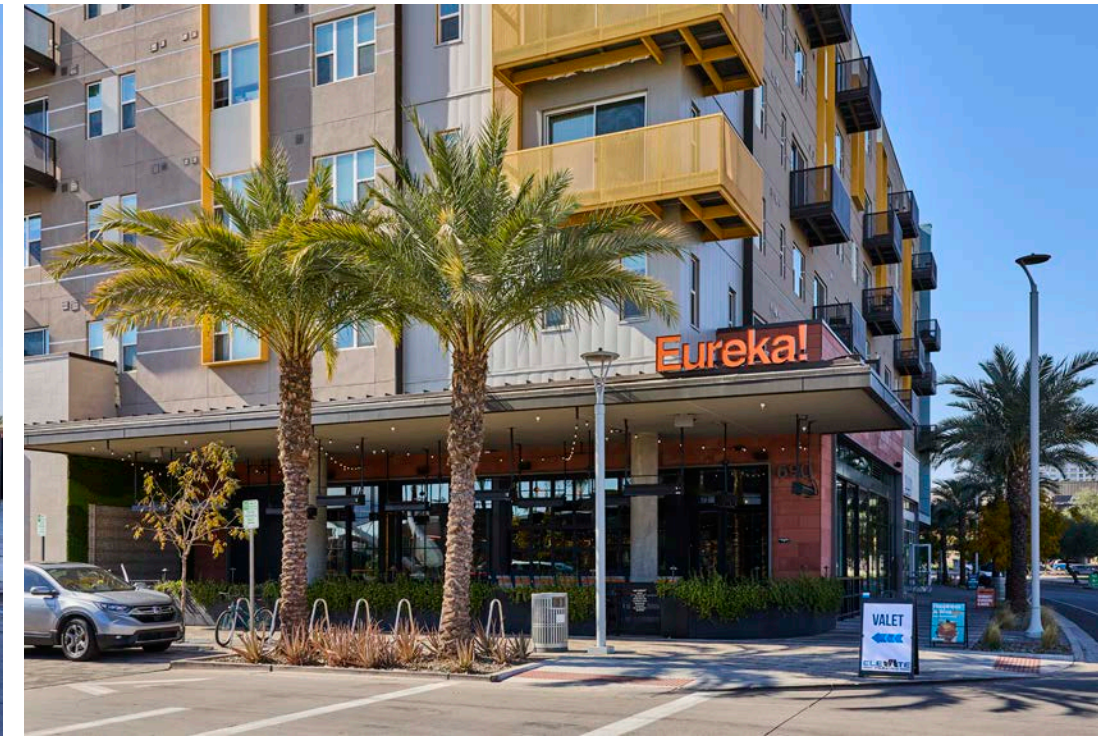


# NOVUS PLACE



# 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 46,000 vehicles per day & University drive averages approximately 36,000 vehicles per day.



## TRADE AREA

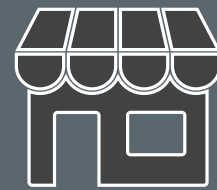
Located where Scottsdale, Tempe and Phoenix communities come together.

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.



