment Initiative.

OBJECTIVE: Reduce PM-10 and Carbon Monoxide.

Policy: Continue to encourage ridesharing through maintenance of the employee rideshare database and providing preferential parking for carpools.

Policy: Strive to reduce traffic idle time by coordinating traffic signal timing within the City and with adjoining municipalities.

Policy: Strive to reduce traffic congestion at major intersections by constructing additional through lanes, turn lanes, controlling median breaks and driveway excavations.

Policy: Continue to stripe arterial streets to provide connectivity with other regional bicycle routes.

Policy: Purchase, lease or contract to procure PM-10 efficient street sweepers to replace older equipment, as they are retired (if practical and feasible).

Policy: Stabilize unpaved roads and alleyways.

Policy: Continue to require all newly developed or redeveloped parking areas and driveways to have a paved surface.

OUR RESOURCES
Conservation and Environmental Element

GOAL: PROTECT RESIDENTS OF CHANDLER FROM EXCESSIVE NOISE IMPACTS.

OBJECTIVE: Discourage rezoning requests for residential development in high noise areas.

Policy: Require mitigation measures on new residential development areas to achieve compliance with local, state and federal noise standards.

Policy: Provide buffers between high noise areas and other development.

My Neighborhood...
Name

OUR RESOURCES
Water Resources Element

Introduction

The Water Resources Element documents the capability of the City to meet the future water needs of the City of Chandler.

Water resources are an essential element supporting the residential, commercial and industrial activities of the City. The Water Resources portfolio, including both potable water and reclaimed water, provides residents of the City with an adequate supply of safe, dependable water to support the activities of the citizens and to allow for the continued orderly, planned growth of the City.

Current Situation

The City of Chandler owns and operates a water supply system that is designed to keep pace with the rapid development of the City. The water supply system initially comprised only potable water supply facilities. However, because water supplies are limited and because of the enactment of the State's Groundwater Management Act, the use of reclaimed water helps supplement raw water supplies for certain uses. Recharge of reclaimed water helps replenish aquifers and allows for the recovery of recharged water to supplement water supplies.

The City has six sources of raw water supply: 1) Salt River Project (SRP) water, 2) Salt and Verde River water, 3) Central Arizona Project (CAP) water, 4) Colorado River water, 5) groundwater, and 6) reclaimed water.

The City introduces these water supplies into the City's distribution system for delivery to its water users in three ways: 1) the City's Surface Water Treatment Plant (SWTP) treats water delivered through the SRP Canal System and delivers this water into the City's distribution system at Pecos Road, east of McQueen Road; 2) a portion of the City's CAP, or Colorado River water, is treated at Mesa's CAP Treatment Plant located on Brown Road, which Mesa delivers to Chandler through interconnects with Mesa's and Chandler's distribution systems in North Chandler; and 3) groundwater, including recovered recharge water, is pumped into the distribution system from wells located throughout the City.

Future Trends

The City will continue to experience growth that will require the development of additional water supplies, including additional use of reclaimed water and recharge. Along with the need for additional water supplies comes the need for additional infrastructure to treat and distribute water to water users.

Planning Issues

Several key planning issues affect the water resources element. These issues are discussed below:

The Groundwater Management Act, administered by ADWR, requires cities in an Active Management Area, such as Chandler, to demonstrate that they have a 100-year assured water supply for existing and future needs. In January 1998, the City of Chandler received from ADWR a Designation of Assured Water Supply. Additional supplies have been or are being acquired, and hence the City will be amending its designation of assured water supply from time to time to reflect these new supplies.

The currently approved Water Resources and Reclaimed Water Master Plans present data concerning the available supplies. Other potential supply sources are discussed further in the Water Resources Master Plan. The currently adopted Master Plans indicate that the City has

adequate water supplies to meet demand. However, it should be noted that to satisfy demand for its current build-out population projection, the City must develop additional supplies through recharge and recovery of reclaimed water, by securing additional renewable water supplies, or through various mechanisms, including but not limited to: 1) recharge and recovery of reclaimed water; 2) securing additional renewable water supplies; or 3) exchanges of reclaimed water for other renewable surface water supplies.

Goals, Objectives and Policies

GOAL: PROVIDE AN ADEQUATE SUPPLY OF WATER FOR DRINKING AND OTHER NECESSARY USES.

OBJECTIVE: Actively plan the City's water resource systems in response to continued growth in the City and in response to changing regulations.

Policy: Continue to update the Water Resources Master Plan on an as-needed basis.

Policy: Ensure that water resource planning is consistent with the General Plan.

OBJECTIVE: Meet the existing and future water supply needs of the community with an assured water supply including renewable water resources that satisfy the State's Assured Water Supply Requirements.

Policy: Update the Water Master Plan to identify the infrastructure and improvements necessary to treat and deliver water on an as-needed basis.

Policy: Continue to satisfy the provisions of the City's current Designation of Assured Water Supply, as it may be amended from time to time.

Policy: Continue to acquire additional renewable water supplies to meet demands in accordance with the State Groundwater Code, as it may be amended from time to time.

GOAL: MAXIMIZE THE USE OF RECLAIMED WATER WITHIN THE CITY.

OBJECTIVE: Maximize the use of reclaimed water to supplement potable water supplies.

Policy: Provide reclamation treatment facilities to adequately treat wastewater to desired end-use quality levels.

Policy: Increase capacity of recharge facilities for maximum reuse of reclaimed water.

Policy: Update on an as-needed basis the Reclaimed Water Master Plan to provide for the use of reclaimed water.

OUR RESOURCES
Water Resources Element

GOAL: CONTINUE TO MAXIMIZE WATER CONSERVATION EFFORTS CITYWIDE.

OBJECTIVE: Continue to implement existing education, community outreach, and incentive programs and explore new measures to enhance water conservation.

Policy: Continue to promote the implementation of water conservation practices through citizen education including workshops and voluntary residential water use audits.

Policy: Continue to provide school education programs that teach students the importance of water conservation.

Policy: Continue to provide water conservation information to the public through community events, printed materials, and public service announcements.

Policy: Continue to promote the installation of low water use plant materials in both residential and non-residential settings through education, incentives and mandates.

Policy: Consider new programs and technologies that further enhance the City's water conservation practices.

My Neighborhood...

Mobility

Transportation and Circulation Element

OUR MOBILITY
Transportation and Circulation Element

Introduction

Opportunities for mobility are addressed in the General Plan Circulation Element. These include: where the City's roads will be located and the volume of traffic to be served; the types of roads that will be in the community; the location of airports, public transit routes and stations; and pedestrian facilities and other facilities that provide mobility options for Chandler residents, businesses and visitors.

Current Situation

1. **Roadways**
   The City's street network is set up as a hierarchy of roadways with arterial roads intended for regional or cross-town trips and collector roads intended to be used to connect neighborhoods and the commercial and service land uses that support residential uses. The current general goal for mobility is to maintain level of service (LOS) D or better on all streets. Level of service D means that no street shall operate above 80% of its planned capacity.

   To address capacity issues, the City's Street Improvement Program assumes the widening of the arterial network to a series of roadways having four to six travel lanes with flared intersections at selected locations. The flared intersections are planned to relieve congestion by adding right turn lanes, providing dual left turn lanes, and auxiliary through lanes.

2. **Transit**
   The City of Chandler currently provides transit service on the following routes: Chandler Boulevard, Elliot Road, Arizona Avenue, Alma School Road, Rural Road, McClintock Drive, and two express bus routes from downtown Chandler to downtown Phoenix. To address current transit needs, the City initiated a Transit Plan Update and a Major Investment Study in mid-2001. The plan is expected to be complete by mid-2002.

3. **Bicycles**
   The City has adopted a comprehensive Bicycle Plan that is directed at expanding the community's infrastructure to accommodate bicycle transportation as a viable alternative to the auto (see the Bicycling Element). Implementation of the recommendations of the Bicycle Plan will address the City's goals for this Element of the transportation system.

4. **Airports**
   Chandler Municipal Airport is a general aviation reliever airport that does not have commercial air carrier operations. In addition, the Airpark Area Plan encompasses a nine square mile area around the airport with recommended compatible land uses and development criteria.

OUR MOBILITY
Transportation and Circulation Element

Planning Issues

- Bicycle paths need to provide connections between neighborhoods.
- Traffic calming and pedestrian and bicycle facilities should be incorporated into new subdivision designs.
- The airport should be protected from residential encroachment.
- Traffic volume is increasing and some portions of the existing arterial street system are projected to reach capacity.
- Ongoing funding is important to provide pavement maintenance of existing roadways that are 20 years and older.
- Ongoing coordination and integration of the City's land use and transportation planning policies and processes are important to the development of a safe and efficient transportation system.
- Expansion of the existing public transit system to provide increased frequency of service on existing routes and new routes, based on available funding, may be necessary to meet projected increases in demand.
- The City will need to continue identifying resources for funding of transportation capital improvements.
- Implementation of Intelligent Transportation Systems (ITS) technology may be important to help address traffic congestion.

Goals, Objectives and Policies

GOAL: DEVELOP AN INTEGRATED CITYWIDE MULTI-MODAL TRANSPORTATION SYSTEM.

OBJECTIVE: Develop a system of streets that provides for the safe and efficient movement of people and goods throughout the City.

Policy: Evaluate effectiveness of lead versus lag left turn arrows in improving traffic safety and intersection operations.

Policy: Evaluate the effectiveness of photo red light cameras and expand program if warranted.

Policy: Identify and implement measures to reduce congestion on major arterial streets.

Policy: Widen congested intersections by adding turn lanes and bus pullouts to provide additional capacity.

Policy: Coordinate design of roadway improvements with neighboring communities.

Policy: Continue to prepare an annual accident analysis report.

Policy: Update design standards as appropriate including the right turn lane policy.

OUR MOBILITY
Transportation and Circulation Element

OBJECTIVE: Develop an integrated, multi-modal transportation system that facilitates the use of alternative modes of travel for certain types of trips.

Policy: Investigate opportunities for established businesses to construct site improvements that make their facilities more pedestrian, bicycle and transit friendly.

Policy: Identify corridors where transit can be integrated most effectively.

Policy: Incorporate facilities that support alternative mode use (e.g., bike lanes, bus pullouts) in planned arterial street improvements.

OBJECTIVE: Adopt policies and implement programs and procedures that will protect the public investment in, and ensure the long-term viability of the City's transportation infrastructure.

Policy: Prepare a baseline inventory for all City streets.

Policy: Establish maintenance standards for street surfaces, streetlights, sidewalks, curbs and gutters, signs and markings, landscaping, and storm drains.

GOAL: ENSURE THAT THE TRANSPORTATION PLAN ACHIEVES AN EFFECTIVE BALANCE BETWEEN LAND USE AND TRANSPORTATION NEEDS.

OBJECTIVE: Adopt policies and implement programs and procedures that will facilitate the integration and coordination of transportation and land use planning.

Policy: Maintain communication with adjacent communities and regional agencies to coordinate transportation planning, programming, design standards and system improvements.

Policy: Require transportation area plans for major development to document and address transportation needs (street, pedestrian, bicycle and transit).

Policy: Develop a long-term plan for all transportation modes.

OBJECTIVE: Develop policies and programs that protect residential neighborhoods (and other sensitive land uses) from adverse traffic impacts and enhance the quality of life in the community.

Policy: Review and update current standards and policies for implementing traffic calming measures in neighborhoods.

Policy: Establish development design standards and policies that encourage and facilitate both bike and pedestrian access between adjacent land uses.

Policy: Encourage and ensure that new developments are designed to minimize future traffic complaints while providing for a system that allows for necessary emergency access.

GOAL: COORDINATE EFFECTIVE TRANSPORTATION LINKAGES BETWEEN ADJOINING CITIES.

OBJECTIVE: Develop policies and programs that support the expansion and maintenance of a regional transportation system infrastructure and services.

Policy: Continue to work with ADOT towards the construction of the Santan Freeway.

Policy: Support the implementation of HOV lanes on the Santan and Price Freeways. Work with ADOT and MAG to program their installation.

Policy: Explore the development of a regional high capacity transit system.

Policy: Coordinate transportation planning with surrounding communities.

GOAL: ACHIEVE AND MAINTAIN A TRANSPORTATION SYSTEM THAT IS COST EFFECTIVE, ENVIRONMENTALLY SENSITIVE AND TECHNOLOGICALLY SOUND.

OBJECTIVE: Establish fiscal policies that provide system capacity improvements to accommodate new development.

Policy: Review effectiveness of existing arterial street impact fee policies.

Policy: Develop policies and procedures for mitigating transportation impacts related to in-fill development outside of the existing impact fee area.

Policy: Pursue additional outside funding sources (federal and state grants).

OBJECTIVE: Identify transportation system opportunities to conserve energy, reduce air pollution, protect water quality and recycle materials when expanding or improving transportation infrastructure.

Policy: Evaluate expanding the City's low emissions and/or alternative fuel fleet.

Policy: Increase the City's use of Intelligent Transportation Systems (ITS) technology to improve traffic flow.

Policy: Evaluate the City's Commute-Trip Reduction Program and revise measures as needed.

Policy: Investigate use of recycled materials in street construction (e.g., crushed glass, rubberized asphalt, and recycled asphalt).

OBJECTIVE: **Apply new and emerging technologies that may reduce vehicle miles traveled, reduce vehicle emissions, and improve the operational efficiencies of the existing transportation infrastructure.**

Policy: Work with communications companies to coordinate installation of a fiber optic network along established transportation corridors.

Policy: Develop policies that support private investment in the development of high-tech infrastructure (e.g. broad band, fiber optic, wireless communication systems).

Policy: Evaluate new technology and identify opportunities to use them to improve traffic operations and reduce vehicle trips.

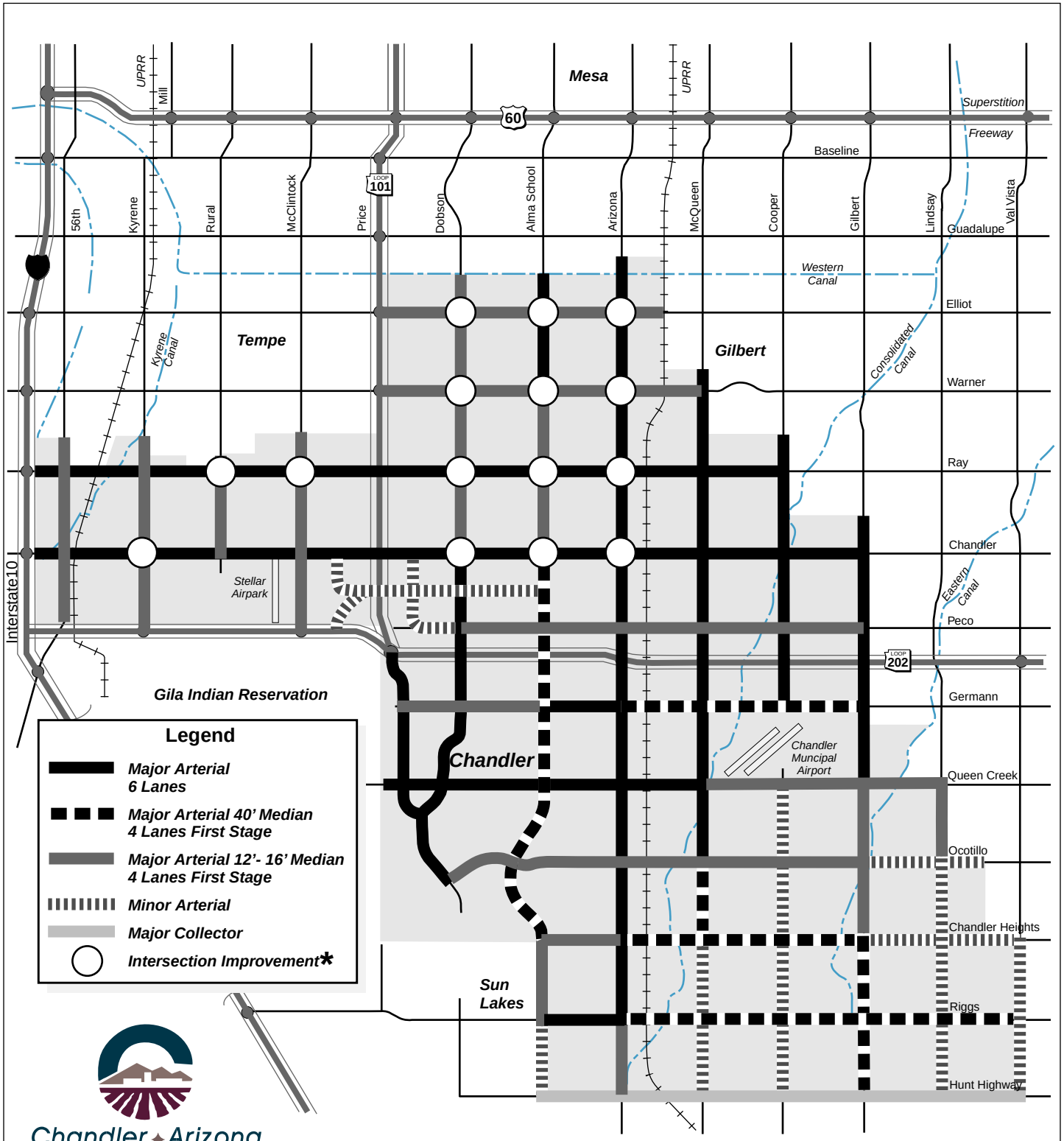
Chandler Transportation Study

Mid-Range Roadway Plan

(based on population of 258,000)

FIGURE 5

NORTH



Chandler ✦ Arizona
Where Values Make The Difference

* Minimum 3 through lanes and 2 left turn lanes each approach.

