

THE WATERMARK
TEMPE

RESTAURANT/RETAIL SPACE
SWC LOOP 202 & SCOTTSDALE RD | TEMPE, AZ



WATERMARK OVERVIEW

The Watermark | Tempe

Office - Fully leased to a premier roster of tenants including MUFG Bank, WeWork, United Health, Align, Amazon (through WeWork) and Verkada

With **unparalleled accessibility**, The Watermark provides direct frontage on Scottsdale Road and immediate access to Loop 202, while being just minutes from ASU, Old Town Scottsdale, Mill Avenue District, and Phoenix Sky Harbor International Airport. Its proximity to the Valley Metro light rail extends seamless connectivity to downtown Tempe, ASU, the airport, and destinations across Greater Phoenix.

Source: watermarktempe.com

Perfectly positioned at Loop 202 and Scottsdale Road along the north bank of Tempe Town Lake, The Watermark stands as Tempe's premier mixed-use destination—redefining luxury, connectivity, and urban lifestyle in one of Arizona's fastest-growing tech hubs. Spanning 15 acres, this master-planned development integrates Class A office, retail, residential, hospitality, and public spaces into a vibrant lakeside environment.

The project features **265,000 square feet of Class A office space**, designed with high-end finishes, floor-to-ceiling glass, and a dramatic sky lobby offering sweeping lake views. Complementing the workplace experience are **44,000 square feet of curated retail and dining**, from boutique shops to signature restaurants, and **360 luxury multifamily residences** with resort-style amenities and panoramic mountain and skyline vistas. A **planned business-class hotel** will further enhance the live-work-play balance, catering to both business travelers and visitors. Thoughtfully designed amenities—including landscaped plazas, lakefront promenades, sky terraces, water features, and a skywalk linking office to parking—create a dynamic sense of place.

The Watermark is more than a development—it is a statement. By introducing a new standard of vertical integration and placemaking, it delivers unmatched opportunities for businesses, residents, and retailers alike. Positioned to capture demand from technology, finance, and creative industries, The Watermark offers a premier setting for talent attraction, a gathering place for community, and a landmark asset in one of Greater Phoenix's most desirable submarkets.



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TEMPE OVERVIEW

2.4M ANNUAL VISITORS TO TEMPE TOWNE LAKE

4.2M ANNUAL VISITORS TO DOWNTOWN TEMPE

50.8% OF TEMPE RESIDENTS HAVE A BACHELOR'S DEGREES OR HIGHER

#1 TEMPE'S RATING AS THE MOST "WALKABLE CITY IN ARIZONA"

