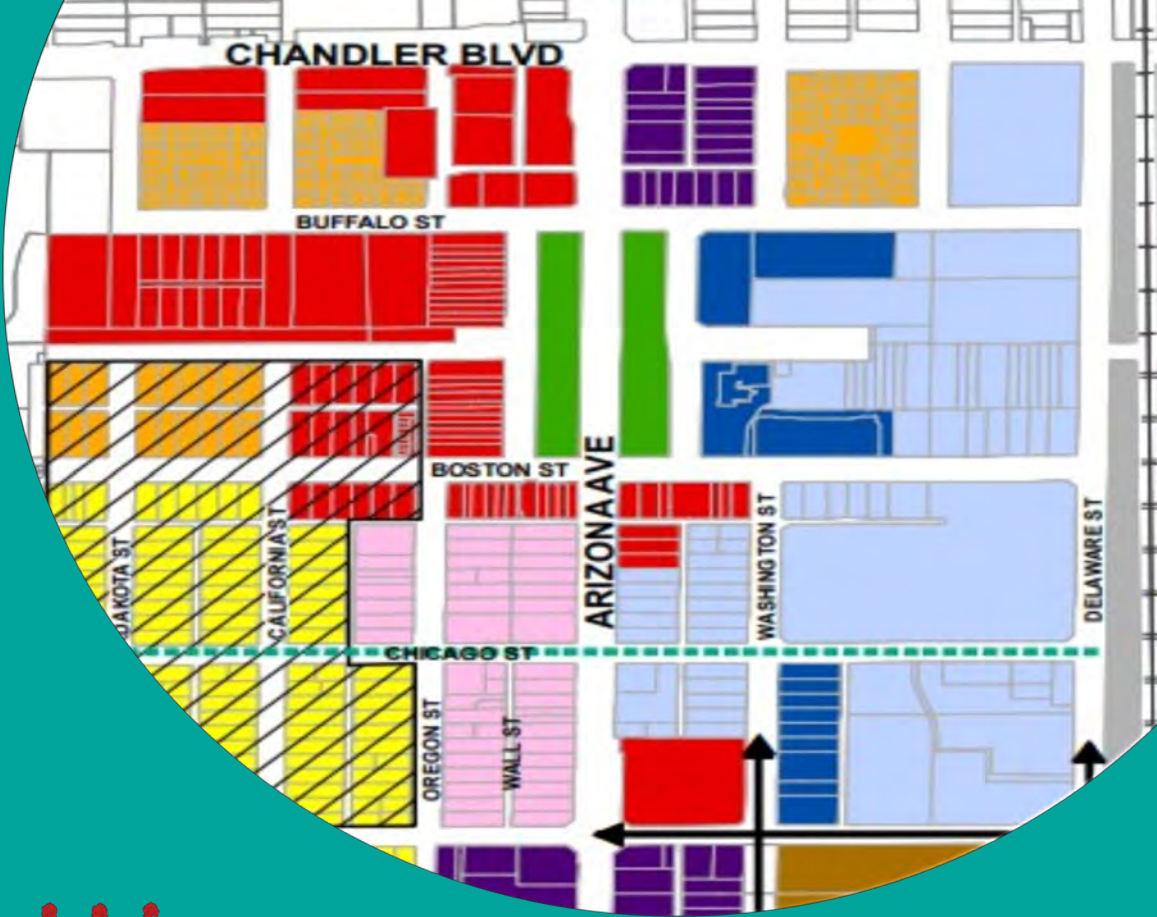# Downtown Region Area Plan Update

Downtown Chandler Community Partnership (DCCP)

