

A photograph of a lion dance performance. The lion is primarily red with gold sequined accents and yellow sashes. The background features silver balloons and a building under a clear blue sky.

A-C

APPENDICES



Appendix A:
Community Engagement
Materials

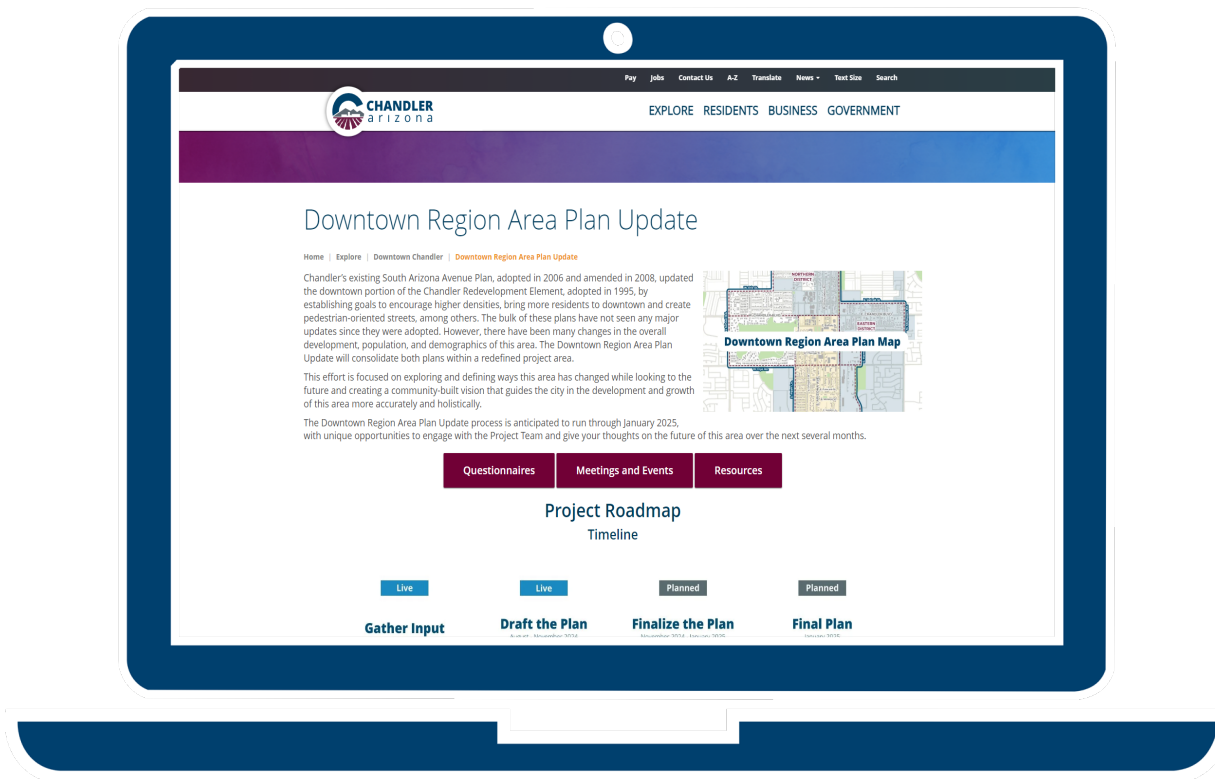
Appendix B:
Glossary

Appendix C:
High Resolution FLUM
(11x17 Format)

WEBSITE

The project website served as the central hub for community engagement and project updates related to the City’s ongoing downtown planning effort. It provides residents, business owners, and stakeholders with access to information about the plan’s goals, key focus areas, district maps, and timelines. Most importantly, the site offers

opportunities to get involved through surveys, public workshops, and updates on meetings and milestones. By consolidating resources and providing interactive tools, the website ensured transparent communication and encouraged public input throughout the planning process.



SOCIAL MEDIA

Bilingual social media posts in ****English and Spanish**** were shared on ****Instagram and Facebook**** to promote all three public engagement workshops and the online questionnaire for the Downtown Region Area

Plan. This inclusive outreach helped raise awareness, expand access, and encourage broad community participation in shaping the future of downtown Chandler.

