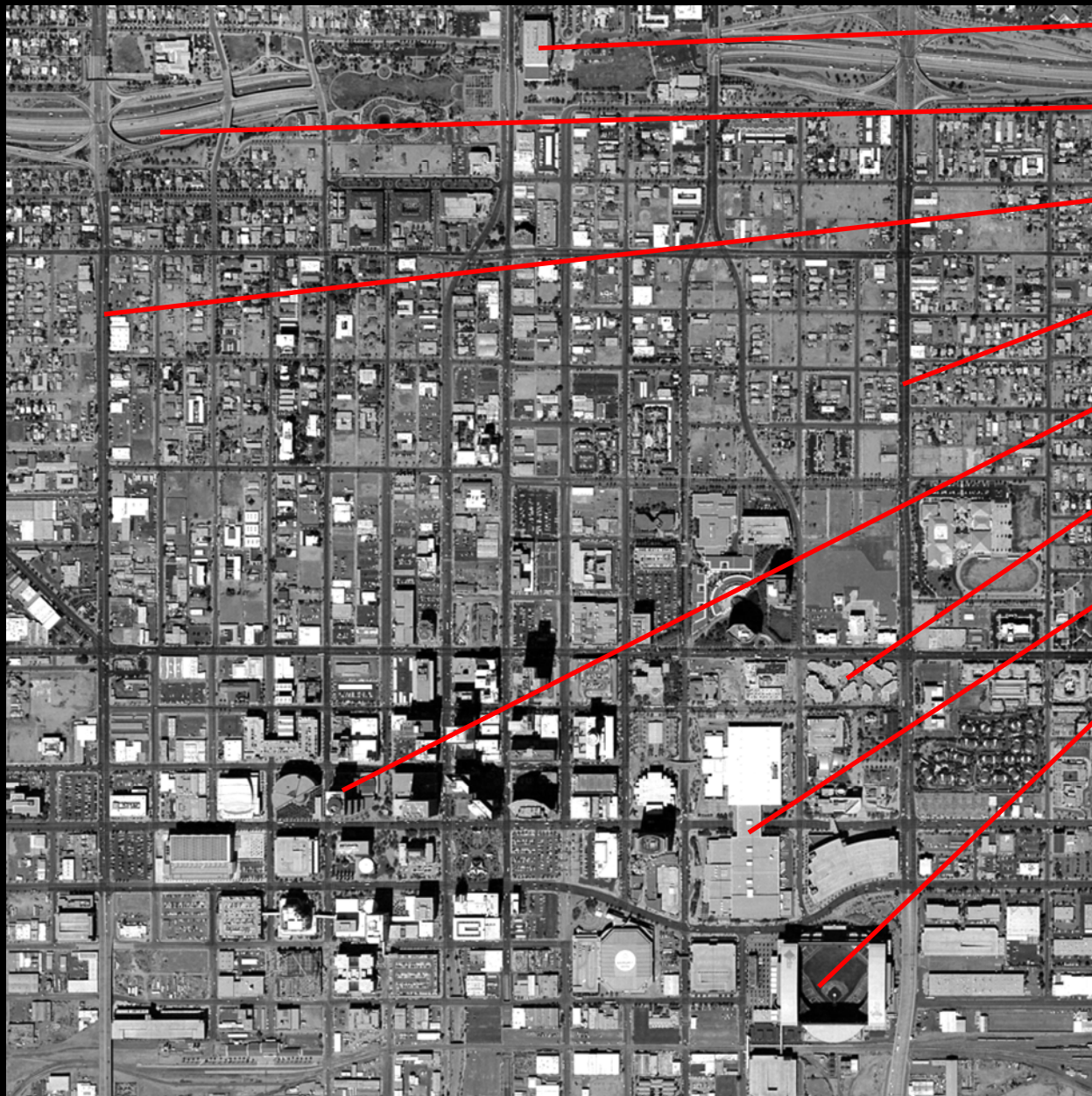




An aerial photograph of the ASU Downtown Campus, showing a dense grid of streets and buildings. The image is dark and serves as a background for the title text.

# ASU DOWNTOWN CAMPUS



Library

Interstate 10

7<sup>th</sup> Avenue

7<sup>th</sup> Street

City Hall

ASU Downtown

Convention Center

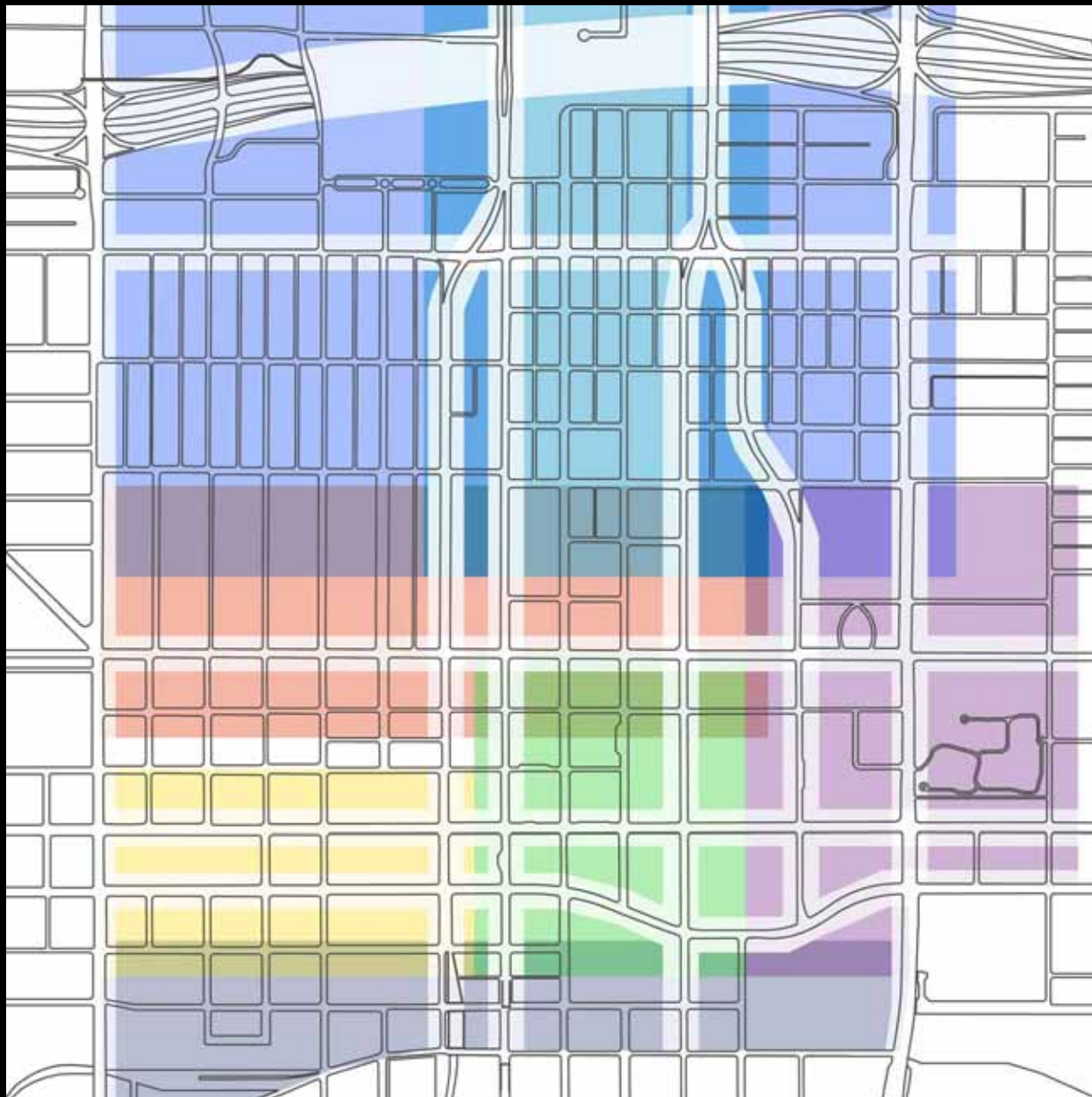
Baseball Stadium

LOCATION



- Arts District
- Booker T. Washington
- Central Corridor
- Monroe West
- Fillmore West
- Warehouse
- East Roosevelt
- Historic Roosevelt SPD
- Historic Roosevelt
- Government Mall
- Garfield

# NEIGHBORHOODS



- Intensive Core
- Government Mall
- Cultural/Mixed Use
- Office/Institutional Support
- Planned Office/Residential
- Planned Residential Neighborhood
- Commercial Services/Parking