August 8, 2024

CHANDLER arizona

LOGANSIMPSON

Presentation Outline

- **Planning History**
  - General vs. Area Plans
  - Existing Related Plans

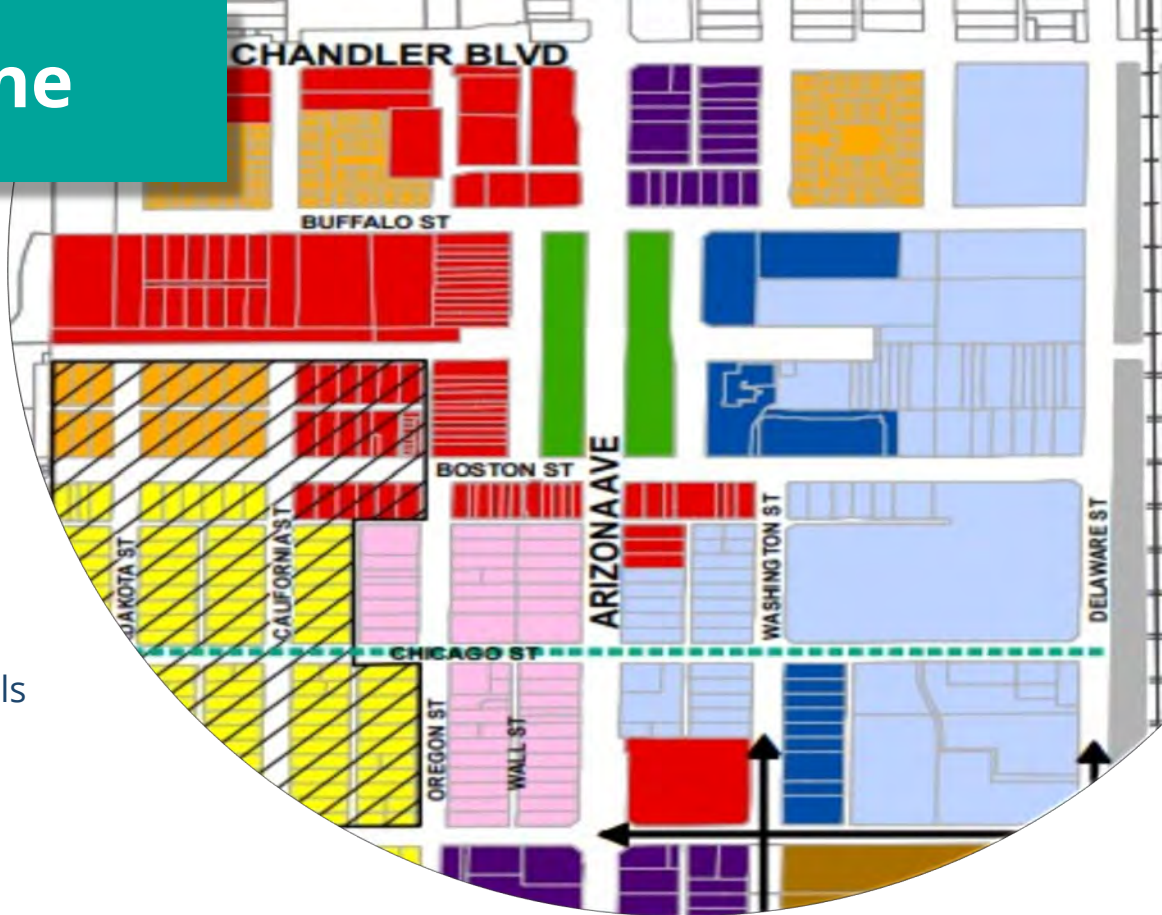- **Current Plans & Guidelines**
  - Current Area Plan Boundaries
  - Proposed Area Plan Map

- **Goals of Area Plan Update**
  - Identify & Protect Existing Assets
  - Define vision & development goals
  - What we are NOT doing

- **Process & Timelines**
  - Gathering Input Phase
 - Public Notification
  - Immersion Event
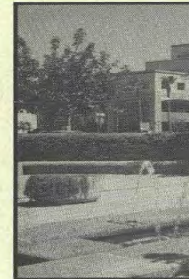
General vs. Area Plans

General Plan:

- Provides a foundation for all future development decisions within Chandler

Area Plans:

- Implement **General Plan goals** via defined objectives & policies for specific areas

- **Define & support unique characteristics**, land use planning & implementation strategies