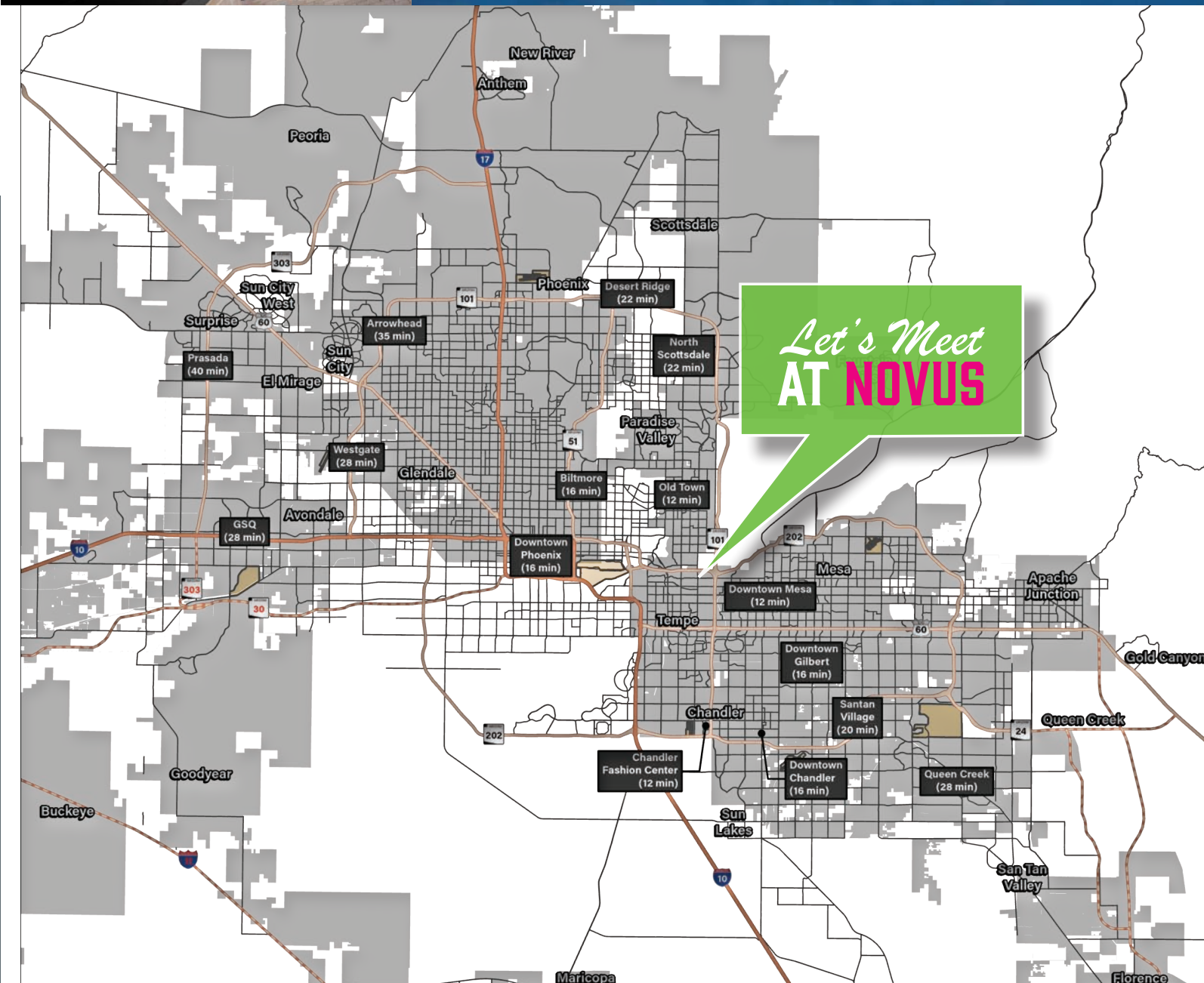
TOTAL RETAIL/  
RESTAURANTS  
**±4.2**  
MILLION  
SQUARE FEET



TOTAL OFFICE  
**±9.3**  
MILLION  
SQUARE FEET



MULTIFAMILY  
**±3,650**  
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      | 54,444         | 381,109           |
| MEN'S BASKETBALL       | 15     | 7,851          | 117,766           |
| WOMEN'S BASKETBALL     | 17     | 3,629          | 61,695            |
| 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.  
11 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

|  |  |  |  |  |
|--|--|--|--|--|
| <br><b>±8,030</b> | <br><b>±6,700</b> | <br><b>±5,410</b> | <br><b>±5,050</b> | <br><b>±2,970</b> |
| <br><b>±2,260</b> | <br><b>±2,110</b> | <br><b>±2,060</b> | <br><b>±2,000</b> | <br><b>±1,920</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**

