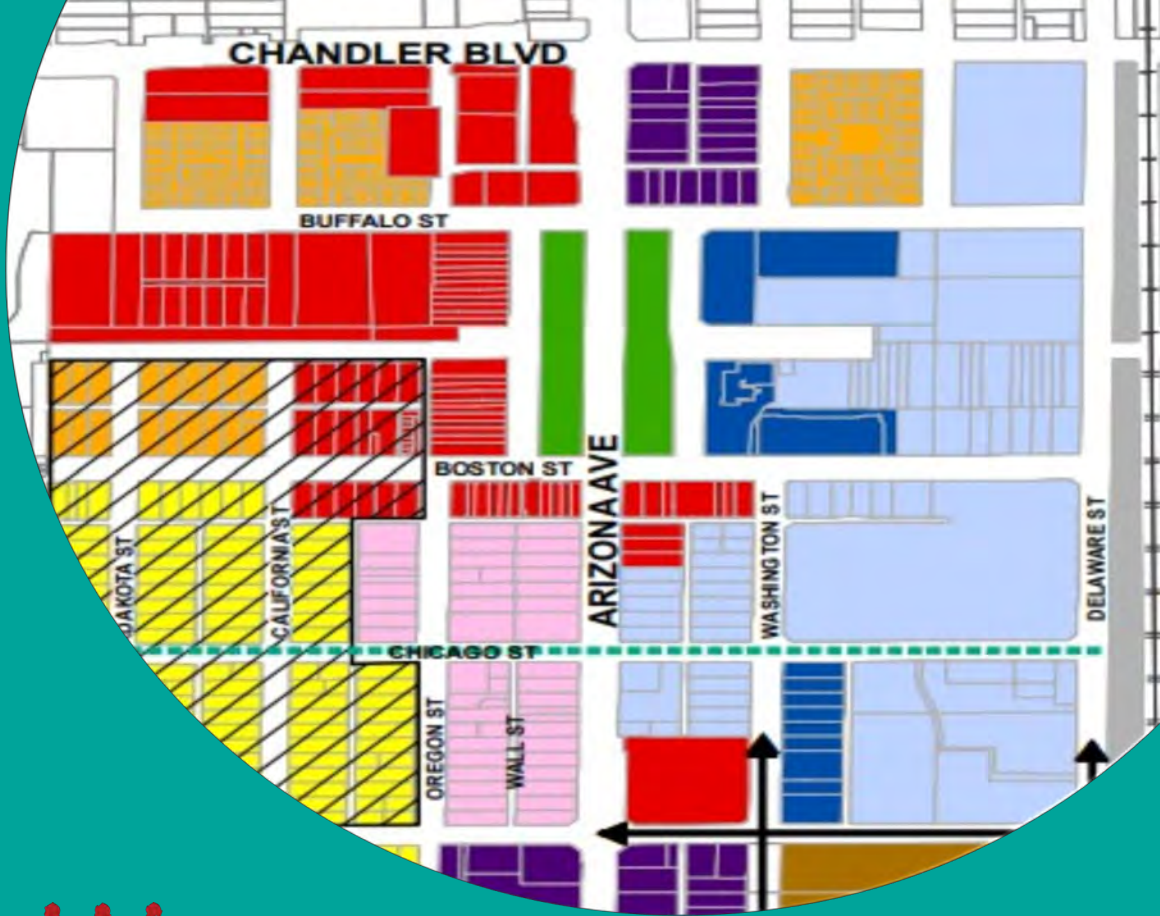


# Downtown Region Area Plan Update

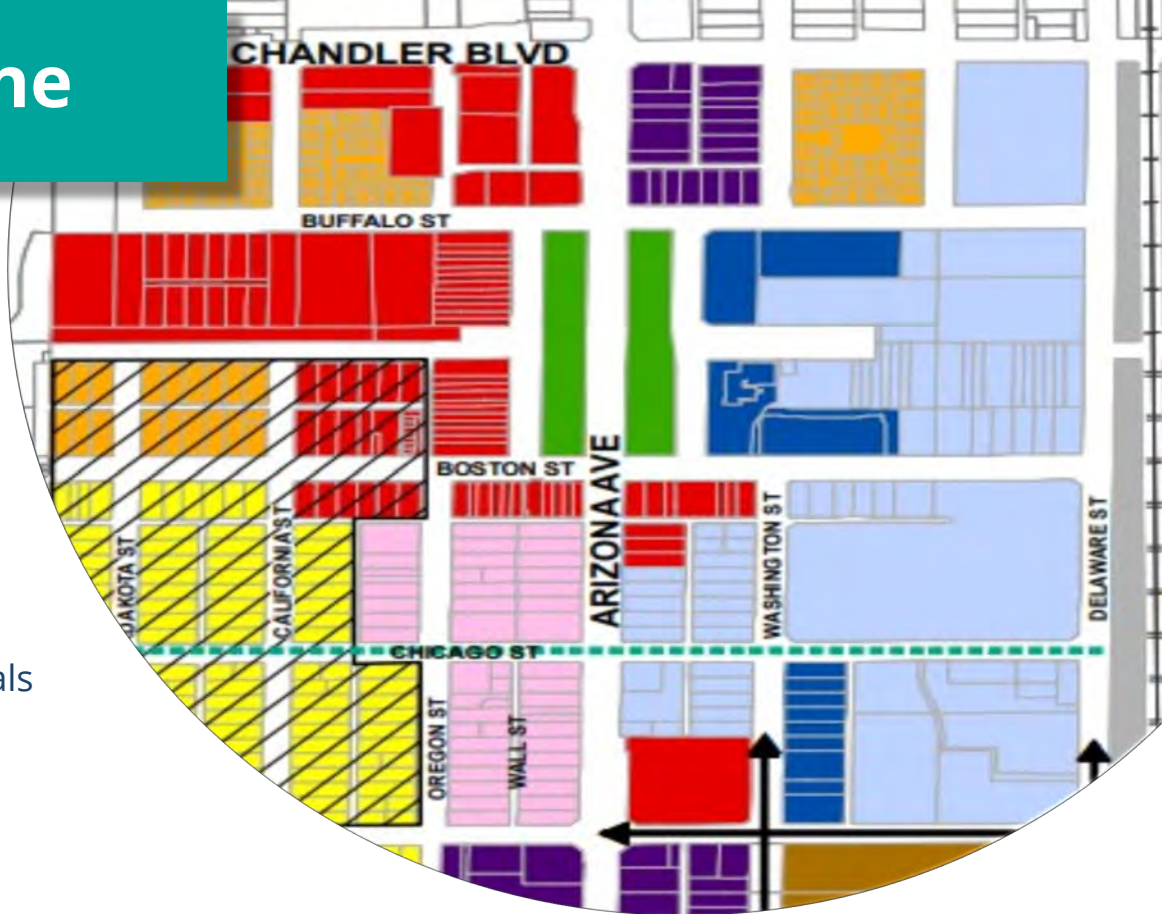
Historic Preservation Commission  
May 22, 2024



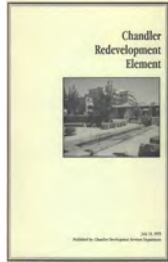
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# Presentation Outline

- **Planning History**
  - Existing 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
- **Process & Timelines**
