

**WORKSHOP 3 – IMMERSION
SUMMARY**

December 10, 2024

November 15 & 16, 2024 | ASU Chandler Innovation Center**WHAT WAS THE PURPOSE?**

The purpose of the **IMMERSION** workshops was a reveal of the evolution of all design and policy input collected from previous workshops. A formal presentation overview of the project and process was provided along with an open house format with stations to collect community input. Various interactive exercises were offered at individual stations, allowing participants to consider the unique conditions of the Downtown Region as a whole and at each of the five districts.

The capstone activity was the *Immersion Experience*, an augmented reality exercise, that allowed participants to experience human scaled imagery and fly-thrus of the environment in three of the five districts that was designed to reflect comments and feedback from the preceding open house events.



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WHO ATTENDED?

The in person meetings in this workshop series were advertised widely via the [project website](#), the city's social media channels, an electronic billboard, and eLists.

85 participants over two separate workshops and two days heard a brief project overview and engaged in a series of interactive augmented reality videos and provided feedback through live polling. The activities yielded insightful commentary and largely confirmed reactions from previous workshops.

Virtual Workshop 3 provided an opportunity for expanded participation allowing the community to experience a portion of the **IMMERSION** workshop and the chance to provide comments. The virtual workshop consisted of interactive display boards with the community *Vision Statement* and *Guiding Principles* by district as well as depictions of concept designs (by district) and conceptual modeling for the three spotlighted sites. Each board displayed prompts asking for specific comments, mirroring the in-person workshop activities.

Results at a Glance

This virtual workshop was also promoted via social media, eLists, and at the in person workshops. **96 responses** were submitted online, providing valuable insight into the *Vision Statement* for the Downtown Region and the *Guiding Principles* of the five districts, as well as the three district design concepts. Feedback was again **overwhelmingly positive** with a few editorial comments on beneficial additions or edits. Comments were broad, weighing in on a range of issues including zoning changes needed to accommodate some of the depicted design concepts, community needs, bus stop locations and roundabout locations.

WHAT WE HEARD

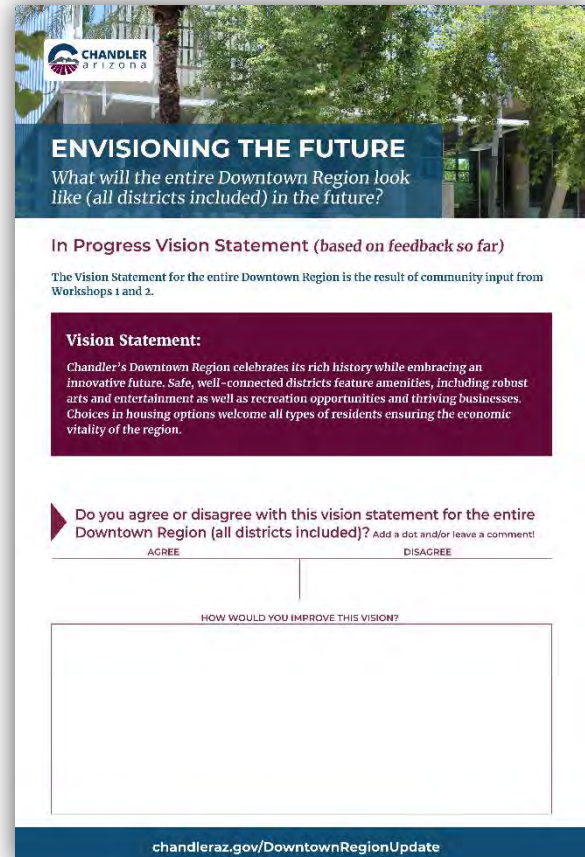
Both the *Vision Statement* and *Guiding Principles* have evolved over the course of the public engagement process. Previous workshop comments are reflected in the versions presented. The comments received at the **IMMERSION** workshop (in person and online) are summarized below. During the immersive exercise, a **live polling platform (MENTI)** was utilized allowing participants to respond to prompts related directly to the augmented reality projection of the specific sites they were experiencing. Live polling results coupled with the hand written responses and the responses received from the virtual workshop provide a snapshot of the overall community reception of the design concepts within each district of the Downtown Region. Feedback was overwhelmingly positive with some editorial comments on beneficial additions or edits. In general, participants responded positively to mixed use spaces, varied housing products, increased landscaping with native plants, public plazas and gathering areas with art installations, comfort features (drinking fountains, water features, lighting, shaded benches and seating), and overall walkability. Some comments shared thoughts on sustainability, educational enrichment opportunities, protected bike lane options and a resounding chorus encouraging more shade.

