

Downtown Region Area Plan Update

Planning & Zoning Commission

August 21, 2024



LOGANSIMPSON



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



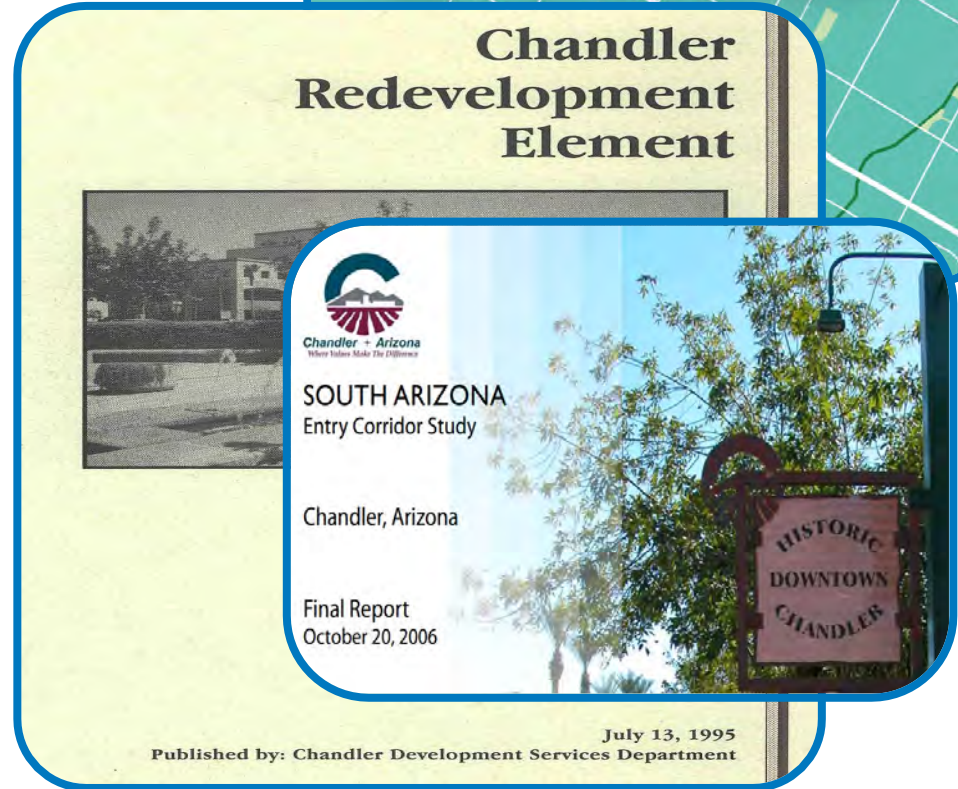
General Plan vs. Area Plan

General Plan:

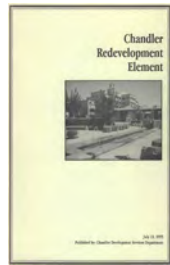
- Foundation for all future development decisions throughout the City of Chandler

Area Plans focus on Specific Areas:

- **Implement General Plan goals** via defined objectives & policies
- Define & support **unique characteristics, land use planning & implementation strategies**
- Created in **collaboration with community members & stakeholders**
- **Reflect community's vision** for the future
- Shape future environments **based on stakeholder input**