  - Gathering Input Phase
  - Public Notification
  - Immersion Event
- **Historic Preservation Perspective**



# Existing 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 Plans & Guidelines

Subject area is currently covered by:

- **Chandler Redevelopment Area**

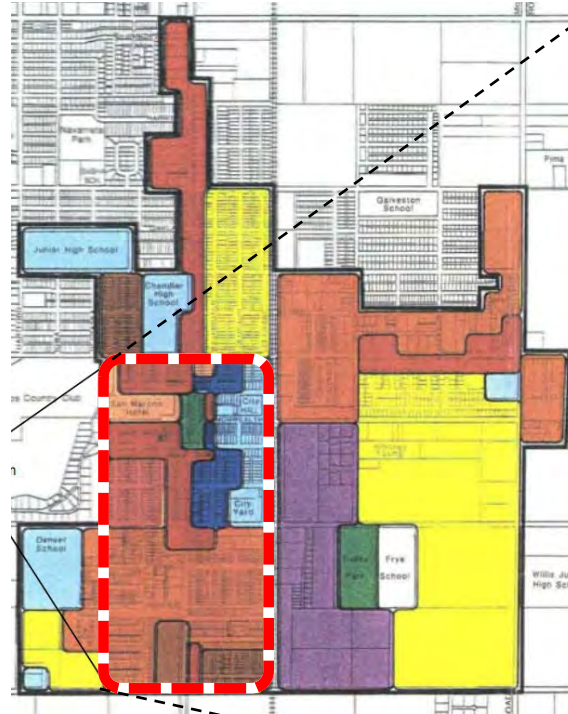
- Adopted 1987 & again in 1995
- Approx. boundaries: Ray to Pecos Rds, McQueen Rd to Hartford St

