

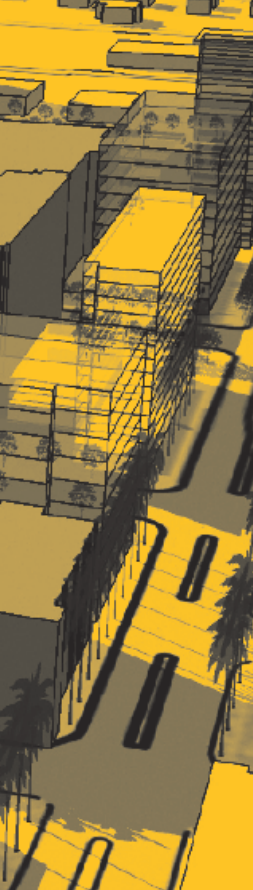
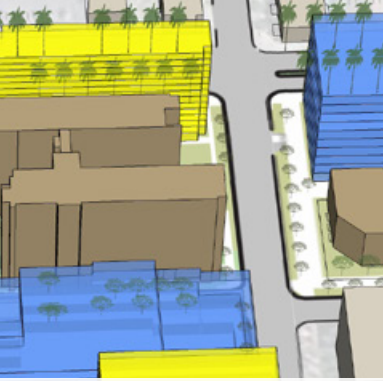


# Master Plan Update

## downtown phoenix campus

inspire commitment

enable student  
success



## Existing Conditions

In 1990, ASU moved into the facilities at the Mercado, on 5<sup>th</sup> Street and Monroe Street. Since that time, the Downtown Phoenix campus (DPC) has expanded to 1.59 million gsf in 14 buildings. As of fall 2011, total enrollment at the DPC was 10,296 students.

Located in the heart of Phoenix, the DPC is within walking distance to multiple concert venues, professional sports arenas, the downtown Phoenix convention center, municipal and federal government buildings, and new urban mixed-use developments. As it continues to grow, the DPC is quickly becoming a social and economic catalyst driving redevelopment in the downtown.

## Projected Growth

The DPC is expected to grow to 15,000 students at full build-out, the same projected enrollment as the 2006 Campus Master Plan. Based on this trajectory, the DPC could see a need ranging from 565,000 to 1.1 million gsf of additional academic, support, and research space.

The DPC houses approximately 12% of its population on campus, with a total of 1,225 beds. The ASU Student Affairs Residential Life Department has set a target of housing 25% of students on campus. This would equate to a total of 3,750 beds, an increase of 2,525 beds. Even at higher residential densities allowed downtown, the DPC may need to partner with third party developers to provide student housing on or near campus to reach this goal. In addition to housing, a new student recreation center is under construction as an expansion of the YMCA.

## Planning Challenges

The DPC is a developing campus in an urban location and is formed by a joint partnership with the City of Phoenix (City) on City-controlled property. Available property for the DPC expansion is limited, so strategic growth patterns and appropriate urban densities must be considered for ASU to realize its enrollment target for the campus. The campus's proximity to the Valley METRO light rail station at Civic Space Park and the Central Station Transit Center help mitigate demand for parking on campus.

## Recommendations

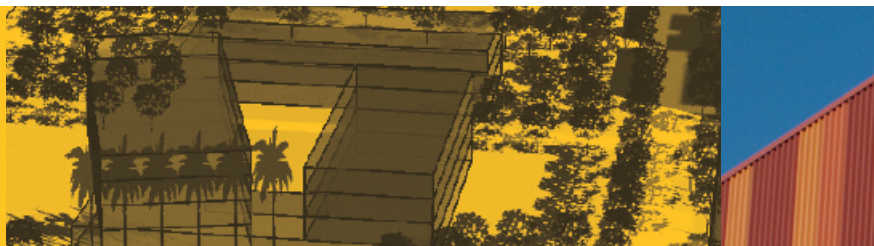
The DPC Master Plan Update proposes sites for the construction of up to 1.7 million gsf of new academic, research, support, and residential development to accommodate future enrollment of 15,000 students. This will double the square footage ASU has on the Downtown Phoenix campus, contributing to the continued economic and social revitalization of the downtown.



existing conditions (2011)



proposed conditions (2020)



## Key Elements of the Downtown Phoenix Campus Plan

The DPC will continue to develop on the City-controlled property reserved for ASU growth. Future density will be consistent with the current campus and urban context, with proposed academic building heights ranging from six- to ten-stories, and up to 24 stories for future residential. Retail and commercial uses are proposed for the ground floor to help activate street edges. The plan proposes the continued use of the Mercado district for administrative and academic functions.