# ZONING

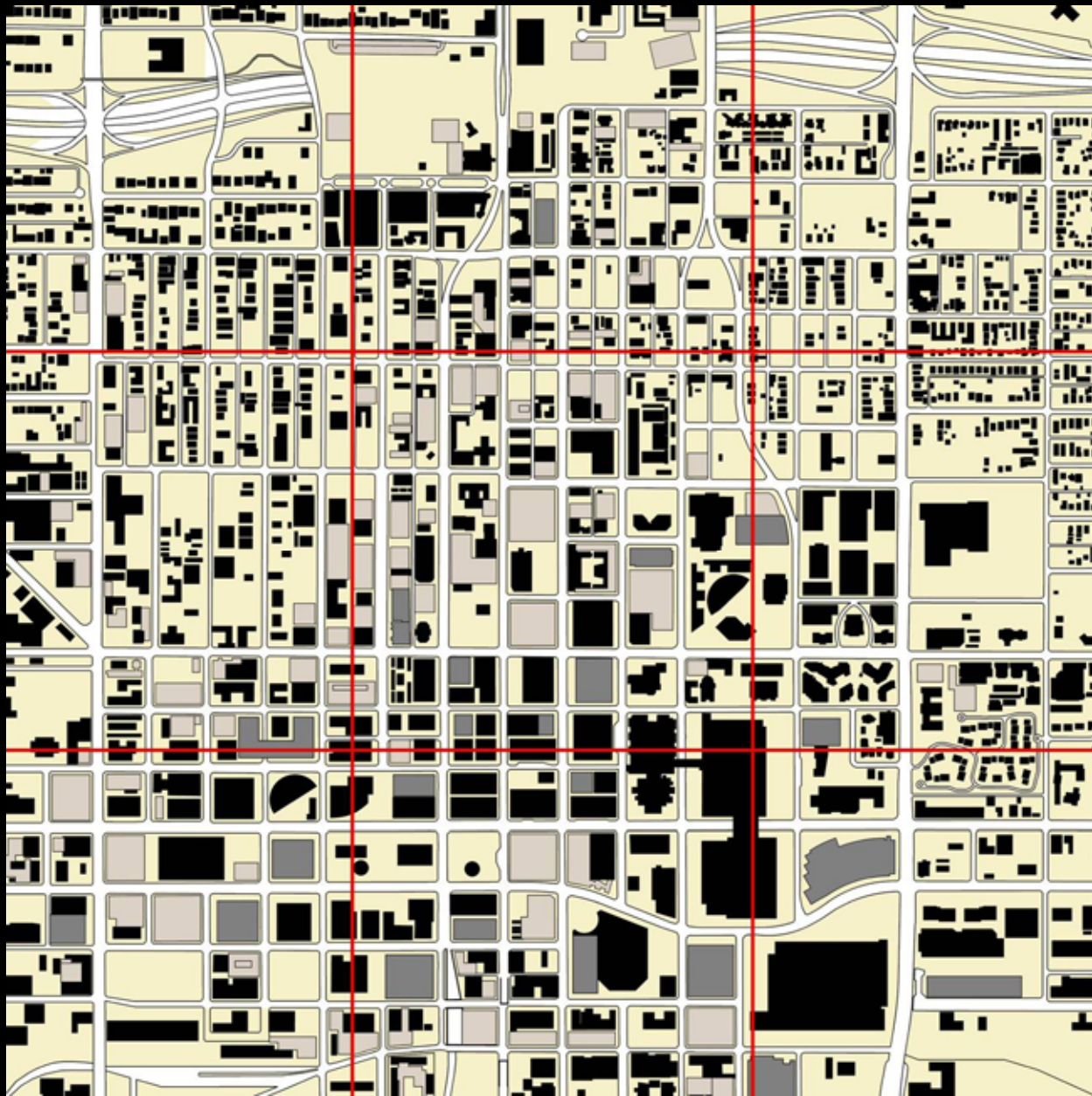
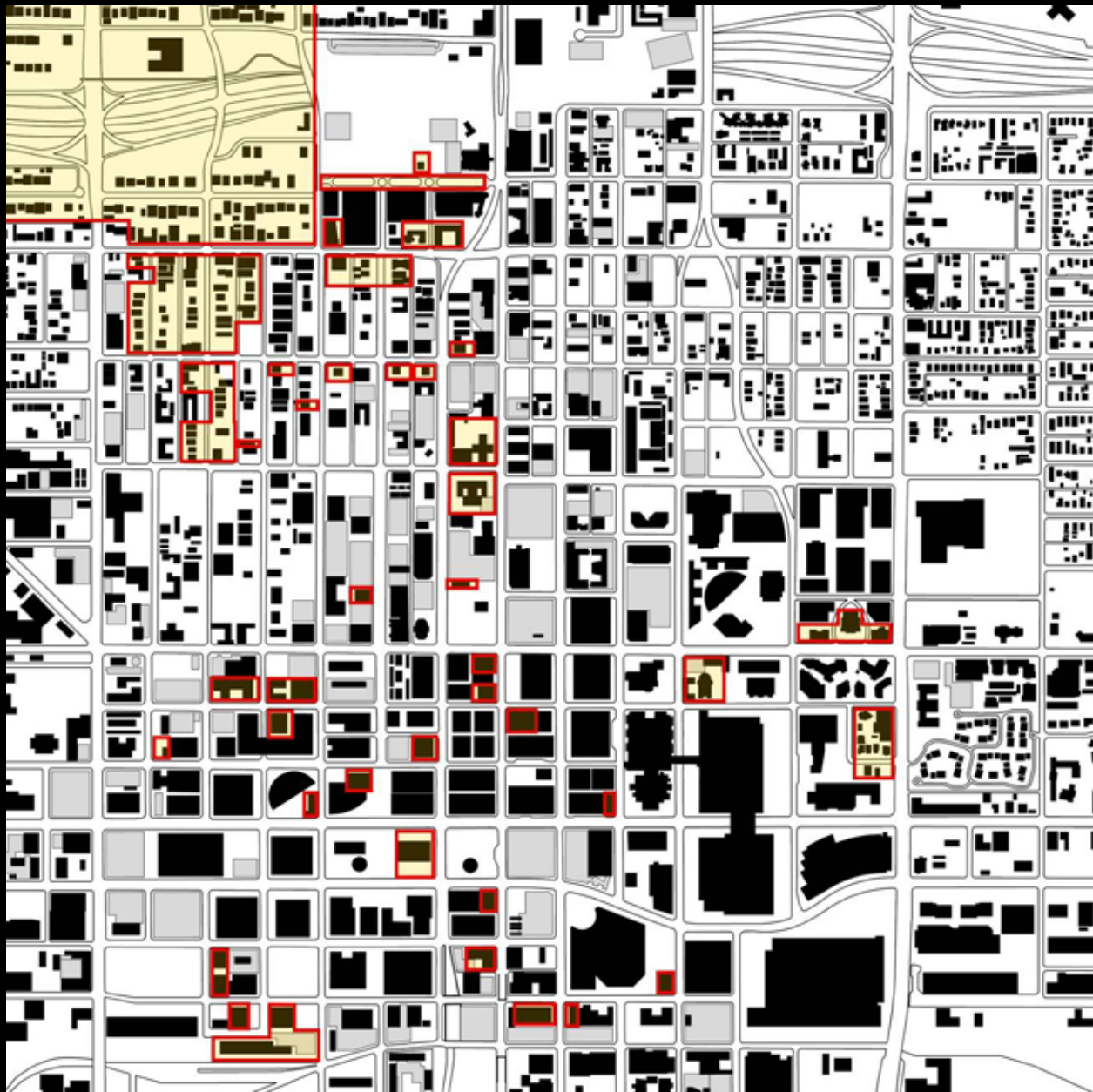
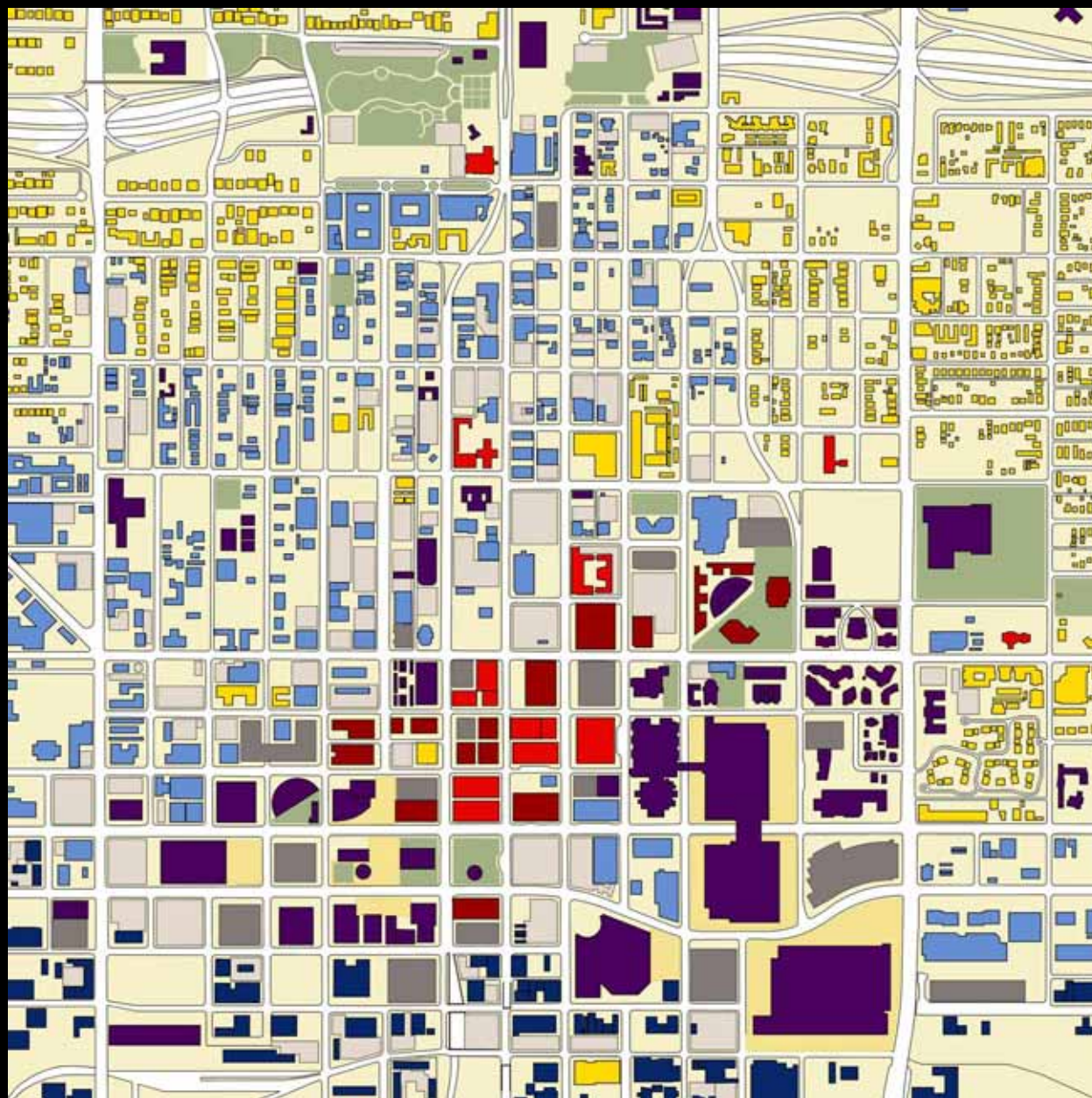