- **South Arizona Avenue Area Plan**

- Adopted 2006
- Within the Chandler Redevelopment Area
- Boundaries: Chandler Blvd to Pecos Rd, Rail Tracks to Palm Ln

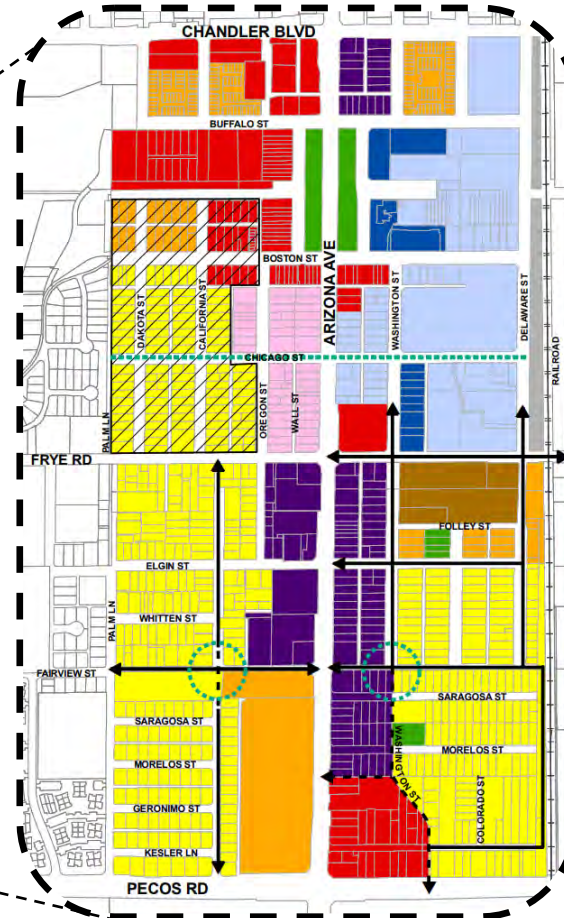
- **South Arizona Design Guidelines**

- Adopted 2010
- Provides architectural and streetscape design direction



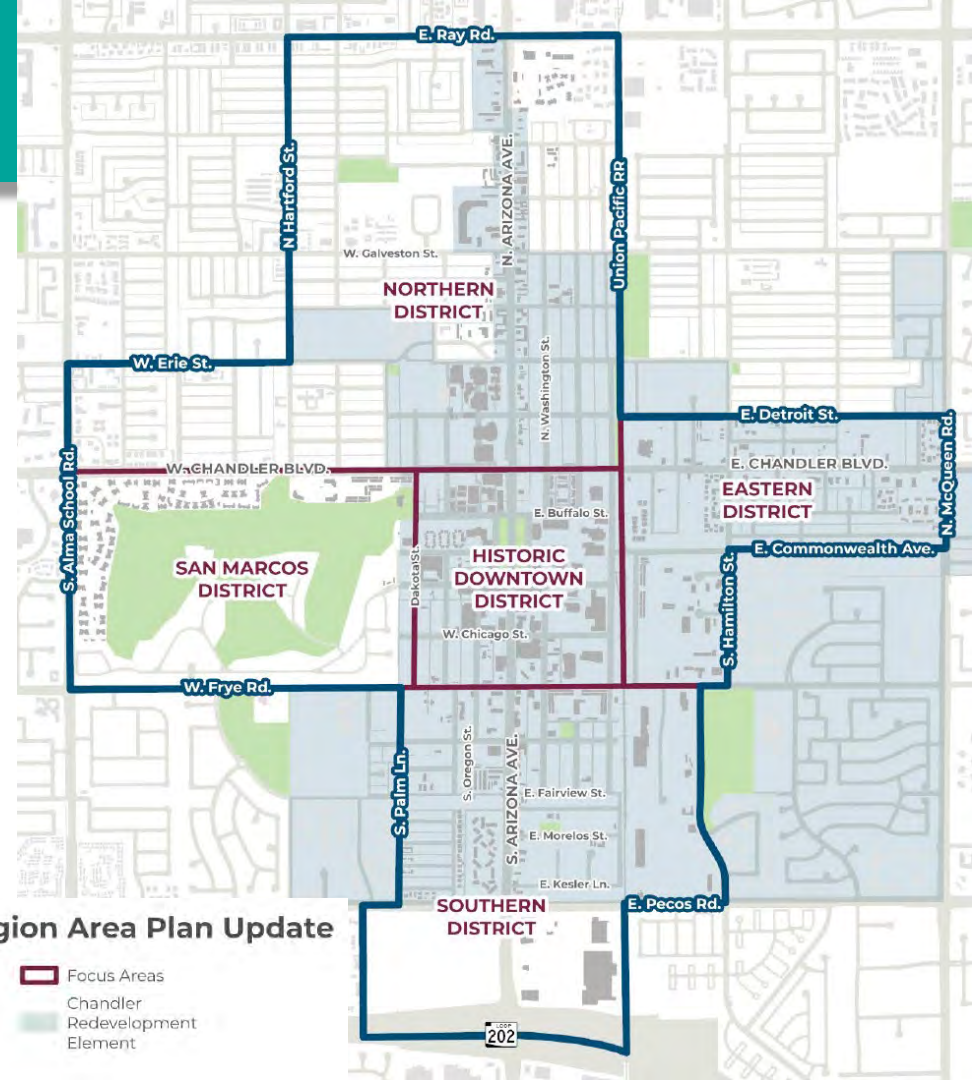
## Redevelopment Element

## South Arizona Avenue Area Plan



# Proposed Area Map

- Proposed **new boundaries** are shown as dark blue
- Chandler Redevelopment Element** area shown as shaded blue
- Area extent:** Ray Rd to 202 Freeway, and McQueen Rd to Alma School Rd
- Includes 5 separate **districts**:
  - Northern District**
  - San Marcos District**
  - Historic Downtown District**
  - Eastern District**
  - Southern District**