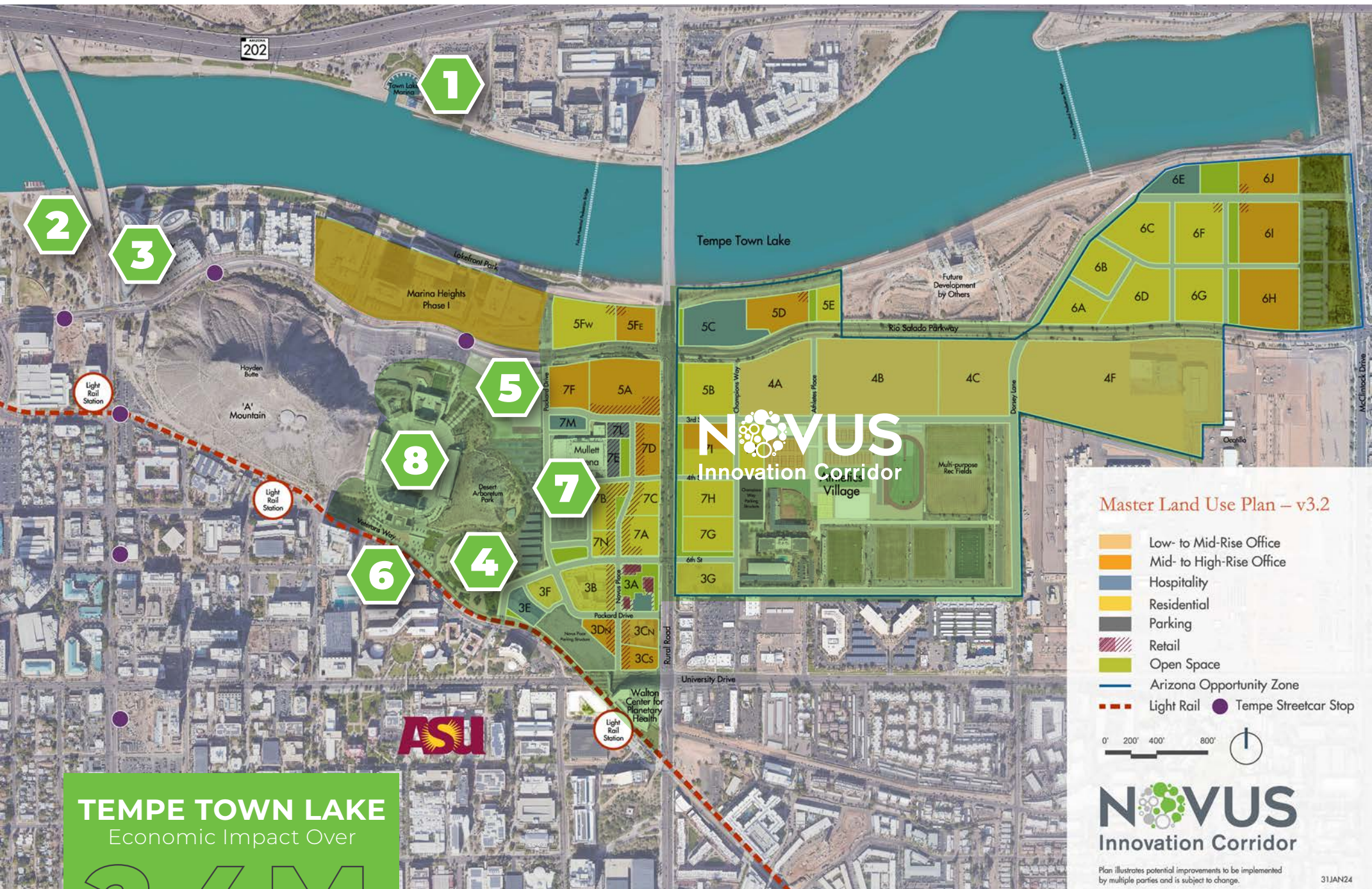
**Tourism Brought \$730M+ to Tempe Economy**

**±175,000 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

## 2 TEMPE BEACH PARK

- Tempe Beach Park co-hosts about 40 events of all shapes and sizes each year, including the Innings Festival, Rock 'n' Roll Marathon, Fourth of July celebration, Way Out West Oktoberfest, Reggae Rise Up, (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 4,702
- Annual attendance 202,213

