

Downtown Area Planning and Neighborhoods Update



City Council Neighborhoods Subcommittee
February 9, 2023



Agenda

- Development Update & CIP Projects
- Downtown Core
 - Studies
- Downtown South
 - City Initiatives
 - ULI AZ TAP Study
 - Next Steps



Redevelopment Update

- **Completed Projects (Past 5 Years):**

- Summit at San Marcos
- Overstreet & Overstreet Garage
- Oregon St. Parking Garage
- New Square Phase 1
- The Alexander & Johnathan
- Arizona Avenue Improvements
- Chicago St. / Arizona Ave. Intersection



Redevelopment Update

- **Current Projects:**

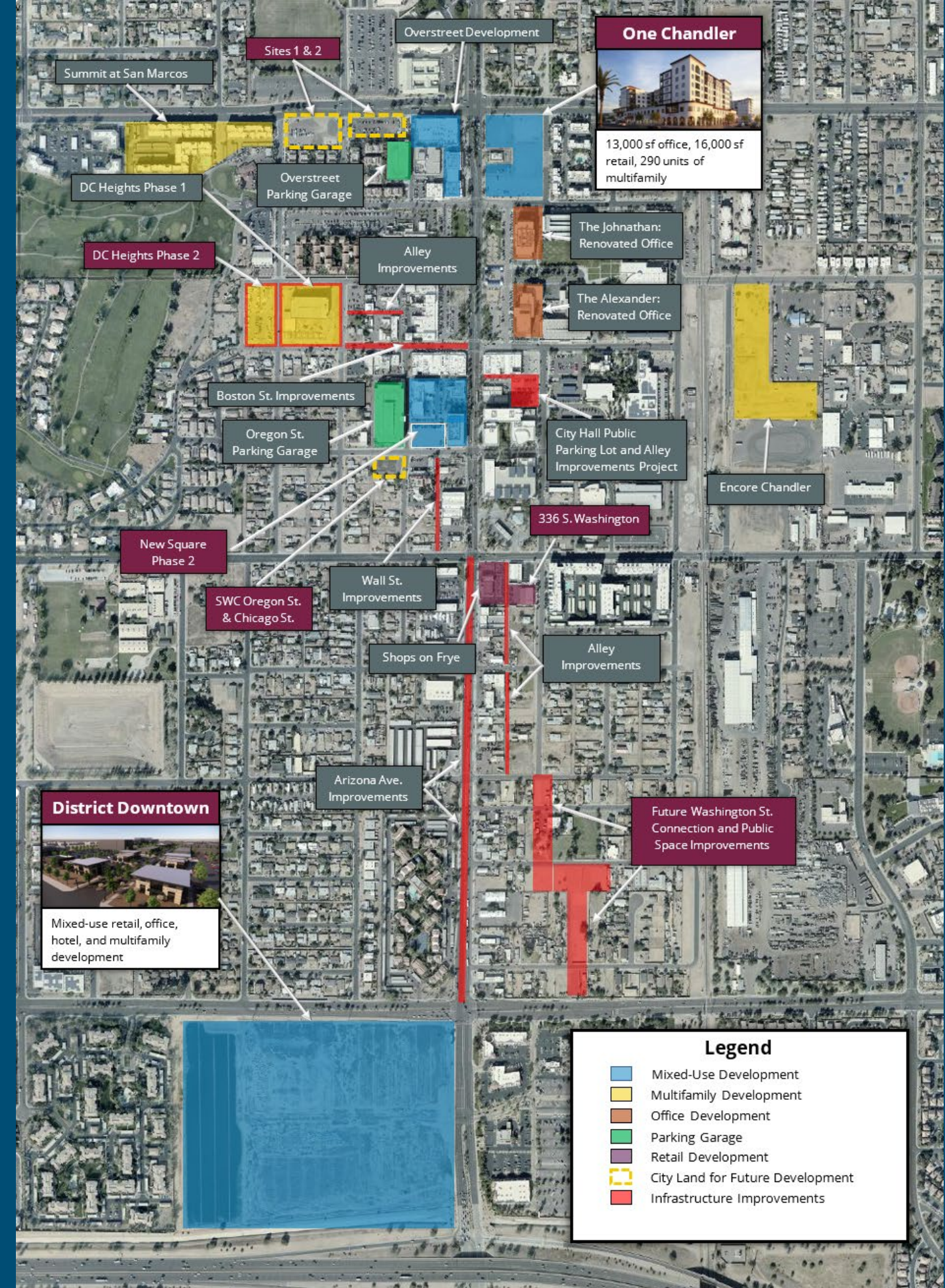
- DC Heights Phase 1
- Encore Chandler
- Shops on Frye
- Boston St. Improvements
 - Construction summer 2023
- Wall St. Improvements
 - Construction summer 2023
- City Hall Public Parking & Alley Improvements
 - Construction late summer 2023
- Alley Improvements
 - FY 22-23 through FY 24-25



