

**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 - SCENARIO
SUMMARY**

October 2, 2024

WHAT WE HEARD

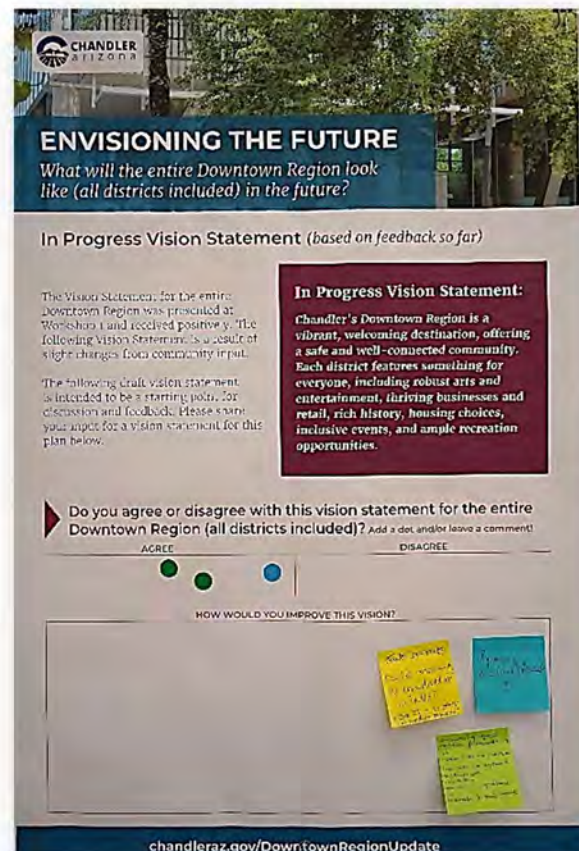
Both the *Vision Statement* and *Guiding Principles* have evolved over the course of the public engagement process. The iterations at the **SCENARIO** workshops reflects specific comments received at the VISIONING workshops. The comments received at the **SCENARIO** workshops (in person and online) are 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.

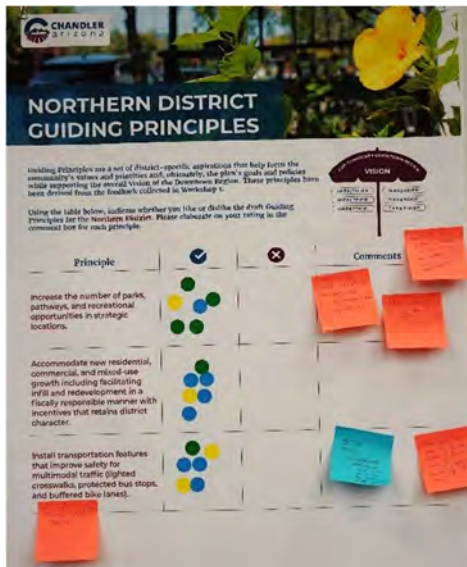


- There needs to be a recognition that there are existing underserved neighborhoods that have issues that need to be addressed.
- I feel that we need more low-cost, family friendly, gathering options.
- Covered, shaded areas need to be a priority. We should normalize shaded parking & sidewalks now as 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:

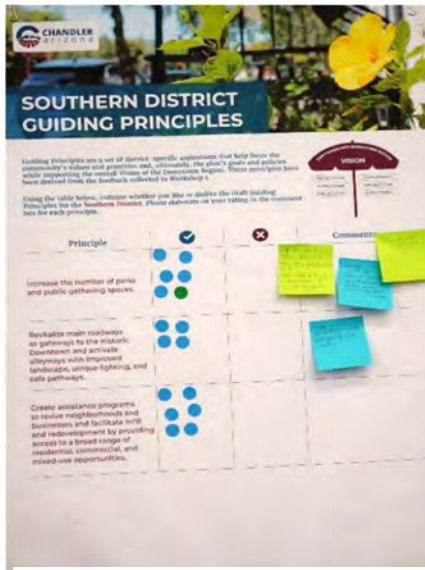
1-Increase the number of parks, pathways, and recreational opportunities in strategic locations.

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.



Southern District Guiding Principles:

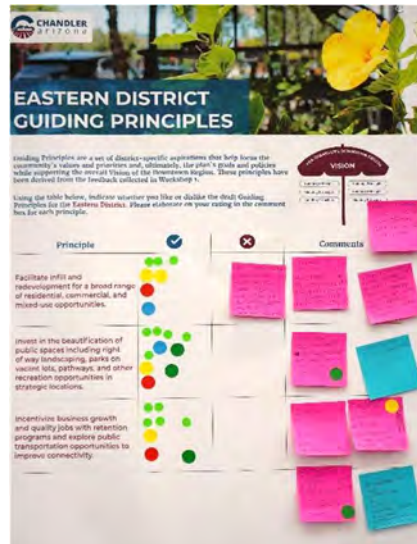
1-Increase the number of parks and public gathering spaces.

