Purpose

- **Re-energize/re-design the university** as an advanced physical/technical learning environment
- **Update plans and respond to changes** since the 2006 Comprehensive Master Plan was completed
- Provide campus **planning guidelines with flexibility** to respond to frequent changes in academic and research needs and priorities
- Identify site **opportunities and capacities** to meet 2020 space needs, based on **projected enrollment and research growth**
- Establish **architecture and landscape guidelines** to assist in achieving design excellence and campus cohesiveness
- Incorporate **ASU’s sustainability goals and principles** into the master plan and guidelines and utilize all as teaching opportunities
- Illustrate **key planning elements** to guide growth and improvements, such as land use, building pads, open space, and access management
Plan Influences

- ASU’s 2020 Strategic Business Framework
- Increased research to +/- $700 million annual (mega research class)
- Academic changes
- Increased focus on enhancing learning intensity and success
- On campus residential growth
- Commitment to sustainability
- Campus Physical Population Capacity:

  - **15,000** Downtown Phoenix Campus
  - **15,000** Polytechnic Campus
  - **15,000** West Campus
  - **60,000** Tempe Campus

**105,000 Total**
One University in Many Places
## Campus Metrics

### Downtown Phoenix Campus

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Plan Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount</td>
<td>10,296</td>
<td>15,000</td>
</tr>
<tr>
<td>Beds</td>
<td>1,225 (12%)</td>
<td>3,750 (25%)</td>
</tr>
<tr>
<td>Total GSF</td>
<td>1.6 mil.</td>
<td>3.8 mil.</td>
</tr>
<tr>
<td>Acad/Rsrch GSF</td>
<td>1.2 mil.</td>
<td>2.4 mil.</td>
</tr>
<tr>
<td>Parking Spaces</td>
<td>1,040</td>
<td>1,800</td>
</tr>
<tr>
<td>Total Acreage</td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

### Polytechnic Campus

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Plan Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount</td>
<td>4,877</td>
<td>15,000</td>
</tr>
<tr>
<td>Beds</td>
<td>1,306 (26%)</td>
<td>3,750 (25%)</td>
</tr>
<tr>
<td>Total GSF</td>
<td>2.1 mil.</td>
<td>4.8 mil.</td>
</tr>
<tr>
<td>Acad/Rsrch GSF</td>
<td>1.1 mil.</td>
<td>2.6 mil.</td>
</tr>
<tr>
<td>Parking Spaces</td>
<td>3,167</td>
<td>3,750</td>
</tr>
<tr>
<td>Academic/Research/Support Acres</td>
<td>-</td>
<td>295</td>
</tr>
<tr>
<td>Development Acres</td>
<td>-</td>
<td>318</td>
</tr>
<tr>
<td>Total Acreage</td>
<td>613</td>
<td>613</td>
</tr>
</tbody>
</table>

### West Phoenix Campus

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Plan Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount</td>
<td>5,916</td>
<td>15,000</td>
</tr>
<tr>
<td>Beds</td>
<td>337 (6%)</td>
<td>3,000 (20%)</td>
</tr>
<tr>
<td>Total GSF</td>
<td>0.86 mil.</td>
<td>2.9 mil.</td>
</tr>
<tr>
<td>Acad/Rsrch GSF</td>
<td>0.75 mil.</td>
<td>1.8 mil.</td>
</tr>
<tr>
<td>Parking Spaces</td>
<td>2,811</td>
<td>3,750</td>
</tr>
<tr>
<td>Academic/Research/Support Acres</td>
<td>-</td>
<td>208</td>
</tr>
<tr>
<td>Development Acres</td>
<td>-</td>
<td>70</td>
</tr>
<tr>
<td>Total Acreage</td>
<td>278</td>
<td>278</td>
</tr>
</tbody>
</table>

### Tempe Campus

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Plan Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount</td>
<td>51,469</td>
<td>60,000</td>
</tr>
<tr>
<td>Beds</td>
<td>10,432 (20%)</td>
<td>15,000 (25%)</td>
</tr>
<tr>
<td>Total GSF</td>
<td>15.9 mil.</td>
<td>19.3 mil.</td>
</tr>
<tr>
<td>Acad/Rsrch GSF</td>
<td>8.9 mil.</td>
<td>10.6 mil.</td>
</tr>
<tr>
<td>Parking Spaces</td>
<td>18,118</td>
<td>18,118</td>
</tr>
<tr>
<td>Academic/Research/Support Acres</td>
<td>-</td>
<td>498</td>
</tr>
<tr>
<td>Development Acres</td>
<td>-</td>
<td>136</td>
</tr>
<tr>
<td>Total Acreage</td>
<td>634</td>
<td>634</td>
</tr>
</tbody>
</table>