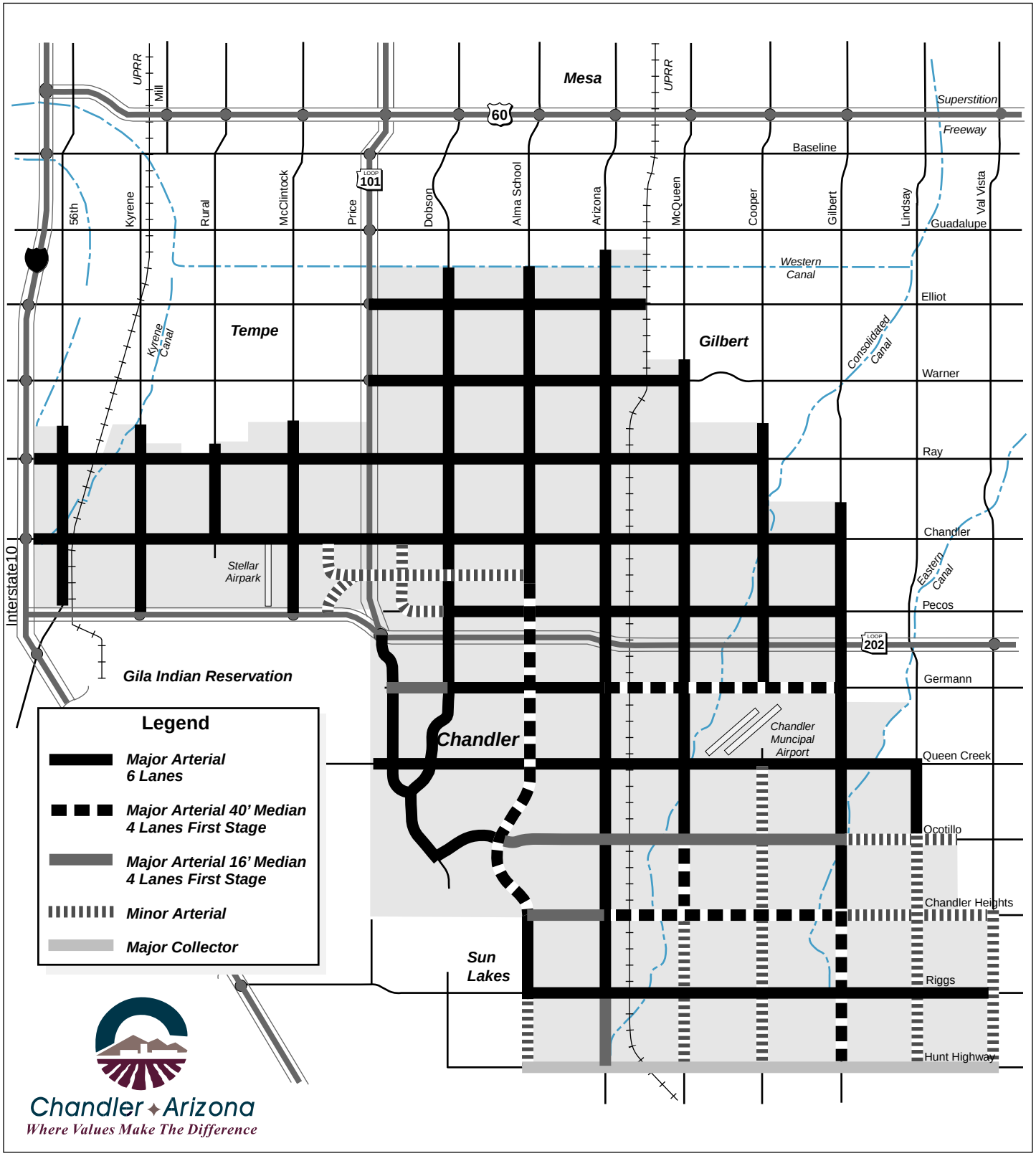
Chandler Transportation Study

Long-Range Roadway Plan

(based on population of 305,000)

FIGURE 6

NORTH



Chandler ✦ Arizona
Where Values Make The Difference

Bicycling Element

OUR MOBILITY
Bicycling Element

Introduction

Bicycling has become an alternative travel mode in the Valley, and it is a vital component of the effort to reduce traffic congestion, improve air quality and expand transportation options. The overall purpose of the Bicycling Element is to provide opportunities for those that elect to use a bicycle for recreation or transportation.

Current Situation

The City of Chandler adopted the "Chandler Bike Plan Update" in 1999 in order to provide a comprehensive plan for bicycle transportation and recreation. The Bike Plan identifies facilities that are necessary to create a Citywide bicycling system and link Chandler with Tempe, Mesa, Gilbert and Phoenix, and other communities throughout the valley. The Bicycle Facilities Element identifies the major issues that were established in the Bike Plan. Figure 7, Long-Range Plan for Bicycle Facilities, identifies existing and proposed bicycle paths.

The Chandler Bike Plan Update contains two components, a 5-Year Action Plan and a Long-Range Plan. The 5-Year Action Plan contains specific recommendations for bicycle facility construction and for planning, policy and program actions.

The Long-Range Plan identifies a variety of bicyclist destinations and recommends a three-tiered network of arterial street bike lanes and wide curb lanes, collector street bike lanes and off-road trails along canals and utility easements. Arterial street bike lanes or wide curb lanes are recommended for all major arterial streets. Collector street bike lanes are recommended for most collectors and/or major circulation routes in master planned communities. In addition to on-street facilities, the Long-Range Plan calls for linking the Paseo/Consolidated Canal trail to its continuation in the Town of Gilbert.

To connect its open space and recreation regionally, the City of Chandler participates in regional trails planning efforts such as the Regional Off-Street System Plan (ROSS) sponsored by the Maricopa Association of Governments. A major goal of this plan is to provide connectivity between origins and destinations by linking with existing transportation systems. This plan will provide for off-road trails along the major irrigation canal systems in Chandler, Tempe, Mesa, Phoenix, and Gilbert. The Chandler Paseo is a designated part of this regional system. This regional system of trails will provide opportunities for both recreation and transportation use of the bike as an alternative means of mobility.

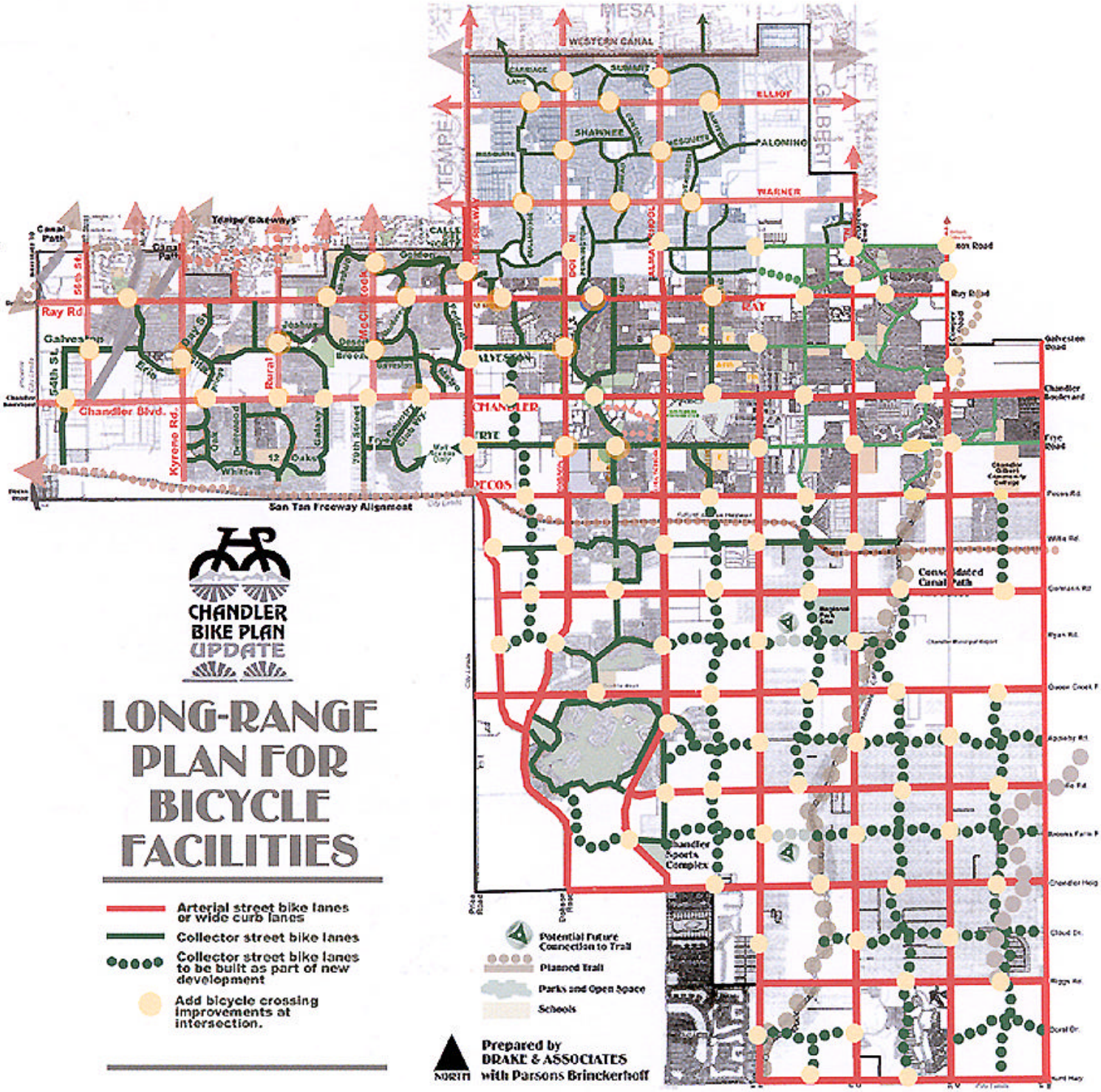
Future Trends

Chandler's population is growing. This expansion and the growth of new employment and commercial centers and the increasing popularity of the bicycle have generated a requirement for new guidelines for the use and development of bicycle facilities.

The Long-Range Plan for Chandler's bicycle facilities leads to a system that enables bicyclists of all ages and levels of proficiency to use bicycles for transportation and recreation, conveniently, comfortably and safely. The plan connects Chandler to neighboring cities and a regional system of bikeways and trails.

OUR MOBILITY
Bicycling Element

Figure 7



OUR MOBILITY
Bicycling Element

Planning Issues

In order to have a comprehensive bicycle infrastructure, there needs to be connectivity of bicycle links within the community as well as connections of bicycle links with adjacent communities. Further, there is a need to provide for varied cycling facilities that address both transportation and recreational demands. The following issues provide challenges for the future:

- Connectivity breaks still remain on the street and off-street bike lane or bike trail facilities in Chandler.
- As future development occurs, provide for connectivity between various land uses as well as connectivity of the infrastructure.
- Continue to evaluate its system using updated American Association of State Highway and Transportation Officials (AASHTO) guidelines.
- Maricopa County is preparing a regional bicycle plan. This plan is intended to improve connections with bikeways in neighboring communities and working for consistent design standards.

Goals, Objectives and Policies

GOAL: DEVELOP A CITY WIDE SYSTEM OF ON AND OFF-ROAD BICYCLE FACILITIES THAT CREATES MAXIMUM SAFETY, CONVENIENCE AND COMFORT FOR BICYCLISTS OF ALL AGES AND SKILL LEVELS.

OBJECTIVE: Include bicycle facility planning as part of all new development review.

Policy: Encourage projects that utilize planning and development review criteria facilitating access by bicycle to major destinations.

Policy: Review and update, where necessary, City policy and codes to encourage non-motorized transportation.

Policy: Work toward updated design standards, as necessary, to enhance safety, ease of orientation, and usefulness of Chandler's bikeway system.

Policy: Protect the City's investment in bicycle facilities through a maintenance program that addresses specific needs of bicyclists.

Policy: Provide a range of bicycle facilities to accommodate the needs of all ages, skill levels and trip purposes.

OUR MOBILITY
Bicycling Element

OBJECTIVE: **To develop a continuous system of bicycle facilities between adjoining communities.**

Policy: Evaluate the potential of off-road corridors for accommodation of bicycling, including railroad rights-of-way, utility easements, and canals.

Policy: Encourage development of opportunities for multi-modal transportation that includes bicycles.

My Neighborhood...

City Functions and Services

Public Buildings Element

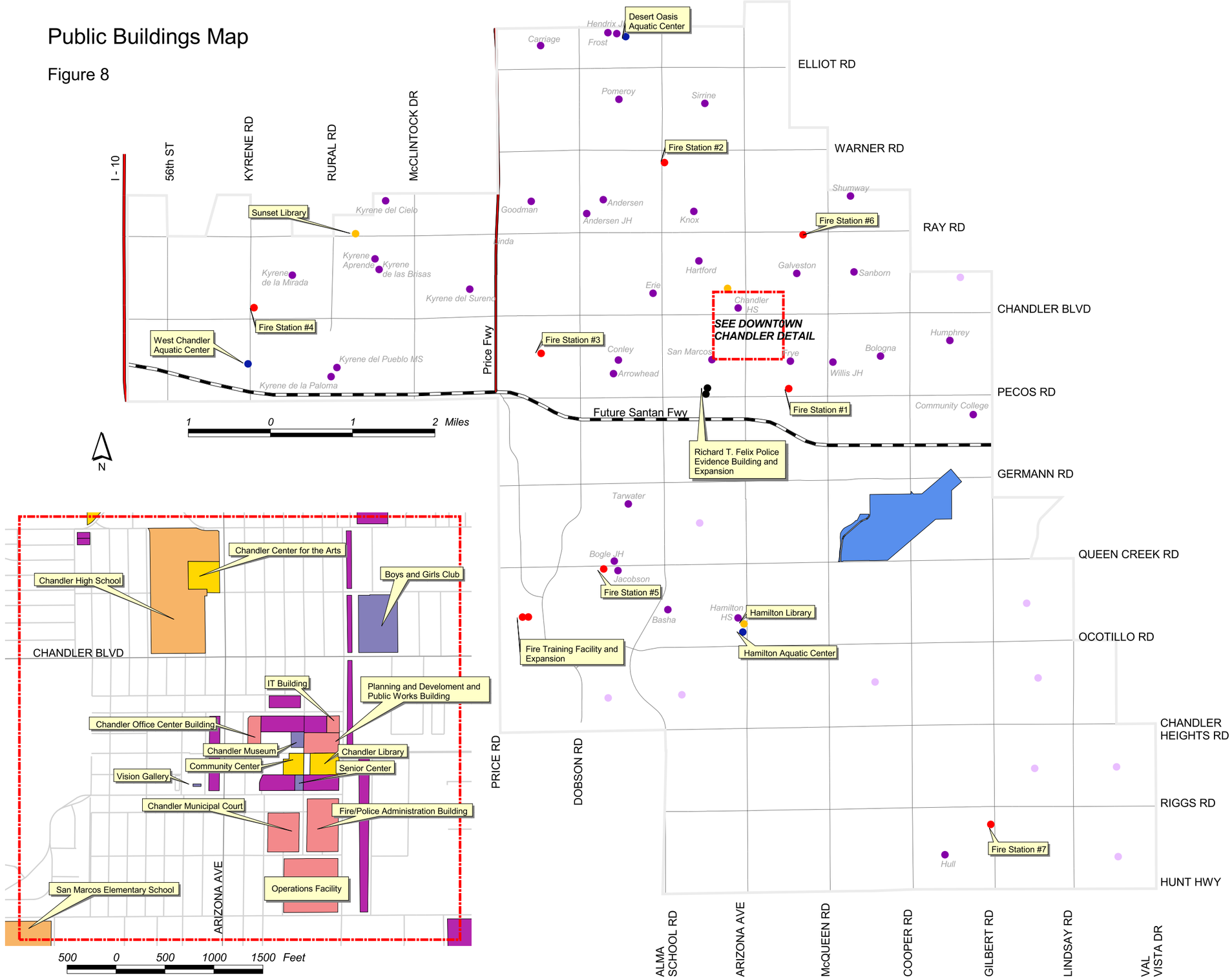
OUR CITY FUNCTIONS AND SERVICES
Public Buildings Element

Introduction

The City owns and operates many buildings that serve the public (see Figure 8, Public Buildings Map). Some house administrative offices, some serve community functions such as libraries and cultural centers. This Element includes goals, objectives and policies that address the need for these structures over the next decade.

