

# CHANDLER

ARIZONA



## ADAPTIVE REUSE PROGRAM CITY COUNCIL UPDATE

NOVEMBER 16, 2015



Chandler • Arizona

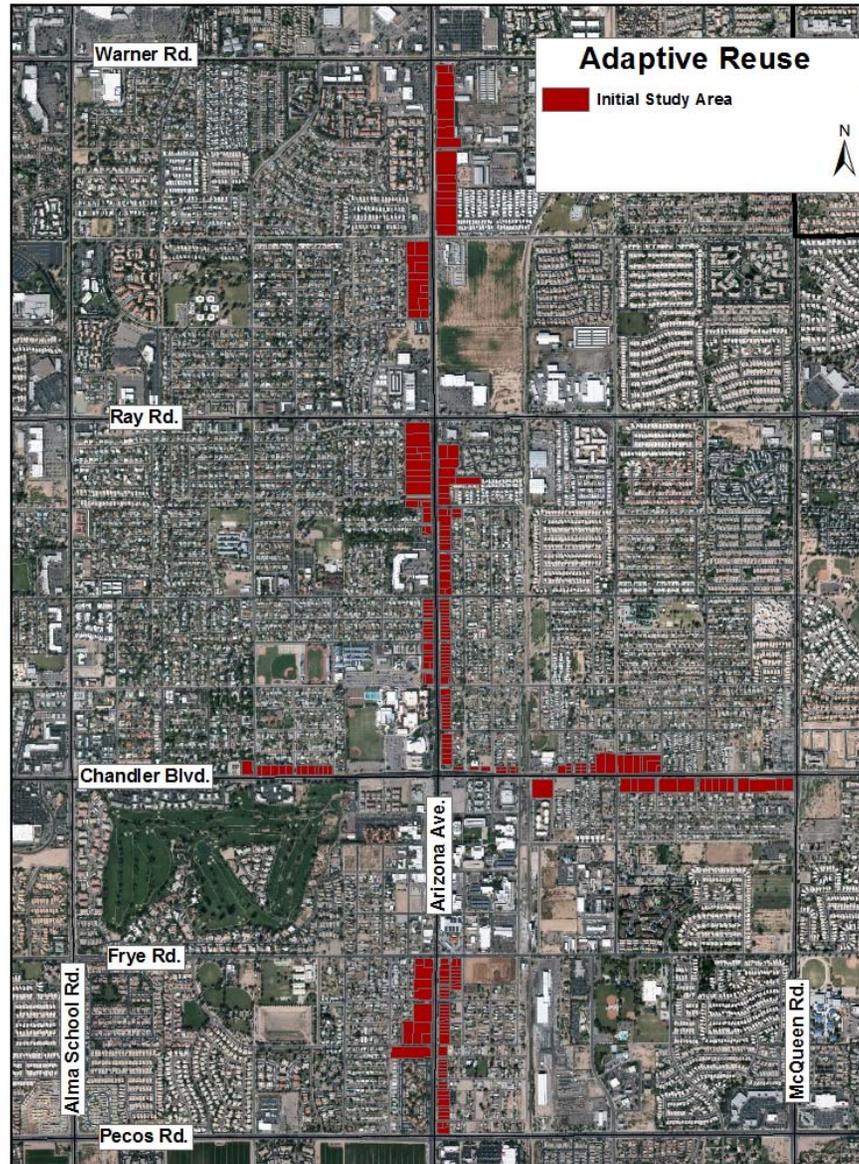
# HISTORY::

- Winter and Company Begins Study – Feb. 2014
- Council Tour of Adaptive Reuse Sites – May 2014
- Meetings with Stakeholders (Neighborhoods, Property Owners, Developers) – Sept./Oct. 2014
- Presentation to Council Subcommittee – April 2015
- Meetings with Adaptive Reuse Architects – Apr./May 2015
- Presentation at Council Micro-Retreat – June 2015
- Marketing/”Kickoff” Meetings with Development Community – Aug./Sept. 2015
- Neighborhood Meetings – Oct. 2015