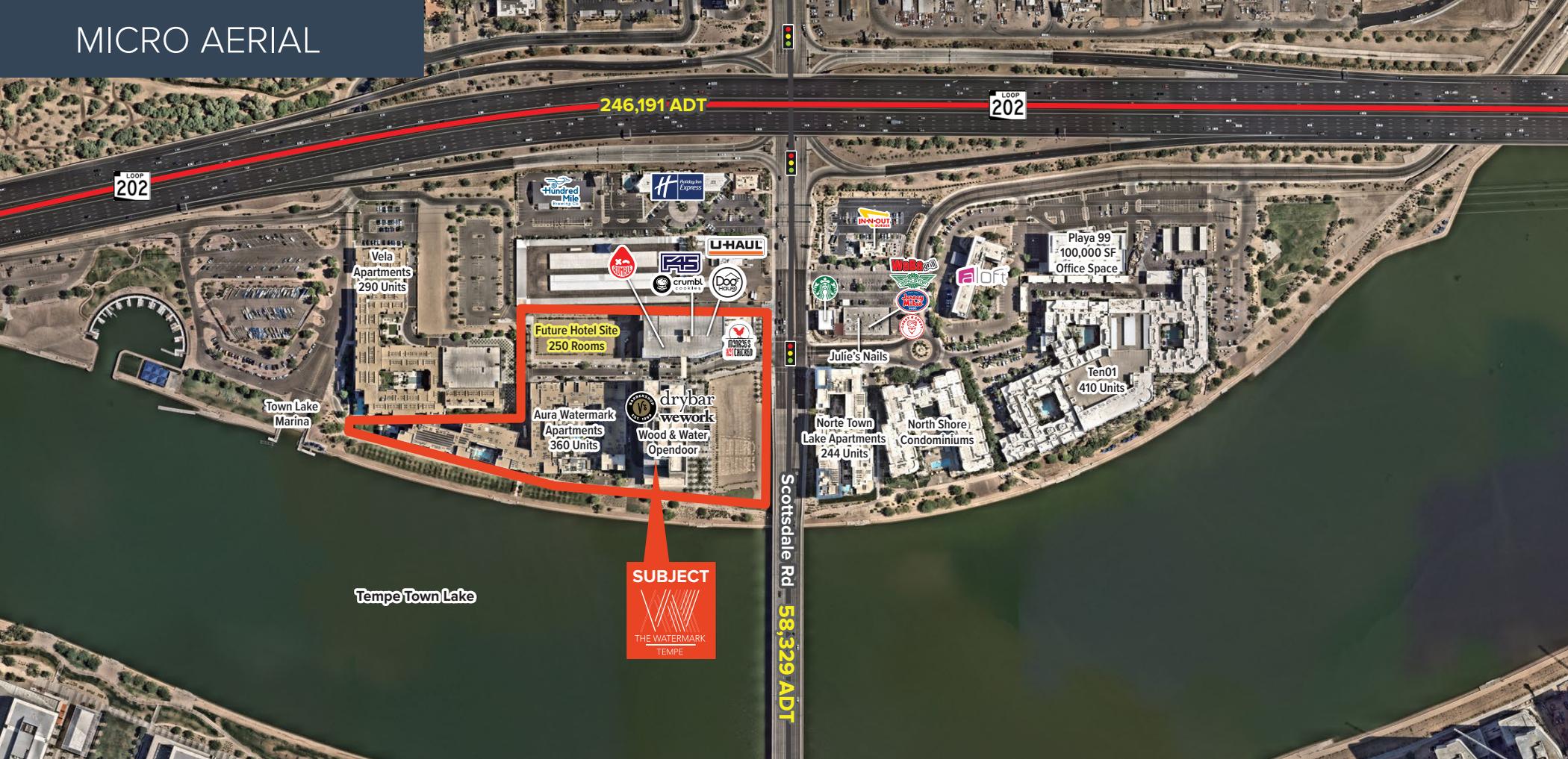
2,347 PRESENT AND PROPOSED RESIDENTIAL APARTMENTS AND CONDOMINIUMS WITHIN .5 MILE RADIUS

Tempe is centrally located at the confluence of 3 of metro Phoenix's major freeways