- Are created in **collaboration with community members & stakeholders**

- Are intended **to reflect the community's vision** for the future

- Help shape the future built environment **based on stakeholder input**

CHANDLER GENERAL PLAN 2016 *a vision refined*
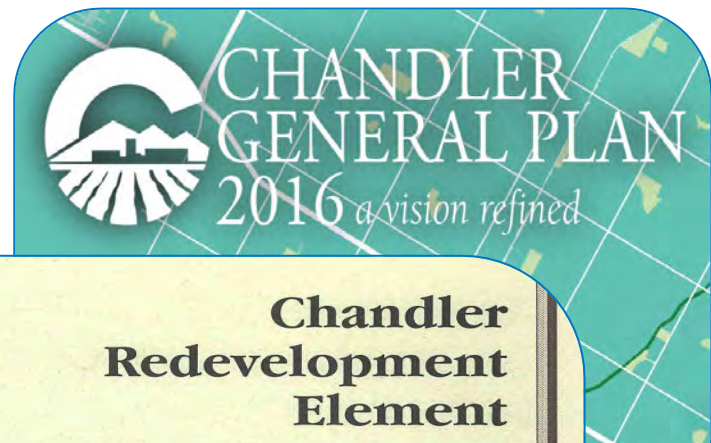
Chandler Redevelopment Element

SOUTH ARIZONA Entry Corridor Study

Chandler, Arizona

Final Report October 20, 2006

Chandler + Arizona
Where Values Make The Difference

HISTORIC DOWNTOWN CHANDLER

July 13, 1995
Published by: Chandler Development Services Department

Existing Related Plans
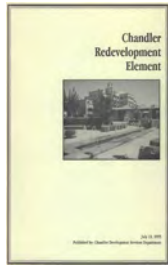
1995 Chandler Redevelopment Element

2016 Chandler General Plan

Chandler Water, Wastewater, Reclaimed Water Master Plan Update

2006 South Arizona Avenue Entry Corridor Study

2024 Downtown Region Area Plan Update

2021-2023 Chandler Strategic Framework

2010 South Arizona Avenue Design Guidelines

2019 Chandler Transportation Plan

Chandler Economic Development Strategic Plan

Current Area Plan Boundaries

Subject area is currently covered by:

- **Chandler Redevelopment Area**
  - Adopted 1987 & again in 1995
  - Boundaries: Ray to Pecos Roads, McQueen Rd to Hartford St

- **South Arizona Avenue Area Plan**
  - Adopted 2006
  - Within the Chandler Redevelopment Area
  - Boundaries: Chandler Blvd to Pecos Rd, Rail Tracks to Palm Ln

- **South Arizona Design Guidelines**
  - Adopted 2010
  - Provides architectural and streetscape design direction

CHANDLER REDEVELOPMENT ELEMENT

Proposed Area Plan Map

- Describes the **overall subject area**

- **Perimeter boundaries -** dark blue lines
  Interior districts - dashed red lines

- **Area extent**: Ray Rd to 202 Freeway &
  McQueen Rd to Alma School Rd
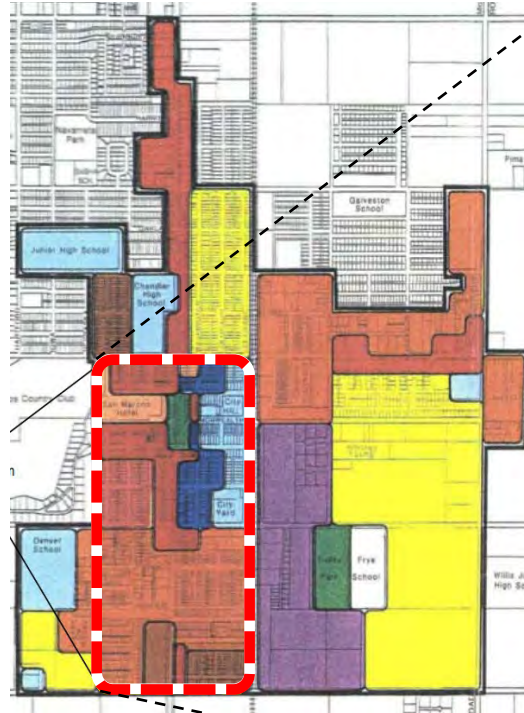
- **Existing** area plans:
  - **Chandler Redevelopment Element**
    (light blue areas)
  - **South Arizona Ave Corridor Area Plan**
    (yellow areas)

