

Chapter Ten – Development Environment

Goals / Strategies / Actions

Transportation Goals

T-1: Plan and develop an efficient and effective roadway network that will serve the future needs of Chandler.



Strategy T-1-1

Use the City's Thoroughfare Plan to ensure the future development of Chandler has adequate access and connections.

Action T-1-1-a

Adopt a Master Thoroughfare Plan

Action T-1-1-b

Require ROW dedication through the platting process that implements the Master Thoroughfare Plan

Action T-1-1-c

Review the Thoroughfare Plan on an annual basis and update when necessary

Strategy T-1-2

Develop alternative access points across the railroad tracks

Action T-1-2-a

Work with area major property owners to secure future ROW requirements and establish alignments that best support their future development plans

Strategy T-1-3

Ensure adequate access is provided to all subdivisions

Action T-1-3-a

Amend the Subdivision Rules and Regulations to ensure all street and access requirements are up to date

Action T-1-3-b

Develop street and roadway design standards that support good suburban and rural design

T-2: Provide Chandler with adequate pedestrian and bike access.

Strategy T-2-1

Promote interconnected pedestrian and bicycle routes

Action T-2-1-a

Incorporate pedestrian and bicycle mobility into the Master Thoroughfare Plan

Action T-2-1-b

Search for funding to retrofit existing developments to provide pedestrian and bicycle mobility

Action T-2-1-c

Require all new developments to provide for pedestrian and bicycle mobility

T-3: Promote traffic safety and traffic flow

Strategy T-3-1

Increase the capacity and flow of local streets

Action T-3-1-a

Target and prioritize needed intersection improvements including visibility issues

Action T-3-1-b

Develop a roadway improvement program that works to widen select streets

Strategy T-3-2

Increase traffic safety on Hwy. 31

Action T-3-2-a

Work with TxDOT to lower the speed limit on Hwy 31

Land Use Goals

L-1: Ensure the city limits expands to meet the growth needs of the city

Strategy L-1-1

Follow an annexation program that promotes orderly development of the city

Action L-1-1-a

Prepare and adopt annexation plan with an initial focus on all areas that are currently serviced with city water

Action L-1-1-b

Work with Tyler to arrive at an agreement regarding ETJ conflicts

Action L-1-1-c

Perform a cost/benefit analysis for the annexation of Sportsman's Paradise

Action L-1-1-d

Identify grants that could be used to revitalize Sportsman's Paradise

L-2: Promote development and redevelopment to achieve a pattern of balanced, interrelated, compatible and varied uses of land.

Strategy L-2-1

Ensure zoning districts are in agreement with the Comprehensive Plan and the Future Land Use Map

Action L-2-1-a

Adopt updated official zoning map and keep it maintained on a regular basis

Action L-2-1-b

Work collaboratively with land owners to rezone properties to conform to the Future Land Use Map

Action L-2-1-c

Amend the Future Land Use Map prior to rezoning land that would otherwise result in an inconsistency between the Future Land Use Map and the Zoning Map

Strategy L-2-2

Encourage a diverse mixture of non-residential land uses and business opportunities

Action L-2-2-a

Work collaboratively with local and state economic development groups to promote the development of quality non-residential development

L-3: Promote the creation of suburban character that is attractive, safe, practical, and accessible to necessary facilities and services

Strategy L-3-1

Require that all business operations minimize conflict with adjacent uses.

Action L-3-1-a

Adopt design criteria for retail centers to blend in with the residential surroundings in both scale and character and provide adequate screening and buffering

Action L-3-1-b

Adopt design criteria for commercial/light industrial development that includes setbacks, screening and buffering, on-site employee and truck parking, loading, maneuvering and storage.

L-4: Provide a development process in Chandler that is well communicated, efficient and fair to the developer but also achieves a development character consistent with Chandler's Vision Statement

Strategy L-4-1

Adopt clear criteria for the review and approval of proposed developments

Action L-4-1-a

Establish an efficient and predictable development review process that implements the Comprehensive Plan and Future Land Use Map

Action L-4-1-b

Use the web page to provide detailed development assistance and development review process

Strategy L-4-2

Create and maintain a development trend analysis report

Action L-4-2-a

Produce Quarterly City Growth Trend Reports and create annual population projections

Economic Development Goals

ED-1: Encourage the establishment of new business and promote the retention of existing businesses, thereby creating increased employment opportunities and providing for a greater array of needs to be met in Chandler.

Strategy ED-1-1

Ensure the Economic Development funds are used effectively to promote the Economic development goals of the city

Action ED-1-1-a

Work with the EDC to develop economic development goals and objectives and strategic action plan

Action ED-1-1-b

Continue to investigate ways the City and the EDC can combine resources to grow the city's economic base

Action ED-1-1-c

Coordinate economic development efforts with the Texas Economic Development Council and neighboring chambers of commerce

Action ED-1-1-d

Inform and engage businesses and residents in discussions about the City's economic/ financial challenges and opportunities

Strategy ED-1-2

Attract desirable businesses and retain existing viable businesses in the community.

Action ED-1-2-a

Use the recently completed Hotel Marketability Study to promote the development of a branded limited service hotel in Chandler

Action ED-1-2-b

Proactively assemble an incentive package to be used to land a hotel development possibly including special financing districts, such as a Tax Increment Financing (TIF) District

Action ED-1-2-c

Using the Future Land Use Plan and the Master Thoroughfare Map identify new commercial and employment areas

Action ED-1-2-d

Hold forums with builders, architects, and contractors to gain feedback on issues that impact them

Action ED-1-2-e

Promote the expansion of services available to residents in Chandler, including shopping, entertainment, medical services and educational, and civic institutions.

ED-2: Evaluate new economic drivers of the City

Strategy ED-2-1

Investigate the feasibility of creating a “town center” development

Action ED-2-1-a

Develop conceptual plans for a town center development

Action ED-2-1-b

Utilize public incentives including special financing districts, such as a Tax Increment Financing (TIF) District

Strategy ED-2-2

Evaluate the feasibility of promoting Ecotourism such as birding and fishing in the area

Action ED-1-2-a

Target lake and nature tourism and related business opportunities in Chandler

Action ED-2-2-b

Search for grants available to build on the River Park and other ecotourism opportunities Lake Palestine offers

Housing Goals

H-1: Encourage housing diversity to accommodate people of a variety of incomes, family sizes and ages, ensuring Chandler is a full life cycle community.

Strategy H-1-1

Promote Chandler as a retirement community

Action H-1-1-a

Acquire the designation of a Certified Retirement Community through the Department of Agriculture and actively promote it

Action H-1-1-b

Encourage a broad selection of retirement housing options including townhouse development

Strategy H-1-2

Promote developments that incorporate a diversity of housing types.

Action H-1-2-a

Establish development friendly standards for large rural lot development and for high end Townhouse developments

Action H-1-2-b

Ensure that townhouses, duplexes and multi-family units are compatible and complementary to surrounding land uses

Action H-1-2-c

Encourage the development of a high end golf community in Chandler

H-2: Ensure healthy housing standards for all Chandler residents.

Strategy H-2-1

Reduce the number of substandard houses in the City

Action H-2-1-a

Work with the HOME funds to target housing rehabilitation

Action H-2-1-b

Continue to have code proactively address substandard structures

Action H-2-1-c

Work with property owners to replat residential areas that have substandard lot configurations to create more buildable lots

