



A NEW AMERICAN UNIVERSITY



Observations

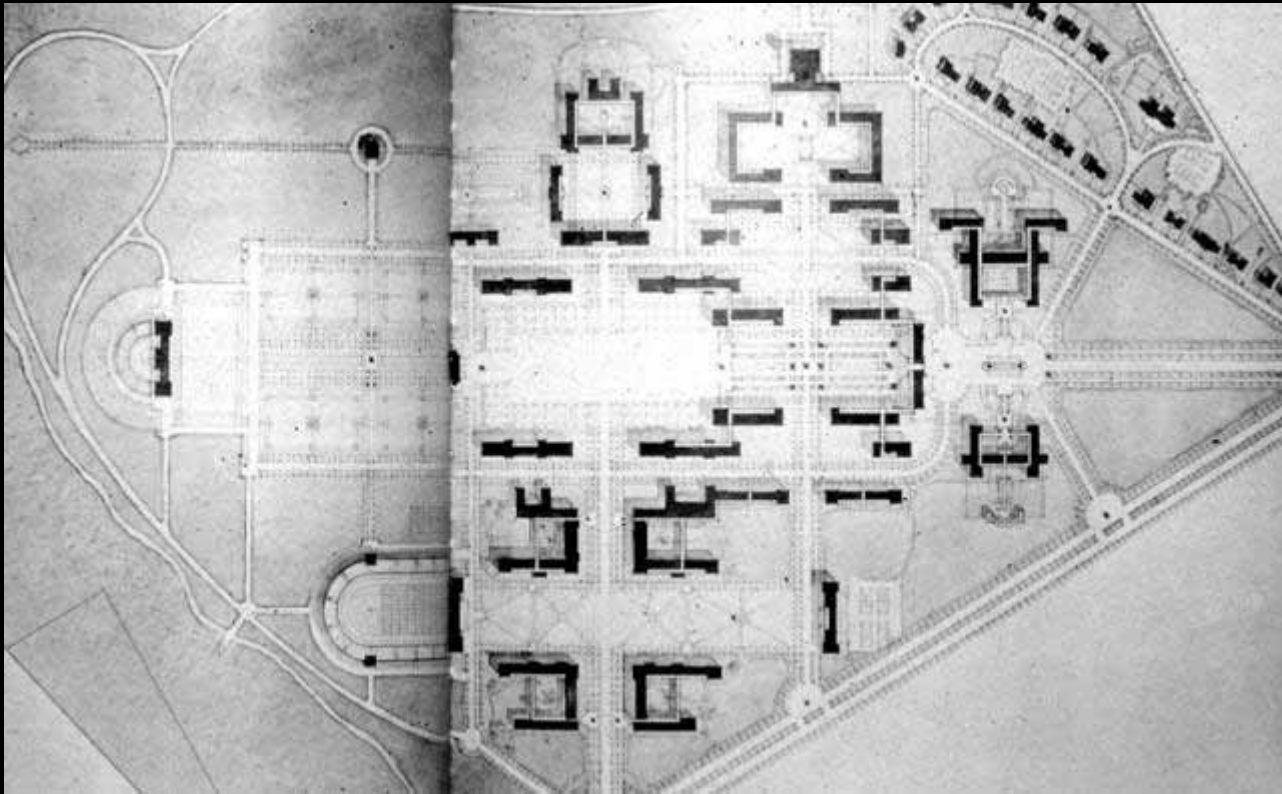
January 26-28, 2004

www.asu.edu/cdp

WHY DO WE NEED A MASTER PLAN?

“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 a optimistic long term vision
- To raise our aspirations
- To raise money



CAMPUS PLANNING PROCESS

Observations



Principles & Concept

Final Plan

Design Guidelines

Precincts

DRAFT

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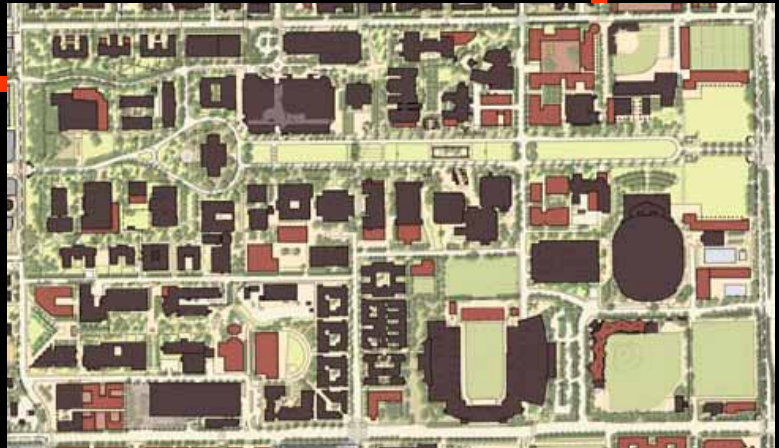
Principles & Concept



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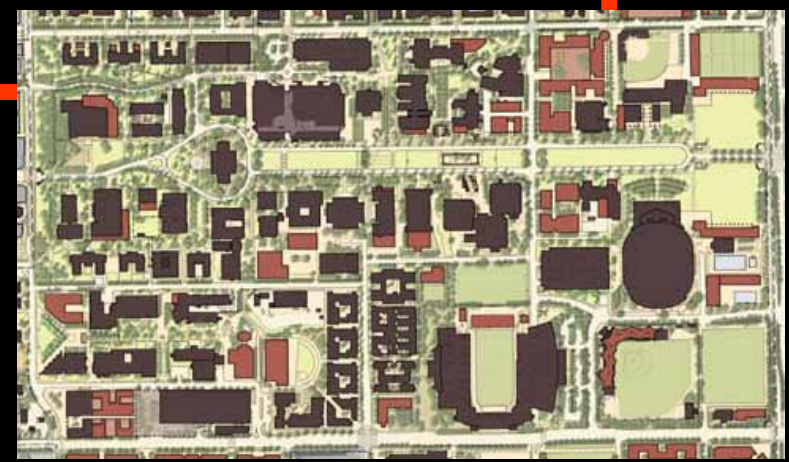
Principles & Concept



