

# ASU/PHX Proposed Location



City of Phoenix  
**LARGE SCALE  
INVESTMENTS**  
DECEMBER 2004

- LIGHT RAIL
- ASU PHX
- PHOENIX BIOMEDICAL CENTER
- CIVIC PLAZA
- HOTEL
- LIGHT RAIL STATIONS

# Phoenix – ASU Objective

*DOWNTOWN  
PHOENIX*

*ASU*

*COMMERCIAL  
VITALITY*

*THRIVING  
NEIGHBORHOODS*

*CONVENTION &  
HOTEL  
BOOKINGS*

*HOUSING*

*STREET  
ACTIVITY*

*SHADE*

*MIXED USE/RETAIL*

*ARTS/CULTURE*

*LANDSCAPE/  
WATER*

*CIVIC  
AMBITION*

*FIRST CLASS  
ACADEMIC  
SPACES*

*STUDENT  
SUPPORT  
SERVICES*

*RECREATION  
FACILITIES*

## Common Themes

*Central Civic Space surrounded by Civic Uses and Retail*

*Shade and Urban Gardens*

*Connection to Light Rail*

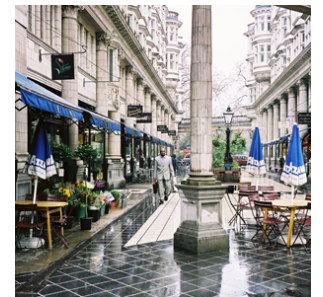
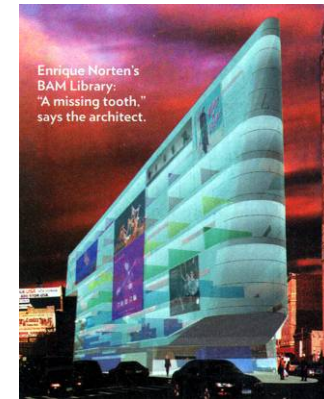
*Consistent with larger civic vision of downtown Phoenix*

