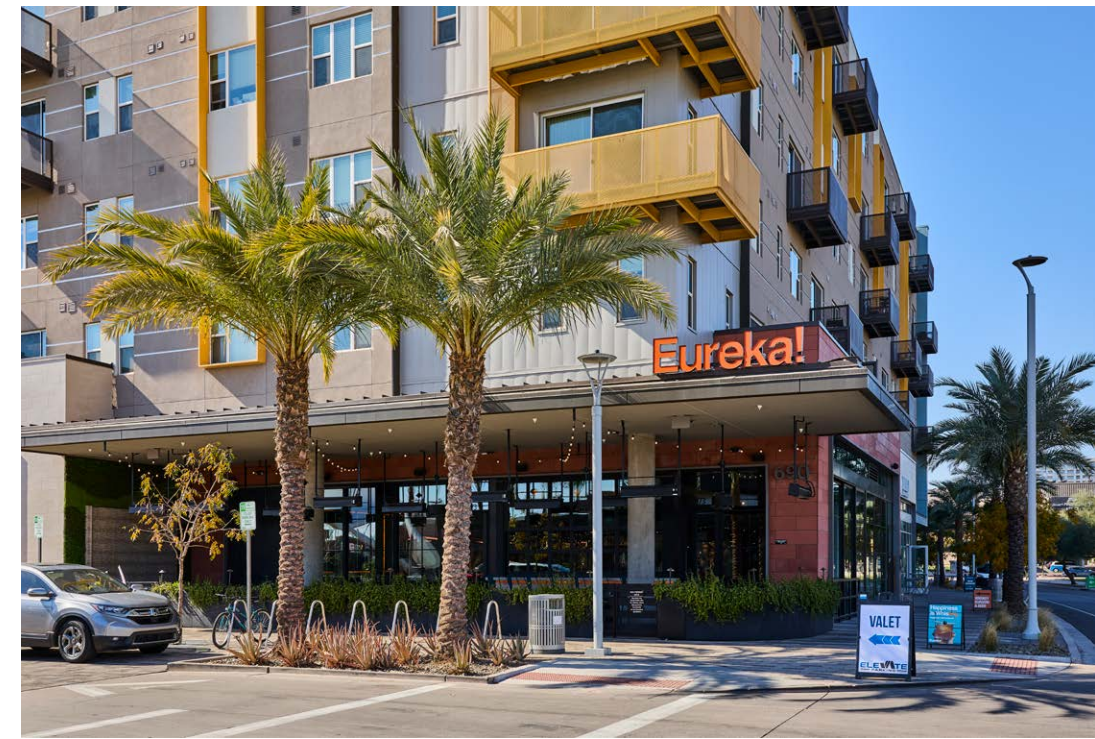


# NOVUS PLACE





# NOW OPEN





# NOVUS

Novus Innovation Corridor is a public/private partnership between the nation's "Most Innovative University", Arizona State University and award-winning master developer Catellus Development Corporation. Strategically integrated with ASU's Tempe campus along Tempe Town Lake, the mixed-use development enables companies to achieve synergies with a major university, including access to world-class research and a highly educated and skilled workforce.

Early phases of Novus include the 2.1-million-square-foot Marina Heights and the \$307 million renovations of Sun Devil Stadium. Novus will continue to introduce leading-edge technologies into an urban landscape.





# HIGHLIGHTS

## PROPERTY

Novus is a 355-acre, multi-phased development, which at completion will encompass nearly 10 million square feet of urban mixed-use opportunities.

New world-class athletics district.

Rural Road averages approximately 47,000 vehicles per day & University drive averages approximately 30,000 vehicles per day.

## TRADE AREA

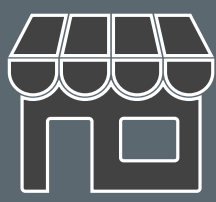
Located where Scottsdale, Tempe and Phoenix communities come together.

Model for best-in-class, innovation, sustainable planning and development.

Unique opportunities to have brand presence that will be recognized internationally for innovation and design.

World-class opportunities for cutting edge concepts and best of class operators.

Epicentre is near four major highways, providing access to and from all major cities.



TOTAL RETAIL/  
RESTAURANTS  
**±4.2**  
MILLION  
SQUARE FEET



TOTAL OFFICE  
**±9.3**  
MILLION  
SQUARE FEET



MULTIFAMILY  
**±3,600**  
PLANNED  
RESIDENCES





# ARIZONA STATE UNIVERSITY

Arizona State University is consistently recognized globally as a top-ranked knowledge enterprise dedicated to delivering academic excellence, advancing research-based solutions for humankind's greatest challenges, producing strong and compassionate leaders, ensuring the health of our planet and providing quality education for all learners.

## ASU/DOWNTOWN EVENTS

	Events	Avg Attendance	Annual Attendance
FOOTBALL	7	49,166	344,161
MEN'S BASKETBALL	16	9,251	148,019
WOMEN'S BASKETBALL	16	3,095	49,519
ALL OTHER MAJOR SPORTS	90	12,159	128,878

## ASU MULLETT ARENA

	Events	Attendance
MAIN ARENA	131	280,00-400,000
	Open	Weekly Foot Traffic
PRACTICE ARENA	360 days per year	3,100



**#1** IN FULBRIGHT FACULTY SCHOLARS  
Nation's top producer of Fulbright faculty scholars

**#1** MOST INNOVATIVE SCHOOL IN THE U.S.  
8 years in a row - U.S. News & World Report


**TOP 10** GRADUATE EMPLOYABILITY  
ASU is ranked in the top 10 in the nation



# TEMPE OVERVIEW

Tempe is a city just east of Phoenix, in Arizona. It's striking Tempe Center for the Arts hosts concerts, dance and comedy shows. Nearby, Tempe Town Lake is dotted with kayaks, pedal boats and paddleboards. Tempe Beach Park hosts outdoor festivals. Rising above the city, Hayden Butte is a mountain dotted with centuries-old rock art. Sporting events and concerts are held at Desert Financial Arena.