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CAMPUS PLANNING PROCESS

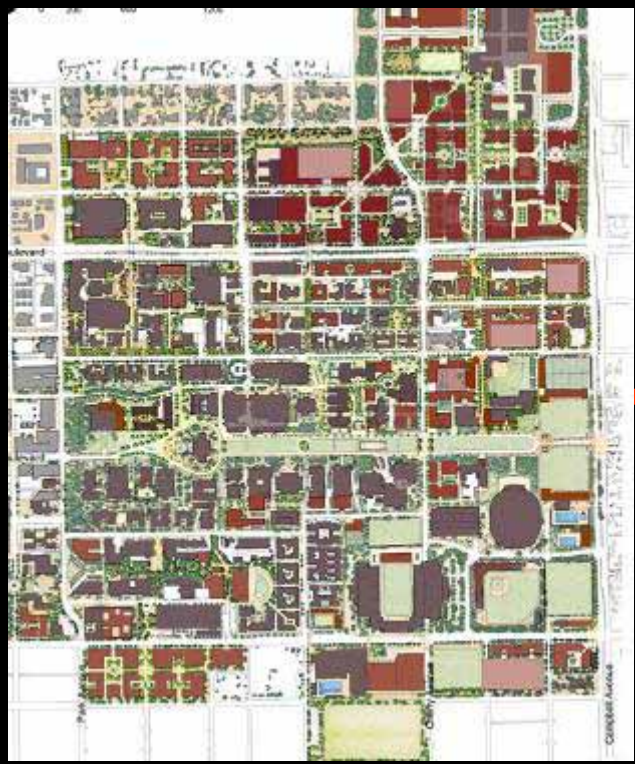
Observations



Principles & Concept



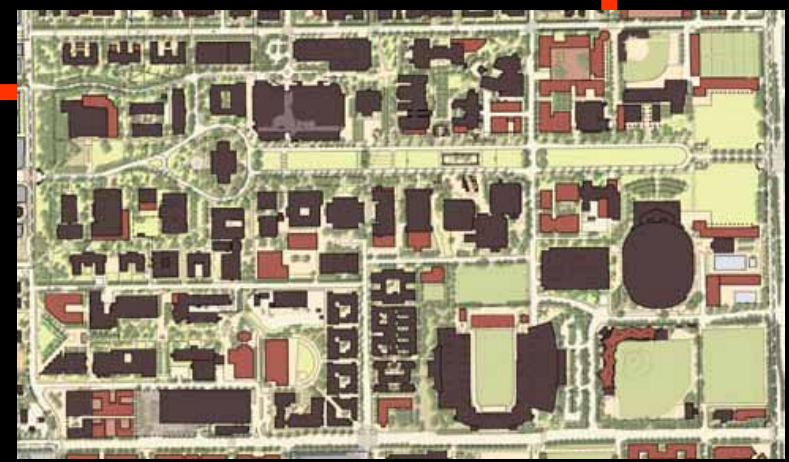
Final Plan



Design Guidelines



Precincts



June-December 2003 Observations

September 2003 Vision White Paper

January 2004 Planning Principles and Concept Development

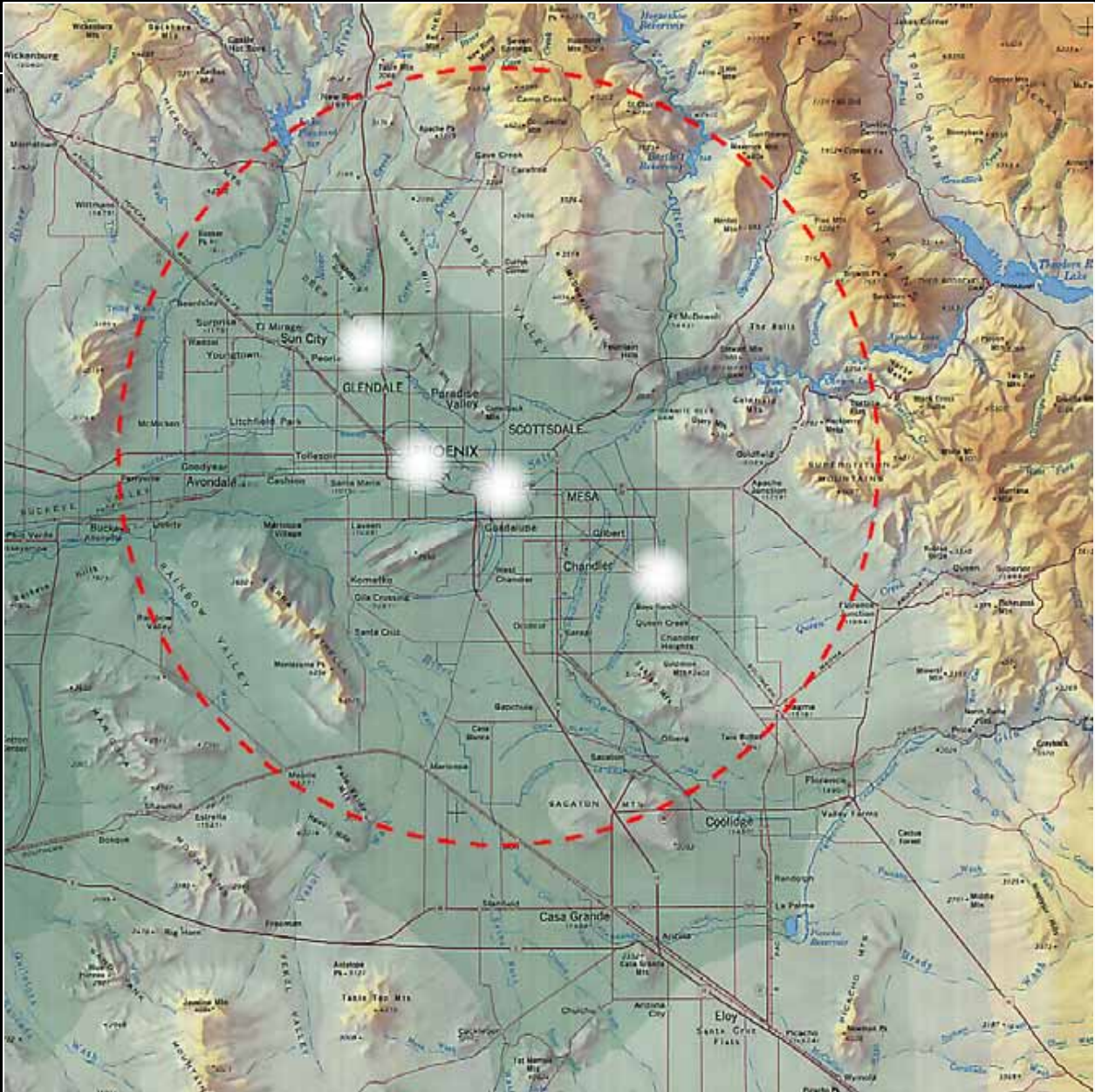
January-June 2004 District Workshops

July-Aug 2004 Final Plan and Guidelines Development

Sept - Oct 2004 Draft Final Plan Public Forums

Fall 2004 Arizona Board of Regents Presentation

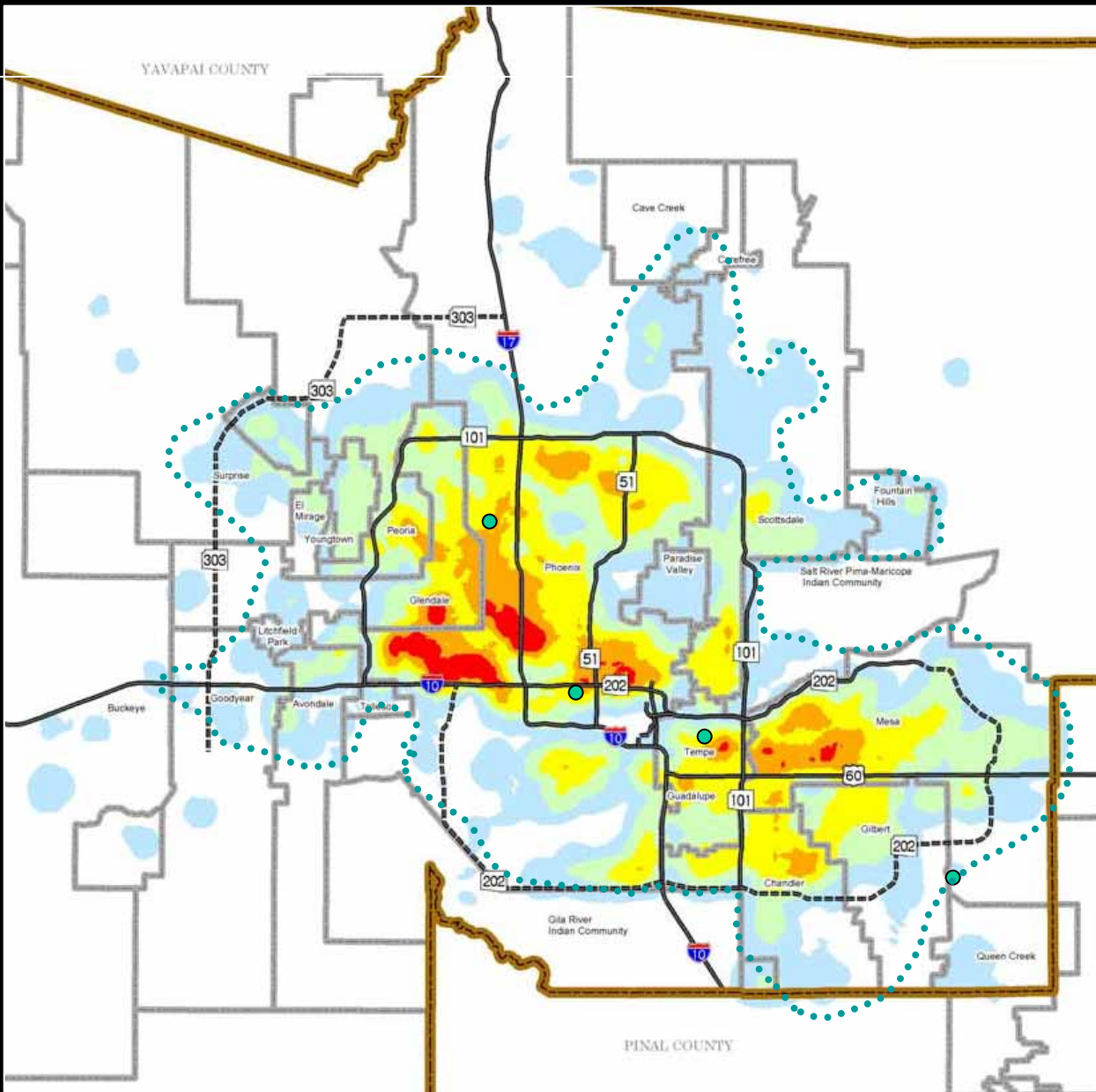
one university many places



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POPULATION DISTRIBUTION 2000