Public Buildings Map

Figure 8



DOWNTOWN CHANDLER DETAIL

Public Buildings Map

The Public Buildings Map shows the locations of civic and community centers, public schools, libraries, police and fire stations, and other public buildings.

Legend

Public Buildings

- Downtown Chandler
- School
- Future School
- Chandler Municipal Planning Area
- Fire Station
- Police Department
- Public Building
- Parking
- Airport
- Public Building
- Public School
- Administrative Building
- Other

Note: facility outlines shown on map represent general locations of facilities, not building footprints.

DFD

November 1, 2001

OUR CITY FUNCTIONS AND SERVICES
Public Buildings Element

Library Facilities

Current Situation

The Downtown Chandler Public Library has served the community for more than forty years. In 1995 the library was relocated and expanded. The Hamilton Branch of the Chandler Public Library opened on August 4, 1998. This branch library is a shared use facility serving the public and Hamilton High School. The 18,000 square foot library currently houses approximately 32,000 volumes. The Sunset Library, located at the northeast corner of Ray and Rural Roads, serves the west side of the City. There are plans for a 25,000 square foot library in Southeast Chandler.

Future Trends

The completion of the Southeast Chandler Library should address demand over the next decade. However, to remain useful to the community, the Chandler libraries must remain current with technology. As downtown Chandler develops, the Downtown Library will need to remain as one of the Community's focal points and gathering places.

Planning Issues

Chandler has undertaken a process of research and planning to identify the best strategic directions for the next several years. Chandler libraries must continue to respond to growth while improving current services and addressing issues such as diversity and expectations. Chandler should continue to provide activities and involve its residents in it libraries.

Goals, Objectives and Policies

GOAL: ENHANCE THE LIBRARY'S ABILITY TO MEET THE VARIOUS NEEDS OF THE COMMUNITY.

OBJECTIVE: CONTINUE TO OPERATE PUBLIC LIBRARIES AS A FOCAL POINT FOR COMMUNITY ACTIVITIES.

Policy: Continue to provide space for public meetings within library facilities.

Policy: Continue to develop library programs that make libraries gathering places for the community.

Policy: Develop partnerships with agencies involved with historical sites, museums, and downtown development.

OUR CITY FUNCTIONS AND SERVICES
Public Buildings Element

Municipal Facilities

Current Situation

The City of Chandler administrative offices and main library are clustered in the downtown area around a central courtyard. City administration is currently housed in approximately 30,000 square feet of leased office space. A new City Hall located in the downtown area, is planned to be constructed in phases. This new facility will address future administrative needs for City functions.

Future Trends

The growing population and increase in housing will require municipal facilities that can address the needs of the residents. These have been addressed in the City Center Campus Plan, as adopted by the City Council in May 2001.

Planning Issues

The development of municipal facilities in the downtown area should follow the City Center Campus Plan as approved by Council.

The City Campus Center Plan addresses the following key points:

- Projecting the needs for new facilities.
- Budgeting for the needs of new facilities in the Capital Improvement Program.

Goals, Objectives and Policies

GOAL: PROVIDE ADEQUATE FACILITIES TO SERVICE THE PUBLIC.

OBJECTIVE: Provide adequate facilities for City administrative services.

Policy: Design and build Phase I of the new City Hall Complex and design Phase II.

Policy: Monitor demands on City agencies and population growth and continue to program facilities to maintain high levels of service.

OUR CITY FUNCTIONS AND SERVICES
Public Buildings Element

School Facilities

Current Situation

The City of Chandler is served by the Chandler, Kyrene, Gilbert, Mesa Unified and Tempe Union High School Districts (see Figure 9, School District Boundary Map.) The Chandler District is one of the fastest-growing districts in the State. The district has opened seven schools in the 1990's, and now consists of 17 elementary, three junior highs and two high schools. The District serves students in Chandler and Gilbert. The Kyrene School District is comprised of nineteen elementary schools and six middle schools, which serve approximately 20,000 students from portions of Chandler, Guadalupe, Tempe, Phoenix and the Gila River Indian Community. There are 5,385 Chandler students that attend Kyrene schools. The Mesa Unified School District includes four elementary schools and one junior high located in Chandler. The District serves 3,888 Chandler students. The Tempe Union High District serves 2,050 Chandler students at seven high schools. The Gilbert Unified School District covers only about one square mile of the City, and does not have any facilities within the City limits.

Future Trends

The City will continue to partner with the school districts in order to ensure that facilities are located and shared for the greatest public benefit.

Planning Issues

Chandler's population continues to grow and the City will need to continue to work with the five school districts that serve Chandler residents, to provide quality facilities for students as well as the general public. The City also has the opportunity to work with the districts to provide facilities that serve students and the public at large when existing facilities are renovated.

Goals, Objectives and Policies

GOAL: FACILITATE THE LOCATION, CONSTRUCTION AND DESIGN OF SCHOOLS THAT CONTRIBUTE TO THE QUALITY OF LIFE FOR CHANDLER RESIDENTS.

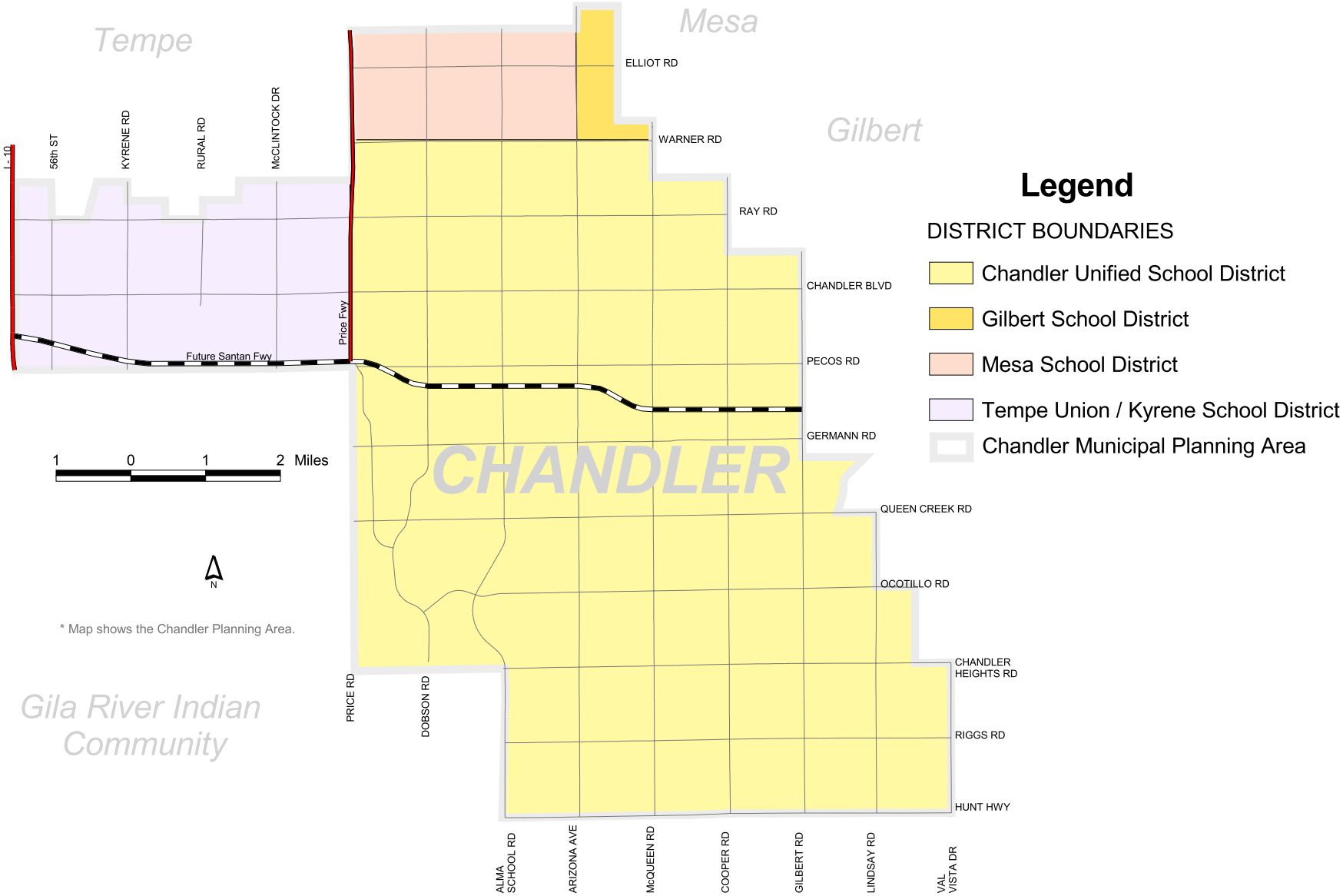
OBJECTIVE: Work with school districts to provide multiple use facilities that serve students and the public at large.

OBJECTIVE: Work with school districts to identify locations that benefit the community and address land use, circulation and environmental issues.

Policy: Maintain communications with school districts ensuring they have reviewed new developments proposed within Chandler, and given the opportunity to provide written comment.

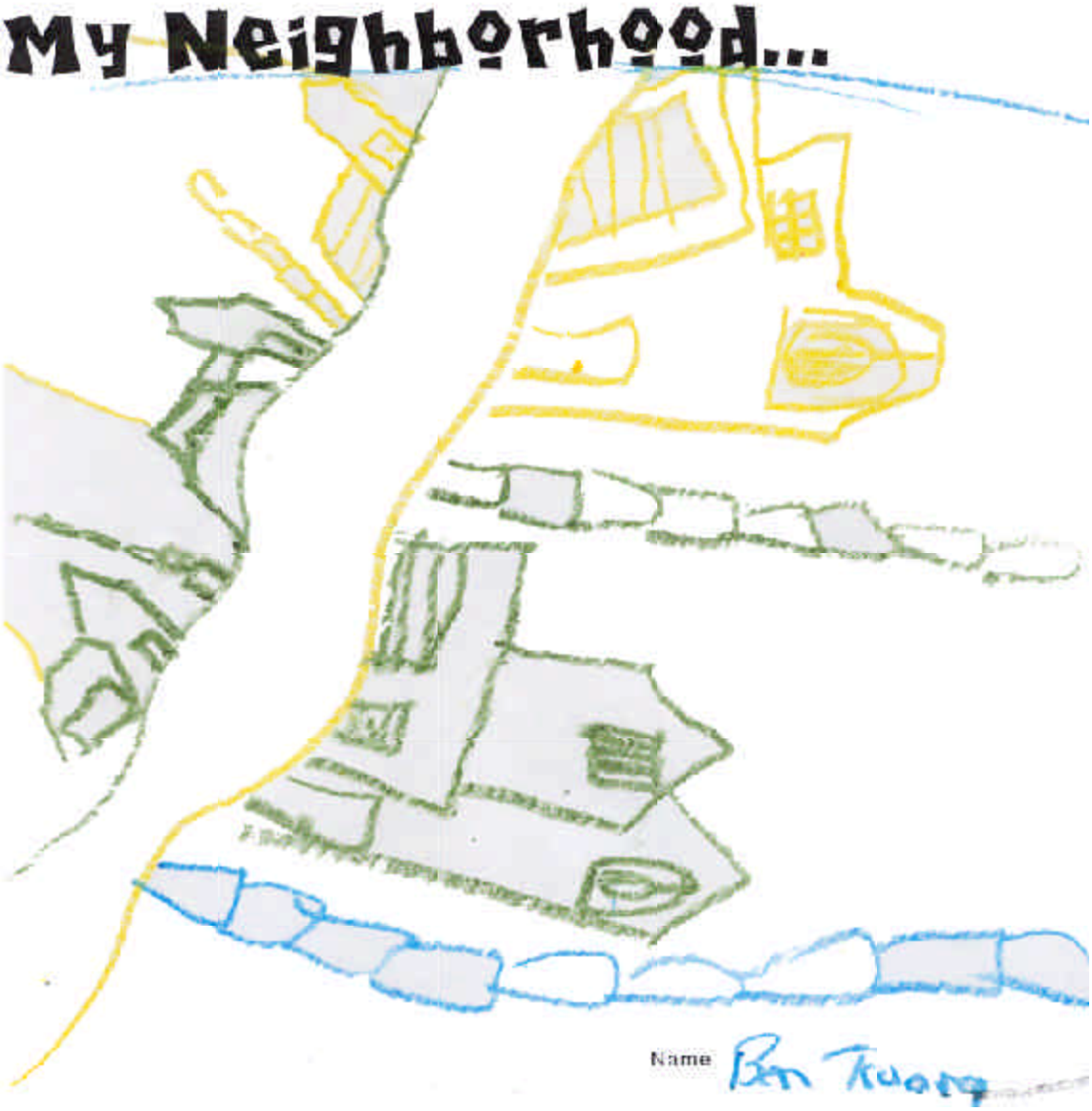
CHANDLER
General Plan Update

School District Boundary Map
Figure 9



November 1, 2001

Source: City of Chandler Long Range Planning



Public Services and Facilities Element

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Introduction

The Public Services and Facilities Element includes goals, objectives, and policies to address the issues of solid waste, police, fire and emergency services and facilities, wastewater and stormwater systems, water system facilities and local utilities. The locations of these facilities are depicted in Figure 10, Public Facilities Map.

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Solid Waste Management

Introduction

The solid waste portion of this Element includes goals, objectives and polices to ensure that the current and future solid waste needs of Chandler residents are met.

Current Situation

The City of Chandler operates a municipal landfill to receive and dispose of solid waste generated by the residents of the community. The City is currently using the last cell or unit of disposal at the landfill. The City has implemented methods to extend the useful life of the landfill. These methods include:

- The operation of a recycling program to reduce the volume of materials sent to the landfill includes curbside collection of mixed recyclable material and the sale of collected recycled materials to private firms to process the materials. The program has resulted in an estimated 18% reduction of the volume of materials delivered to the landfill.
- Compaction and density of materials placed in the landfill are being pushed to the maximum.

These methods have extended the potential useable period of the landfill to at least 2005.

Future Trends

To continue to provide for the disposal of residential solid waste after the estimated year 2005 closure of the City's landfill, Chandler has entered into a long-term contract with a private firm to receive and dispose of waste at a private landfill. The use of this new landfill will require the hauling of waste. To accommodate this needed haul distance, the City will construct a waste transfer facility. This transfer facility will be used to receive refuse from local collection vehicles and transfer the materials to long haul trucks for transport to the landfill.

Closure of the City's landfill will occur after its capacity has been consumed. Portions of the facility have already been capped and closed.

Planning Issues

The future use of the landfill will be determined based upon such environmental factors and constraints that dictate the best public use of the facility.