## TOP EMPLOYERS

 <b>±8,330</b>	 <b>±7,630</b>	 <b>±3,350</b>	 <b>±2,620</b>	 <b>±2,610</b>
 <b>±2,560</b>	 <b>±2,420</b>	 <b>±2,380</b>	 <b>±2,310</b>	 <b>±1,800</b>

**Walkable, Bikeable & Mass Transit**

**International Travel Destination**  
*(1.5 miles from Phoenix Sky Harbor)*

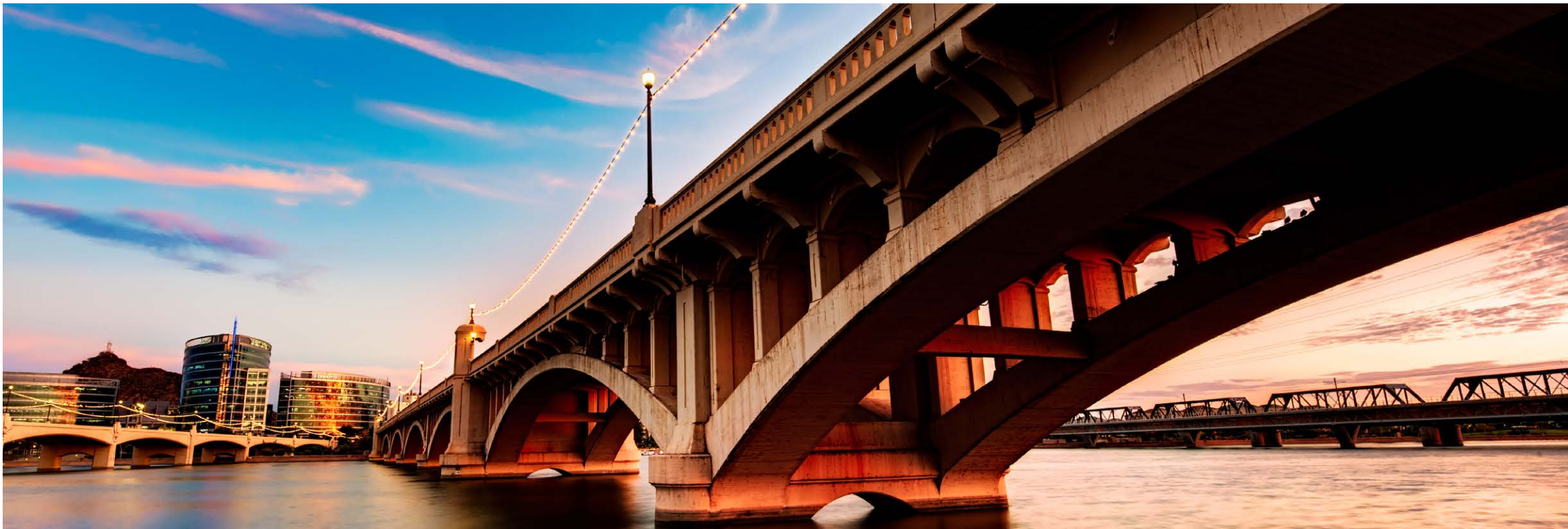
**Over 15% of Arizona's High-Tech Companies  
Above Average Job Growth Compared to  
National Average**

