



DOWNTOWN REGION

Area Plan Update

Workshop #1: Visioning

August 17th and 19th

Workshop Agenda

- Brief Project Overview Presentation (20 – 30 min.)
- Open House (1.5 hours)

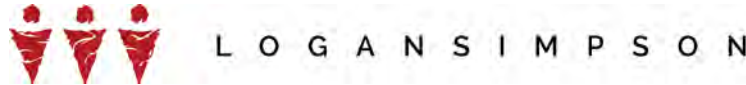
Project Team



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Project Manager

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Planning Manager

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Cultural Development
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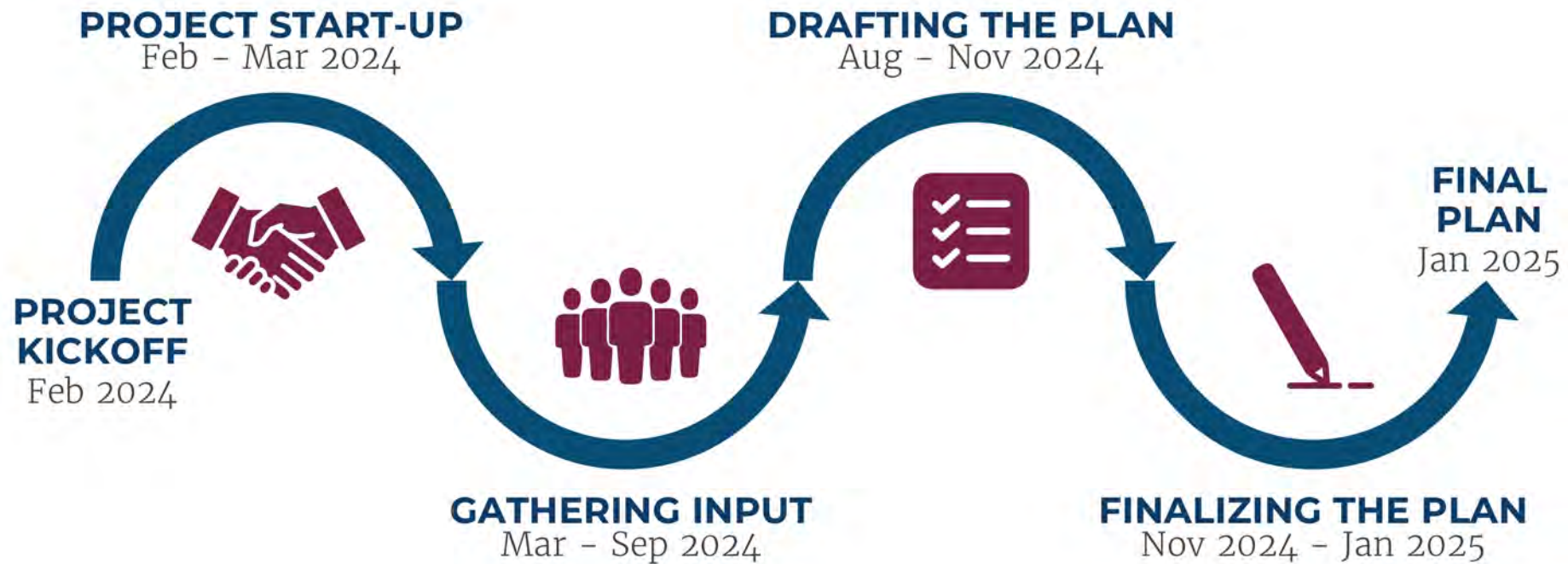


