ASU Downtown Campus
Catalyst for Downtown Revitalization

*2008*
Opening of first leg of light rail: ASU Main Campus <---> Downtown Phoenix
Art Infusion: ASU Celebrates Art in the City
An annual weekend arts festival in downtown Phoenix showcasing the work of ASU students, faculty, & alumni
ASU Downtown Business Advisory Center

Leveraging the University’s Assets to Help Develop Small Businesses in the Downtown Core
Center for the Advancement of Small Business

- Located on the main campus
- Director: Mary Lou Bessette
- Average 25 communications a week, 1,000 a year
- Two staff members
- No fee for service
CASB Current Services

• Connects faculty and MBA student advisors with aspiring entrepreneurs and small business owners
• Provides seminars on starting or improving small businesses
• Works with College of Business to place interns in businesses
• Awards the Spirit of Enterprise to exemplary local businesses
• Focuses on Hispanic and family-run small businesses
ASU Downtown Business Advisory Center

Satellite center focused on small business development in the downtown core

Proposed DBAC services

• Continue main center’s programs downtown
• Host networking events; support information sharing
• Administer year-long student internship program
• Organize similar faculty program
• Hold annual grant contest: best student business plan would receive funding to start in the downtown
INSTANT ART/ADVERTISING/SERVICE

RUBIES
Instant Art/Advertising/Service
Elements of Instant Activation
Mobile Architecture

Reuse and modification of existing elements such as shipping containers that will adapt to a variety of functions: coffee shops, art galleries, book fairs, information kiosks, etc.
Travis Sheridan

Weaving Downtown: A Public Art Proposal for Phoenix
Joaquin Roesch: Retrofit of Arizona Center and Children’s Center
AZ Center

DATE OPENED:
One Arizona Center: October 1990
Two Arizona Center: March 1989
The Shops at Arizona Center: November 1990
The Gardens at Arizona Center: November 1990

EXPANSION: 1998
PROJECT COMPONENTS: Two retail buildings, two office buildings, a 24-screen movie theater, a 3.5-acre urban garden and a parking garage

CENTER DESCRIPTION: Forty-five specialty retail, restaurants and nightclubs in two open-air pavilions surrounded by gardens.
Condensed versions of Box Stores & 24 Hr. Children's Center. The presence of utility, service and destination driven stores enhances the center by diversifying its Client demographics.

PROPOSED RETROFIT

24 HR Children's Center

Home Depot

Target

Trader Joe’s
ACTUALITY

Conventional Home Depot sq. footage: 114,000 + 20,000 for nursery = 134,000 sq.ft

Conventional Target store: 126,000 sq. ft.

Trader Joe's: aprox. 100,000 sq.ft

Totals: 360,000 sq.ft

AZ CENTER GROSS LEASABLE AREA: Retail: 230,000 square feet

NUMBER OF PARKING SPACES: 2,998

URBAN STORES CONCEPT

Home Depot: 50,000 sq.ft.

Target: 50,000 sq. ft.

Trader Joe's: 30,000 sq. ft.

Remaining Services and Restaurants: 100,000 sq. ft.

PROPOSED RETROFIT
Entrance from 3rd street is now activated. By the presence of a storefront street, pedestrians make better use of the store-lined façade, and begin to engage with the surrounding site.

PROPOSED RETROFIT

The integration of the 'Big Box' and 24-Hour Children's Center
In allowing for a successful integration of the ‘Big Box’, their conventional image must be reconfigured into an urban setting. Target can take on an urban aesthetic as it conforms to the existing Arizona Center Space. Home Depot becomes part of the landscape as its garden center spills onto the existing lawn and activates these currently unused spaces.

**PROPOSED RETROFIT**

The ‘Big Box’ is necessary in every city context, including the urban center. Food, home repairs, and basic living amenities are needed by everyone. This does not mean that people who live in the ‘city’ should have to drive to the suburbs to find them. Additionally, these stores will act as the independent draw to the Arizona Center that will allow for the use of the neglected independent stores that exist there today.
ZONING CHANGES
Remove:
- HR-I overlay district
- Lot size limitation on the UR overlay district

Add:
- Zero lots (reduce the setbacks)
- Small minimum lot size (65’ x 18’)
- Count street parking as part of development
Mayor Joseph P. Riley

"A city should be a place with such beauty and order that it is inspirational. A key component of urban design is a belief in the value of the public realm, which every citizen owns. If we are a nation where all the finest zones are privately owned, then what we own together as citizens is not... greatest cities are those with the most beautiful public spaces, and that is what we've sought to achieve in Charleston."