Goals, Objectives and Policies

GOAL: MANAGE CHANDLER'S SOLID WASTE IN A SAFE AND EFFICIENT MANNER.

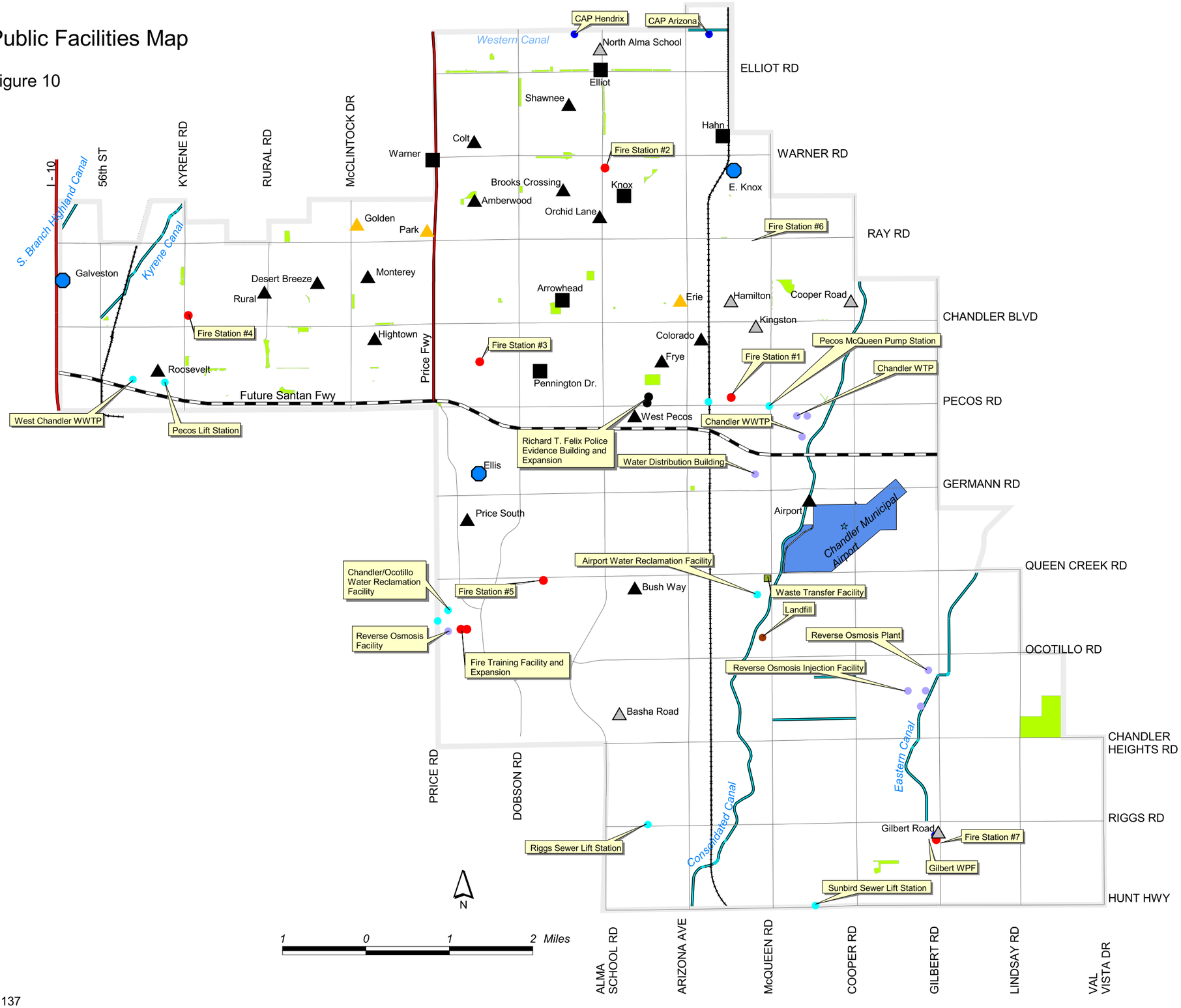
OBJECTIVE: To provide effective customer service to the citizens of Chandler for the safe, efficient collection and disposal of solid waste.

Policy: Maintain compliance with Chandler policies and all federal, state, and local regulatory requirements.

Policy: Maintain the recycling program to reduce the need to transport and store solid waste.

Public Facilities Map

Figure 10



Public Facilities Map

The Public Facilities Map shows the locations of police, fire and emergency services, sewage, refuse disposal, drainage, local utilities, rights-of-way, easements and facilities for them.

Legend

Safety

- Fire Department
- Police Department

Wells

- Existing City Well
- Existing SRP/City Well
- City Well Under Construction
- Future City Well
- Inactive City Well

Water Treatment

- Tank
- Treatment (water)
- Treatment (sewer)

- Waste Transfer Facility
- Retention
- Airport
- Canals
- Railroads
- Chandler Municipal Planning Area

DFD

November 1, 2001

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Police Facilities and Services

Introduction

This section addresses the requirements of the Chandler Police Department. The mission of the department is to serve all people within the jurisdiction with respect, fairness, and compassion. Department employees are committed to the prevention of crime and the protection of life and property; preservation of peace, order and safety; the enforcement of laws and ordinances; and the safeguarding of constitutional guarantees.

Current Situation

City of Chandler police facilities were upgraded in 1998 when the department moved to 250 East Chicago Street. This facility is anticipated to meet current and foreseeable needs in this area of the City. As the City continues to grow, however, additional satellite facilities may be necessary to meet the needs of future residents, especially in the developing southern and western areas of the City.

Future Trends

The number of calls per service area is projected to increase commensurate with population.

Planning Issues

To meet the demands of the City's growing population and the demand for police services, several steps are anticipated. Additional satellite facilities will be needed to provide for an anticipated expansion of staff, and new training facilities will need to be added to maintain and enhance the skill levels of the Department.

Goals, Objectives and Policies

GOAL: CONTINUE TO PROTECT CITY OF CHANDLER RESIDENTS AND PROPERTY FROM CRIME AND ENFORCE THE LAWS OF THE CITY OF CHANDLER.

OBJECTIVE: Increase and improve facilities.

Policy: Construct substations to provide service on the south side of the Santan Freeway and the west side of the Price Freeway.

Policy: Evaluate the concept of providing neighborhood service centers, in conjunction with planning for outreach programs and services to outer areas of the City.

Policy: Identify and plan for future training facilities.

Policy: Consider constructing a driving track with training facilities.

OBJECTIVE: Continue to enhance police presence in the community.

Policy: Continue to keep the Department on the leading edge of crime prevention through the implementation of crime prevention programs and technologies, when appropriate.

Policy: Continue community-oriented policing programs with the Department; continue to provide departmental communications and outreach programs to the community.

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Fire and Emergency Services and Facilities

Introduction

The Fire Department vision is to "earn the respect and trust of the community by being a proactive, innovative, team oriented organization; to create an environment that instills pride, self-esteem, and fosters high morale and to deliver the highest quality of services to meet the needs of the community."

Current Situation

The Chandler Fire Department currently provides services that include rescue, fire control and extinguishment, and hazardous materials response. A consortium of three agencies provides the City's emergency medical service (EMS): the Chandler Fire Department, Southwest Ambulance and the Chandler Regional Hospital.

Future Trends

An increasing percentage of the calls for Fire Department Services are Emergency Medical Services (EMS) related. Additionally, Hazardous Materials (HAZMAT) management has become more complex.

Planning Issues

Rapid growth and increasing traffic volumes are anticipated to create new challenges to rapid response of this important community service. Other challenges are anticipated from new growth to the south of the Santan Freeway and west of the Price Freeway.

Goals, Objectives and Policies

GOAL: RESPOND IN A TIMELY MANNER AND PROPERLY CONTROL ANY TYPE OF FIRE, HAZARDOUS MATERIALS, MEDICAL, OR OTHER EMERGENCY SITUATION FOR WHICH CALLED.

OBJECTIVE: Anticipate, prepare for and mitigate the effects of medical, fire and other related emergencies and services through prevention, education and training of personnel and the community.

Policy: Continue to provide emergency response and community programs to Chandler residents.

Policy: Continue to participate in and evaluate programs that benefit the health and safety of Chandler residents.

Policy: Explore alternative emergency medical services concepts.

OBJECTIVE: **Provide highly trained personnel, strategically located fire stations, and well maintained equipment to the City of Chandler.**

Policy: Provide new stations, equipment, and personnel to serve the south, west, and existing areas, as determined necessary.

Policy: Address current needs through the provision of an “in-fill” station.

Policy: Re-evaluate facilities needs every five years.

OBJECTIVE: **Use modern techniques to provide the necessary equipment and meet the diverse needs of the community.**

Policy: Provide additional equipment and training in areas such as high angle, trench and water rescue.

Policy: Train volunteers from the community to provide information on healthcare programs.

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Water System Facilities

Introduction

The current water system provides quality service to the citizens of Chandler. The system includes a comprehensive range of facilities to serve the needs of the community.

Current Situation

The existing water system delivers treated water to residential, commercial, industrial and institutional customers. The existing system consists of distribution piping of various sizes, a surface water treatment plant, water storage tanks and booster pump stations throughout the City, and numerous groundwater production wells.

Water is distributed to customers by distribution piping ranging in size from 4-inch through 48-inch. The current water distribution system operates under one pressure zone due to minimal elevation differences across the planning area. A second pressure zone is planned for the area east of Gilbert Road.

The City of Chandler Surface Water Treatment Plant (SWTP), a conventional treatment plant, is located on the SRP Consolidated Canal near Pecos Road and McQueen Road. The current plant capacity is 90 million gallons per day (MGD). Although the existing SWTP is master planned for a potential ultimate capacity, the City has entered into discussions with Tempe to expand Tempe's Johnny G. Martinez Water Treatment Plant.

Goals, Objectives and Policies

GOAL: IMPLEMENT A WATER SYSTEM TO SUPPORT COMMUNITY GROWTH AND IN-FILL.

OBJECTIVE: Construct the infrastructure and improvement needed to deliver the water supply to Chandler customers.

Policy: Pursue negotiations with adjoining cities to enhance redundant and emergency water supplies.

Policy: Continue programs to develop new wells and renovate existing wells.

OBJECTIVE: Extend reclaimed water distribution system to potential reuse customers, to City recharge facilities, and to agricultural users.

Policy: Continue progressive planning, funding, and construction of reclaimed water facilities that are compatible with other planned multi-use recreational facilities.

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Wastewater

Introduction

This section of the Public Services and Facilities Element includes goals, objectives, and policies to ensure that wastewater systems, and the planning performed to provide needed improvements to the system so as to properly treat and dispose of the wastewater generated within the City of Chandler will be met, and will continue to meet the future needs of citizens over the next decade.

The wastewater system is an essential element supporting the residential, commercial and industrial activities of the City. The wastewater system, comprising collection, treatment and disposal facilities, protects the health and safety of the residents and businesses of the City by safely collecting and treating the wastewater in the City. The continued success of this system is essential to allow for the continued orderly, planned growth of the City.

Current Situation

The City of Chandler wastewater system includes three water reclamation facilities (WRFs), one industrial wastewater treatment plant, collection pipelines, pump stations and various recharge facilities.

The City's gravity collection sewers generally flow from east-northeast to west-southwest. The existing collection system serves the western and northern portions of the City. The system has four major sections as follows:

- The West Chandler area receives flow from the north and east and conveys flow to the Lone Butte Water Reclamation Facility (WRF).
- The North Chandler area receives wastewater from the north and east and conveys flow to the Price Road Interceptor.
- The Central Chandler area receives wastewater from the north and east and conveys flow to the south and west to the Price Road Interceptor.
- The South Chandler area includes the remainder of the land area within the planning area.
- Two major treatment facilities are located in this section of the system South of Pecos Road. Since these facilities are located "midway" between the northern most section (Pecos Road) and southern most section (Hunt Highway) of the South Chandler area, wastewater is collected from the north as well as the south.

The collection system includes several major diversion facilities. These diversions enhance system operational flexibility by allowing wastewater flow diversions, as required, to different parts of the system. A list of these major diversions and a discussion of the function of each of these diversions may be found in the 1998 Wastewater Management Plan.

The collection system also contains several lift stations located throughout the planning area. Major interceptors construction is complete or nearing completion.

The City currently operates three major wastewater treatment facilities: 1) Lone Butte WRF, 2) Ocotillo WRF, and 3) Airport WRF. The industrial wastewater treatment plant (reverse osmosis facility) processes flow received from the Intel Fab 12 facility.

The City's Tumbleweed Park recharge facility is located at the City's Tumbleweed Park at Ryan Road and McQueen Road. The initial construction in 1996 employed drywell (vadose zone wells) for recharge. Eight direct injection wells were added in 1998 to increase the recharge capacity to 3.0 million gallons per day (MGD). Nine wells were constructed in 1999 to increase the capacity to 5.0 MGD. This facility initially recharged reclaimed water from the Ocotillo WRF. Pipeline modifications have been made so that the Tumbleweed Park receives reclaimed water only from the Airport WRF. An aquifer storage and recovery well (ASR 1) is in operation at the Tumbleweed location and two more wells (ASR-2 and ASR-3) are under construction at the same site. Four ASR wells are planned to be constructed at a location ½ mile south of Queen Creek Road on Old Price Road.

The City operates a recharge facility located adjacent to the Eastern Canal near the intersection of Gilbert Road and Ocotillo Road. This facility was constructed in 1996 and consists of middle alluvial unit injection wells that recharge reclaimed water directly into the aquifer. This facility recharges 1.0 - 1.5 MGD of reclaimed water received from the reverse osmosis industrial wastewater treatment facility serving the Intel Fab 12 and Fab 22 sites. Additionally, a permit and agreement has been obtained to provide 2.8 MGD to Roosevelt Water Conservation District (RWCD) at the Eastern Canal for irrigation purposes.

By agreement, the City delivers up to 1,000 acre-feet per year (0.9 MGD) of reclaimed water for irrigation to the northeast corner of the Bear Creek Golf Course. The golf course is located between Chandler Heights Road and Riggs Road and west of the Consolidated Canal.

The City has an agreement with the Ocotillo Management Group (OMG) to receive the majority of the reclaimed water produced at the Ocotillo WRF and reuse the reclaimed water within the surrounding 9 square mile OMG service area. The agreement, which is under negotiation, between the City and OMG states that 1.0 MGD of effluent (from the Intel Fab 12 domestic sewage entering the Ocotillo WRF) and 20% of the remaining effluent is the City's and the balance belongs to OMG. Therefore, at an operating capacity of 10 MGD for the Ocotillo WRF, the City will receive and use 2.8 MGD and OMG will receive and use 7.2 MGD of the effluent.

OMG uses their portion of reclaimed water to supply various reuse needs within and adjacent to the Ocotillo community. These include the Ocotillo Community Association that uses or delivers effluent to irrigate City rights-of-way, common areas (including park sites), apartment complexes, commercial properties, and approximately 500 homeowners that use it for landscape irrigation. OMG also supplies reclaimed water to the Ocotillo Golf Course, adjacent agricultural land, for landscape irrigation and ornamental lakes and to industrial uses such as the cooling towers at Intel (Fab 12 and Fab 22) and Orbital Sciences.

Additionally, OMG recharges the reclaimed water through 26 drywells located on the Ocotillo Golf Course.

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Future Trends

The City will continue to experience growth in South Chandler. This growth will require the development of additional wastewater facilities. The City has plans to expand its wastewater treatment capacity, add additional collector sewers and pump stations, and build reuse and recharge facilities.

Planning Issues

The City needs to determine the best location for additional wastewater treatment capacity. A need exists to develop more recharge capacity or arrange to dispose of treated effluent not usable for irrigation during the cooler winter months.

Goals, Objectives and Policies

GOAL: ENCOURAGE CONTINUOUS PLANNING FOR THE COMMUNITY.

OBJECTIVE: Actively plan the wastewater systems in response to continued growth in the City and in response to changing regulations.

Policy: Continue the wastewater master planning processes on a 5-year basis.

GOAL: IMPLEMENT WASTEWATER SYSTEM TO SUPPORT COMMUNITY GROWTH.

OBJECTIVE: Meet the existing and future wastewater needs of the community with a well-planned and efficiently operated system.