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**



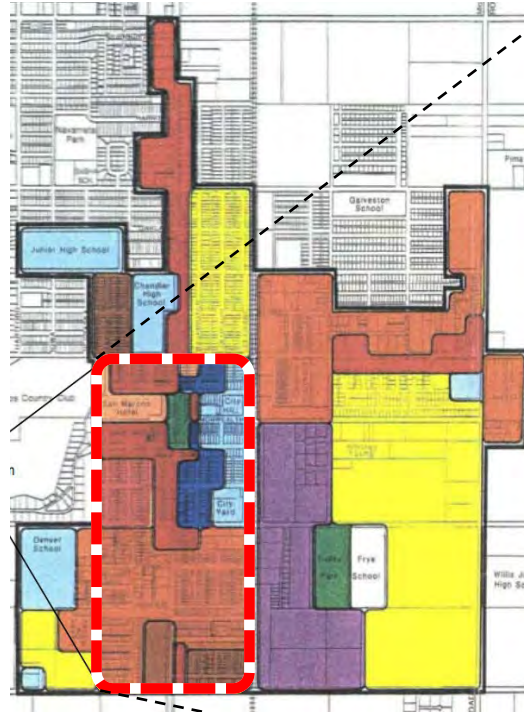
**2019
Chandler
Transportation
Plan**



**Chandler
Economic
Development
Strategic Plan**

Current Area Plans & Boundaries

- **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



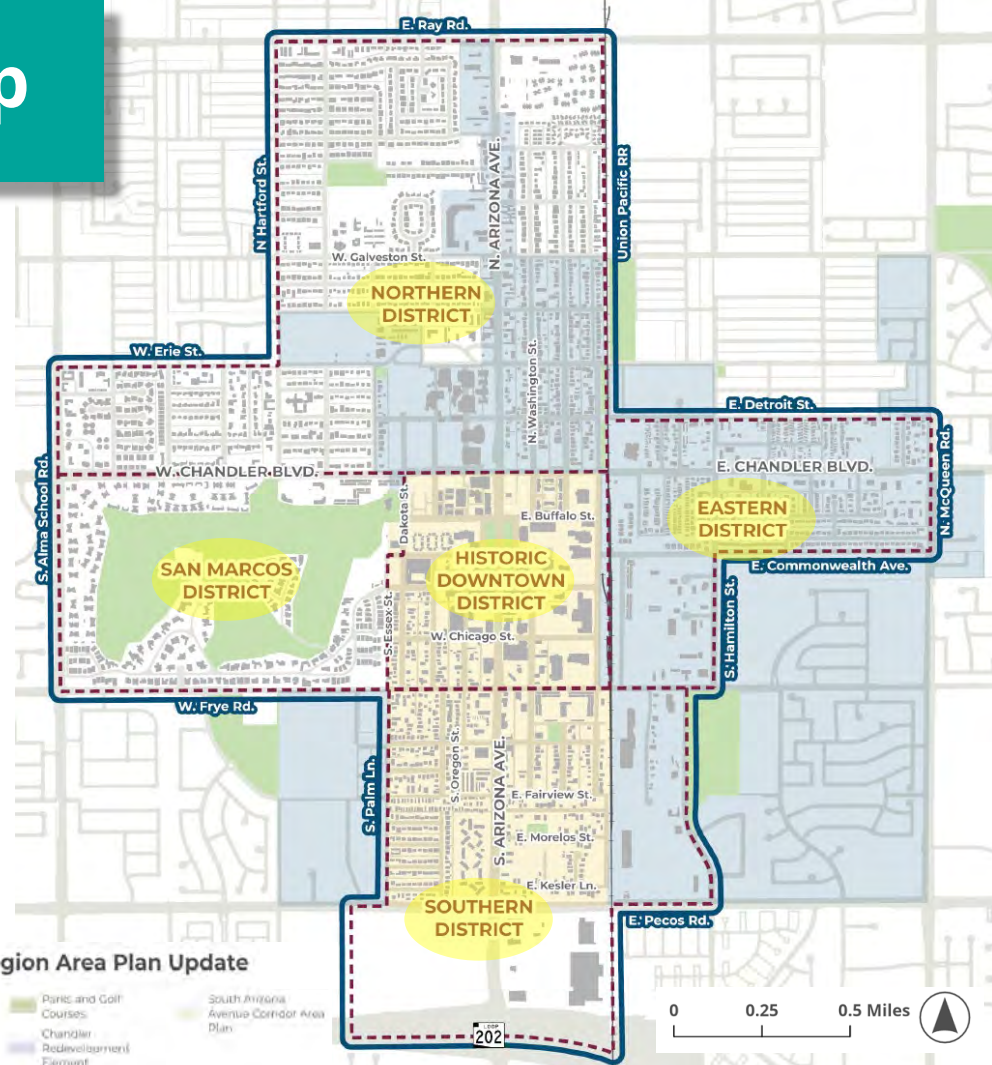
**CHANDLER
REDEVELOPMENT
ELEMENT**