**More Than 100 Office Complexes**

**Tourism Brought \$730M+ to Tempe Economy**

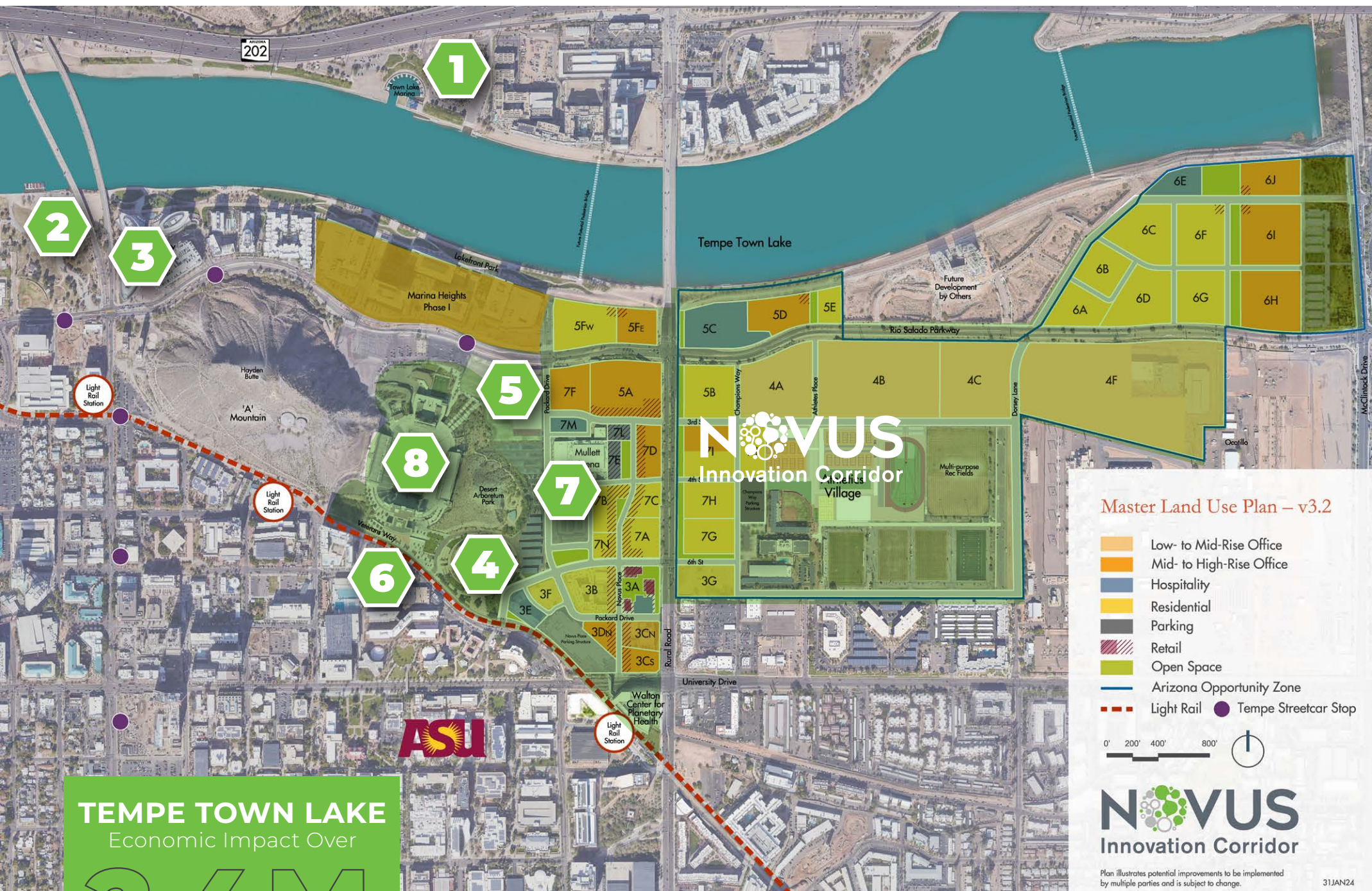
**±210,000 People Work in Tempe**

**Central Valley Location**





# TEMPE EVENTS



**TEMPE TOWN LAKE**  
Economic Impact Over

**2.4M**  
people visit each year

## 1 TEMPE TOWN LAKE

- More than 2.4M people visit Tempe Town Lake each year. 40+ special events held annually & state's largest 4th of July Celebration
- Open year-round with ±2.7M visitors annually

## IRONMAN | TEMPE, AZ

- Upwards of in attendance
- Impact is estimated at \$4M annually for restaurants, shops & hotel

## 2 TEMPE BEACH PARK

- Tempe Beach Park co-hosts about 40 events of all shapes and sizes each year, including the Ford Ironman Arizona, Rock 'n' Roll Marathon, Fourth of July celebration, Way Out West Oktoberfest, plus more

## 3 ROCK 'N' ROLL MARATHON

- Annual half and full marathon (January)
- Avg. runners & walkers in addition to volunteers & spectators annually

## 4 DESERT FINANCIAL ARENA

- Sun Devil men's and women's basketball, volleyball, gymnastics, and wrestling
- Average attendance 49,166
- Annual attendance 344,161

## 5 PAT'S RUN | TILLMAN FOUNDATION

- Annual 4.2 mile race (April)
- 35,000 Runners, walkers, volunteers and spectators

## 6 MONA PLUMMER AQUATIC COMPLEX

- Center seats 2,000 spectators
- Swimming, diving, water polo, triathlon events

## 7 MULLETT ARENA

- Home to Sun Devil Hockey, NHL Arizona Coyotes Hockey, ASU Club Hockey, Figure Skating, and live national touring acts such as concerts, comedy shows, family shows, holiday and more.
- Practice arena (open 360 days/year) with an estimated weekly foot traffic of 3,100, which includes youth/adult hockey, high school/club games, practices, parties and figure skating

