



ARIZONA STATE  
UNIVERSITY

A NEW AMERICAN UNIVERSITY

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Observations

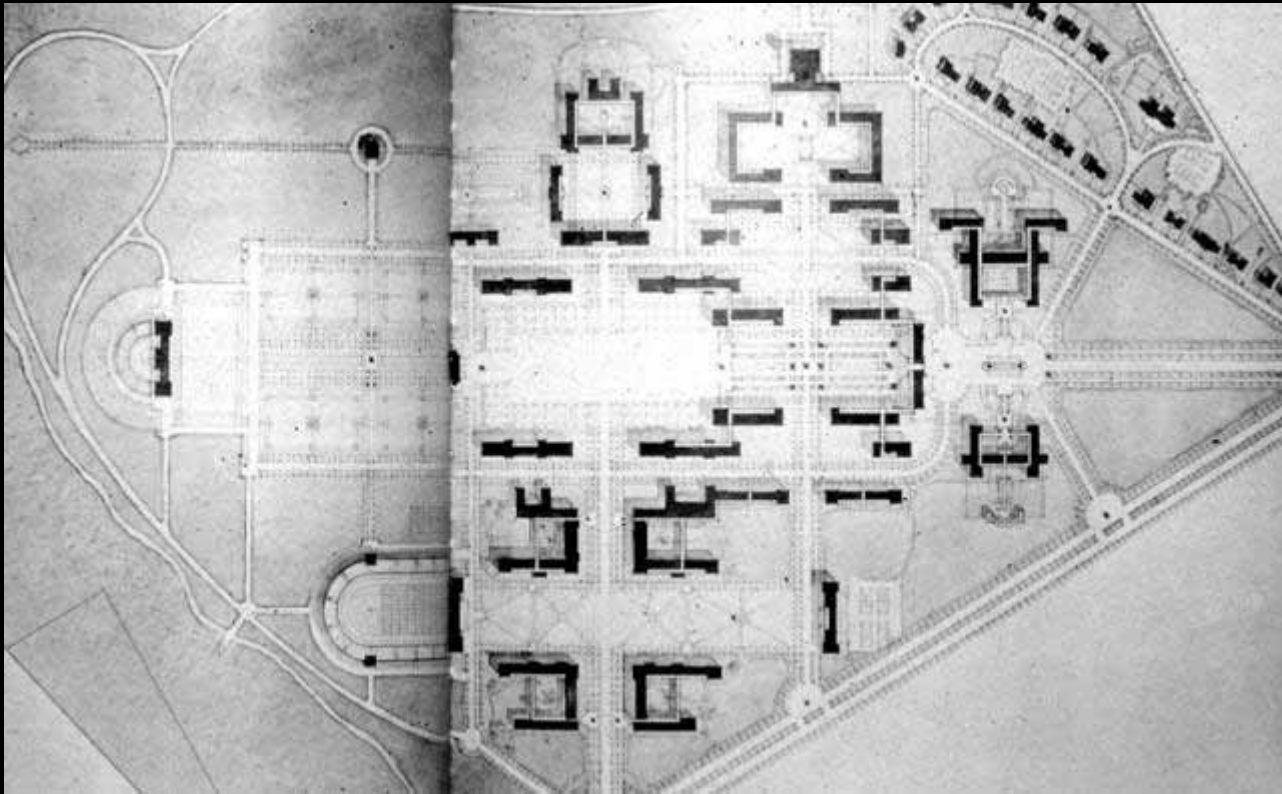
January 26-28, 2004

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

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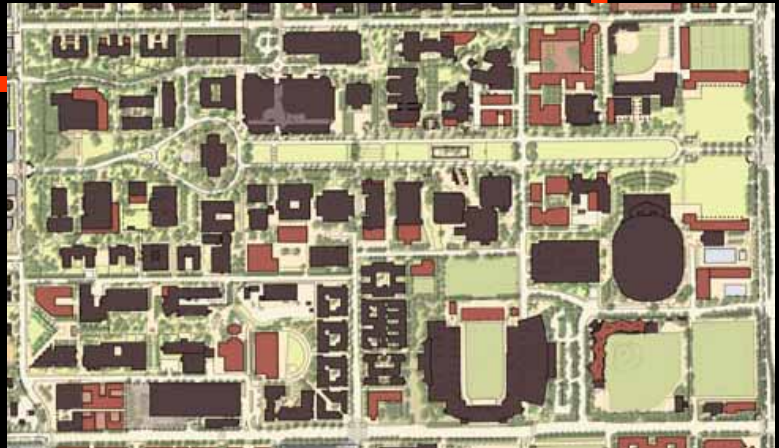
## Principles & Concept



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## Design Guidelines

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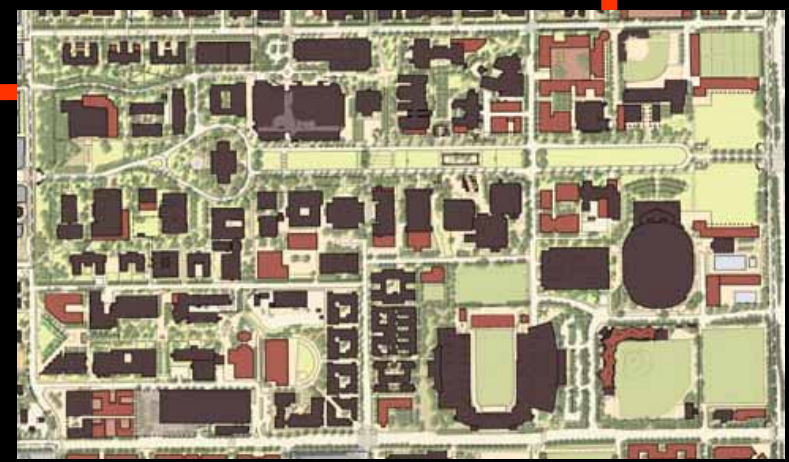
## Principles & Concept