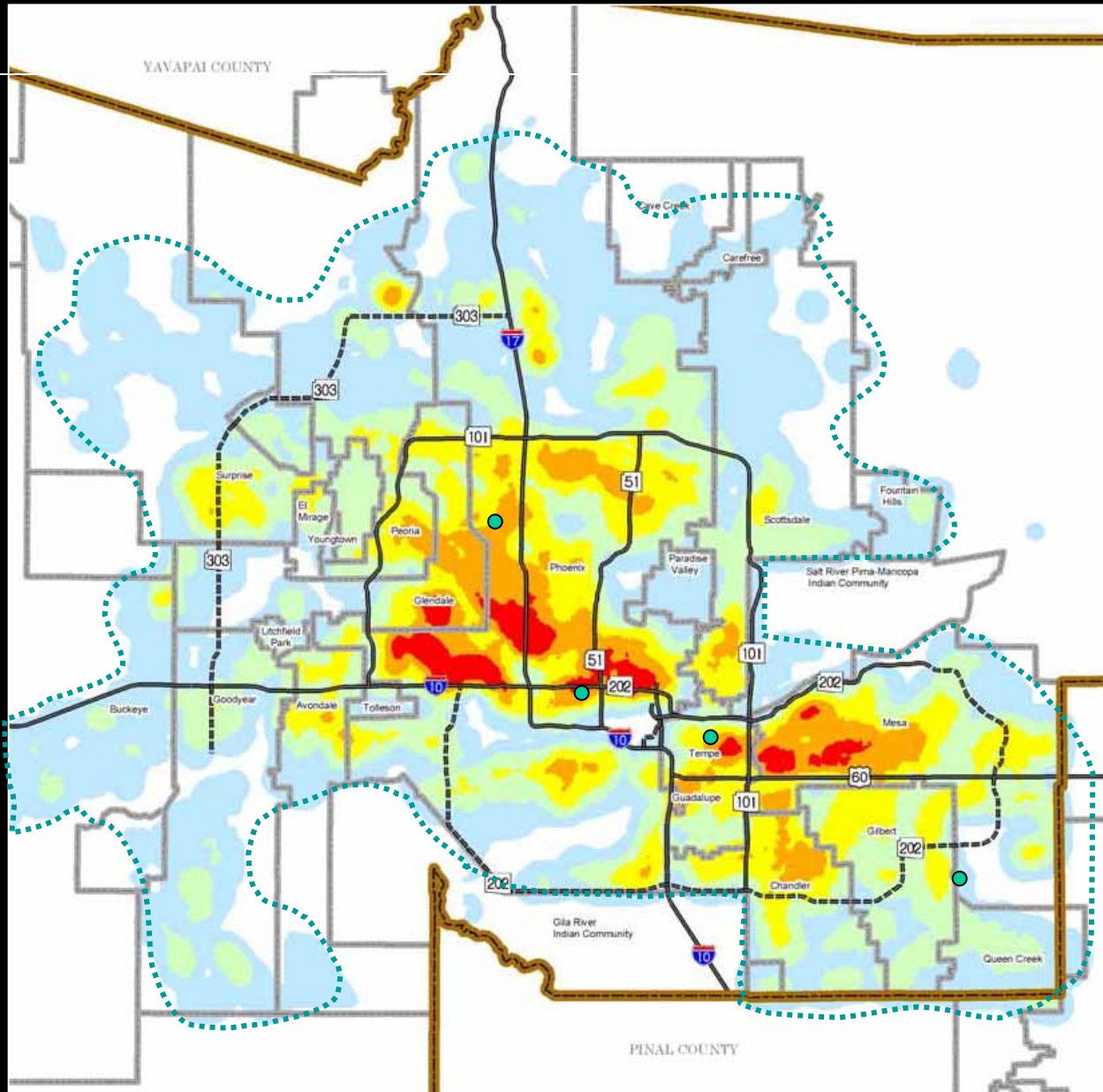
one university many places



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POPULATION DISTRIBUTION 2025