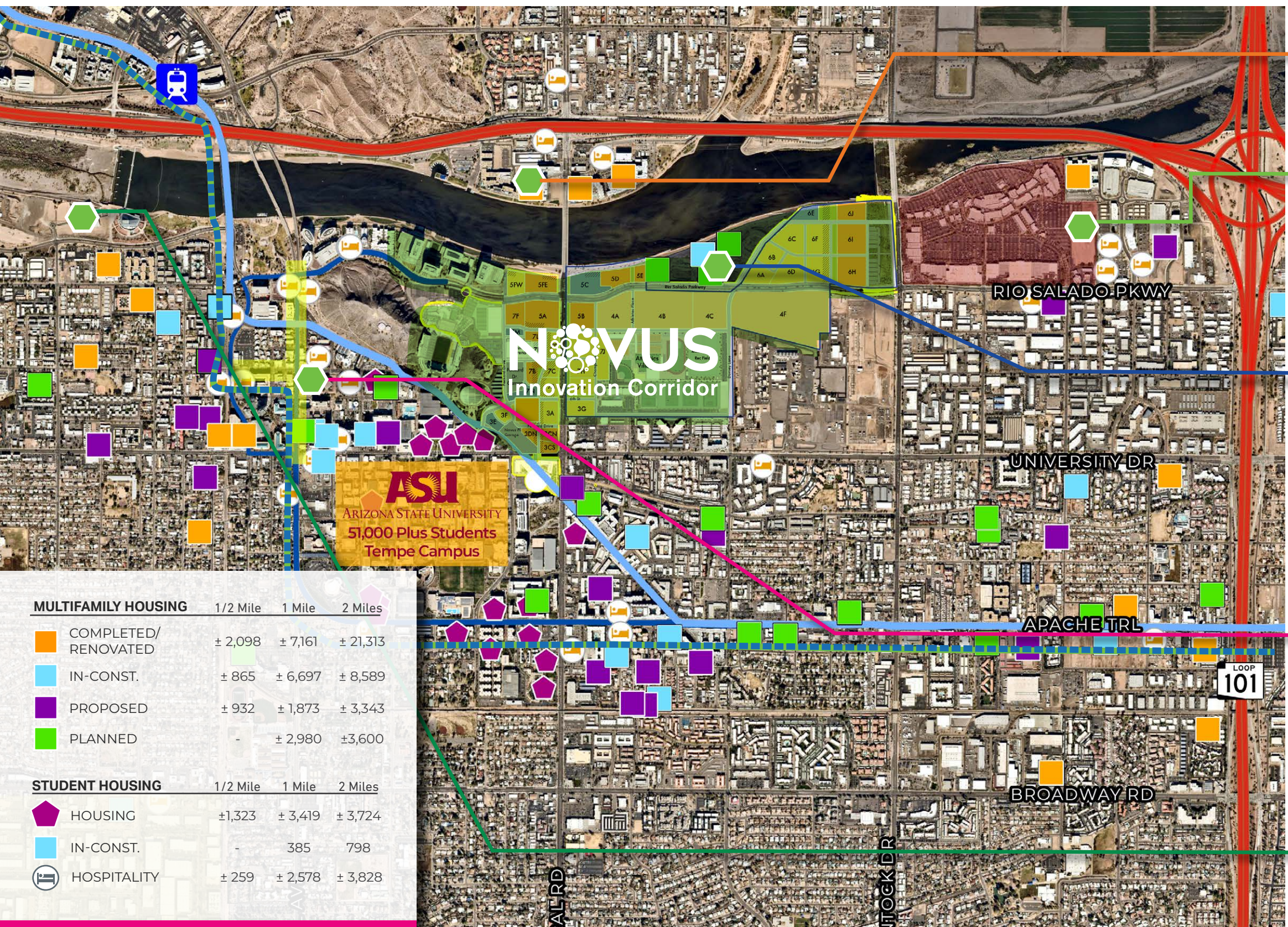
## 8 SUN DEVIL STADIUM

- Seats for 50,000+ spectators
- Average attendance 49,166
- Annual attendance 344,161



# PROJECTS

Under Construction Or Future



## THE WATERMARK | TEMPE

- Mixed-used development
- 600K of Class-A office space at buildout
- 360 unique luxury apartments

## RIO 2100

- ± 780K sf mixed-use development
- Phases I-IV fully leased
- Phase V in final construction stages
- Two additional phases planned (TBD)
- Two on-site hotels
  - Hilton Garden Inn (125 Rooms)
  - Homewood Suites (121 Rooms)
- The Cameron, a 350 luxury unit multi-family complex
- Rio East, a planned 336 unit multi-family complex

## PIER 202

- 2.24M sf mixed-use development
- 11-acre property will feature hotels, apartments and retail
- Under Construction
- Early site work has begun on the project for the two apartment projects totaling 724 units, along with 22 ground floor retail stores

## TEMPE WATERFRONT

- 400k mixed-use office building

## HAYDEN FLOUR MILL

- 175 sf future mixed-use development
- 150K sf planned hotel
- 257 rooms and 13 stories high

## HAYDEN STATION

- Renovation & redevelopment of Hayden Station office campus, 107K sf (In design phase)

## TEMPE DEPOT

- ± 992K sf mixed-use development
- 17 story office tower and 18 story hotel tower

## FIRST & FARMER

- ± 60K sf mixed-use development

## VIB TEMPE

- ±49K sf hotel
- 102 rooms; 5-stories

## IDEA TEMPE CAMPUS

- ±185K sf medical office building complete
- Phase II is on hold per City of Tempe
- Future phases estimated to be 850K sf

## MULTI-FAMILY PROJECTS

NOVUS PLACE



### Packard Parking

Structure 7  
±1,635 Parking Stalls

### Sun Devil Stadium

Total Season  
Attendance: 344,161

### Desert Financial Arena

2019 - 2020 Men's Basketball  
Total Season  
Attendance: 148,019

### The Piedmont

± 20,000 SF Retail  
318 Units  
Completed

### Hyatt Place/ Hyatt House

259 Rooms  
Completed

### Vero - Transwestern

199 Units  
Completed

### Novus Place Parking Garage

±1,800 Stalls  
Completed

### 700 Novus Place

±149,000 SF Office  
± 11,000 SF Retail  
Est. Completion 2026

### University/Rural Light Rail Station

### State Farm

Regional HQ  
±8,500 Employees

### Mullett Arena

±5,000 seats  
Completed

### 777 Tower

±160,907 SF Office  
with ±7,760 SF Retail  
Customized Patio  
Style Restaurant

### 3G Multifamily

340 Units  
Construction started Q1 2023  
Est. Completion Q4 2025

### Mixed-Use Park Block

North Italia, Blanco, Flower Child  
completed

### Tower 3

±160,000 SF Office  
±7,500 Restaurant/Retail

### ISTB7 Rob & Melani Walton Center for Planetary Health

Research / Lab Class  
Facility / research / class-  
rooms & conference facility  
±281,000 SF  
Completed