Policy: Monitor and evaluate City programs for maximum plant capacity of existing wastewater treatment through effective flow diversions.

Policy: Evaluate programs to develop new wastewater treatment capacity where most beneficial.

Policy: Continue orderly development of the collection system.

Policy: Strive to ensure that treatment facilities are adaptable to changing State requirements for reuse and recharge.

Policy: Continue to update the Water, Wastewater, Reclaimed Water, Water Resource, and Stormwater Management Master Plans to reflect changes in infrastructure need due to in-fill and new growth and development every 5 years or, as required.

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Stormwater

Introduction

This section of the Public Services and Facilities Element includes goals, objectives, and policies to ensure that stormwater systems and the planning performed to provide needed improvements to these systems to properly treat and dispose of the stormwater generated within the City of Chandler, and meet the future needs of citizens over the next decade.

Current Situation

The City's first developments were in the downtown area. This area experienced localized ponding problems. These problems have been substantially reduced with the construction of retention basins. The City is planning to connect these downtown basins to the Price Freeway drainage system. Some small areas of localized ponding still exist, but plans have been developed to remedy these situations.

In the north and west portions of Chandler development is nearly complete. These areas were developed under a City policy of using on-site retention of the 100-year, 2-hour storm. This policy has been generally successful.

Some land has been developed in South Chandler, however, most is undeveloped. In this area of the City retention basins sized for the 100-year, 2-hour storm are being provided. Disposal is by percolation and infiltration.

Future Trends

Continued growth in South Chandler will require the development of additional stormwater facilities. The City plans additional stormwater collection piping in Central Chandler, retention basins, drywells and pump stations to satisfy the needs of increased growth. The City will also use to the maximum the Arizona Department of Transportation (ADOT) drainage facilities to facilitate the disposal of Chandler stormwater.

Planning Issues

Several key planning issues affect this element.

- On the stormwater side, the City must continue its dialog with ADOT concerning the routing of Chandler stormwater to the Price and Santan Freeway drainage facilities.
- The City should initiate discussions with other local entities to address on a regional basis the predicted flooding due to the 100-year, 24-hour storm.
- The City must apply for a stormwater Phase II NPDES permit for its municipal separate stormwater system. The stormwater from the City's system is ultimately discharged to the Salt and Gila Rivers, both classified as "waters of the United States." The City's industrial type facilities, such as storage yards, will be required to obtain a stormwater Phase II permit or a "no exposure" exemption if stormwater does not contact materials on these sites.

OUR CITY FUNCTIONS AND SERVICES
Public Services and Facilities Element

Goals, Objectives and Policies

GOAL: PROVIDE AN EFFECTIVE STORMWATER SYSTEM WITHIN THE CITY.

OBJECTIVE: Maximize the protection afforded to the residents and businesses of the City against damage or inconvenience due to flooding, in a cost efficient manner.

Policy: Maintain and modify, when deemed necessary, the City's Engineering Standards and Details for rights-of-way, easements, local utilities, and drainage.

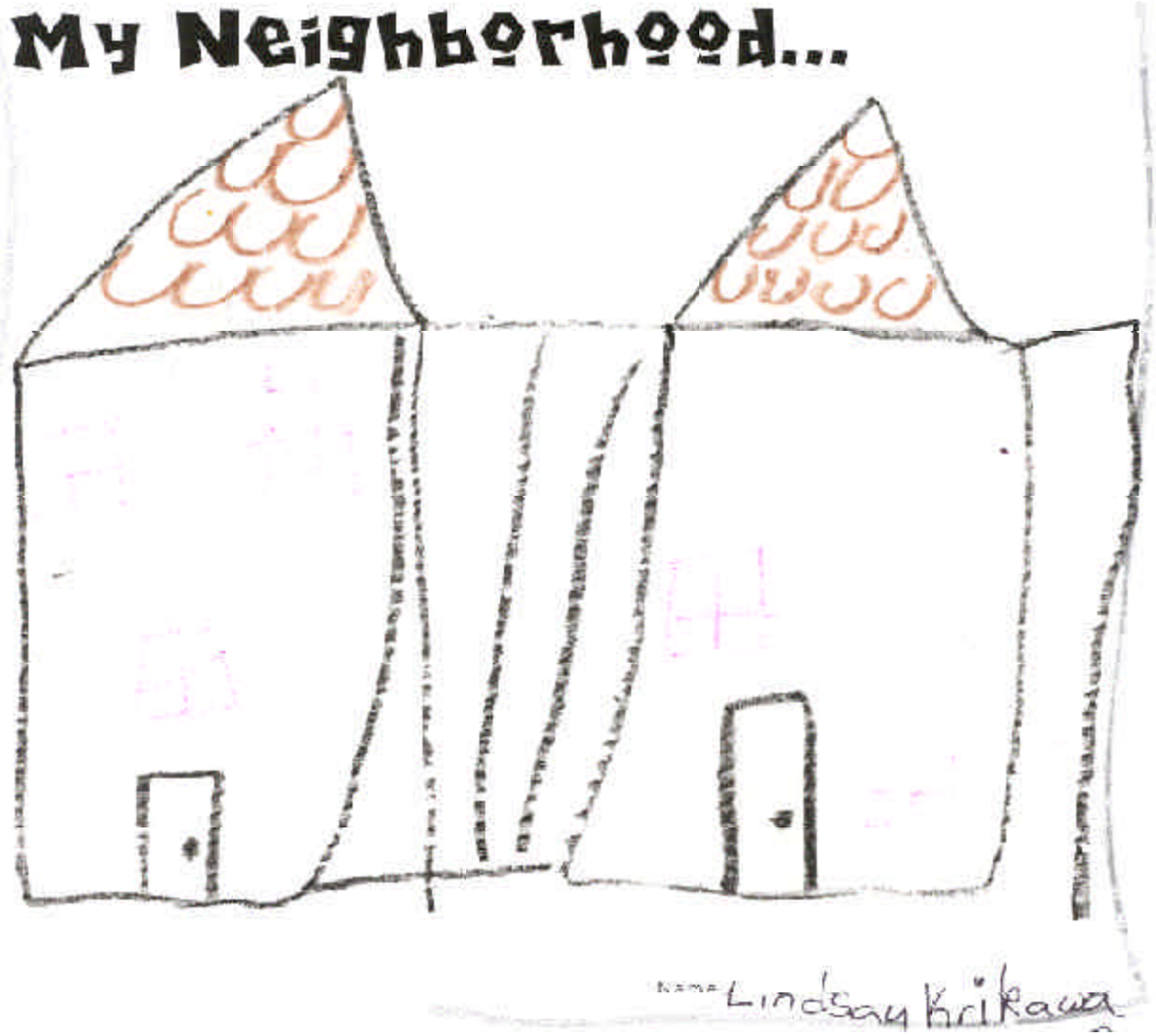
Policy: Work with the public, developers, and industry to raise their awareness of the need for an effective drainage system.

Policy: Continue to enforce on-site retention basin policy for new development.

OBJECTIVE: Plan for predicted flooding from areas outside of Chandler's boundaries.

Policy: Participate in meetings with the Flood Control District of Maricopa County (FCDMC), Mesa and Gilbert to identify possible solutions.

Policy: Continue to provide input and work with the FCDMC, on the Higley Area Stormwater Drainage Master Plan.



Safety Element

OUR CITY FUNCTIONS AND SERVICES
Safety Element

Introduction

The Safety Element identifies goals, objectives and policies to prevent, reduce and combat natural and man-made hazards. Law enforcement, fire, and emergency medical services are important components of safety. This element addresses general emergency planning, evacuation routes, peak load water supply requirements, and clearances around structures, geologic hazard identification, and minimum road widths.

Current Situation

Arizona Revised Statutes require that a local emergency planning committee shall prepare and annually review an emergency response plan for its emergency planning district in order to address emergencies due to the release of hazardous materials from facilities and transportation vehicles in its district. The emergency plan is not limited to hazardous materials situations. In addition, each local emergency planning committee shall conduct at least a biennial exercise of its emergency plan. The local emergency planning committee is responsible for identifying the resources that are critical to executing the emergency plan.

Each emergency plan includes:

- Identification of key officials who will make decisions involving the execution of the plan.
- Provision of an inventory of trained personnel, facilities, equipment, and organizations that are needed to carry out the plan.
- Agreements with other agencies and communities to exchange aid in time of crisis.

The focal point for all emergency management plans and coordination is the Maricopa County Emergency Operations Center. The agency is located at the Papago Military Reservation in a hardened, underground operations center. The center, staffed with trained personnel, is equipped with the communications system necessary to coordinate any major man-made or natural disaster.

In Chandler, the focal point for emergency response is the Fire Department, with the assistance of the Police Department, and local hospitals. The Fire Department is the custodian for the Chandler Emergency Plan.

Future Trends

The City will continue to address emergency management issues associated with growth and development.

Planning Issues

The City will need to maintain the emergency response plan and continue to coordinate with emergency response agencies.

OUR CITY FUNCTIONS AND SERVICES
Safety Element

Goals, Objectives and Policies

GOAL: MAINTAIN AN EMERGENCY RESPONSE PLAN.

OBJECTIVE: Review the Emergency Plan annually and coordinate the plan with regional agencies.

Policy: Partner with regional emergency response agencies.

GOAL: PROVIDE ADEQUATE EVACUATION ROUTES IN THE EVENT OF MAN-MADE OR NATURAL DISASTERS

OBJECTIVE: Prepare for the evacuation of people from emergency situations, and coordinate these procedures with Maricopa County Emergency Management Department.

Policy: Continue to train and plan for a variety of evacuation scenarios.

GOAL: ENSURE THAT ROADWAYS CAN ACCOMMODATE EMERGENCY VEHICLES AND OTHER TRAFFIC IN ORDER TO PERMIT TIMELY EMERGENCY RESPONSES AND THE SAFE PASSAGE OF PEDESTRIAN AND VEHICULAR TRAFFIC.

OBJECTIVE: Maintain engineering standards that provide roads of sufficient width and capability.

Policy: Work with developers to ensure that such standards are incorporated into development plans, and to minimize restrictions and disruptions.

GOAL: PROTECT CHANDLER FROM SEVERE EROSION AND GEOLOGIC INSTABILITY.

OBJECTIVE: Maintain geologic hazard mapping of areas of known geologic hazards.

Policy: Consider partnering with the United States Geologic Survey (USGS) and Arizona State University geologists and stay abreast of changing conditions.

GOAL: ENSURE THAT THERE IS ADEQUATE CLEARANCE AROUND STRUCTURES

OBJECTIVE: Maintain zoning and community development standards that will mitigate the effects of fire and industrial hazards.

Policy: Seek to develop industry that is safety compliant and sited in a suitable location.

Glossary

GLOSSARY

ADWR

Arizona Department of Water Resources.

Agriculture

Use of land for the production of food and fiber, including the growing of crops and/or the grazing of animals on natural prime or improved pasture.

Agriculture/Urban Farm Areas

Agriculture/Urban Farms may be privately or publicly owned urban farms. Urban Farms are typically small farms that may grow fruits, vegetables, organic crops, flowers or other crop. They are not large scale, single-crop farms.

Annexation

To incorporate a land area into an existing district or municipality, with a resulting change in the boundaries of the annexing jurisdiction.

Area

An area of a city that has a unique character identifiable as different from surrounding areas because of distinctive architecture, streets, geographic features, culture, landmarks, activities, or land uses.

Arterial

Medium-speed (30-40 mph), medium-capacity (10,000-35,000 average daily trips) roadway that provides intra-community travel and access to the county-wide highway system. Access to community arterials should be provided at collector roads and local streets, but direct access from parcels to existing arterials is common.

AZ Tech Model Development

A seven-year project that uses cutting edge technology to improve traffic conditions for the Phoenix Metropolitan Area.

Bicycle Lanes

These are on-street facilities, typically 5.5 feet wide, designed for bicycle, created by means of pavement striping.

Bond

An interest-bearing promise to pay a stipulated sum of money, with the principal amount due on a specific date. Funds raised through the sale of bonds can be used for various public purposes.

Buffer Zone

An area of land separating two distinct land uses that acts to soften or mitigate the effects of one land use on the other.

Capital Improvements Program (CIP)

A program, administered by a city or county government and reviewed by its legislative body, which schedules permanent improvements, usually for a minimum of five years in the future, to fit the projected fiscal capability of the local jurisdiction. The program generally is reviewed annually, for conformance to and consistency with the general plan.

Central Business District

The commercial center of a community and typically, the historic origin for subsequent growth of the community.

GLOSSARY

City Campuses

A group of city buildings and services that complement each other, including pedestrian links and plazas.

City's Water Distribution System

The infrastructure that enables water to be delivered from its source to the user.

Collector Street

Relatively low-speed (25-30 mph), relatively low-volume (5,000-20,000 average daily trips) street that provides circulation within and between neighborhoods. Collectors usually serve short trips and are intended for collecting trips from local streets and distributing them to the arterial network.

Commercial

A land use classification that permits facilities for the buying and selling of commodities and services.

Community Park

A publicly owned land site, usually in the range of 25 to 50 acres in size, with full public access intended to provide recreation opportunities beyond those supplied by neighborhood parks. Community parks are larger in scale than neighborhood parks but smaller than regional parks.

Conservation

The management of natural resources to prevent waste, destruction, or degradation.

Density, Residential

The number of dwelling units per acre.

Dedication

The turning over by an owner or developer of private land for public use, and the acceptance of land for such use by the governmental agency having jurisdiction over the public function for which it will be used.

Design Review; Design Control

The comprehensive evaluation of a development and its impact on neighboring properties and the community as a whole, from the standpoint of site and landscape design, architecture, materials, colors, lighting, and signs. "Design Control" requires that certain specific things be done and that other things not be done. Design Control language is most often found within a zoning ordinance. "Design Review" usually refers to a system set up outside of the public hearing process, whereby projects are reviewed against certain standards and criteria by a specially established design review board or committee.

Development

The physical extension and/or construction of urban land uses. Development activities include: subdivision of land; construction or alteration of structures, roads, utilities, and other facilities; grading; and clearing of natural vegetative cover (with the exception of agricultural activities). Routine repair and maintenance activities are exempted.

Dwelling Unit

A room or group of rooms (including sleeping, eating, cooking, and sanitation facilities, but not more than one kitchen), which constitutes an independent housekeeping unit, occupied or intended for occupancy by one household on a long-term basis for residential purposes.

GLOSSARY

Easement

Usually the right to use property owned by another for specific purposes or to gain access to another property. For example, utility companies often have easements on the private property of individuals to be able to install and maintain utility facilities.

Easement, Conservation

A tool for acquiring open space with less than full-fee purchase, whereby a public agency buys only certain specific rights from the landowner. These may be positive rights (providing the public with the opportunity to hunt, fish, hike, or ride over the land), or they may be restrictive rights specified by the owner, limiting the uses which the land may be devoted to in the future.

Facility Plans

Plans for public facilities such as wastewater.

Flood, 100-Year

The magnitude of a flood expected to occur on the average every 100-years, based on historical data. The 100-year flood has a 1/100, or one percent, chance of occurring in any given year.

Flared Intersection

A roadway that widens out at the intersection with another roadway, usually to accommodate thru lanes and additional turn lanes

Flood Plain

The relatively level land area on at least one side of a continuous elevated land-form, such as a canal or railroad embankment, regularly subject to flooding. That part of the flood plain subject to a one percent chance of flooding in any given year is designated as an "area of special flood hazard" by the Federal Insurance Administration.

General Plan

A compendium of city goals, objectives, and policies regarding its long-term development, in the form of maps and accompanying text.

Goal

A general, overall, and ultimate purpose, aim, or end toward which the City will direct effort.

Grade

Ground level or the elevation at any given point.

Groundwater Recharge

The natural process of infiltration and percolation of water from land areas or streams, or by artificial means, through permeable soils into water-holding rocks that provide underground storage ("aquifers").

Hierarchy

A graded or ranked series.

Historic; Historical

An historic building or site is one that is noteworthy for its significance in local, state, or national history or culture, its architecture or design, or its works of art, memorabilia, or artifacts.

GLOSSARY

Housing and Urban Development, U.S. Department of (HUD)

A cabinet-level department of the federal government that administers housing and community development programs.

In-fill Development

Development of vacant land (usually individual lots or left-over properties) within areas that are already largely developed.