- Defines 5 separate **districts**:
  - **Northern**
  - **San Marcos**
  - **Historic Downtown**
  - **Eastern**
  - **Southern**

Downtown Region Area Plan Update

- Area Plan Boundary
- Focus Areas
- Building Footprints
- Parks and Golf Courses
- Chandler Redevelopment Element
- South Arizona Avenue Corridor Area Plan
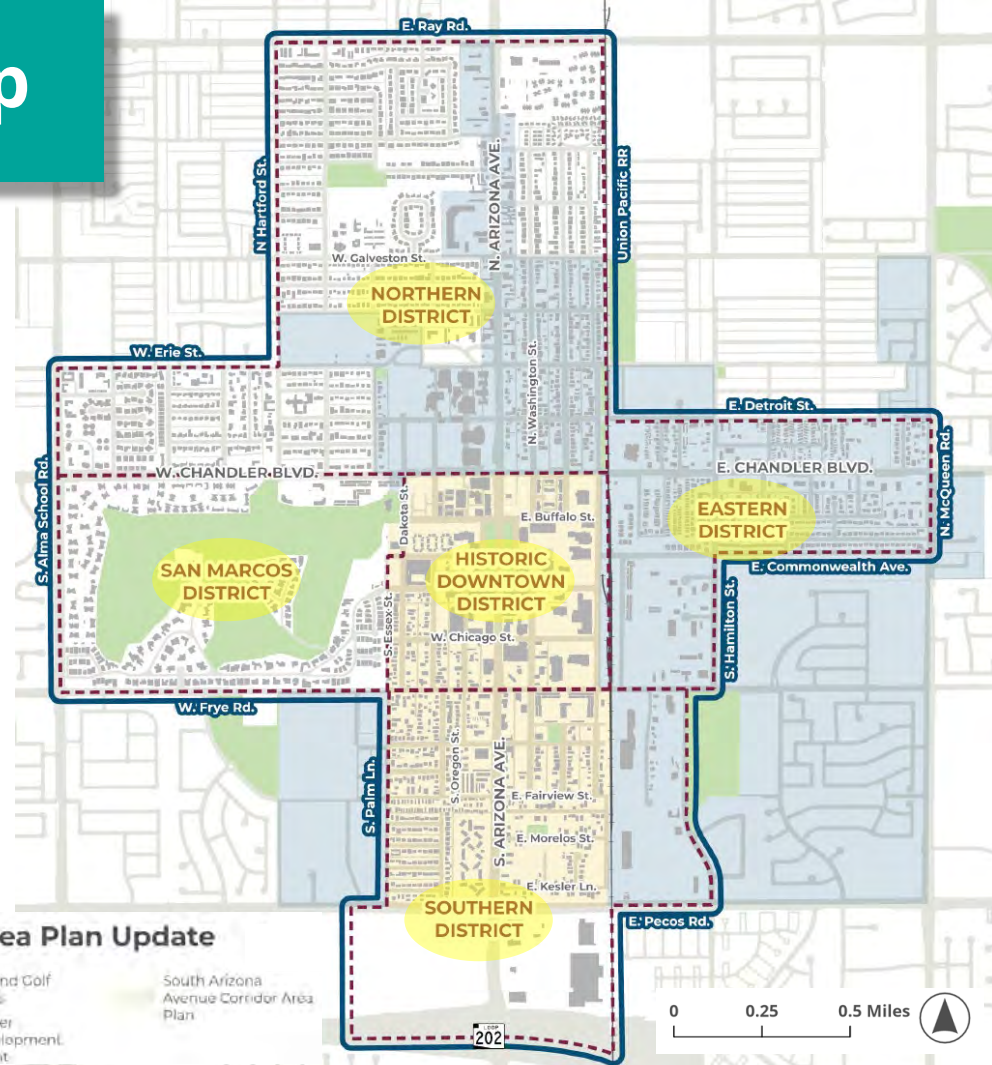
Area Plan Update Goals