Pedestrian Bridge

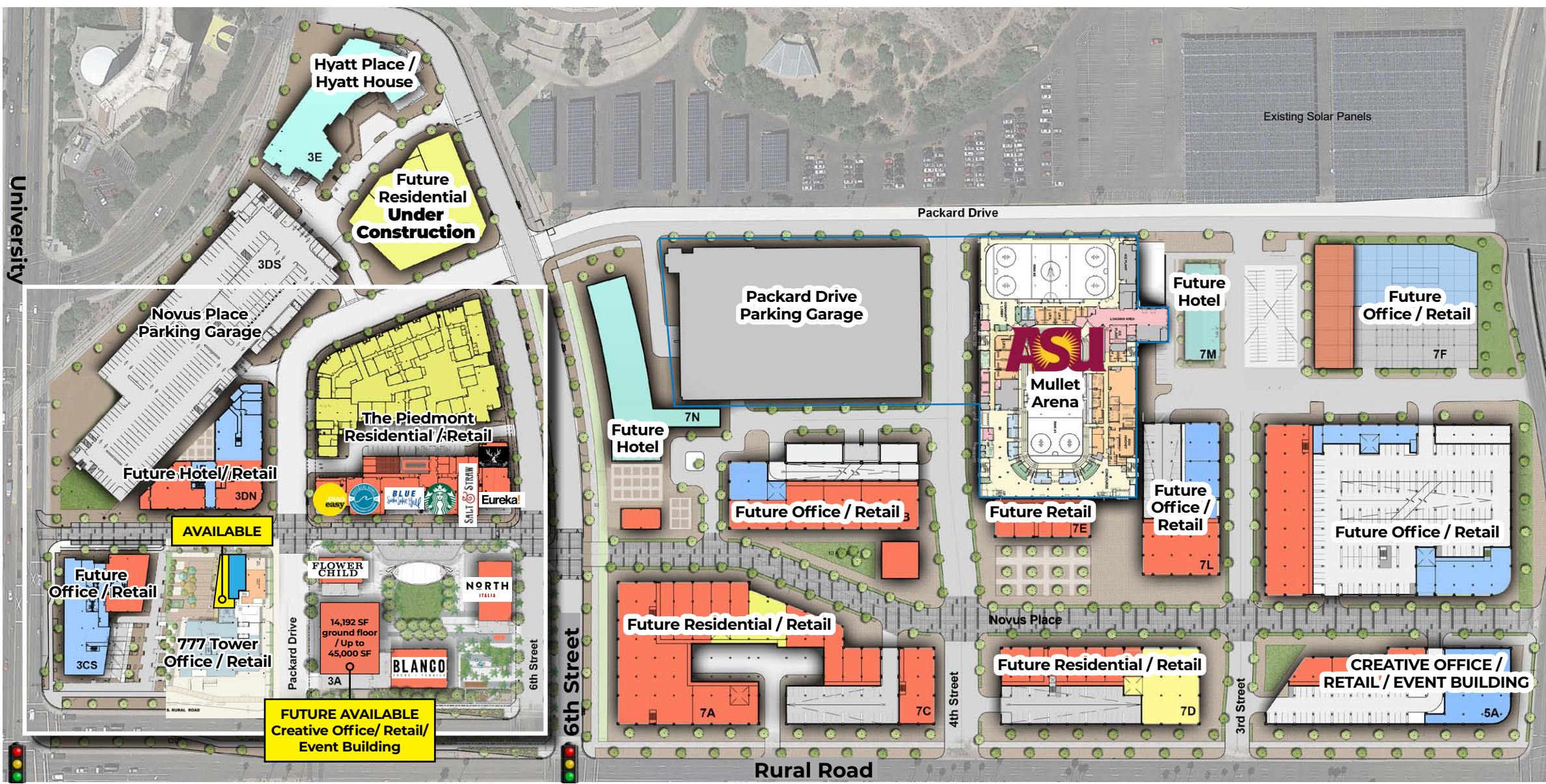
RURAL RD

UNIVERSITY DR

Novus  
Innovation Corridor



# NOVUS PLACE MASTER PLAN





# THE PIEDMONT

PACKARD DR & NOVUS PLACE