**SOUTH ARIZONA AVE
CORRIDOR AREA PLAN (SAZACAP)**



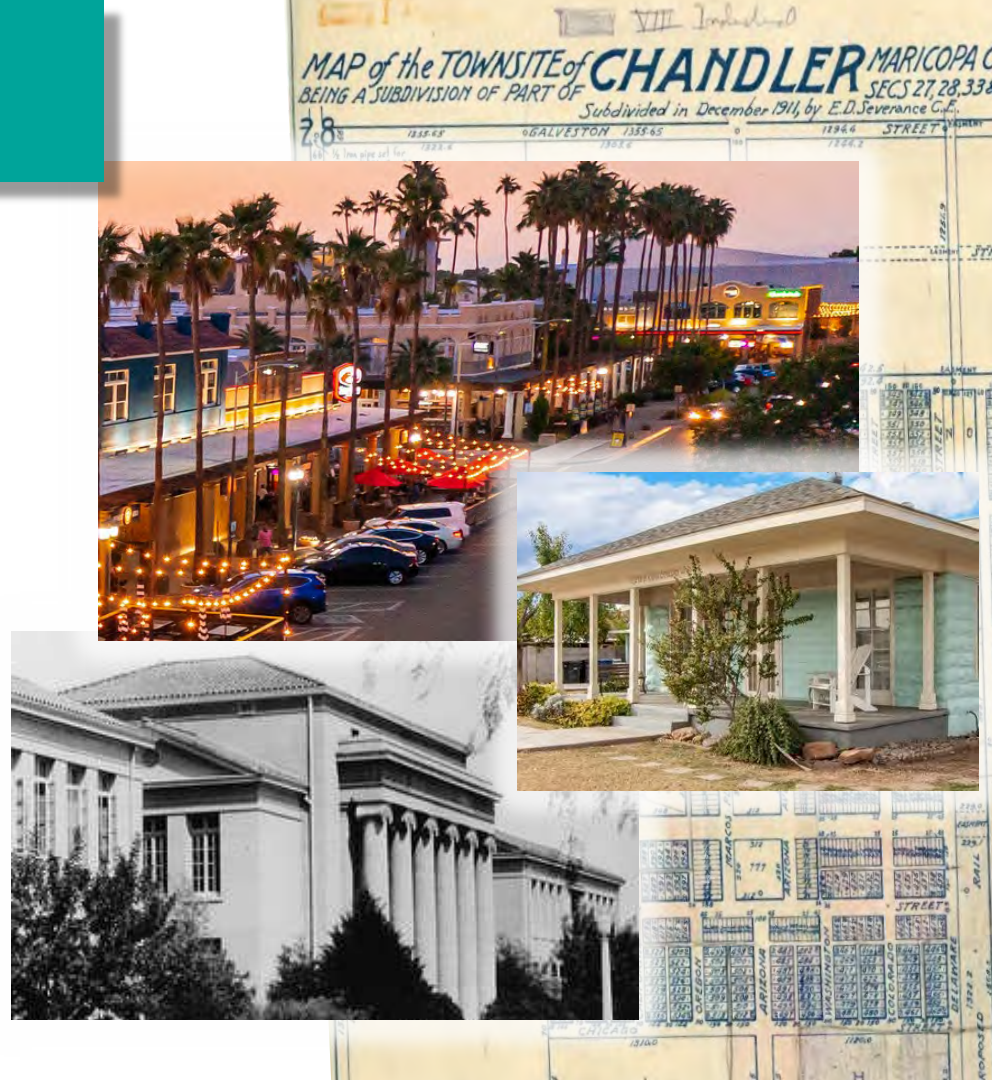
Proposed Area Plan Map

- Describes **overall subject area**
- **Perimeter boundary** = dark blue lines
- **Interior districts** = dashed red lines
- 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 uses that **align 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

