



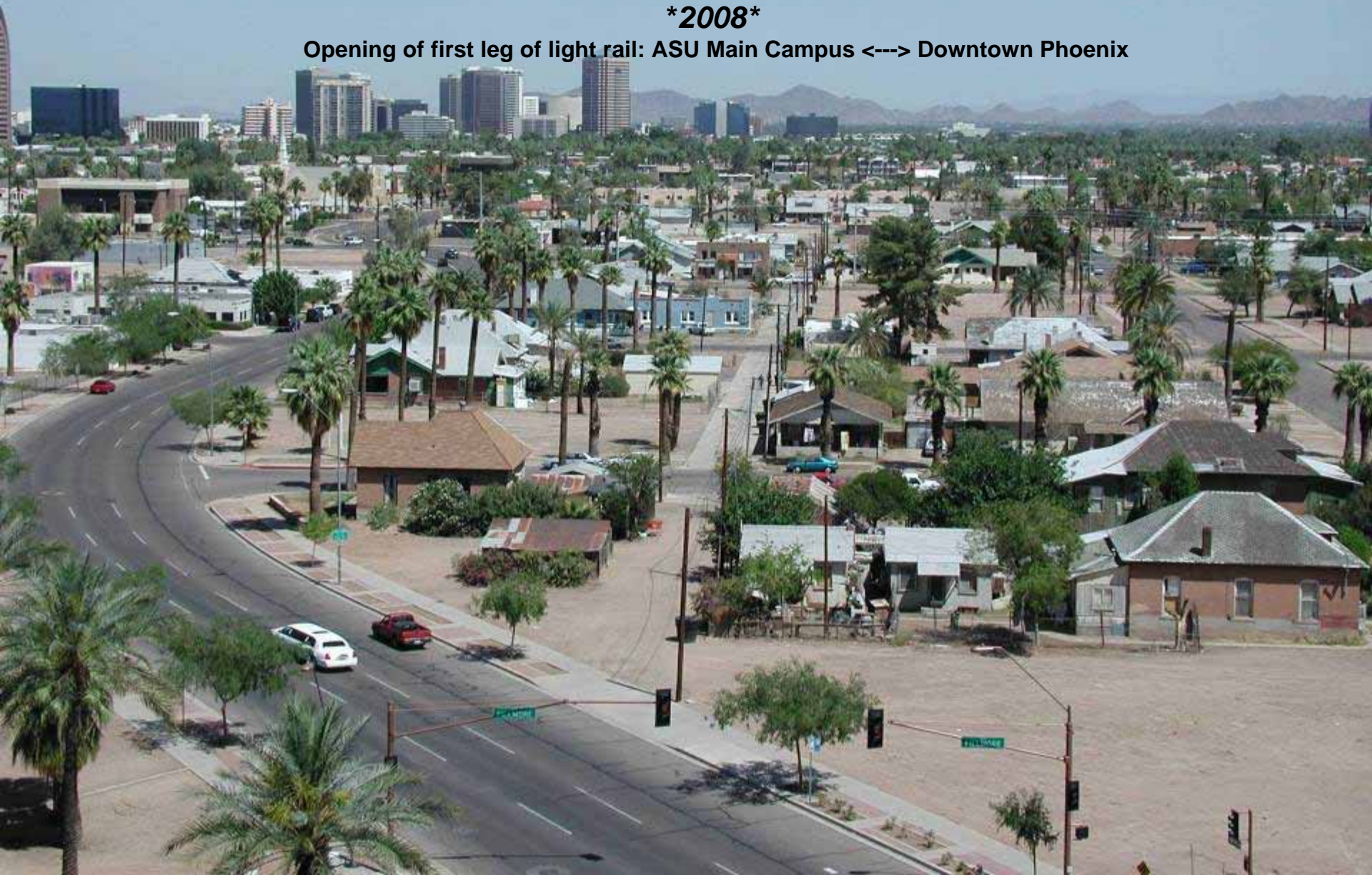
# ASU DOWNTOWN CAMPUS

## *SAPPHIRES*

# 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

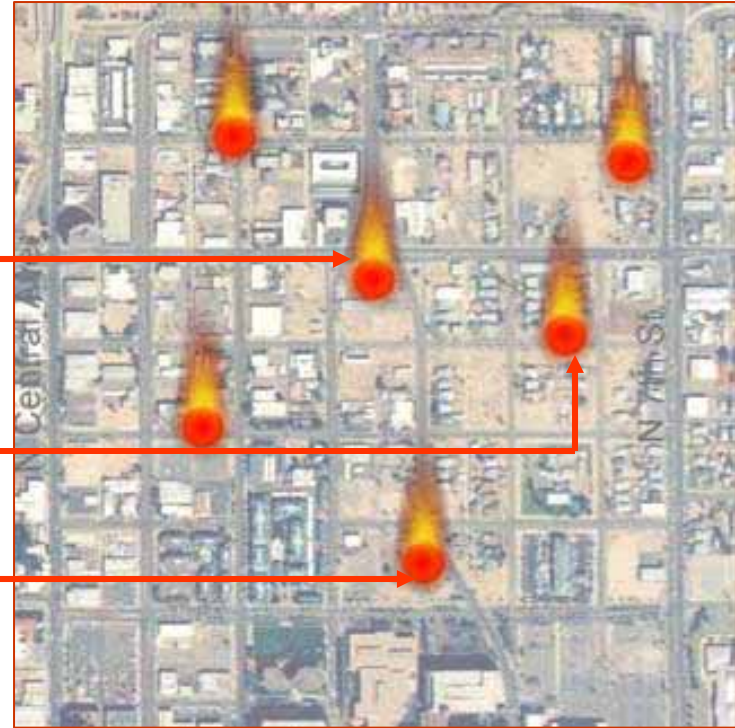
- Continue main center's programs downtown
- Host networking events; support information sharing
- Administer year-long student internship program
- Organize similar faculty program
- Hold annual grant contest:best student business plan would receive funding to start in the downtown