Public/private partnerships will continue to be an important strategy in the development of the DPC, such as ASU's current partnership with the YMCA for housing and a student recreation addition. Due to limited City-owned land area for the campus, the university will need to continue partnering with private developers to build student housing adjacent to campus in order to meet ASU's housing target of 25%.

Increased use of the Valley METRO light rail line and Central Station Transit Center will offset some of the need for future parking. Limited parking is proposed in above- and below-grade structures.

	Existing	2020 Capacity
Enrollment	10,296	15,000
Beds	1,225 (12%)	3,750 (25%)
Total GSF	1.6 mil.	3.8 mil.
Academic/Research GSF	1.2 mil.	2.4 mil.
Parking Spaces	1,040	1,800
Total Acreage	20	20

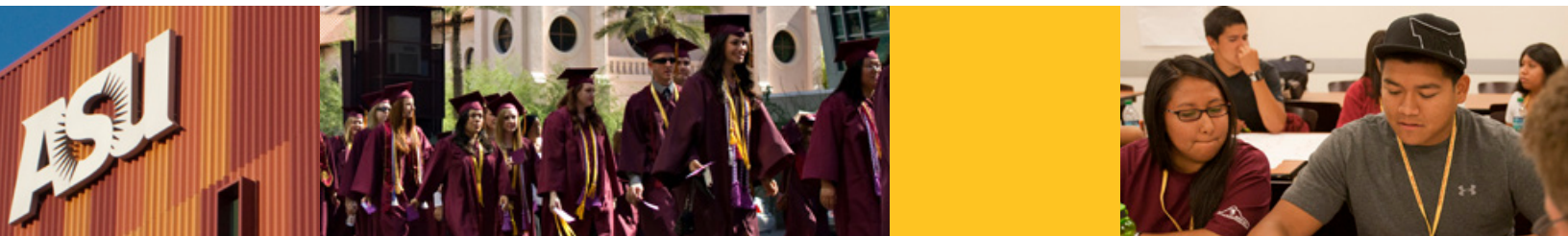
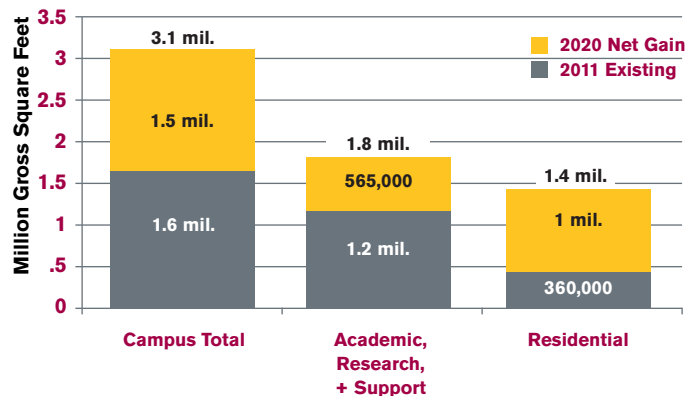
## Architectural Principles

The DPC is unique among the four campuses for being entirely embedded in the existing fabric of downtown Phoenix. Every building of the DPC exists on the edge condition between civic and university, where exterior conditions are inevitably shared public spaces. As perhaps the most publicly visible of ASU's campuses, it is imperative that the design of buildings for the DPC communicate the mission and vision of the university. Following successful examples built on campus, future massing and materiality should be used to reduce the scale of a large volume, creating a more pedestrian environment on the lower floors with transparency along the street edge.