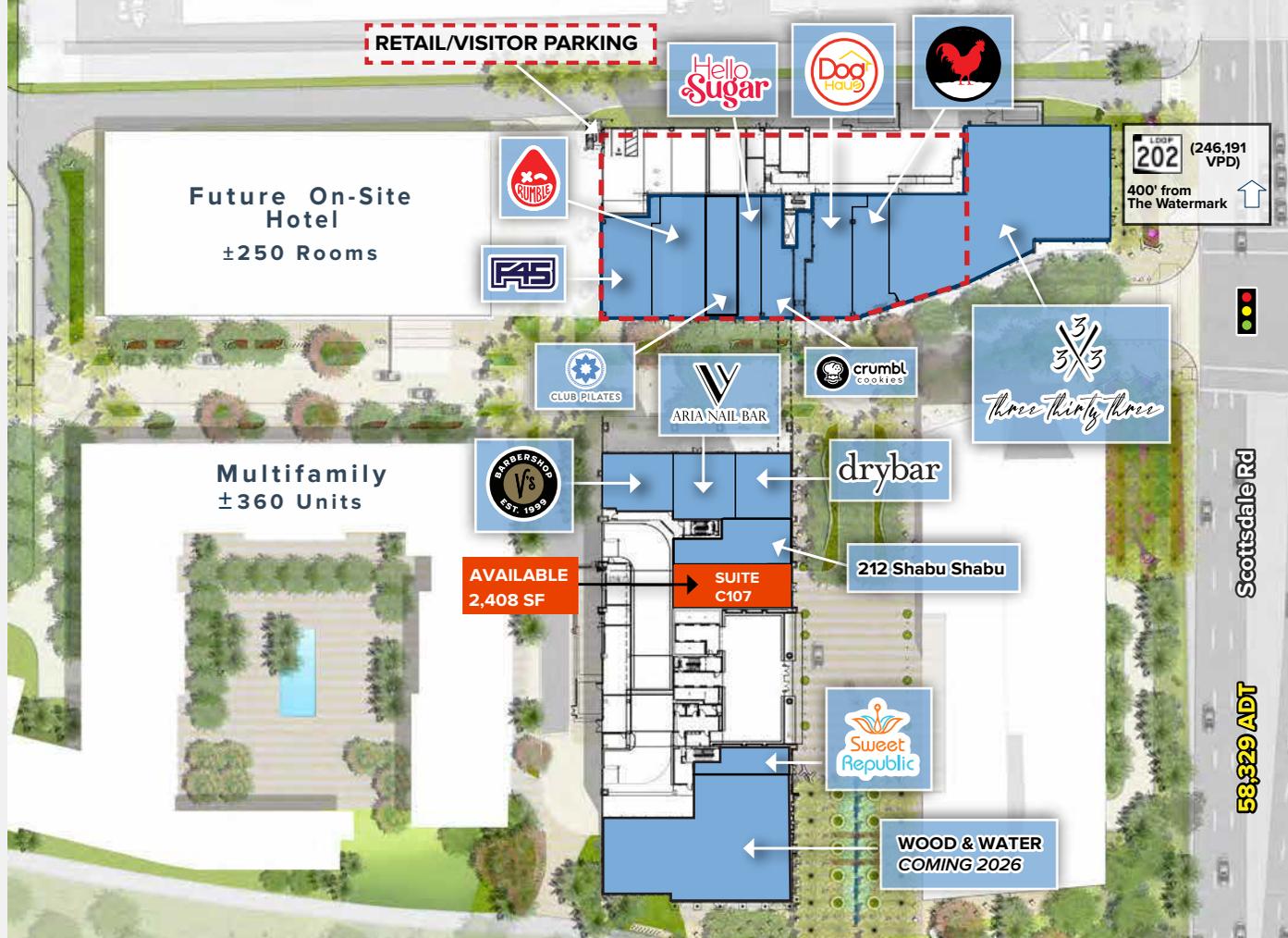


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MICRO AERIAL



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**SITE PLAN
LEGEND**

 AVAILABLE



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SITE SUMMARY

Mixed use project featuring office, retail/restaurant, multifamily and hospitality.

PROPERTY NAME **The Watermark | Tempe**

LOCATION **Loop 202 & Scottsdale Rd SWC**

SITE SIZE **265,000 SF of Premium Class
A Office Space, ±44,000 SF of
Retail/Restaurant Space, 360 Luxury
Multifamily Residences and Future
250 Room Hotel**