REGIONAL VISION STATEMENT

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.

Comments from the in-person and virtual workshops were almost completely in agreement with the draft Downtown Region *Vision Statement*.

One comment suggested the inclusion of “investment in and protection of the environmental landscape, outdoor, urban forest...for connections to nature and outdoor social spaces...”



ENVISIONING THE FUTURE
What will the entire Downtown Region look like (all districts included) in the future?

In Progress Vision Statement (based on feedback so far)
The Vision Statement for the entire Downtown Region is the result of community input from Workshops 1 and 2.

Vision Statement:
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.

Do you agree or disagree with this vision statement for the entire Downtown Region (all districts included)? Add a dot and/or leave a comment!

ACREE DISAGREE

HOW WOULD YOU IMPROVE THIS VISION?

chandleraz.gov/DowntownRegionUpdate

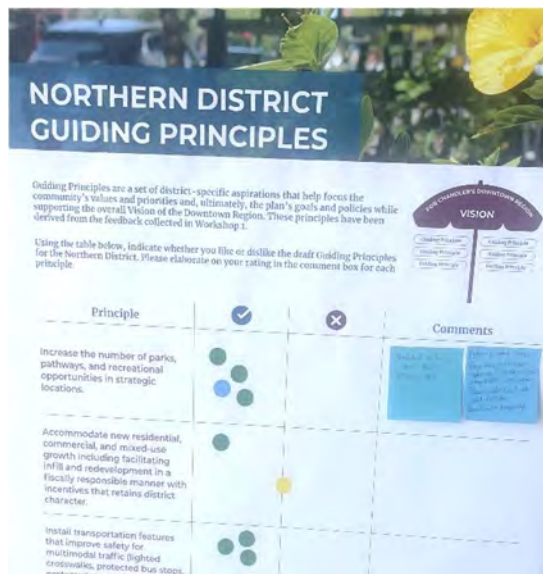


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GUIDING PRINCIPLES BY DISTRICT

Three guiding principles for each district were developed by distilling and incorporating the numerous comments from participants of the two previous workshops and questionnaires. The guiding principle display boards asked the community to reflect on the guiding principles and agree/disagree and provide comments. Overwhelming, these Guiding Principles as noted on the boards below and online virtual workshop were confirmed by the participants.



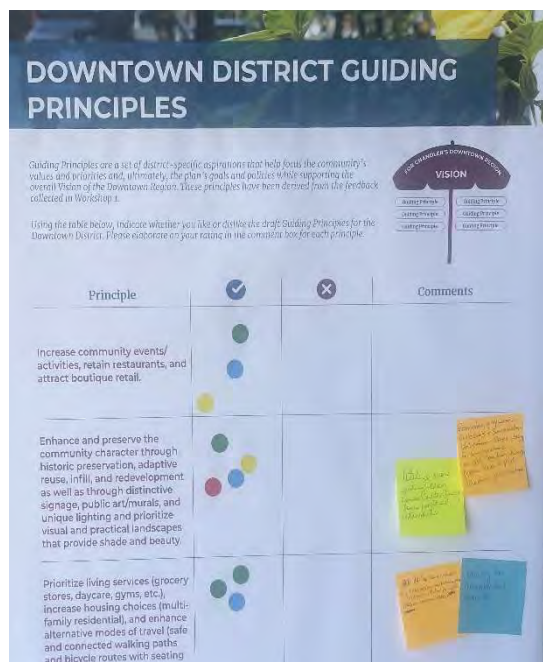
Northern District Guiding Principles:

1-Increase the number of parks, pathways, and recreational opportunities in strategic locations.