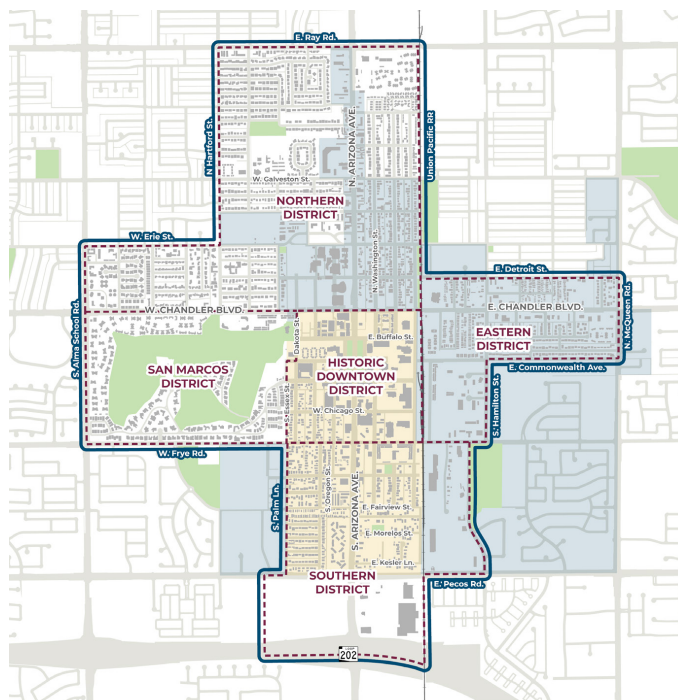
<p>DOWNTOWN REGION AREA PLAN UPDATE </p>  <p>How do you envision the future of Chandler's Downtown Region?</p> <p>Let us know by completing our questionnaire! The results of these questions will assist in guiding the vision of the Downtown Region. Thank you in advance for sharing your input by taking this 10-minute questionnaire.</p>	<p>ACTUALIZACIÓN DEL PLAN DEL ÁREA DE LA REGIÓN CENTRO </p>  <p>¿Cómo imagina el futuro de la región del centro de Chandler?</p> <p>¡Háganos saber completando nuestro cuestionario! Los resultados de estas preguntas ayudarán a guiar la visión de la Región Centro. Gracias de antemano por compartir sus comentarios al responder este cuestionario de 10 minutos.</p>
<p>DOWNTOWN REGION AREA PLAN UPDATE  VISIONING WORKSHOP</p>  <p>Help Shape Chandler's Downtown Region</p> <p>Attend an upcoming workshop:</p> <p>Sat Aug. 17 10am-1pm Mon Aug. 19 4:30pm-6:30pm</p> <p>@ Downtown Chandler Library, 22 S. Delaware St., Copper Room</p>	<p>ACTUALIZACIÓN DEL PLAN DEL ÁREA DE LA REGIÓN CENTRO TALLER DE VISIONADO </p>  <p>Ayude a dar Forma a la Región del Centro de Chandler</p> <p>Asiste a un próximo taller:</p> <p>Sábado 17 de Agosto 10am-1pm Lunes 19 de Agosto 4:30pm-6:30pm</p> <p>@ Biblioteca del Centro de Chandler, 22 S. Delaware St., Copper</p>
<p>DOWNTOWN REGION AREA PLAN UPDATE  SCENARIOS WORKSHOP</p>  <p>Help Shape Chandler's Downtown Region</p> <p>Attend an upcoming workshop:</p> <p>Saturday, September 7 10am-12pm Tuesday, September 10 4:30pm-6:30pm</p> <p>Downtown Chandler Library, 22 S. Delaware St., Copper Room</p>	<p>ACTUALIZACIÓN DEL PLAN DEL ÁREA DE LA REGIÓN CENTRO TALLER DE VISIONADO </p>  <p>Ayude a dar Forma a la Región del Centro de Chandler</p> <p>Asiste a un próximo taller:</p> <p>Sábado, 7 de septiembre 10am-12pm Martes, 10 de septiembre 4:30pm-6:30pm</p> <p>Biblioteca del Centro de Chandler, 22 S. Delaware St., Copper Habitación</p>

INFO SHEET



What is the Downtown Region Area Plan Update?

To meet the evolving needs of the downtown area and its surrounding community, the City of Chandler is reevaluating its Downtown Region. Initially adopted in 2006, the South Arizona Avenue Corridor Area Plan was conceived with more localized focus within the overarching Chandler Redevelopment Element, initially enacted in 1987 and updated in 1995. This Update aims to consolidate these plans and safeguard the distinctive historic and character assets within and adjacent to the designated area while promoting land use planning that complements and integrates the existing downtown character. The existing City Center District (CCD) and the area’s historic designation will not be changing as part of this Update. The adjacent map represents the Downtown Region Area Plan Update project area and proposed districts.



Downtown Region Area Plan Update



Learn more: chandleraz.gov/DowntownRegionUpdate

INFO SHEET (PG. 2)

Why is This Plan Important?

An area plan examines current conditions, identifies opportunities and challenges, and outlines strategies and actions to guide future development and growth. It is a pivotal tool which municipalities use to shape and develop an area's physical and

social aspects. A well-crafted area plan lays the foundation for promoting economic opportunities and growth while supporting its unique character and connecting the space to the people it serves. Area plan updates are important for four key reasons:

1 ADAPTATION TO CHANGING NEEDS

As communities evolve and grow, their needs and priorities change. Updating an area plan ensures it remains relevant and responsive to current and future needs and opportunities.

2 STRATEGIC DEVELOPMENT

An area plan uses local context to help prioritize development needs, infrastructure improvements, and resource allocation to ensure sustainable growth.

3 SOCIAL EQUITY & INCLUSION

Area plans may address issues related to affordability, accessibility, housing diversity, community amenities, and services to ensure development meets the needs of the residents.

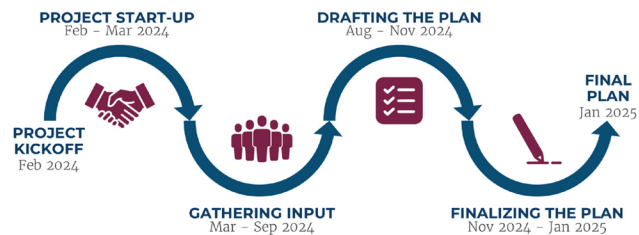
4 COMMUNITY & STAKEHOLDER ENGAGEMENT

A critical component of updating an area plan is ensuring it serves the people it is intended for. This includes residents, business owners, and community organizations.



What does the Planning Process look like?

The entire planning process is anticipated to take approximately 12 months. This will allow time to evaluate, develop, collaborate, and revise to create an area plan that truly reflects the vision and priorities of the community. To ensure the Update considers the needs of the community, we invite and encourage you to participate in the planning process. Public input is crucial in informing the City's direction and approach to the Downtown Region.



How do I Get Involved?

The City of Chandler values your perspective and recognizes that your experiences can provide valuable insight. We encourage you to visit the project website listed below and share your thoughts, ideas, and concerns — both online and at one of our public outreach and engagement events. To stay informed, check out the website below to stay updated on where and when you can get involved and don't miss out on your chance to build Chandler's future!