Land Banking

The purchase of land by a local government for use or resale at a later date. "Banked lands" have been used for development of low and moderate- income housing, expansion of parks, and development of industrial and commercial centers.

Land Use

The occupation or utilization of land or water area for any human activity or any purpose defined in the General Plan.

(LOS) D – Level of Service D

A description of street capacity stating that no street shall operate above 80% of its planned capacity.

Master Plan

A plan for a large area that may address land use, landscaping, infrastructure, circulation or services provision.

Mixed-use

Properties on which various uses, such as office, commercial, institutional, and residential, are combined in a single building or on a single site in an integrated development project with significant functional interrelationships and a coherent physical design. A single site may include contiguous properties.

Multi-modal Trails

Multi-modal trails are hard surface trails designed for all types of non-motorized transportation. Signs, crossings, vegetation, rest and staging areas developed in conjunction with these paths are also primarily designed for non-motorized recreation.

Neighborhood Park

City-owned land intended to serve the recreation needs of people living or working within a one-mile area. Neighborhood parks serve as a neighborhood's recreational and social focus.

Neighborhood Park Zones Map

A map featured in the Parks and Recreation Master Plan Update 2000 that displays the service areas for Neighborhood parks.

Noise Attenuation

Reduction of the level of a noise source using a substance, building material, or surface, such as earth berms and/or solid concrete walls.

Open Space Buffers

Open Space Buffers are typically tracts of private land used to separate different land uses. These areas generally include landscaping and may include topographic variations to meet retention or screening needs. These areas provide buffer between land uses and also contribute to visual open space and character within the community.

GLOSSARY

Open Space

Any parcel or area of land or water that is improved or unimproved, and devoted to an open space use for the purposes of (1) the preservation of natural resources, (2) the managed production of resources, (3) outdoor recreation, or (4) public health and safety. Open Spaces include functional open space, agriculture, retention/detention areas and floodways and floodplains. Open space may be publicly or privately owned and maintained.

Outdoor Recreation Use

A privately or publicly owned or operated use providing facilities for outdoor recreation activities.

Park Land

Land that is publicly owned or controlled for the purpose of providing parks, recreation, or open space for public use.

Parks

Open space lands whose primary purpose is recreation, or passive enjoyment by the public.

Paths and Trails

Trails and paths include on-street bicycle lanes, equestrian; multiple use paths and trails; pedestrian, equestrian and multiple use easements; and trailheads and staging areas. These facilities will continue to be publicly and privately owned and maintained. Trailheads may be privately or publicly owned and maintained, and may be constructed privately and dedicated to the City.

Planned Area Development (PAD)

A description of a proposed unified development, consisting at a minimum of a map and adopted ordinance setting forth the regulations governing, and the location and phasing of all proposed uses and improvements to be included in the development.

Planning Area

The area directly addressed by the general plan. A city's planning area typically encompasses the existing city limits, and potentially annexable land which will ultimately form the City limits at buildout, and which the City will provide services.

Recharge

Water infiltrating to replenish an aquifer.

Recreation, Active

A type of recreation or activity that requires the use of organized play areas including, but not limited to, softball, baseball, football and soccer fields, tennis and basketball courts and various forms of children's play equipment.

Recreation, Passive

Type of recreation or activity that does not require the use of organized play areas.

Regional

Pertaining to activities or economies at a scale greater than that of a single jurisdiction, and affecting a broad geographic area.

Retention/Detention Basins

Retention basins are principally designed to retain the runoff from a 100-year, 2-hour storm. These areas may be landscaped and used during non-storm periods for passive or active

recreation. Any facilities placed in these areas require special care in placement to ensure that they are not inundated, except during the infrequent storm events.

Rezoning

An amendment to the adopted zoning map and/or text of a zoning ordinance to effect a change in the nature, density, or intensity of uses allowed in a zoning district and/or on a designated parcel or land area.

Right-of-way

A strip of land occupied or intended to be occupied by certain transportation and public use facilities, such as roadways, railroads, and utility lines.

Setback

The horizontal distance between the property line and any structure.

Site

A parcel of land used or intended for one use or a group of uses and having frontage on a public or an approved private street.

Solid Waste

Any unwanted or discarded material that is not a liquid or gas. Includes organic wastes, paper products, metals, glass, plastics, cloth, brick, rock, soil, leather, rubber, yard wastes, and wood, but does not include sewage and hazardous materials.

South Price Road (high-tech) Campus Employment Corridor.

That area south of Willis Road, as depicted on the Chandler Land Use Map for that area, represents Chandler's premier high tech corridor. It's environment would be defined by single users such as high-tech manufacturing, research and development, and corporate offices in integrated campus-like setting on parcels generally not less than 15 acres. Streetscape appearances would also be characterized by large landscaped setbacks utilizing turf, berms, and other landscape themes.

General industrial parks and subdivisions, warehousing, distributorships, and other non high-tech users do not fit in this definition.

Special Use Commercial

These are places characterized and designed to be pedestrian friendly activity areas that support a mix of retail and commercial services uses and attract visitors. These areas denote a high level of visual interest and are characterized by providing an attractive urban environment.

They may include restaurants, retail shops, entertainment and recreational uses, offices, and plazas in an urban setting. They may also include higher density residential projects as part of an approved, mixed-use area plan. Appropriate locations would be along waterways or near lakes, appropriate in-fill areas, downtown, or as complementary support destinations near larger commercial centers. They may be developed in areas to complement nearby conventional retail development, as exemplified by Casa Paloma or as stand-alone uses such as The Falls at Ocotillo, which take advantage of nearby lakes, and water features that complement the pedestrian experience. Other examples include the Sun Tech Village Shops, and The Boardwalk at Andersen Springs.

Special Use Parks and Facilities

Special use facilities and sports field facilities are planned to be publicly or privately owned and maintained. They are designed and maintained to meet specific community needs. They may include skate parks, aquatic centers, riparian habitat preserves, dog parks, and equestrian centers.

GLOSSARY

Subdivision

The division of a tract of land into defined lots, either improved or unimproved, which can be separately conveyed by sale or lease, and which can be altered or developed.

Subsidize

To assist by payment of a sum of money or by the granting of terms or favors that reduce the need for monetary expenditures. Housing subsidies may take the forms of mortgage interest deductions or tax credits from federal and/or state income taxes, sale or lease at less than market value of land to be used for the construction of housing, payments to supplement a minimum affordable rent, and the like.

Trailhead

The beginning point of a trail and includes parking, trail information, rubbish containers, water and sanitary facilities.

Wildlife

Animals or plants existing in their natural habitat.

Xeriscape

A form of desert landscaping that conserves water by utilizing low-water plants and minimizing the use of turf (grass) for lawns.

Zoning

The division of a city or county by legislative regulations into areas, or zones, which specify allowable uses and required development standards for real property within these areas; a program that implements policies of the General Plan.

Appendix

CITY OF CHANDLER
GENERAL PLAN UPDATE SURVEY

January 2001

Prepared for

City of Chandler

Prepared by

Behavior Research Center
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INTRODUCTION

This study was commissioned by the City of Chandler, Arizona as part of its General Plan Update being undertaken by Cornoyer-Hedrick. The primary purpose of this effort was to measure residents' reaction to the Chandler General Plan Update. More specifically, this study addressed the following issues:

- Attitudes about the current quality of life in Chandler;
- Attitudes about residential neighborhoods;
- Attitudes about what issues should be addressed in the General Plan;
- Reaction to six General Plan focusing statements;
- Preferred General Plan information sources.

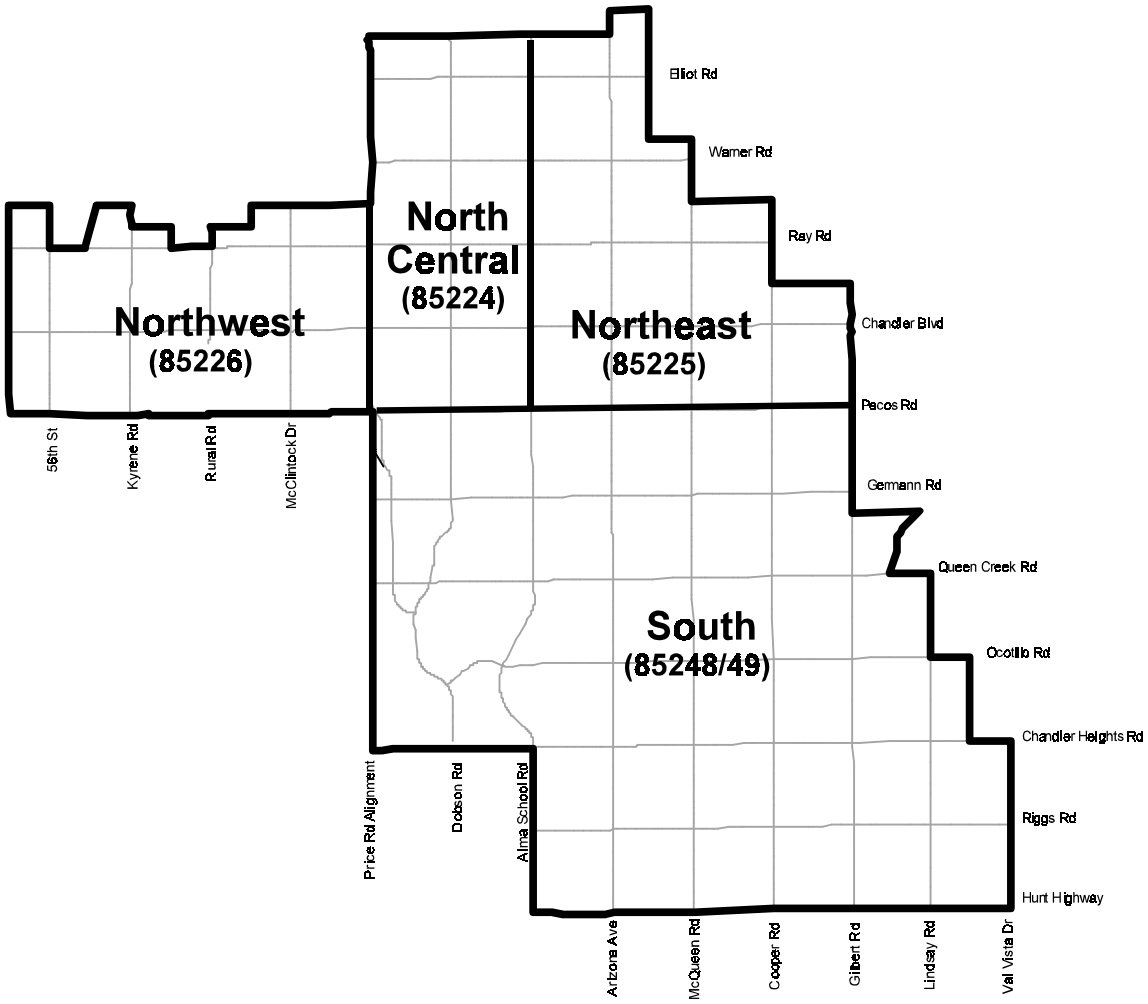
The information contained in this report is based on 304 in-depth interviews conducted with a representative cross-section of Chandler residents. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center during January 2001. For a detailed explanation of the procedures followed during this project, please refer to the Methodology section of this report.

The information generated from this study is presented in three sections in this report. The first section, OVERVIEW, presents the primary findings of the survey in a brief summary format. The second section, SUMMARY OF THE FINDINGS, reviews each study question in detail. The final section, APPENDIX, details the study methodology and contains a copy of the survey questionnaire.

The Behavior Research Center has presented all of the data germane to the basic research objectives of this project. However, if City management requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER, INC.

Study Analysis Zones



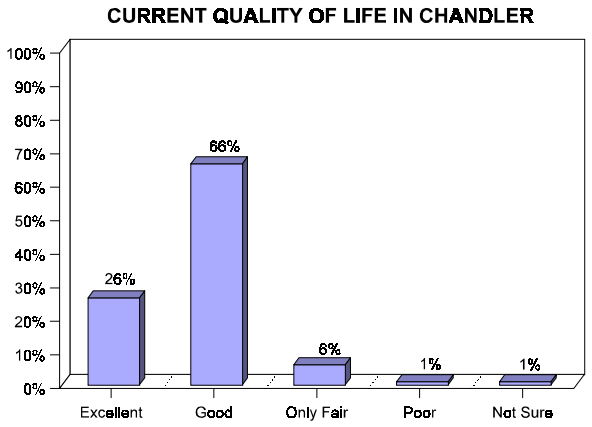
OVERVIEW

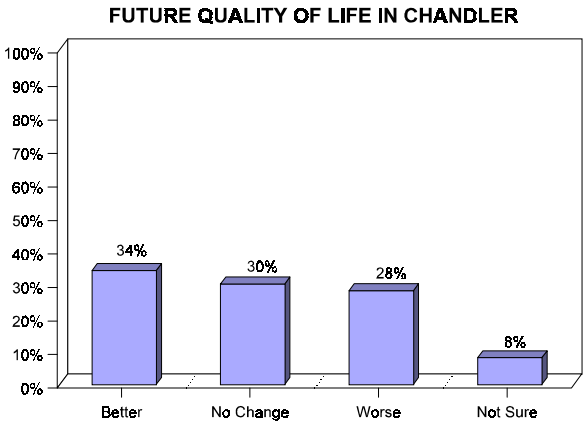
- **QUALITY OF LIFE IN CHANDLER**

Over nine out of ten Chandler residents (92%) rate the current quality of life in the City in positive terms with 26 percent rating it as excellent and 66 percent as good. In comparison, only six percent of residents rate the quality of life as only fair while one percent rate it as poor. This positive response to the City's quality of life is universal among all population subgroups.

One-third of residents (34%) feel the quality of life in Chandler will get better in the next ten years while 28 percent feel it will get worse and 30 percent feel it will not change. When this analysis is taken one step further we find that nearly two-thirds of residents (64%) rate the current quality of life in the City in positive terms and feel that it will only improve or be maintained in the future.

In a related question, nine out of ten Chandler residents (90%) rate their neighborhood as either excellent (46%) or good (44%) while eight percent rate it as only fair and one percent as poor.





- **IMPORTANCE OF ADDRESSING SELECTED ISSUES IN GENERAL PLAN**

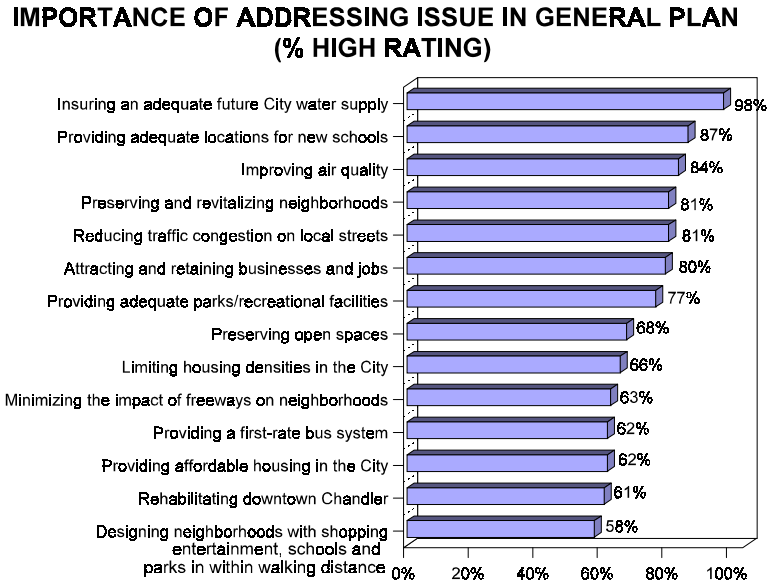
When Chandler residents are probed on the importance of addressing each of 21 specific issues in the General Plan, seven of the issues tested are deemed of high importance by three out of four residents or more:

- Insuring an adequate future City water supply (98%);
- Providing adequate locations for new schools (87%);
- Improving air quality (84%);
- Preserving and revitalization Chandler neighborhoods (81%);
- Reducing traffic congestion on local City streets (81%);
- Attracting and retaining businesses and jobs (80%);
- Providing adequate parks and recreational facilities (77%).