Chris Joannes
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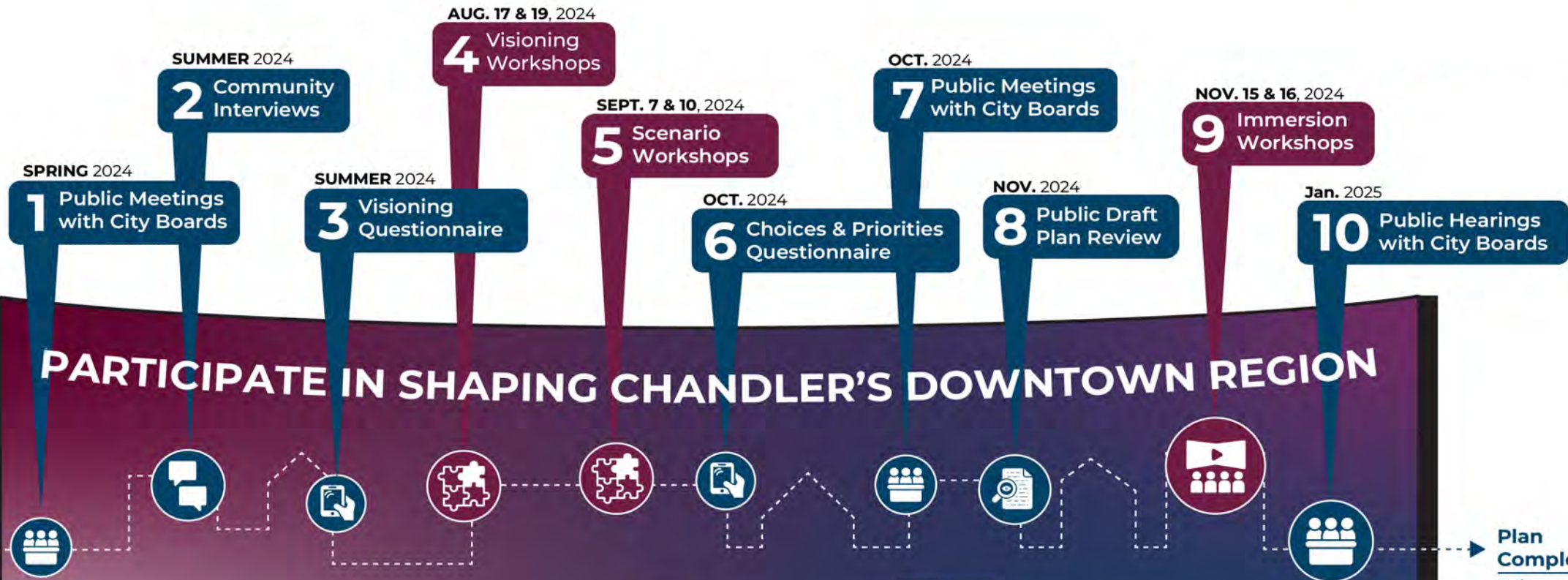
Area Plan Purpose

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.