INSTANT  
ART/ADVERTISING/SERVICE  
*RUBIES*



# Instant Art/Advertising/Service



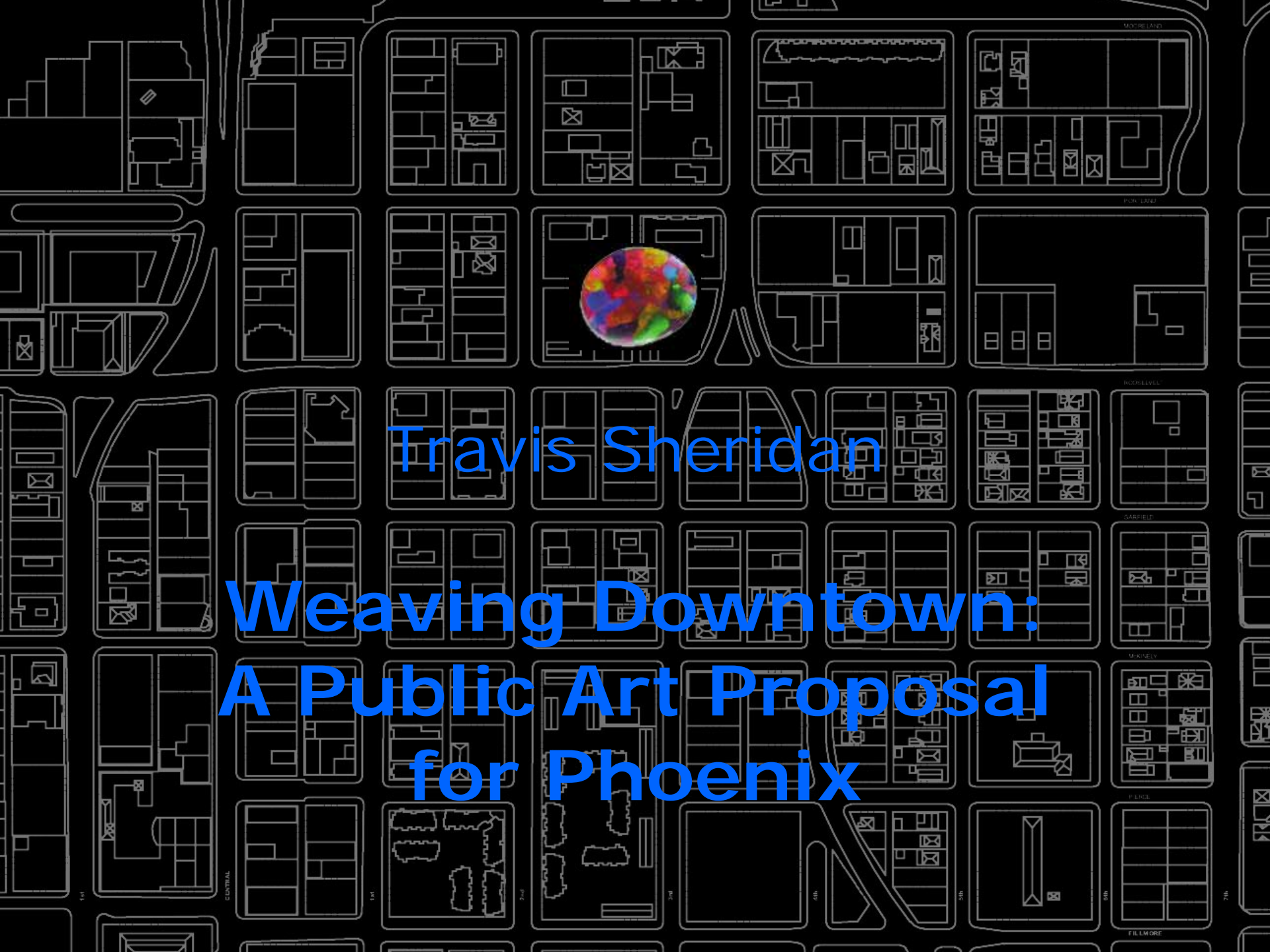
# Elements of Instant Activation



# Mobile Architecture

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



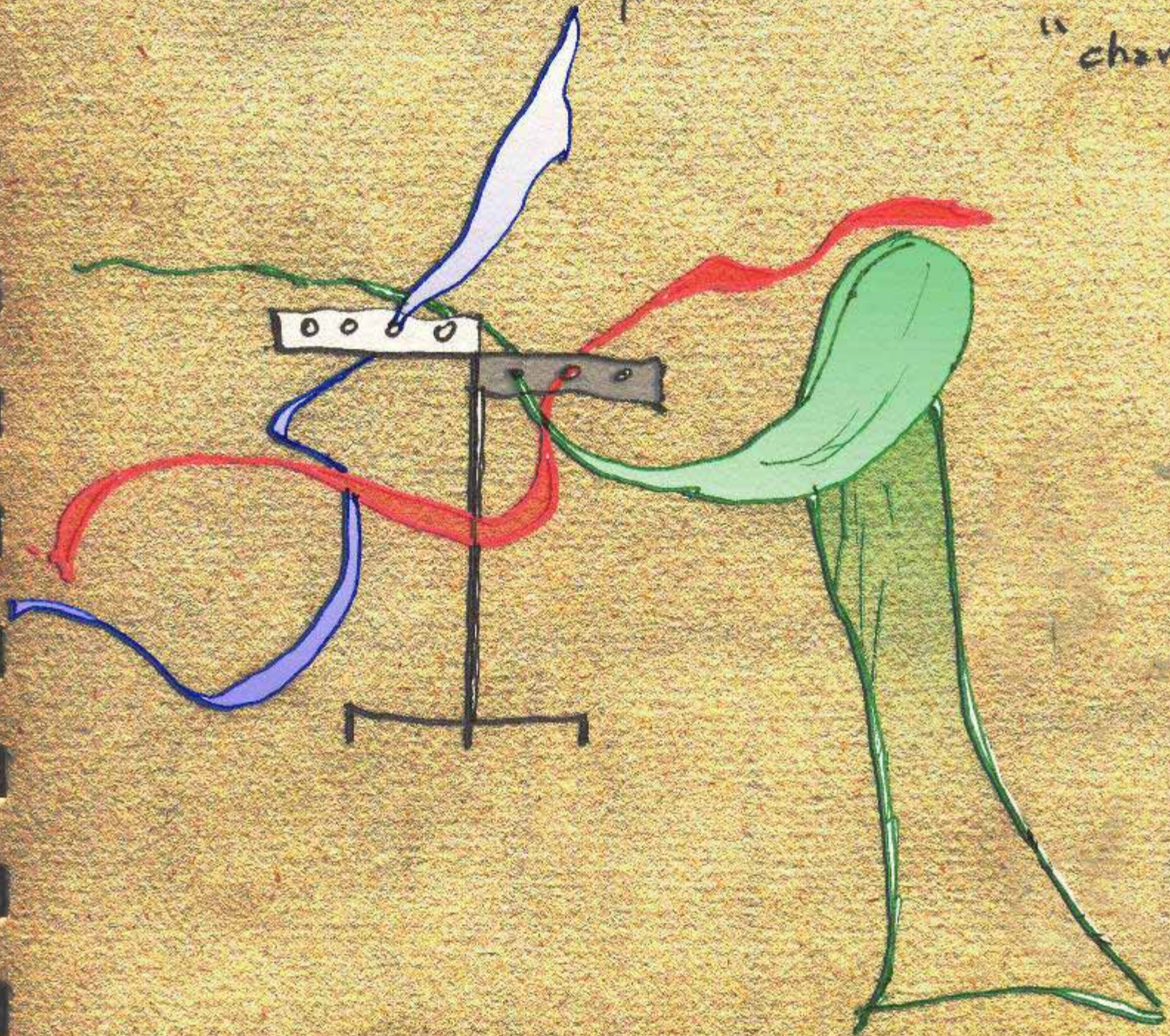


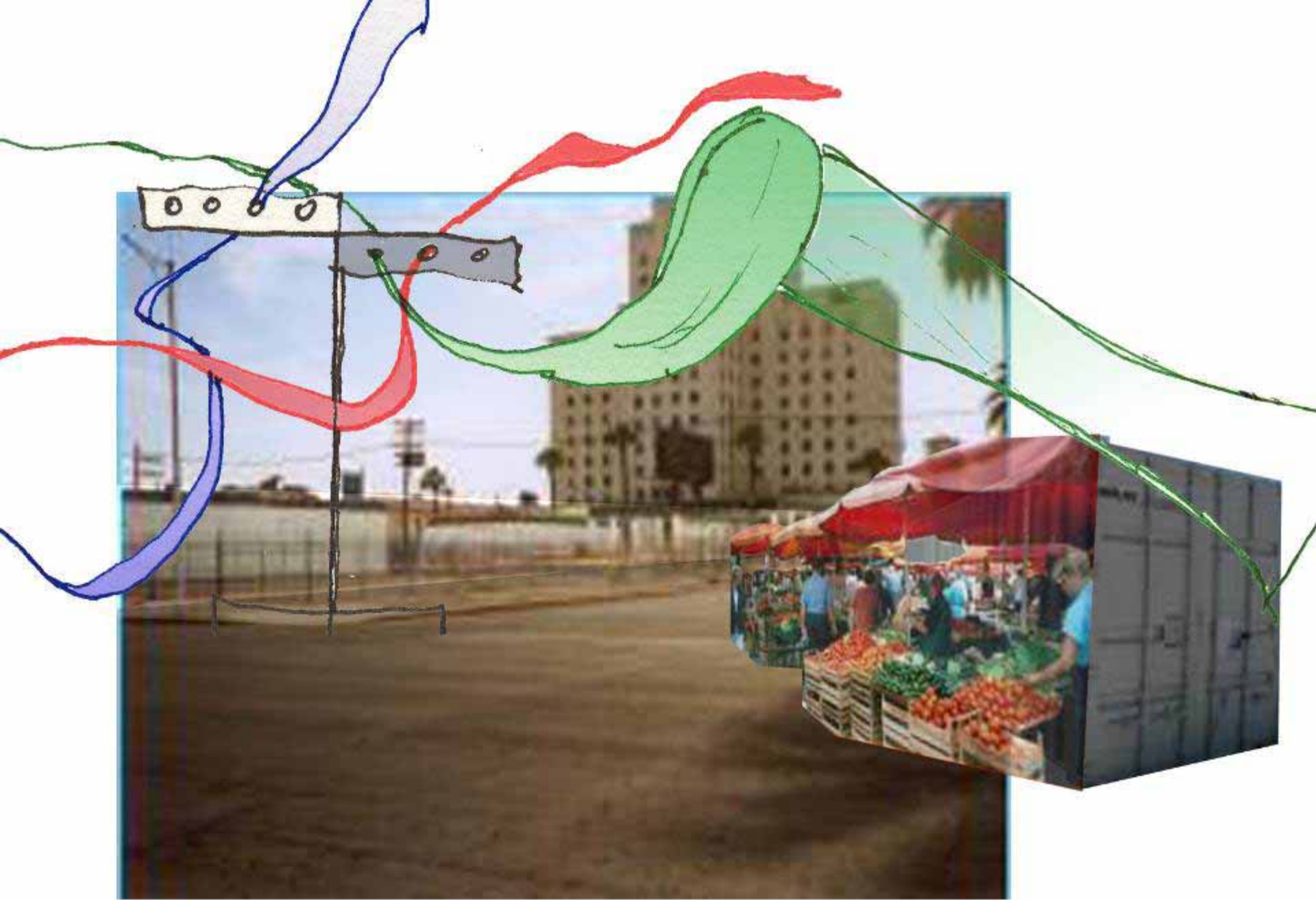
Travis Sheridan

**Weaving Downtown:  
A Public Art Proposal  
for Phoenix**

How to use tape

"changes"













