



DOWNTOWN REGION

Area Plan Update

Workshop #3: Immersive Experience Lab

November 15th & 16th

Workshop Agenda

- **Welcome, Project Overview, & Open House Orientation**
(15–30 minutes)
- **Open House – (2.5 hours)**

Project Team



Alisa Petterson, AIA
Project Manager

Kevin Mayo
Planning Administrator

David De La Torre, AICP
Planning Manager

Lauren Koll
DT Redevelopment
Manager



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

Terri Hogan, AICP
Project Manager

McKayla Dunfey, AICP
Innovation Lead

Bruce Meighen, AICP
Project Advisor

Daniel Morgan
Design Lead



Elliot D. Pollack & Company



Area Plan Purpose

To explore and define ways the Downtown Region has changed while looking to the future and creating a community-built vision that guides the city in the development and growth of this area more accurately and holistically.

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

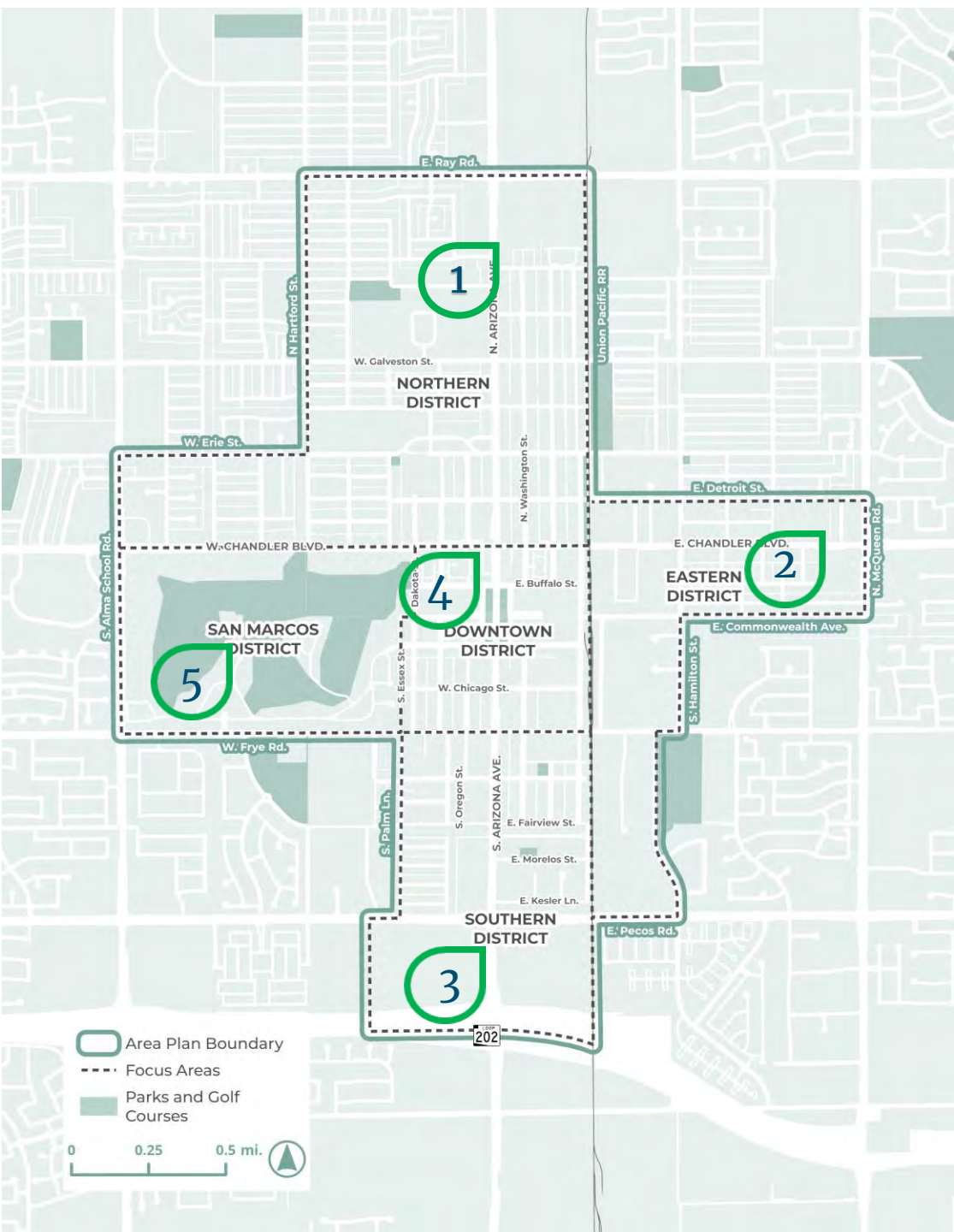


Plan Area

Downtown Region encompasses:

Five districts:

- 1. Northern District
- 2. Eastern District
- 3. Southern District
- 4. Downtown District
- 5. San Marcos District



What will be in the final plan?

Vision for the
future of the region:
(including all 5
districts)

Land Use and
Urban Design

Historic
Preservation

Public Facilities,
Services, &
Utilities

Redevelopment

Transportation &
Parking

Design Standards
Implementation

Your contributions will help confirm:

- **A Vision** for the entire Downtown Region
- **Guiding Principles / Goals** for each District
- **Region and District Design Guidelines**
- **Policies and Actions** for each District

Vision Statement

- Why is a vision important?
 - The vision statement will reflect your values and priorities.
 - *Share your thoughts!*

Chandler's Downtown Region celebrates its rich history while embracing an innovative future. Safe, well-connected districts feature amenities including robust arts and entertainment as well as recreation opportunities and thriving businesses. Choices in housing options welcome all types of residents ensuring the economic vitality of the region.

Guiding Principles per District



Guiding Principles are a set of district-specific aspirations that help focus the community's values and priorities and, ultimately, the plan's goals and policies while supporting the overall Vision of the Downtown Region. These principles have been derived from the feedback collected in Workshop 1.

