



# 5. DESIGN THEMES & PRINCIPLES





The **Design Themes & Principles** Chapter introduces general design themes and principles illustrated through graphic renderings and photographs and then further expressed via specific district applications as they relate to the community derived District Design Concepts and goals from Chapter 4.

# DESIGN THEMES & PRINCIPLES

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## PURPOSE AND APPLICABILITY

The purpose of these design themes and principles is to assist in guiding the design and aesthetic character within the DRAP by visually unifying and realizing the downtown region’s main objectives of adaptive reuse, alley activation, downtown gateways, and character areas, as well as the region-wide vision, and the district specific goals. These design themes and principles apply to the

entire downtown region for all new, infill, and redevelopment projects which require rezoning and/or preliminary development plan approval. Specific application of these design themes and principles are also illustrated for each district using the community evolved District Design Concept introduced within the Districts Chapter.

## DESIGN THEMES AND PRINCIPLES OVERVIEW

Four design themes derived from best industry practices and customized to Chandler’s downtown region through community input and direction are articulated below. Within the context of each design

theme, four key design principles further express the intent of the theme by specifically illustrating site, mobility, and architectural design concepts within graphically rich renderings and inspirational photos.





## Design Themes



### Community Character

Considers factors such as views, proximity of existing adjacent buildings and impact on the adjacent neighborhood when placing new structures.



### Connectivity and Mobility

Provides pedestrian connectivity as an alternative mode of transport. Neighborhoods, parks, shopping and schools would ideally all be connected by trails or sidewalks.



### Placemaking

Creates a variety of types and sizes of spaces offering opportunities for art, education, history, recreation or enrichment.



### Sustainability

Incorporates design elements like energy efficiency, shaded areas, water conservation, and use of renewable materials into all types of development.