*Compact Academic and Residential District*

*Strong streetscape and street life*

*Mix of housing and/or office above retail*

*Respectful of existing residential and arts neighborhoods*

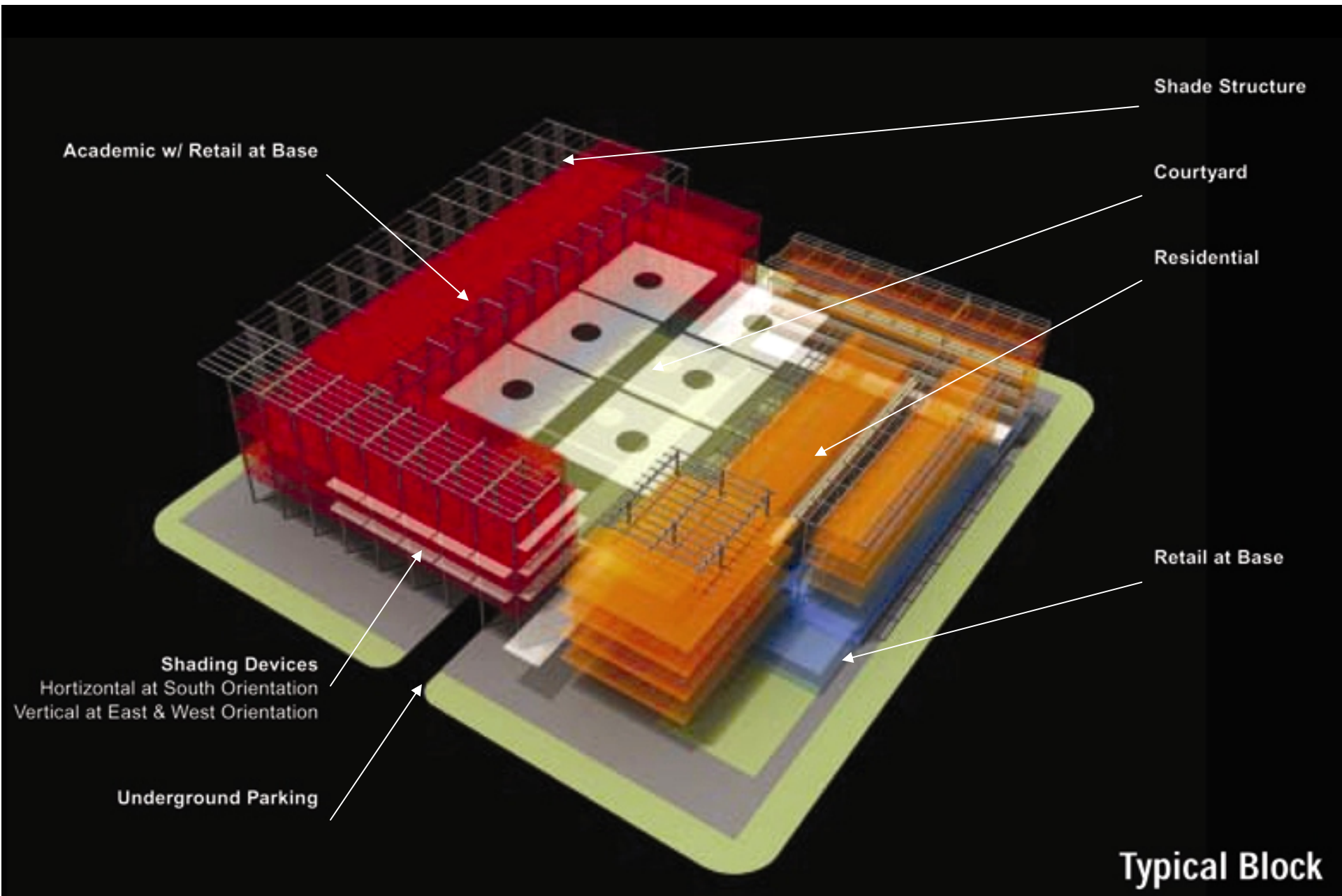


Downtown  
Phoenix  
Campus  
Summary

Rejuvenation

# *Academic Programs*

- **College of Nursing**
- **College of Public Programs**
  - **School of Public Affairs**
  - **School of Community Resources Development**
  - **School of Social Work**
  - **Morrison Institute for Public Policy**
  - **Center for Nonprofit Leadership and Management**
  - **Southwest Interdisciplinary Research Consortium**
  - **Center for Urban Inquiry**
- **Cronkite School of Journalism and Mass Communication**
- **KAET (Channel 8)**
- **The School of Health Management and Policy**
- **University College**
  - **School of Interdisciplinary Studies**
  - **Community College Alliance**
  - **Extended Education**
  - **Education, business and communications programs**