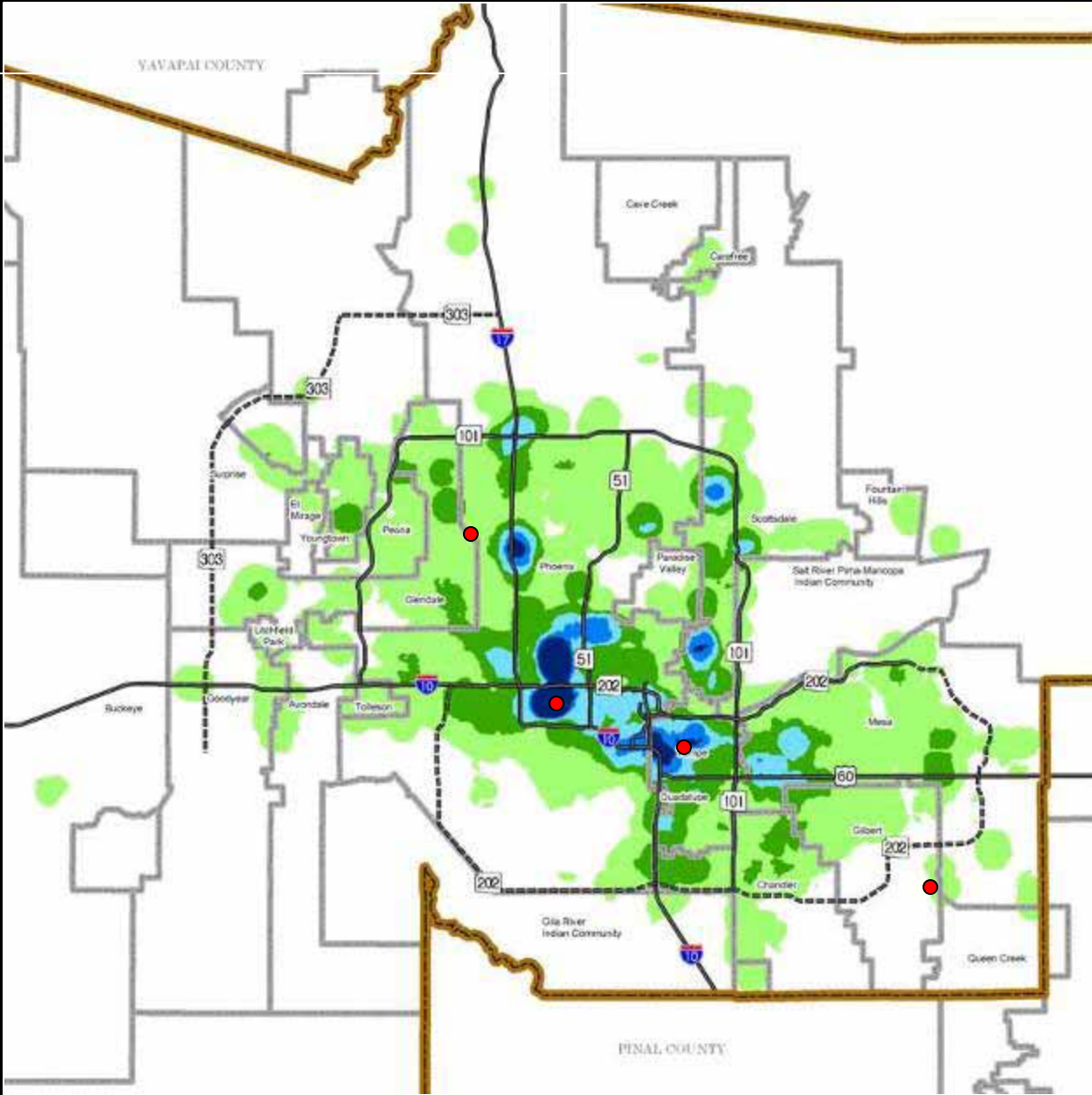
one university many places



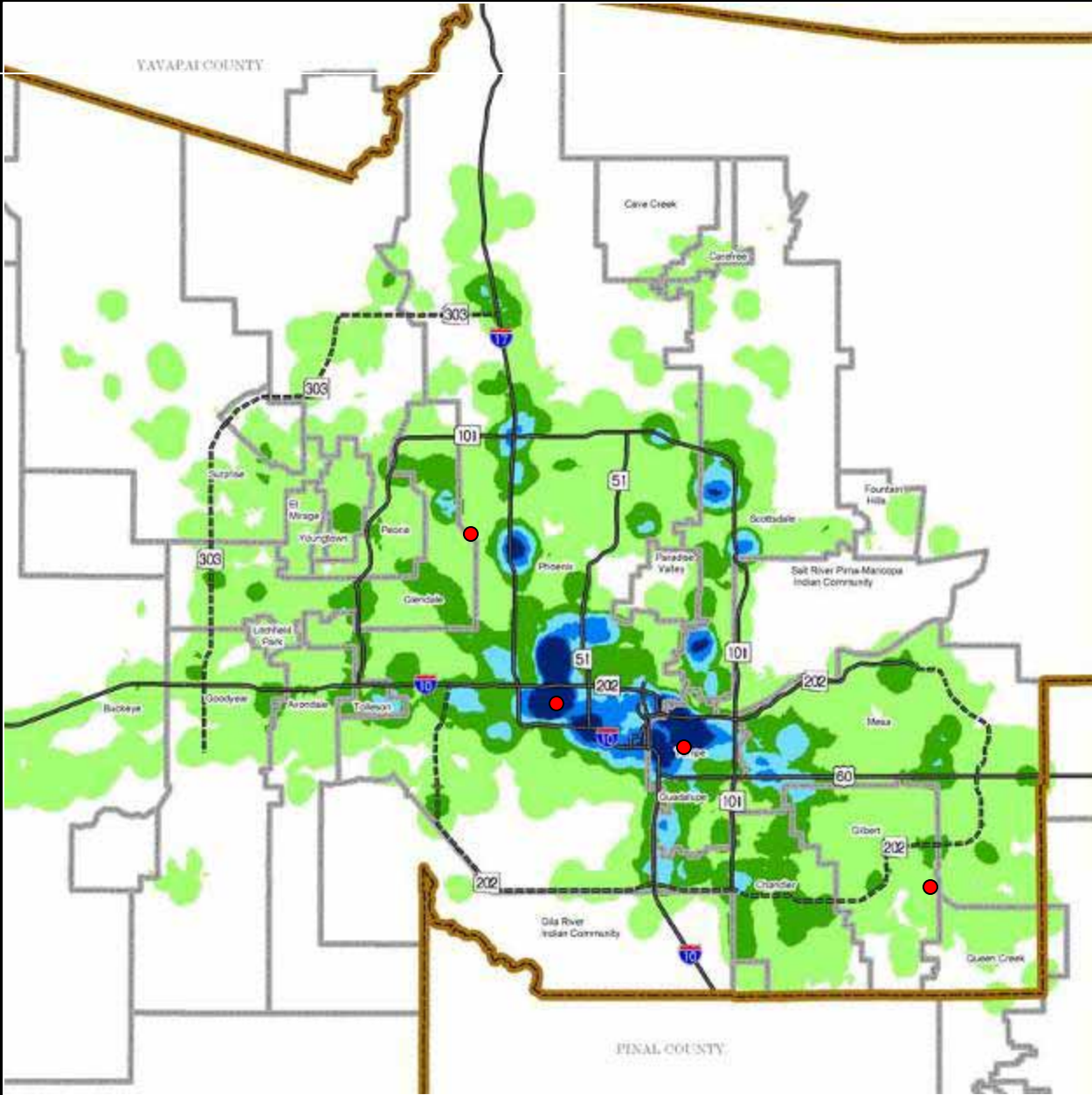
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EMPLOYMENT 2000

one university many places



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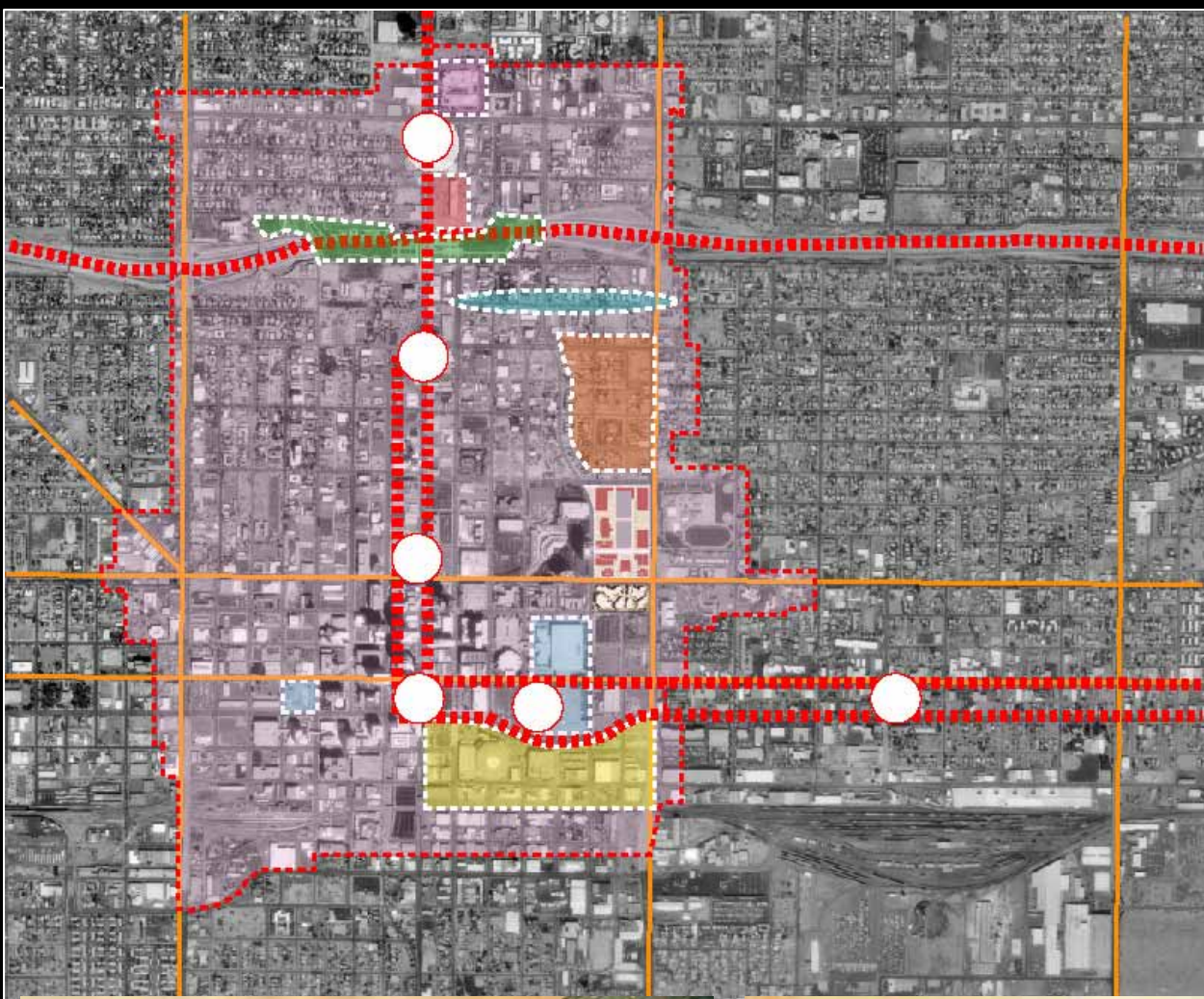
ASU DOWNTOWN CAMPUS



