

My Neighborhood... 2nd



Jonathan



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.

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- 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.

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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.

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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.