Learn more: chandleraz.gov/DowntownRegionUpdate

Pg. 2

WORKSHOP 1 SUMMARY



Chandler Downtown Region Area Plan Update

WORKSHOP 1 - VISIONING SUMMARY

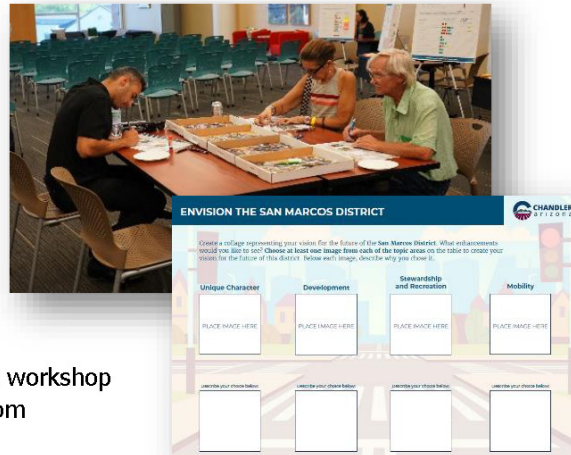
September 5, 2024

In person Workshops August 17th and 19th, 2024 | Downtown Chandler Library

Virtual Workshop August 17 – 23, 2024

WHAT WAS THE PURPOSE?

The focus of the **VISIONING** workshops was multifaceted. 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. Comments and feedback from the workshop will directly assist in informing the Scenario Workshops as well as the contents and direction of the area plan. Materials for this workshop were developed using initial community input gleaned from community interviews and an online questionnaire.



Downtown Region:

Downtown Region Vision Statement – Collect input on the draft community derived Vision Statement for the Downtown Region as a whole.

Each District:

Guiding Principles Draw out the priorities gleaned from initial input for each district to create guiding principles.

Areas of Change Mapping Respond to the designated PRESERVE.SUSTAIN.EVOLVE areas.

Community Design through Visual Preference Select images and input that provide insight to aesthetic design priorities of the community. The responses will help develop region and district specific design standards.

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.



WORKSHOP 1 SUMMARY (PG. 2)



Chandler Downtown Region Area Plan Update

WORKSHOP 1 - VISIONING SUMMARY

September 5, 2024

WHO ATTENDED?

The meeting was advertised widely via the [project website](#), the city's social media channels, news radio, eLists, and a local billboard. **52 online participants** had the opportunity to engage in the detailed, fully interactive virtual workshop consisting of exercises that mirrored the in-person event. The mapping and visioning activities yielded several insightful comments.

72 in-person participants over 2 separate workshops heard a brief project overview and engaged in a series of interactive visioning and mapping exercises.



WHAT WE HEARD:

The following is a summary of what we heard for the two VISIONING workshops. These results will be reconfirmed at the SCENARIO workshop series planned for September 7th and 10th at the Downtown Library.

Regional Vision Statement "What's missing from the draft vision statement?":

Shady streets – welcoming character – safe for pedestrians and bikes

Guiding Principles:

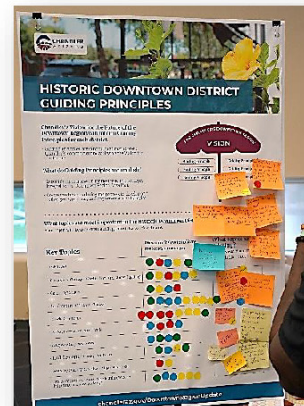
Historic Downtown District

Main priorities: Landscape and beautification, shade structures, transportation options, public art, and distinctive character.

Specific comments: Downtown should be closed periodically for Art Nights, more support for infill housing projects, California Street needs redevelopment and has too much traffic, better work/live options, needs a gym nearby, a small walkable grocery store, prioritize the residential aspect of Downtown, better pedestrian and bike safety features, more land use buffering, protect neighborhoods from commercial parking issues, preserve the unique identity of the district, increase retail, alley improvements, lifestyle services, better access to canal path, and traffic speed control.

Eastern District

Main priorities: Landscaping and beautification, housing (varied style and price), transportation, and shade structures creating a sense of arrival to the Historic Downtown District.



WORKSHOP 1 SUMMARY (PG. 3)



Chandler Downtown Region Area Plan Update

WORKSHOP 1 - VISIONING SUMMARY

September 5, 2024

Specific comments: Education facilities should be highlighted in the district and concerns about street vendors.

Southern District

Main priorities: Distinctive signage, gathering spaces, landscape and beautification with an opportunity to create a more vibrant identity.



Specific comments:
Restrict storage facilities, clean up both sides of AZ Ave, and identified location for a new Fine Arts/Community Center.



Northern District

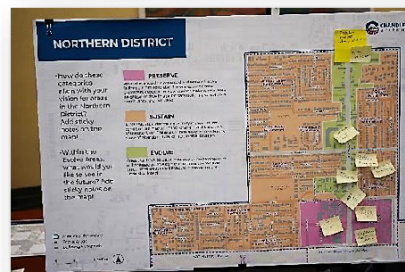
Main priorities: Landscaping and visual beautification, parks and distinctive character.

Specific comments: Improve green infrastructure, rainwater harvesting and cisterns, trails and paths creating better connection between districts and adjacent neighborhoods, and protected bike lanes and shade along 87.

San Marcos District

Main priorities: Parks, recreation opportunities and trails, and infill development.

Specific comments: Interpretative signage that educates on the history of the district, better connection to downtown, preserve the historic golf course as open space, and tear out a portion of the golf course and make it a dense neighborhood center.



QUESTIONNAIRE 1

Questionnaire 1 was launched in both English and Spanish on the project website on July 1, 2024 and will be live until September 3, 2024. This questionnaire along with community interviews drove the material for the Visioning Workshop. The questionnaire has been promoted via social media, eLists, and at the Visioning Workshops. As of this date there are **743 responses** providing valuable insight into the character and aspirations of both the Downtown Region and the five Districts.

WORKSHOP 2 SUMMARY



Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

In person Workshops September 7th & 10th, 2024 | Downtown Chandler Library

Virtual Workshop September 6 – 27, 2024

WHAT WAS THE PURPOSE?