REGIONAL PLANS



REGIONAL PLANS



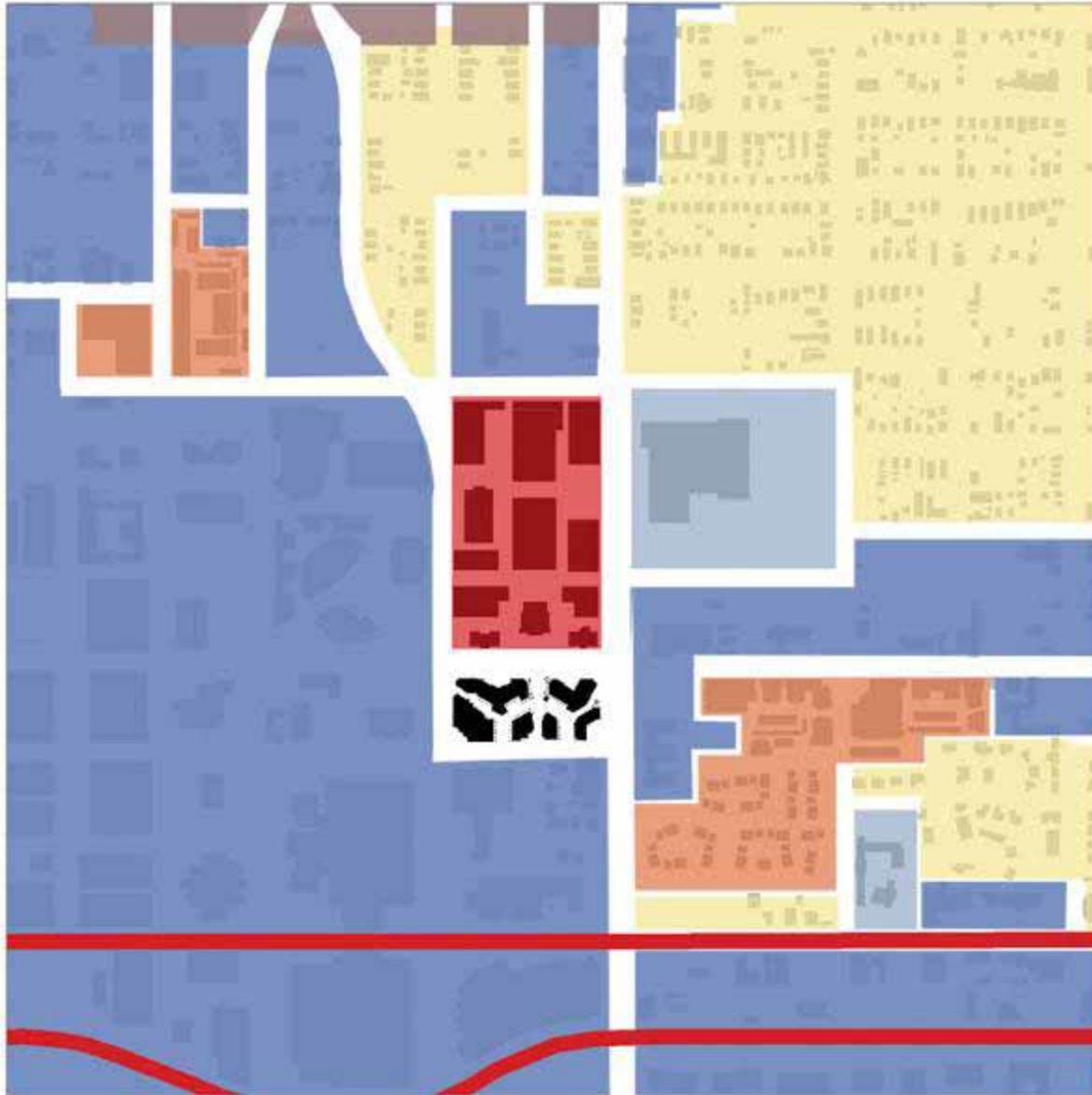
- Convention Center Expansion and Hotel
- Light Rail
- ABC and T-Gen
- Roosevelt Arts District
- Warehouse District
- North of Fillmore
- City, State, and Federal Offices
- Arts Venues
- New Housing