Joaquin Roesch:  
**Retrofit of Arizona Center  
and Children's Center**

*TURQUOISE*



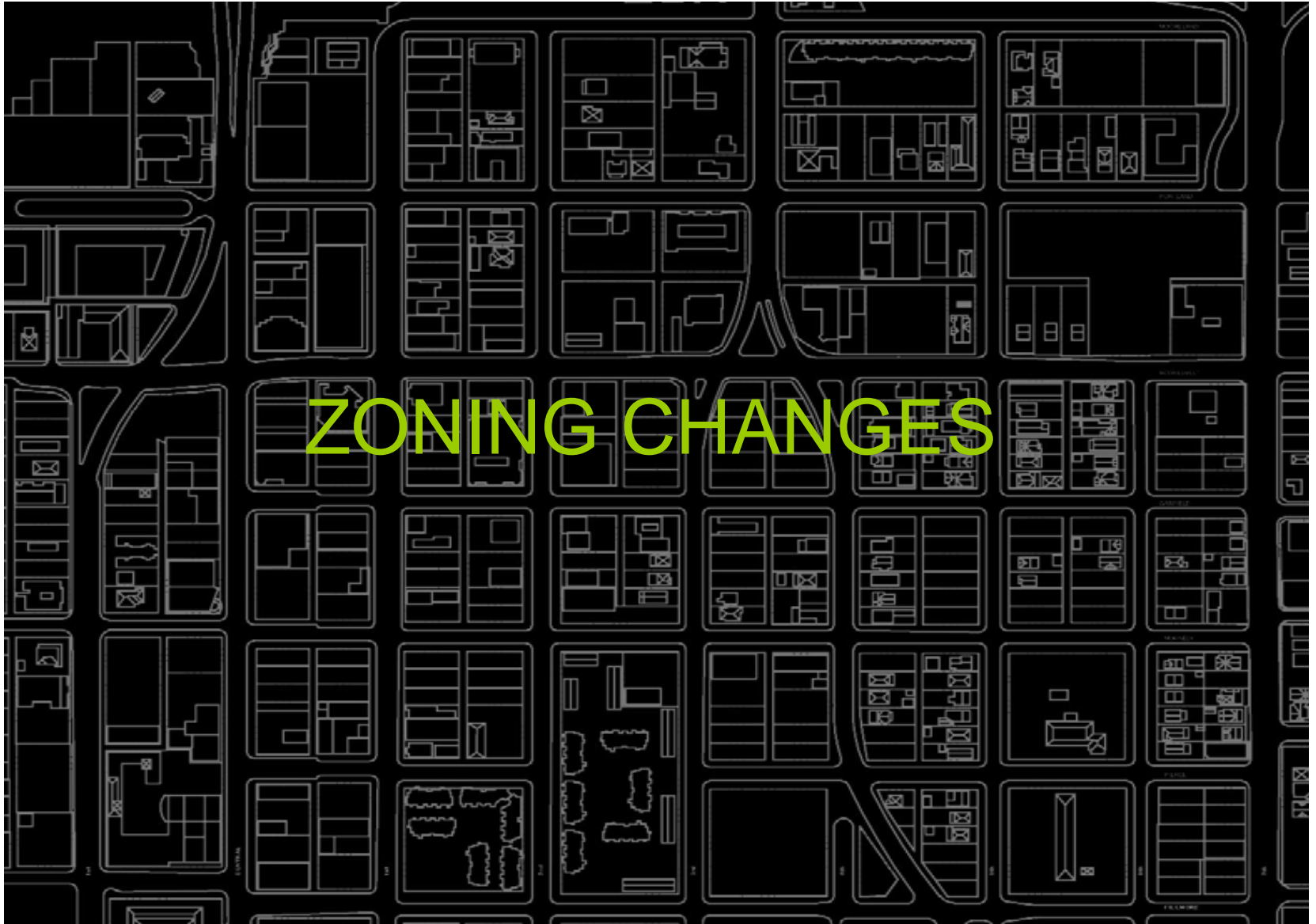








# ZONING CHANGES



## 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





[Mayors' Institute for City Design \(MICD\)](#)  
[Mayors Council on Homelessness and Affordable Housing](#)



# Phoenix Plan Archive



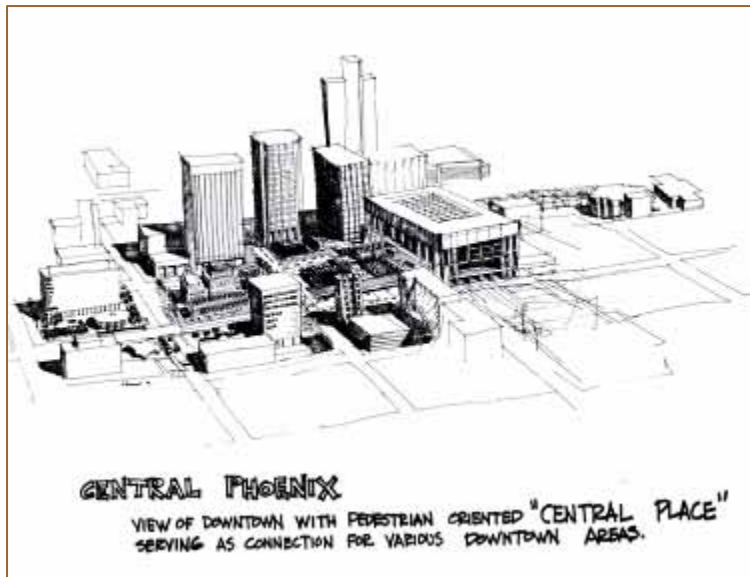
**Uptown Plaza, Central & Camelback. From Arizona Highways, April, 1957**



Central Ave. & Indian School Rd ~ from Arizona Highways, April, 1957

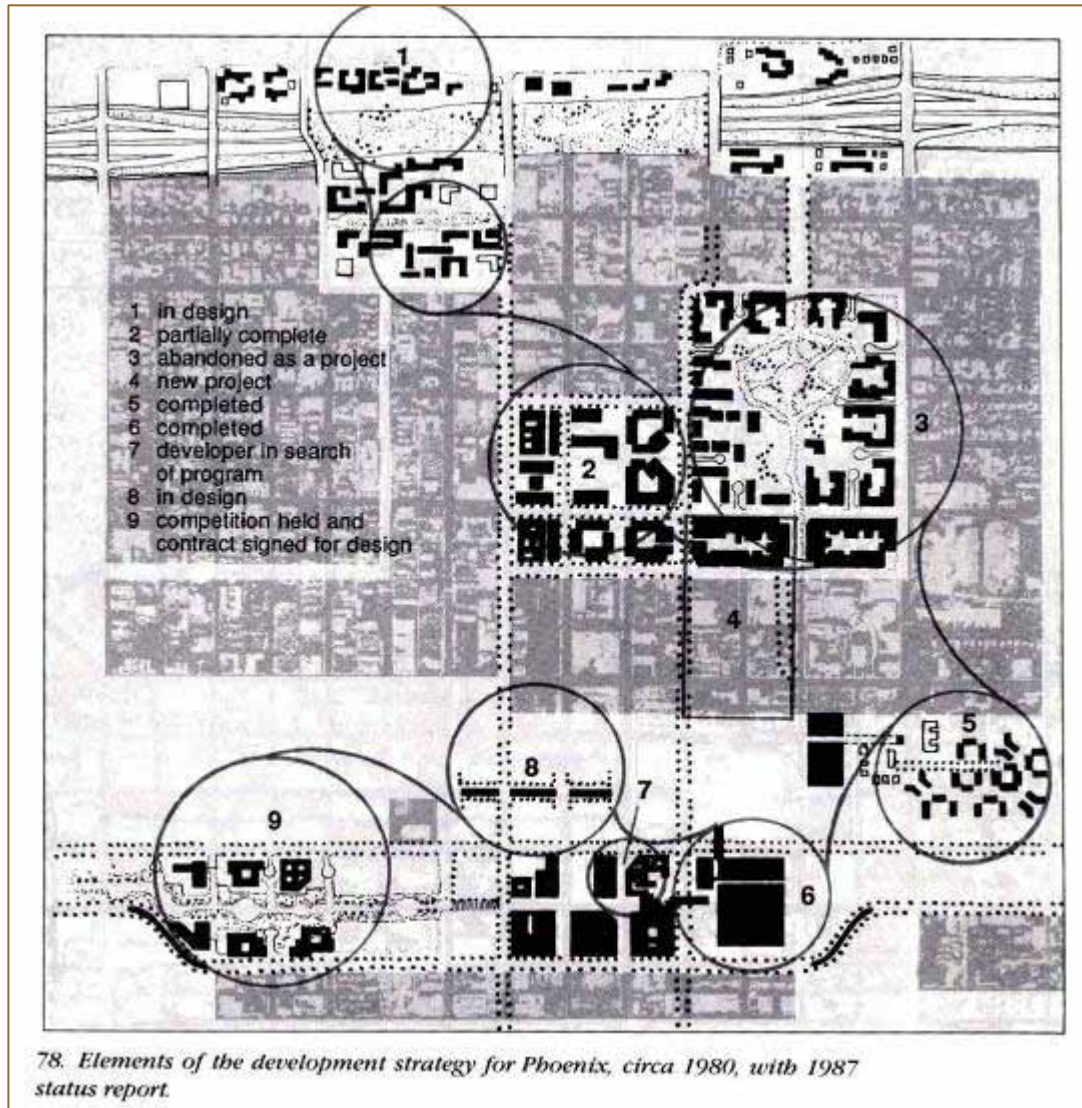
# R/UDAT, 1974

"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)