Specific comments: Focus on use of native species and greywater or rainwater. This could be a public education or demonstration site. - Avoid wide unpaved gaps along sidewalks between buildings. - Focus on parks and sidewalks.

2-Revitalize main roadways as gateways to the Historic Downtown and activate alleyways with improved landscape, unique lighting, and safe pathways.

Specific comments: Look at Melbourne AUS for alley examples

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.

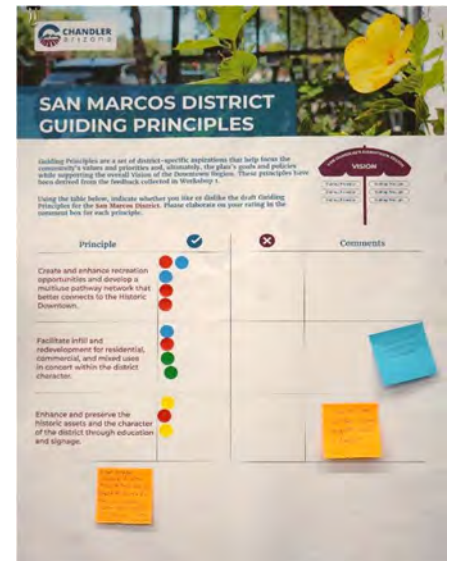
Specific comments: Additional housing should be on major roads -Limit high density housing on Frye (can't absorb the traffic)

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: Any new development should require green space and parking, need more parks and playgrounds

3-Incentivize business growth and quality jobs with retention programs and explore public transportation opportunities to improve connectivity.

Specific comments: Could the school dist. Partner in this? Downtown business development programs could support existing business during this process. -Mini grant program to support small business improvements. Need a walkability plan connecting all districts.



San Marco District Guiding Principles:

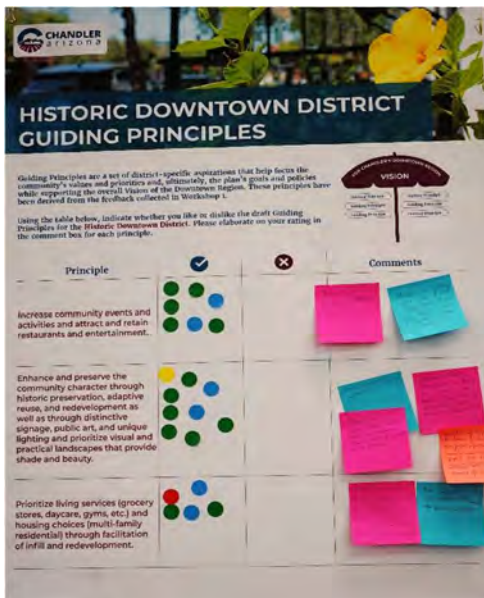
1-Create and enhance recreation opportunities and develop a multiuse pathway network that better connects to the Historic Downtown.

2-Facilitate infill and redevelopment for residential, commercial, and mixed uses in concert within the district character.

Specific comments: please include lakes and parks more in redevelopment.

3-Enhance and preserve the historic assets and the character of the district through education and signage.

Specific comments: signage along the canal downtown, should be shared that the vision/guiding principles may direct this land use if the golf course is sold or redeveloped.



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

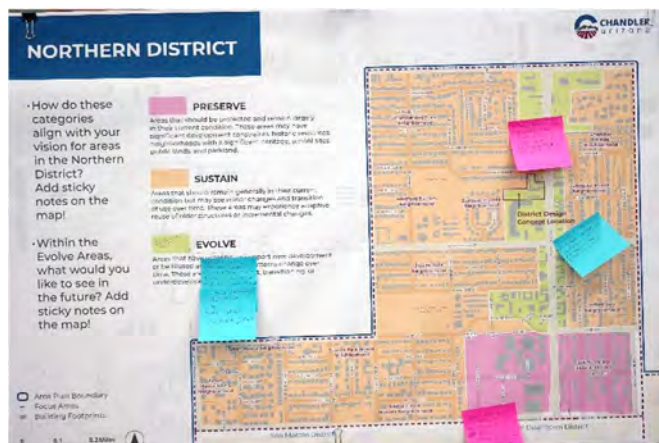
Areas of change represent geographic designations within the individual districts that have been identified as opportunities to: PRESERVE, SUSTAIN, or EVOLVE the existing land uses. Each is shown as a concept and participants at each of the first two workshops (VISION and SCENARIO) were asked to comment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

