

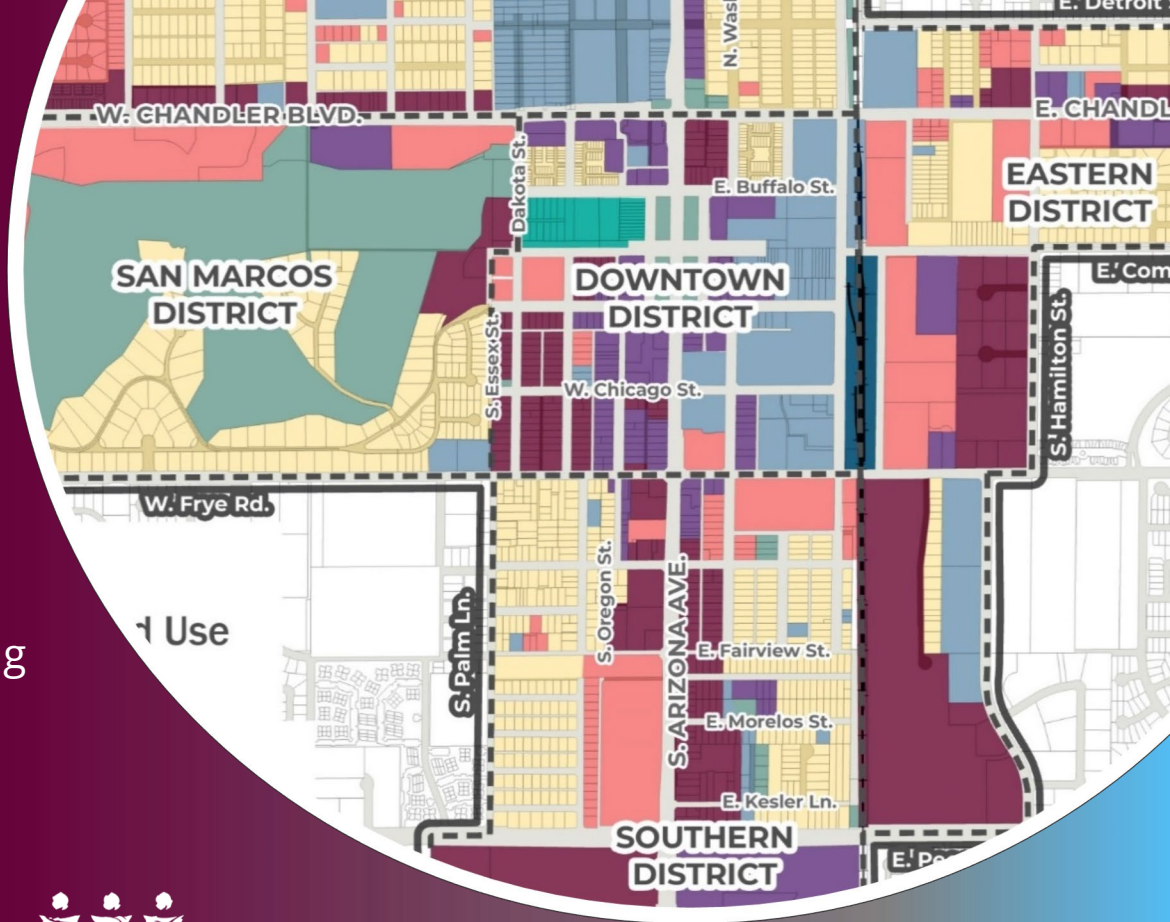
Downtown Region Area Plan Update

City of Chandler
City Council and Planning & Zoning
Joint Session

February 6, 2025