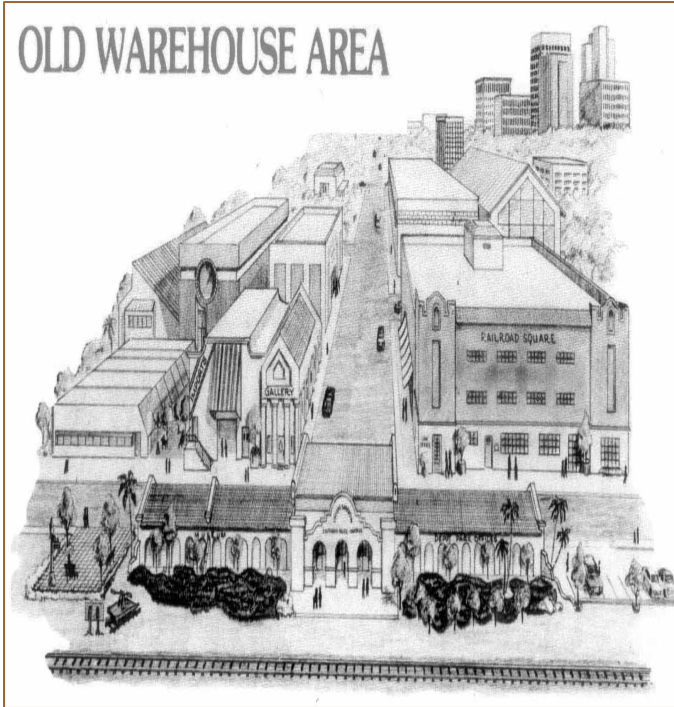
(Tracik)

Phoenix Futures Forum  
Urban Form Group  
1980's

# Warehouse District, 1983

(updated 1999)

## OLD WAREHOUSE AREA



### PRIMARY ACTIVITY

- Commercial mixed use: office, storage, arts and craft industries, galleries, manufacturing and warehousing
- Loft offices

### SECONDARY FUNCTIONS

- Second story, loft residential studios and apartments above commercial uses

### PEDESTRIAN/VEHICULAR CIRCULATION ACCESS

- Highly pedestrian
- Newly created alleywalks and street scenes

### PARKING

- Street level space of structures to be devoted to pedestrian/commercial use
- Ample on-street parking (wide streets existing); landscaped
- Special parking lots and shared facilities for the public

### PUBLIC-PRIVATE JOINT VENTURE

- Rehab of solid masonry structures
- Land assembly

### PROJECTED TIMING

- **Late 1980's** — Planning completed and some rehab in progress
- **1990's** — Expanding commercial support uses and parking

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.



CENTRAL AVENUE IMAGE IMPROVEMENTS

Prepared by Gruen Associates

And Carol Shuler, Inc.

for the

City of Phoenix

March 31, 1988

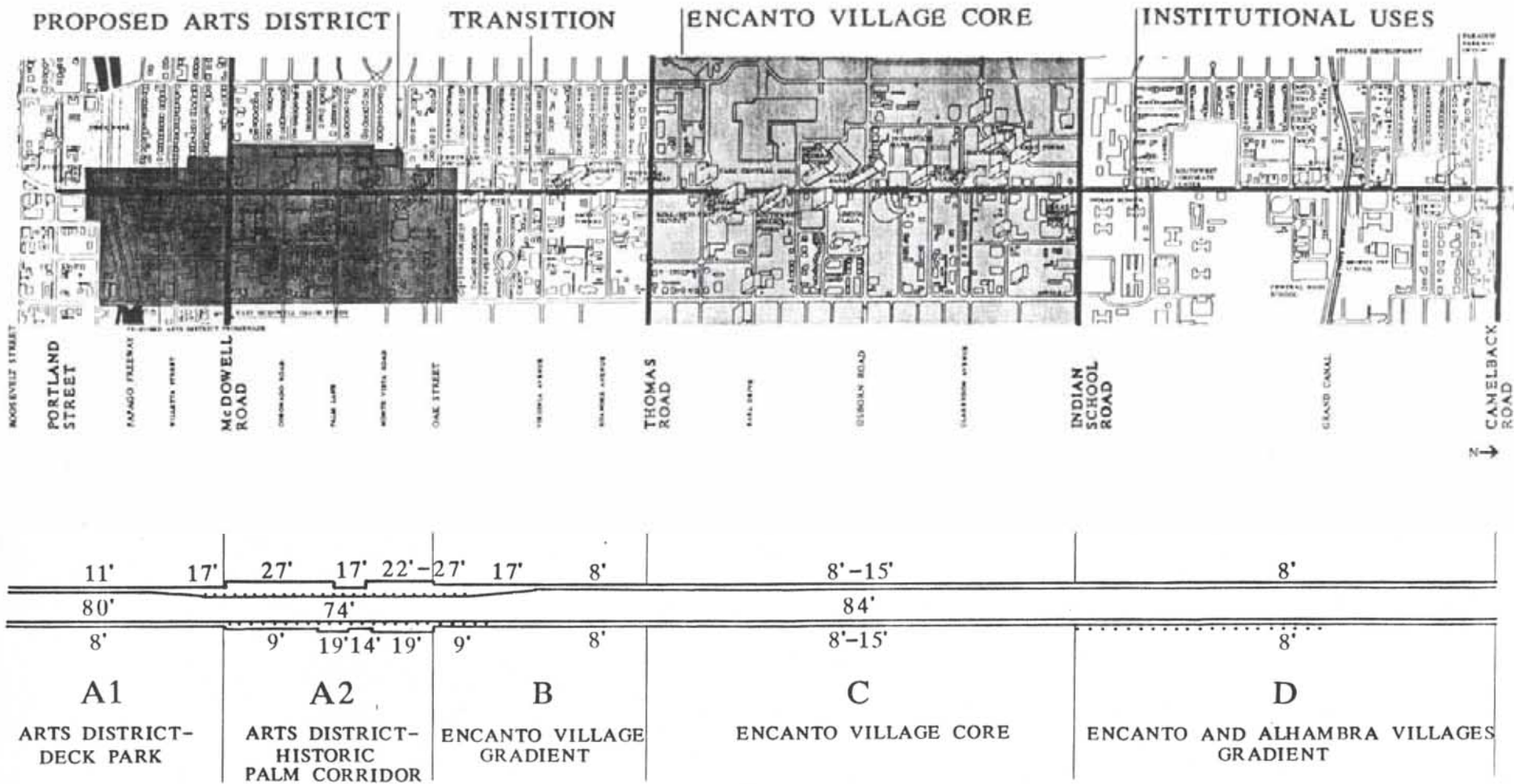
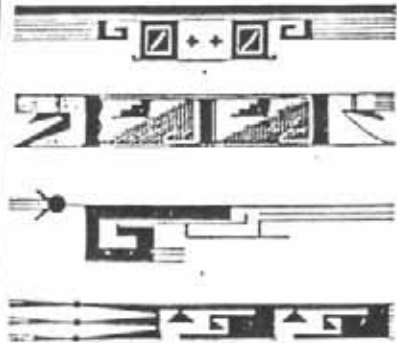
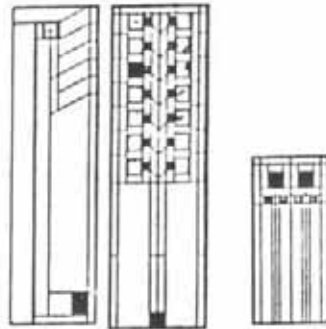


Figure 1  
 MAJOR PLANNING AREAS  
 AND R-O-W ANALYSIS

## PATTERN



TRADITIONAL  
SOUTHWESTERN DESIGN



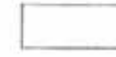
FRANK LLOYD WRIGHT'S  
GEOMETRIC DESIGNS



