

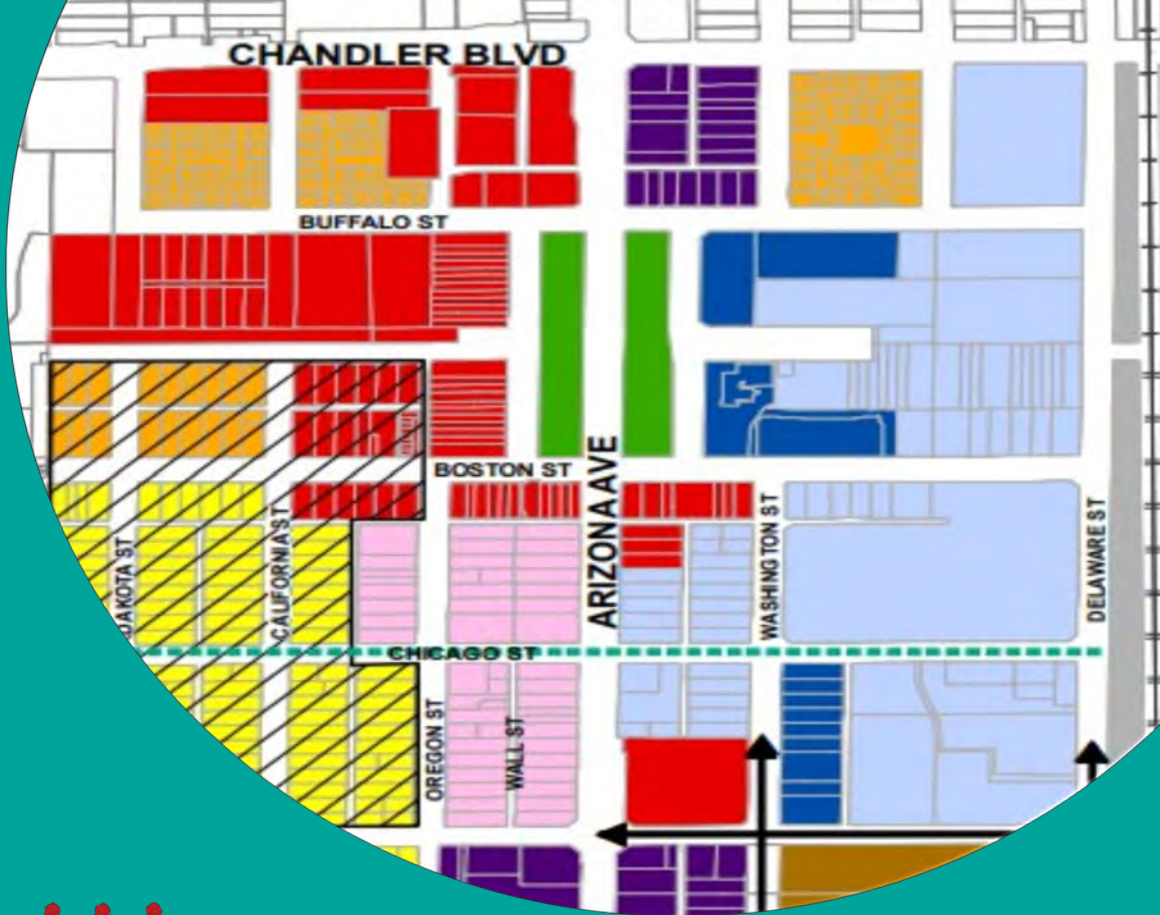
Downtown Region Area Plan Update

Downtown Chandler Community
Partnership (DCCP)