Redevelopment Update

- **Future Projects:**

- One Chandler
- New Square Phase 2
- DC Heights Phase 2
- District Downtown
- 336 S. Washington
- Sites 1 & 2
- SWC Oregon St. & Chicago St.





Current Downtown Data

- City Investment: \$70,450,000
- Private Investment: \$452,700,000
- ROI: \$1.00 to \$6.40

- Businesses
 - 45+ Bars & Restaurants | 21 Retail Stores
 - 315,000 SF Office | 432,000 SF Retail

- Sales Tax Data
 - FY 21-22 was the best year on record:
 - Total Revenue Collected: FY 21-22: \$2.11 million (FY 20-21: \$1.34 million)
 - 57.4% YoY growth from FY 20-21 (previous best year on record)



Downtown Core

Pedestrian & Wayfinding Plan

Purpose:

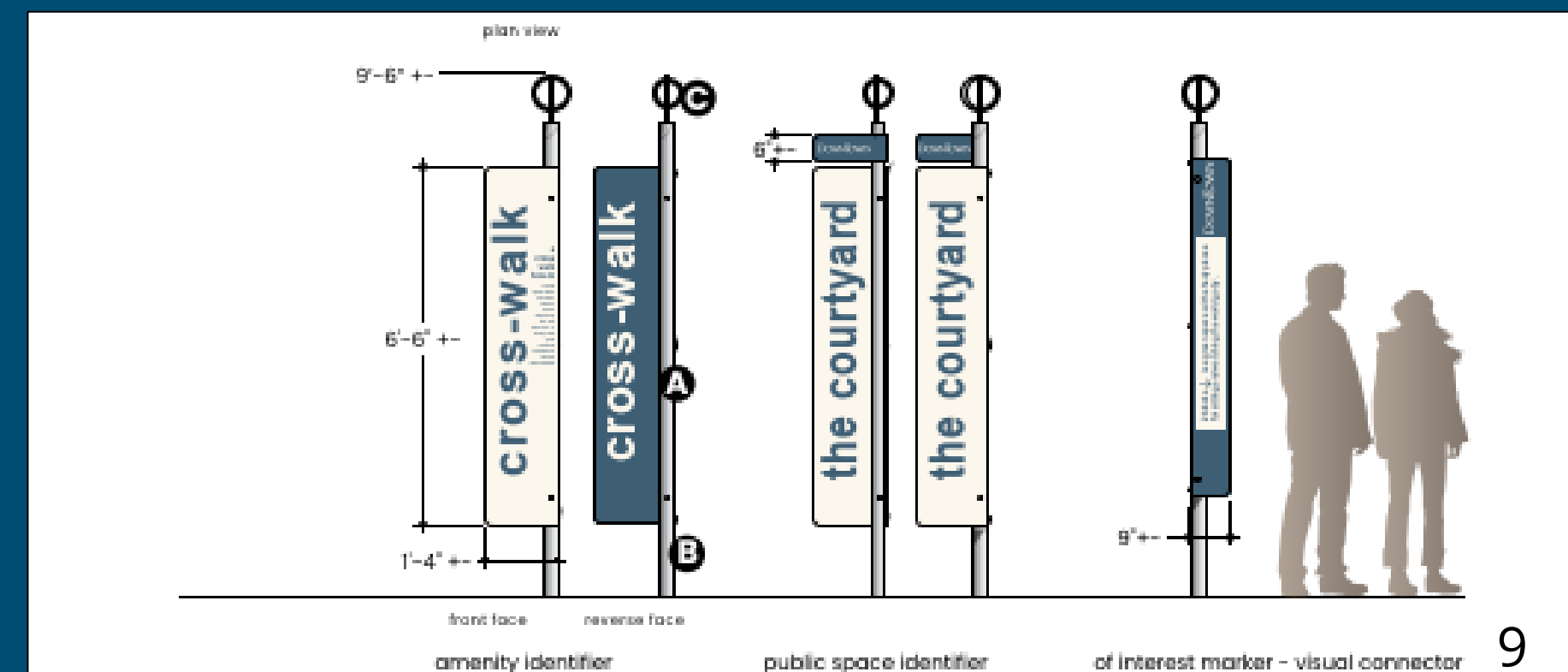
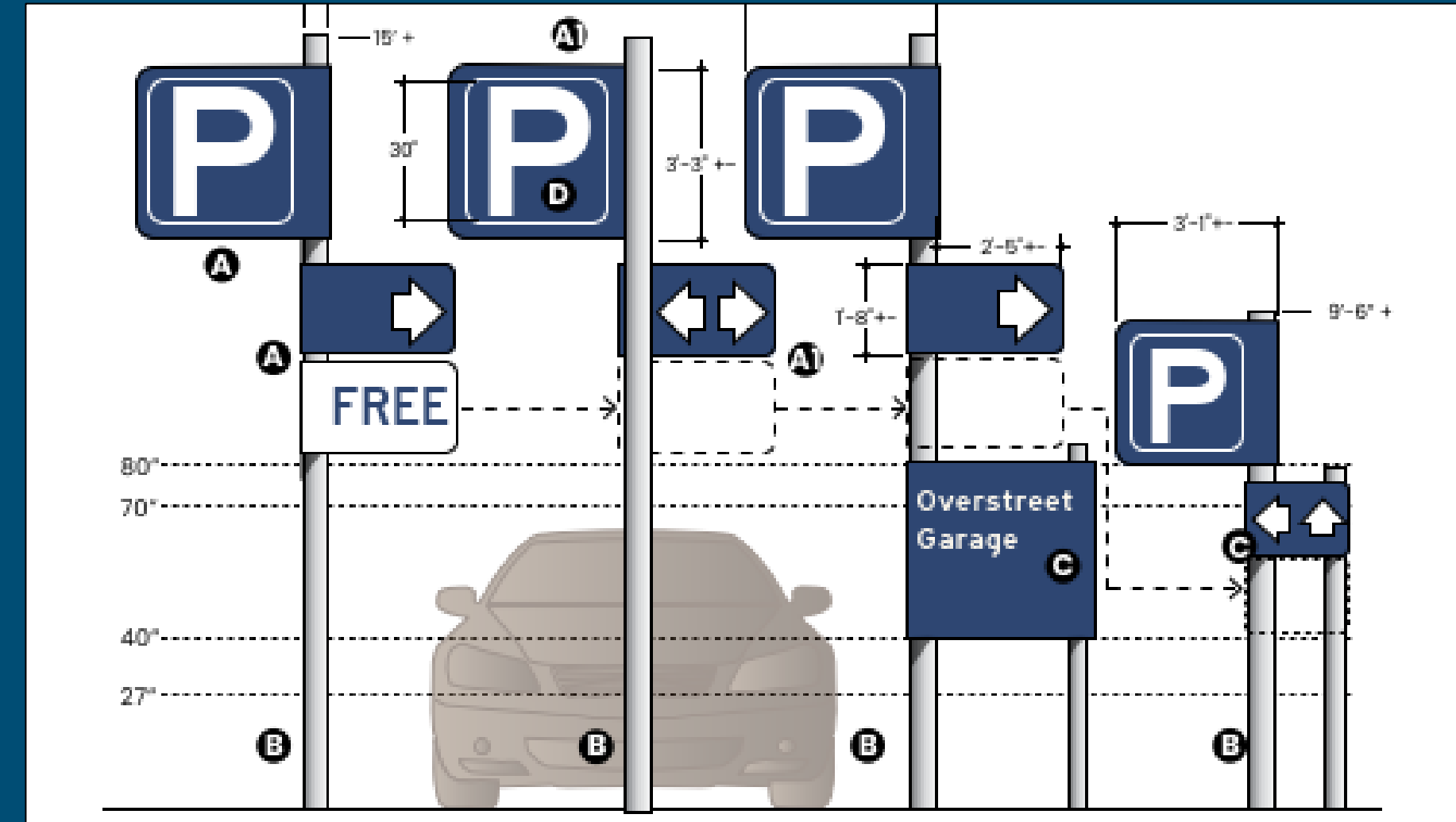
- Plan necessitated by Downtown growth – new destinations and more visitors
- Intended to unify visual language of Downtown wayfinding, direct vehicles to Downtown parking, provide direction for pedestrian traffic, and identify pedestrian comfort improvements
- Aimed at creating an actionable, prioritized plan for staff to implement from

