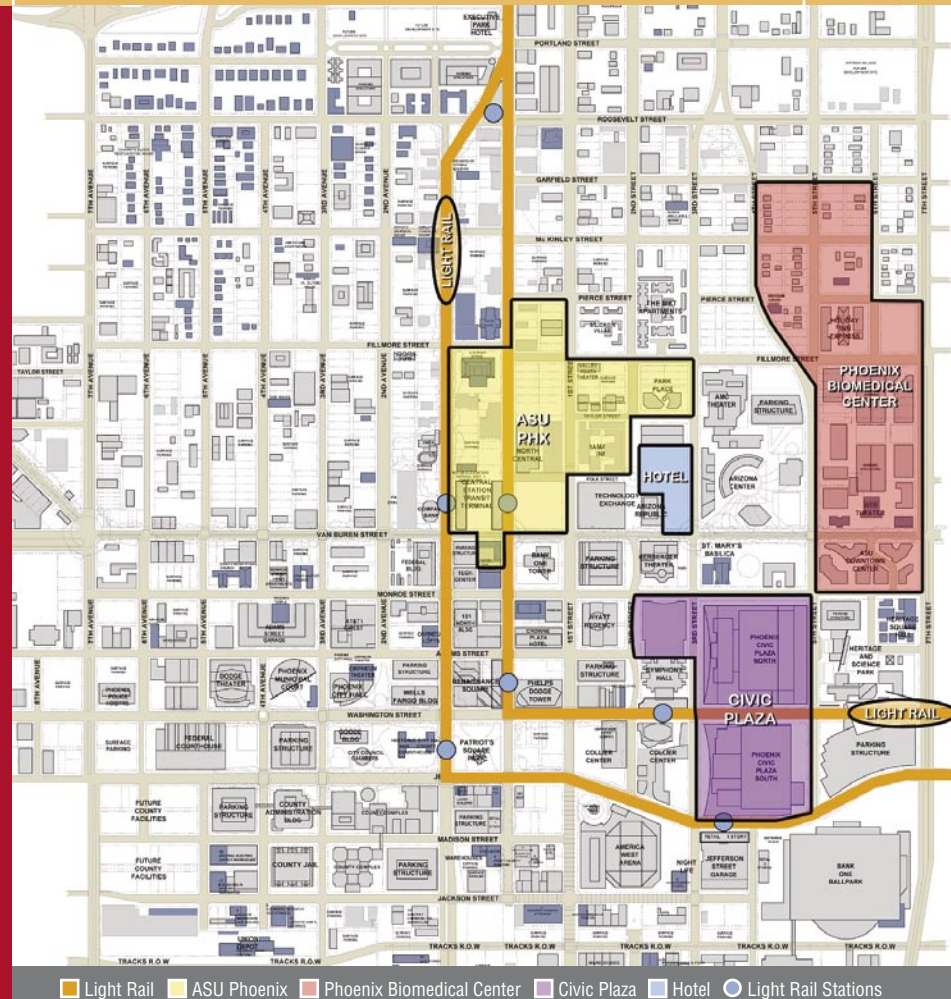




Comprehensive Development Plan for a New American University

ASU at the Downtown Phoenix campus Public Service in the Urban Core



With plans for a Downtown Phoenix campus supporting 15,000 students, ASU is a key stakeholder in revitalization of the historic urban core, in partnership with the city, its neighborhoods, and businesses. The ASU district will combine academic, public, private, and residential facilities in a diverse and vibrant 24/7 living/learning destination that advances knowledge and societal transformation and encourages economic development.

The Downtown campus promises the vibrant diversity of a research university in downtown Phoenix, where ASU established a presence over the past decade. The unique cluster of colleges and schools will have in common a focus on the public mission of ASU.

An elaborate conceptualization and master planning process will guide the multi-year development of the mixed-use academic/artistic/commercial/

residential campus plan. The campus will be convenient to light rail service and other transportation systems connecting with commercial, cultural, and entertainment venues. Adjacent to potential residential and community development, the campus will be a sub-district of downtown, lending critical mass to other educational and cultural institutions, including the Arizona Biomedical Collaborative (ABC) and the Translational Genomics Research Institute (TGen).

The City of Phoenix will be the university's leading partner. It is projected that public-private partnerships will help ASU build residence halls and other university living spaces, as well as advancing a range of facilities needs. The assignment for ASU, the city, and scores of other participants is to find the common denominators of a great urban campus.

KEY POINTS

Through the campus, ASU will serve the broad educational interests of business, government, not-for-profit organizations, professionals, and individuals living and working in the area.



Civic Mall

Light Rail Station*