August 8, 2024



L O G A N S I M P S O N



Presentation Outline

▪ Planning History

- General vs. Area Plans
- Existing Related Plans

▪ Current Plans & Guidelines

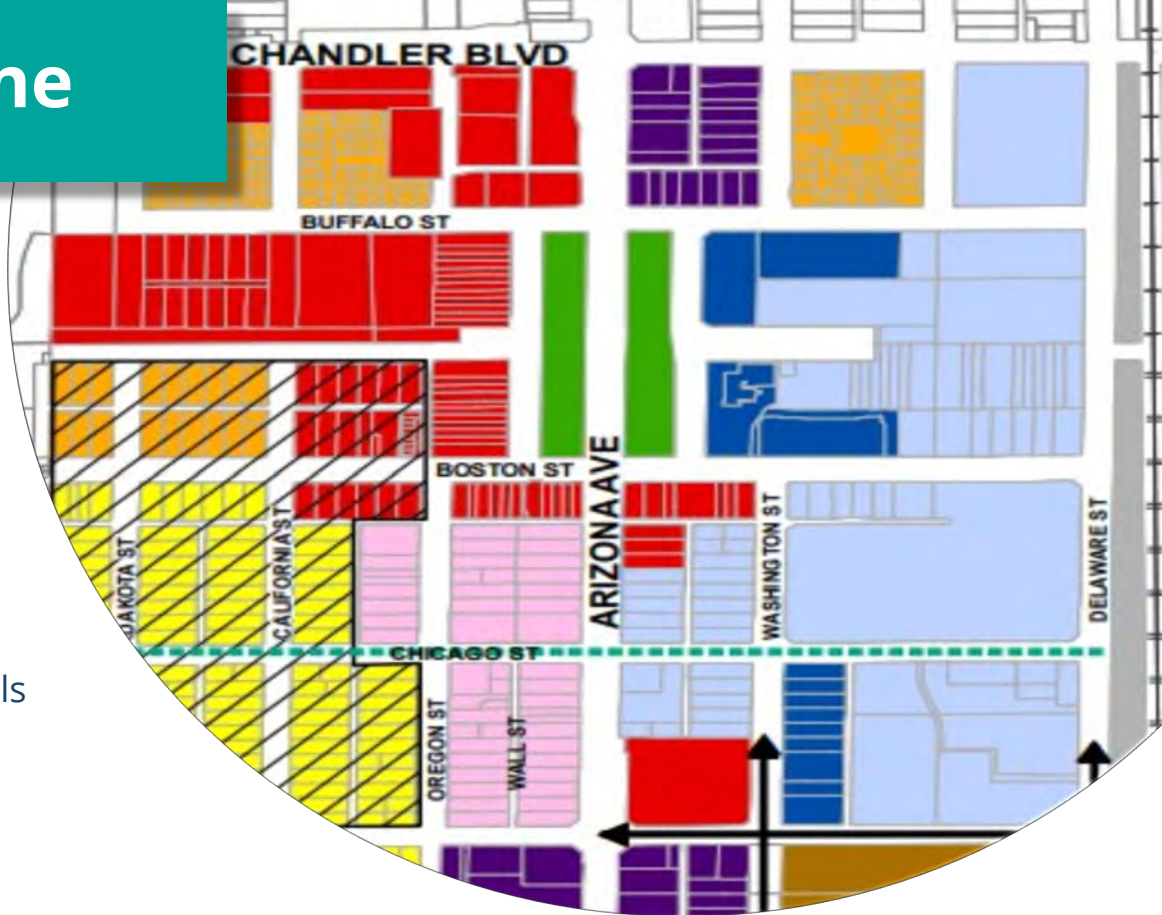
- Current Area Plan Boundaries
- Proposed Area Plan Map