PROPERTY LINES



EXISTING ZONING



Low-density Residential

High-density Residential

Schools

Arts Corridor

Commercial

ASU Phoenix Campus

Light Rail

Potential Development



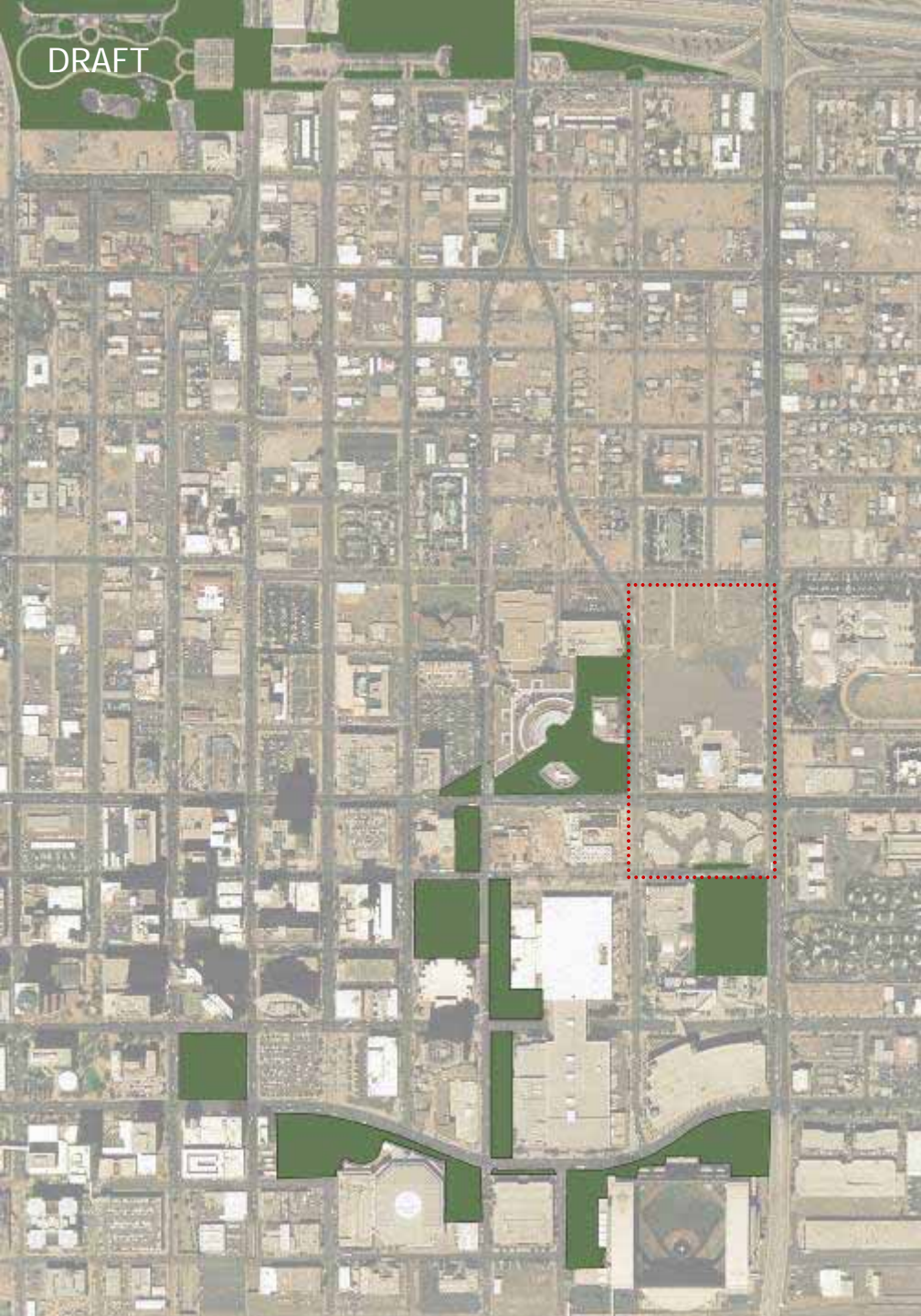
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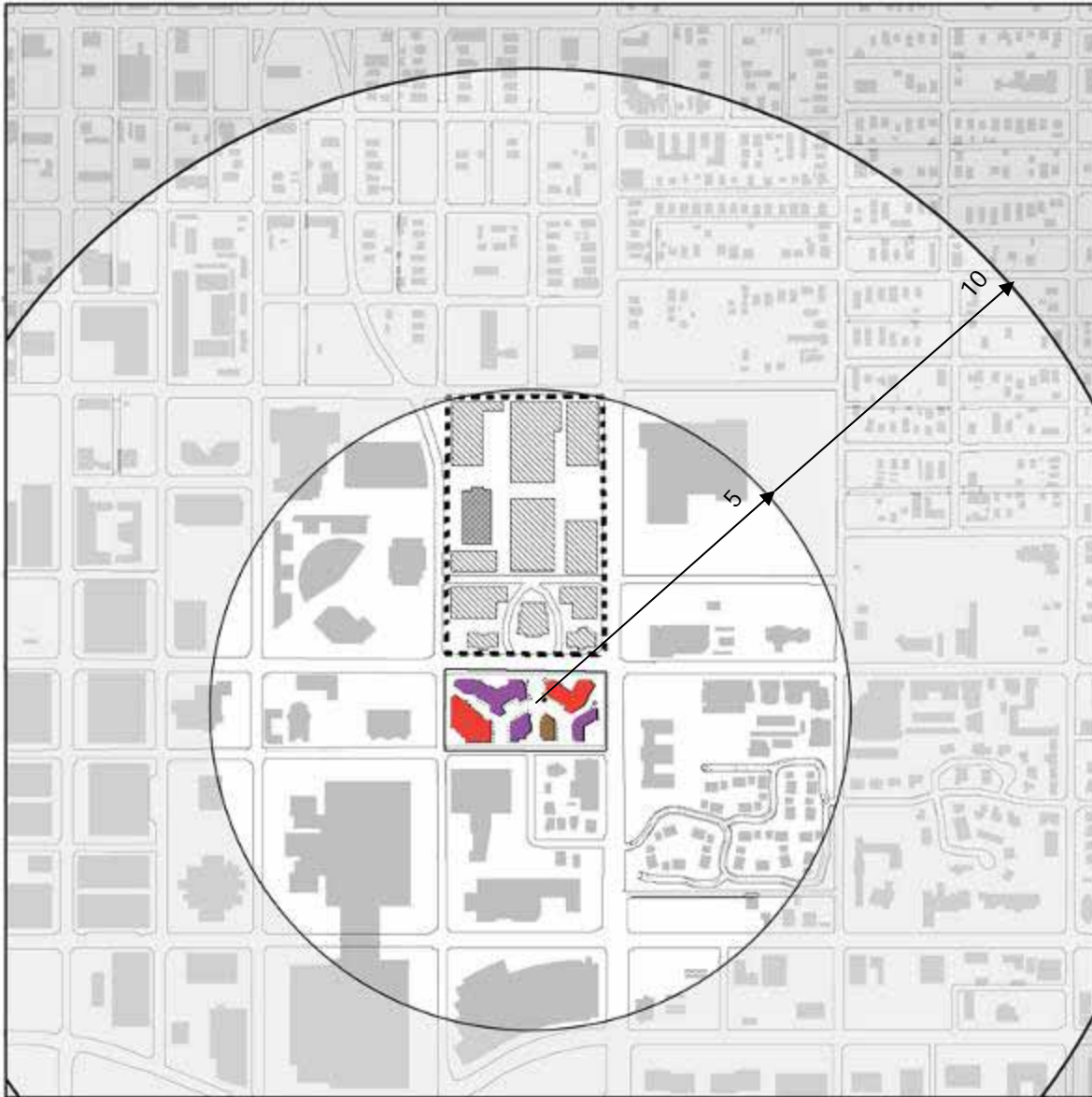
NATURAL SYSTEMS