Also receiving relatively high readings from residents were seven additional issues which receive high importance readings from at least a majority of residents:

- Preserving open spaces (68%);
- Limiting housing densities in the City (66%);
- Minimizing the impact of freeways on neighborhoods (63%);
- Providing a first rate bus system (62%);
- Providing affordable housing in the City (62%);
- Rehabilitating downtown Chandler (61%);
- Designing neighborhoods with shopping, entertainment, schools and parks within walking distance (58%).

Each of the remaining seven issues tested receive high importance readings from less than majority of residents.



- **RESIDENTS' REACTIONS TO FOCUSING STATEMENT**

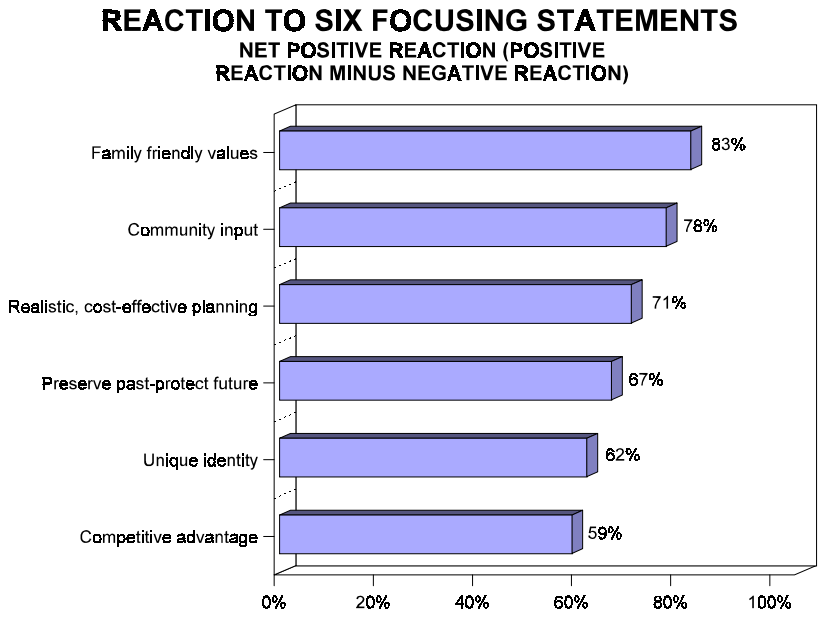
Chandler residents were asked to indicate their reactions to six focusing statements which could be used to describe the City's General Plan. These statements were developed from input provided by Chandler residents during a series of focus groups. While each of the statements receives favorable response from residents, two of the focusing statements are clearly preferred by residents:

FAMILY FRIENDLY VALUES

The Chandler General Plan Update should address future needs for community services such as education, public safety, youth and recreational opportunities, and cultural and entertainment opportunities. With the General Plan Update, Chandler should maintain its current livability and family friendly values.

COMMUNITY INPUT

The Chandler General Plan Update should be a document based on community input that provides guidance and direction to the City as well as accountability in the planning process. Informed citizens should have a greater opportunity for involvement in planning the City's future.



SUMMARY OF THE FINDINGS

QUALITY OF LIFE IN CHANDLER

Over nine out of ten Chandler residents (92%) rate the quality of life in the City in positive terms with 26 percent rating it as excellent and 66 percent as good. In comparison, only six percent of residents rate the quality of life as only fair while one percent rate it as poor. This positive response to the City's quality of life is universal among all population subgroups.

TABLE 1: CURRENT QUALITY OF LIFE

"To begin, would you rate the quality of life in Chandler as excellent, good, only fair or poor?"

	Excel-lent	Good	Only Fair	Poor	Not sure	TOTAL EXCELLENT/ GOOD
TOTAL	26%	66%	6%	1%	1%	92%
GENDER						
Male	24	66	8	1	1	90
Female	28	65	4	2	1	93
AGE						
Under 35	23	70	3	4	0	93
35 to 49	27	65	7	0	1	92
50 to 64	30	55	12	0	3	85
65 or over	29	67	4	0	0	96
INCOME						
Under $40,000	18	74	5	3	0	92
$40,000 or over	29	64	5	1	1	93
REGION						
Northwest	27	66	7	0	0	93
North Central	25	66	6	2	1	91
Northeast	28	64	6	2	0	92
South	24	67	7	0	2	91
YRS. IN CHANDLER						
Under 5	25	67	6	1	1	92
5 to 14	28	64	5	2	1	92
15 or over	25	66	8	0	1	91

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As Table 2 reveals, the primary reasons residents give for rating the quality of life as either excellent or good are: 1) satisfaction with their neighborhood (40%); 2) low crime rate (18%); 3) friendly people (12%); 4) central location (12%), and; 5) good schools (11%). On the flip side, the primary reasons residents give for rating the quality of life as only fair or poor are: 1) deteriorating neighborhoods (29%); 2) transportation issues (16%), and; 3) high crime rate (11%).
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TABLE 2: REASONS FOR ATTITUDE ABOUT CURRENT QUALITY OF LIFE

"Why do you feel that way?"

EXCELLENT/GOOD

Like my neighborhood – lived here long time	40%
Low crime rate – good police force	18
Friendly people	12
Centrally located – close to everything	12
Good schools	11
Clean, well maintained	8
Good city services	8
Good housing – available, affordable	7
Good shopping	7
Transportation system – good streets, freeway access	7
Good recreation/entertainment	7
Quiet, calm, peaceful	6
Environment/climate	6
Growing at good pace – not over-populated	6
Cost of living reasonable, low taxes	5
Good economy, business opportunities	4
Well run city	4
Good restaurants	2
Not sure	9
(BASE)	(279)

ONLY FAIR/POOR

Neighborhoods deteriorating	29%
Transportation – traffic congestion, road maintenance	16
High crime rate	11
Growth, growing too fast	9
Economy – limited jobs	4
Water pollution	4
Limited parks/recreation	4
Poor zoning enforcement	4
Unfriendly people	4
Limited dining	4
Red light cameras	4
Don't like anything about Chandler	4
Not sure	13
(BASE)	(23)

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Continuing with this line of questioning, residents were next asked if they felt the quality of life in Chandler would get better, remain about the same, or get worse in the next ten years. Here we find that one-third of residents (34%) feel the quality will get better while 28 percent feel it will get worse and 30 percent feel it will not change. When this analysis is taken one step further we find that nearly two-thirds of residents (64%) rate the current quality of life in the City in positive terms and feel that it will only improve or be maintained in the future – a very positive finding.

TABLE 3: ATTITUDE ABOUT FUTURE QUALITY OF LIFE IN CHANDLER

"And, do you think the quality of life in Chandler will get better, remain about the same, or get worse in the next 10 years?"

		CURRENT QUALITY OF LIFE	
	TOTAL	Excellent/ Good	Only Fair/ Poor
Better	34%	35%	21%
No change	30	29	40
Worse	28	28	29
Not sure	8	8	10
	100%	100%	100%
*NET BETTER/(WORSE)	6	7	(8)
(BASE)	(304)	(279)	(23)

*% better minus % worse

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SUMMARY READING AMONG THOSE WITH OPINION

Currently excellent/good and will get better or not change	64%
Currently only fair/poor and will get better	5
TOTAL POSITIVE DIRECTION	69%
Currently excellent/good and will get worse	28
Currently only fair/poor and will get worse	3
TOTAL NEGATIVE DIRECTION	31%

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Demographically, the following population subgroups voice the strongest optimism about Chandler's future quality of life:

- Younger residents
- Lower income residents
- Newer residents
- Northeast Chandler residents

TABLE 4: ATTITUDE ABOUT FUTURE QUALITY OF LIFE IN CHANDLER – DETAIL

	Better	No Change	Worse	Not sure	*NET BETTER/ (WORSE)
TOTAL	34%	30%	28%	8%	6
GENDER					
Male	37	28	29	6	8
Female	31	32	27	10	4
AGE					
Under 35	37	32	21	10	16
35 to 49	33	31	28	8	5
50 to 64	35	22	37	6	(2)
65 or over	27	31	35	7	(8)
INCOME					
Under $40,000	37	36	17	10	20
$40,000 or over	35	29	29	7	6
REGION					
Northwest	21	43	23	13	(2)
North Central	34	32	30	4	4
Northeast	47	22	22	9	25
South	35	13	40	12	(5)
YEARS IN CHANDLER					
Under 5	39	30	24	7	15
5 to 14	30	29	29	12	1
15 or over	31	31	33	5	(2)

*% better minus % worse

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Finally in this section, residents were asked to indicate why they felt Chandler's future quality of life would get better or worse. As Table 5 reveals, the primary reasons residents give for responding "get better" are continued City growth (26%), good business opportunities (15%), improved shopping opportunities (15%), and good City leadership (11%). Conversely, residents mention uncontrolled growth (78%), transportation issues (23%) and increasing crime (15%) as the primary reasons they feel the City's quality of life will get worse in the future.

TABLE 5: REASONS FOR ATTITUDE ABOUT FUTURE QUALITY OF LIFE

"Why do you feel that way?"

GET BETTER

City is growing – growth is good	26%
Good business opportunities – good economy	15
Shopping – new, better stores	15
Good city leadership, city run well	11
More parks/recreational/cultural opportunities	9
Transportation – less traffic, better streets, better freeway access	8
Renovating older buildings	7
More friendly people	7
Good school	6
Many homes available, good homes	5
Low taxes	3
Well maintained neighborhood	4
My neighborhood improving	3
Low crime rates	3
Good city services	2
Dining opportunities	2
(BASE)	(103)

GET WORSE

Growth – growing too fast, overbuilding	78%
Transportation – traffic congestion, street maintenance, need mass transit	23
Crime increasing	15
Schools getting worse – need more	5
Environmental – air/water pollution	5
Miscellaneous	6
(BASE)	(85)

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EVALUATION OF NEIGHBORHOOD

Nine out of ten Chandler residents (90%) rate their neighborhood as either excellent (46%) or good (44%) while eight percent rate it as only fair and one percent as poor. These readings are generally consistent across demographic subgroups, however, the following residents tend to offer the highest excellent readings – older residents, upper income residents, newer residents and residents who live in the southern parts of Chandler.

TABLE 6: EVALUATION OF NEIGHBORHOOD

"Thinking about the neighborhood you live in, would you rate it as excellent, good, only fair or poor as a place to live?"

	Excel-lent	Good	Only Fair	Poor	Not sure	TOTAL EXCELLENT/ GOOD
TOTAL	46%	44%	8%	1%	1%	90%
GENDER						
Male	45	45	7	2	1	90
Female	47	43	8	1	1	90
AGE						
Under 35	41	50	5	3	1	91
35 to 49	42	51	5	1	1	93
50 to 64	59	27	14	0	0	86
65 or over	50	36	14	0	0	86
INCOME						
Under $40,000	32	54	9	5	0	86
$40,000 or over	48	43	7	1	1	91
REGION						
Northwest	42	55	3	0	0	97
North Central	38	48	11	2	1	86
Northeast	48	41	9	2	0	89
South	69	26	3	0	2	95
YEARS IN CHANDLER						
Under 5	48	45	5	0	2	93
5 to 14	49	44	6	1	0	93
15 or over	35	45	16	4	0	80

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The main reasons residents rate their neighborhood positively are friendly neighbors (25%), cleanliness (22%), peace and quiet (17%), convenient location (17%) and low crime rate (15%). The main reasons they offer a negative reading are neighborhood deterioration (41%) and high crime rate (28%).

TABLE 7: REASONS FOR NEIGHBORHOOD EVALUATION

"Why do you feel that way?"

EXCELLENT/GOOD

Friendly neighbors	25%
Clean, well kept, greenery	22
Quiet, peaceful	17
Convenient location – close to everything	17
Low crime rate	15
Good houses – attractive, increasing property values	7
Good schools	7
Close to shopping	8
Good parks/recreation	6
Good freeway access	5
Limited traffic	3
Miscellaneous	4
(BASE)	(275)

ONLY FAIR/POOR

Run down buildings/housing – need maintenance	41%
High crime rate	28
Overcrowded – growing too fast	5
Limited parks/recreation	5
Traffic congestion	3
Poor roads, streets	3
Poor zoning enforcement	3
Unfriendly neighbors	3
Miscellaneous	3
Not sure	7
(BASE)	(27)

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ISSUES WHICH SHOULD BE ADDRESSED IN GENERAL PLAN

Chandler residents were next asked two questions to determine what issues they felt needed to be addressed in the City's General Plan. The first question asked for their top-of-the-mind response regarding which issues should be addressed while the second question asked them to evaluate the relative importance of 21 selected issues.

Looking first at their top-of-the-mind response, we find that the most frequently mentioned issues focus on transportation (40%) – primarily in the areas of reducing traffic congestion (13%), improving surface streets (10%) and expanded bus service (9%). Trailing transportation in importance are parks and recreation issues with a reading of 30 percent (more parks – 20%, more recreational programs/facilities – 12%), growth issues with a reading of 20 percent (growth control – 13%) and zoning issues with a reading of 20 percent (open space – 12%). Also receiving readings of over ten percent were education (17%) and shopping (11%).

TABLE 8: KEY ISSUES WHICH SHOULD BE ADDRESSED IN GENERAL PLAN

"The City of Chandler is currently updating its General Plan. The General Plan is a document that provides decision-making guidance in a broad range of areas, including land use densities, open space and recreation, and transportation. It includes maps that show where roads, shopping, employment, housing, parks and public facilities will be located in the future. If you were the Planning Director for the City of Chandler, what issues would you make sure are addressed in the General Plan?"

TRANSPORTATION ISSUES – NET	40%
Reduce traffic congestion	13
Improve roads – widen	10
Mass transit – more buses	9
Transportation – no detail	9
More freeways	3
Road maintenance	2
More traffic lights	1
Miscellaneous	2
PARKS/RECREATION ISSUES– NET	30%
More parks	20
More recreational programs/facilities	12
Miscellaneous	3

(Continued)

(CONT.) TABLE 8: KEY ISSUES WHICH SHOULD BE ADDRESSED IN GENERAL PLAN

GROWTH ISSUES – NET	20%
Control growth, stop overbuilding	13
Population – reduce/control	5
Miscellaneous	4
ZONING ISSUES – NET	20
More open space	12
Reduce housing densities	3
Build fewer apartments	3
Stop changing plans	2
EDUCATION ISSUES – NET	17
School – more/better	16
Teacher – more/better/better pay	2
SHOPPING ISSUES – NET	11
Need more	6
Malls – better planning/location	3
No new malls	2
REDUCE CRIME – MORE POLICE	7
NEIGHBORHOOD REVITALIZATION	6
ENVIRONMENT – REDUCE AIR/WATER POLLUTION	4
ATTRACT MORE BUSINESS INDUSTRY	4
IMPROVE CITY SERVICES	2
MORE AFFORDABLE HOUSING	2
MISCELLANEOUS	4
Nothing – everything ok	10

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Turning next to attitudes about the importance of addressing 21 selected issues in the General Plan, we find that residents categorize each of the issues into one of four distinct tiers.

As Table 9 reveals, the first tier of issues is deemed of high importance by three out of four residents or more:

- Insuring an adequate future City water supply (98%);
- Providing adequate locations for new schools (87%);
- Improving air quality (84%);
- Preserving and revitalization Chandler neighborhoods (81%);
- Reducing traffic congestion on local City streets (81%);
- Attracting and retaining businesses and jobs (80%);
- Providing adequate parks and recreational facilities (77%).

Also receiving relatively high readings from residents were seven additional issues which receive high importance readings from at least a majority of residents:

- Preserving open spaces (68%);
- Limiting housing densities in the City (66%);
- Minimizing the impact of freeways on neighborhoods (63%);
- Providing a first rate bus system (62%);
- Providing affordable housing in the City (62%);
- Rehabilitating downtown Chandler (61%);
- Designing neighborhoods with shopping, entertainment, schools and parks within walking distance (58%).

The third tier of four issues receives high importance readings from less than a majority of Chandler residents:

- In filling vacant lots in the developed parts of the City (46%);
- Providing a variety of housing densities in the City (45%);
- Providing convenient neighborhood shopping opportunities (40%);
- Developing a trail system in the City (39%).

The final tier of three issues receives low importance readings with more residents giving them low readings than high readings.

- Build a light rail system in the City (42% low, 34% high);
- Locating major retailers such as Walmart, Home Depot or Costco near your neighborhood (49% low, 32% high);
- Developing additional regional malls (52% low, 19% high).