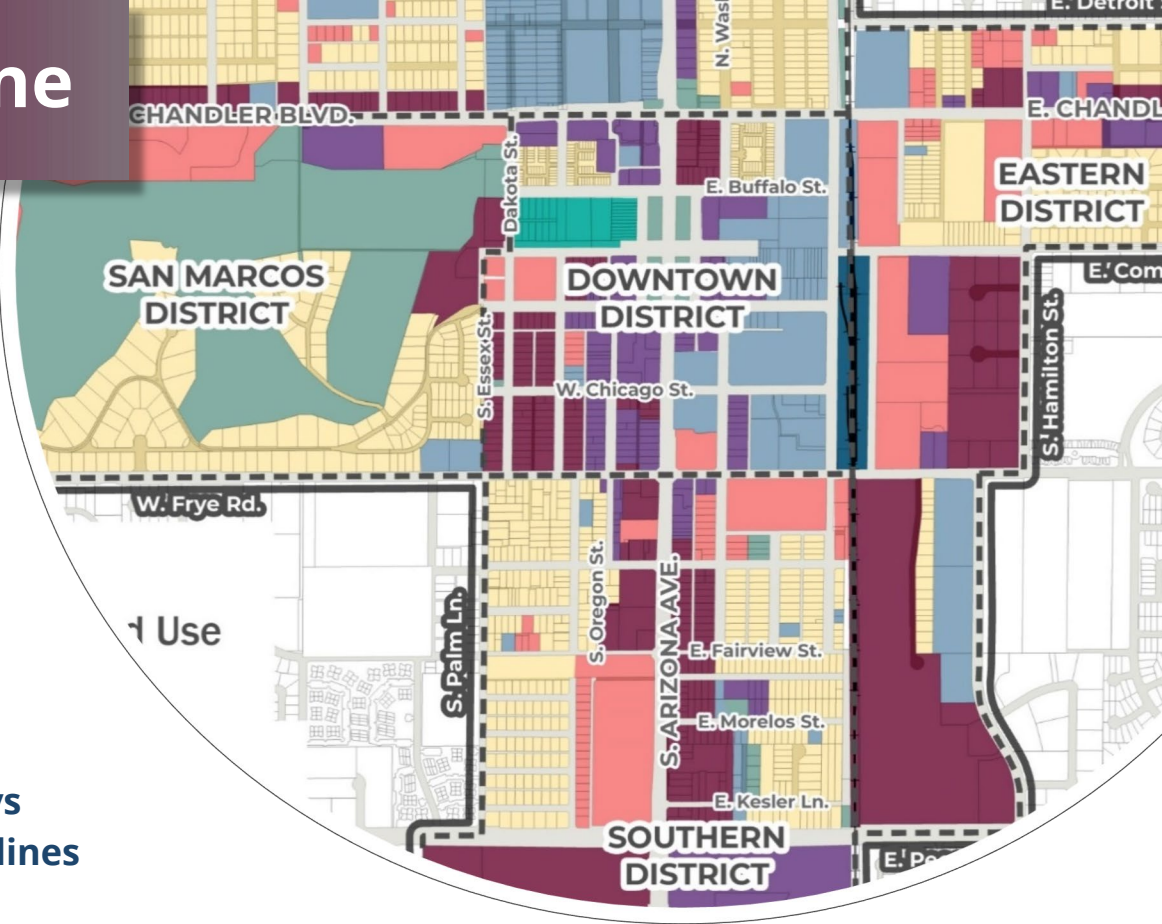


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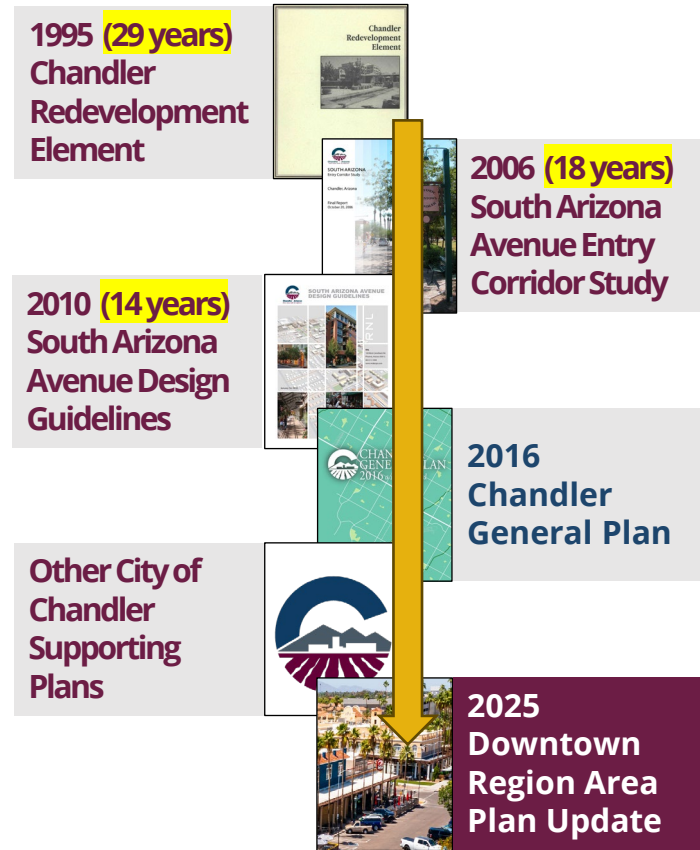
Presentation Outline