▪ 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



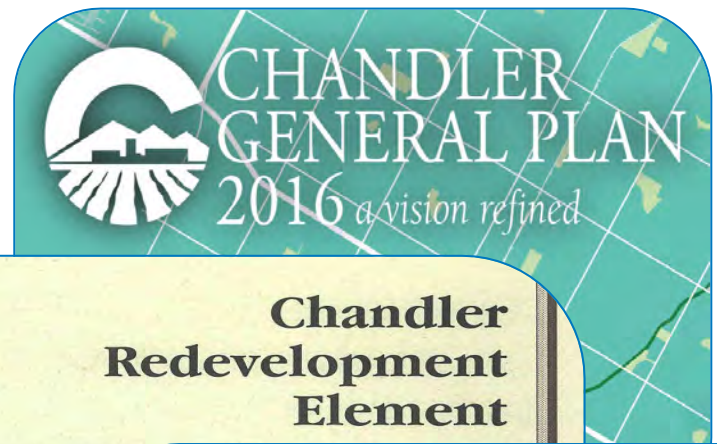
General vs. Area Plans

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 Redevelopment Element



SOUTH ARIZONA
Entry Corridor Study

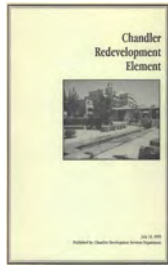
Chandler, Arizona

Final Report
October 20, 2006



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**

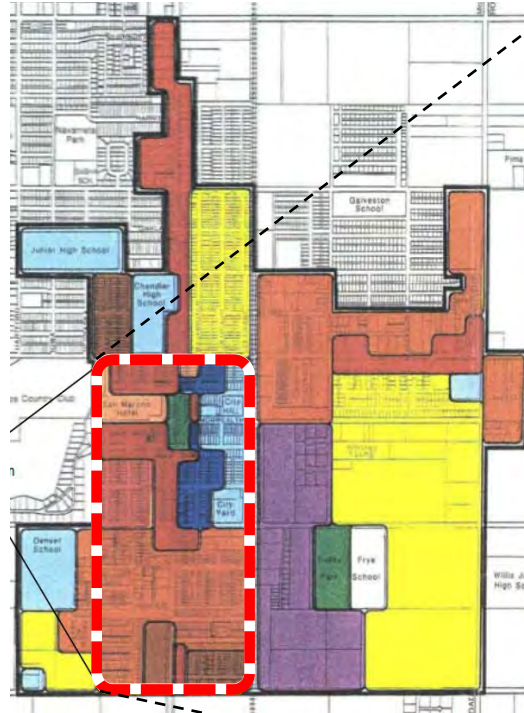


**Chandler
Economic
Development
Strategic Plan**

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