## COLOR PALLETE



SAND



SALMON PINK



GRAY GREEN



LIGHT GRAY



BLUE

DESERT COLORS

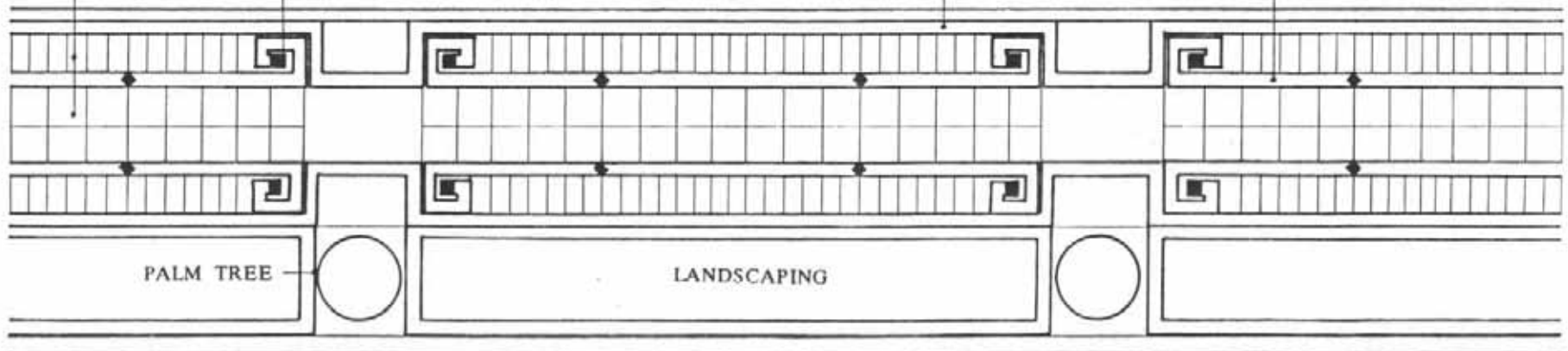
TEXTURED  
CONCRETE  
PAVERS

COBALT BLUE  
GRANITE PAVER

○ SHADE TREE

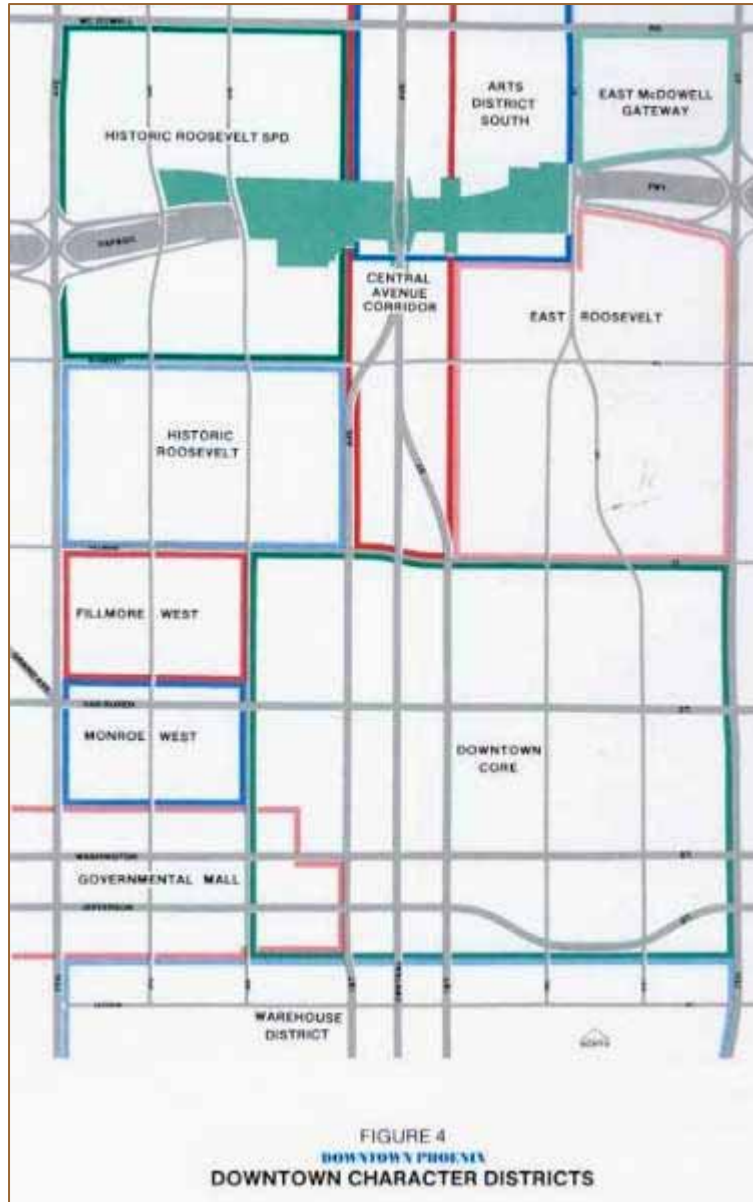
PINK GRANITE PAVERS

GREEN GRANITE PAVER



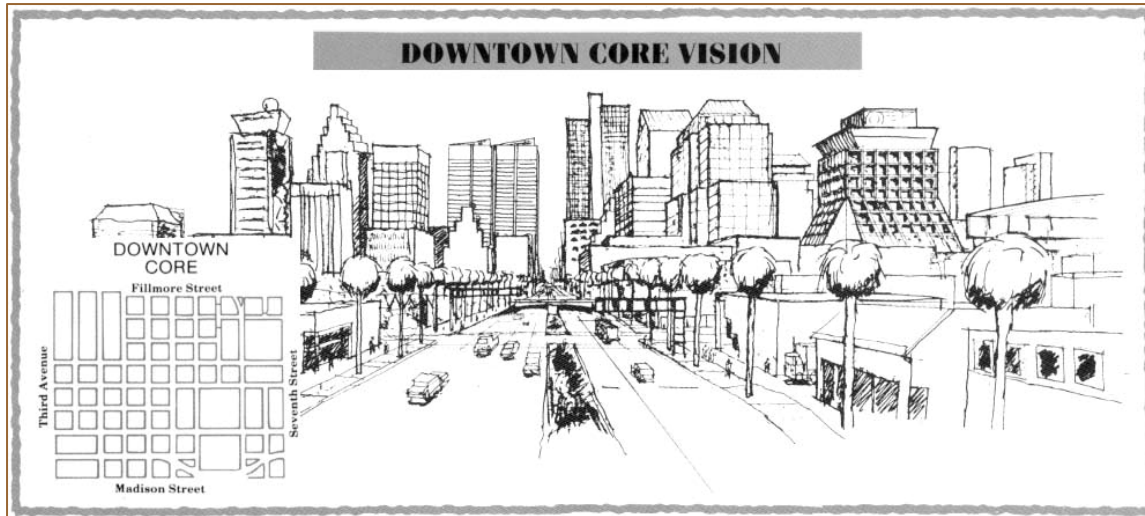
## GEOMETRIC LINEAR PATTERN

# Phoenix 25 Year Vision, 1991



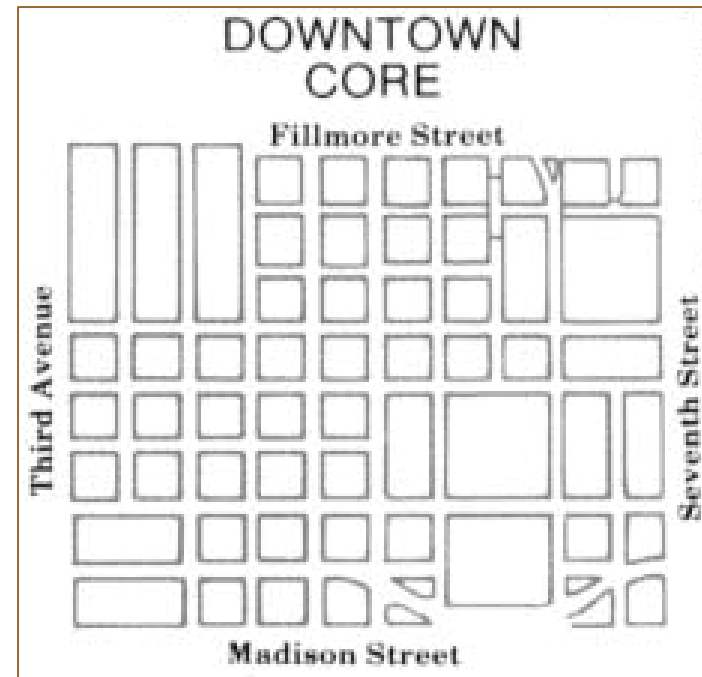
Goal: "define a mission for the form, design and development of Downtown over the next 25 years. Accordingly, the Downtown Plan is comprised of nine goals and an Implementation Section which address desired functions, amenities, form and design of Downtown in order to achieve the 25 Year Vision. The 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