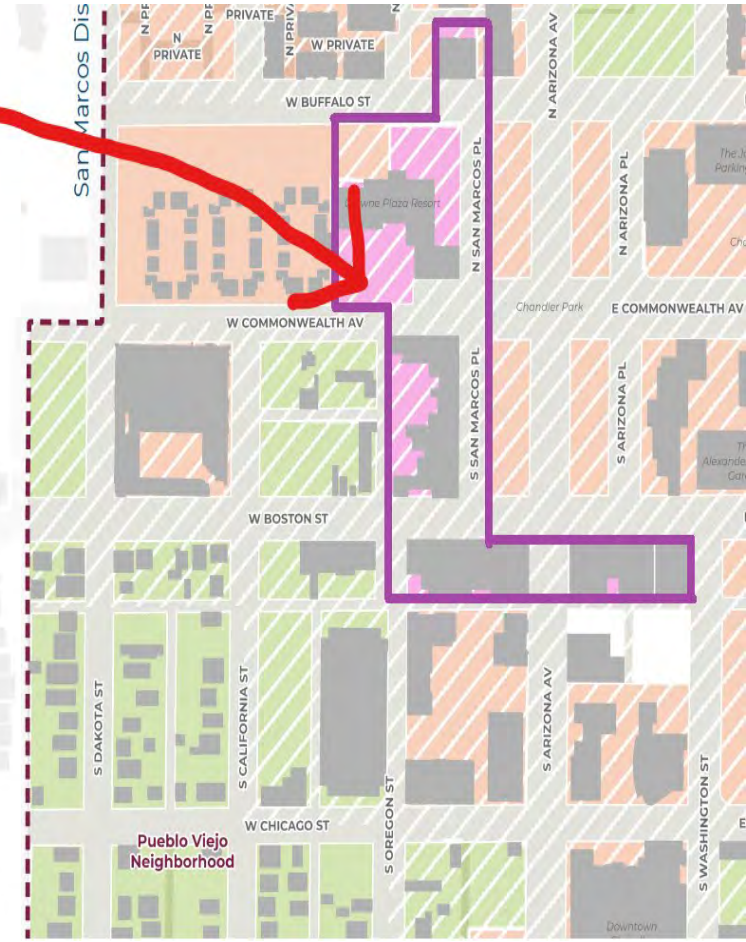
Areas that should be protected and remain largely in their current condition. These areas may have significant development constraints, **historic resources**, neighborhoods with a significant heritage, school sites, public lands, and parklands.

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.

