A NEW AMERICAN UNIVERSITY

Observations
January 26-28, 2004
www.asu.edu/cdp
“In the press of meeting current needs, many Universities lack a strong vision which looks over the horizon. Unlike corporations, great universities can never move their corporate headquarters. Therefore, in planning a campus, one must see individual decisions in the context of decades, not years. Within this profound lesson is an idea that no one building is more important than the campus as a whole.”

Dean W. Currie – VP for Finance - Rice University
WHAT DIFFERENCE DOES A CAMPUS PLAN MAKE?

- To plan for growth such that every dollar spent improving the physical campus supports ASU’s mission

- So that our daily decisions are part of an optimistic long term vision

- To raise our aspirations

- To raise money
CAMPUS PLANNING PROCESS

Observations

Principles & Concept

Final Plan

Design Guidelines

Precincts
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DRAFT
one university many places
POPULATION DISTRIBUTION 2000

one university many places
POPULATION DISTRIBUTION 2025

one university many places
EMPLOYMENT 2000

one university many places
REGIONAL PLANS

- Convention Center Expansion and Hotel
- Light Rail
- ABC and T-Gen
- Roosevelt Arts District
- Warehouse District
- North of Fillmore
- City, State, and Federal Offices
- Arts Venues
- New Housing
Low-density Residential
High-density Residential
Schools
Arts Corridor
Commercial
ASU Phoenix Campus
Light Rail
Potential Development
Existing Aerial Photo
Downtown Phoenix

• Public Open Spaces
• Multiple routes serve Transit Station on Central Ave.

• Downtown DASH
Maricopa County population projected to double over next 30 years

Despite $15.8 billion investment in transportation improvements, congestion will worsen

8-hour ozone standards violated

Trip reduction program mandated by state
• Light Rail Stops
• 5 Minute Walk TOD
• Light Rail Stops
• 10 Minute Pedestrian Catchment Area
• Campus does not own any parking
• Parking currently leased from the City in 2 garages:
  – Heritage and Science Park Garage on south side of Monroe Street (365 spaces)
  – Civic Plaza East Garage (90 spaces)
• Parking demand estimated at:
  – 400+ spaces currently
  – 6,000+ spaces in future
- Good grid network of streets and sidewalks
- Street narrowing and landscaping have created pedestrian friendly streets
• Substantial growth proposed for campus

• Future parking

• Centrally located – at hub of transportation

• Capitalize on future transit improvements

• Pedestrians crossing surrounding streets (partic.) 7th Street

• Connection to Tempe campus
Create a Downtown Phoenix Center that serves the mission of the University and the greater Phoenix area with professional studies.

Build connections with Downtown cultural assets, professional enterprises, and urban development potential that enhances the living/learning environment.

Create a vibrant, safe, sustainable and beautiful 24/7 community.

Options to concentrate and/or disperse campus functions.