## Design Guidelines



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## Final Plan

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# CAMPUS PLANNING PROCESS

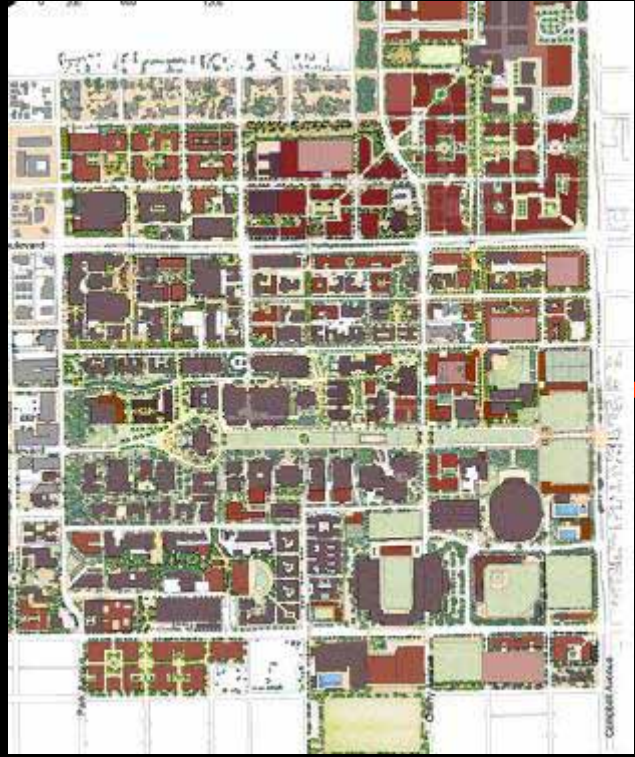
## Observations



## Principles & Concept



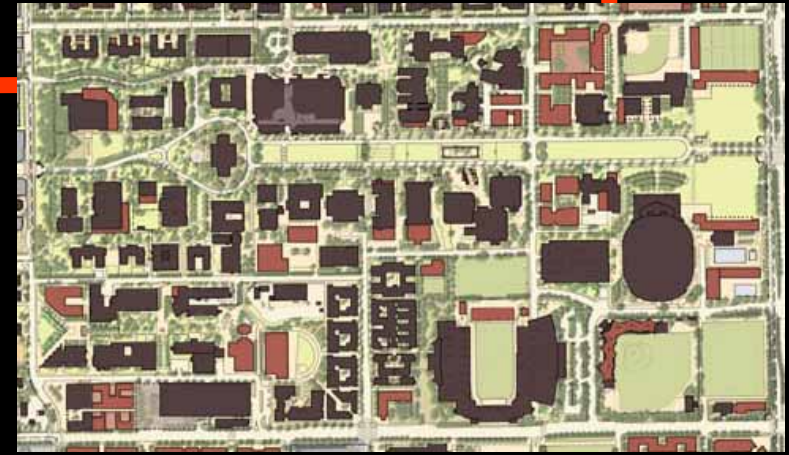
## Final Plan



## Design Guidelines



## Precincts





**June-December 2003 Observations**

**September 2003 Vision White Paper**

**January 2004 Planning Principles and Concept Development**

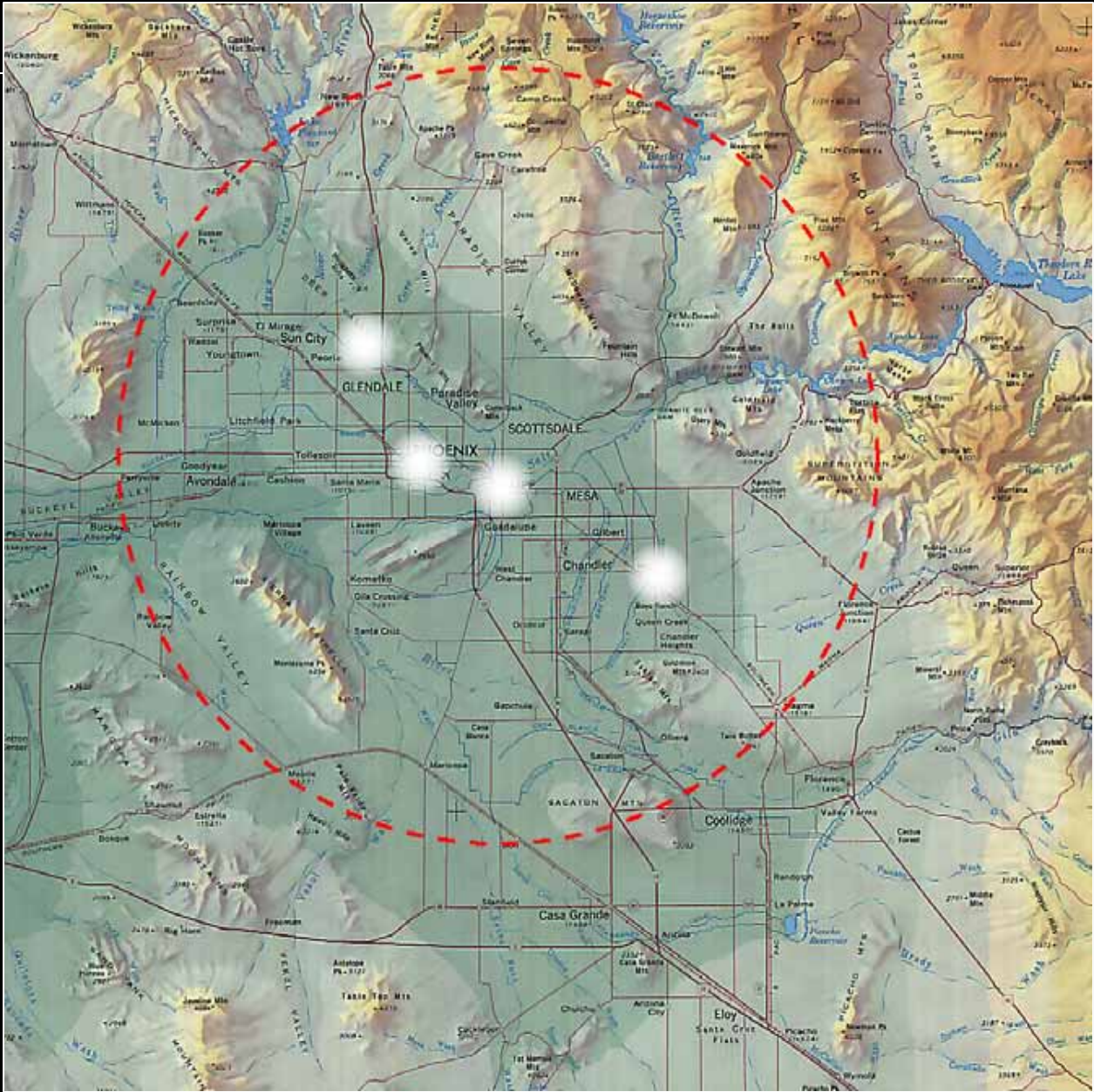
**January-June 2004 District Workshops**

**July-Aug 2004 Final Plan and Guidelines Development**

**Sept - Oct 2004 Draft Final Plan Public Forums**

**Fall 2004 Arizona Board of Regents Presentation**

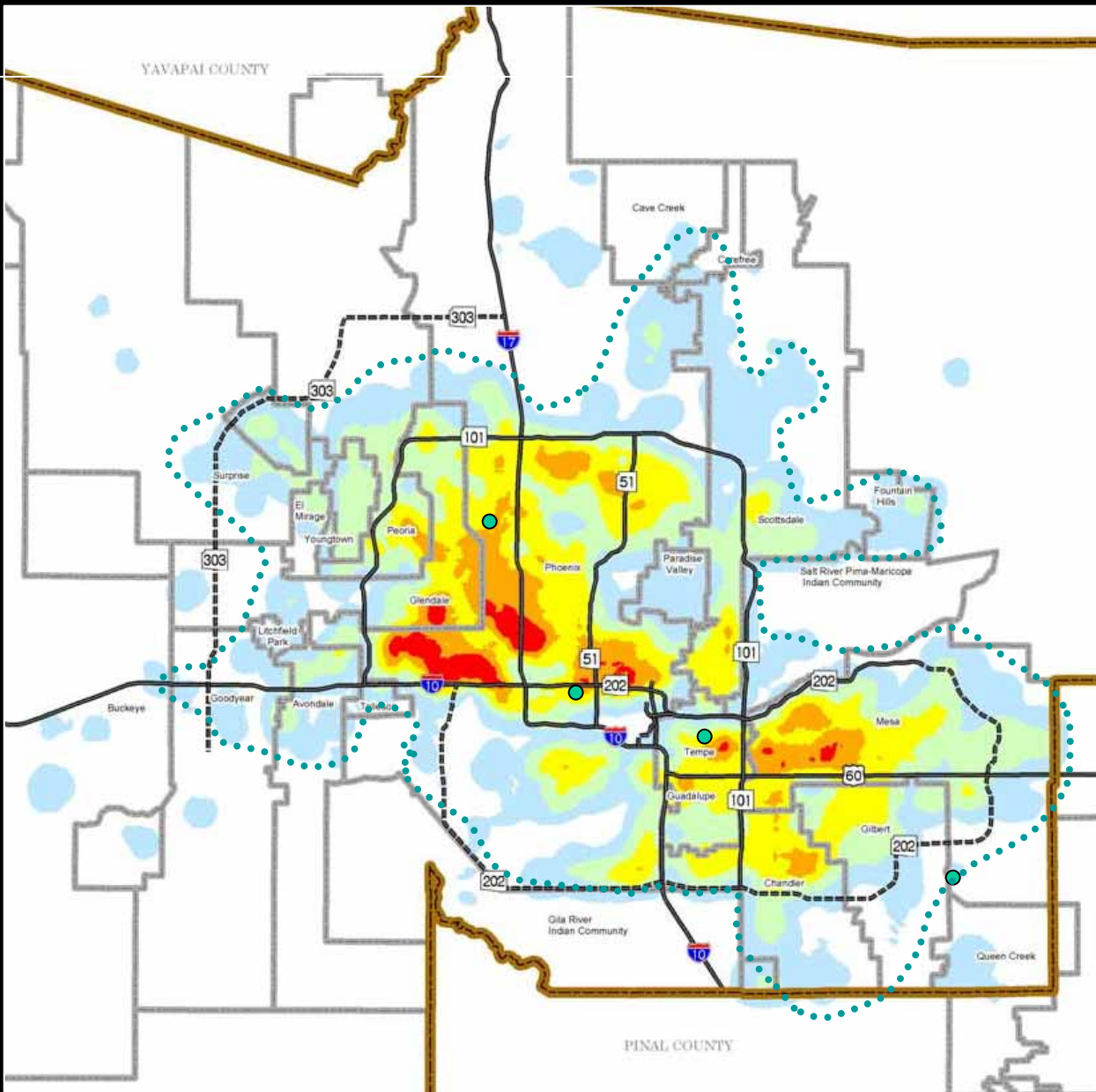
one university many places



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# POPULATION DISTRIBUTION 2000