Process:

- 13-month process (August 2021 - September 2022) - Began with RFP – 12 proposals - J2 selected by 5-member selection committee
- Studied existing conditions, both by observation and by stakeholder survey
- Created final report to be used both as standalone direction and in capital projects

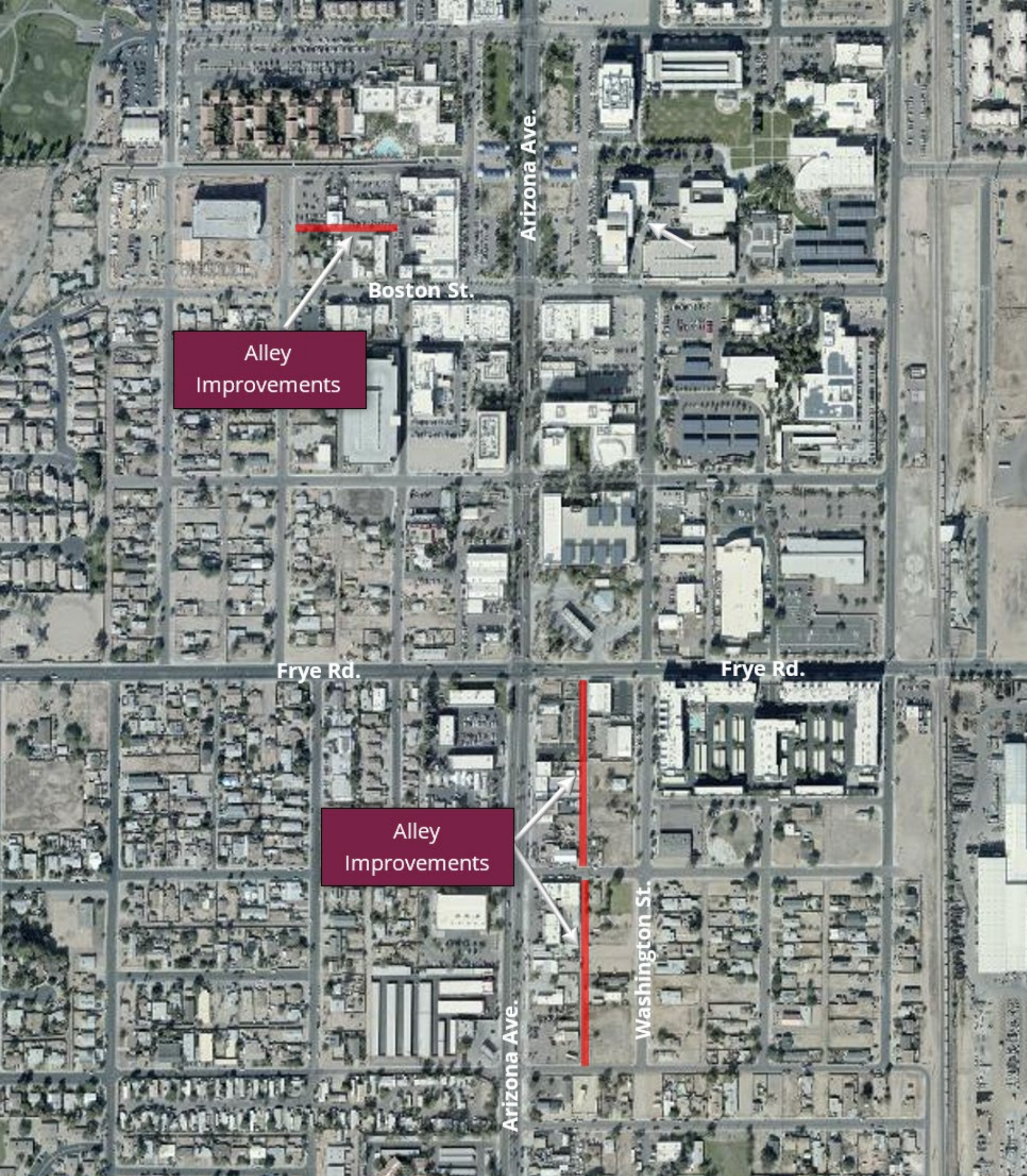
Pedestrian & Wayfinding Plan Recommendations