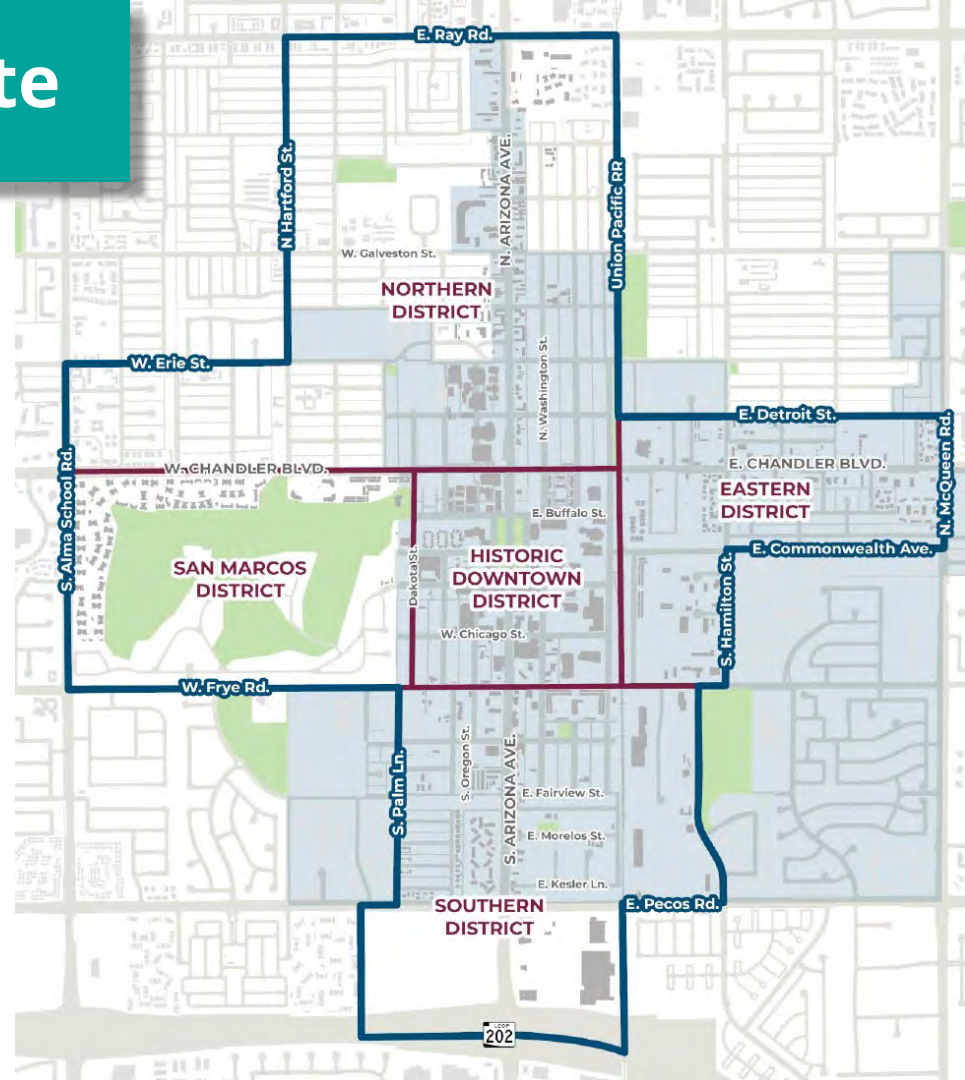


## Downtown Region Area Plan Update

- |  |   |
|--|---|
|  Area Plan Boundary       |  Focus Areas                      |
|  Building Footprints    |  Chandler Redevelopment Element |
|  Parks and Golf Courses |   |

# Goals of Area Plan Update

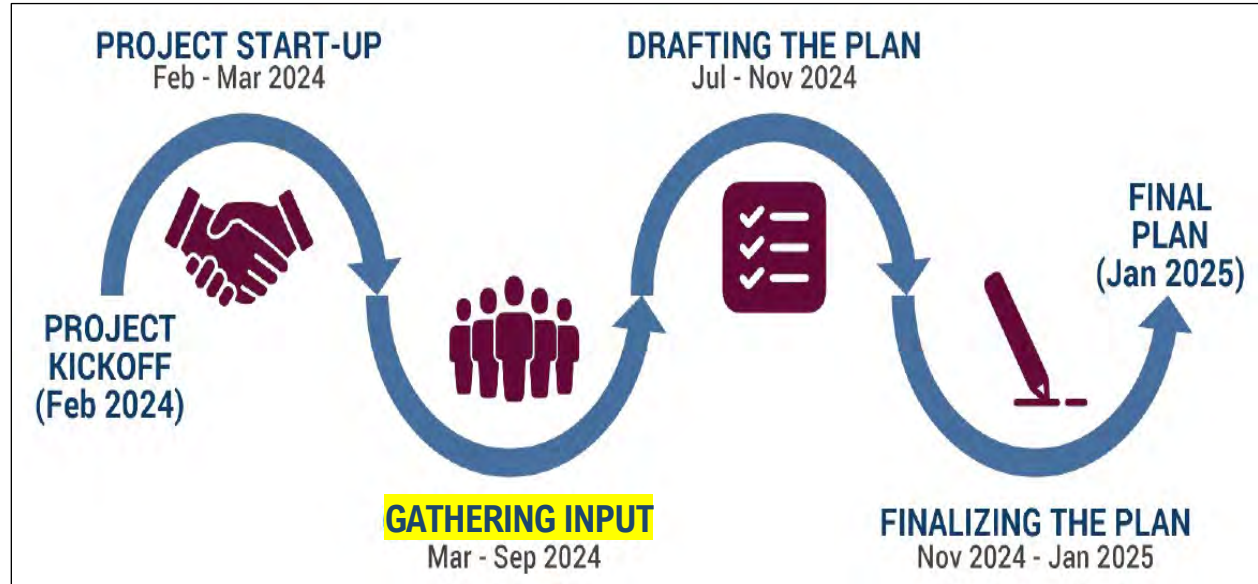
- Update & safeguard existing **historical & characteristic assets**
- Promote **land use planning** that aligns with existing character
- Assess current & future **development trends**
- **Create flexibility** for adaptive reuse vs redevelopment
- Fine tune the **vision for neighborhoods** near Chandler's downtown area
- **Create a vision** for North Arizona Ave & East Chandler Blvd – **gateways to the downtown**
- **Update downtown**