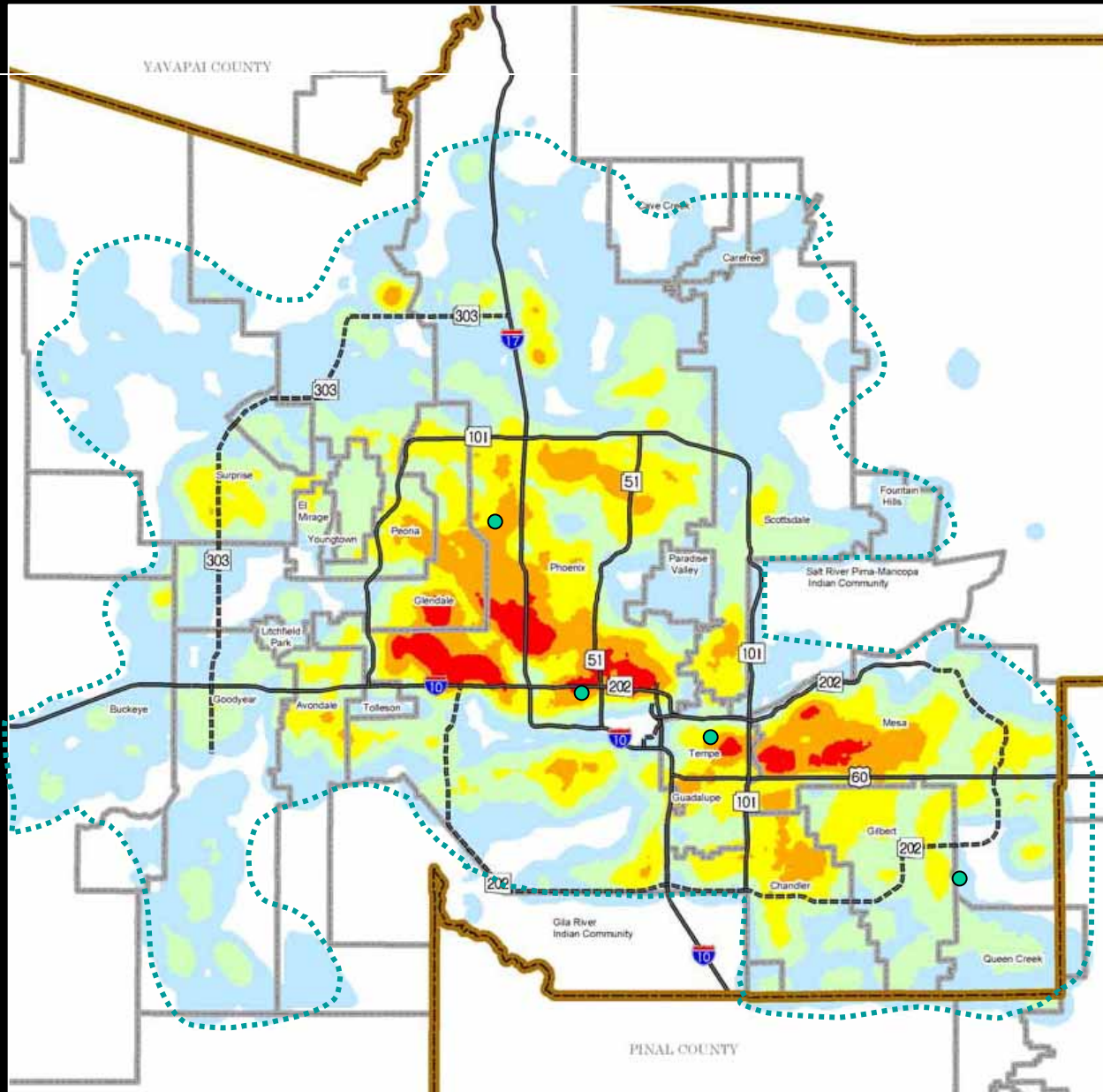
one university many places



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# POPULATION DISTRIBUTION 2025