The focus of the **SCENARIO** workshops was multifaceted and an evolution from the previous VISIONING 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. Comments and feedback from the workshop will directly assist in informing the future IMMERSION workshop as well as the contents and direction of the area plan. Materials for this workshop were developed using input from the previous workshops.

WHO ATTENDED?

The meetings in this workshop series were advertised widely via the [project website](#), the city's social media channels, local television news segment, and eLists.

33 in-person participants over the 2 separate workshops heard a brief project overview and engaged in a series of interactive visioning and mapping exercises.

246 online participants engaged in the interactive Virtual Workshop/Questionnaire 2 consisting of exercises that mirrored the in-person events.

The mapping and visioning activities yielded several insightful comments.

QUESTIONNAIRE 2

Questionnaire 2 was combined with the virtual workshop on the project website. This virtual workshop/questionnaire presented detailed and comprehensive prompts asking for specific and geolocated comments as well as general agree/disagree feedback on the various elements presented.

The questionnaire was promoted via social media, eLists, and at the in person workshops. While 246 individuals engaged with the website, nearly **100 responses** were submitted online, providing valuable insight into the *Vision Statement* for the Downtown Region and the *Guiding Principles* of the five districts.

An extra question posed to the community virtually resulted in *80% of respondents being supportive of more multifamily in the Downtown Region.*



WORKSHOP 2 SUMMARY (PG. 2)



Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

WHAT WE HEARD

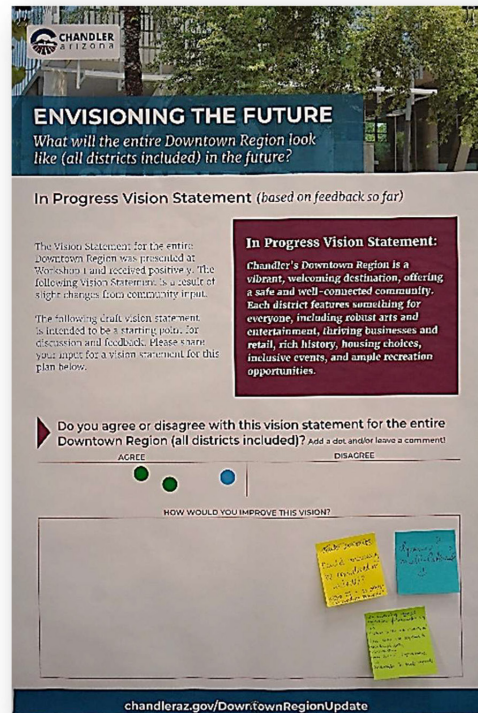
Both the *Vision Statement* and *Guiding Principles* have evolved over the course of the public engagement process. The iterations at the **SCENARIO** workshops reflects specific comments received at the VISIONING workshops. The comments received at the **SCENARIO** workshops (in person and online) are summarized below. These results will be displayed at the IMMERSION workshop series planned for November 15th and 16th at the ASU Innovation Center in Downtown Chandler.

Regional Vision Statement

Chandler's Downtown Region is a vibrant, welcoming destination, offering a safe and well-connected community. Each district features something for everyone, including robust arts and entertainment, thriving businesses and retail, rich history, housing choices, inclusive events, and ample recreation opportunities.

Specific comments:

- Consider connectivity within downtown to other surrounding neighborhoods.
- Dynamic? Multi-cultural?
- Consider image: projection of Chandler as "community of innovation". How could we expand to: new imagination, innovation, new world, expressions of leadership?
- This vision is false. That's the problem. 3/5 of the districts are straight up run down and perceived as incredibly unsafe by the average Chandler resident. The other 2 have some apartments and gentrification going on. That's about it.
- Does not address the variety of dining options available downtown which are many.
- Would like to see the word multicultural added.
- Whether it's added to inclusive recreational activities or whether it's used to describe the variety of dining options?
- I would include a focus on innovation through curiosity and a lifelong love for learning. Play, Learn, Grow
- I think its a good, strong statement with room for growth in the family support arena by adding needed basic needs stores downtown.



WORKSHOP 2 SUMMARY (PG. 3)



Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

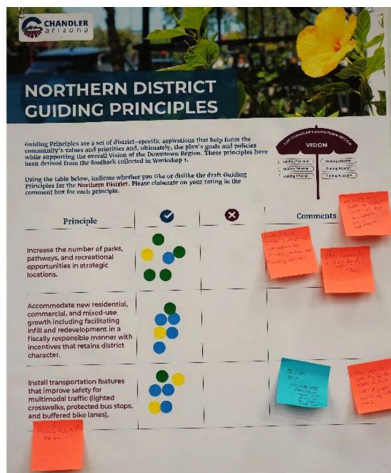
October 2, 2024

- There needs to be a recognition that there are existing underserved neighborhoods that have issues that need to be addressed.
- I feel that we need more low-cost, family friendly, gathering options.
- Covered, shaded areas need to be a priority. We should normalize shaded parking & sidewalks now as our weather conditions continue to change.
- The lack of focus on shaded parking & common sense heat adaptations are going to cost money as people decide to skip going out because of the rising & sustained heat.

GUIDING PRINCIPLES BY DISTRICT

Three guiding principles for each district were developed by distilling comments from participants in the VISIONING workshops as well as responses from Questionnaire 1. The **SCENARIO** workshops (in person and online) asked participants to reflect on the guiding principles and agree/disagree and provide comments.

The community comments were almost completely positive but details from the comments will be used to fine-tune the guiding principles that are presented at the IMMERSION Workshop in November.



Northern District Guiding Principles:

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

Specific comments: Even small but more opportunities to enjoy nature and socialize outside are needed. Dog parks!

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).

Specific comments: Physically protected bike lanes. Ensure easy, uninterrupted pedestrian flow when installing bus stops. More ways to cross Ray Rd from N-S. Lots of people cross unsafely. The area is too ghetto looking and needs help quick or it will keep sliding downward. Northern district is a bit underutilized -add significantly wider sidewalks and perhaps a landscaped median. Increase the walkability and shade.

