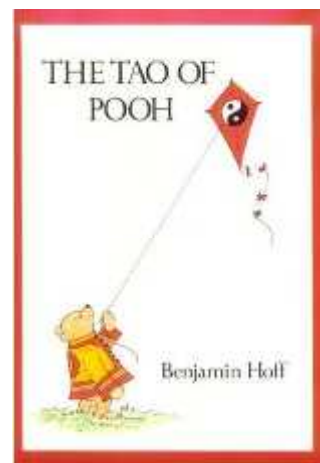


Chapter One – Introduction

"How can you get very far,
If you don't know **Who You Are?**
How can you do what you ought,
If you don't know **What You Have Got?**
And if you don't know **Which To Do**
Of all the things in front of you,
Then what you'll have when you are through
Is just a mess without a clue,
Of all the best that can come true
If you know **What and Which and Who.**"

-Winnie the Pooh



The Chandler Comprehensive Planning process will address these three important questions:

- Who Chandler is? (Vision and Goals)
- What Chandler has? (Community Profile, Strengths and Opportunities)
- Which actions are needed to address Chandler's weaknesses, threats and to reach Chandler's vision and goals? (Strategies and Actions)

Why Plan

Making informed decisions about the growth and development of a community is not an easy task. Cities are centers of very complex and inter-related activities. Employment and residential areas are interconnected and supported by public and private utilities such as streets, water, sewer, storm drains, parks, gas, electricity, and cable. They are supported by a variety of public and private services including delivery services, garbage pick-up, police protection, fire protection, human services, medical, recreation, and personal services. Many of these services and facilities are interrelated as well as the land uses they support or serve.

To further complicate the process of making growth and development decisions about a community there are economic, sociological, historical and cultural components of a community which may vary greatly from community to community.

Comprehensive Planning

Comprehensive Planning is often thought of as an urban phenomenon, which is not necessary in small towns and rural communities. However, the concept of planning has much to offer in the small town setting. Orderly development can help a community absorb population growth while preserving the sense of community and quality of life. In addition, good planning can save the city money by increasing the efficiency of decision making.

Comprehensive planning attempts to tie together all the separate decisions made by various city officials. The comprehensive planning process is a way to base individual project decisions on well-researched and well-conceived criteria, rather than on piecemeal and fragmented information generated by day-to-day crises. Reacting to crises rather than planning to avoid them results in an inefficient use of local funds. Comprehensive planning places individual projects in a short- and long-range perspective, which enhances effective decision-making.

Chandler's 2011 Comprehensive Planning Process

The 2010 census shows the City of Chandler's population is 2,734, which is an increase of 38.7% since the 2000 census. In addition, Chandler has increased in size by over 1,600 acres and there has been a 34% increase in single family houses built since the 2000 census. A new Comprehensive Plan is needed that better reflects the changing needs of the community and addresses the Who, What and Which.

In order for the Plan to ensure that it lays out a clear program of which strategies need to be done in Chandler it is important to have the *2011 Chandler Comprehensive Plan* be one that is strategic in nature. A basic component to a Strategic Plan is that it is action oriented focusing on key issues with attention to the allocation of resources. As such, the Plan will result in an Implementation Plan with a specific timeline for addressing the issues raised in the planning process.

Comprehensive Plan Advisory Committee

Chandler, which has always prided itself with being forward thinking, believes a new Plan is overdue since its last plan was adopted in 1999. The guiding force behind the development of the *2011 Chandler Comprehensive Plan* is a group of stake holders referred to as the Comprehensive Plan Advisory Committee (CPAC). The CPAC is an 16 member issue-diverse citizen's Committee representing the City's views and interests. The Committee provided input and recommendations in terms of visioning, goal setting and strategy development. The membership of the Committee is indicated on the Acknowledgement page of the Plan.

The Committee used feedback from the community to develop their recommendations. For the purpose of this plan the Chandler community is made up of more than those individuals that reside in the city limits of Chandler. Chandler is considered home to many that have residences outside the city limits and they were encouraged to participate in this planning process.