- Recommends prioritized locations for signage, both leading into and within Downtown Chandler
- Includes placement recommendations for signage calling out multiple garage options
- Simple but highly legible design is instantly recognizable as a “Parking” sign
- Plan provides context-specific design, i.e. size, color, amount of information varies based on location



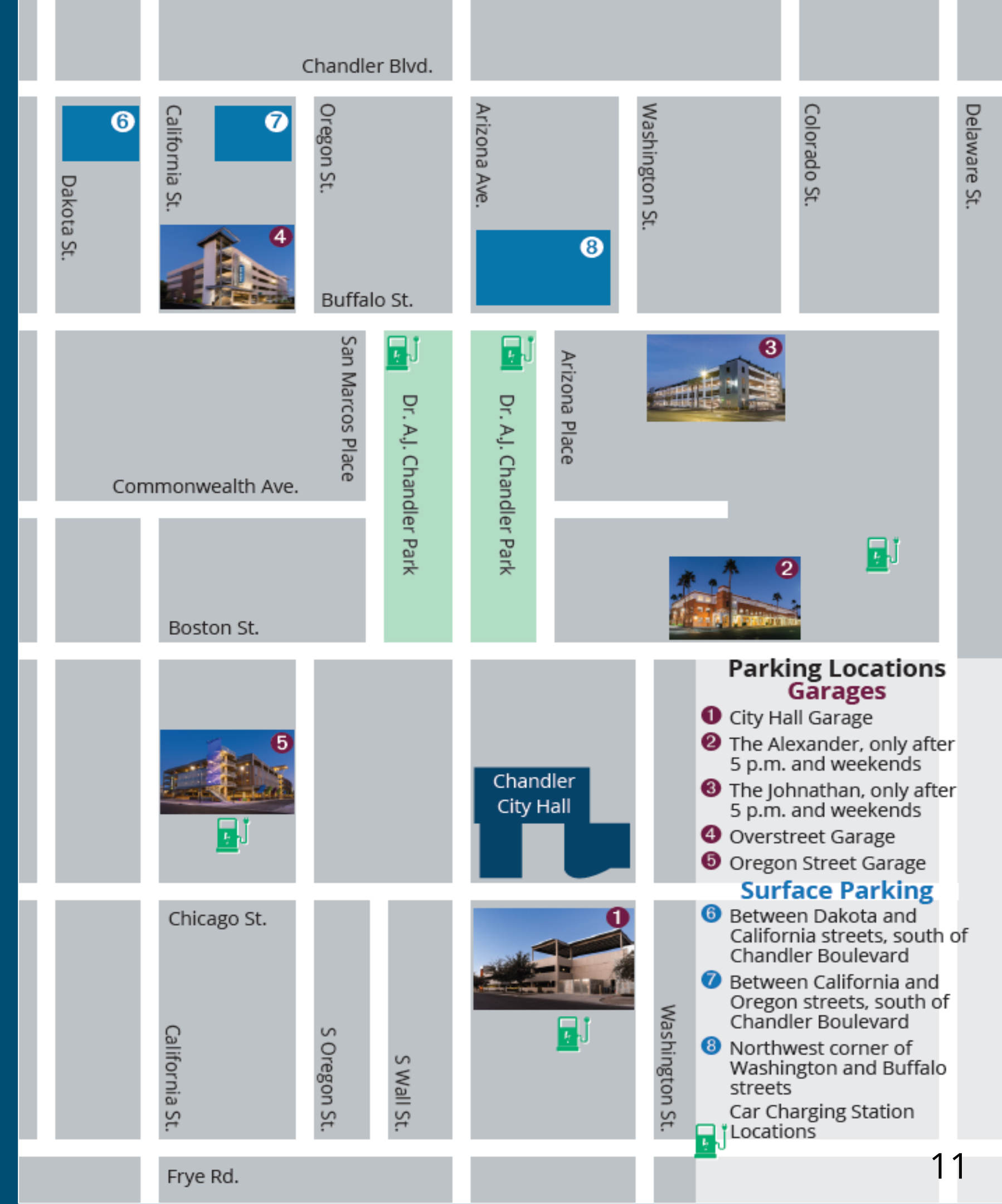
Alley Study

- Determined infrastructure needs for future development
- Suggested one-way vehicular access
- Leveraging access to alleys for driveways to minimize curb cuts and flexibility in smaller lots
- Lead directly into current CIP Project
- Alley 1: California St. to San Marcos Alley
- Alleys 2 & 3: Frye to Fairview between Washington St. & Arizona Ave.



Parking Study

- Last updated in 2014
- Increase in both new development and redevelopment
- 2 new parking garages
- Redevelopment moving south into the Southside Village neighborhood
 - Study will include Southside neighborhood
- How to address future parking needs
 - Leveraging City owned property
- Evaluating residential parking impacts





Southside Village Neighborhood

City Investment in Southside Village Neighborhood

- 2016 – Washington St. / Frye Rd. Upgrades
- 2017 – Street Repaving & ADA Improvements
- 2018 - Arizona Avenue Improvements
- 2018 – For Our City Day
 - Provided dumpsters 2020 – 2022
 - Awarded a TNR Neighborhood Grant
 - Winn Park Playground Improvements
- 2022 – Folley Mural completed at SW Corner of Washington St. & Frye Rd.



Current Initiatives

- Historic Conservation District
 - Adopted in July 2022 (1st City historic designation)
 - Historic Marker Project by end of FY22/23
 - \$10,000 donation to Chandler Museum from Chandler Historical Society for project collecting Oral Histories of neighborhood
- Harris Park playground equipment – Envision program for community input
- Ongoing – Housing Rehabilitation projects



ULI – AZ TAP Study

Urban Land Institute – Arizona Technical Assistance Panel (AZ TAP):

- Assists municipalities in the preliminary study of unique land use planning, development, and redevelopment issues
- Principal Question: How will the City guide and manage evolving growth in the Southside Village area?

Process:

- 10-month process (December 2021 – October 2022)
- 8-member panel consisted of urban planners, developers, placemaking experts, traffic engineers, etc.
- Public outreach and discussion with key stakeholders from the neighborhood
- Full day retreat to include tour of area with committee and staff
- Multi-departmental effort