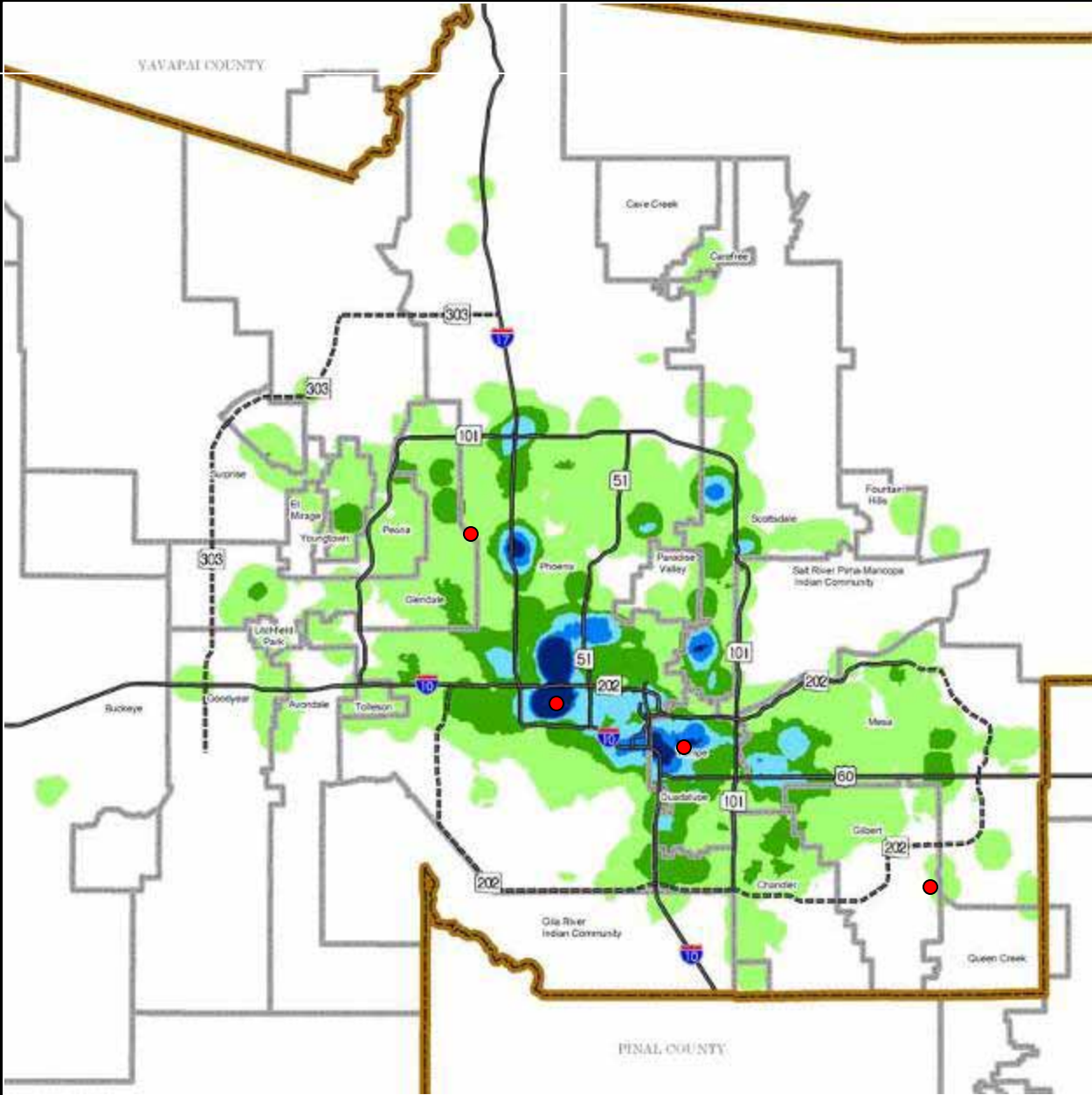
one university many places



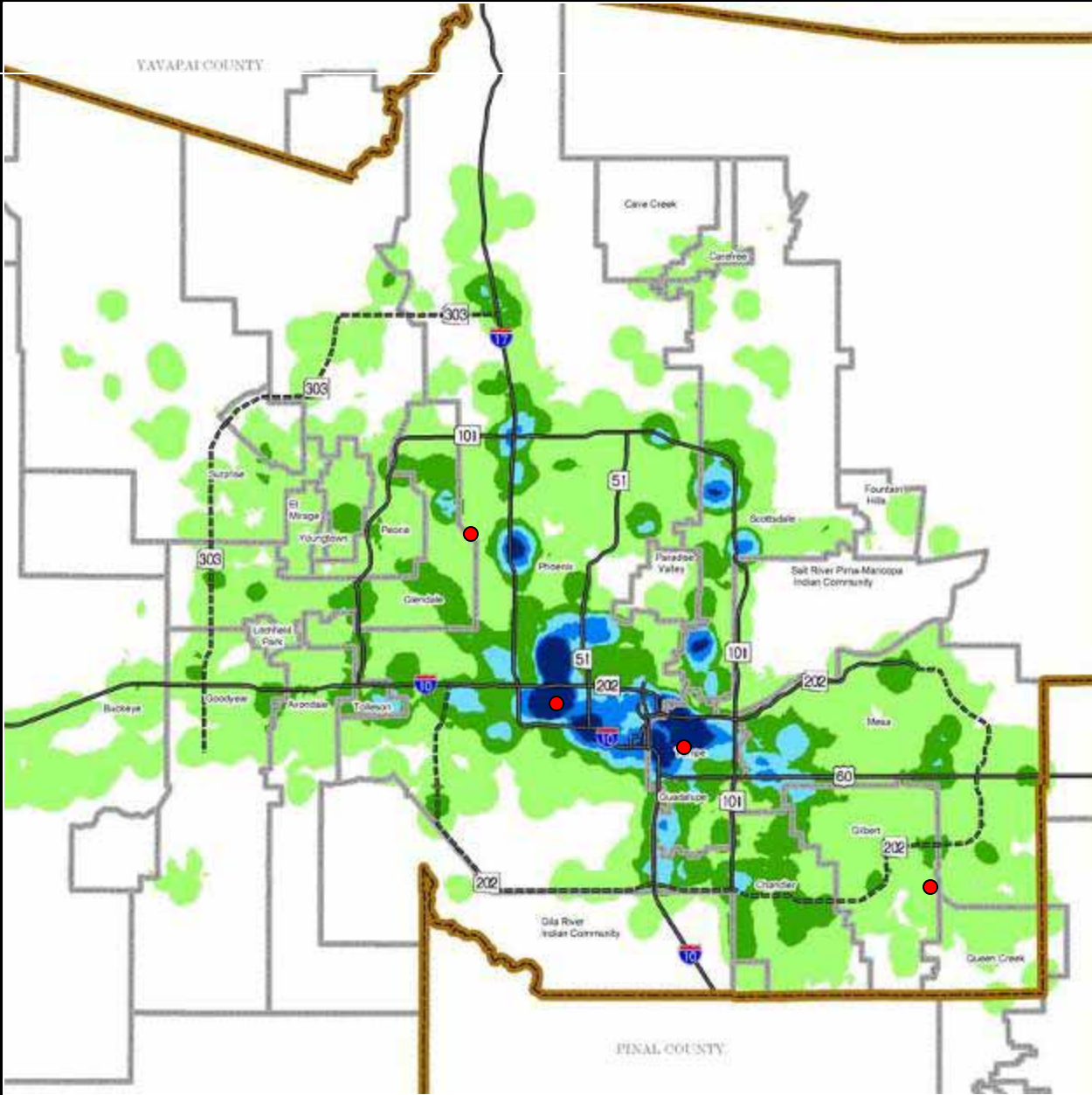
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EMPLOYMENT 2000

one university many places



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# ASU DOWNTOWN CAMPUS

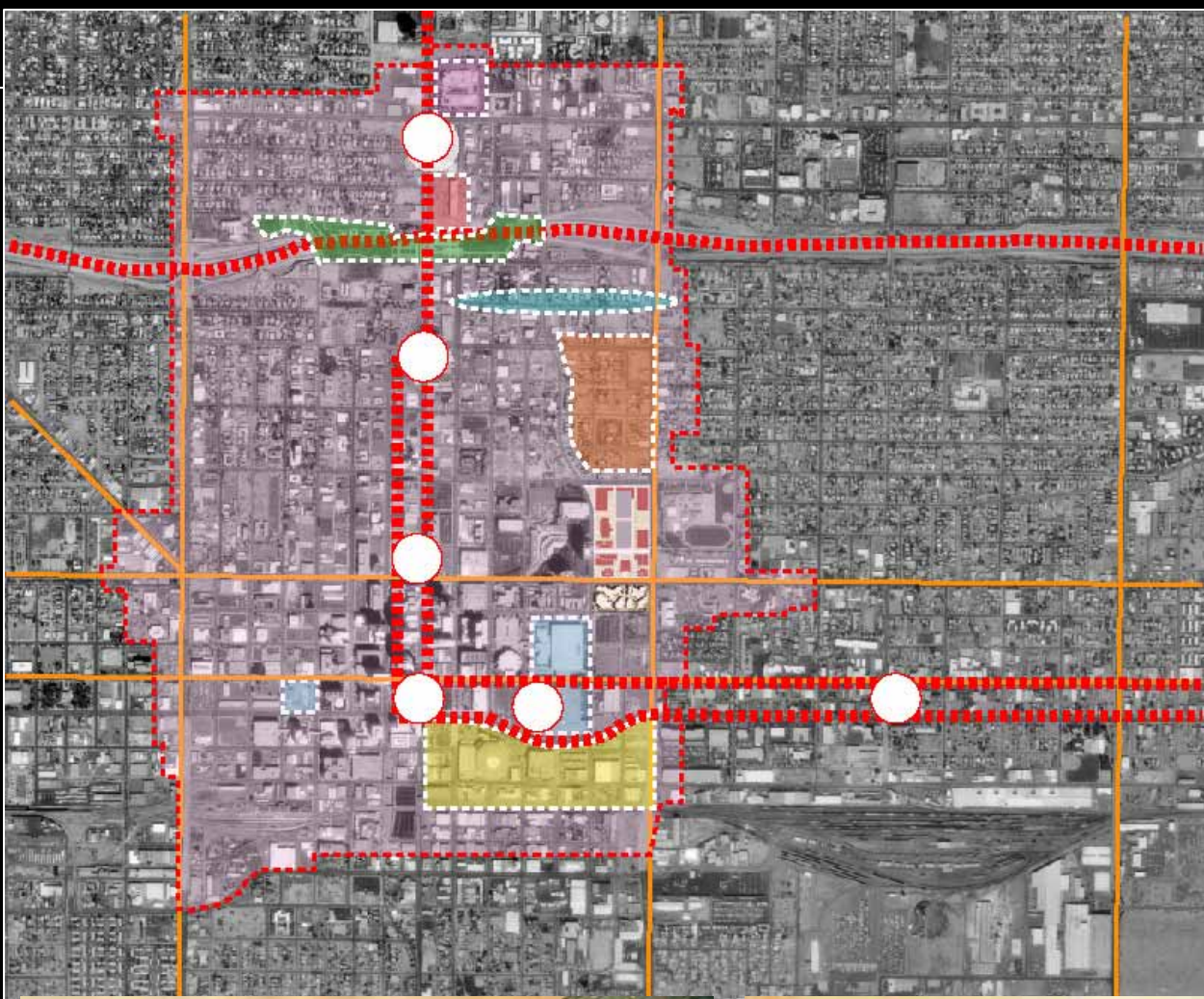


# REGIONAL PLANS





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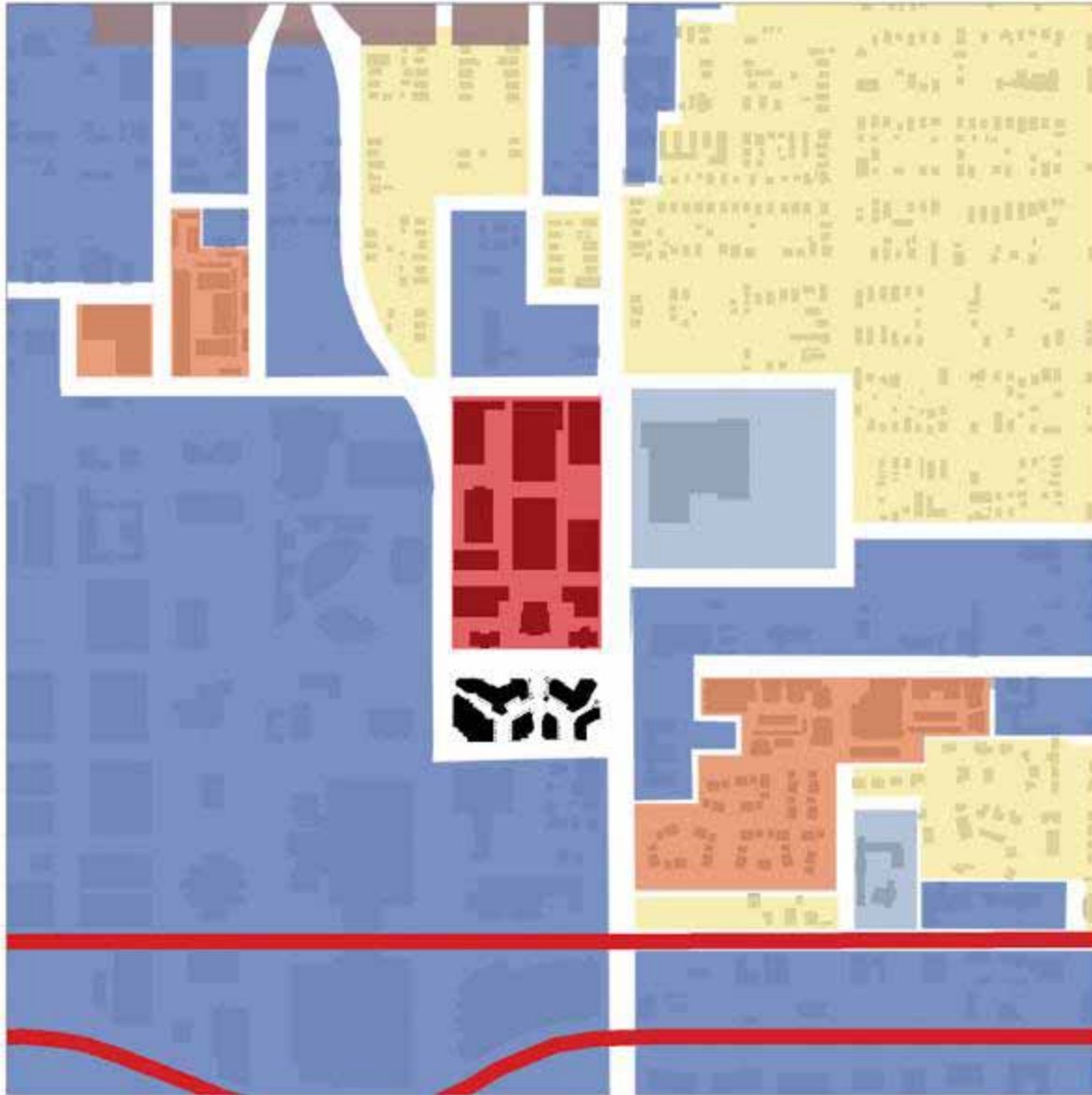
- Convention Center Expansion and Hotel
- Light Rail
- ABC and T-Gen
- Roosevelt Arts District
- Warehouse District
- North of Fillmore
- City, State, and Federal Offices
- Arts Venues
- New Housing