Existing Aerial Photo
Downtown Phoenix

- Public Open Spaces





EXISTING BUILDING USE

Academic

Support

Service

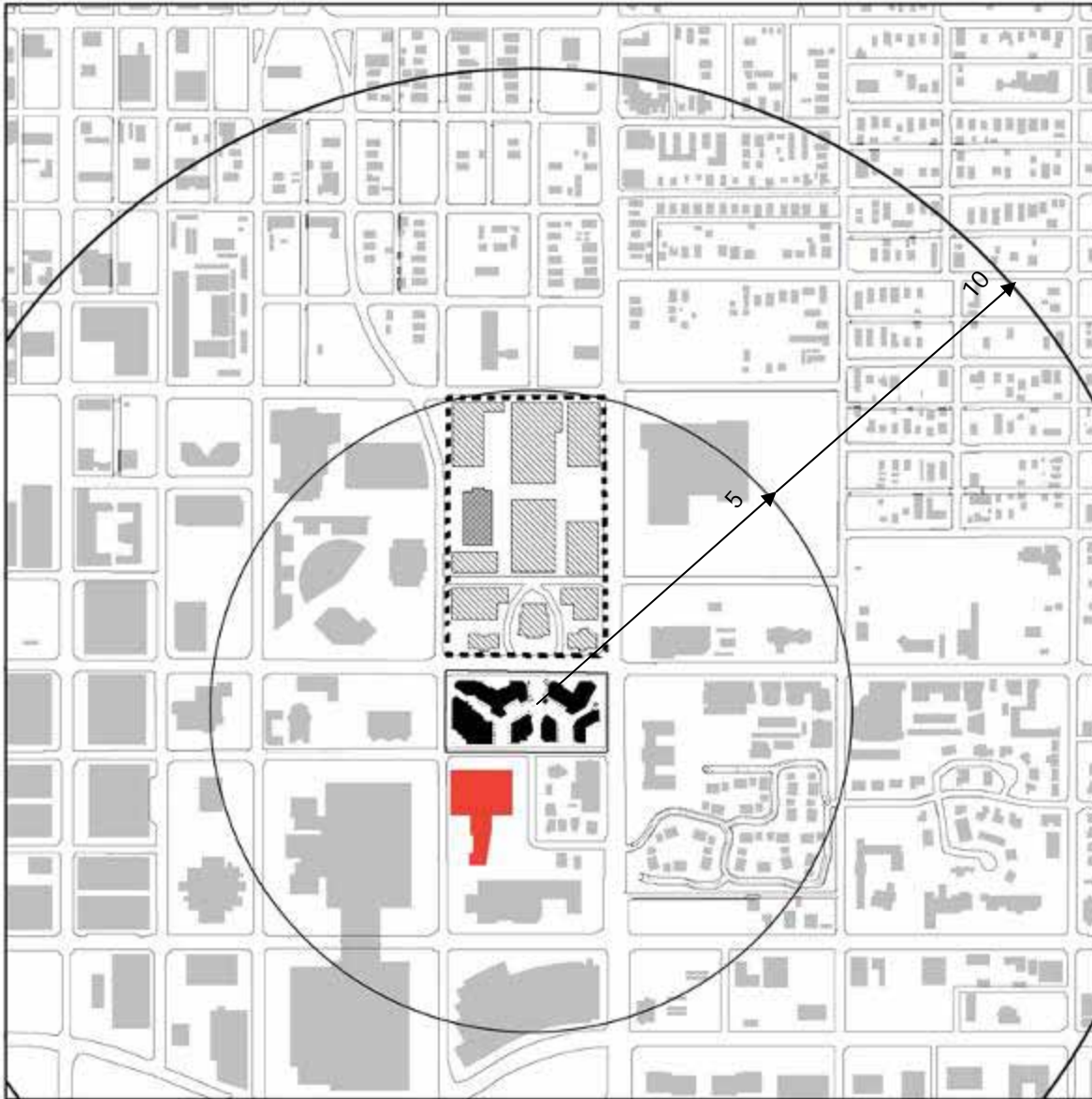
ASU Phoenix Campus



EXISTING PARKING



Parking

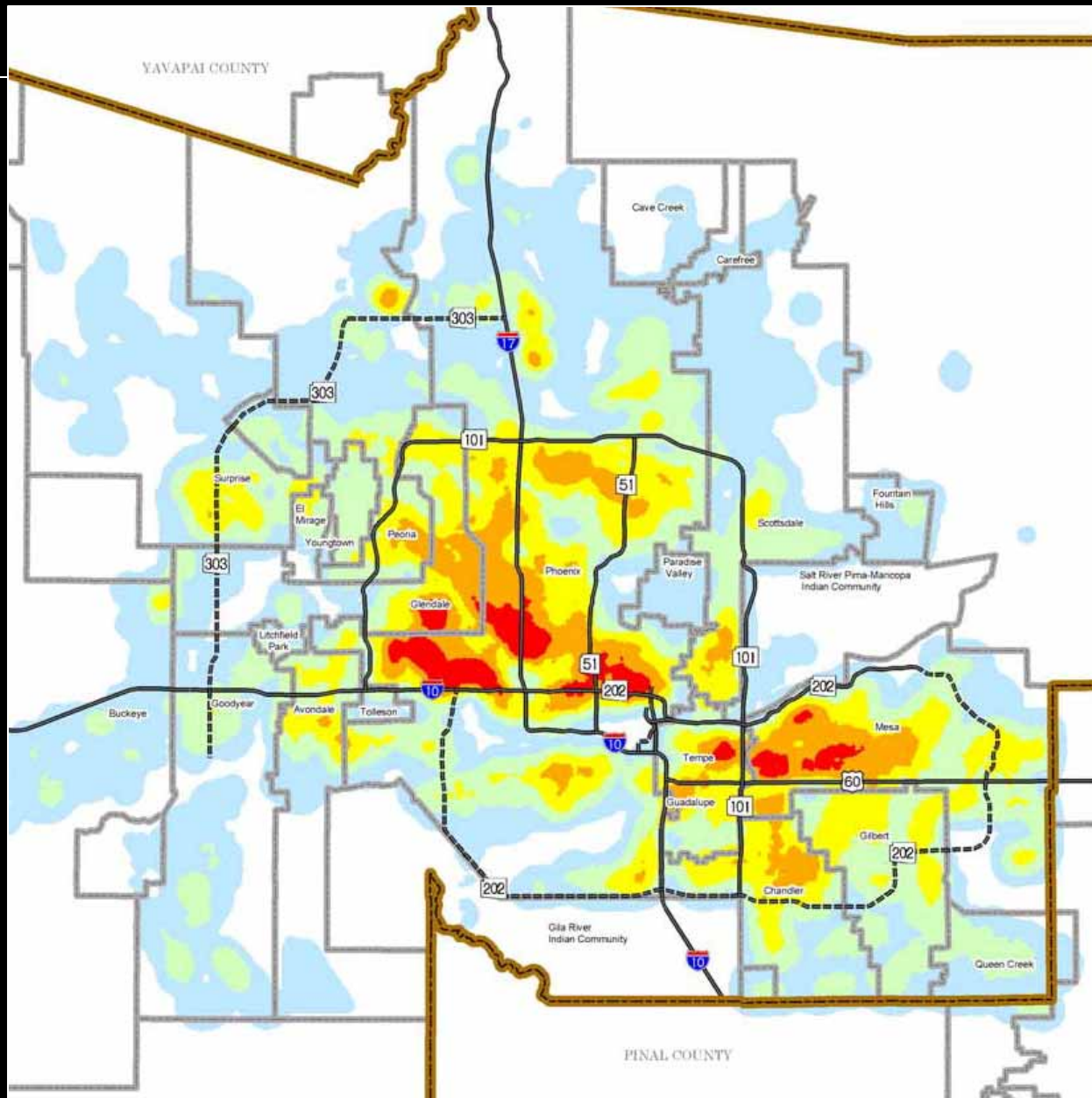


TRANSIT

- Multiple routes serve Transit Station on Central Ave.
- Downtown DASH



REGIONAL TRANSPORTATION

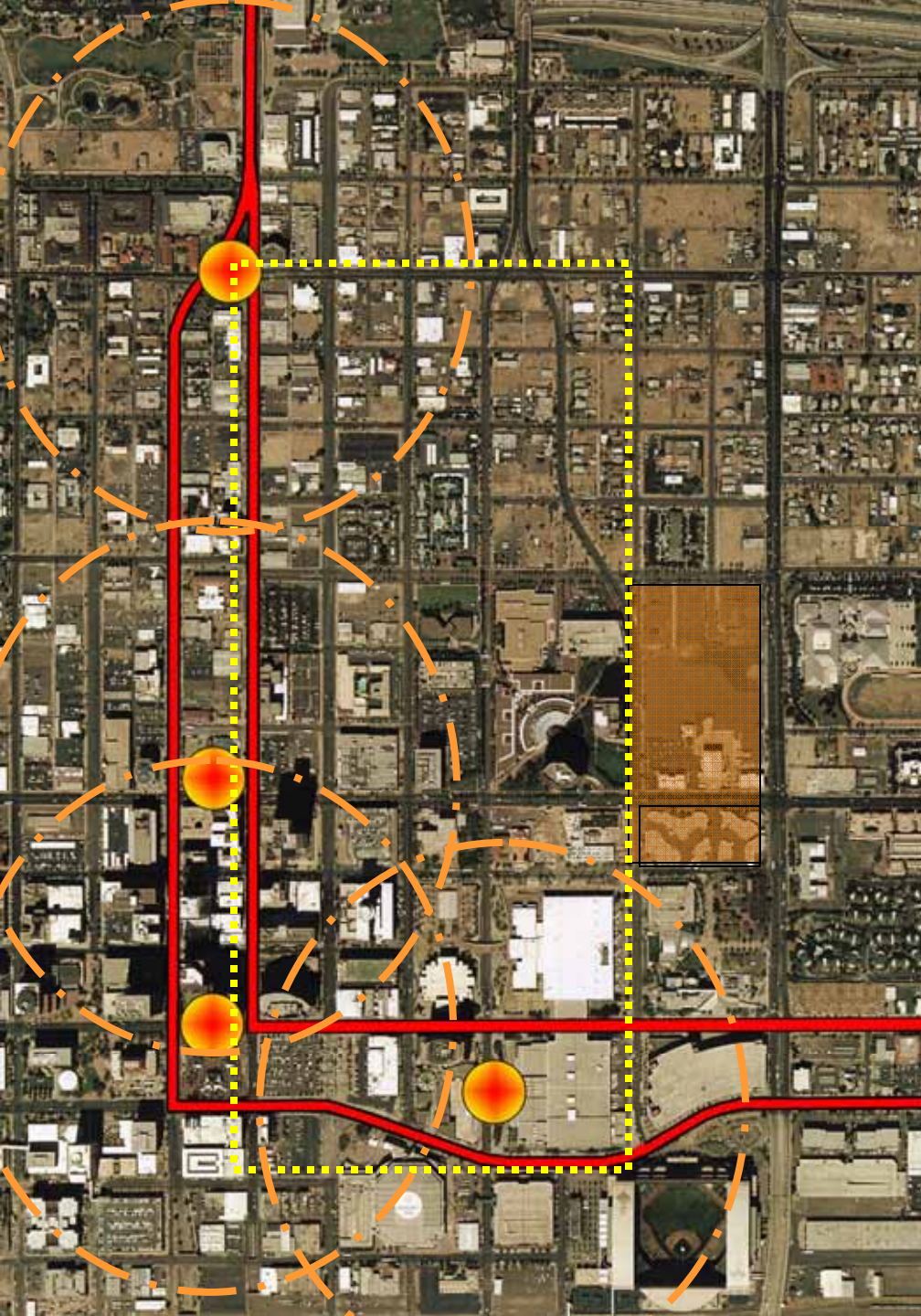


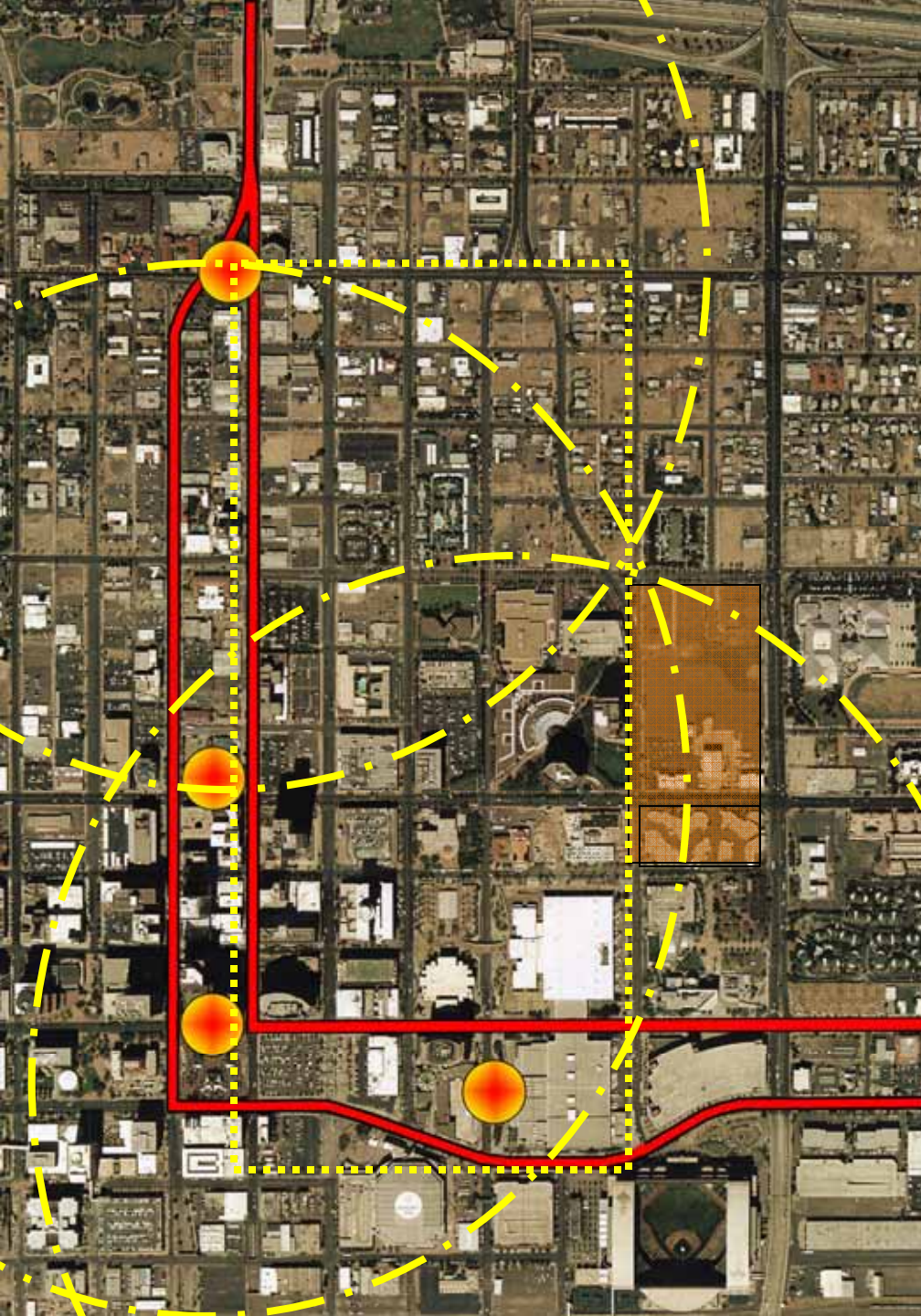
- Maricopa County population projected to double over next 30 years