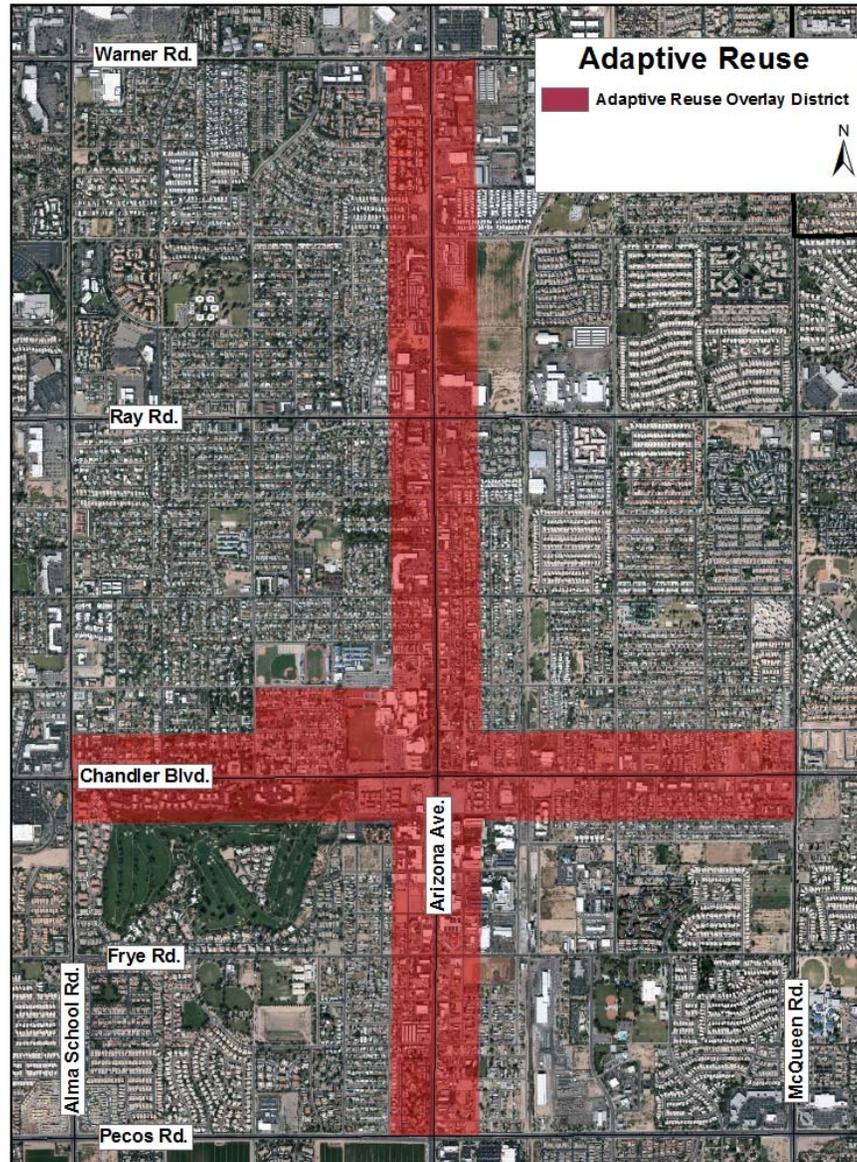
# AROD CODE UPDATES::

- Increase building/site sq. ft. requirement
  - 5,000 sq. ft. / 15,000 sq. ft. (original proposal)
  - 15,000 sq. ft. /30,000 sq. ft. (current proposal)
  
- 'Transition Zone' : Parcels within the Overlay District not currently zoned for commercial uses