TABLE 9: IMPORTANCE OF ADDRESSING SELECTED ISSUES IN GENERAL PLAN

" What I'd like to do next is read you a list of issues that could be addressed in the General Plan. As I do, please just tell me how important you feel it is that each issue is addressed in the plan. Please use a scale of 1 to 5 in responding, where 1 means not at all important and 5 means extremely important."

	IMPORTANCE			
	Low (1-2)	Moderate (3)	High (4-5)	NET HIGH/ LOW[1]
Insuring an adequate future City water supply	2%	*	98%	96
Providing adequate locations for new schools	5	8	87	82
Improving air quality	5	11	84	79
Preserving and revitalizing Chandler neighborhoods	4	15	81	77
Reducing traffic congestion on local City streets	5	14	81	76
Attracting and retaining businesses and jobs	6	14	80	74
Providing adequate parks and recreational facilities	5	18	77	72
Preserving open spaces	7	25	68	61
Limiting housing densities in the City	11	23	66	55
Minimizing the impact of freeways on neighborhoods	9	28	63	54
Providing a first rate bus system	14	24	62	48
Providing affordable housing in the City	14	24	62	48
Rehabilitating downtown Chandler	13	26	61	48
Designing neighborhoods with shopping, entertainment, schools and parks within walking distance	16	26	58	42
In filling vacant lots in the developed parts of the City	23	31	46	23
Providing a variety of housing densities in the City	17	38	45	28
Providing convenient neighborhood shopping opportunities	21	39	40	19
Developing a trail system in the City	30	31	39	9
Build a light rail system in the City	42	24	34	(8)
Locating major retailers such as Walmart, Home Depot or Costco near your neighborhood	49	19	32	(17)
Developing additional regional malls	52	29	19	(33)

*Includes % less than .5

[1] % high minus % low

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RESIDENTS' REACTIONS TO FOCUSING STATEMENT

Chandler residents were next asked to indicate their reactions to six focusing statements which could be used to describe the City's General Plan. These statements were developed from input provided by Chandler residents during a series of focus groups and highlight the following six concepts:

- Family friendly values;
- Community input;
- Realistic, cost-effective planning;
- Preserve past/protect future;
- Unique identity;
- Competitive advantage.

As Table 10 reveals, each of the six statements receives very favorable responses from residents with positive reaction out-stepping negative reaction by no less than roughly seven to one in the worst case. Nonetheless, the data indicates that residents do differentiate between the six statements and reveal a clear preference for two of the focusing statements tested:

FAMILY FRIENDLY VALUES

COMMUNITY INPUT

TABLE 10: REACTION TO FOCUSING STATEMENTS

"Next, I'd like to read you six statements which were developed by Chandler citizens and could be used to describe the City's General Plan. As I do, please just tell me if your reaction to each statement is negative or positive. In responding, again use a scale of 1 to 5, but this time, where 1 means your reaction is very negative and 5 means it is very positive."

	IMPORTANCE				
	Negative (1-2)	Neutral (3)	Positive (4-5)	Not Sure	NET POSITIVE/ NEGATIVE[1]
The Chandler General Plan Update should address future needs for community services such as education, public safety, youth and recreational opportunities, and cultural and entertainment opportunities. With the General Plan Update, Chandler should maintain its current livability and **family friendly values.**	3%	11%	86%	0%	83%
The Chandler General Plan Update should be a document based on **community input** that provides guidance and direction to the City as well as accountability in the planning process. Informed citizens should have a greater opportunity for involvement in planning the City's future.	3	16	81	*	78
The Chandler General Plan Update should promote **realistic, cost-effective planning** for needed City services and public infrastructure. It should ensure that City decisions consider land use impacts, current and future business needs, and the City budget, taxes and bonding capacity.	4	19	75	2	71
The Chandler General Plan Update should be a blueprint for how the community will grow. By establishing the guidelines for Chandler's future development we would enable the community to both **preserve** its **past** and **protect** its place in the **future**.	6	20	73	1	67
The Chandler General Plan Update should safeguard Chandler's **unique identity** among Valley cities. It should reflect the strong values of the community and help preserve our civic pride and appeal to both residents and employers.	6	26	68	*	62
The Chandler General Plan Update should give our community a sustainable **competitive advantage** in the Valley, state and national economic development market places. It should ensure that Chandler's business, commercial and residential environments enhance the overall livability of the City.	10	20	69	1	59

[1] % positive minus % negative
* Indicates % less than .5

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On the following table, residents' responses to each statement is analyzed by population subgroup. Perhaps the most important finding on this table is that preference for the family friendly values and community input statements are nearly universal across subgroups.

TABLE 11: REACTION TO
FOCUSING STATEMENTS – DETAIL

NET POSITIVE/NEGATIVE

	Family Friendly Values	Com-munity Input	Realistic, Cost - Effective Planning	Preserve Past/ Protect Future	Unique Identity	Competitive Advantage
TOTAL	83%	78%	71%	67%	62%	59%
GENDER						
Male	82	71	71	62	58	59
Female	86	86	71	70	65	60
AGE						
Under 35	86	83	67	62	57	56
35 to 49	85	74	76	68	61	64
50 to 64	75	80	73	57	55	52
65 or over	90	79	66	79	82	71
INCOME						
Under $40,000	77	78	68	57	69	56
$40,000 or over	87	81	71	67	59	61
REGION						
Northwest	78	73	76	71	52	60
North Central	86	78	67	55	65	56
Northeast	88	82	66	72	66	68
South	82	82	82	79	60	57

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GENERAL PLAN INFORMATION SOURCES

The final survey question asked residents to indicate their interest in receiving information about progress being made on the City's General Plan in each of six specific ways. As Table 12 reveals, the preferred ways in which residents would like to receive Plan input is through City newsletters (51% very interested), via newspaper articles (50%) or in their water bill (47%). Each of the remaining three methods tested receives "very interested" readings from less than four out of ten residents.

TABLE 12: GENERAL PLAN INFORMATION SOURCES

"Next, would you be very interested, somewhat interested or not very interested in receiving information about progress being made on the City's General Plan in each of the following ways?"

	Very	Some-what	Not Very
City newsletters	51%	31%	18%
Newspaper articles	50	31	19
Water bill inserts	47	28	25
The City's home page on the Internet	38	33	29
Postings at libraries, parks and other public places	32	37	31
Community meetings	20	42	38

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On the next table, it may be seen that differences exist in preferred information sources based on respondent demographics.
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TABLE 13: GENERAL PLAN INFORMATION SOURCES – DETAIL

	% INTERESTED					
	City News-letters	News-paper	Water Bill Insert	City's Home Page	Postings	Com-munity Meetings
TOTAL	51%	50%	47%	38%	32%	20%
GENDER						
Male	45	45	45	45	33	17
Female	47	56	50	30	32	23
AGE						
Under 35	38	38	34	42	35	17
35 to 49	55	53	54	38	29	18
50 to 64	59	59	60	37	33	19
65 or over	63	67	48	20	32	32
INCOME						
Under $40,000	45	44	39	28	47	32
$40,000 or over	50	49	48	39	28	16
REGION						
Northwest	52	40	47	39	38	14
North Central	50	48	47	36	33	25
Northeast	46	50	48	34	26	17
South	60	74	47	45	30	21

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APPENDIX

METHODOLOGY

The information contained in this report is based on 304 telephone interviews conducted with Chandler residents 18 years of age or older. Household selection on this project was accomplished via a computer-generated pure unweighted (EPSEM) random digit dial (RDD) telephone sample which selects households on the basis of telephone prefix. This method was used because it ensures a randomly selected sample of area households proportionately allocated throughout the sample universe. This method also ensures that all unlisted and newly listed telephone households are included in the sample. A pre-identification screening process was also utilized on this project. This computer procedure screens the sample to remove known business and commercial telephone prefixes in addition to disconnects, faxes and computers. This process greatly enhances contacts to residential phones.

This survey employed a multi-stage sampling process. The first step stratified the subarea (zip codes) samples according to the current population residing in each area. Telephone households were then selected within those areas using the RDD methodology. A probability sample developed in this manner samples proportionately relative to an area's distribution of the population.

The questionnaire used in this study was designed by BRC in consultation with the City of Chandler and Cornoyer-Hedrick in both English and Spanish versions. After approval of the preliminary draft questionnaire, it was pre-tested with a randomly selected cross-section of area households. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which probes were necessary, and the like. No problems were encountered during the pre-test and the questionnaire received final City approval.

All of the interviewing on this project was conducted between January 17 and January 24 2001, at BRC's Computer Aided Telephone Interviewing (CATI) facility in Phoenix, Arizona. Interviewing was conducted during an approximately equal cross section of late afternoon, evening and weekend hours. This procedure was followed to further ensure that all residents were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to four separate attempts – on different days and during different times of day – were made to contact each selected household. Only after four unsuccessful attempts was a selected household substituted in the sample.

All of the interviewers who worked on this project were professional interviewers of BRC. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study; (b) sampling procedures; (c) administration of the questionnaire, and; (d) other project-related items. In addition, each interviewer completed a set of practice interviews to assure that all procedures were understood and followed.

One hundred percent of the interviews were edited, and any containing errors of administration were pulled, the respondent recalled, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

As the data collection segment of this study was being undertaken, completed and validated interviews were turned over to BRC's in-house coding department. The coding department edited, validated and coded the interviews. Following completion of coding, a series of validity and logic checks were run on the data to insure it was "clean" and representative of the sample universe.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of a possible sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/- 5.8 percent when the sample is studied in total (i.e., all 304 cases). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

Sample Size	Approximate Sampling Error At A 95% Confidence Level (Plus/Minus Percentage Of Sampling Tolerance)
300	5.8%
200	7.1
100	10.0

BEHAVIOR RESEARCH CENTER, INC.
1101 North First Street
Phoenix, AZ 85004
(602) 258-4554

CITY OF CHANDLER
RESIDENT SURVEY
January 2001

JOB ID 2000185

RESP ID ___

Hello, my name is _____ and I'm with the Behavior Research Center. We're conducting a study for the City of Chandler about issues of the day in Chandler and I'd like to speak with you for a few minutes. There are no right or wrong answers to the questions I'll ask and all of your answers are strictly confidential.

A. Before we get started, are you currently a resident of the City of Chandler and 18 years of age or older?

IF YES: CONTINUE

IF NO: IF RESIDENT BUT NOT 18 OR OVER, ASK TO SPEAK WITH PERSON WHO IS AND CONTINUE; IF NOT AVAILABLE, ARRANGE CALL-BACK. IF NON- RESIDENT, THANK AND TERMINATE.

Male...1
Female...2

---

1. To begin, would you rate the quality of life in Chandler as excellent, good, only fair or poor?

	Excellent...1
(GOTO Q1a)	Good...2
	Only fair...3
	Poor...4
(GO TO Q2)	Not sure...5

1a. Why do you feel that way? (PROBE IN DEPTH)

2. And, do you think the quality of life in Chandler will get better, remain about the same, or get worse in the next 10 years?

(GO TO Q2a)	Better...1
(GO TO Q3)	No change...2
(GO TO Q2a)	Worse...3
(GO TO Q3)	Not sure...4

2a. Why do you feel that way? (PROBE IN DEPTH)

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3. The City of Chandler is currently updating its General Plan. The General Plan is a document that provides decision-making guidance in a broad range of areas, including land use densities, open space and recreation, and transportation. It includes maps that show where roads, shopping, employment, housing, parks and public facilities will be located in the future. If you were the Planning Director for the City of Chandler, what issues would you make sure are addressed in the General Plan? (PROBE IN DEPTH)

4. What I'd like to do next is read you a list of issues that could be addressed in the General Plan. As I do, please just tell me how important you feel it is that each issue is addressed in the plan. Please use a scale of 1 to 5 in responding where 1 means not at all important and 5 means extremely important. (READ EACH; ROTATE)

	Rating
A. Preserving open spaces	_____
B. Reducing traffic congestion on local City streets	_____
C. Providing convenient neighborhood shopping opportunities	_____
D. Insuring an adequate future City water supply	_____
E. Rehabilitating downtown Chandler	_____
F. Locating major retailers such as Walmart, Home Depot or Costco near your neighborhood	_____
G. Attracting and retaining businesses and jobs	_____
H. Improving air quality	_____
I. Providing adequate parks and recreational facilities	_____
J. Providing adequate locations for new schools	_____
K. Preserving and revitalizing Chandler neighborhoods	_____
L. Providing a first rate bus system	_____
M. Developing a trail system in the City	_____
N. In filling vacant lots in the developed parts of the City	_____
O. Build a light rail system in Chandler	_____
P. Limiting housing densities in the City	_____
Q. Developing additional regional malls	_____
R. Minimizing the impact of freeways on neighborhoods	_____
S. Providing a variety of housing densities in the City	_____
T. Designing neighborhoods with shopping, entertainment, schools and parks within walking distance	_____
U. Providing affordable housing in the City	_____

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5. Next, I'd like to read you six statements which were developed by Chandler citizens and could be used to help focus the city's General Plan. As I do, please just tell me if your reaction to each statement is negative or positive. In responding, again use a scale of 1 to 5, but this time where 1 means your reaction is very negative and 5 means it is very positive. (READ EACH; ROTATE) RATING

A. The Chandler General Plan Update should be a blueprint for how the community will grow. By establishing the guidelines for Chandler's future development we would enable the community to both preserve its past and protect its place in the future. . . . . _____

B. The Chandler General Plan Update should promote realistic, cost-effective planning for needed city services and public infrastructure. It should also ensure that city decisions should consider land use impacts, current and future business needs, and the city budget, taxes and bonding capacity. . . . . _____

C. The Chandler General Plan Update should give our community a sustainable competitive advantage in the Valley, state and national economic development marketplaces. It should ensure that Chandler's business, commercial and residential environments enhance the overall livability of the city. . . . . _____

D. The Chandler General Plan Update should safeguard Chandler's unique identity among Valley cities. It should reflect the strong values of the community and should help preserve our civic pride and appeal to both residents and employers. . . . . _____

E. The Chandler General Plan Update should be a document based on community input that provides guidance and direction to the city as well as accountability in the planning process. Informed citizens should have a greater opportunity for involvement in planning the city's future. . . . . _____

F. The Chandler General Plan Update should address future needs for community services such as education, public safety, youth and recreational opportunities, and cultural and entertainment opportunities. With the General Plan Update, Chandler should maintain its current livability and family friendly values. . . . . _____

6. Next, would you be very interested, somewhat interested or not very interested in receiving information about progress being made on the City's General Plan in each of the following ways? (READ EACH; ROTATE)

	Very	Some-what	Not Very	Not Sure
A. The City's home page on the Internet	1	2	3	4
B. Newspaper articles	1	2	3	4
C. Community meetings	1	2	3	4
D. Water bill inserts	1	2	3	4
E. City newsletters	1	2	3	4
F. Postings at libraries, parks and other public places	1	2	3	4

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7. Thinking about the neighborhood you live in, would you rate it as excellent, good, only fair or poor as a place to live?

Excellent...1
(GO TO Q7a) Good...2
Only fair...3
Poor...4
(GO TO Q8) Not sure...5

7a. Why do you feel that way? (PROBE IN DEPTH)

8. Now, I'd like to finish with a few questions for classification purposes only. First, which of the following categories includes your age? (READ EACH EXCEPT "DON'T KNOW")

Under 35...1
35 to 49...2
50 to 64...3
65 or over...4
Not sure/Refused...5

9. How long have you lived in the City of Chandler? (0 = LESS THAN 1 YEAR, 99 = DK/REF)

YEARS: _____

10. Are you currently employed full-time, employed part-time, a homemaker, a student, unemployed, or retired?

Full-time...1
Part-time...2
Homemaker...3
Student...4
Unemployed...5
Retired...6
Not sure/Refused...7

11. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under $40,000, or $40,000 or over?

Under $40,000...1
$40,000 or over...2
Refused...3

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? **(VERIFY PHONE NUMBER)**

NAME: PHONE #: _____

TIME END: TOTAL TIME: _____

ADMINISTRATIVE DATA:

INTERVIEWER NAME: #: _____

VALIDATED BY: #: _____

CODED BY: #: _____

FROM SAMPLE: ZIP CODE: _____

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