- Existing Related Plans
- Timelines & Community Outreach
- Proposed Area Plan Map
- New Recommendations
 - Allow **Adaptive Reuse**
 - Establish **Commerce Routes**
 - Allow **Mixed-Uses** at Industrial
 - Allow **Alley Activation**
 - Recognize **Downtown Gateways**
 - Develop **Character Area Guidelines**



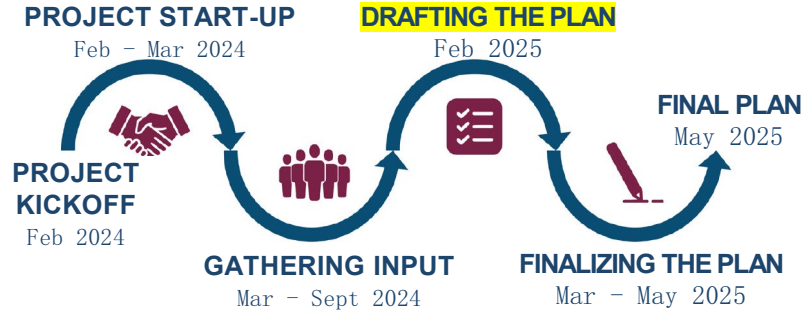
Existing Related Plans

- 1995 **Chandler Redevelopment Element** (replace)
- 2006 **South AZ Ave Entry Corridor Study** (replace)
- 2010 **South AZ Ave Design Guidelines** (replace)
- 2016 **Chandler General Plan**
- 2019 Chandler Transportation Plan
- Chandler Water, Wastewater & Reclaimed Water Master Plan Update
- 2023-2025 Chandler Strategic Framework
- Chandler Economic Development Strategic Plan
- 2023 Infill Incentive Plan
- 2023-2024 Southside Village Studies: Urban Land Institute and Washington Street Alignment