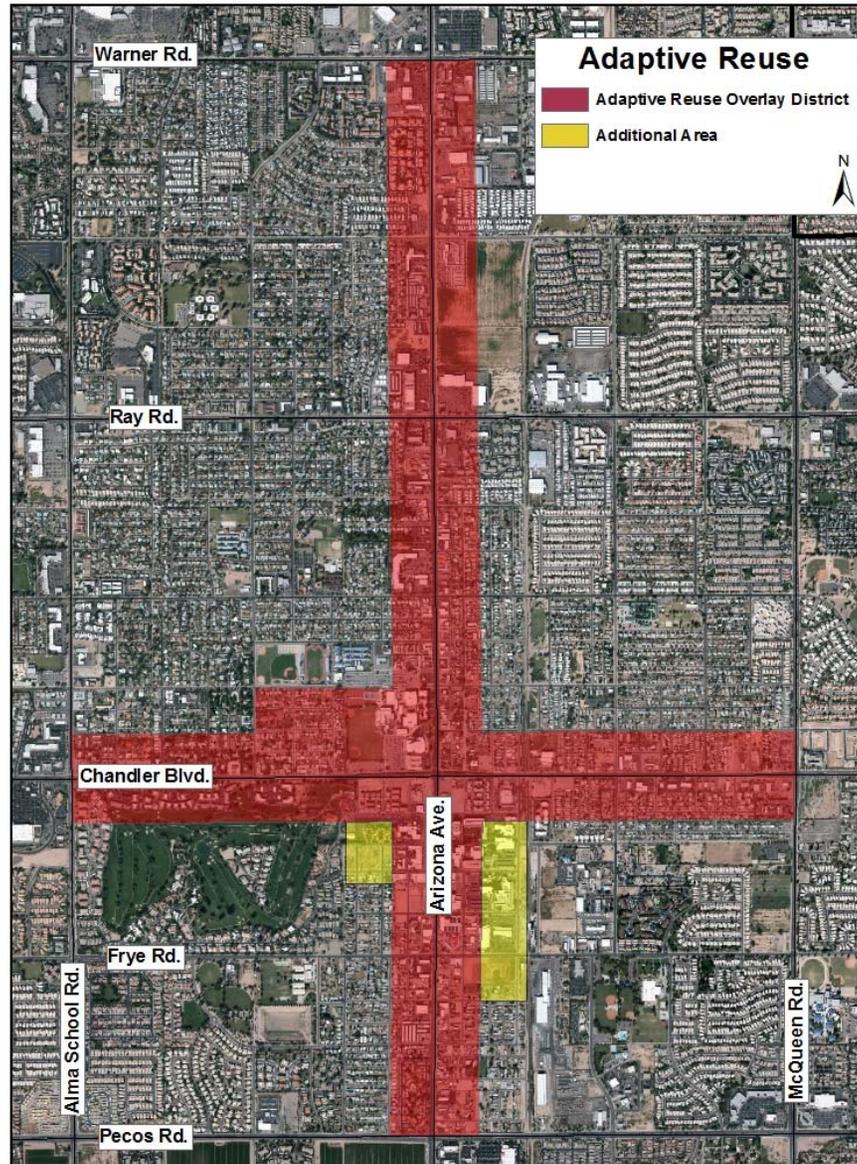
# INITIAL STUDY AREA::



# ADVERTISED ADAPTIVE REUSE OVERLAY AREA::



# UPDATED ADAPTIVE REUSE OVERLAY AREA::



# PUBLIC OUTREACH::

- 2 neighborhood meetings
  - Oct. 15<sup>th</sup>; approx. 65 attendees
  - Oct. 20<sup>th</sup>; approx. 25 attendees



# PUBLIC OUTREACH::

- 40+ phone calls
- Common question themes
  - City taking/buying property?
  - Changing my home's zoning?
  - Widening of Arizona Ave. and/or Chandler Blvd.
  - Financial incentives
- Positive Feedback

# PUBLIC HEARING TIMELINE::

- Dec. 16<sup>th</sup>, 2015 – Planning Commission
- Jan. 14<sup>th</sup>, 2016 – City Council Ordinance Intro.
- Jan. 28<sup>th</sup>, 2016 – City Council Ordinance Final
- Feb. 27<sup>th</sup>, 2016 – Ordinance Effective

# KICKOFF MEETINGS::

- Hosted kickoff meetings on August 20 and September 14 to share information on adaptive reuse and its benefits, the City's proposed program, and to solicit feedback
- Included presentations from architecture firms that have been involved in successful adaptive reuse projects
  - Circle West Architects: The Vig (2 locations)
  - RSP Architects: The Yard (Phoenix), Old School, Postino (ASU campus)

# PRIVATE SECTOR ENGAGEMENT::

- Met with members of the development community to discuss their Adaptive Reuse projects and best practices
  - Archicon
  - Circle West Architects
  - Dekker/Perich/Sabatini
  - RSP Architects
  - SmithGroupJJR

# CHANDLER ADAPTIVE REUSE TEAM::

- Chandler Adaptive Reuse Team (ChART) selected to assist with projects and ensure timely decision-making
  - Planning
  - Development Services
  - Fire
  - Economic Development

# MARKETING STRATEGIES AND MATERIALS ::

- City website – Adaptive Reuse page
- E-newsletter articles
- Trifold brochure
- Postcard



# MARKETING STRATEGIES::



Utilize Web/Social Media to promote the program and link to further information



Present to membership event, particularly targeting restaurants, brokers, property owners



Seek to present to their group, provide information/opportunities for their newsletters, websites, etc.

# MARKETING STRATEGIES::



Seek to present the program as part of their monthly Friday Morning Breakfasts



Seek to present the program at one of their monthly luncheons



Seek opportunities to present the program at local events such as 2016 Trends Day

# MARKETING STRATEGIES::



Promote the program at the Southwest Idea Exchange - Feb. 2016



A proposal has been submitted to present the program at their annual conference with Winter and Company - April 2016



Commercial real estate broker roadshows – on going



# Questions