Previous Planning Projects

The City of Chandler is not new to planning having completed Comprehensive Plans in 1978 and in 1999.

- ***1978 Community Development Plan***

Included in this Plan was a community inventory, a ten year projection of the needs of city services and projected land use. Also in the Plan was an Implementation section, analysis of the city's financial condition and a 5 year capital improvements plan. The planning process included a proposed zoning ordinance, subdivision regulations and a dilapidated structure removal ordinance.

The Plan was completed by the Council of Governments financed in part through an urban planning grant from the Department of Housing and Urban Development and a State Planning Assistance Grant.

The Plan had 4 general goals:

1. Protect and promote the general welfare of the community by improving physical, social, and economic conditions.
2. Provide for a logical growth pattern of residential, commercial, industrial and public developments.
3. Insure that residents are protected against incompatible land use in all area of the city.
4. Provide adequate community facilities to meet present and anticipated future needs of the citizens over the next ten years.

Industrial growth was actively encouraged to ensure healthy economic expansion in the future. The plan also recommended that the Downtown area be revitalized. At the time

the city did not have any ad valorem tax and it was encouraged that this tax be implemented.

- ***1999 Community Development Plan***

This Plan addressed Population, Housing, Land Use, Streets, Drainage, and Capital Improvements. It was prepared by Southwest Consultants of Richardson and Maurice Schwanke and Co. of Arlington. The plan was financed through the Texas Department of Housing and Community Affairs.

As a part of the plan a survey of existing housing conditions was made along with an inventory of existing land uses and population projections. The Plan included a proposed 5 year Housing Plan which attempted to prevent and eliminate housing problems in Chandler. A Street Maintenance Plan was also proposed to address deficiencies in street paving, street drainage and street signage. The Plan concluded with a 5 year capital improvement plan. The following are the Goals and Policies identified in the plan.

Housing Goal 1. Assure that all housing within the community is maintained in a decent, safe, and sanitary condition for its useful life.

Policies:

1. Encourage high-quality construction of all new housing
2. Assure that the design quality of all housing does not contribute to future long term blight.
3. Discourage homeowners from neglecting the proper maintenance of their properties.
4. Consider adopting maintenance standards and enforcement methods.
5. Promote housing improvements and well planned rehabilitation programs.
6. Remove dilapidated structures to help assure the health, safety and welfare of all citizens.

Housing Goal 2. A sufficient choice of adequate housing should be provided to meet the needs of the individuals of all socio-economic backgrounds.

Policies:

1. Develop a range of available housing opportunities within the City.
2. Zone the land in areas with housing needs in a manner to promote long term neighborhood stability.
3. Identify and participate in new programs that provide housing assistance to eligible residents and historic preservation efforts.
4. Provide public assistance and/or incentives to foster good quality, low to moderate priced housing.

Land Use Goal. To provide adequate land areas for future development and encourage the establishment of land use arrangements that protects the health, safety, and welfare of Chandler residents and land owners.

Policies:

1. Create and maintain residential neighborhoods which provide pleasant places for all citizens to live by meeting local housing needs and future market demands.
2. Encourage the location of business, office and industrial centers that: most efficiently utilize local resources; minimize adverse impacts on adjacent uses; and most effectively provide the community with desired products, services, and employment opportunities.
3. Develop zoning and subdivision regulations consistent with the Land Use Plan. The regulations should be implemented and enforced as soon as possible. A part time person should be hired as a code enforcement officer or help recruited from neighboring Tyler on a part time basis.

Street Goal . The city should insure sufficient access and efficient transportation to and from all properties within the city of Chandler.

Objective: the city should provide and maintain existing facilities.

Strategy:

1. The city should plan for future street improvements and establish the mechanisms to construct them.
2. New developments should continue to provide the necessary street infrastructure as part of their development costs.

Drainage Goal. Effectively transport storm water runoff downstream in a manner which minimizes damage to property and inconvenience to residents.

Strategy:

1. A 5 year priority plan was proposed to improve drainage of storm water

Capital Improvement Program was proposed and Impact Fees were recommended to be developed in order to pay for the many capital improvements needed in the future for the city.