# PROPERTY LINES



# EXISTING ZONING



Low-density Residential

High-density Residential

Schools

Arts Corridor

Commercial

ASU Phoenix Campus

Light Rail

Potential Development

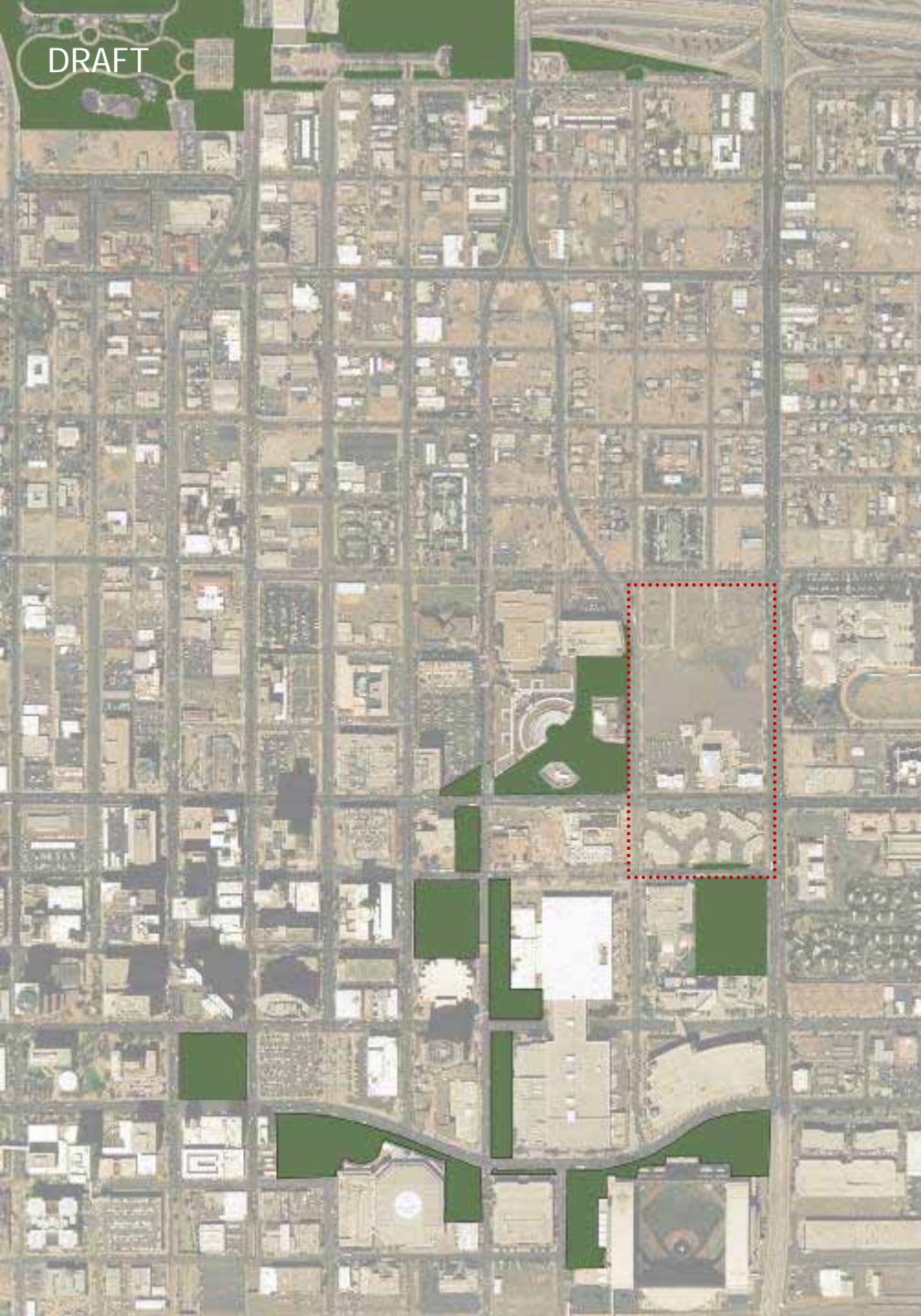


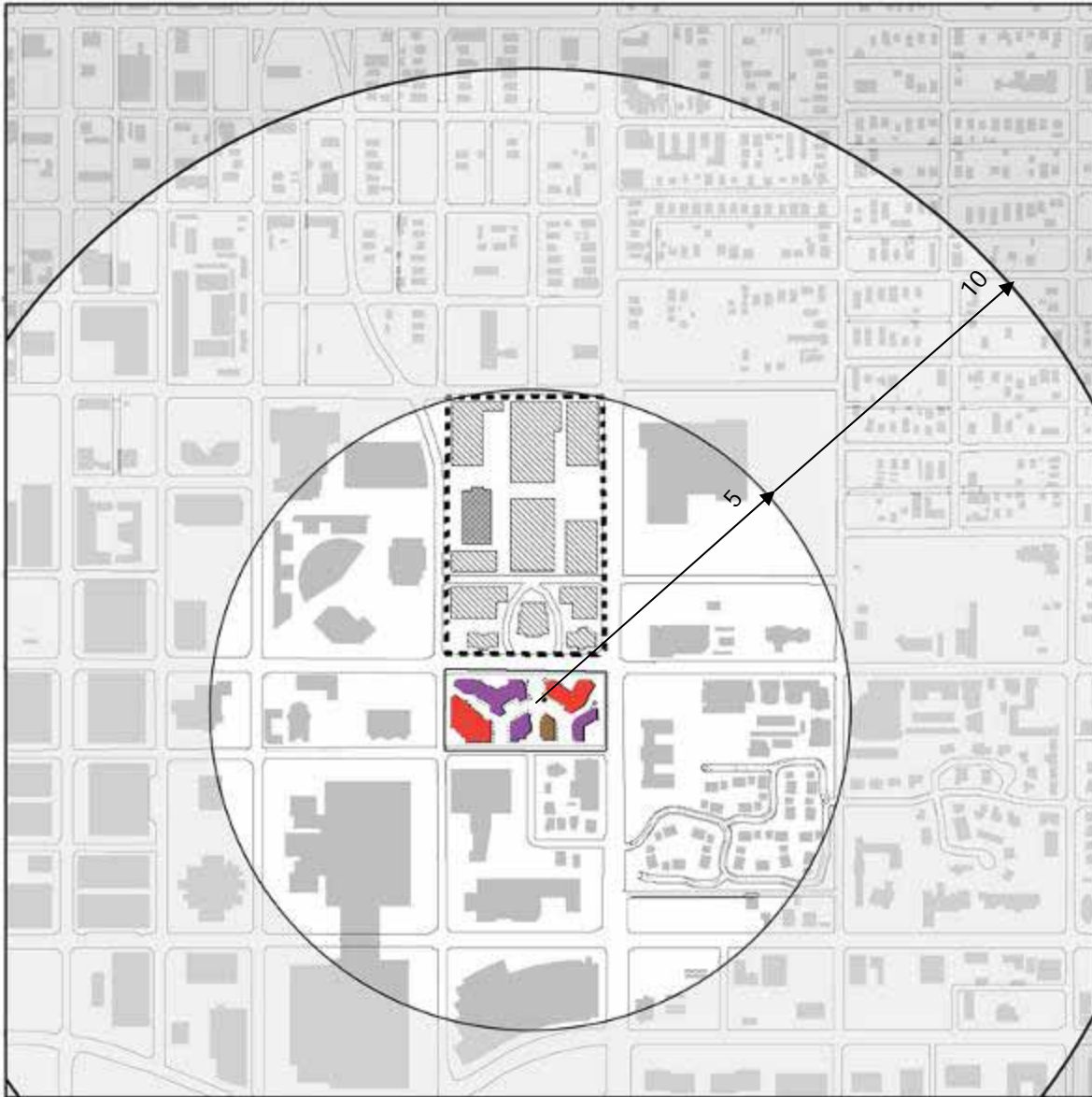
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Existing Aerial Photo  
Downtown Phoenix