Timelines & Community Outreach

15 MONTH TIMELINE:



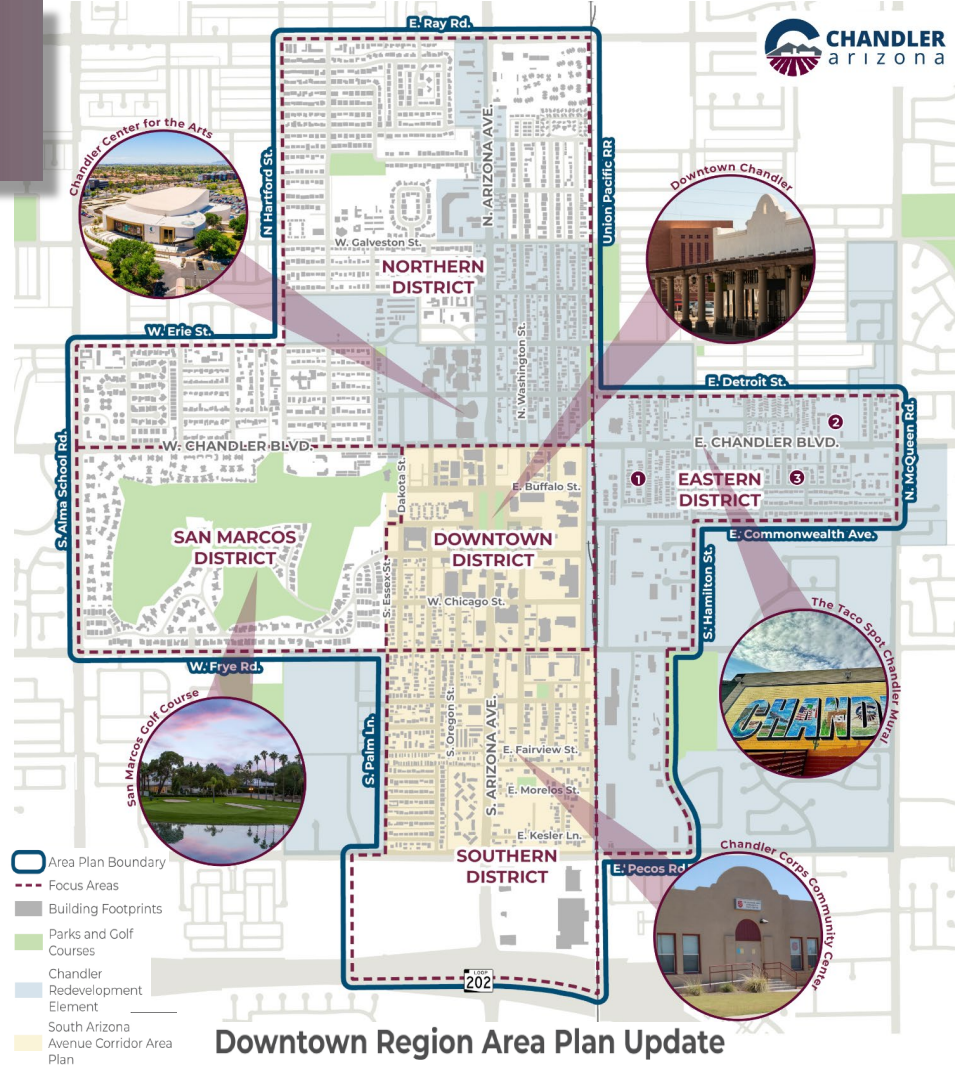
COMMUNITY OUTREACH:

- **Website / social media / email** notification
- Educational **Meetings**
- Stakeholder **Interviews**
- Public & Virtual **Workshops**
 - **Visioning:** Aug 17 & 19
 - **Scenarios:** Sept 9 & 10
 - **Immersion:** Nov 15 & 16



Proposed Area Plan Map

- Describes **subject area**:
 - Ray Rd to 202 & McQueen to Alma School Rd
- 5 separate districts:
 - **Northern, San Marcos, Downtown, Eastern & Southern**
- **Replace & combine** existing area plans:
 - **Chandler Redevelopment Element** (blue)
 - **South AZ Ave Corridor Area Plan** (yellow)
- **Expand area map to add “gateway” areas**:
 - **San Marcos** District
 - **Arizona Ave** north of Chandler Blvd
 - **Chandler Blvd** east of Arizona Ave
 - **AZ Ave** from **202** north to **Pecos Rd**