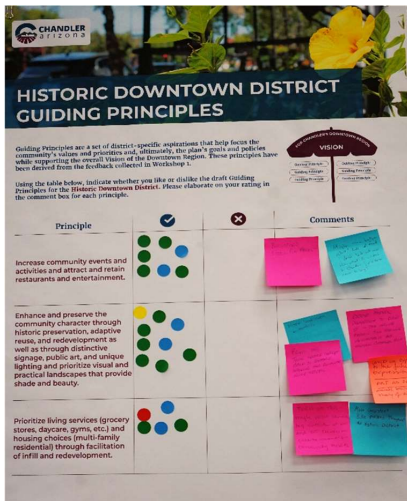
WORKSHOP 2 SUMMARY (PG. 4)



Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024



Historic Downtown District Guiding Principles:

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

Specific comments: Bookstore, small food market, Boutique retail rather than restaurants.

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: More landscapes to develop, Bring the town square concept to Chandler to enhance walkability -Extend Historic Downtown to include Silk Stocking, Chandler Highschool + adjacent neighborhood, Art as activism, murals telling the story of the city's evolution.

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

Specific comments: More consistent bike parking throughout, Landscaping for shade is a waste of time & money at this point. It never ends up looking as good as we wish, hardly ever grows how we want and is constantly effected by changing temperatures. If we shift the money to manmade shade structures, we can shift the landscaping maintenance money to maintain those structures. Chandler should set an example now with this opportunity regarding heat relieving tactics for the entire city. Consider adaptive re-use as much as possible.



AREAS OF CHANGE MAPPING

Areas of change represent geographic designations within the individual districts that have been identified as opportunities to: PRESERVE, SUSTAIN, or EVOLVE the existing land uses. Each is shown as a concept and participants at each of the first two workshops (VISION and SCENARIO) were asked to comment with specific thoughts.

From these specific comments, the *five design concept sites* were identified and conceptualized through artist rendering.



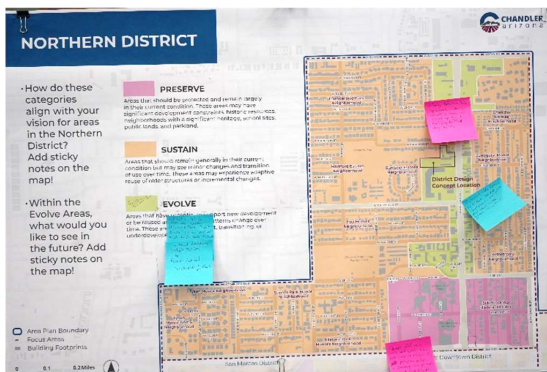
WORKSHOP 2 SUMMARY (PG. 5)



Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

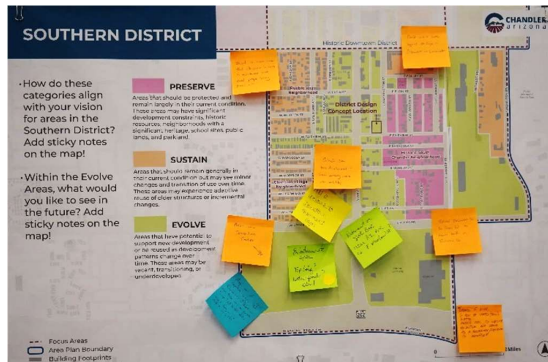


Northern District Specific comments:

- Welcoming pedestrian or bike improvements. Current sidewalk is narrow and near heavy traffic area on Arizona Ave.
- Protected bike lanes on Arizona Ave and Galveston. Mixed use development or green infrastructure.
- Opportunity: to include more thoroughfare that ends with signal and business district. Extend evolve boundary Galveston to Alma School at intersection of Erie.
- Chandler Blvd creates a significant barrier between Arts Center and Historic Downtown. A pedestrian bridge would help with connectivity.
- Wider sidewalks and landscaped medians.
- Need design guidelines to stop the downward slide into run down and dilapidated.
- Need a draw? Historic "neon light district"?
- Underutilized area

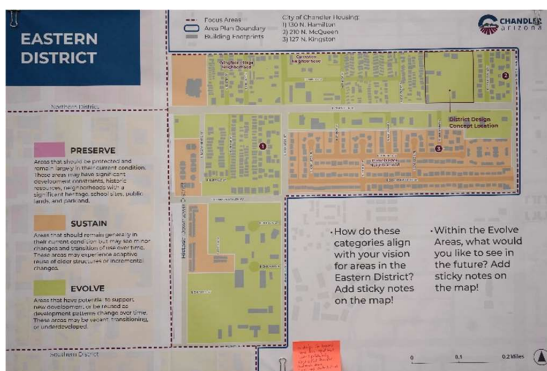
Southern District Specific comments:

- Affordable housing stays affordable
- Cul-de-sac development, micro-mobility, limited parking
- Add Welcome to Downtown monument sign
- Pecos & S AZ: entertainment area: Top Golf, water park? Or Light Corporate campus? Or Convention Center
- Extend Delaware St. to Pecos to reduce traffic on Fairview St.
- Buffer 202 with lots of trees
- Signal at Frye and Delaware or Washington
- Improved wayfinding AZ Ave. (maps, signage, directory)



Eastern District Specific comments:

- Hildago Street (and immediate neighborhood) housed some very significant early Latino settlers who were meaningful contributors to the community.
- Increase walkable neighborhoods! Like Cul-de-Sac in Tempe.