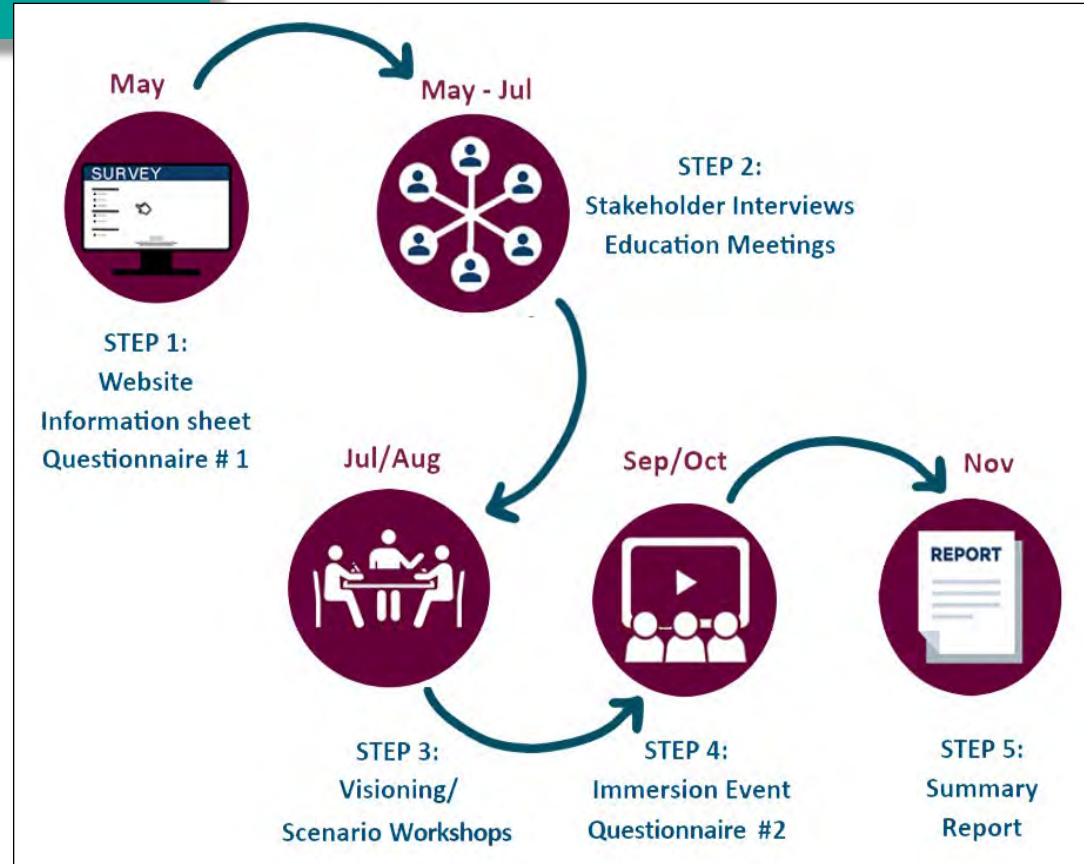
# Process & Timelines

- **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



# Gathering Input Phase

- Most **visible and interactive** with the public
- **Multiple opportunities** to collect community input:
  - **Educational Meetings** (City Council, HPC, P&Z, DCCP and Chandler Chamber)
  - **Stakeholder Interviews**
  - **Website / Online Surveys**
  - Visioning **Workshops**
  - Final Public Event: **Immersion Event** with Follow Up Survey





# Public Notification

Opportunities to **collect community input** will be announced as much as possible:

- **Project Web Page**
  - Project Info, Background & Goals
  - What we are NOT Doing
  - Email Lists
  - Surveys
  - Meeting Notices and Project Updates
- **Social Media** channels
- **Hardcopy Info Sheets** available at key locations throughout the downtown
- Info dispersal via identified **Community Leaders** in each district