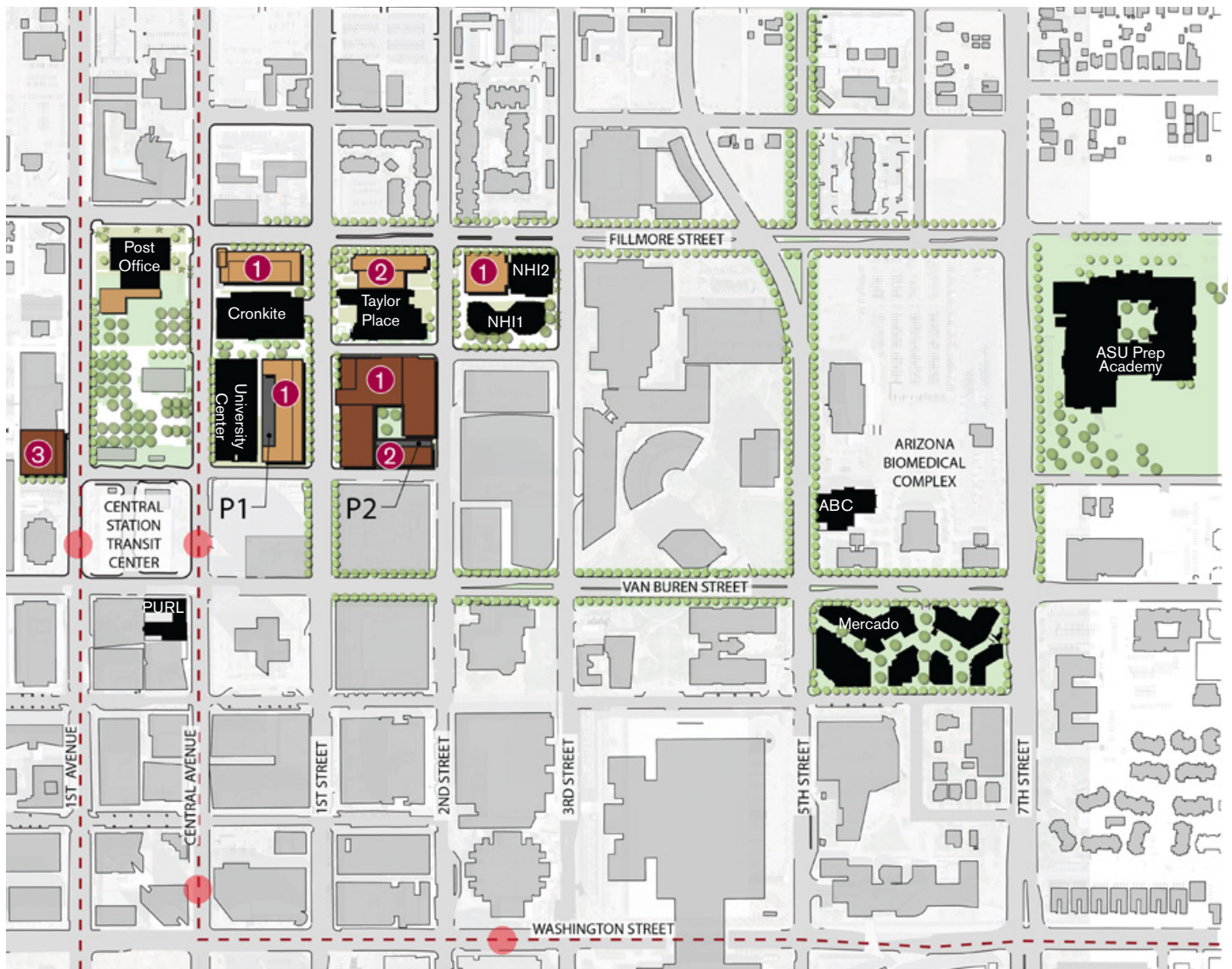
## Landscape Principles

The development and implementation of outdoor spaces is crucial to the character, coherence, and comfort of the ASU campuses. The spaces between the buildings on campus form the common campus environment, and will be the medium that helps to create the identity and sense of place unique to each campus. The following landscape design principles are common to all campuses:

1. demonstrate ASU's commitment to sustainability through best management practices
2. create a cohesive identity and sense of place throughout the campus by establishing a unified ground plane
3. landscape architectural design must consider ways to sensitively mitigate and respond to the Sonoran Desert climate for human comfort



# Downtown Phoenix Campus Master Plan



**illustrative master plan key elements**

- 1 Academic expansion
- 2 Future residential development
- 3 Student Recreation Center expansion at the YMCA



**LEGEND**

- PROPOSED ASU DEVELOPMENT
- PROJECTS IN PLANNING, DESIGN, AND CONSTRUCTION
- PROPOSED PARKING STRUCTURE
- EXISTING CAMPUS BUILDING
- EXISTING NON-CAMPUS BUILDING
- LIGHT RAIL STOPS



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## **Design Aspirations for a New American University**

### **01. Leverage Our Place**

ASU embraces its cultural, socioeconomic and physical setting.

### **02. Transform Society**

ASU catalyzes social change by being connected to social needs.

### **03. Value Entrepreneurship**

ASU uses its knowledge and encourages innovation.

### **04. Conduct Use-Inspired Research**

ASU research has purpose and impact.

### **05. Enable Student Success**

ASU is committed to the success of each unique student.

### **06. Fuse Intellectual Disciplines**

ASU creates knowledge by transcending academic disciplines.

### **07. Be Socially Embedded**

ASU connects with communities through mutually beneficial partnerships.

### **08. Engage Globally**

ASU engages with people and issues locally, nationally and internationally.