WORKSHOP 2 SUMMARY (PG. 6)



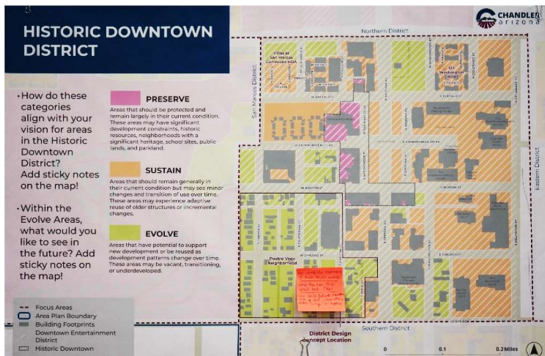
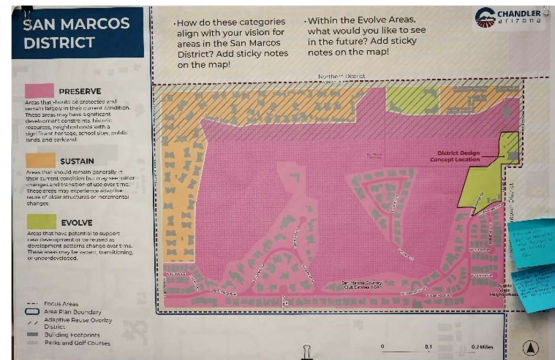
Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

San Marcos District Specific comments:

- Parks and lakes should be prioritized. Less car transportation. More feet use for plan.
- Ensure easy direct connection of public event space with historic area
- Expand the potential areas for public events / park complex



Historic Downtown District Specific comments:

- How could the expression of Old Town evolve?
- Grow and improve without displacing existing residents.
- High density, art focused community.
- Adaptive re-use should be encouraged
- Embrace the quirky nature of the district.
- What could the new story look like?
- How would future involve the use of technology, cooperation and action bringing it together?
- Move southern boundary of district to Pecos.
- Focus on mid- high density/mixed use spaces downtown (hidden courtyards and alleys)
- Shift focus and \$ to manmade shade structure over trees.

COMMUNITY DESIGN THROUGH VISUAL PREFERENCE

Using the Areas of Change map feedback as well as comments received in the VISION workshop visual preference exercises, *District Design Concepts* sites were selected and artistic sketches were created that incorporated many of the features highlighted in visual preference responses. At the **SCENARIO** workshops, participants indicated aspects or details of the *concepts* they liked or felt needed to be different.

The comments will be reflected in the final renderings and will be highlighted in the plan and inform details of the *specific design standards* for each district.

Finally, three of the five *District Design Concept* sites will be highlighted in the IMMERSION workshops, bringing the details prioritized by the community into a human scale in an interactive and virtual reality setting.



WORKSHOP 2 SUMMARY (PG. 7)



Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

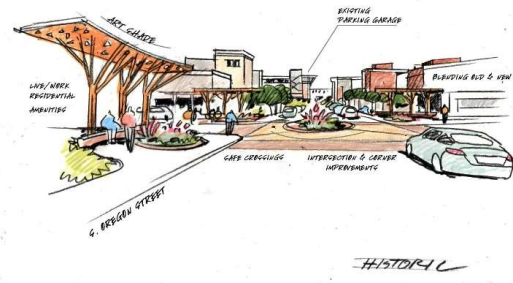
October 2, 2024



San Marcos District

Specific comments:

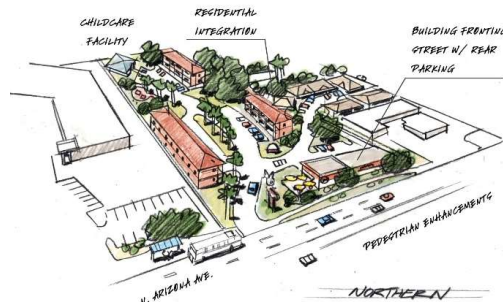
- Long term vision includes connection to history of the area
- Focus more on parks and sidewalks, bike paths
- Shaded, lit paths connecting downtown to surrounding neighborhoods.
- Expand areas for potential events and concerts
- Increase focus on the arts and public art installations within the public complex
- Increase shade



Historic Downtown District

Specific comments:

- Old fashioned lights with hanging flower baskets
- Fun, immersive art for kids
- Unique, independent business
- Artwork and murals
- Development more attractions within the region
- Small grocery store
- More greenery in historic Downtown
- Walkable, shaded built environment
- Local innovation incubator
- Small pockets integrating nature into developments (native species)
- Innovative public/private partnerships as tourist attractions (pedal powered monorail)
- Shouldn't displace current families
- Add convention center
- Move boundary to include Pecos or Erie.



Northern District

Specific comments:

- Sign for Silk Stocking and old-fashioned light that fits the era
- Local artists could design the signs
- Integrate nature and art in the development.
- Dog parks please
- Distinctive street signs "Quiet Time"
- Buffer plants and shaded paths
- More safe cross walks.
- Older motels in the area are an opportunity. Redevelop and turn into a Neon Light District?

WORKSHOP 2 SUMMARY (PG. 8)



Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024



Southern District

Specific comments:

- Include the history so people know
- Alleys are good opportunities
- Use different signs to indicate the district
- Adapt a length of path for fitness or running.
- Improved wayfinding (large streetside maps, signage, etc.)
- Look for "Third Spaces" opportunities (hidden courtyards and alleys)



Eastern District

Specific comments:

- Installation of local artist to create large scale murals
- Please plan for more parks and lakes in AZ to help with heat
- More walkability.
- Love the concept!
- Incorporate the Cul-de-Sac concept from Tempe

WORKSHOP 3 SUMMARY



Chandler Downtown Region Area Plan Update

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.



WORKSHOP 3 SUMMARY (PG. 2)



Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

December 10, 2024

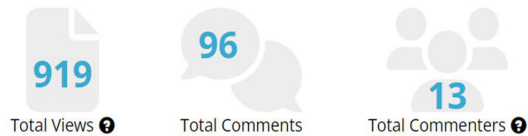
WHO ATTENDED?

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.