Mayors' Institute for City Design (MICD)
Mayors Council on Homelessness and Affordable Housing
Uptown Plaza, Central & Camelback. From Arizona Highways, April, 1957
"This report presents one possible physical and social plan for Maricopa County and (its metropolitan) cities. But the report goes further than presenting just one of many answers to the complex issues which face Maricopa County in planning for its future development. The report presents a structured model which can provide a way to identify important issues, to attack new problems as they arise, and to choose the best alternatives from different available options."
THE NECKLACE CONCEPT
1979 (Phoenix Community Alliance)
Phoenix Futures Forum
Urban Form Group
1980’s
This portion of downtown is characterized by the railroad tracks which encouraged the original distribution and industrial warehouse and service center. While some of the area south of the tracks continues to be used by industry and warehouses, some of the older buildings north of the tracks are converted into a mixture of shops, merchandise display areas, loft offices, and enterprises for visitors and residents alike. Of particular interest is the rehabilitated railroad depot.
<table>
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<th>ARTS DISTRICT-DECK PARK</th>
<th>ARTS DISTRICT- HISTORIC PALM CORRIDOR</th>
<th>ENCANTO VILLAGE GRADIENT</th>
<th>ENCANTO VILLAGE CORE</th>
<th>ENCANTO AND ALHAMBRA VILLAGES GRADIENT</th>
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Figure 1
MAJOR PLANNING AREAS
AND R.O.W ANALYSIS
GEOMETRIC LINEAR PATTERN
Goal: “define a mission for the form, design and development of Downtown over the next 25 years. Accordingly, the Downtown Plan is comprised of nine goals and an Implementation Section which address desired functions, amenities, form and design of Downtown in order to achieve the 25 Year Vision. The goals, together with policies and strategies to achieve them, cover character districts, safety, a transportation system, a pedestrian system, open space and environment, the convention center, the governmental mall, housing and urban form, and design.”
Phoenix 25 Year Vision, 1991

Character Changes Over Next 25 Years

- Shaded walkways throughout, including arcades and tree-lined streets
- No surface parking
- Open space network, with clearly defined pedestrian linkages between plazas and parks; linear parks along Second Street and Second Avenue
- Vibrant nightlife, including Arena, museums, other culture and entertainment, restaurants and pubs, throughout the week and on weekends
- Shuttle transit service linking core to Governmental Mall and North Central Avenue business district
- Gateway treatment at Seventh Street intersections with Van Buren, Washington and Jefferson Streets
- Additional hotels supporting convention and associated uses
- Restored historic structures
Character Changes Over Next 25 Years

- High density housing added in the interior near Margaret T. Hance Park and east of St. Croix Villas
- Infill offices and new campus style developments replace scattered individual, older projects
- Seventh Street image enhanced with new commercial projects and streetscape amenities
- Retail services strengthened along East Roosevelt
- High intensity mixed commercial development (mid-rise or high rise) constructed on Roosevelt between Third and Fourth Streets
- Pedestrian and bicycle linkages to Margaret T. Hance Park created along the Second Street linear park and Third Street bikeway.
“We began with some basic assumptions. Being familiar with the recent history of the Public Art movement in the U.S., we believed that, at every opportunity, artists should be included in design teams on public building projects. We created a hierarchy of public art project types, a priority listing that governs the project approach that is taken with any artwork project: (1) Placing artists on design teams. (2) Integrating artworks into construction projects. (3) Purchasing or commissioning artworks after construction.”
“The Phoenix Arts District Plan was developed by the staff of the Phoenix Planning Dept., under the guidance of the Arts District Coordinating Committee through public workshops and represents an effort to integrate Phoenix’s major arts and cultural institutions into a defined arts-related district providing a variety of arts-related activities.”
General Plan for Phoenix
(November 2001)
Infill Incentive District
Rezoning
Vacant Parcels
Mixed Use
Urban Villages
TODs
PODs
Strategic Vision Update

Downtown Phoenix Partnership
1997 (update of 1992 Vision)

Some highlights:

• Extend “sphere of influence” beyond core

• Expand housing opportunities

• Create safe, walkable environment

• “Utilize ASU more effectively”
A charrette held in conjunction with Paul Winslow, architect, ASU, and other community leaders to catalog the existing area and buildings in the northern downtown region. Proposals were developed to direct growth. The Roosevelt Central Committee and NIA continue to develop these proposals.
Proposal by an ASU graduate student for activating downtown Phoenix.
From the cover of Shade magazine.
Mission Statement 12/21/01

“To foster physical and economic development, and continuing vitality within the Phoenix Museum District and other central city arts clusters.”
A study analyzing the merits of Second Avenue in order to promote more growth and development.
Goal: To bridge gap between ASU Research and community policy-making
The Maricopa Association of Governments Region 2025 Vision project is a public/private partnership to involve citizens of the region in an intensive effort to form a vision of what this region should be in the year 2025.