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



WORKSHOP 2 - SCENARIO SUMMARY

October 2, 2024

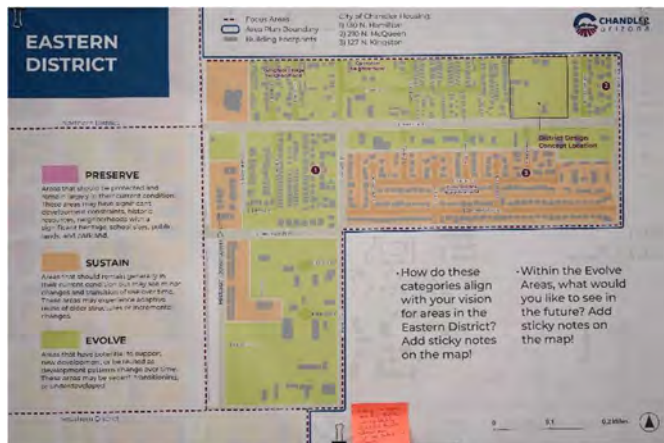
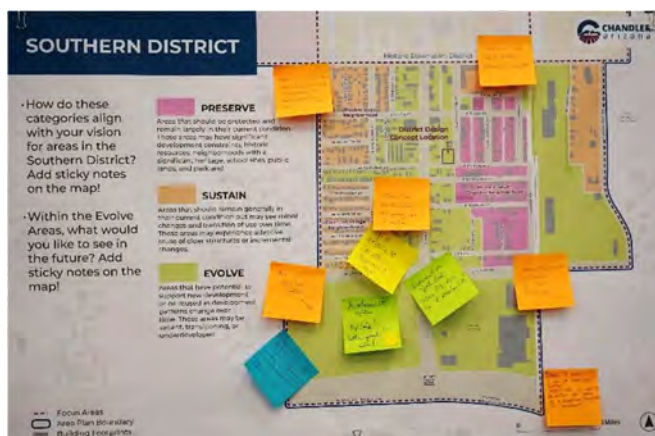


Northern District Specific comments:

- 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)

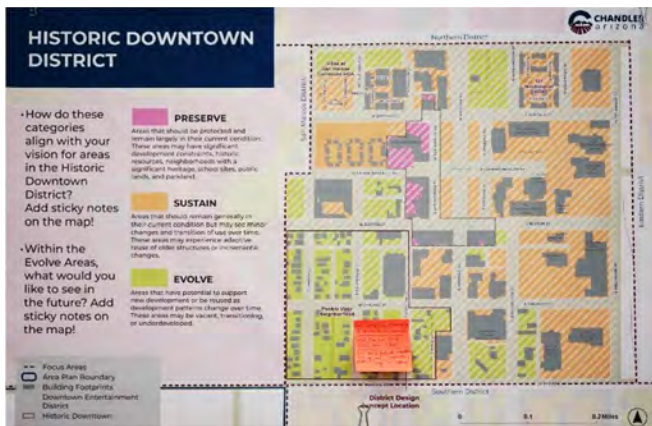


Eastern District Specific comments:

- 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.

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:

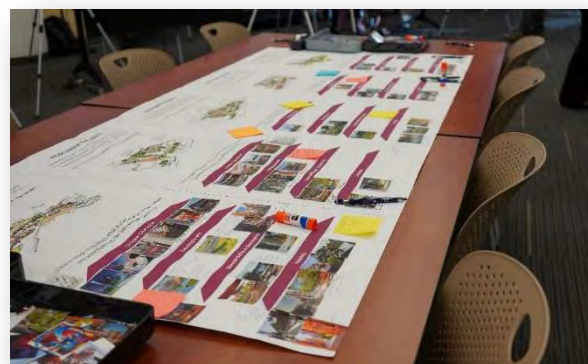
- How could the expression of Old Town evolve?
- Grow and improve without displacing existing residents.
- High density, art focused community.
- Adaptive re-use should be encouraged
- Embrace the quirky nature of the district.
- What could the new story look like?
- How would future involve the use 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.

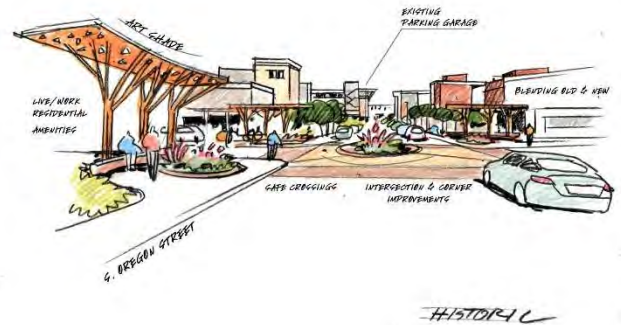
COMMUNITY DESIGN THROUGH VISUAL PREFERENCE

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.





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



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?

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.

**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)

SOUTHERN



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