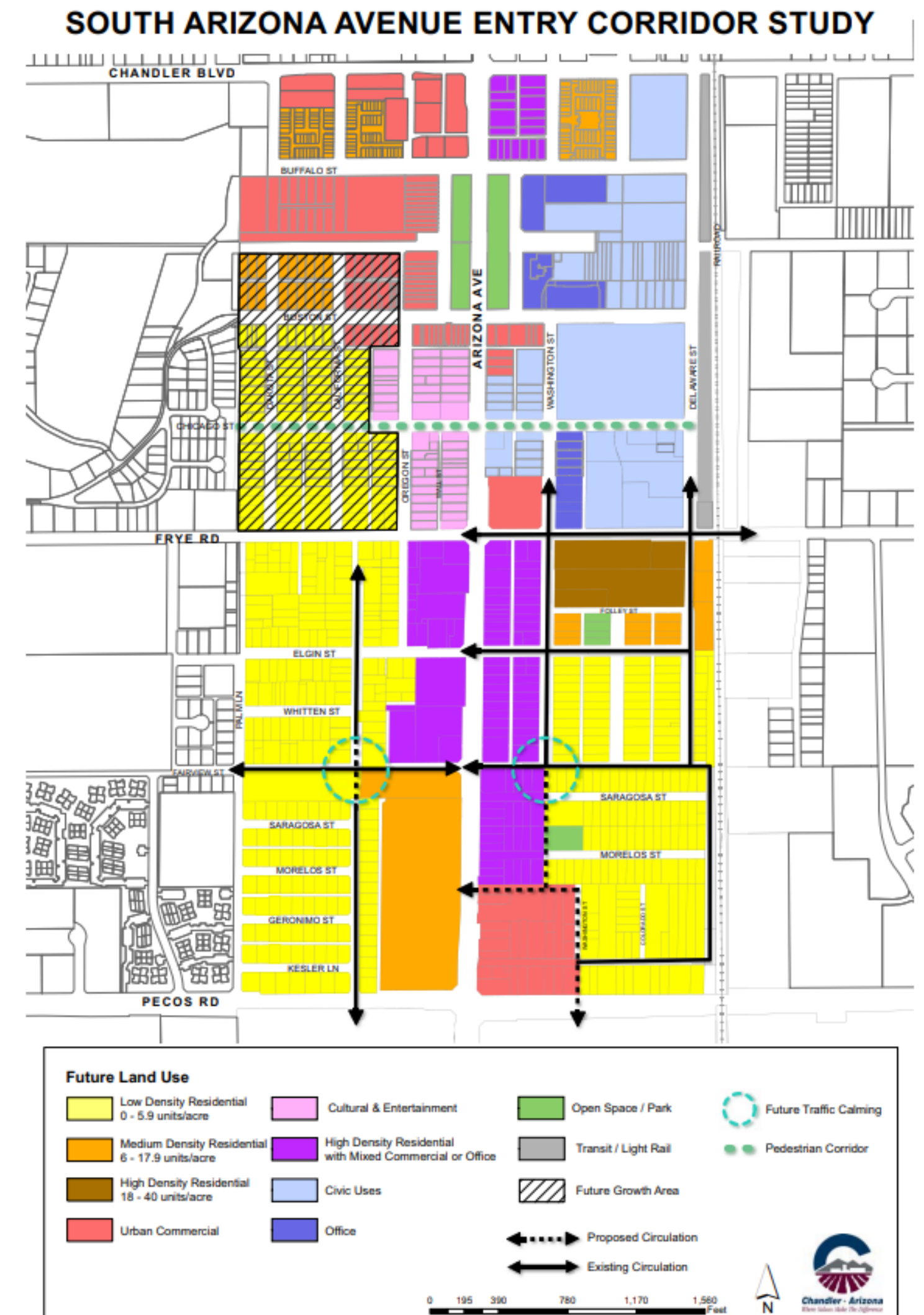
ULI – AZ TAP Study Key Recommendations

- Overlay with adaptive reuse and infill policies specific for this area
- Look at City-owned property to assist in development or to create gravitational pulls to the area
- Organize strategies around a micro-niche economy of arts and culture that includes live-work and retail incubation
- Neighborhood scale – missing middle housing / gentle density
- Policies to protect fabric of the neighborhood and encourage development
- Reevaluate the most effective multi-modal design direction for Washington Street
- Connecting of neighborhood to downtown, parks, walkability
- Connect Delaware to Pecos

Indicates need to change current usage/code

Next Steps

- South Arizona Avenue Corridor Area Plan Update (Currently in Budget)
 - Expected completion 2024
 - Area Plan last updated in 2006 - Design Guidelines in 2008
- Code Updates
- Washington St. CIP – currently in CIP FY24/25
- Winn School Preservation (w/ Salvation Army)
- Washington Alley Improvements
 - Currently in CIP FY24/25





Questions?