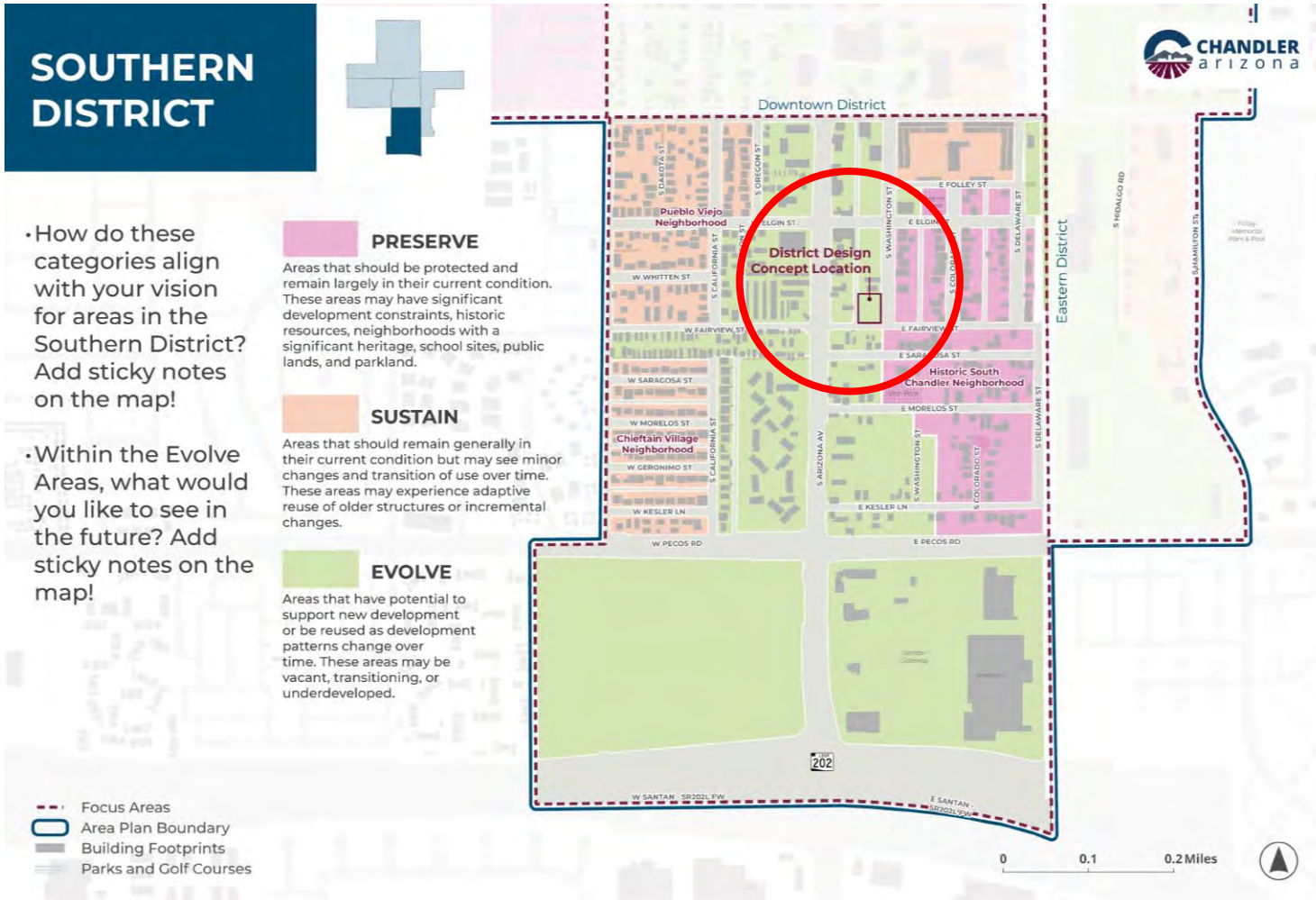
Using the table below, indicate whether you like or dislike the draft Guiding Principles for the Southern District. Please elaborate on your rating in the comment box for each principle.



Principle	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Comments
Increase the number of parks, pedestrian pathways, and public gathering spaces ensuring use of native species and gray/ rainwater for irrigation.			
Revitalize main roadways as gateways to the Historic Downtown and activate alleyways with improved landscape, unique lighting, and safe pathways.			
Create assistance programs to revive neighborhoods and businesses and facilitate infill and redevelopment by providing access to a broad range of residential, commercial, and mixed-use opportunities.			

- Aspirations that convey community values in each district while supporting the overarching community vision.
- Share your reactions to guiding principles in each district!

Areas of Change



- How do these categories align with your vision for areas in the District?
- Within the Evolve Area, what would you like to see in the future?
- Within the Evolve Area see the District Design Concept site location

PRESERVE. SUSTAIN. EVOLVE.

Design Concepts Per District

Key site features

- » “Third place” nooks to discover
- » Live-work studios
- » Varied street level businesses
- » Activated, inviting alleys
- » Central Courtyard
- » Sustainable Living
- » Rooftop solar for sustainability
- » Shade structures
- » Outdoor dining and social spaces
- » Pedestrian oriented
- » Multipurpose, experiential retail
- » Urban living, loft living
- » Pop-up retail fostering local makers and crafts
- » Opportunities for live music or public art



Southern District

Design Concepts Per District



Immersion Lab



What do I do now?

✓ Immersion Lab – In this room

- ❑ Sign up for Immersion Lab at registration table – Groups of 15-20
- ❑ Immersion Lab – approx. 30 minutes
- ❑ Immersion Lab starts with orientation PPT
- ❑ Prep Phones for live polling

✓ District Engagement Stations – Across the hall

- ❑ Visit before and after Immersion
- ❑ Results from live poll

✓ Refreshments & Prizes in Hallway by Registration

Thank you!

chandleraz.gov/DowntownRegionUpdate



Preserve. Sustain. Evolve.

- Preserve (pink)
 - 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 (orange)
 - 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 (green)
 - 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.