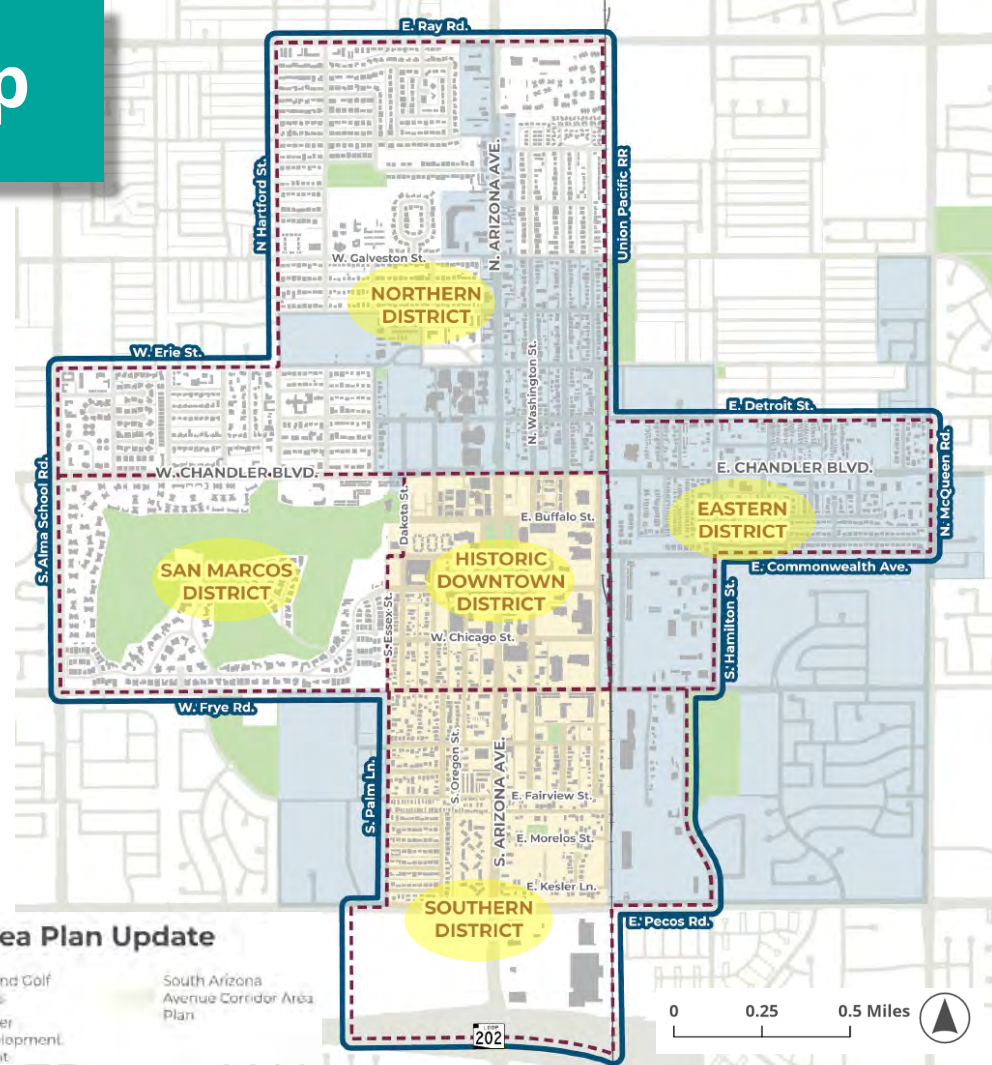
**CHANDLER
REDEVELOPMENT
ELEMENT**

SOUTH ARIZONA AVE CORRIDOR AREA PLAN (SAZACAP)



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**



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

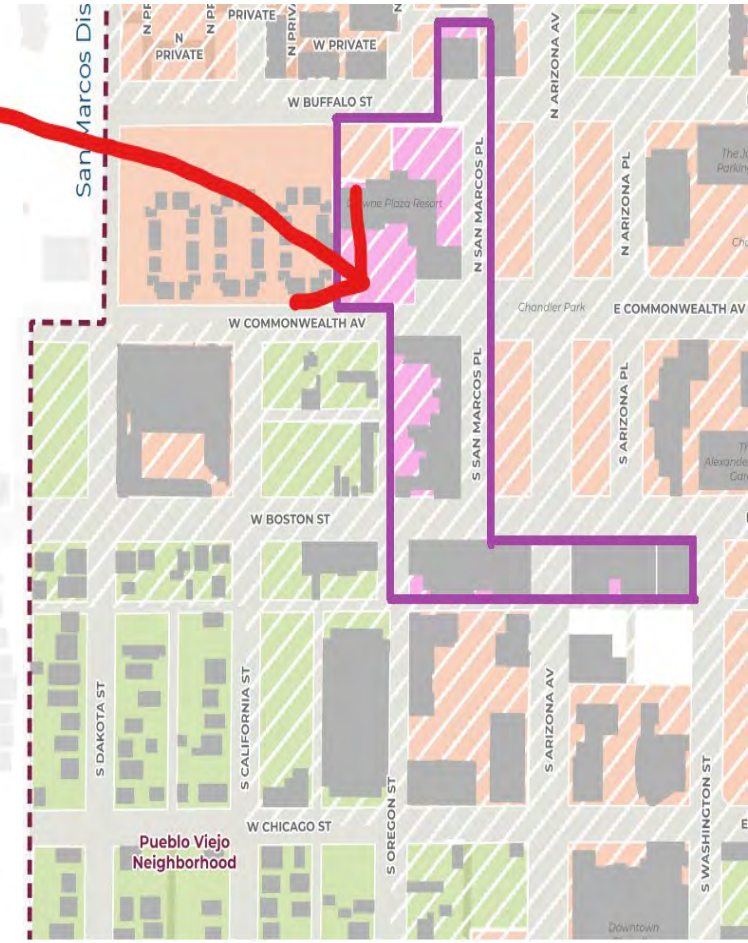
Areas that should be protected and remain largely in their current condition. These areas may have significant development constraints, **historic resources**, neighborhoods with a significant heritage, school sites, public lands, and parklands.