\*note: duplicated counts based on Fall 2011 FTE, still to be reconciled between Dr. Crow and Dr. Olsen.*

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University Management Team Meeting, August 20, 2012
Architectural Guidelines

Guideline Goals:

• Institute greater continuity into architectural design
• Integrate new buildings into existing campus fabric

Guideline Principles:

• Pedestrian friendly “edges”
• Reflect neighboring materials
• Porosity at ground level
• Create exterior gathering spaces
• Central courtyards
Landscape Architectural Guidelines

Guideline Goals:

- Form a common visual and functional environment
- Create individual campus identities
- Demonstrate commitment to sustainability

Guideline Principles:

- Sustainable landscapes
- Cohesive visual identity
- Enhance human comfort
Environmental Graphics Guidelines

**Guideline Goals:**
- Develop signage to compliment the built environment
- Maximize sign function - minimize visual impact
- Make wayfinding a natural human experience
- Strengthen brand image via continuity

**Guideline Principles:**
- Balanced design - cost, sustainability, creativity
- Create an adaptable framework of sign families
- Refine good design - stick to your road map

Environmental Graphic Design (EGD) embraces many design disciplines including graphic, architectural, interior, landscape, and industrial design, all concerned with the visual aspects of wayfinding, communicating identity and information, and shaping the idea of place.

Some common examples of work by EGD practitioners include wayfinding systems, architectural graphics, signage, exhibit design, identity graphics, dynamic environments, civic design, pictogram design, retail and store design, mapping, and themed environments.
Downtown Phoenix Campus Master Plan

key elements:
1. Academic expansion
2. Future residential development
3. Student Recreation Center

Downtown Phoenix Campus Master Plan

Legend:
- Proposed ASU development
- Projects in planning, design and construction
- Proposed parking structure
- Existing campus building
- Light rail in 2012

University Management Team Meeting, August 20, 2012
Downtown Phoenix Campus Growth
New Buildings at Downtown Campus

The Y @ ASU
Polytechnic Campus Master Plan

**key elements:**
1. Academic and research expansion
2. Future residential development
3. Gateway sites, signature architecture
4. Phase I residential, dining, student recreation center
5. Campus Green

**Legend:**
- Proposed new development
- Projects in planning, design, and construction
- Proposed parking structure
- Existing campus building
- Future development opportunities

University Management Team Meeting, August 20, 2012
Polytechnic Campus Growth

Existing Conditions Model

Proposed Conditions Model

- EXISTING BUILDINGS
- PROPOSED ACADEMIC
- PROPOSED PARKING STRUCTURE
- PROPOSED RESIDENTIAL/STUDENT LIFE
New Buildings at Polytechnic Campus

Sun Devil Fitness Complex  Century Hall  Citrus Dining Pavilion
West Campus Master Plan

**Key elements:**
1. Academic expansion
2. Future residential development
3. Future development opportunity
4. Phase I residential, dining, student recreation center

**Legend:**
- Proposed ASU Development
- Projects in planning, design, and construction
- Proposed parking structure
- Existing campus building
- Future development opportunities
West Campus Growth

existing conditions

recommendations
New Buildings at West Campus

Sun Devil Fitness Complex  Casa de Oro  Verde Dining Pavilion
Tempe Campus Master Plan

key elements:
1. Research expansion
2. Density and infill in campus core
3. Engineering expansion
4. Business School expansion
5. Student Recreation Center expansion
6. Strengthen "heart" of campus
7. Hayden Library activation
8. Orange Mall as "Main Street"
9. Housing redevelopment, increase density
10. Mixed-use transit oriented development
11. Extension of Tyler Mall
12. Gateway mixed-use
13. University Athletic Facilities District

LEGEND
- PROPOSED ASU DEVELOPMENT
- PROJECTS IN PLANNING, DESIGN OR CONSTRUCTION
- PROPOSED PARKING STRUCTURE
- EXISTING CAMPUS BUILDING
- LIGHT RAIL STOPS
- FUTURE DEVELOPMENT OPPORTUNITIES
Tempe Campus Growth
New Buildings at Tempe Campus

North Campus

Sun Devil Fitness Complex

McCord Hall

Manzanita Hall Renovation
New Buildings at Tempe Campus

Block 12

ISTB 4
ASU Athletics Facilities District
Evolving the New American University