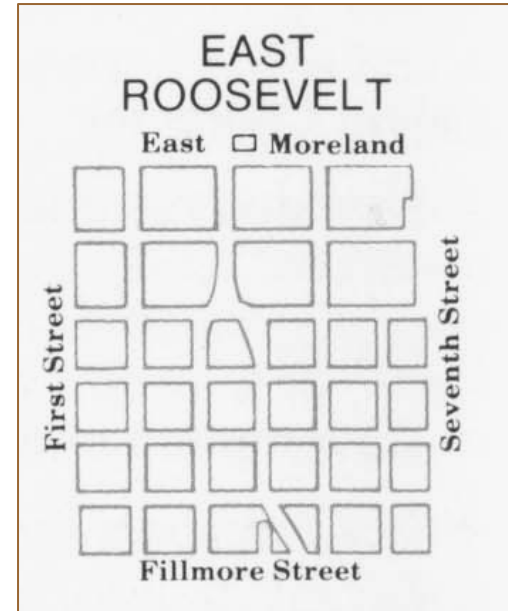
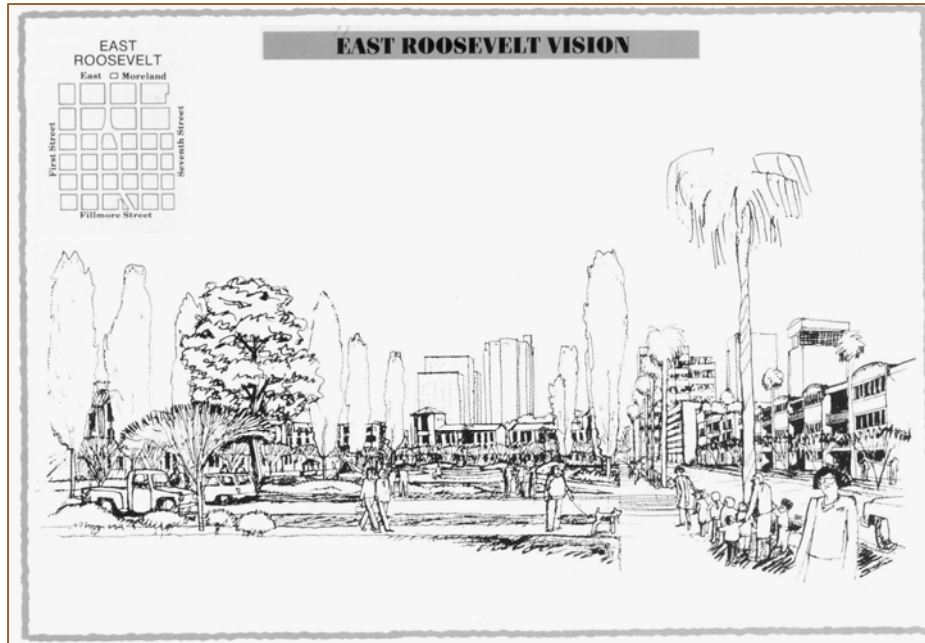


## Character Changes Over Next 25 Years

- 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



# Phoenix 25 Year Vision, 1991

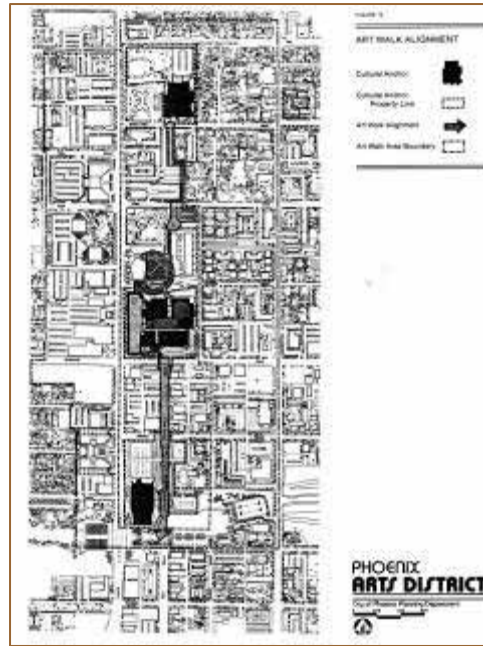
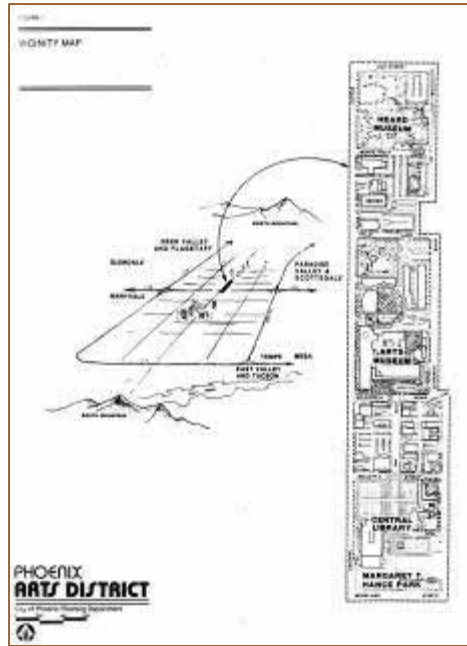


## Character Changes Over Next 25 Years

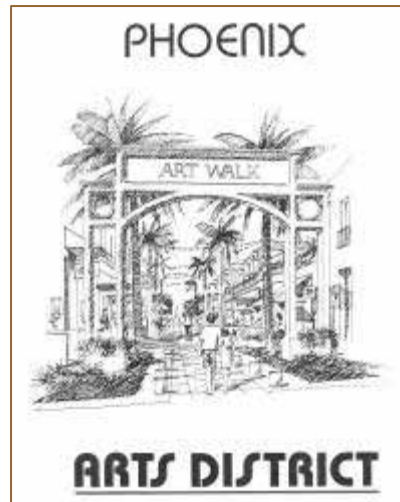
- High density housing added in the interior near Margaret T. Hance Park and east of St. Croix Villas
- Infill offices and new campus style developments replace scattered individual, older projects
- Seventh Street image enhanced with new commercial projects and streetscape amenities
- Retail services 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.



# Arts District Plan, 1991



First Street Art Walk between Margaret T. Hance (Deck) Park and McDowell Road



"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

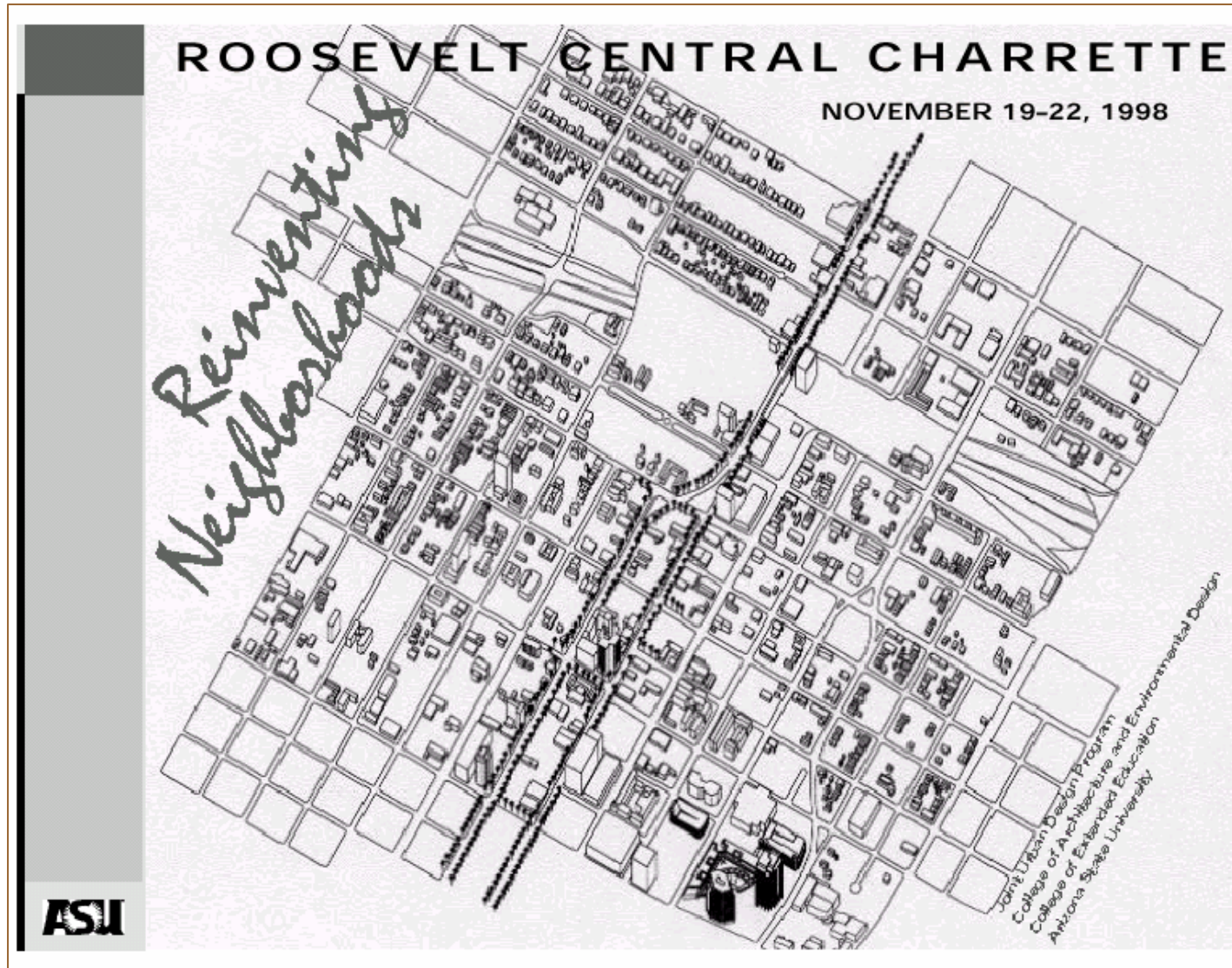
*Downtown Phoenix Partnership*

1997 (update of 1992 Vision)