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.

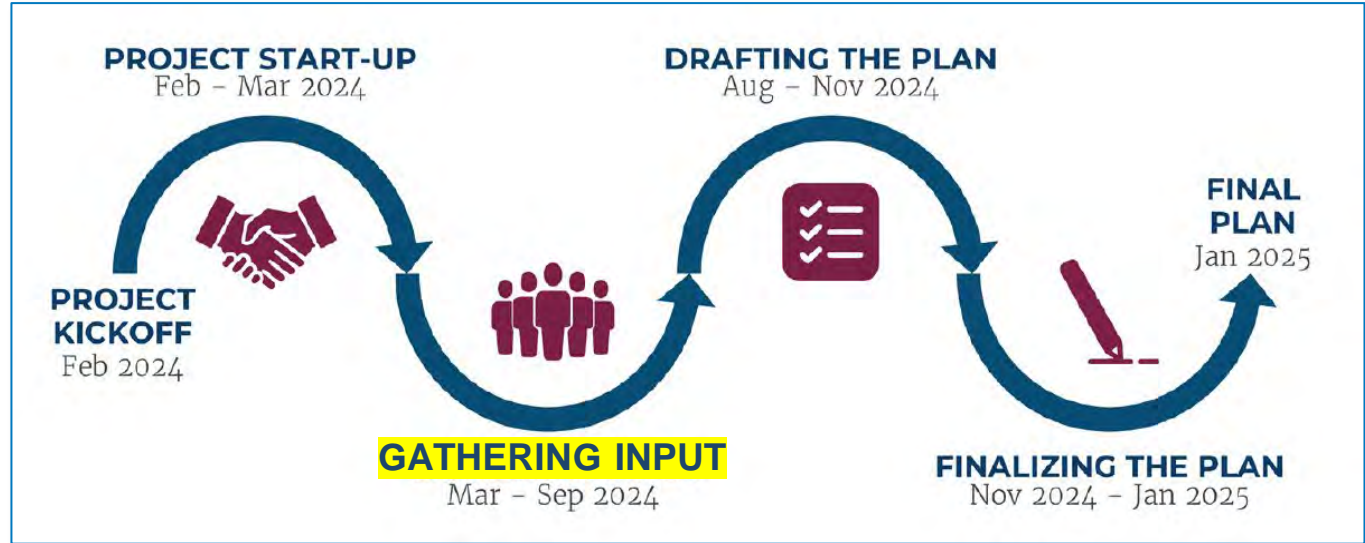
EVOLVE

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



Gathering Input Phase

- Most **visible & interactive** with public
- **Multiple opportunities** for community input:
 - **Educational Meetings** (HPC, DCCP, P&Z, Chandler Chamber & City Council)
 - **Stakeholder Interviews**
 - **Website/Online Surveys**
 - Visioning **Workshops**
 - **Aug 17 & 19** (Downtown Library)
 - **Sept 9 & 10** (Downtown Library)
 - **Nov 15 & 16** (ASU Chandler Innovation Center)
 - Final Workshop in November:
Immersion Event & Follow Up Survey