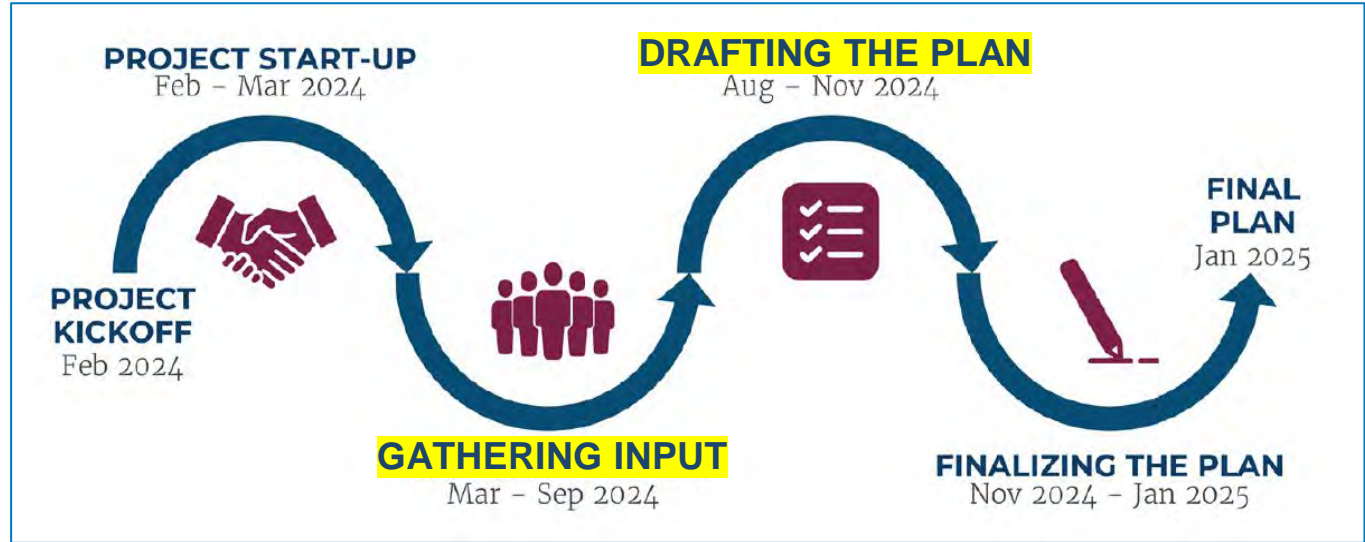
EVOLVE

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**
(underway now)
- **Finalize Plan**
(future phase)
- **City Council Approval:**
anticipated January 2025

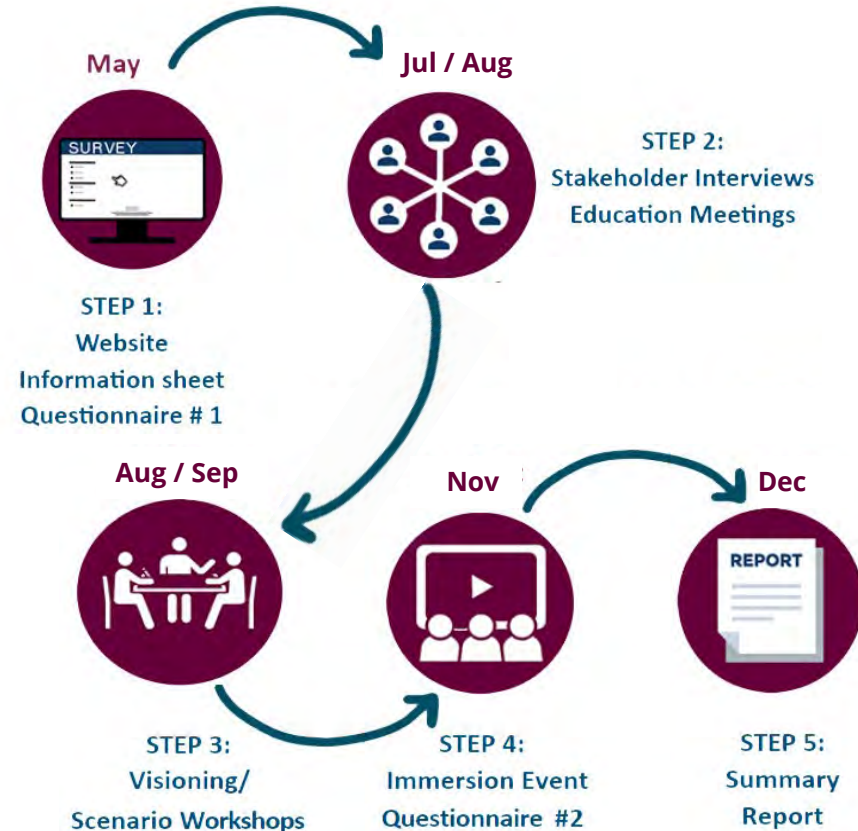


Gathering Input Phase

- Most **visible & interactive** with public
- **Multiple opportunities** for community input:
 - **Educational Meetings** (HPC, DCCP, P&Z, etc.)
 - **Stakeholder Interviews**
 - **Website/Online Surveys**
 - Visioning **Workshops**
 - ~~Aug 17 & 19~~ (complete)
Virtual Workshop Online Now!
 - **Sept 9 & 10** (Downtown Library)
 - **Nov 15 & 16** (ASU Chandler Innovation Center in downtown Chandler) *

Final Workshop in November:

AR Immersion Event & Follow Up Survey



Public Notification

Opportunities for **community input** will be announced via:

- **Chandler Downtown Region Area Plan** web page:

- Project Info
- Background & Goals
- What we're **NOT** Doing
- Notification Signup
- Surveys
- W1 Virtual Workshop - available till 8/23!
- Meeting Notices & Project Updates