- Public Open Spaces





## EXISTING BUILDING USE

Academic

Support

Service

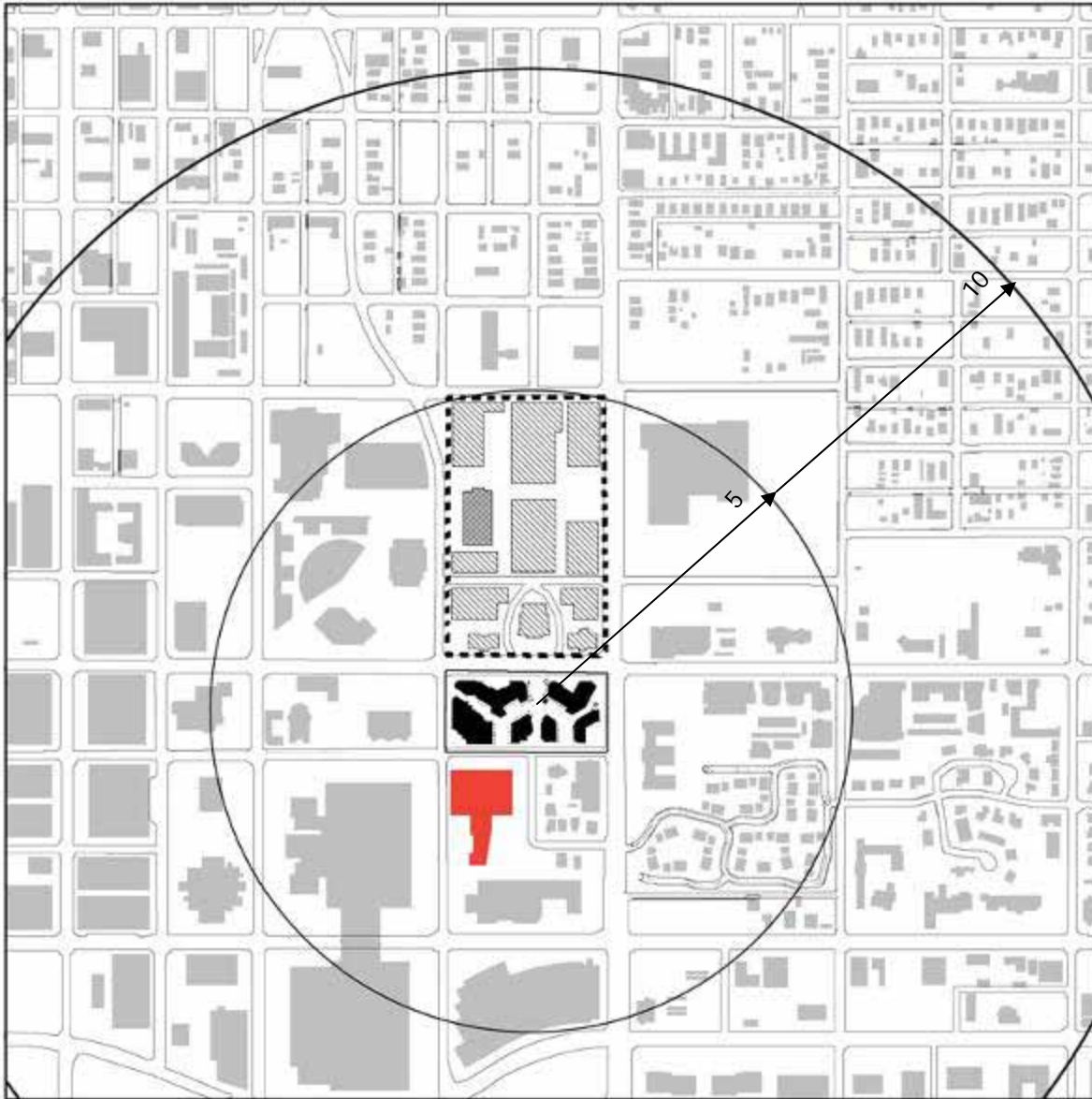
ASU Phoenix Campus



# EXISTING PARKING



Parking

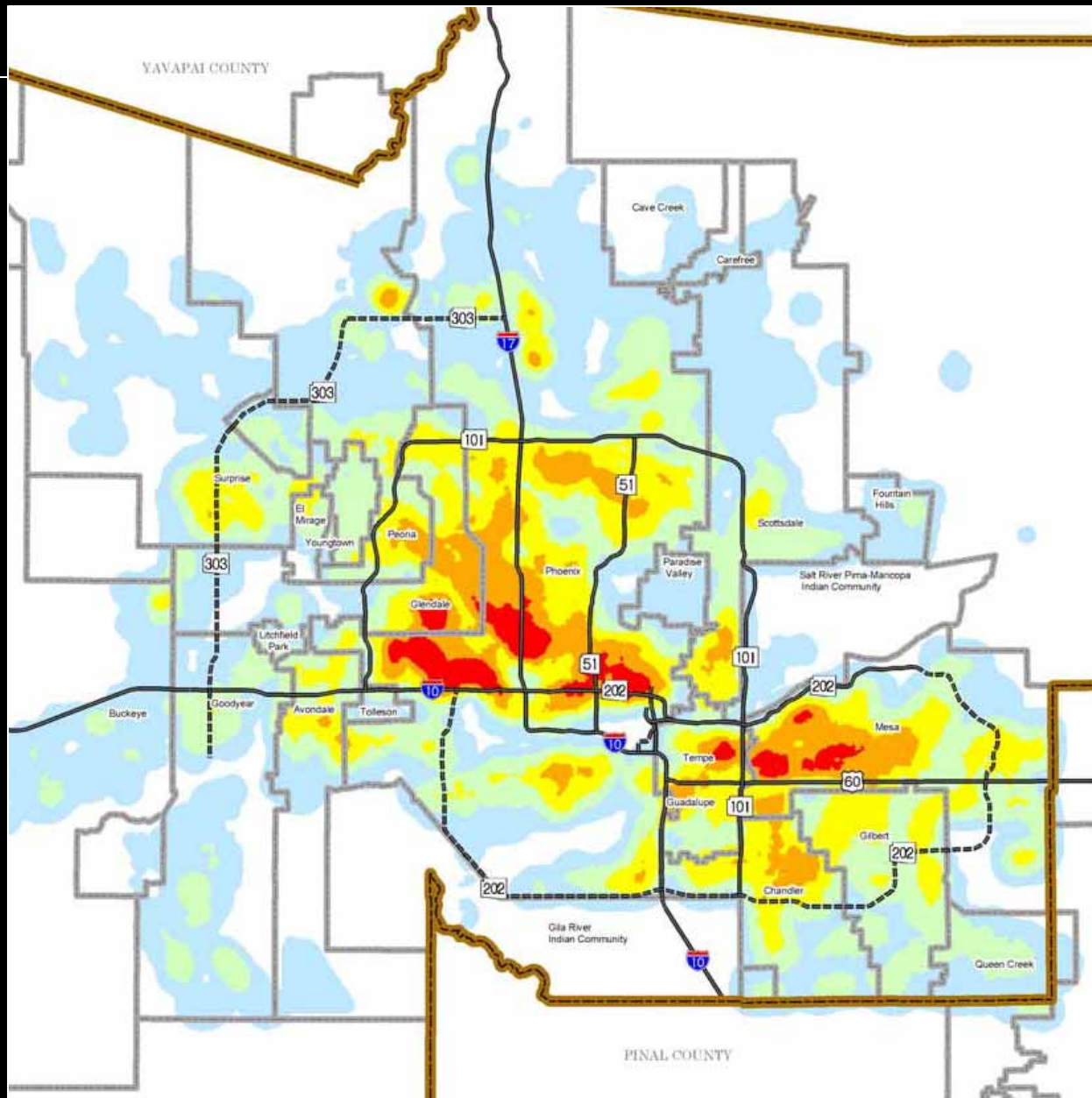


# TRANSIT

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



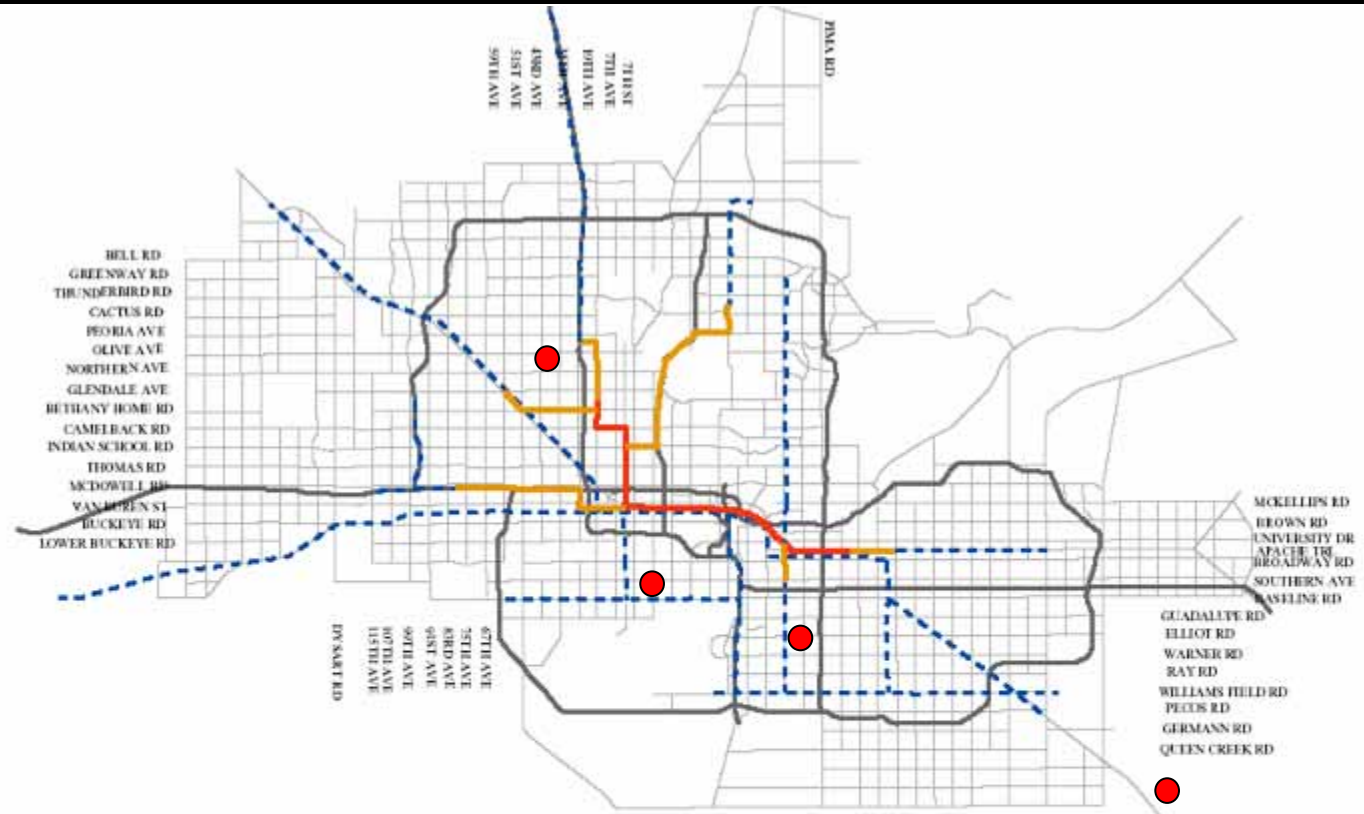
## REGIONAL TRANSPORTATION



- 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

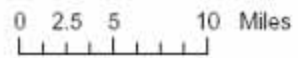