318 UNITS ABOVE

Ability for Tenant to customize their storefronts

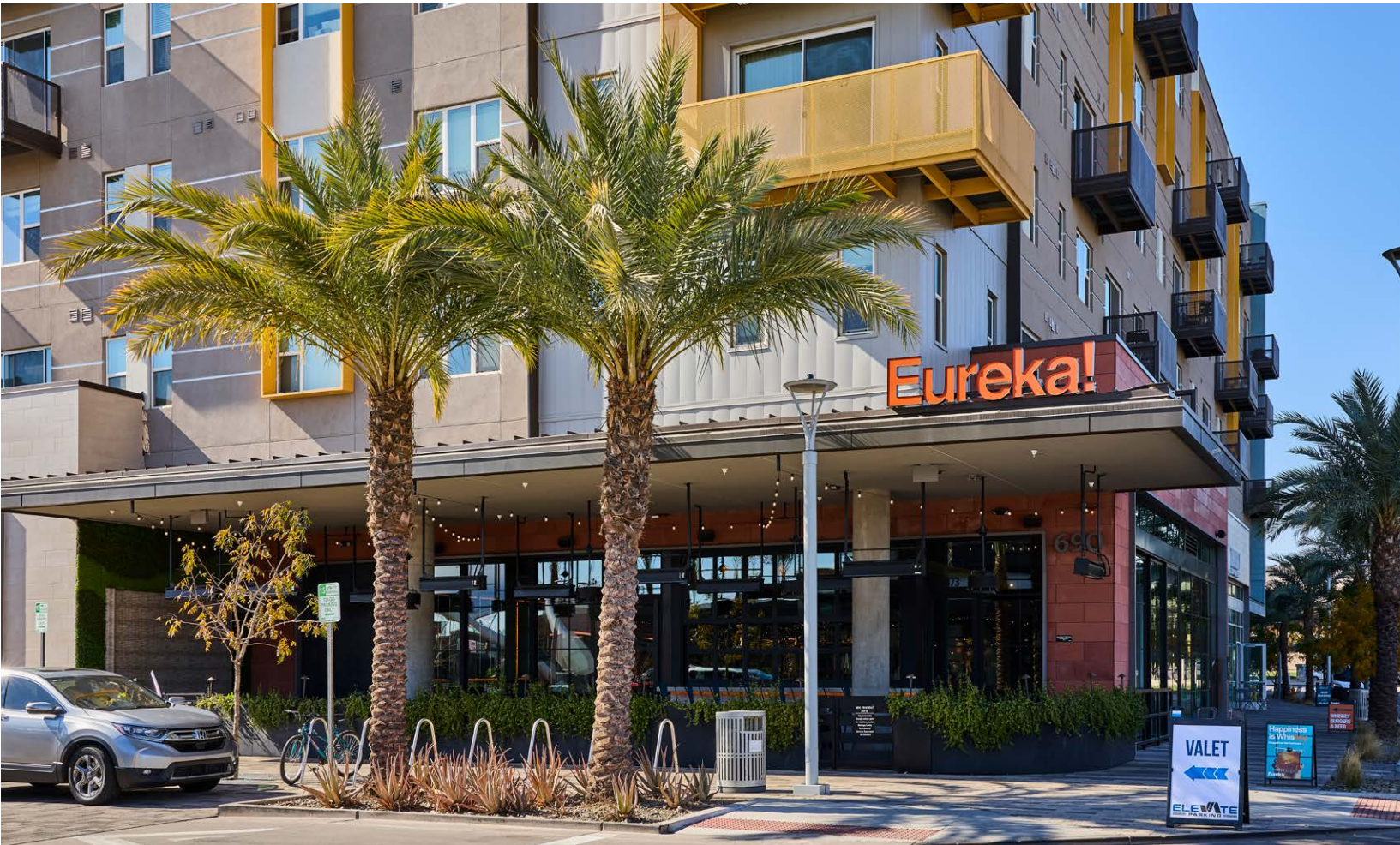
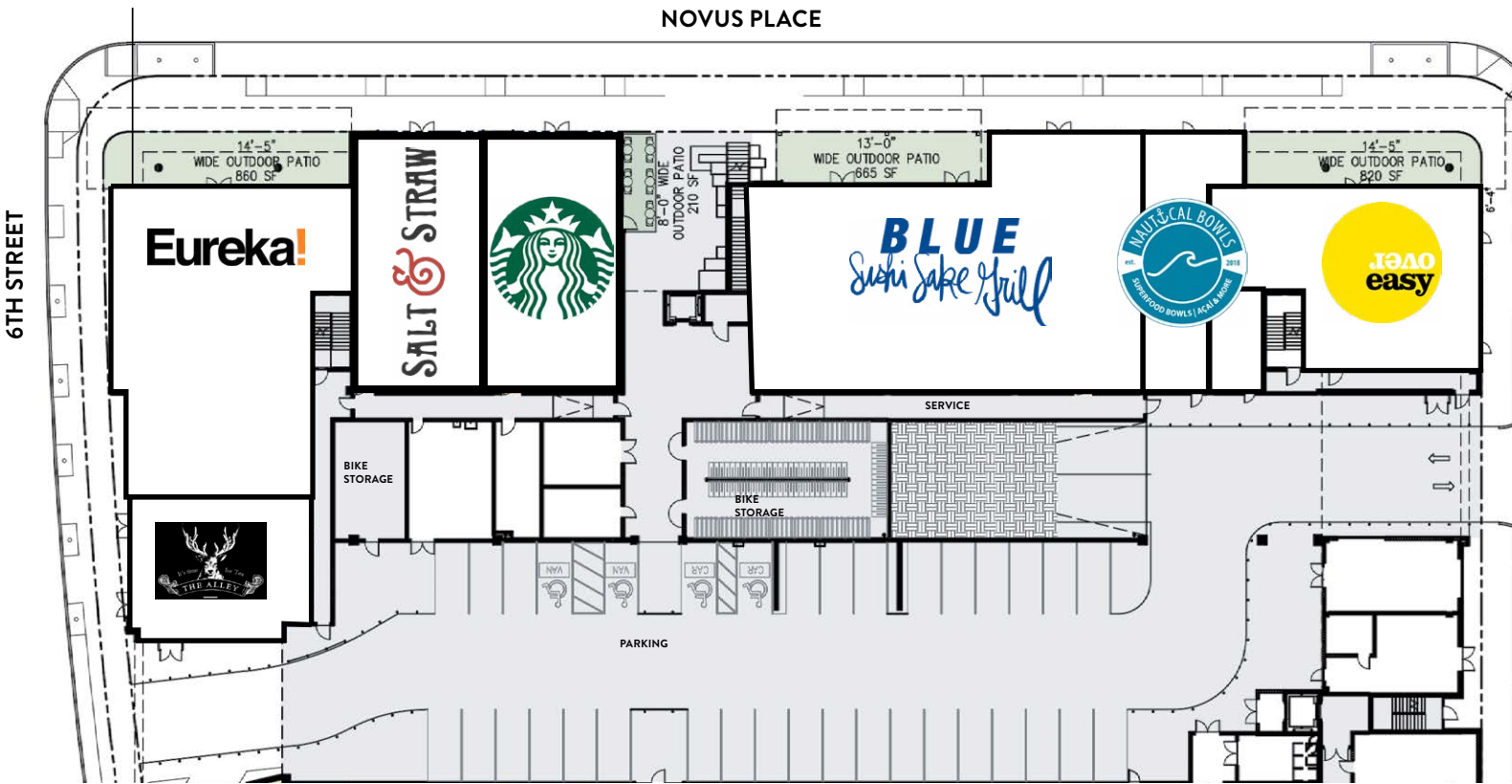
Engaging Streetscapes