Downtown Region Area Plan Update

Recommendation: Adaptive Reuse

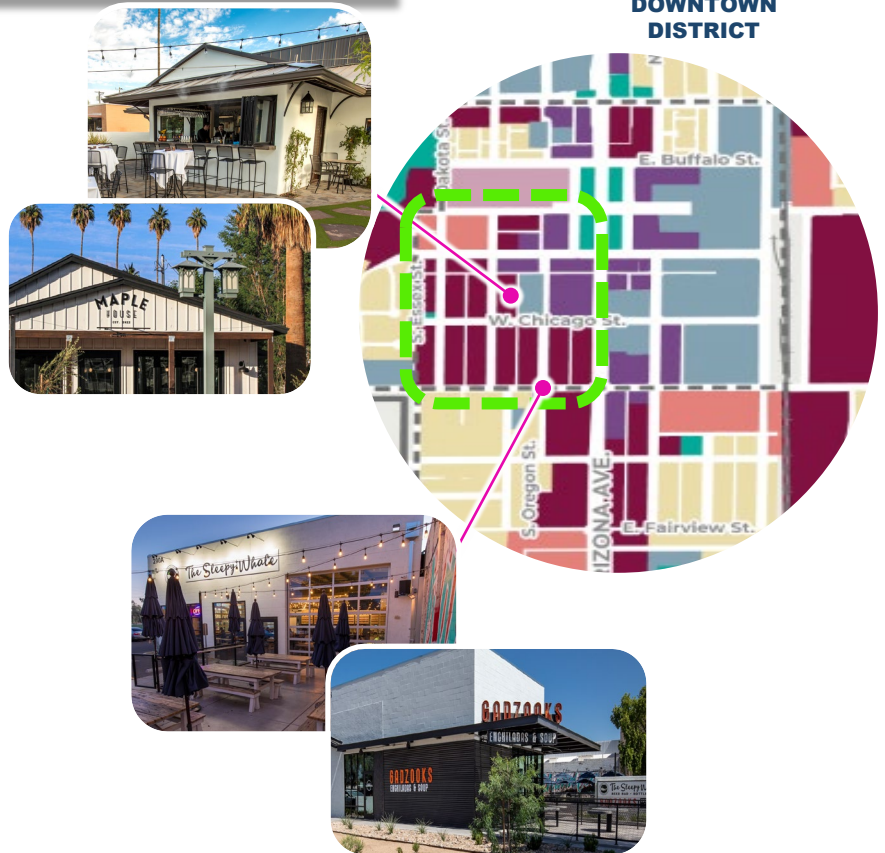
Add **policy guidance to allow adaptive reuse** along with new & redevelopment projects.

Why:

- Planning initiative: **development patterns** are **different** than expected 20 years ago
- **Less** land consolidation & **big developments**
- Current zoning – **difficult for smaller projects**

Benefits:

- **Preserve & enhance** Chandler's unique historic character
- **Expand revitalization** across more of the downtown area
- Create a more **vibrant & culturally rich** community environment



Recommendation: Commerce Routes

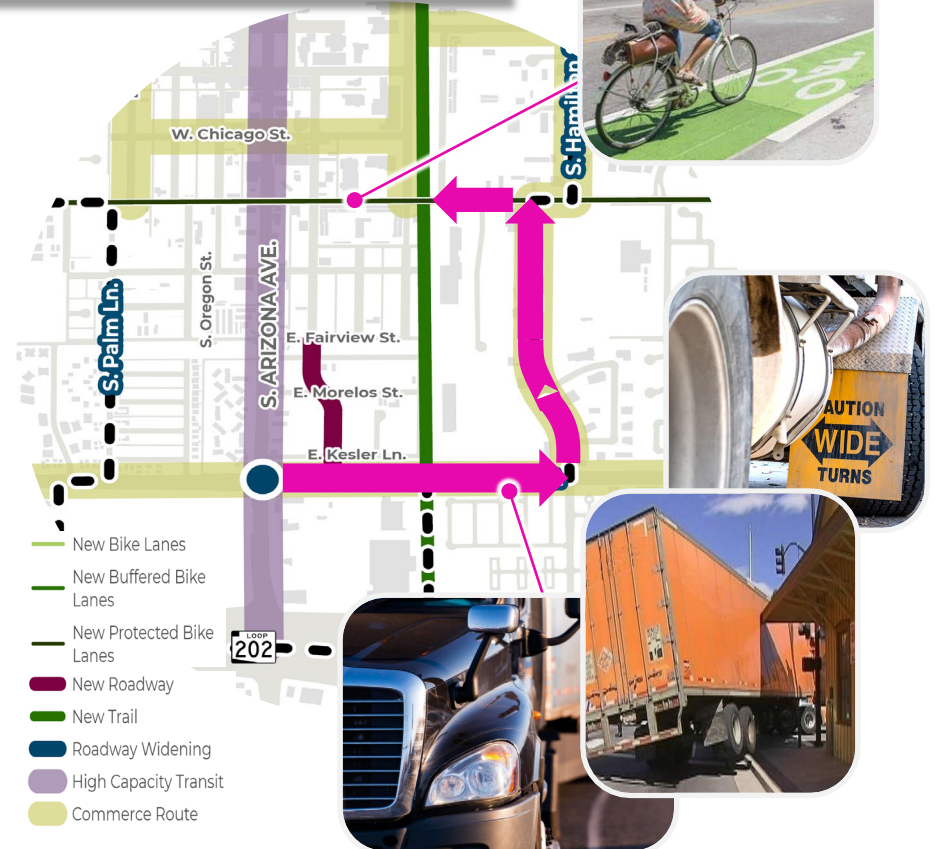
Establish commerce route policy to **reroute commercial truck traffic** in the downtown region