# HIGH SPEED CAPACITY COORIDORS



**LEGEND**

-  Approved Minimum Operating Segment
-  Committed Light Rail/ High Capacity Corridors
-  Eligible High Capacity Corridors
-  Planned or Existing Freeways



BELL RD  
GREENWAY RD  
THUNDERBOLT RD  
CACTUS RD  
PEORIA AVE  
OLIVE AVE  
NORTHERN AVE  
GLENDALE AVE  
BETHANY HOME RD  
CAMELBACK RD  
INDIAN SCHOOL RD  
THOMAS RD  
MCDOWELL RD  
VAN DYKEN ST  
BUCKEYE RD  
LOWER BUCKEYE RD

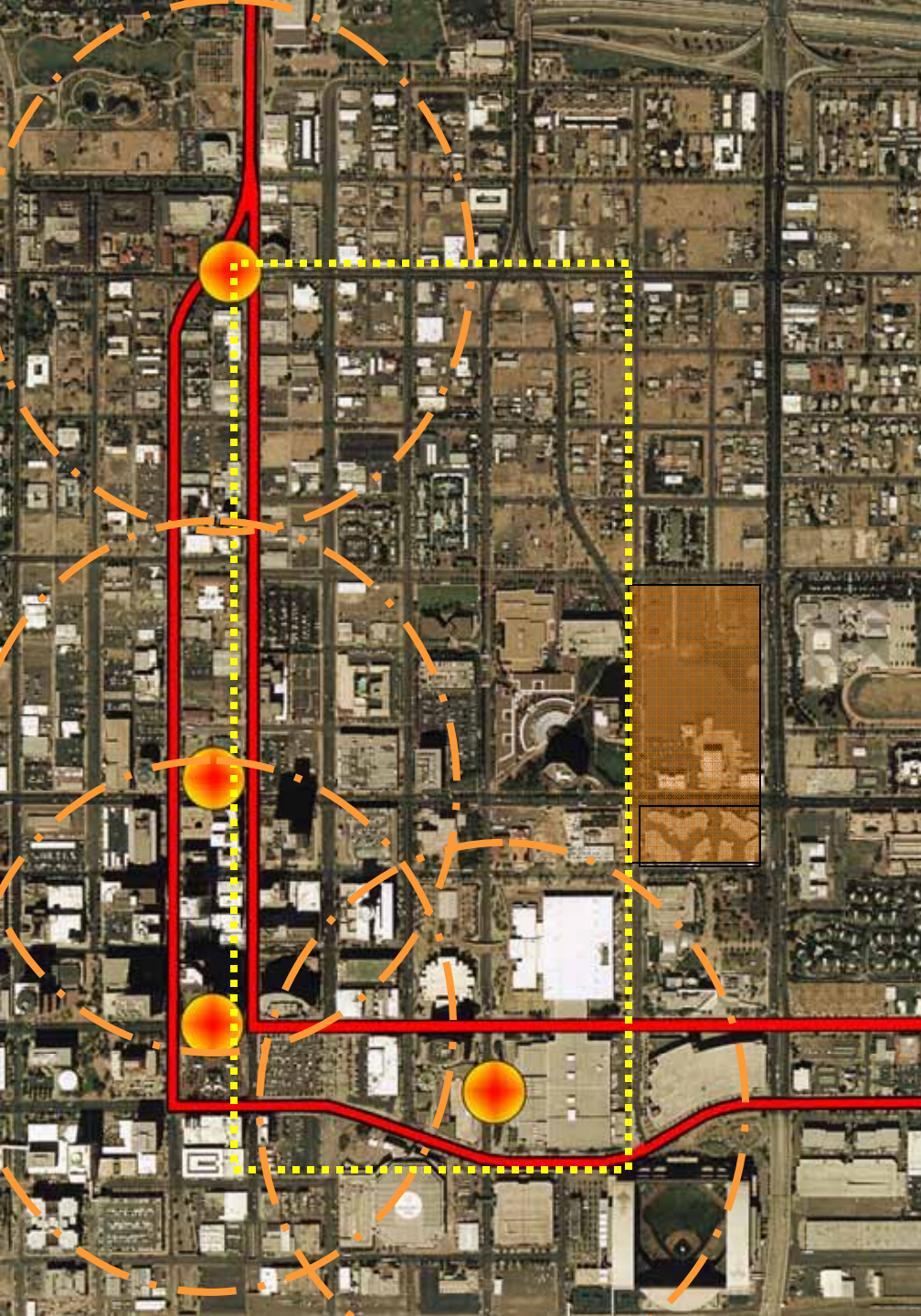
THIRTE  
7TH AVE  
19TH AVE  
48RD AVE  
51ST AVE  
59TH AVE