BUILT **2020**

ZONING **MU-4; City of Tempe**

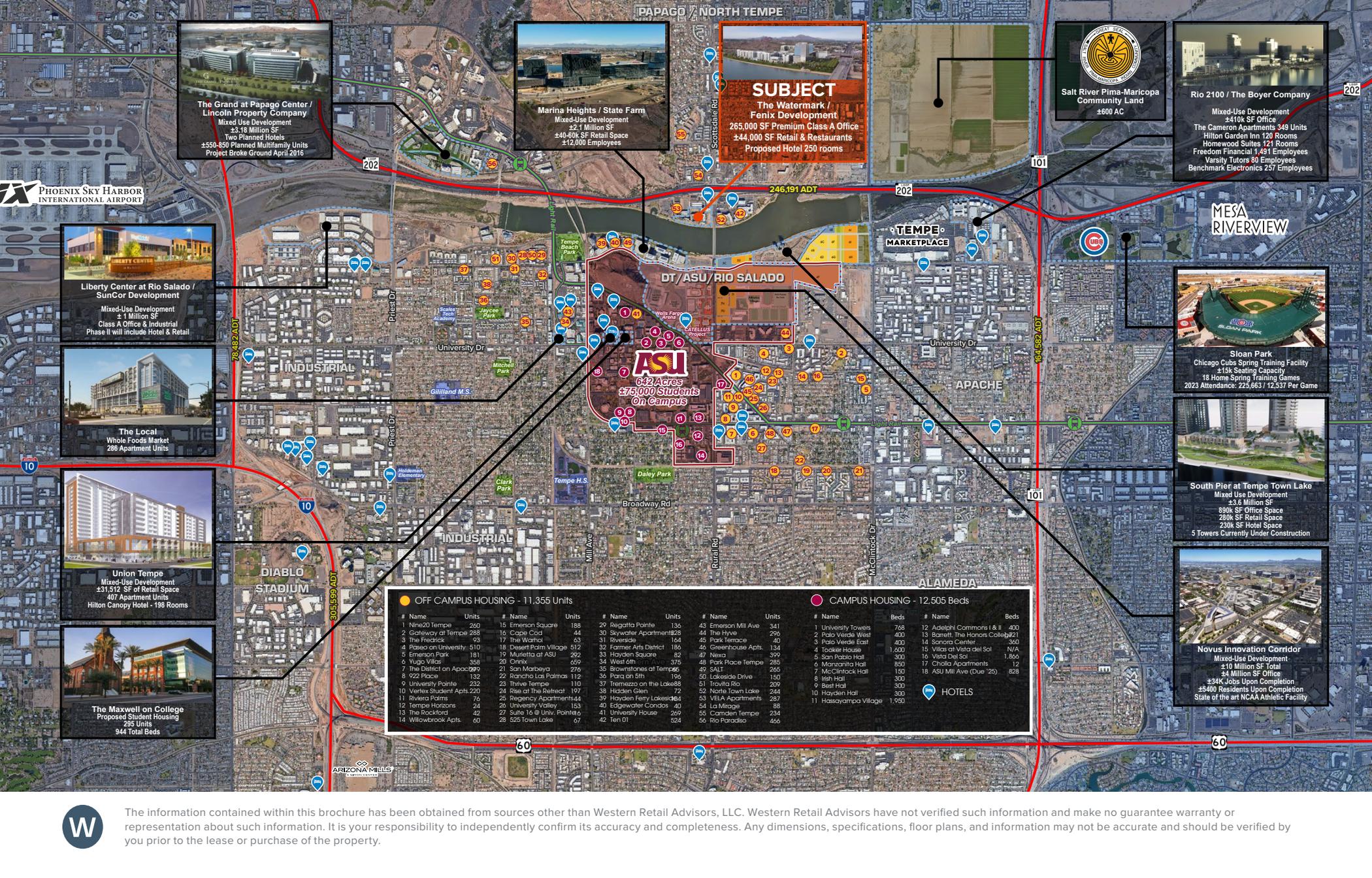
FRONTAGE/SIGNAGE **530 feet along Scottsdale Road
1,250 feet long along Tempe
Town Lake
“Pylon” Visible along Loop 202**

DEMOGRAPHICS

	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
POPULATION SUMMARY			
2025 Total Population	12,790	133,778	343,707
2025 Median Age	26.1	29.0	32.3
HOUSEHOLD SUMMARY			
2025 Total Households	5,464	60,906	152,368
2025 Median Home Value	\$500,000	\$467,788	\$464,562
INCOME SUMMARY			
2025 Median Household Income	\$91,738	\$73,108	\$75,752
POPULATION 25+ BY EDUCATIONAL ATTAINMENT			
2025 Population With a Degree Age 25+	59.7%	57.4%	52.9%
BUSINESSES			
2025 Total Businesses	664	6,122	17,073
2025 Total Employees	9,928	114,775	264,415
2025 Total Daytime Population	16,883	197,917	467,187



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The Grand at Papago Center / Lincoln Property Company
 Mixed-Use Development
 ±3.18 Million SF
 TWP Planned Hotels
 ±550-850 Planned Multifamily Units
 Project Broke Ground April 2016