FIGURE GROUND WITH PARKING



Historic Sites

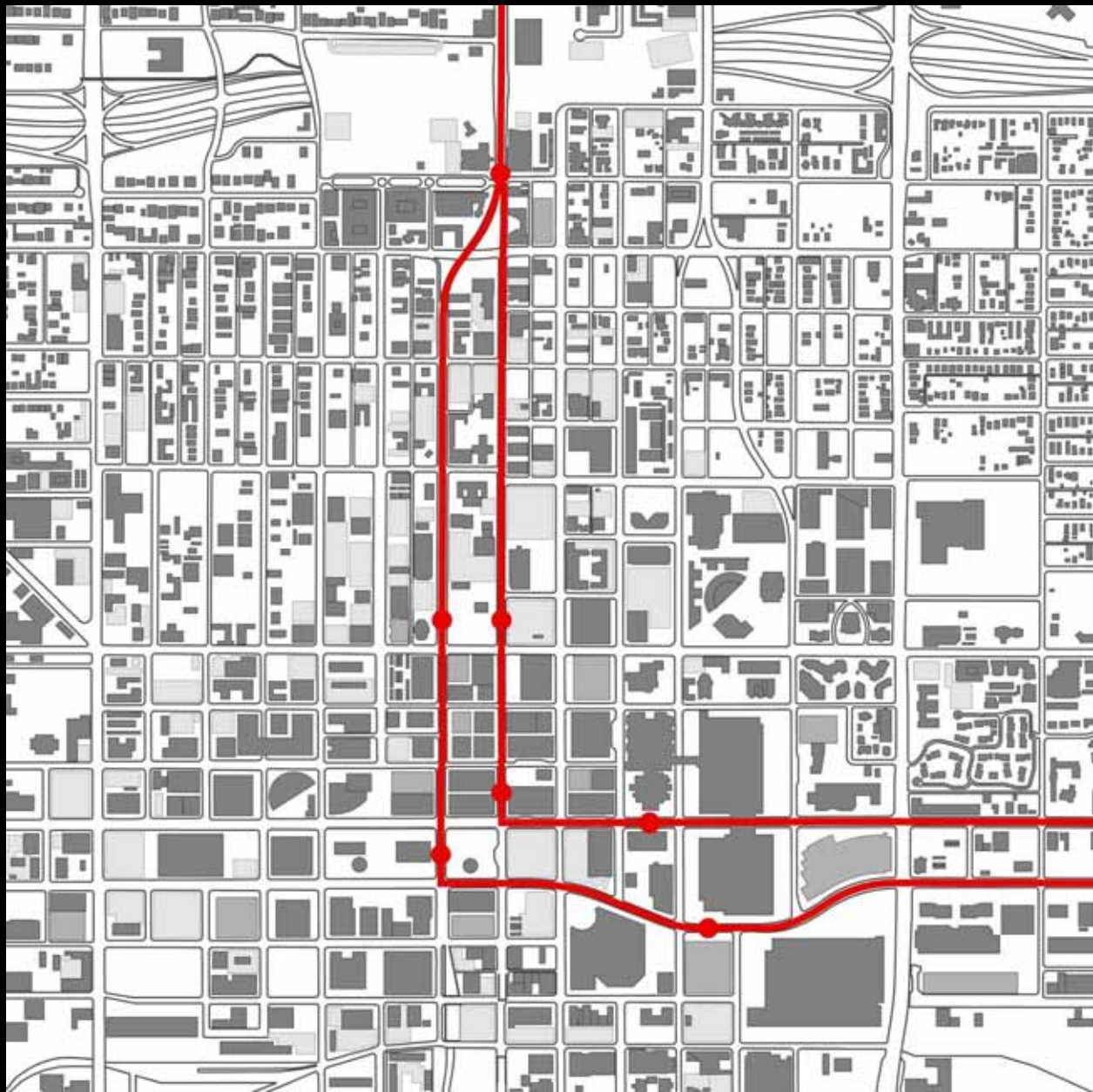
# HISTORIC SITES



- Retail
- Residential
- Civic
- Business Large
- Business Small
- Industrial
- Parking Decks
- Parking Surface
- Plaza
- Park