## *Some highlights:*

- Extend “sphere of influence” beyond core
- Expand housing opportunities
- Create safe, walkable environment
- “Utilize ASU more effectively”

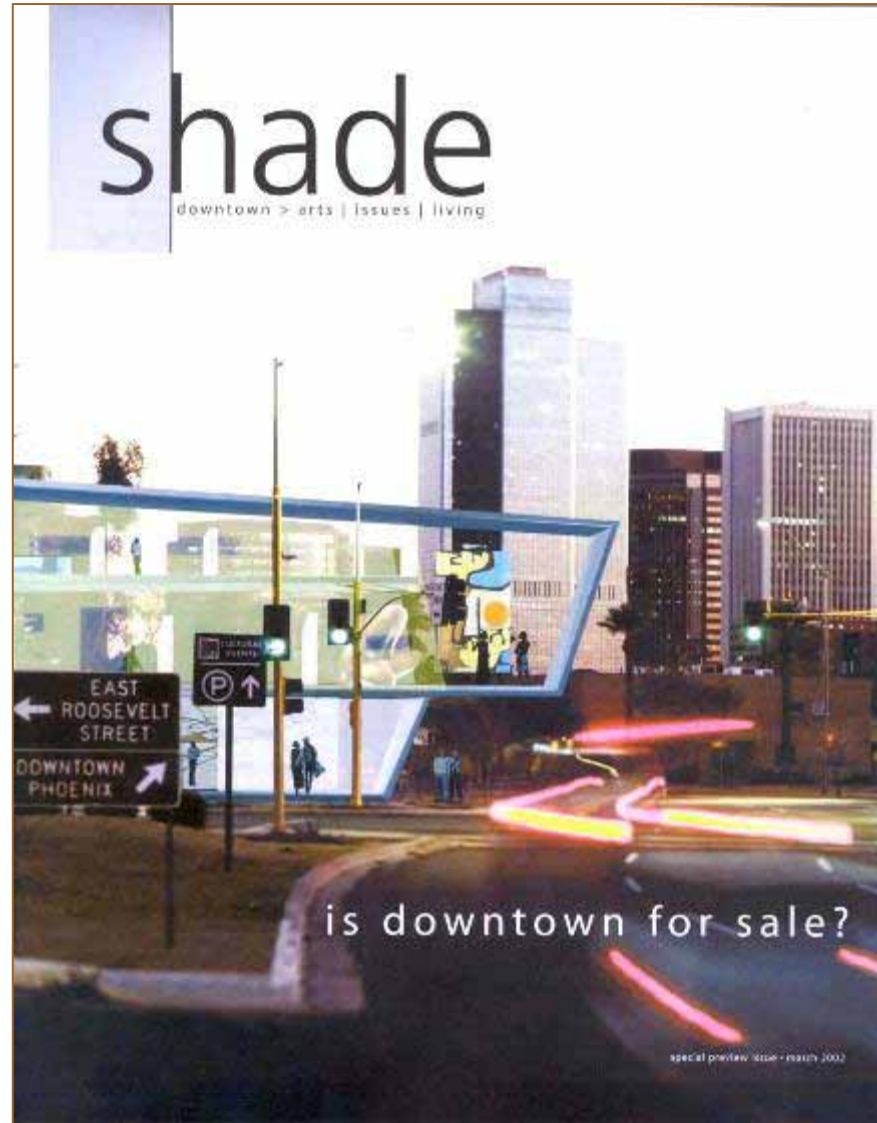
# Roosevelt Central Charrette, 1998



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.

# Joe Herzog's Proposal

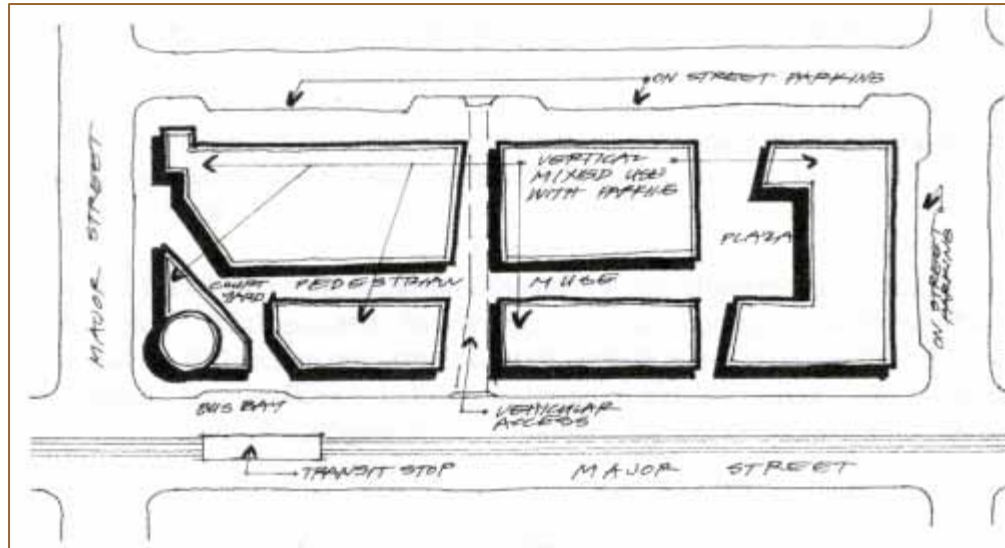
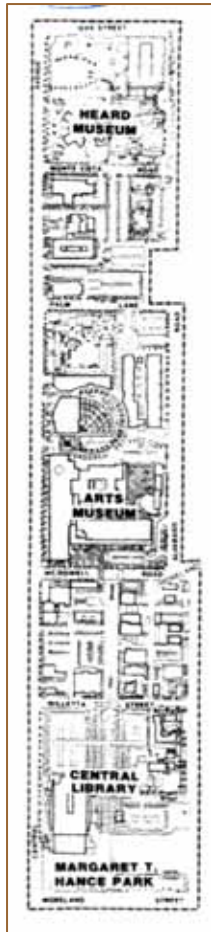
## ASU Thesis Award 2000



Proposal by an ASU graduate student for activating downtown Phoenix.

From the cover of *Shade* magazine.

# Phoenix Arts District Community Development Corporation (PhAD CDC), 2001



## 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."



# 2nd Avenue Corridor, 2001

## 2<sup>nd</sup> Avenue Corridor Study



Community Forum

November 13, 2001

A study analyzing the merits of Second Avenue in order to promote more growth and development

## Supportable Development Summary

Project Type	Residential Units	Retail Footage	Office Footage	Restaurant Footage	Parking Requirement
High-Density Mixed-Use	200-300	30,000	50,000	20,000	500-700
Medium-Density Mixed-Use	100-200	20,000		10,000	300-400
Low-Density Multi-Family	50-100				50-200
Specialty Grocer / Mixed-Use Retail		40,000		40,000	200-250
Urban Entertainment Center (UEC)		30,000		30,000	50-200



HUNTER INTERESTS  
INCORPORATED

BRW

# GP 2100

## Greater Phoenix 2100

### ASU Research Project

Goal: To bridge gap between ASU

Research and community policy-making

# Vision 2025

Region

## 2025 Vision

### A Regional Partnership for the Future

#### Region 2025 Vision Effort Underway

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 future 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.

MAG Regional Council Chair Elaine M. Scruggs, 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—cities, 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 a diversity of interests will participate in an open process" says Mayor Scruggs. "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 accessible to all citizens in the region, agrees James M. Bourey, MAG executive director.

Continued ...