Street and garage parking  
Retail spaces in Piedmont Garage

Premier entertainment destination on Novus Place, with multiple stadium venues, sports facilities, open spaces, and walkable connections, all enhanced by new adaptive technology.

The Piedmont. Located near Arizona State University in the heart of Novus Place and center of the Valley- Downtown Tempe.

NOVUS PLACE





# 777 TOWER

UNIVERSITY DR & SOUTH RURAL RD

±2,628 SF of Retail Available on the Ground Floor of the 777 Tower located at the corner of Novus Place and Packard Drive- space is Divisible.

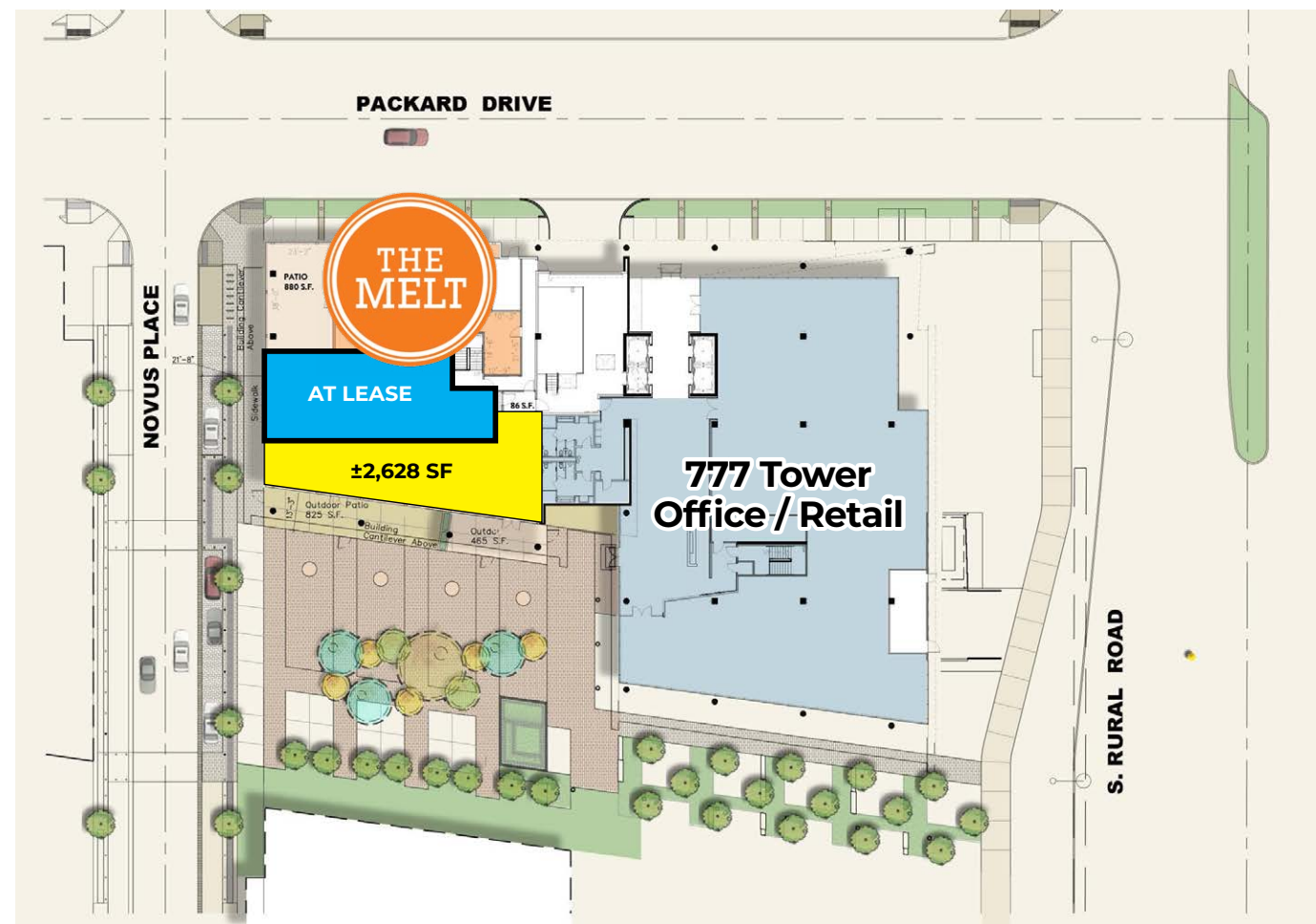
## Large Patio Opportunity

Tenant Customized Storefronts

±160,907 SF Office and ±7,760 SF Retail

Strategically positioned in the heart of Downtown Tempe, on the campus of Arizona State University.