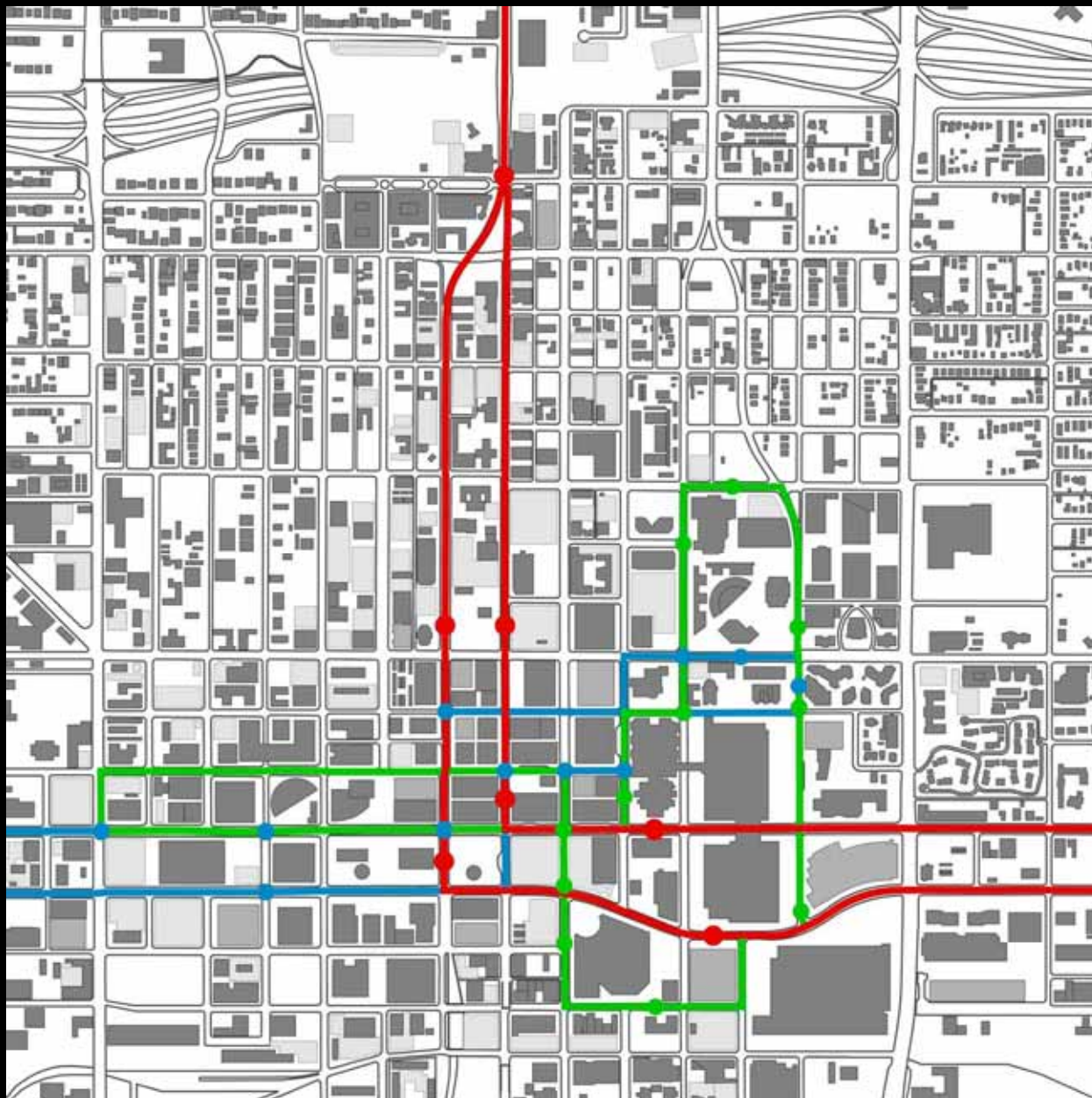
# LAND USE





Proposed Light Rail

TRANSIT – LIGHT RAIL



- Proposed Light Rail
- Dash Night
- Dash Day

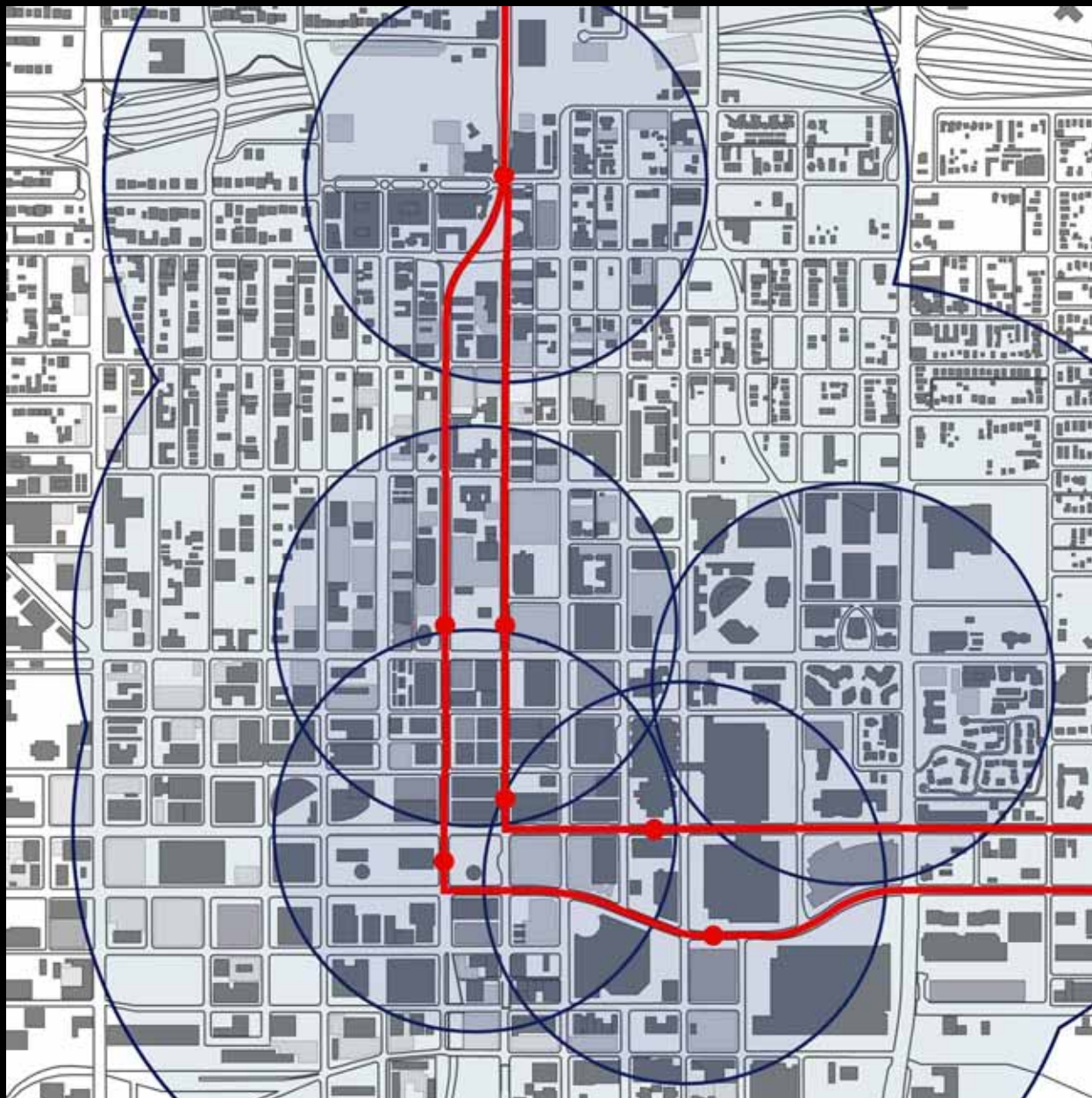
# TRANSIT – LIGHT RAIL AND DASH

 Proposed Light Rail



**WALKABILITY – FIVE MINUTE RADIUS**

Proposed Light Rail



WALKABILITY – TEN MINUTE RADIUS



## CITY OF PHOENIX

Phoenix, Arizona (Incorporated 1881)

### *POPULATION:*

Under 19 – 422,779

Adult – 898,266

Total Population – 1,321,045

### *HOUSING:*

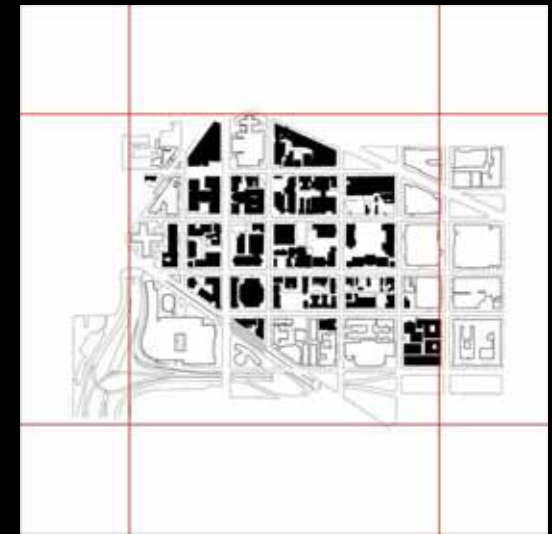
Housing Units – 495,793

### *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:*

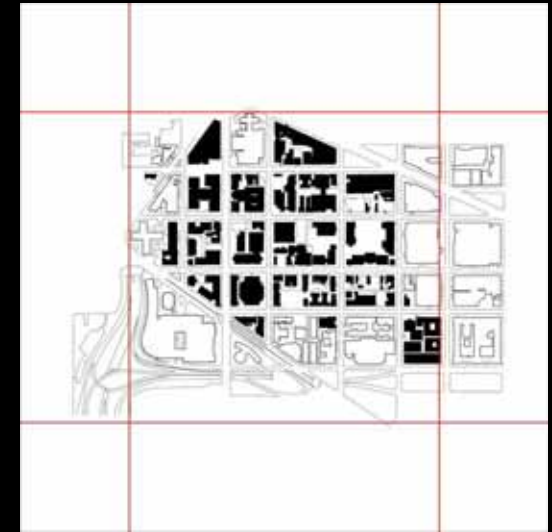
Buildings – 4,938,107 gsf

Land – 43 acres

GSF/Acre – 114,840

Parking – 3,046 spaces

# CAMPUS PARADIGMS



## GEORGE WASHINGTON UNIVERSITY

Washington, DC (Founded 1821)