Identify & safeguard existing **historical** & **characteristic assets**

- Promote land use planning that **aligns with existing character & community goals**

- Assess current & future **development trends**

- **Create flexibility** for adaptive reuse vs redevelopment proposals

Define **community vision** for neighborhoods and districts in the subject area

Create a vision for North Arizona Ave & East Chandler Blvd as **gateways to the downtown**

Refine & update relevant **design guidelines**

What we are NOT doing …

The Downtown Region Area Plan Update **will not be changing** the following:

- **Existing zoning**

- **Planning approval processes**

- **Historic designations**

- **Boundaries for existing overlays**

- **Established neighborhoods**

PRESERVE

Areas that should be protected and remain largely in their current condition. These areas may have significant development constraints, historic resources, neighborhoods with a significant heritage, school sites, public lands, and parklands.

SUSTAIN

Areas that should remain generally in their current condition but may see minor changes and transition of use over time. These areas may experience adaptive reuse of older structures or incremental changes.

EVOLVE

Areas that have potential to support new development or be reused as development patterns change over time. These areas may be vacant, transitioning, or underdeveloped.

Process & Timelines

- **Project Kickoff** (complete)

- **Project Start-Up** (complete)

- **Gathering Input** (underway now)

- **Draft Plan** (next phase)

- **Finalize Plan** (future phase)

- **City Council Approval**: anticipated January 2025

PROJECT START-UP
Feb – Mar 2024

DRAFTING THE PLAN
Aug – Nov 2024

FINAL PLAN
Jan 2025

PROJECT KICKOFF
Feb 2024

GATHERING INPUT
Mar – Sep 2024

FINALIZING THE PLAN
Nov 2024 – Jan 2025

Gathering Input Phase

- Most **visible & interactive** with public

- **Multiple opportunities** for community input:

  o **Educational Meetings** (HPC, DCCP, P&Z, Chandler Chamber & City Council)

  o **Stakeholder Interviews**

  o **Website**/Online **Surveys**

  o Visioning **Workshops**

    o **Aug 17 & 19** (Downtown Library)
    o **Sept 9 & 10** (Downtown Library)
    o **Nov 15 & 16** (ASU Chandler Innovation Center)