- Despite \$15.8 billion investment in transportation improvements, congestion will worsen
- 8-hour ozone standards violated
- Trip reduction program mandated by state

CONCEPT DIAGRAM



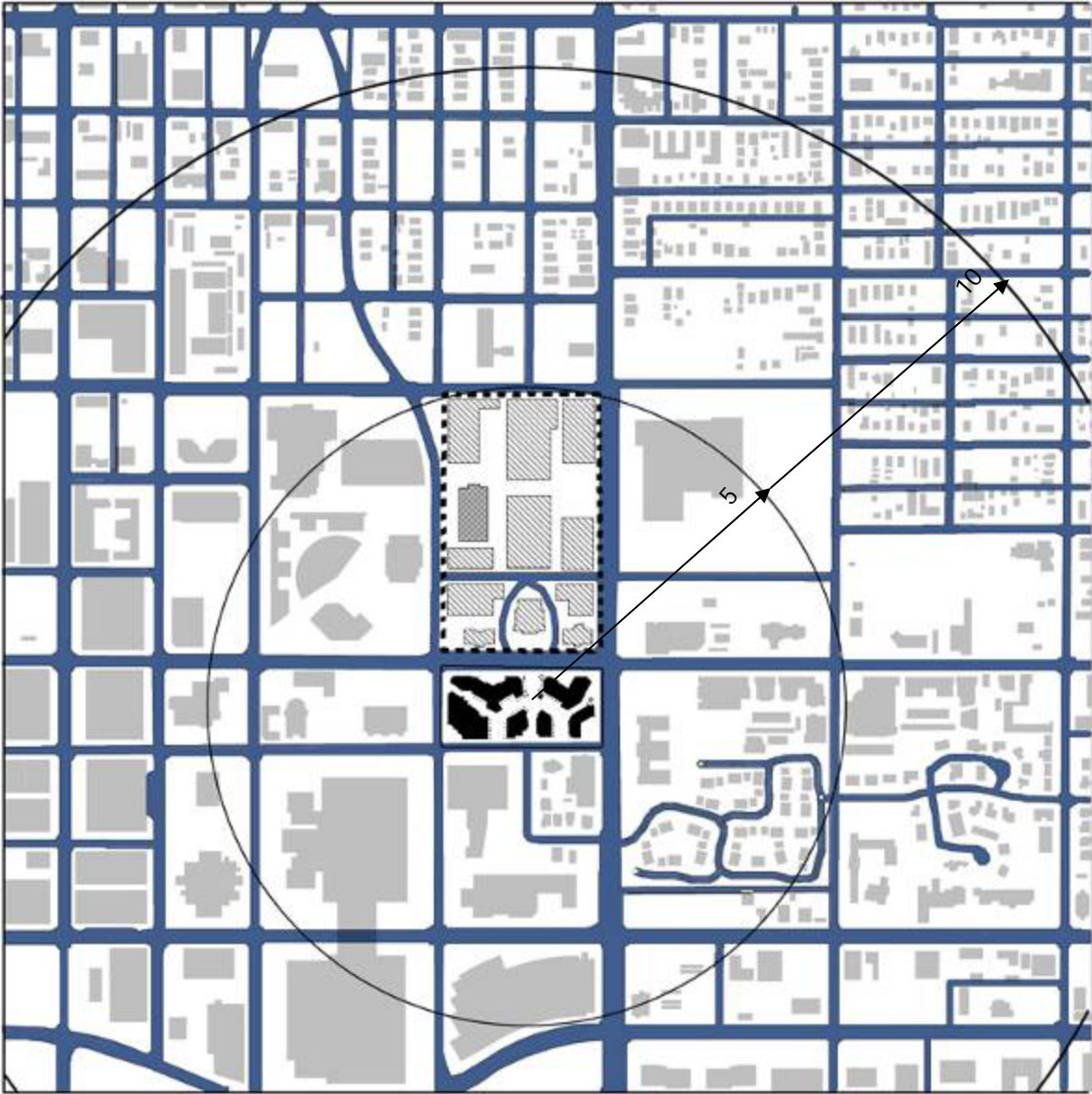
- Light Rail Stops
- 5 Minute Walk TOD





- 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



Pedestrian Circulation

Public Streets



STREETS



- 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



PLANNING PRINCIPLES

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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