Marina Heights / State Farm
 Mixed-Use Development
 ±2.1 Million SF
 ±40,000 SF Retail Space
 ±12,000 Employees

SUBJECT
 The Watermark / Fenix Development
 265,000 SF Premium Class A Office
 ±44,000 SF Retail & Restaurants
 Proposed Hotel 250 rooms

Salt River Pima-Maricopa Community Land
 ±600 AC

Rio 2100 / The Boyer Company
 Mixed-Use Development
 ±410k SF Office
 The Cameron Apartments 349 Units
 Hilton Garden Inn 120 Rooms
 Homewood Suites 121 Rooms
 Freedom Financial 1,491 Employees
 Varsity Tutors 80 Employees
 Benchmark Electronics 257 Employees

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

Liberty Center at Rio Salado / SunCor Development
 Mixed-Use Development
 ±1 Million SF
 Class A Office & Industrial
 Phase II will include Hotel & Retail

The Local
 Whole Foods Market
 286 Apartment Units

Union Tempe
 Mixed-Use Development
 ±31,512 SF of Retail Space
 407 Apartment Units
 Hilton Canopy Hotel - 198 Rooms

The Maxwell on College
 Proposed Student Housing
 295 Units
 944 Total Beds

Sloan Park
 Chicago Cubs Spring Training Facility
 ±15k Seating Capacity
 16 Home Spring Training Games
 2023 Attendance: 225,663 / 12,337 Per Game

South Pier at Tempe Town Lake
 Mixed Use Development
 ±2.5 Million SF
 890k SF Office Space
 280k SF Retail Space
 230k SF Hotel Space
 5 Towers Currently Under Construction

Novus Innovation Corridor
 Mixed-Use Development
 ±10 Million SF Total
 ±4 Million SF Office
 ±30k Jobs Upon Completion
 ±5400 Residents Upon Completion
 State of the art NCAA Athletic Facility

● OFF CAMPUS HOUSING - 11,355 Units				● CAMPUS HOUSING - 12,605 Beds							
#	Name	Units	#	Name	Units	#	Name	Beds	#	Name	Beds
1	Nine20 Tempe	260	29	Emerson Square	188	43	Emerson Mill Ave	341	12	University Towers	768
2	Gateway at Tempe 288	16	30	Cape Cod	44	44	The Hyve	296	13	Barrett, The Honors College	921
3	The Fredrick	93	17	The Warren	63	45	Park Terrace	40	14	Sonorra Center	360
4	Passion on University	510	18	Desert Palm Village	312	46	Greenhouse Apts.	134	15	Villas at Vista del Sol	N/A
5	Emerson Park	181	19	Muelleto at ASU	392	47	Nexa	399	16	Vista Del Sol	1,694
6	Yugo Villas	358	20	Onix	659	48	Park Place Tempe	285	17	Cholla Apartments	12
7	The District on Apache	939	21	San Mariboya	276	49	SALI	265	18	ASU Mill Ave (Due '25)	828
8	922 Pinnacle	132	22	Rancho Las Palmas	112	50	Lakeside Drive	150	9	Best Hotel	300
9	University Pointe	232	23	Thrive Tempe	110	37	Tempezzo on the Lake88	209	10	Hayden Hall	300
10	Verde Student Apts	220	24	Res at The Retreat	197	38	Hidden Glen	72	11	Hayden Hall	300
11	Riverside Palms	74	25	Residency Apartments	44	39	Hayden Ferry Lakeside	63	11	Hayden Hall	300
12	Tempe Horizons	24	26	University Valley	153	40	Edgewater Condos	40	11	Hayden Hall	300
13	The Rockford	42	27	Suite 10 @ Univ. Pointe	6	41	University House	259	11	Hayden Hall	300
14	Willowbrook Apts	60	28	525 Town Lake	67	42	Ten 01	524	11	Hayden Hall	300



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TRANSPORTATION



5 Minute Bus Ride
to Closest Light Rail
Station



.5 Miles to Light Rail
Service at University
Dr & Rural Rd



1,250 Feet of Tempe
Town Lake Frontage



530 Feet Frontage
Along Scottsdale Rd



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Live, Work & Play in
Luxury and Style on
the Lake

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