ASU DOWNTOWN CAMPUS
HISTORIC SITES
LAND USE

- Retail
- Residential
- Civic
- Business Large
- Business Small
- Industrial
- Parking Decks
- Parking Surface
- Plaza
- Park
WALKABILITY – FIVE MINUTE RADIUS

Proposed Light Rail
WALKABILITY – TEN MINUTE RADIUS

Proposed Light Rail
CITY OF PHOENIX
Phoenix, Arizona (Incorporated 1881)

POPULATION:
Under 19 – 422,779
Adult – 898,266
Total Population – 1,321,045

HOUSING:
Housing Units – 495,793

LAND USE:
Land – 310,093 acres
Parks – 35,345 acres
CAMPUS PARADIGMS

GEORGE WASHINGTON UNIVERSITY
Washington, DC (Founded 1821)

POPULATION:
Undergraduate – 7,420
Graduate – 10,124
Total Student Population – 17,544
Faculty – 4,627
Staff – 2,872
Total Campus Population – 25,043

ON-CAMPUS HOUSING:
Undergraduate – 6,112
Graduate/Married – 0
Faculty – 0

LAND USE:
Buildings – 4,938,107 gsf
Land – 43 acres
GSF/Acre – 114,840
Parking – 3,046 spaces
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Washington, DC (Founded 1821)

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Undergraduate – 7,420
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LAND USE:
Buildings – 4,938,107 gsf
Land – 43 acres
GSF/Acre – 114,840
Parking – 3,046 spaces
CONTINUOUS CAMPUS

UNIVERSITY OF CALIFORNIA, LOS ANGELES
Los Angeles, California (Founded 1929)

POPULATION:
Undergraduate – 24,000
Graduate – 11,000
Total Student Population – 35,000
Faculty – 6,500
Staff – 18,500
Total Campus Population – 60,000

ON-CAMPUS HOUSING:
Undergraduate – 6,000
Graduate/Married – 1,100
Faculty – 0

LAND USE:
Buildings – 17,000,000 gsf
Land – 419 acres
GSF/Acre – 40,570
Parking – 21,000 spaces
UNIVERSITY OF MARYLAND, BALTIMORE
Baltimore, MD (Founded 1856)

POPULATION:
Undergraduate – 826
Graduate – 4,877
Total Student Population – 5,703
Faculty – 1,600
Staff – 3,336
Total Campus Population – 10,639

ON-CAMPUS HOUSING:
Undergraduate – 30
Graduate/Married – 246
Faculty – 0

LAND USE:
Buildings – 4,337,412 gsf
Land – 25 acres
GSF/Acre – 173,500
Parking – 6,066 spaces
UNIVERSITY OF MARYLAND, BALTIMORE
Baltimore, MD (Founded 1856)

POPULATION:
Undergraduate – 826
Graduate – 4,877
Total Student Population – 5,703
Faculty – 1,600
Staff – 3,336
Total Campus Population – 10,639

ON-CAMPUS HOUSING:
Undergraduate – 30
Graduate/Married – 246
Faculty – 0

LAND USE:
Buildings – 4,337,412 gsf
Land – 25 acres
GSF/Acre – 173,500
Parking – 6,066 spaces
NEW YORK UNIVERSITY
New York, NY (Founded 1831)

POPULATION:
Undergraduate – 18,628
Graduate – 18,522
Total Student Population – 37,150
Faculty – 2,647
Staff – 3,623
Total Campus Population – 43,420

ON-CAMPUS HOUSING:
Undergraduate – NA
Graduate/Married – NA
Faculty – NA

LAND USE:
Buildings – NA
Land – NA
GSF/Acre – NA
Parking – NA
SAVANNAH COLLEGE OF ART AND DESIGN
Savannah, GA (Founded 1978)

POPULATION:
Undergraduate – 3,762
Graduate – 3,182
Total Student Population – 6,944
Faculty – 300
Staff – 850
Total Campus Population – 8,094

ON-CAMPUS HOUSING:
Undergraduate – 1,929
Graduate/Married – 0
Faculty – 0

LAND USE:
Buildings – 1,000,000 gsf
Land – NA
GSF/Acre – NA
Parking – 2,200 spaces

DISBURSED CAMPUS
DISBURSED CAMPUS

SAVANNAH COLLEGE OF ART AND DESIGN
Savannah, GA (Founded 1978)

POPULATION:
Undergraduate – 3,762
Graduate – 3,182
Total Student Population – 6,944
Faculty – 300
Staff – 850
Total Campus Population – 8,094

ON-CAMPUS HOUSING:
Undergraduate – 1,929
Graduate/Married – 0
Faculty – 0

LAND USE:
Buildings – 1,000,000 gsf
Land – NA
GSF/Acre – NA
Parking – 2,200 spaces
VERTICAL CAMPUS

NORTHWESTERN – CHICAGO CAMPUS
Chicago, IL (Founded 1920)