- **Social Media** channels

- **Hardcopy Info Sheets** – available throughout the downtown area

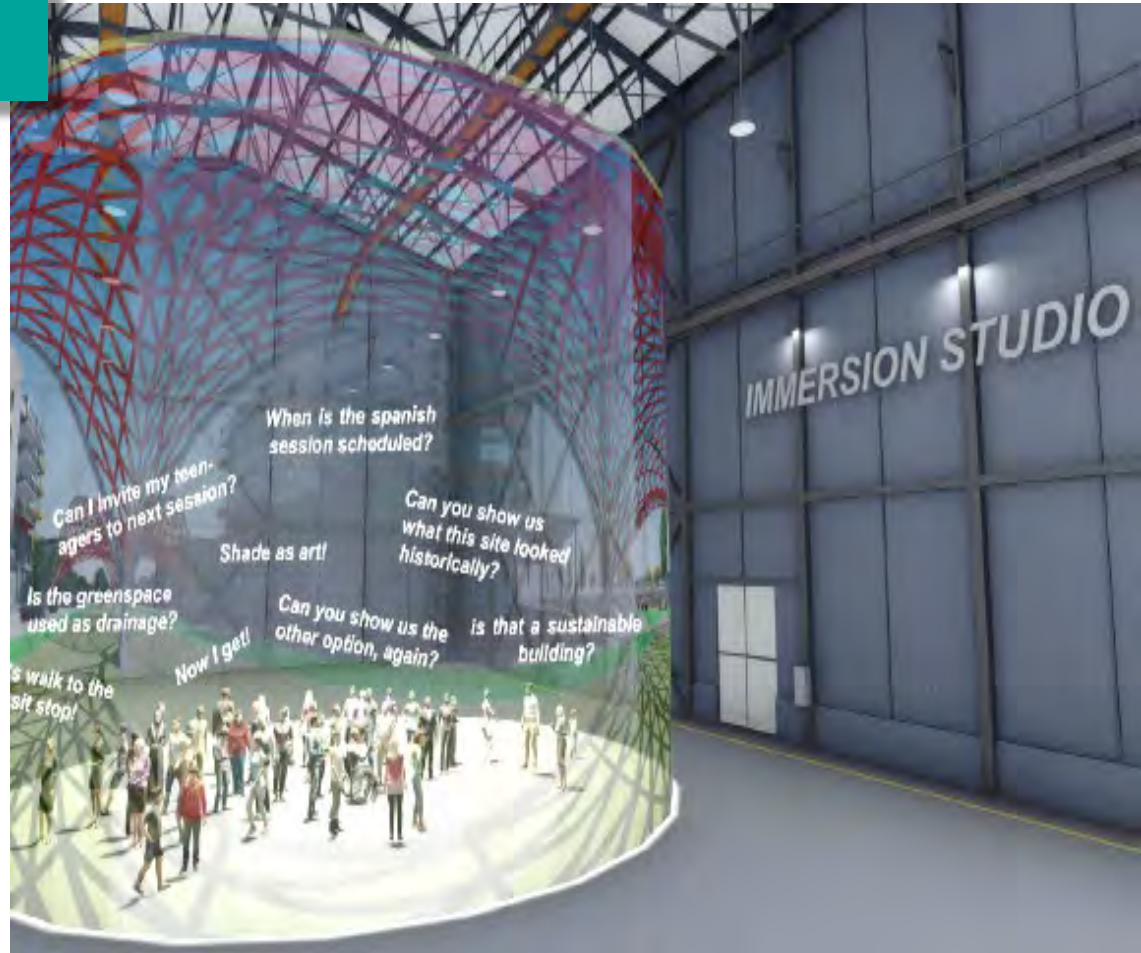
- **Press releases**, local **newspapers**, Overstreet electronic **billboard** & more...



Immersion Event

Community feedback from Workshops 1 & 2 will inform **3D environments** for each district:

- Workshop 3: **AR Immersion Event** to allow the public to experience **Virtual Reality** environments
- **Surveys** - conducted after each AR presentation to test theories developed
- Allows **community to experience** the results of their input first hand
- 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!



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