



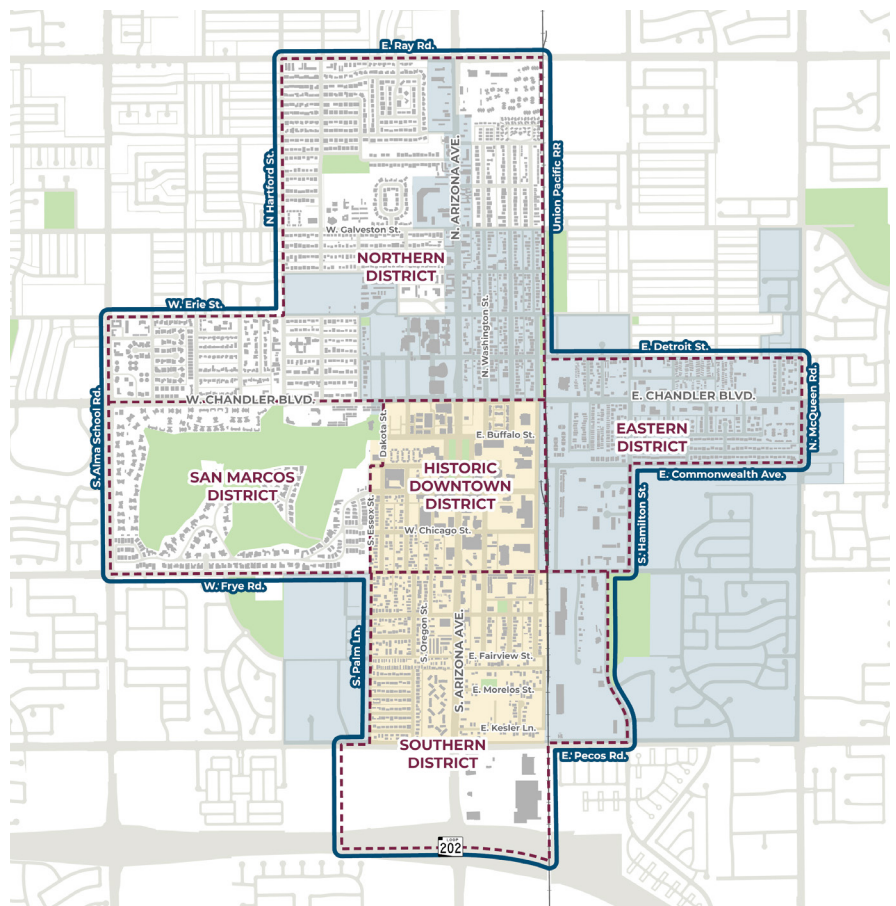
# DOWNTOWN REGION

## area plan update



### What is the Downtown Region Area Plan Update?

To meet the evolving needs of the downtown area and its surrounding community, the City of Chandler is reevaluating its Downtown Region. Initially adopted in 2006, the South Arizona Avenue Corridor Area Plan was conceived with more localized focus within the overarching Chandler Redevelopment Element, initially enacted in 1987 and updated in 1995. This Update aims to consolidate these plans and safeguard the distinctive historic and character assets within and adjacent to the designated area while promoting land use planning that complements and integrates the existing downtown character. The existing City Center District (CCD) and the area's historic designation will not be changing as part of this Update. The adjacent map represents the Downtown Region Area Plan Update project area and proposed districts.



**Downtown Region Area Plan Update**



## Why is This Plan Important?

An area plan examines current conditions, identifies opportunities and challenges, and outlines strategies and actions to guide future development and growth. It is a pivotal tool which municipalities use to shape and develop an area's physical and

social aspects. A well-crafted area plan lays the foundation for promoting economic opportunities and growth while supporting its unique character and connecting the space to the people it serves. Area plan updates are important for four key reasons:

### 1 ADAPTATION TO CHANGING NEEDS

*As communities evolve and grow, their needs and priorities change. Updating an area plan ensures it remains relevant and responsive to current and future needs and opportunities.*

### 2 STRATEGIC DEVELOPMENT

*An area plan uses local context to help prioritize development needs, infrastructure improvements, and resource allocation to ensure sustainable growth.*

### 3 SOCIAL EQUITY & INCLUSION

*Area plans may address issues related to affordability, accessibility, housing diversity, community amenities, and services to ensure development meets the needs of the residents.*

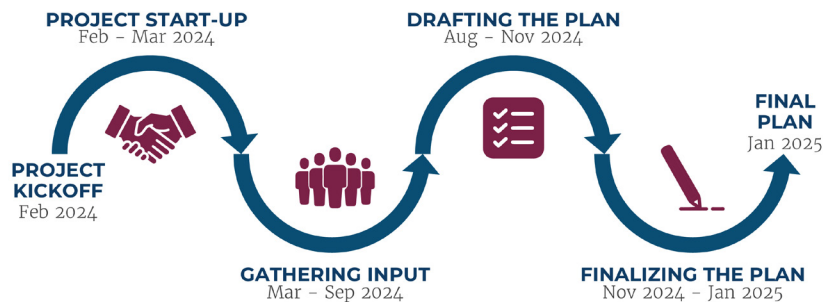
### 4 COMMUNITY & STAKEHOLDER ENGAGEMENT

*A critical component of updating an area plan is ensuring it serves the people it is intended for. This includes residents, business owners, and community organizations.*



## What does the Planning Process look like?

The entire planning process is anticipated to take approximately 12 months. This will allow time to evaluate, develop, collaborate, and revise to create an area plan that truly reflects the vision and priorities of the community. To ensure the Update considers the needs of the community, we invite and encourage you to participate in the planning process. Public input is crucial in informing the City's direction and approach to the Downtown Region.



## How do I Get Involved?

The City of Chandler values your perspective and recognizes that your experiences can provide valuable insight. We encourage you to visit the project website listed below and share your thoughts, ideas, and concerns — both online and at one of our public outreach and engagement events. To stay informed, check out the website below to stay updated on where and when you can get involved and don't miss out on your chance to build Chandler's future!