  o Final Workshop in November: **Immersion Event** & Follow Up Survey

May

STEP 1:
Website
Information sheet
Questionnaire # 1

Jul / Aug

STEP 2:
Stakeholder Interviews
Education Meetings

Aug / Sep

STEP 3:
Visioning/
Scenario Workshops

Nov

STEP 4:
Immersion Event
Questionnaire #2
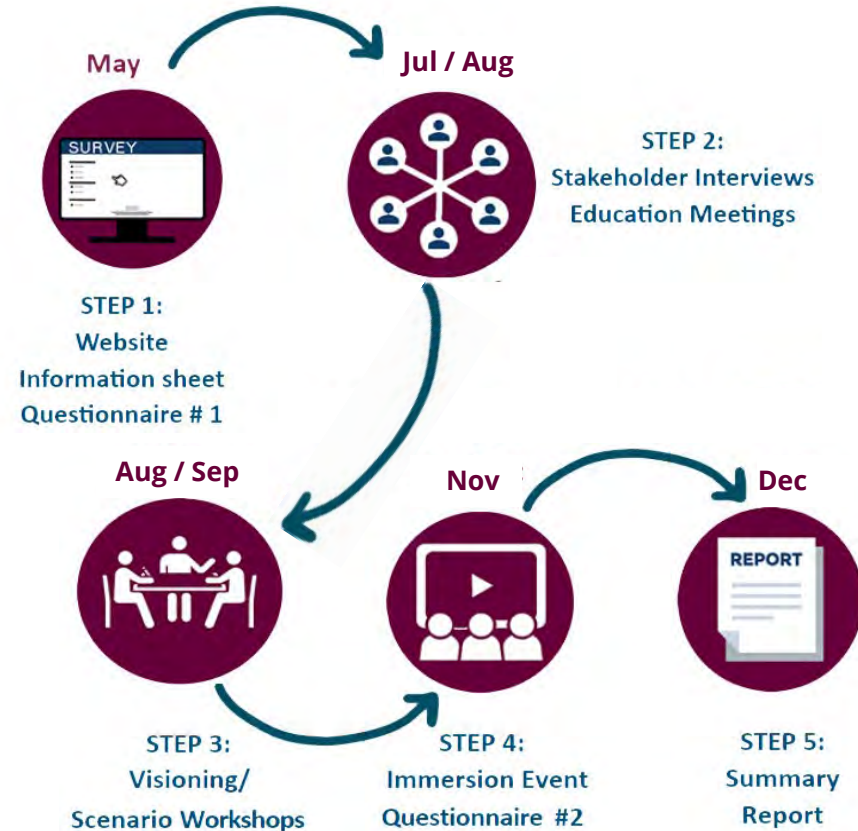
Dec

STEP 5:
Summary
Report

Gathering Input Phase

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  o **Stakeholder Interviews**

  o **Website**/Online **Surveys**

  o Visioning **Workshops** – please attend!

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SURVEY

STEP 1:
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Information sheet
Questionnaire # 1

Jul / Aug

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Stakeholder Interviews
Education Meetings

Aug / Sep

STEP 3:
Visioning/
Scenario Workshops

Nov

STEP 4:
Immersion Event
Questionnaire #2

Dec

REPORT

STEP 5:
Summary
Report

Public Notification

Opportunities to **collect community input** will be announced as much as possible:
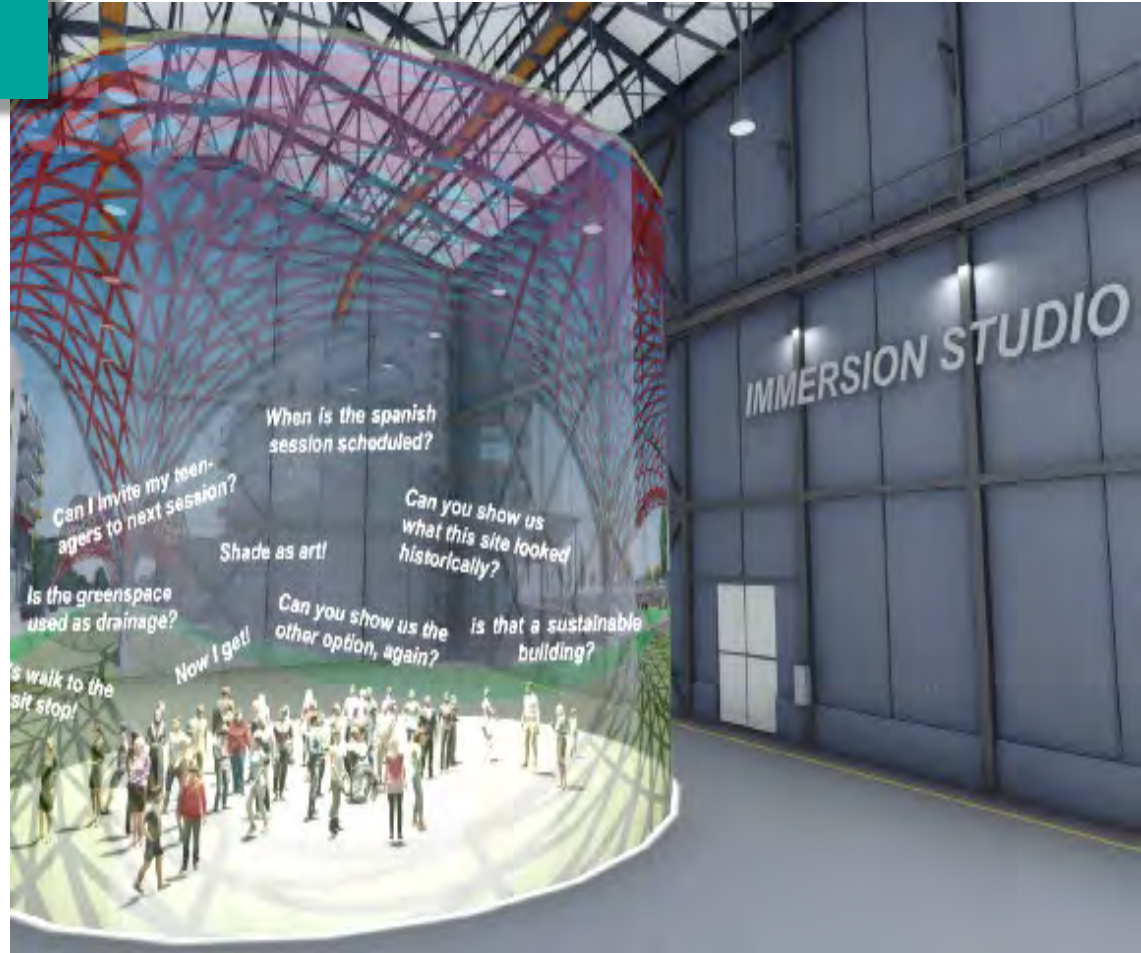
- **Project Web Page** - live now at:

  - Project Info
  - Background & Goals
  - What we are **NOT** Doing
  - Notification Sign-up & Surveys
  - Meeting Notices & Project Updates

- **Social Media** channels

- **Hardcopy Info Sheets –** will be available at key locations throughout downtown

- Info dispersal via **Community Leaders**

your opinion matters!
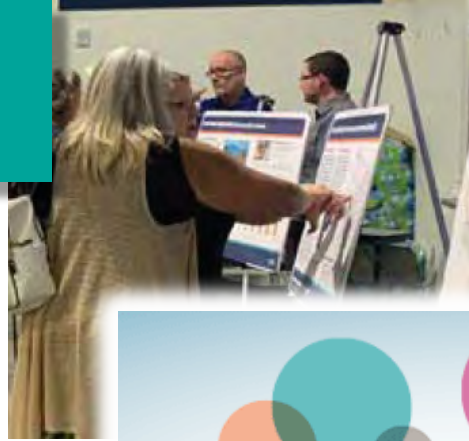
Immersion Event

Community feedback from Workshops 1 & 2 will inform **3D environments** for each district:

- Workshop 3 will feature an **Immersion Event** will allow the public to experience these as **Virtual Reality** environments

- **Surveys** will be conducted after each virtual reality presentation to confirm theories developed

- Allows **community to experience** the results of their input

- Allows project team to **confirm & adjust results** as needed

Immersion Event

(3) Rear Projection Screens (stretched over aluminum frame)

(3) Short Throw Projectors (8,000-10,000 L)

Virtual Reality Goggles

QLab and/or Pro Presenter: live production software

PARTICIPATE IN SHAPING CHANDLER'S DOWNTOWN REGION

SPRING 2024
1 Public Meetings with City Boards

SUMMER 2024
2 Community Interviews

SUMMER 2024
3 Visioning Questionnaire

AUG. 17 & 19, 2024
4 Visioning Workshops

SEPT. 7 & 10, 2024
5 Scenario Workshops

OCT. 2024
6 Choices & Priorities Questionnaire

OCT. 2024
7 Public Meetings with City Boards

NOV. 2024
8 Public Draft Plan Review

NOV. 15 & 16, 2024
9 Immersion Workshops

Jan. 2025
10 Public Hearings with City Boards

Plan Kickoff
Winter 2024

Plan Completion
Winter 2025

Learn more @ chandleraz.gov/DowntownRegionUpdate

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