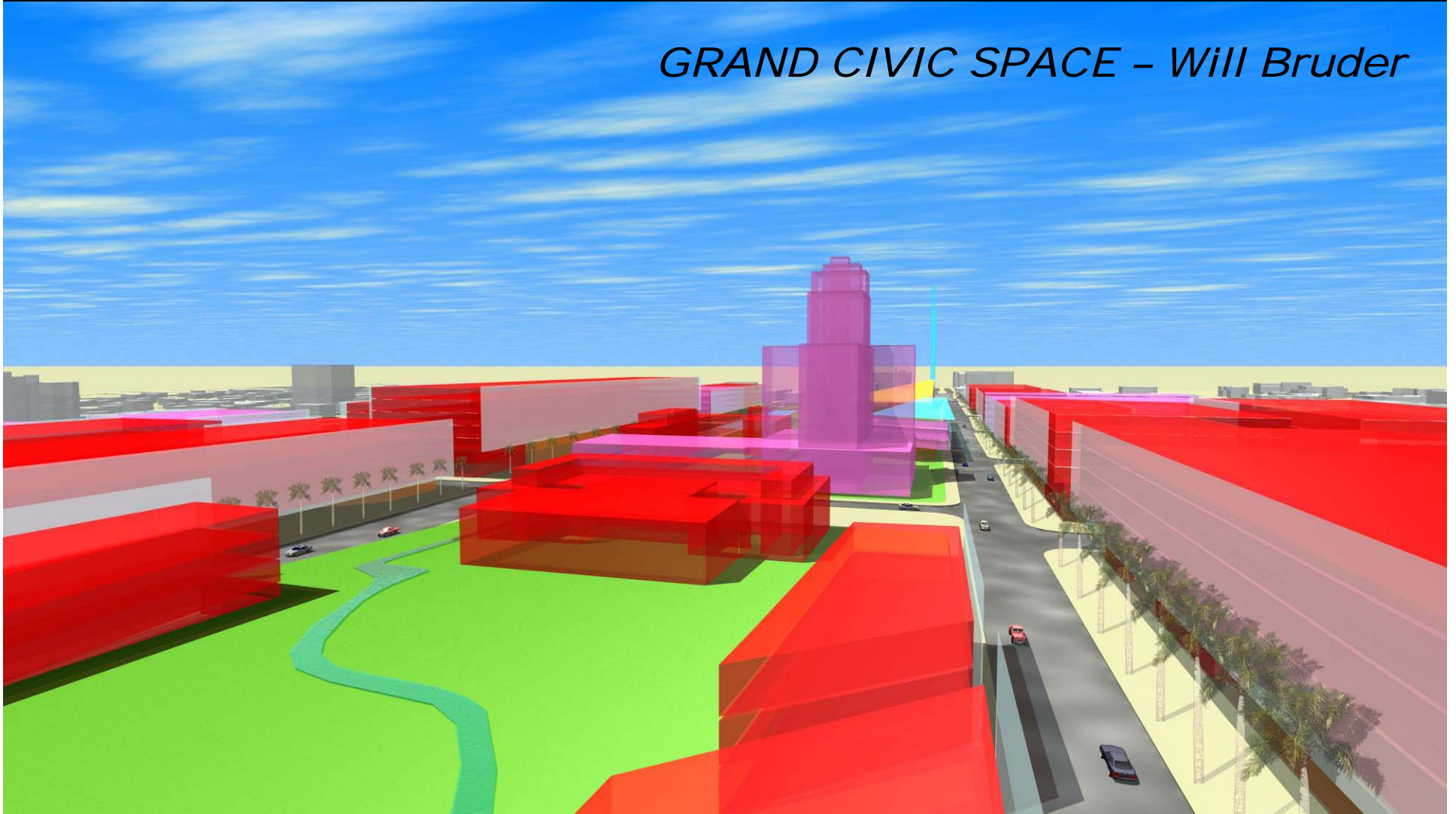


*VERTICALLY INTEGRATED MIXED USE MODEL*



# PLANNING PROCESS

*GRAND CIVIC SPACE – Will Bruder*

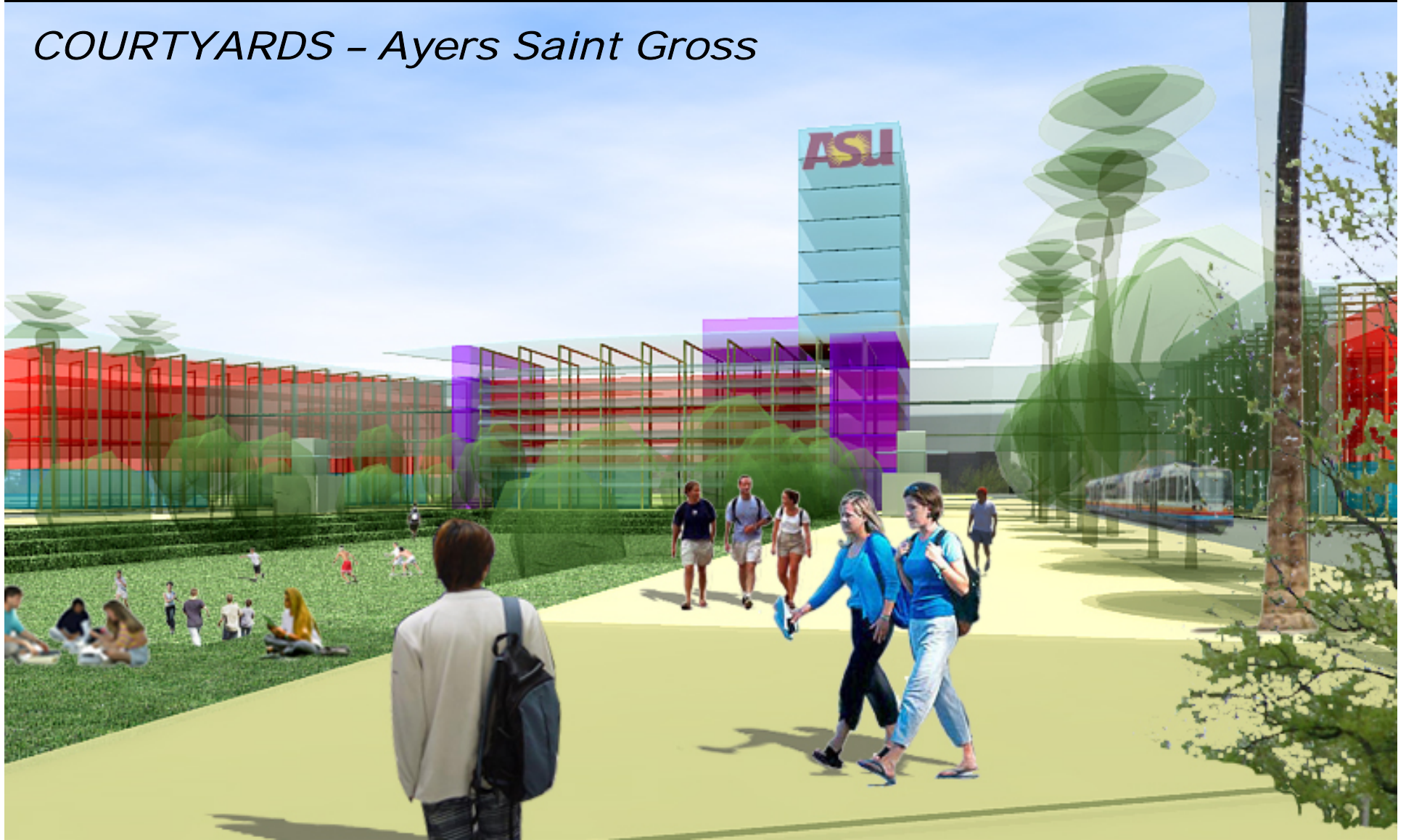




*STREETSCAPE - Architekton*



*COURTYARDS – Ayers Saint Gross*



*IDENTITY – Smith Group*



van buren

Public College

U.S. TO CROSS  
WALK FOR  
TURNING  
LEFT

DO NOT  
WALK  
WHEN  
CROSSING  
OR STARTED

DO NOT  
WALK  
WHEN  
STAY OUT  
OF  
STREET



*SHADE - DeBartolo*

# DOWNTOWN PHOENIX



- Downtown Project Area
- Light Rail
- Greenway
- Transit Station
- Transit Station
- Transit Station
- Transit Station
- Transit Station
- Transit Station



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