The vision will address all aspects of the future quality of life in the region including land use, transportation, environmental quality, education and public safety. It also will address issues involved with how to move the region toward achieving the vision.

One of three Region 2025 Vision Committee Co-chairs, Diane McCarthy, executive director of WESTMARC, says that the Region 2025 Vision "offers a unique opportunity to address the region's needs."

She adds "I hope we will all leave our preconceived notions at the door and sit together and listen to the concerns that are out there and figure out how to address them."

The effort will be broad-based and participatory. The Region 2025 Vision Committee, which will lead the effort, represents the diversity of the region.

Members were selected from 300 nominations made by elected officials who serve on the Maricopa Association of Governments Regional Council.

Richard Thomas, another of the three co-chairs, also chaired the citizen-based Blue Ribbon Committee that recommended the initiation of the Region 2025 Vision project to the Maricopa Association of Governments Regional Council. He is convinced that this region must plan for its future if it is to continue to maintain and enhance its quality of life.

The Region 2025 Vision planning effort will provide an opportunity to assure that our quality of life remains a priority," says Thomas, a Scottsdale city councilman.

The Blue Ribbon Committee conducted a nationwide study of over fifteen regions, made site visits to peer regions, and held extensive discussions with experts on regionalism. The committee members concluded that a comprehensive vision for quality of life in the region can provide a focused framework for future decision making.

The MAG Regional Council Chair Elaine M. Scroggs, mayor of Glendale, says the Maricopa Association of Governments Region 2025 Vision planning effort will help to assure that the region maintains a high quality of life for its residents.

With its responsibility for regional planning and a membership that covers the entire Valley, the Regional Council is the most appropriate group to convene this important project, she adds. Maricopa Association of Governments is the designated metropolitan planning organization for the region and has worked with its member agencies-city, towns, American Indian communities, and Maricopa County-on a variety of regional issues.

"The intent of forming a broad-based committee is to ensure that advocacy of interests will participate in an open process," says Maricopa County Administrator O'Connell. "We expect the committee will reach out to as many people as possible and consider all types of issues."

"An effective regional vision will identify a common future that is desired by and acceptable to all citizens in the region," agrees James M. Broudy, MAG executive director.
The Oasis, 2001

A proposal by the Phoenix Union Alumni Association and The Metropolitan Arts Institute for the Phoenix Union Site

THE OASIS
AN URBAN VILLAGE FOR ART & CULTURE, EDUCATION AND BUSINESS

A Downtown Renewal Project for Phoenix

Proposed by
The Phoenix Union Alumni Association and
The Metropolitan Arts Institute

Written by:
Matt Baker, Derk Janssen and Patricia Olsen

Edited by:
Don Jackson, Lionel Sanchez and Pat King

DECEMBER 2001
**The Stadium Saga**

2001-02

*The Issue*: Looking for a site for the new Arizona Cardinals stadium? How about the best one? Downtown Phoenix. Republic editorial columnist Doug MacEachern argues that the stadium belongs downtown with Bank One Ballpark and America West Arena. Such a move would strengthen the Valley’s urban core and, thus, greatly benefit Phoenix and all its suburbs.

The best place for the Cardinals stadium?

Frankly, it’s Phoenix
Dec. 6, 2002

City takes creative turn with downtown plans
Phoenix envisions artistic haven for urbanites

By Yvonne Wingett
In yet another attempt to strengthen downtown Phoenix, city planners are pitching a plan for a thriving urban hub with outdoor cafes, art galleries, townhomes and a hopping nightlife that would rival that of Tempe and Scottsdale. The plan is to develop an area once targeted for the Arizona Cardinals stadium, a 160-acre parcel within walking distance of other high-profile projects that have failed to sustain downtown dining and shopping, such as the Arizona Center and the Mercado.

Draft of Plan for Area North of Fillmore
LONG RANGE AREA VISION 11.19.02

- Intense, urban pedestrian oriented area, open 24/7
- Mix of land uses to support the downtown core and surrounding neighborhoods
- Destination for bio-medical research and related development of products, higher education, arts and entertainment
- Mix of 3-4 to 6-8 story buildings with diverse, but compatible architecture
- Buildings developed close to the street to form continuous street fronts, but no superblock or megastructures
- Preservation of large individually eligible historic structures in place
- Invisible parking
- Urban open space
Transit Overlay District 2004
Four D’s of Livability

Diversity
Density
Dynamism
Democracy
Four E’s of Livability

Environment
Economics
Equity
Esthetics
Sustainability rests upon 4 pillars.
Livable Phoenix
Building Community Together