### *POPULATION:*

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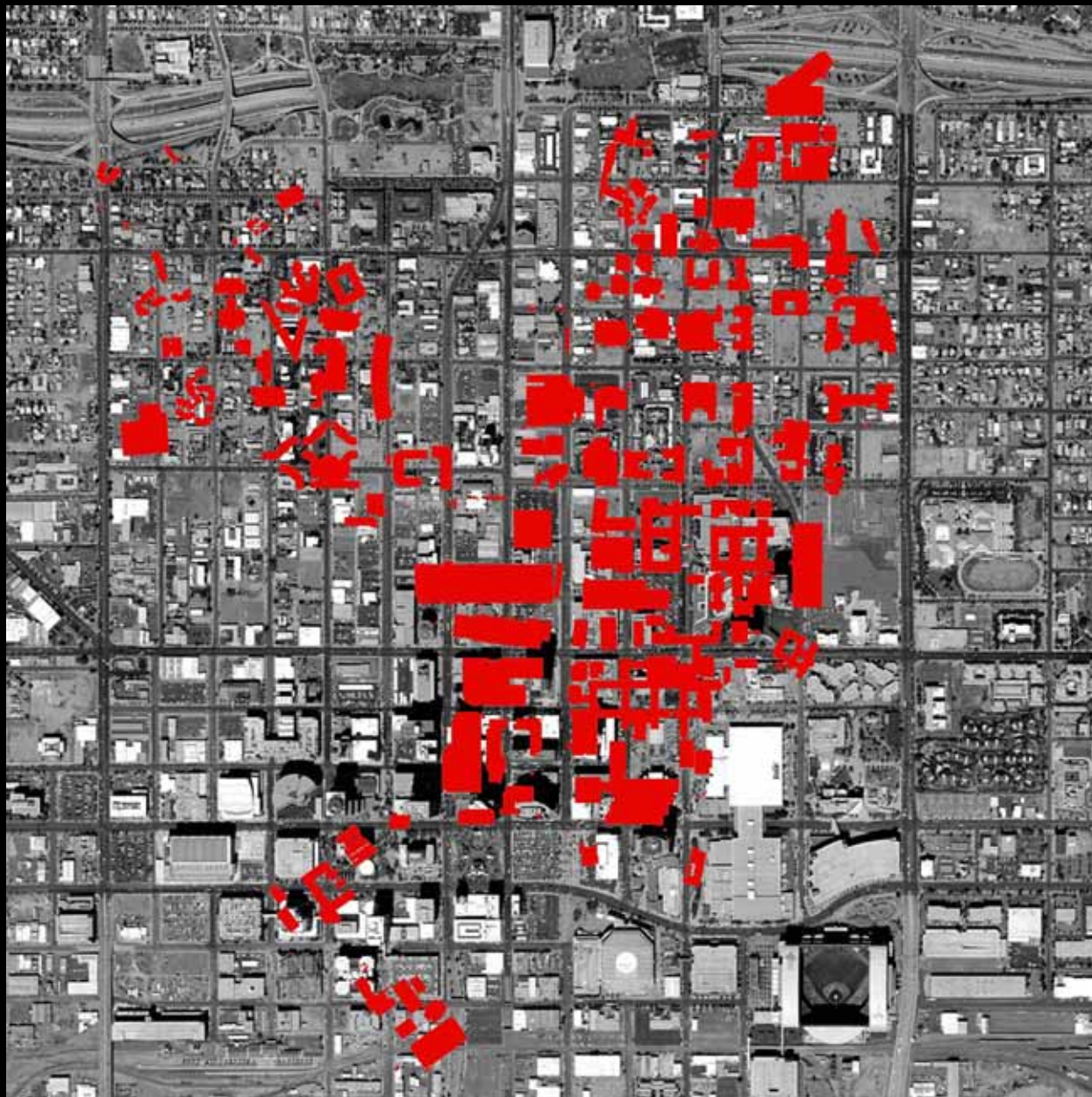
Buildings – 4,938,107 gsf

