

ASU Technology Center

Design Guidelines and a Conceptual Plan for an urban, mixed-use, knowledge-based center

The City of Scottsdale engaged Urban Design Associates to develop design guidelines and a conceptual plan for a 42-acre former shopping mall site, located in South Scottsdale, which the City had purchased. Under a land lease with the City, Arizona State University Foundation will partner with a private developer to create a 1.2 million sq.ft. urban, mixed-use knowledge-based center on the site. Programming will include high-tech business incubation, education, research, office, residential, retail, public plazas, and context-sensitive landscaping. Citizens of Scottsdale actively engaged in the planning process through a Citizens Advisory Working Group and also by participating in focus groups, public meetings, and a design charrette.

Development of the ASU-Scottsdale Center is expected to spur revitalization of the commercial corridors of Scottsdale and McDowell Roads as well as the adjacent neighborhoods.



Right

Three perspective views of the proposed plan

Below Left

Master Plan