Project Timeline



PARTICIPATE IN SHAPING CHANDLER'S DOWNTOWN REGION



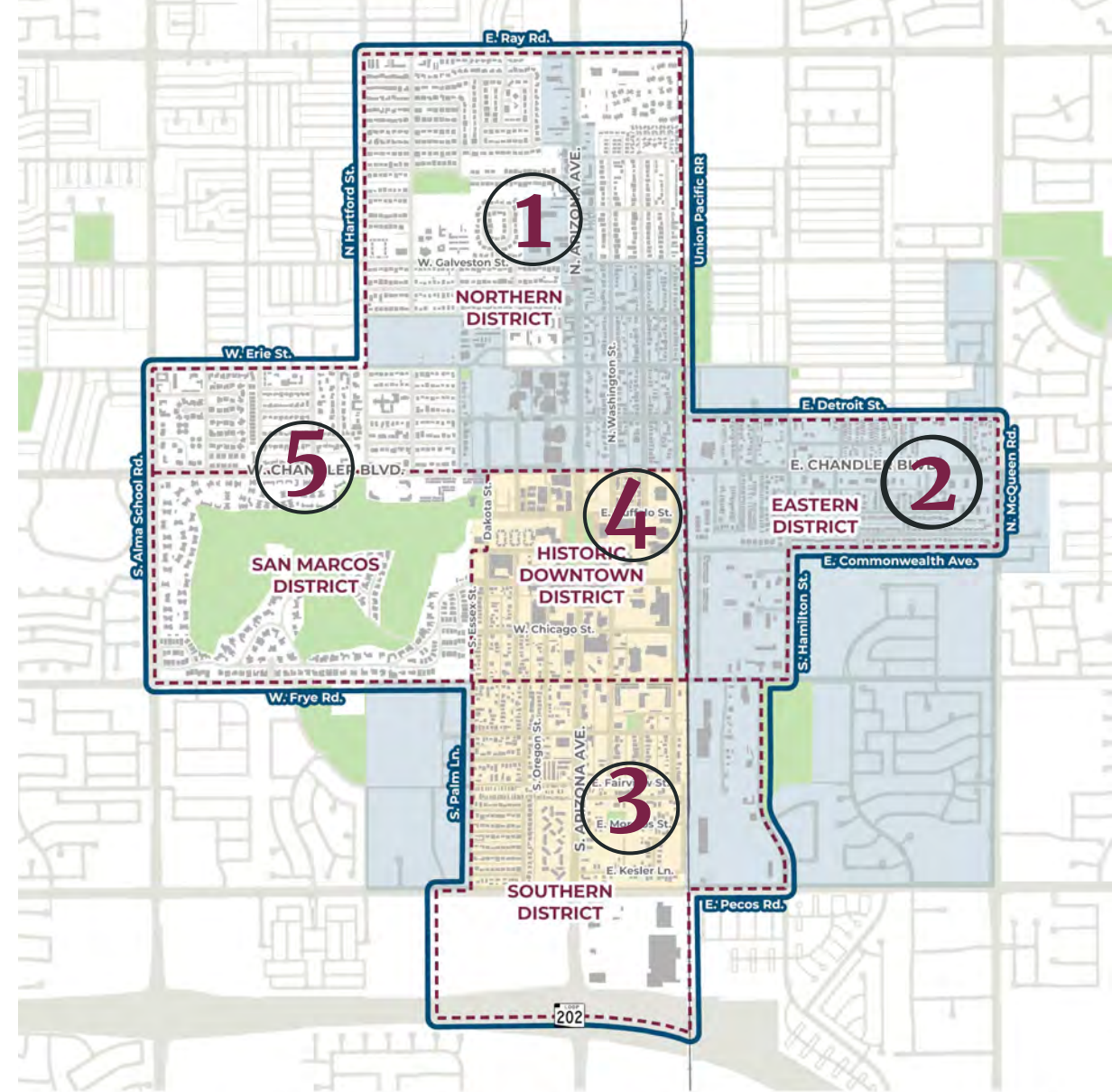
Plan Kickoff
Winter 2024

Plan Completion
Winter 2025

Plan Area

Five districts:

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



Downtown Region Area Plan Update

0 0.25 0.5 Miles



Area Plan Boundary

Focus Areas

Building Footprints

Parks and Golf Courses

Chandler

Redevelopment Element

South Arizona Avenue Corridor Area Plan

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

Purpose of Engagement Exercises

- **The Area Plan for the Downtown Region will encompass 5 districts.**
 - The plan will help maintain the distinct character in each district, while promoting complementary design
- **Your contributions will help create:**
 - Guiding Principles for each district
 - A plan for the entire region

Station 1 Visioning Exercise

- Why is a vision important?
 - Your community vision will reflect your values and priorities.

The City of Chandler's Downtown Region is vital and growing. Each district offers something for everyone with a strong economic foundation that supports families, a thriving arts and entertainment culture, a commitment to maintain historic character, and a wide range of inclusive recreational opportunities.

Guiding Principles Exercise


- These are central priorities to each district but support the overarching community vision.
- Share your priorities in each district







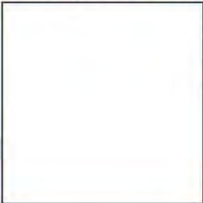

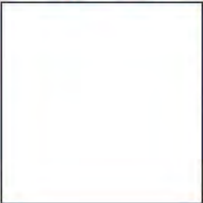

Visual Preference Survey Exercise

- You'll be presented with images representing features that you might value in the community.
- Make your selections and share your rationale.

ENVISION THE SAN MARCOS DISTRICT



Create a collage representing your vision for the future of the **San Marcos District**. What enhancements would you like to see? **Choose at least one image from each of the topic areas** on the table to create your vision for the future of this district. Below each image, describe why you chose it.

Unique Character	Development	Stewardship and Recreation	Mobility
 <p>PLACE IMAGE HERE</p>	 <p>PLACE IMAGE HERE</p>	 <p>PLACE IMAGE HERE</p>	 <p>PLACE IMAGE HERE</p>
<p>Describe your choice below:</p> 	<p>Describe your choice below:</p> 	<p>Describe your choice below:</p> 	<p>Describe your choice below:</p> 

Areas of Change Mapping Exercise



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

PRESERVE. SUSTAIN. EVOLVE.

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.

Thank you!

chandleraz.gov/DowntownRegionUpdate