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

**CONTINUOUS CAMPUS**





## 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:*

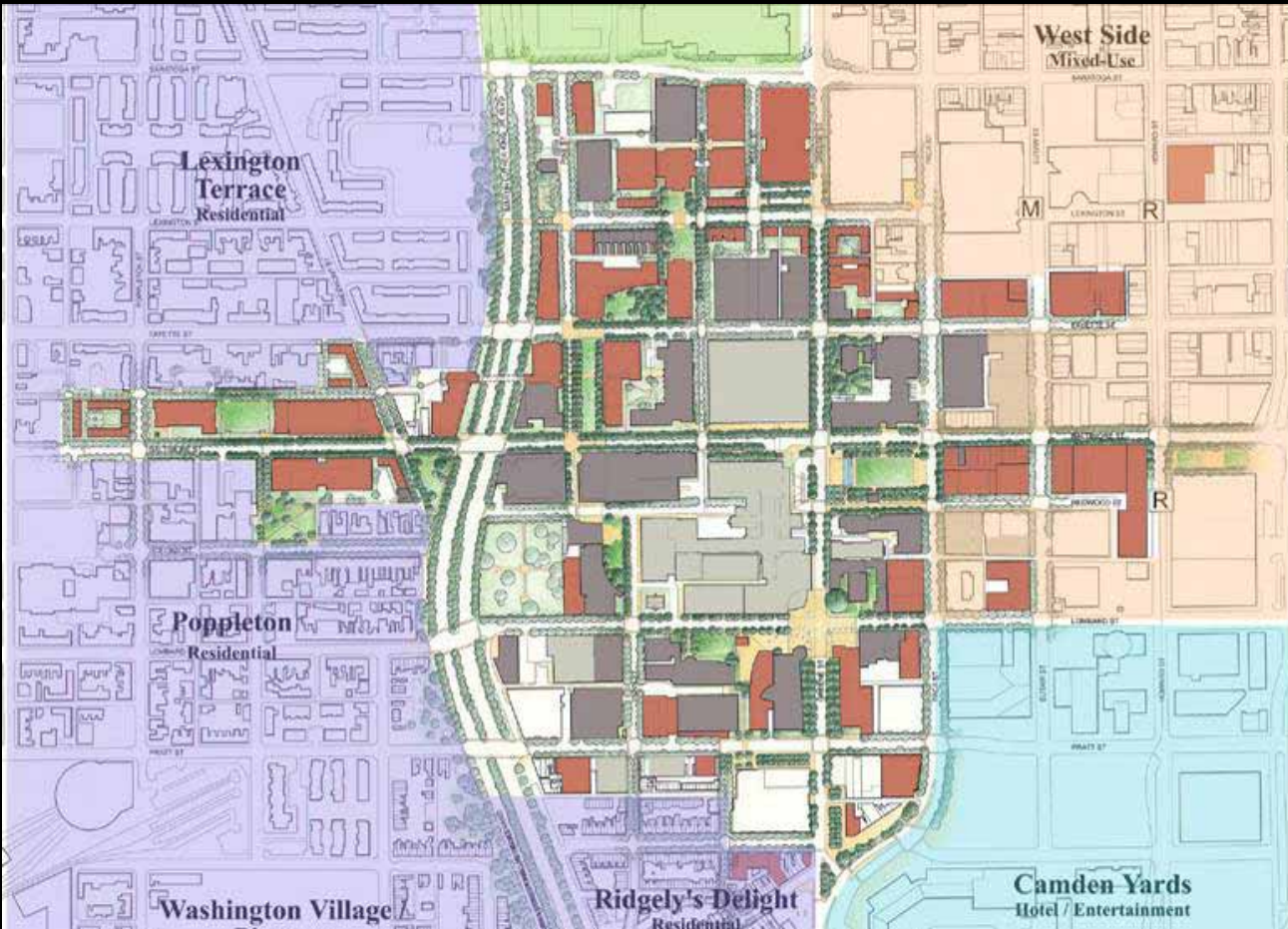
Buildings – 4,337,412 gsf

Land – 25 acres

GSF/Acre – 173,500

Parking – 6,066 spaces

# CONTINUOUS/DISBURSED CAMPUS



**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

# DISBURSED CAMPUS



## **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

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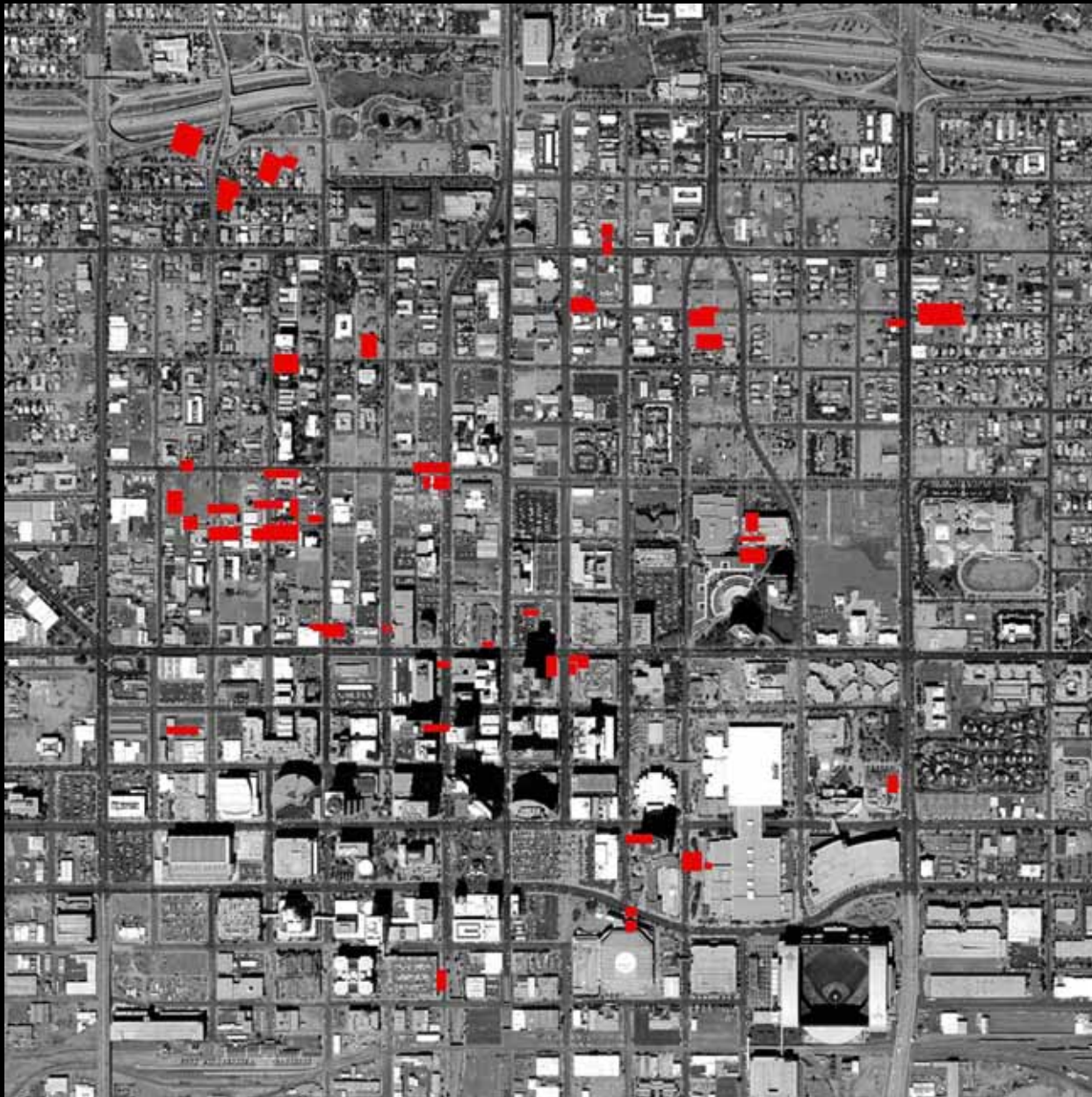
Buildings – NA

Land – NA

GSF/Acre – NA

Parking – NA

# 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

**DISBURSED CAMPUS**



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

*POPULATION:*

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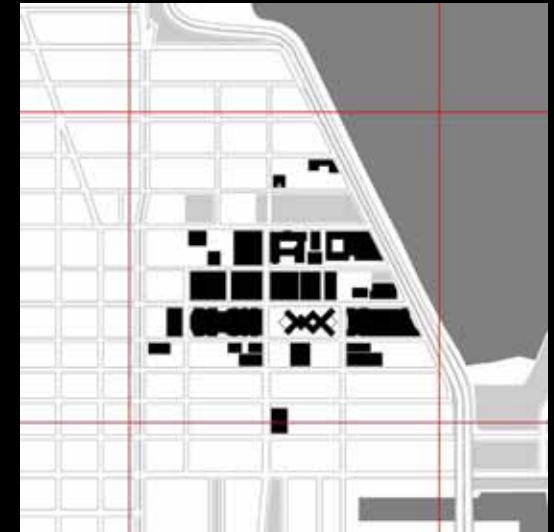
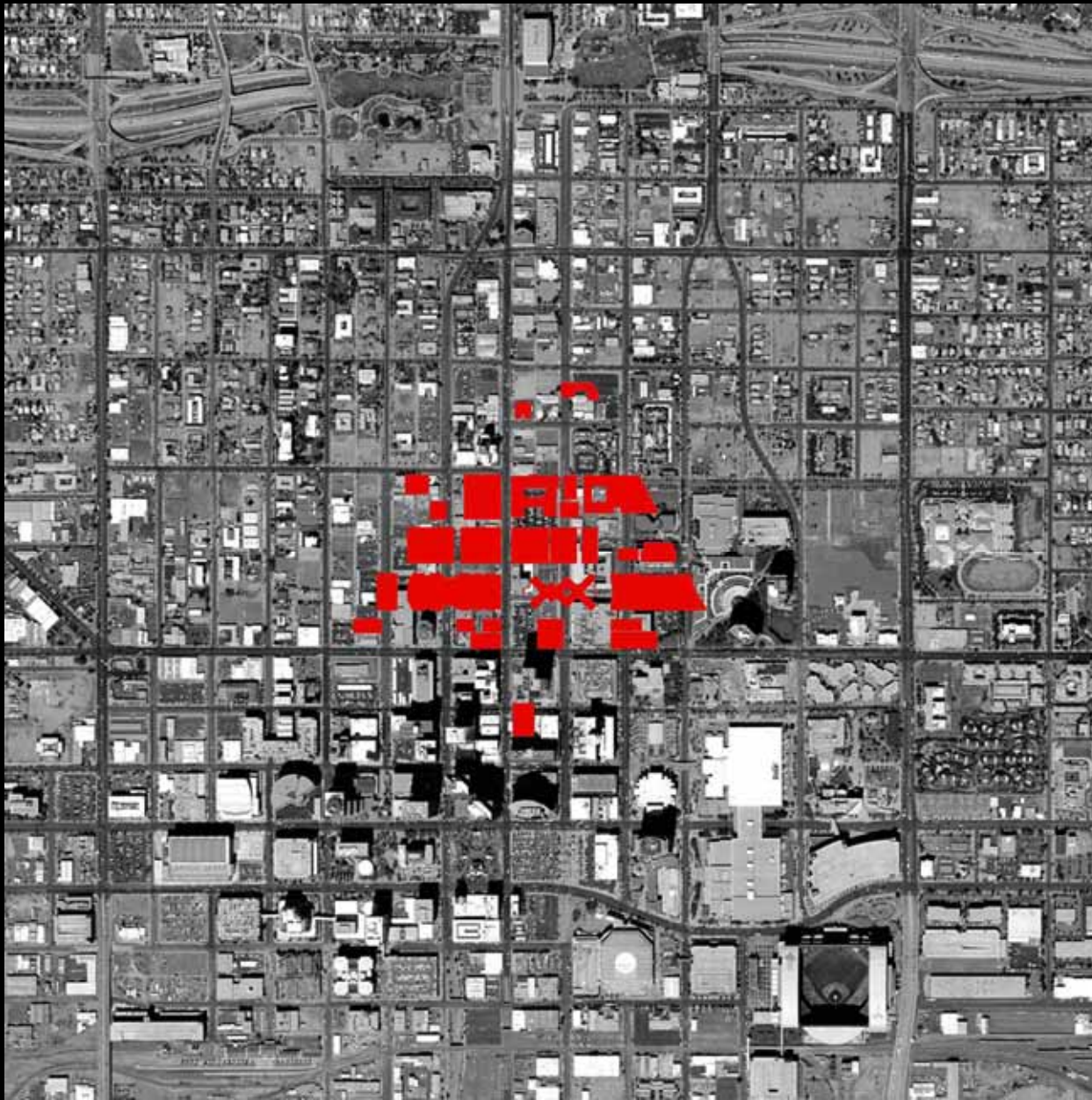
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- Undergraduate – 1,929
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*LAND USE:*