# 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 Olson

*Edited by:*

Don Jackson, Lionel Sanchez and Pat King

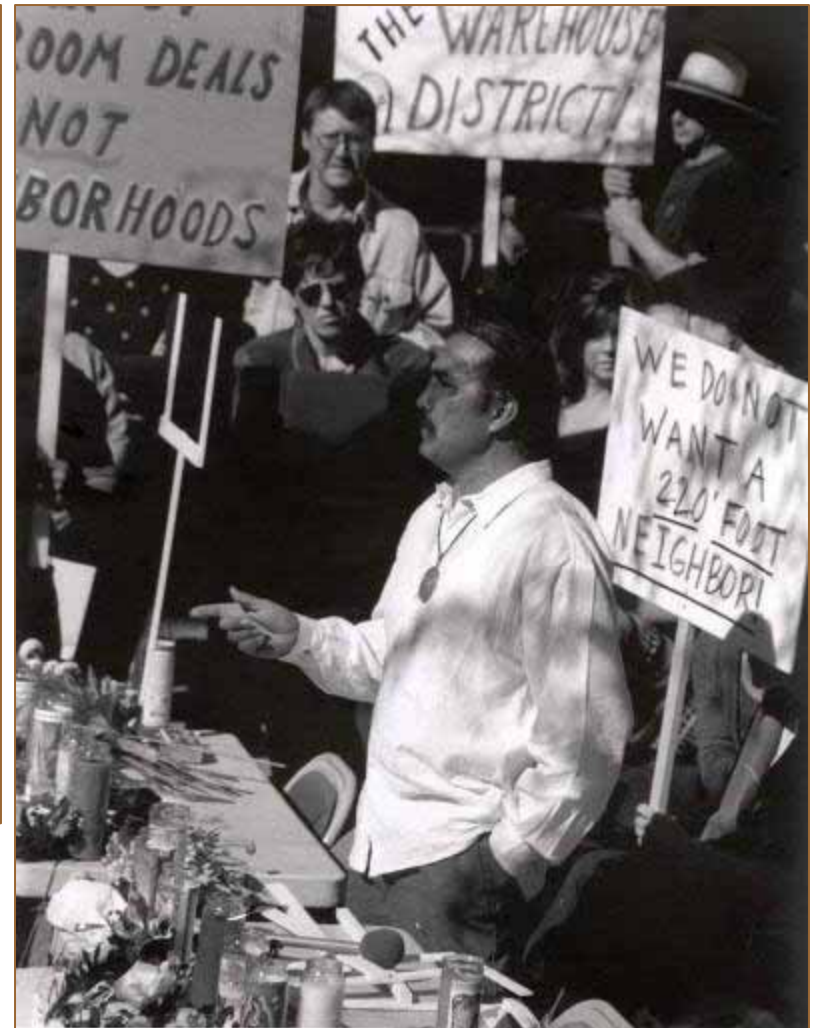
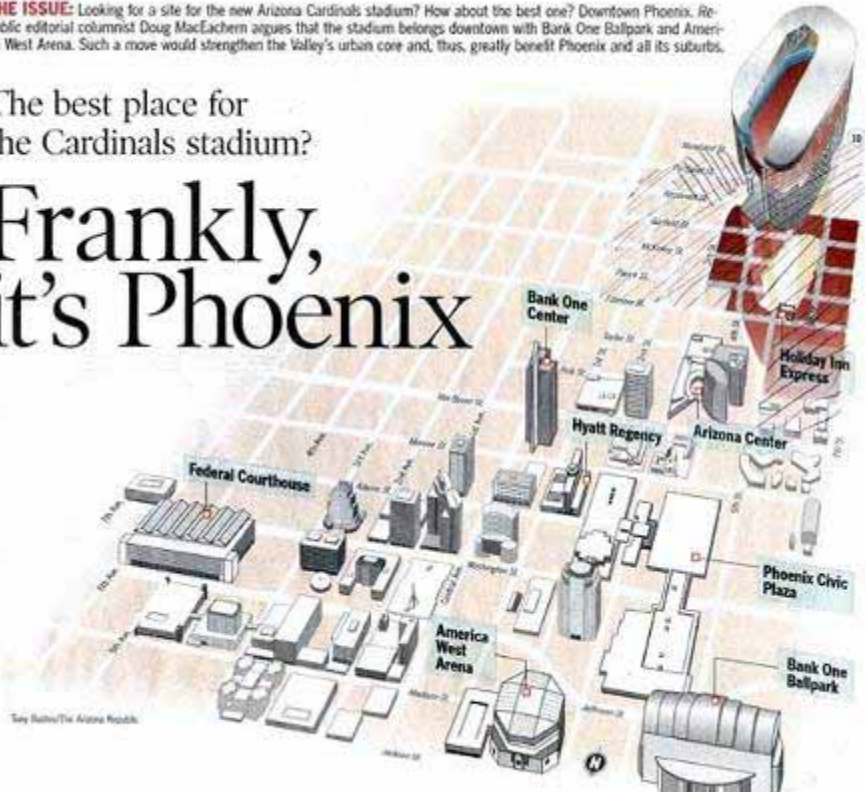
DECEMBER 2001

# 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



# THE ARIZONA REPUBLIC

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

# Evans-Churchill Design Guidelines

## *City of Phoenix*

### *2004*





# Four D's of Livability

Diversity

Density

Dynamism

Democracy

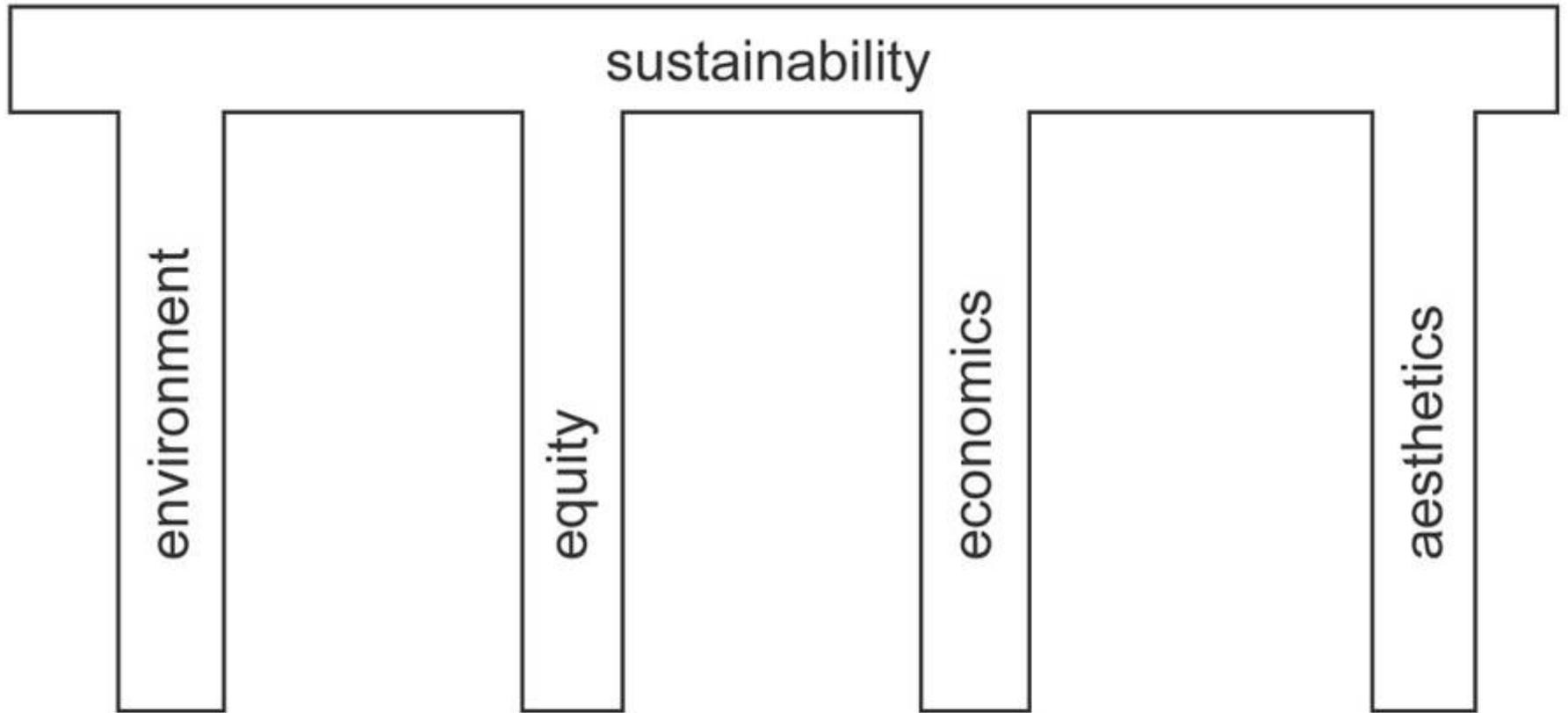
# Four E's of Livability

Environment

Economics

Equity

Esthetics



***Sustainability rests upon 4 pillars.***



# Livable Phoenix

Building Community Together