Why:

- Planning initiative: approved **development on Frye Rd** (protected **bike lane, Grayhawk Residences**) will **challenge the current capacity**
- More people expected downtown - **more traffic, pedestrian & bike safety concerns**
- Better **downtown environment** & enhanced **resident satisfaction**

Benefits:

- **Safer streets** for cars, bikes & pedestrians
- **Protection of built infrastructure** (curbs, gutters & sidewalks)



Recommendation: Mixed-Uses

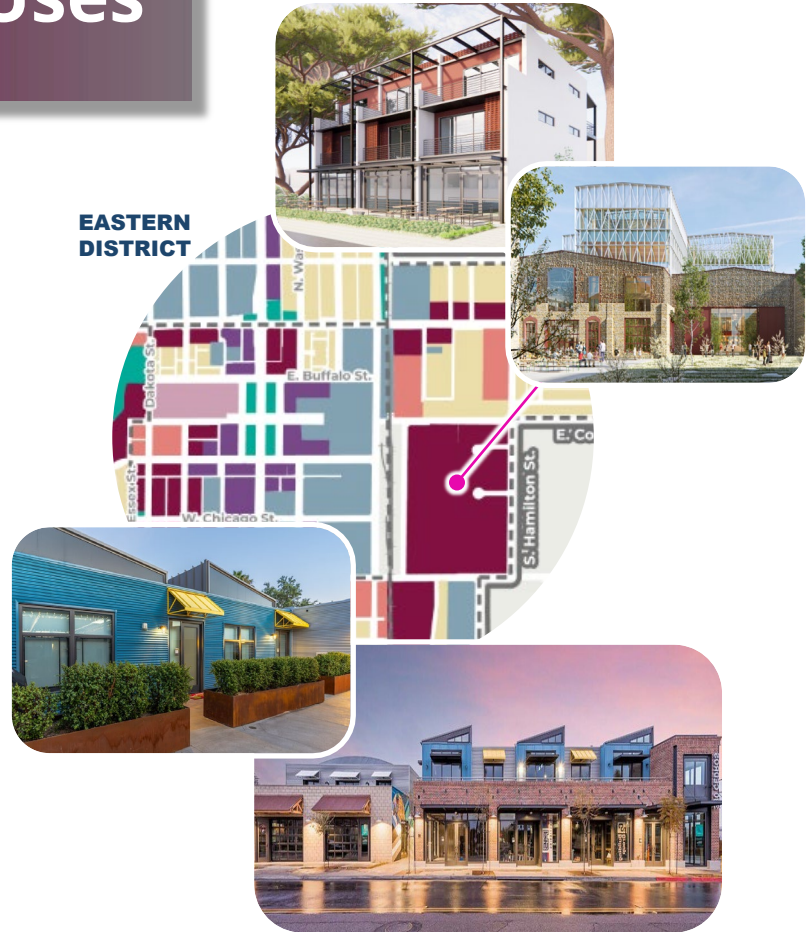
Add policies to **allow mixed-use developments** with residential & commercial uses **at existing industrial uses** east of railroad

Why:

- Planning initiative: **changing development trends**
- More **efficient land use planning** long-term
- Provide policy to **allow new uses now** before a potential **loss of existing industrial** uses

Benefits:

- Live/work/play **uses & development scale** - a **better fit** for the downtown environment
- **More** available **housing**
- More **vibrant, walkable & sustainable** community



Recommendation: Alley Activation

Establish a **vision & policy guidance** for **alley activation** as pedestrian areas in the downtown