- Buildings – 1,000,000 gsf
- Land – NA
- GSF/Acre – NA
- Parking – 2,200 spaces

# DISBURSED 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

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Buildings – 2,294,990 gsf

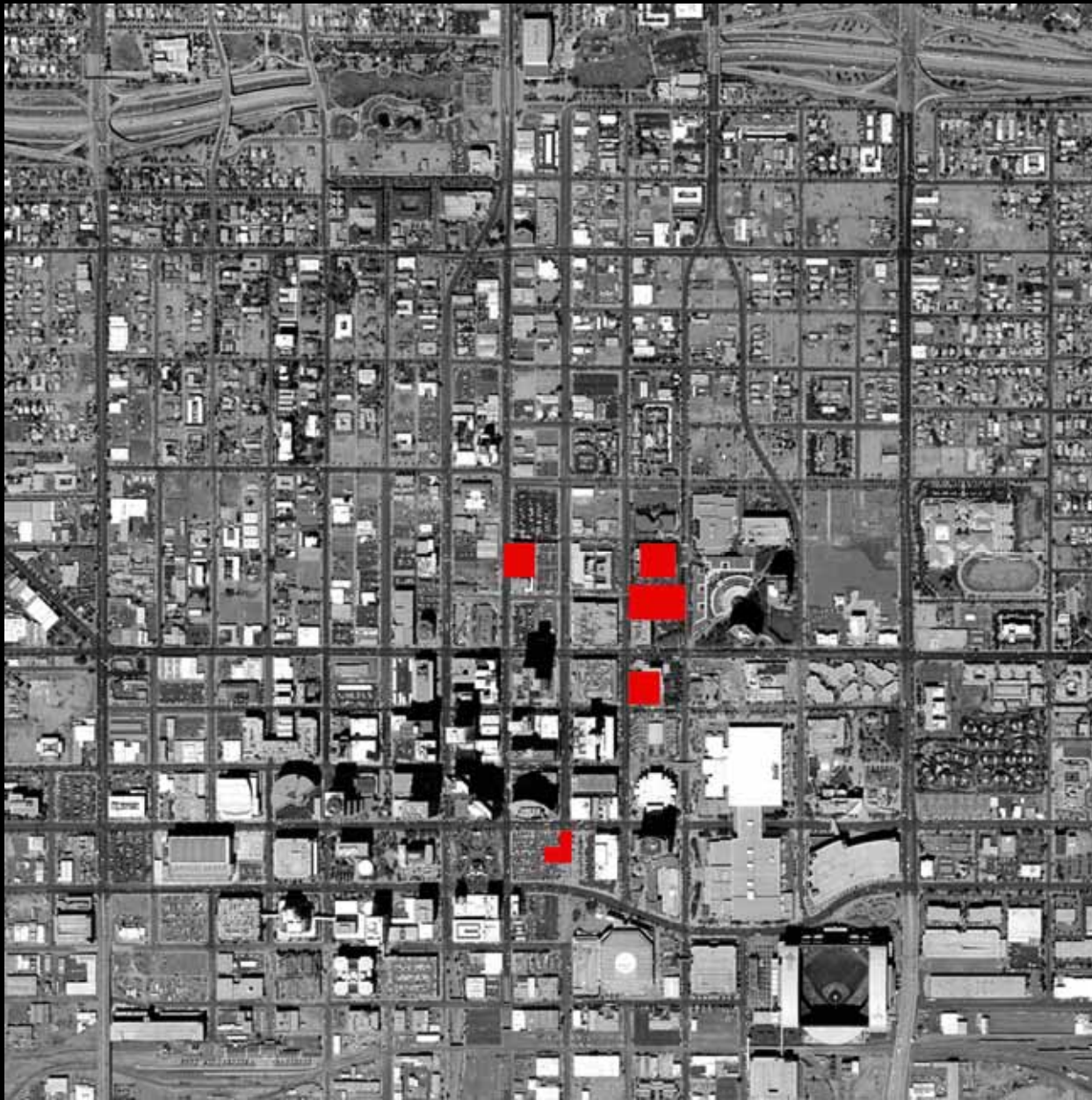
Land – 20 acres

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)

# 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:*

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Buildings – 1,500,000 gsf

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GSF/Acre – 250,000

Parking – 14 spaces (on street)

# VERTICAL CAMPUS









# STREET SCAPES



# COURTYARDS



# DOWNTOWN DESIGN CHALLENGES



An aerial photograph of a city grid, likely downtown, with various buildings and streets visible. The image is darkened to serve as a background for text.

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**

An aerial photograph of a city grid, likely Phoenix, Arizona, showing a dense network of streets and buildings. The image is dark and serves as a background for the text.

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

An aerial photograph of a city grid, likely downtown Phoenix, with a dark overlay. The text is white and yellow, listing various urban development and educational 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

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

# DOWNTOWN OPPORTUNITIES

An aerial photograph of a city grid, likely Phoenix, Arizona, showing a dense network of streets and buildings. The image is dark and serves as a background for the text.

## 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

An aerial photograph of a city grid, showing a dense pattern of streets and buildings. The image is dark, with the text overlaid in white and orange. The text is arranged in a list-like format on the left side of the image.

A Pedestrian focused downtown

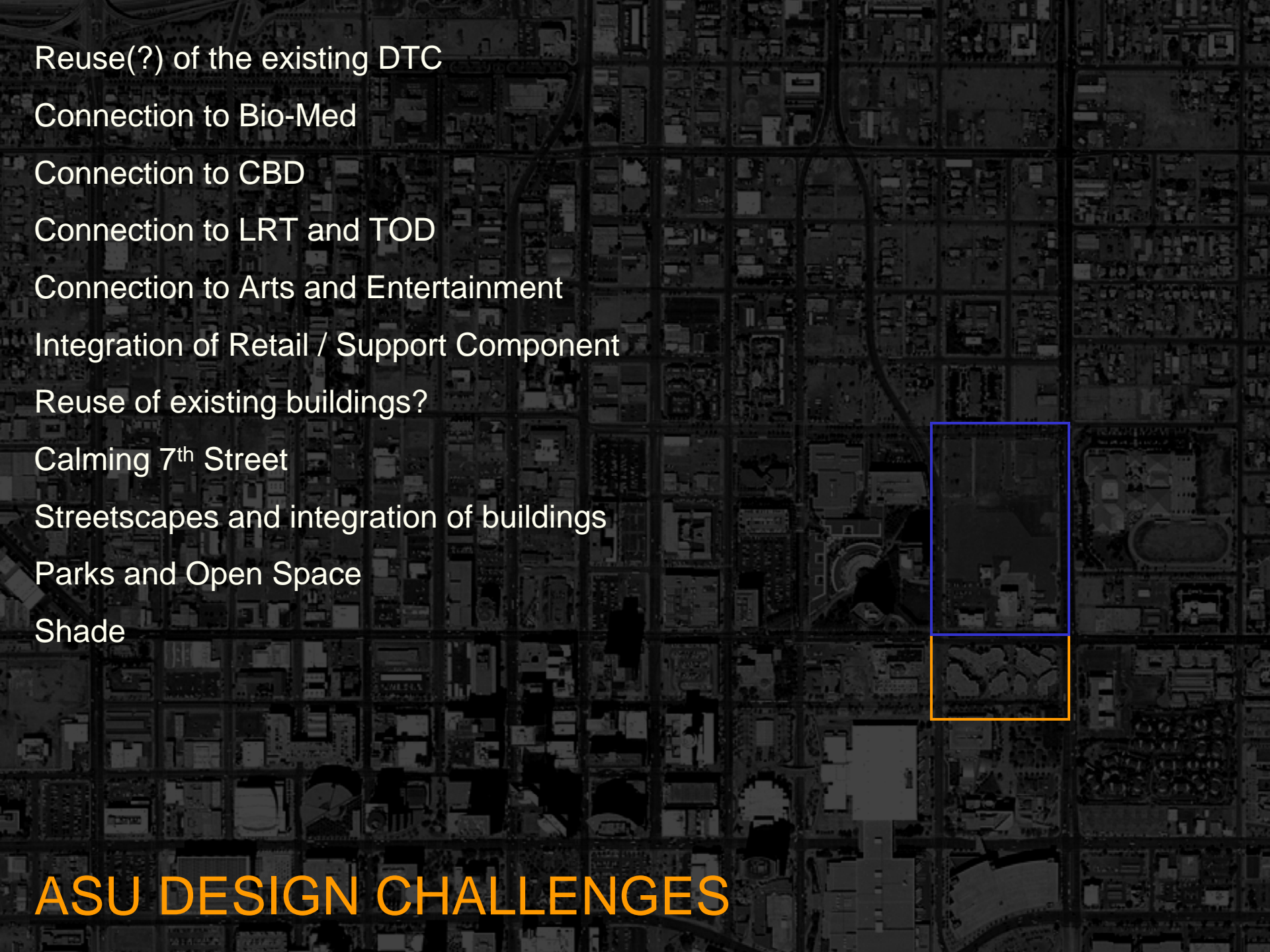
A place of civic interaction and appropriate density

A Mixed use community

A Climate responsive downtown

A Diversity of uses and people

**PLANNING PRINCIPLES**

An aerial photograph of a city grid, likely Phoenix, Arizona, showing a dense pattern of streets and buildings. A specific area in the middle-right of the image is highlighted with a blue border, and a smaller area directly below it is highlighted with a yellow border. The background is darkened to make the white text stand out.