Convenient to a variety of retail and dining options including coffee shops, bistros, restaurants and hotels.



**LARGE  
PATIO  
OPPORTUNITY**





# MIXED USE PARK BUILDING

UNIVERSITY DR & SOUTH RURAL RD

Located at the corner of Novus Place and Packard Drive- space is Divisible.

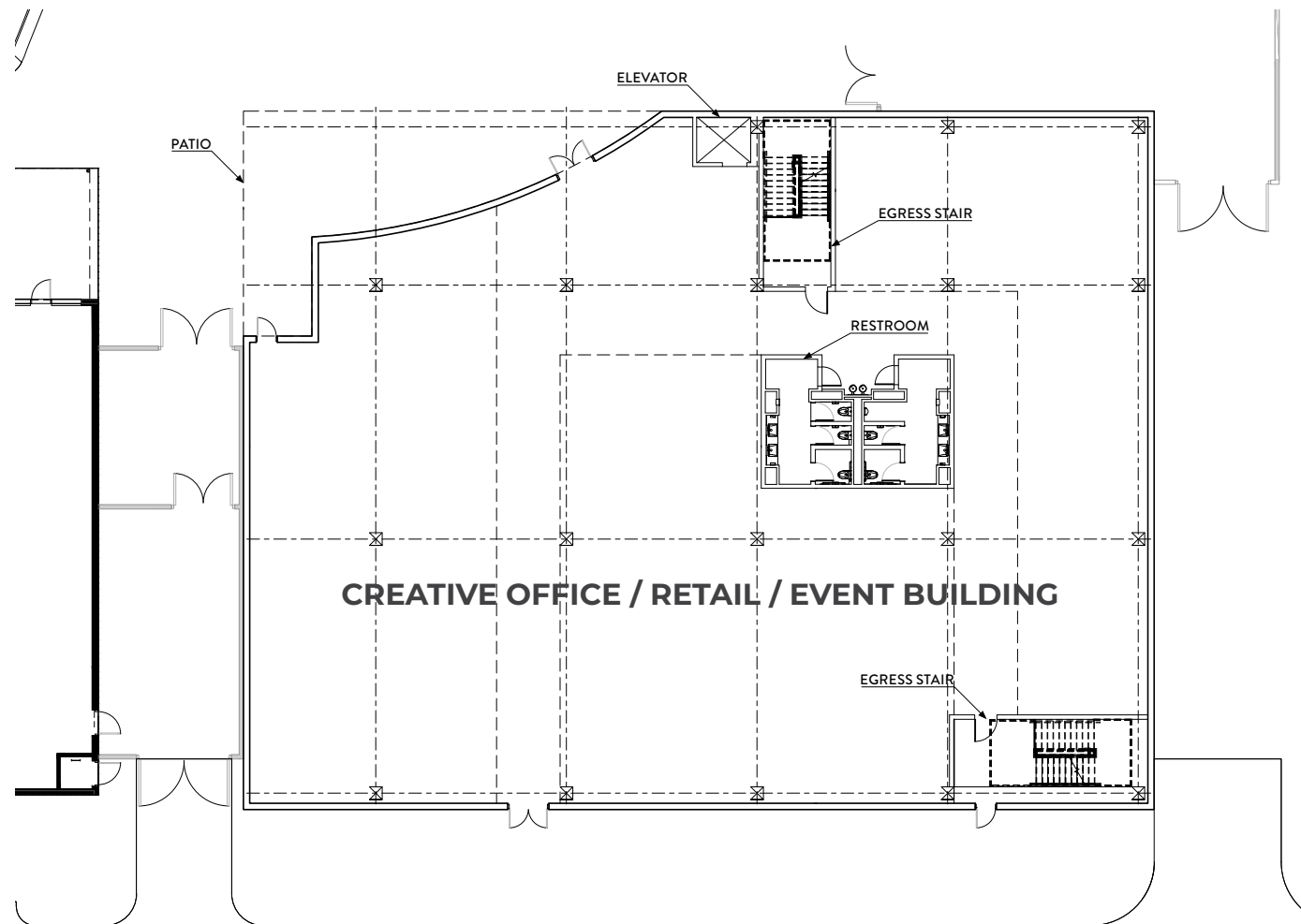
Patio Opportunities

Tenant Customized Storefronts

- Ground Floor 14,192 SF + Patio- demisable
- Second Floor 13,412 SF + 780 SF Terrace
- Third Floor 8,225 SF + 5,953 SF Terrace

Strategically positioned in the heart of Downtown Tempe, on the campus of Arizona State University.

Convenient to a variety of retail and dining options including coffee shops, bistros, restaurants and hotels.







COURTNEY VAN LOO  
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cauther@pcaemail.com

TEALE BLOOM  
(602) 288-3476  
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