POPULATION:
Undergraduate – 70
Graduate – 1,959
Total Student Population – 2,029
Faculty – 1,304*
Staff – *included in above
Total Campus Population – 3,333

ON-CAMPUS HOUSING:
Undergraduate – 0
Graduate/Married – 294
Faculty – 0

LAND USE:
Buildings – 2,294,990 gsf
Land – 20 acres
GSF/Acre – 114,750
Parking – 3,850 spaces
VERTICAL CAMPUS

NORTHWESTERN – CHICAGO CAMPUS
Chicago, IL (Founded 1920)

POPULATION:
Undergraduate – 70
Graduate – 1,959
Total Student Population – 2,029
Faculty – 1,304*
Staff – *included in above
Total Campus Population – 3,333

ON-CAMPUS HOUSING:
Undergraduate – 0
Graduate/Married – 294
 Faculty – 0

LAND USE:
Buildings – 2,294,990 gsf
Land – 20 acres
GSF/Acre – 114,750
Parking – 3,850 spaces
VERTICAL CAMPUS

BARUCH COLLEGE
New York, NY (Founded 1919)

POPULATION:
Undergraduate – 12,500
Graduate – 2,500
Total Student Population – 15,000
Faculty – 500
Staff – 185
Total Campus Population – 15,685

ON-CAMPUS HOUSING:
Undergraduate – 0
Graduate/Married – 0
Faculty – 0

LAND USE:
Buildings – 1,500,000 gsf
Land – 6 acres
GSF/Acre – 250,000
Parking – 14 spaces (on street)
STREET SCAPES
COURTYARDS
DOWNTOWN DESIGN CHALLENGES
Multi-centered and disconnected region and downtown

Extensive underdeveloped areas

Lack of Places to go

Lack of climate sensitive/shaded civic spaces

What is the identity of Downtown

Timing of development

DOWNTOWN DESIGN CHALLENGES
Multi-centered and disconnected region and downtown
  Poor connections to existing historical artifacts
  Poor connections to the Capital and City government
  Lack of an elegant interconnected transit system
Extensive underdeveloped areas
  Limited residential critical mass
  Lack of density
Lack of Places to go
  Scheduled entertainment destinations vs. *Places to go*
  No place to casually inhabit - *no great civic space*
Single use buildings
Lack of climate sensitive/shaded civic spaces
  Limited streetscape, parks, and open space
What is the identity of Downtown
  What is the icon of Phoenix?
Timing of development

**DOWNTOWN DESIGN CHALLENGES**
Downtown Improvements

Convention Center and New Hotel(s)
Improved Sports Venues
Light Rail Corridor and TOD
Bio Research Center
Downtown Housing Initiatives

Budding Districts such as Roosevelt Arts District, Cultural District, Sports, etc.

Climate

Reinvestment in and integration

Surrounding neighborhoods & communities
Business opportunities through the University expanding

Diversity & rich multi-cultural/multi-generational mixes
ASU Campus and 14,000 students

DOWNTOWN OPPORTUNITIES
Downtown Improvements

Convention Center and New Hotel(s)
Improved Sports Venues
Light Rail Corridor and TOD
Bio Research Center
Downtown Housing Initiatives

Budding Districts such as Roosevelt Arts District, Cultural District, Sports, etc.

Climate
Unique (sacred) Landscape

Excess infrastructure and street capacity

Reinvestment in and integration of our surrounding neighborhoods & communities

Diversity & rich multi-cultural/multi-generational mixes

Business opportunities through the University expanding ASU Campus and 14,000 students
A Pedestrian focused downtown
urban & street oriented with good access to public transportation
accessible to the larger metropolitan community
connected and comprehensible

A place of civic interaction and appropriate density
vibrant center of culture and activity
a series of neighborhoods / districts
a destination

A Mixed use community
Significant residential base with other uses integrated vertically
Connections of discovery via the richness of the University

A Climate responsive downtown
Shade dominant / Landscape dominant – a city of Gardens
Uniquely Phoenix
A diversity of landscape types
Environmentally responsible landscapes and buildings

A Diversity of uses and people
Social/Economic
Racial
Age

PLANNING PRINCIPLES
A Pedestrian focused downtown

A place of civic interaction and appropriate density

A Mixed use community

A Climate responsive downtown

A Diversity of uses and people

PLANNING PRINCIPLES
ASU DESIGN CHALLENGES

Reuse(?) of the existing DTC
Connection to Bio-Med
Connection to CBD
Connection to LRT and TOD
Connection to Arts and Entertainment
Integration of Retail / Support Component
Reuse of existing buildings?
Calming 7th Street
Streetscapes and integration of buildings
Parks and Open Space
Shade
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ASU PROCESS AND SCHEDULE
www.asu.edu/cdp
LAND OWNERSHIP

City Ownership
ASU Ownership
Opportunity Sites
LAND OWNERSHIP AND VACANT SITES