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 7<sup>th</sup> Street

Streetscapes and integration of buildings

Parks and Open Space

Shade

**ASU DESIGN CHALLENGES**



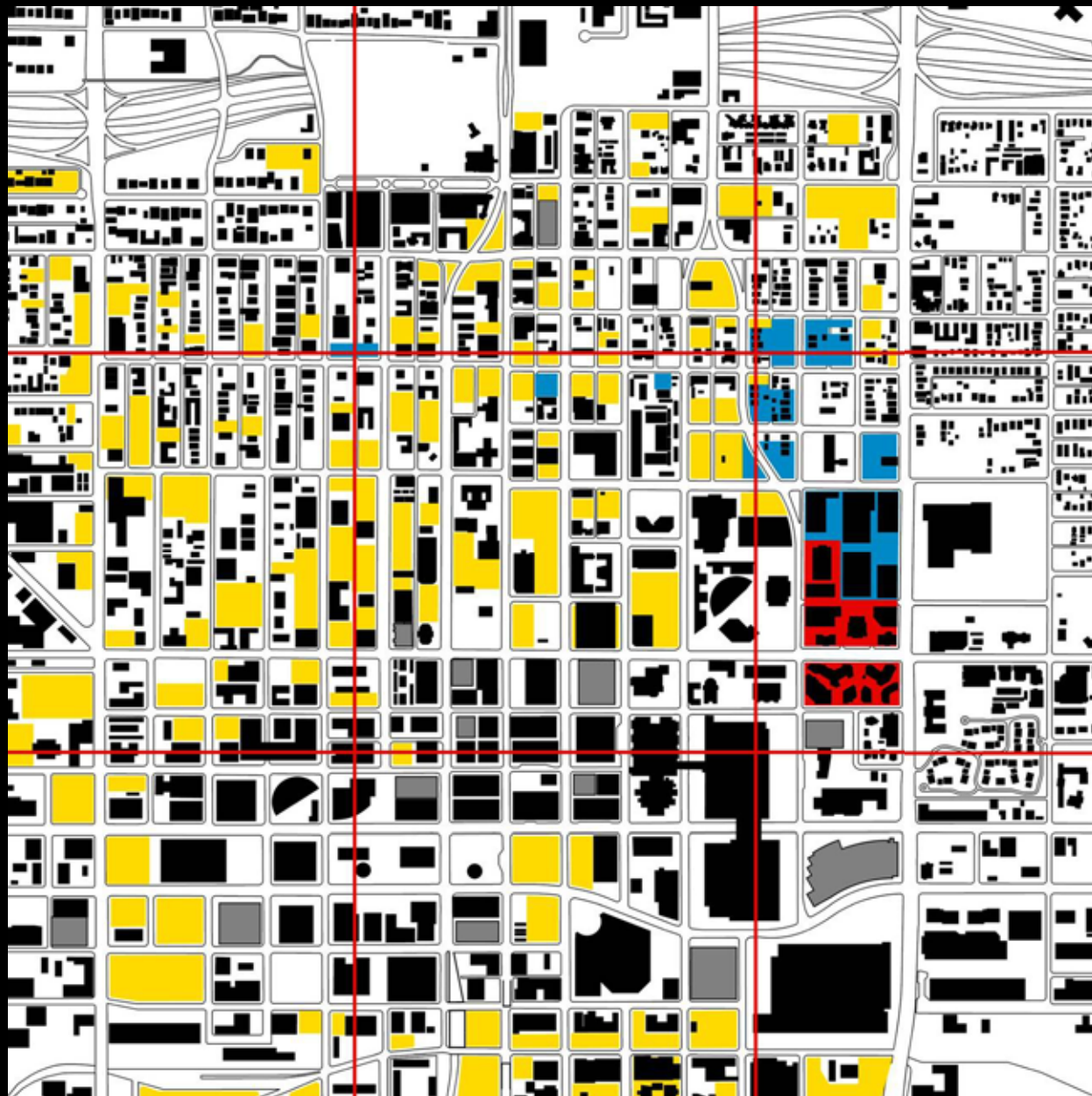


Task	March	April	May	June
<b>Observations</b> Draft Space Needs Program Data Gathering Design Challenges Principles Define Site Options Concepts				
<b>Observations Workshop</b> Define Schemes Contiguous Locus Centered Linear Dispersed Evaluate Schemes Define Criteria Determine Preferred Scheme(s) Workbook Cartoon Set President Sign-off		 March 23-24		
<b>Refine Scheme(s)</b> ASU Sign-off Assign tasks to Phoenix Architects		 April 1		
<b>Schematic Workshop</b> Pin-up ideas and critique Refine direction		 April 27-28		
<b>First Submission</b> Plans, sketches, draft text President Sign-off			 May 17	
<b>Final Submission</b> Plans, Sketches, Text 3-D Model Draft Workbook President Sign-off			 May 26-27	
<b>Draft Workbook for Approval</b> President Sign-off Print Workbook Public Release				 June 7 June 22



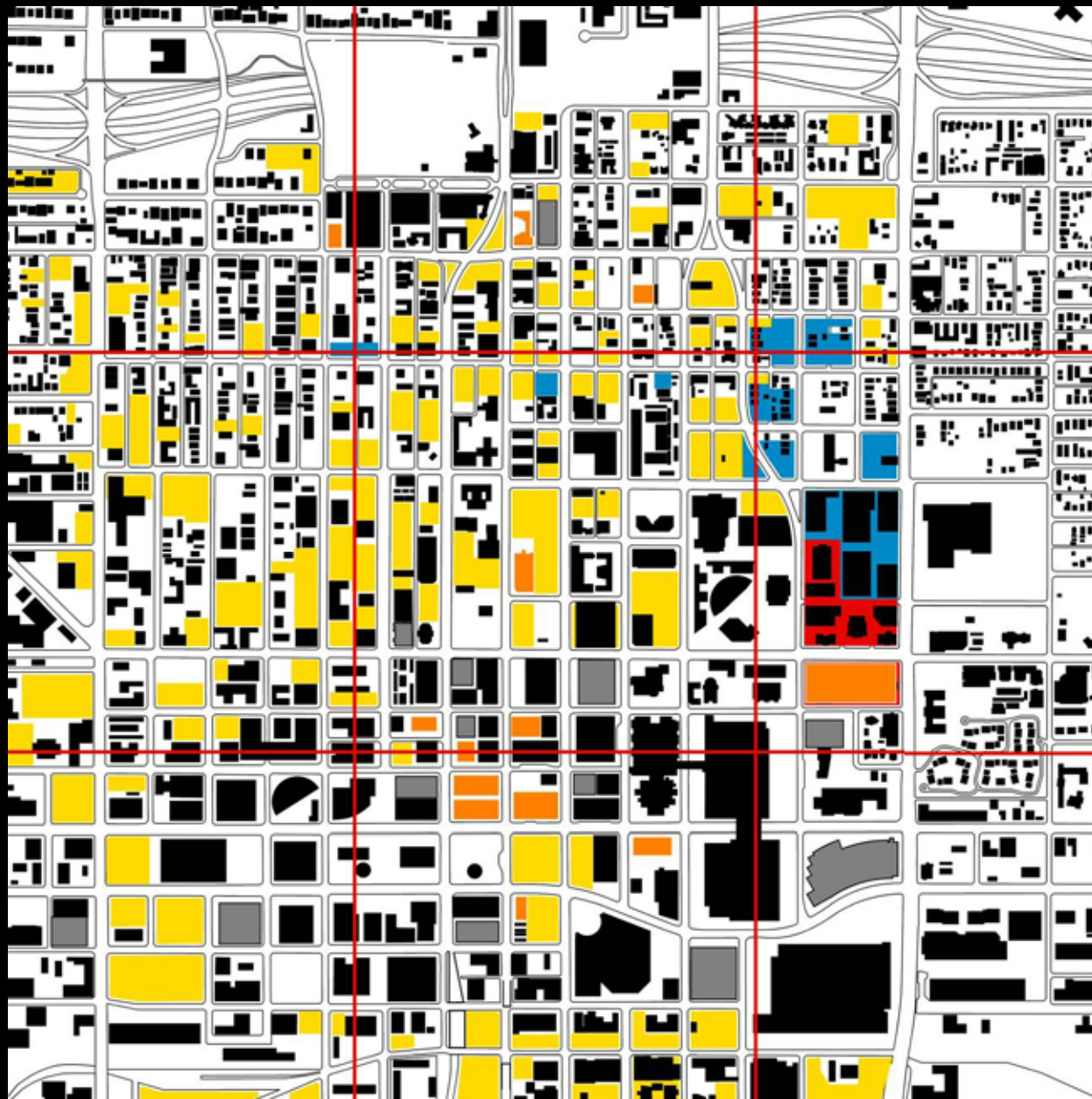
# ASU PROCESS AND SCHEDULE

[www.asu.edu/cdp](http://www.asu.edu/cdp)



- City Ownership
- ASU Ownership
- Opportunity Sites

# LAND OWNERSHIP



- City Ownership
- ASU Ownership
- Opportunity Sites
- Opportunity Buildings

# LAND OWNERSHIP AND VACANT SITES