12M START RD  
67TH AVE  
75TH AVE  
88RD AVE  
91ST AVE  
94TH AVE  
107TH AVE  
115TH AVE

ELLSWORTH RD  
SOKOMAN RD  
POWER RD  
DIBLEY RD  
GREENFIELD RD  
VAL VERDE DR  
LINDAV RD  
GILBERT RD  
COOPER RD  
MCKENNA RD  
ARIZONA AVE  
ALMA SCHOOL RD  
GORDON RD  
RICE RD

MCKELIPS RD  
BROWN RD  
UNIVERSITY DR  
APACHE TR  
BROOKWAY RD  
SOUTHERN AVE  
WASHING RD  
GUADALUPE RD  
ELLIOT RD  
WARNER RD  
RAY RD  
WILLIAMS FIELD RD  
PECCUS RD  
GERMANN RD  
QUEEN CREEK RD

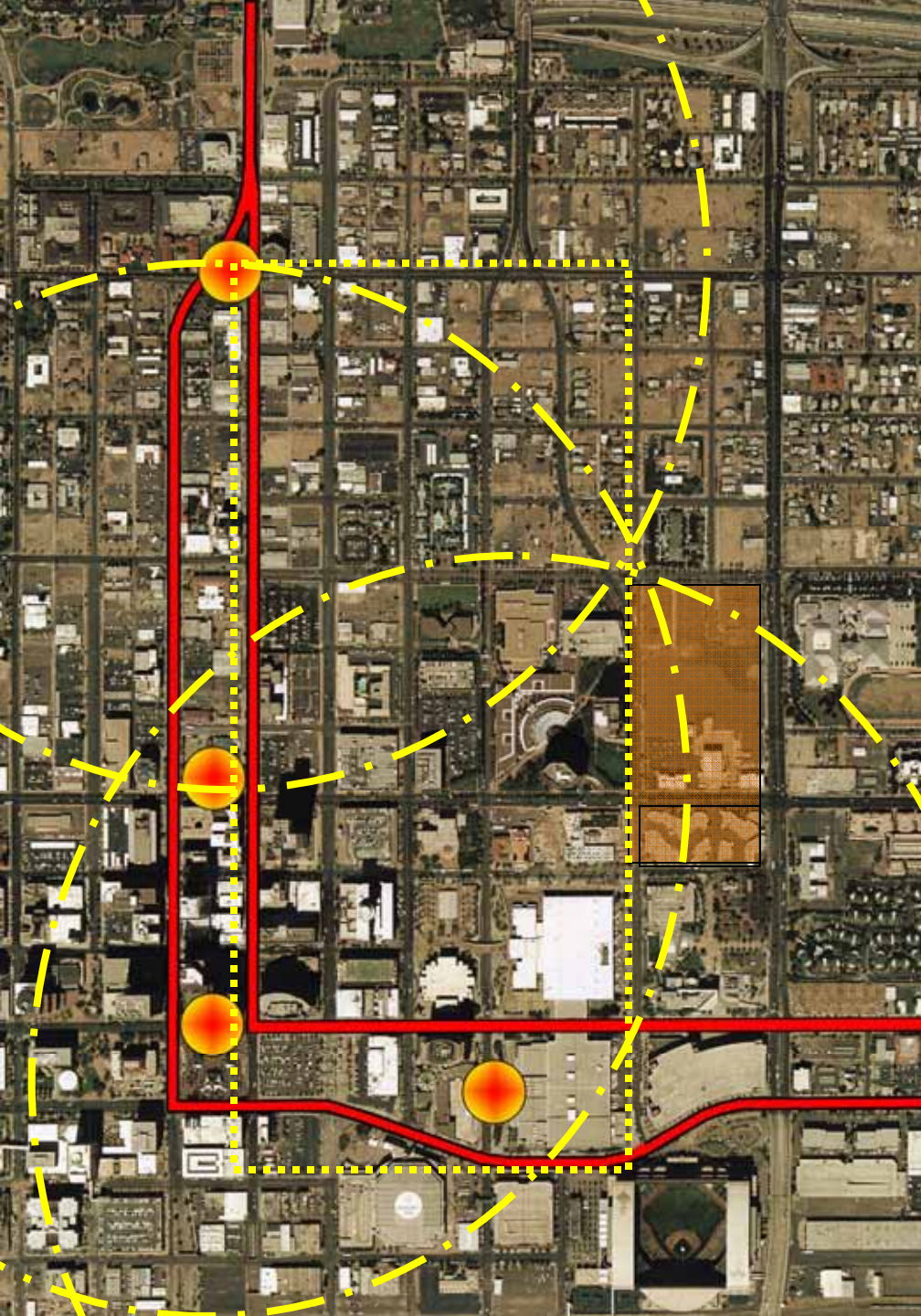
# CONCEPT DIAGRAM



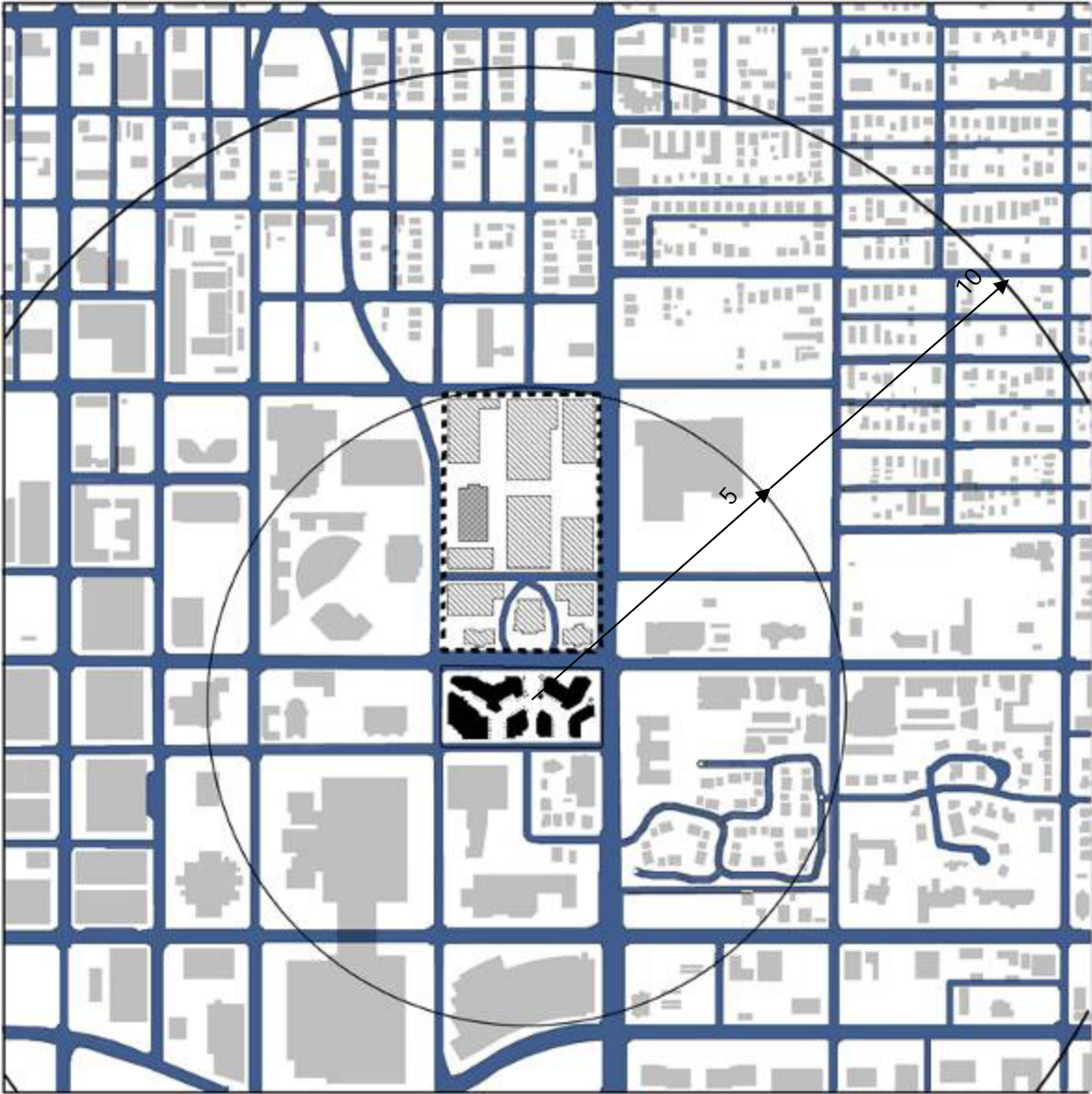
- Light Rail Stops
- 5 Minute Walk TOD



- 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.) 7<sup>th</sup> 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