WORKSHOP 3 SUMMARY (PG. 3)



Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

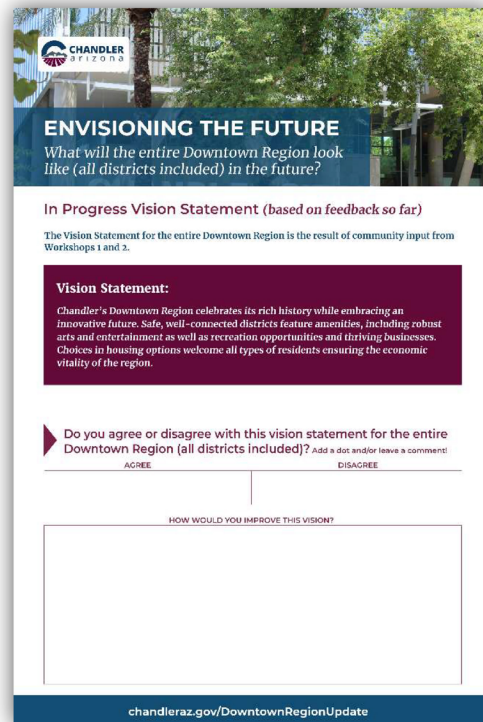
December 10, 2024

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...”



WORKSHOP 3 SUMMARY (PG. 4)



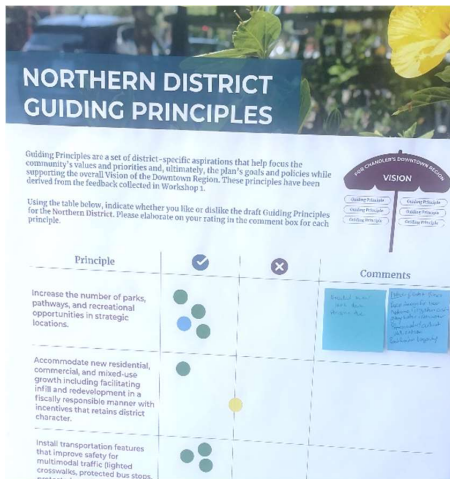
Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

December 10, 2024

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.

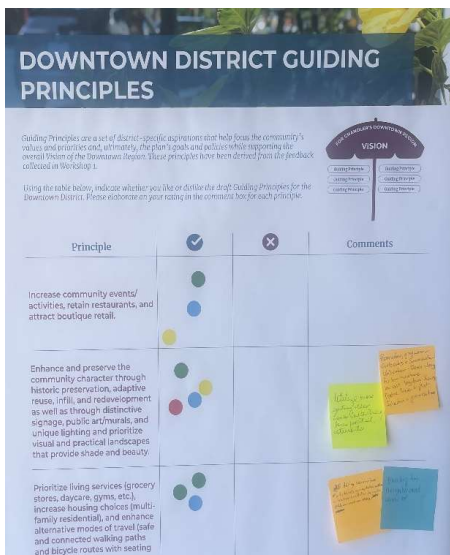


Northern District Guiding Principles:

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.

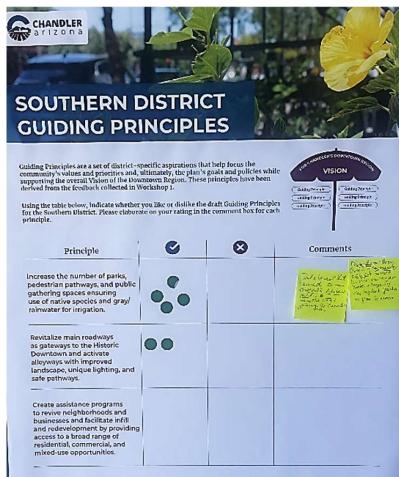
WORKSHOP 3 SUMMARY (PG. 5)



Chandler Downtown Region Area Plan Update

WORKSHOP 3 – IMMERSION SUMMARY

December 10, 2024



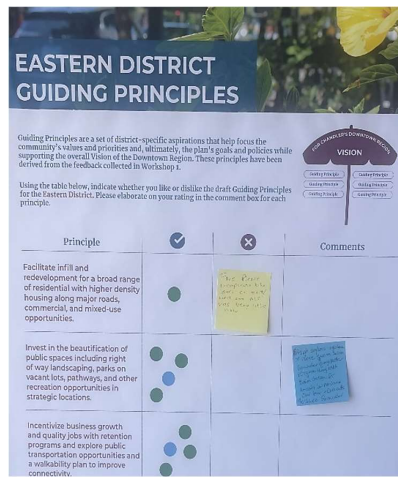
Southern District Guiding Principles:

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:

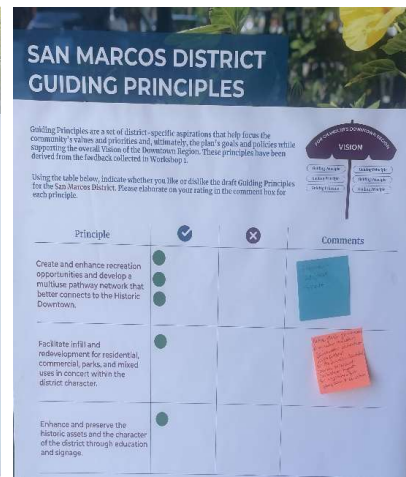
1-Facilitate infill and redevelopment for a broad range of residential, commercial, and mixed-use opportunities.

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.