# Immersion Event

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

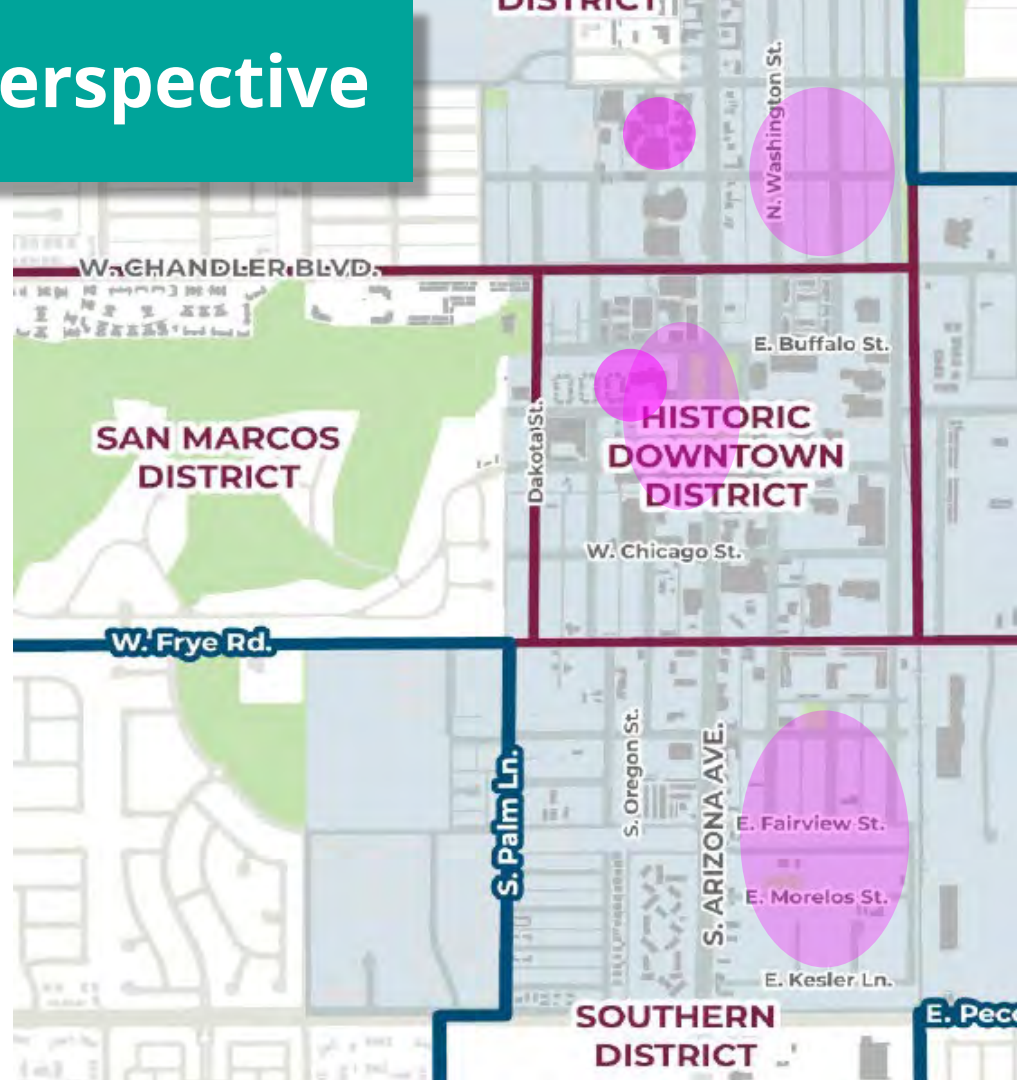
- Workshop 3 will feature an **Immersion Event** will allow the public to experience these as **Virtual Reality** environments
- **Surveys** will be conducted after each virtual reality presentation to confirm theories developed
- Allows **community to experience** the results of their input
- Allows project team to **confirm & adjust results** as needed



# Historic Preservation Perspective

The focus area for the **Downtown Region Area Plan Update** includes areas with Historical Relevancy, such as:

- **Historic Downtown** Chandler
- **Southside Village** Historic Conservation District
- **Silk Stocking** Historical Preservation District
- **San Marcos** Hotel
- **Chandler High** School





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For consideration:

From a **Historical Preservation** perspective, is there anything HPC would like to see included with this area plan update?





# Thank you!



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