Specific comments: Protected bike lane down Arizona Ave; Native plants and trees; retention basins for irrigation with grey/rain(storm) water, curb cuts utilization, beautification

2-Accommodate new residential, commercial, and mixed-use growth including facilitating infill and redevelopment in a fiscally responsible manner with incentives that retains district character.

3-Install transportation features that improve safety for multimodal traffic (lighted crosswalks, protected bus stops, and buffered bike lanes).



Historic Downtown District Guiding Principles:

1-Increase community events and activities and attract and retain restaurants and entertainment.

2-Enhance and preserve the community character through historic preservation, adaptive reuse, and redevelopment as well as through distinctive signage, public art, and unique lighting and prioritize visual and practical landscapes that provide shade and beauty.

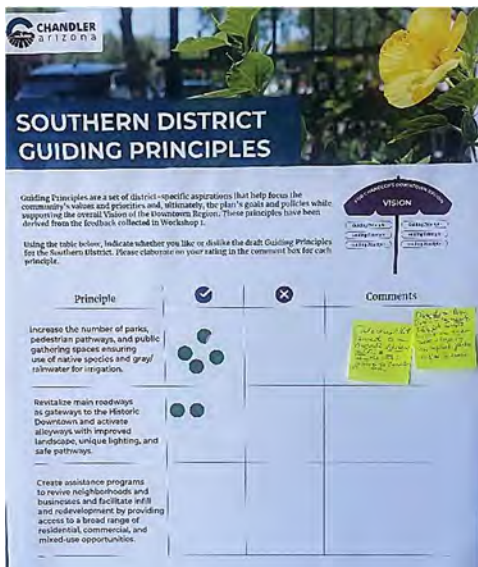
Specific comments: Native plant prioritization and storm/rain/grey water management and utilization; Utilize more existing older homes for adaptive reuse (retail, restaurants, etc.)

3-Prioritize living services (grocery stores, daycare, gyms, etc.) and housing choices (multi-family residential) through facilitation of infill and redevelopment.

Specific comments: Add more accessible forms of public transit (neighborhood shuttle or streetcar) would allow for greater pedestrian access and safety. Take steps to blend neighborhood with downtown.

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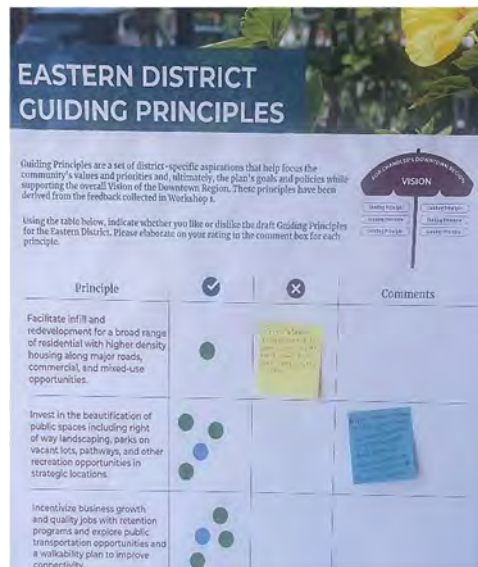
Southern District Guiding Principles:

1-Increase the number of parks and public gathering spaces.

Specific comments: Bike lanes that connect to an overall bike lane path through the city and joins all the canals. Native Plants; basin and stormwater retention designs.

2-Revitalize main roadways as gateways to the Historic Downtown and activate alleyways with improved landscape, unique lighting, and safe pathways.

3-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.