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Public Notification

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

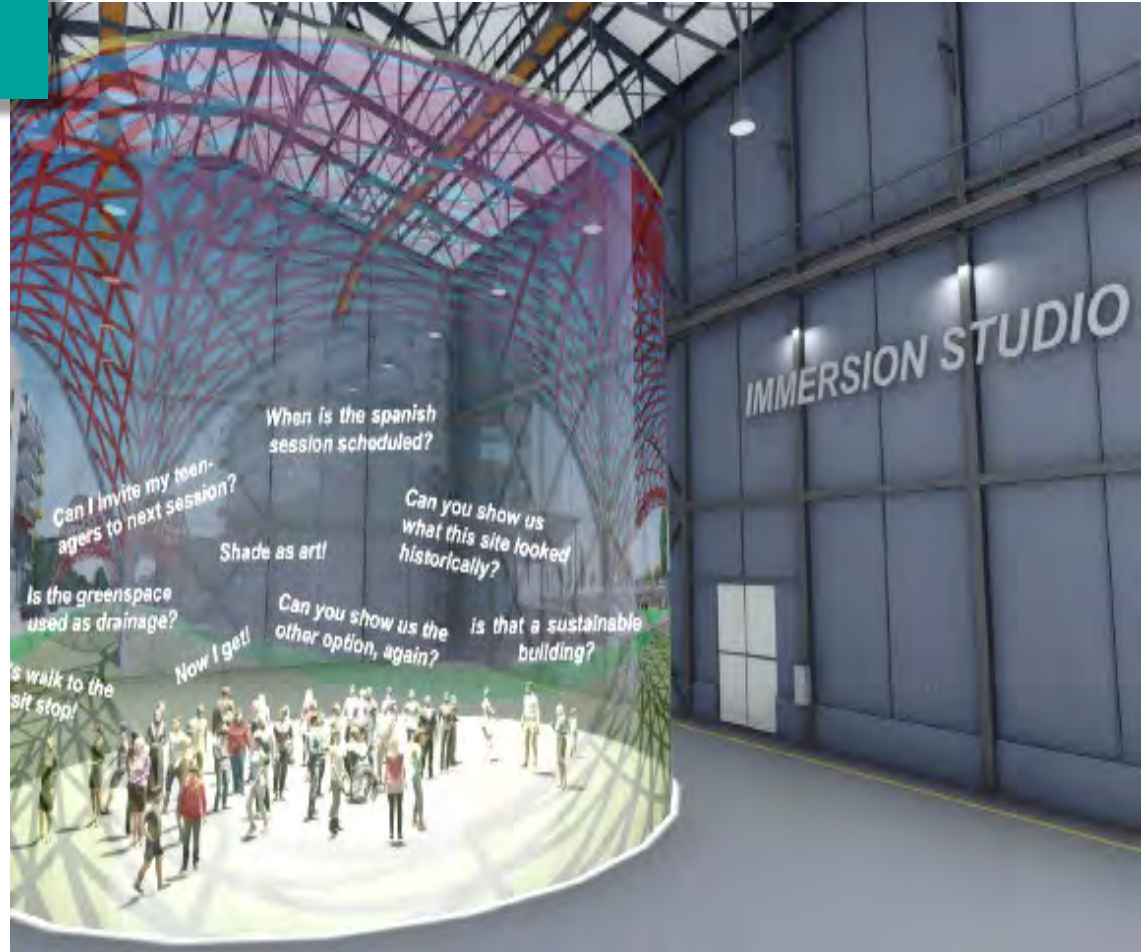
- **Project Web Page** - live now at:
 - Project Info
 - Background & Goals
 - What we are **NOT** Doing
 - Notification Sign-up & Surveys
 - Meeting Notices & Project Updates
- **Social Media** channels
- **Hardcopy Info Sheets** – will be available at key locations throughout downtown
- Info dispersal via **Community Leaders**



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

Virtual Reality
Goggles

QLab and/or
Pro Presenter:
live production
software

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

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





Thank you!



LOGANSIMPSON