WORKSHOP 3 SUMMARY (PG. 6)



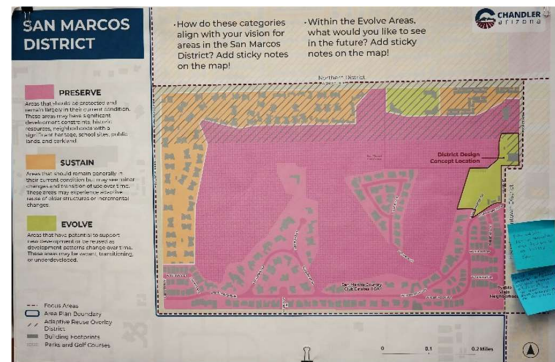
Chandler Downtown Region Area Plan Update

WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

San Marcos District Specific comments:

- Parks and lakes should be prioritized. Less car transportation. More feet use for plan.
- Ensure easy direct connection of public event space with historic area
- Expand the potential areas for public events / park complex



Historic Downtown District Specific comments:

- How could the expression of Old Town evolve?
- Grow and improve without displacing existing residents.
- High density, art focused community.
- Adaptive re-use should be encouraged
- Embrace the quirky nature of the district.
- What could the new story look like?
- How would future involve the use of technology, cooperation and action bringing it together?
- Move southern boundary of district to Pecos.
- Focus on mid- high density/mixed use spaces downtown (hidden courtyards and alleys)
- Shift focus and \$ to manmade shade structure over trees.

COMMUNITY DESIGN THROUGH VISUAL PREFERENCE

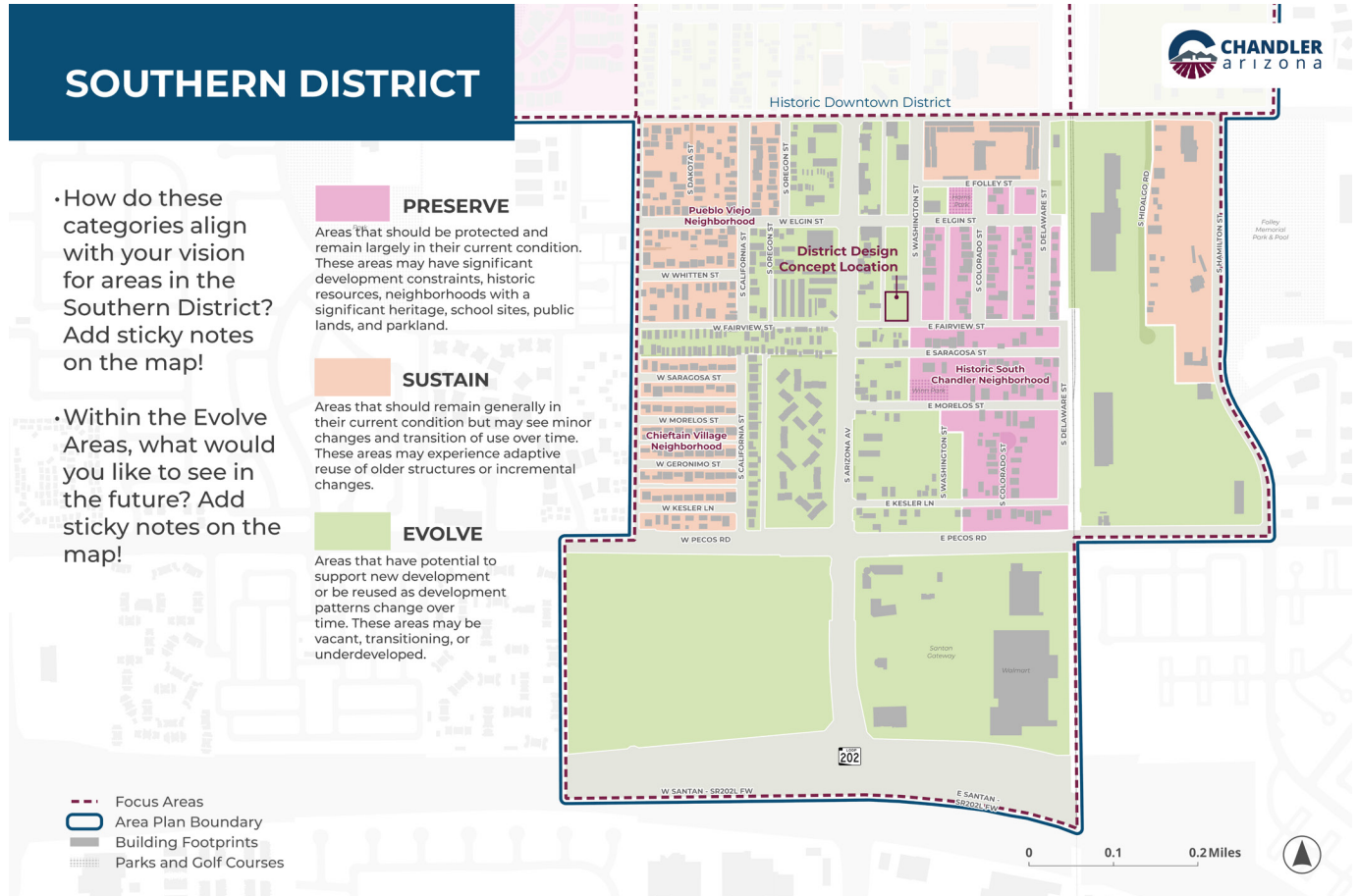
Using the Areas of Change map feedback as well as comments received in the VISION workshop visual preference exercises, *District Design Concepts* sites were selected and artistic sketches were created that incorporated many of the features highlighted in visual preference responses. At the **SCENARIO** workshops, participants indicated aspects or details of the *concepts* they liked or felt needed to be different.

The comments will be reflected in the final renderings and will be highlighted in the plan and inform details of the *specific design standards* for each district.

Finally, three of the five *District Design Concept* sites will be highlighted in the IMMERSION workshops, bringing the details prioritized by the community into a human scale in an interactive and virtual reality setting.



SOUTHERN DISTRICT AREA OF CHANGE MAP



DOWNTOWN DISTRICT AREA OF CHANGE MAP

HISTORIC DOWNTOWN DISTRICT

- How do these categories align with your vision for areas in the Historic Downtown District? Add sticky notes on the map!
- Within the Evolve Areas, what would you like to see in the future? Add sticky notes on the map!

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 parkland.

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.

- - - Focus Areas
- Area Plan Boundary
- Building Footprints
- /// Downtown Entertainment District
- Historic Downtown



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