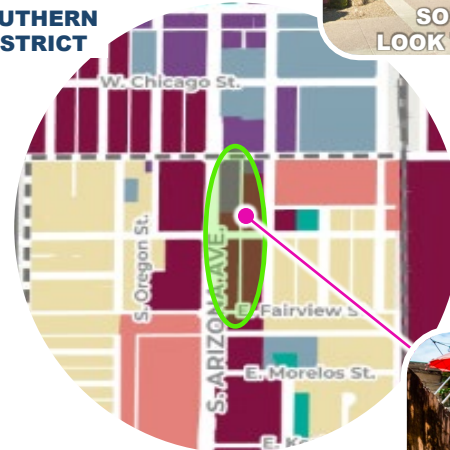
Why:

- Community input: create a more **vibrant local identity** with **art** & public **gathering spaces**
- Community input: provide **additional landscaping** & **neighborhood beautification**
- Address **water & sewer infrastructure** issues

Benefits:

- **More pedestrian space** for community events
- Increase **unique community character**
- Greater **flexibility** for **infill development**

SOUTHERN DISTRICT



Recommendation: Downtown Gateways

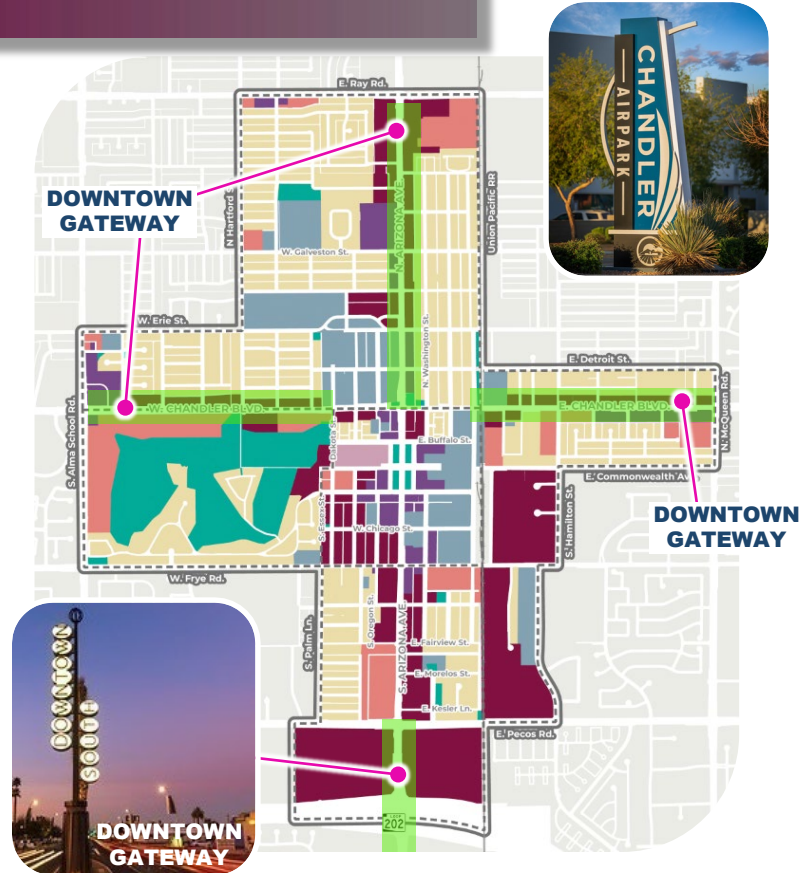
Create policy to identify **enhancement opportunities** for **gateways into Downtown Chandler**

Why:

- Community input: add **more landscape**, visual **beautification** & protected **multi-modal paths**
- Similar to **Chandler Airpark gateway** areas
- Consistent with **“Downtown South”** improvements

Benefits:

- **Roadway beautification** with **new landscaping** at medians & ROWs (similar to Chandler Blvd)
- A **downtown core** that is **connected to adjacent neighborhoods**
- A **sense of place & arrival** to the **downtown core**



Recommendation: Character Area Guidelines

Develop **character area guidelines** for established neighborhoods & future development areas

Why:

- Community input: provide **unique landscaping, lighting & signage** within neighborhoods

Benefits:

- Enhance** existing neighborhoods by creating a **sense of place**
- Create **better pedestrian connection** to the **downtown core**
- Honor the unique historic characteristic** of established neighborhoods
- Balance improvements** across the region
- Create **more housing** & supportive **commercial uses**



Please Share Your Thoughts!



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