Eastern District Guiding Principles:

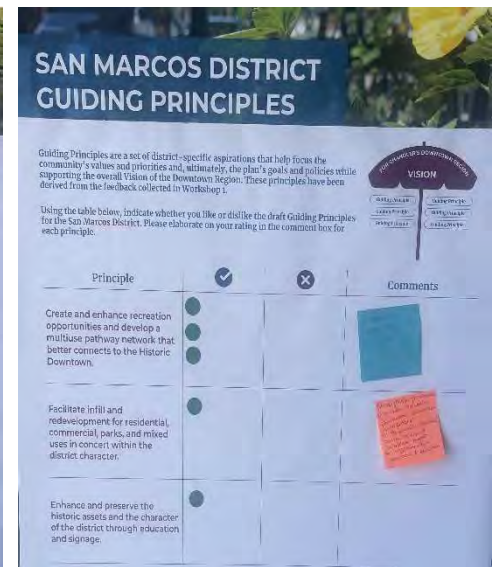
1-Facilitate infill and redevelopment for a broad range of residential, commercial, and mixed-use opportunities.

Specific comments: Incorporate bike lanes on east/west and north/south roads.

2-Invest in the beautification of public spaces including right of way landscaping, parks on vacant lots, pathways, and other recreation opportunities in strategic locations.

Specific comments: High emphasis on native species selection; basin and stormwater retention designs.

3-Incentivize business growth and quality jobs with retention programs and explore public transportation opportunities to improve connectivity.



San Marco District Guiding Principles:

1-Create and enhance recreation opportunities and develop a multiuse pathway network that better connects to the Historic Downtown.

Specific comments: Retractable, adaptable shade.

2-Facilitate infill and redevelopment for residential, commercial, and mixed uses in concert within the district character.

Specific comments: Native plant prioritization and storm/rain/grey water management and utilization; Art integration and education.

3-Enhance and preserve the historic assets and the character of the district through education and signage.

COMMUNITY DESIGN THROUGH DISTRICT DESIGN CONCEPT SITES

District Design Concepts sites were selected and artistic sketches were created that incorporated many of the features highlighted in visual preference responses from the series of community workshops. At the **IMMERSION** workshops, participants were able to see the design concepts and weigh in on specific details of the sites. Three of the five district design concept sites were then modeled in the immersive augmented reality experience and on the static boards shown below. Only positive and minor comments were received on the static boards.

DOWNTOWN DISTRICT DESIGN

Add sticky notes on design elements that you like.



NORTHERN DISTRICT DESIGN

Add sticky notes on design elements that you like.



EASTERN DISTRICT DESIGN

Add sticky notes on design elements that you like.



EASTERN DISTRICT EXPERIENCE

How would you describe your experience visiting this site?

Key site features

1. General block design for urban and mid-rise residential blocks
2. Create distinct boundaries
3. Mixed-use development
4. Mixed-use activity
5. Visual interest and scale
6. New streetscape design
7. Public community amenity
8. Street parking
9. Open to street landscaping
10. Walkable, small-scale structure
11. Central community plaza
12. On-site parking and loading
13. Heavy mid-rise housing
14. Mixed-use structure
15. Mid-rise living
16. Mid-rise residential with retail amenity structure



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SOUTHERN DISTRICT DESIGN

Add sticky notes on design elements that you like.



emulating
live work spaces
central courtyard
indoor/outdoor spaces
buildings closer together
entertainment
elevators/ stairs
connective signage

rooftop solar
biba
bike racks/ bike
storage
public commercial
mixed use
development
water's view
on-site dining

SOUTHERN DISTRICT EXPERIENCE

How would you describe your experience visiting this site?



Key site features

- This is a great location to walk
- Fun work spaces
- Walkways from each building
- Access to building walkways
- Central courtyard
- Food and beverage
- Biking and other sustainability
- Shared courtyards
- Outdoor dining and walk spaces
- Elevators/ stairs
- Multipurpose spaces (at least)
- Entertainment/ living
- This is a great location to walk
- This is a great location to walk
- This is a great location to walk



SAN MARCOS DISTRICT DESIGN

Add sticky notes on design elements that you like.



connection to downtown
public art
community recreation center
interior
amplify focus

modern and
development
multi-level parking
walkable
new and old
development
public art
community recreation center
interior
amplify focus

SAN MARCOS DISTRICT EXPERIENCE

How would you describe your experience visiting this site?



Key site features

- The structure is distinctive and the structure
- Connection to downtown
- Connection to downtown
- Visual connection to downtown
- Multi-level parking
- Multi-level parking
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