## 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

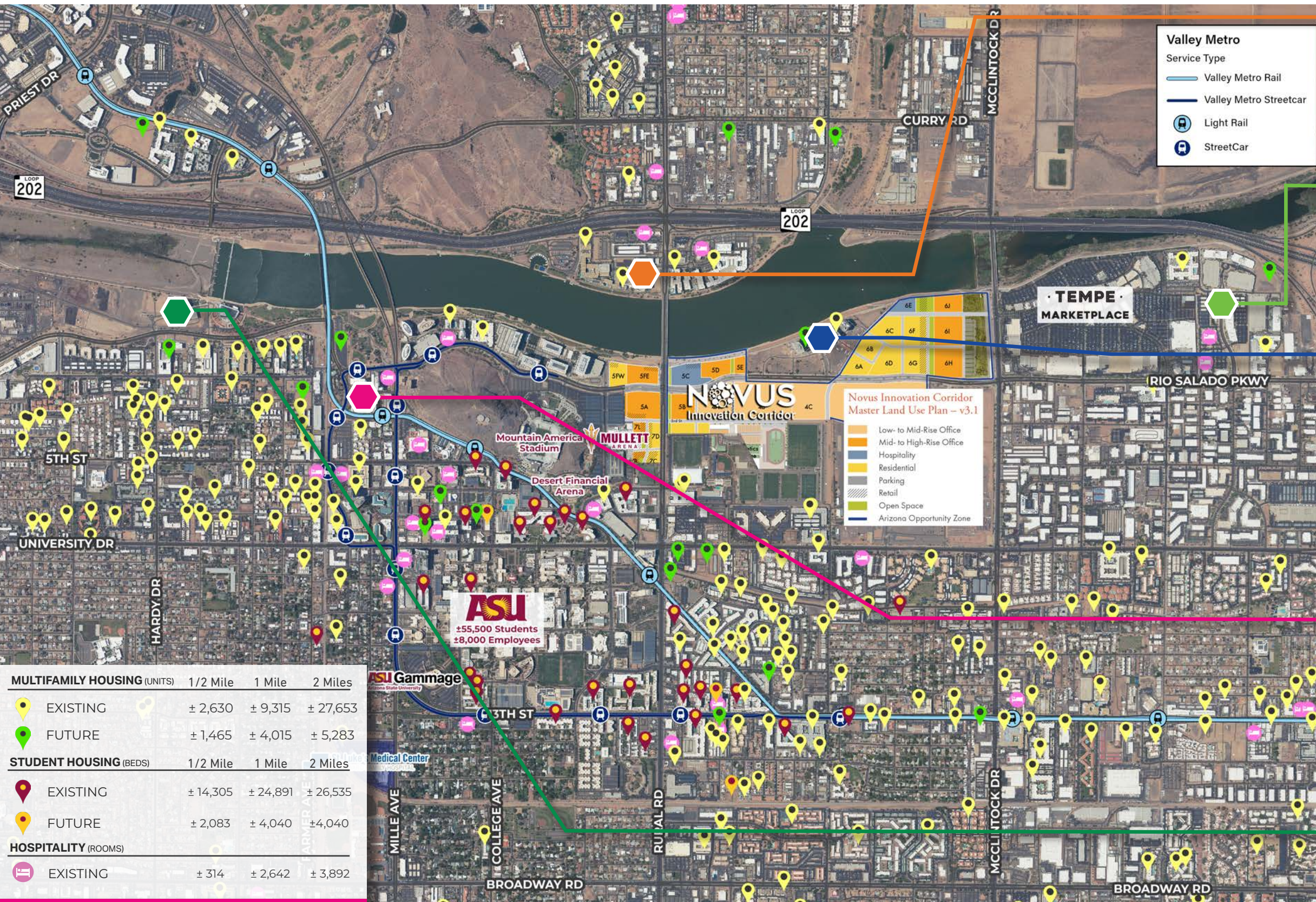
- Home to Sun Devil Hockey, ASU Club Hockey, Figure Skating, and live national touring acts such as concerts, comedy shows, family shows, holiday and more.
- Practice arena (open 360 days/year) with an estimated weekly foot traffic of 3,100, which includes youth/adult hockey, high school/club games,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

## 8 SUN DEVIL STADIUM

- Seats for 50,000+ spectators
- Average attendance 54,444
- Annual attendance 381,109

# PROJECTS

Under Construction Or Future



**Valley Metro**

Service Type

- Valley Metro Rail
- Valley Metro Streetcar
- Light Rail
- StreetCar

**Novus Innovation Corridor Master Land Use Plan - v3.1**

- Low-to Mid-Rise Office
- Mid-to High-Rise Office
- Hospitality
- Residential
- Parking
- Retail
- Open Space
- Arizona Opportunity Zone

| MULTIFAMILY HOUSING (UNITS) | 1/2 Mile | 1 Mile   | 2 Miles  |
|-----------------------------|----------|----------|----------|
| EXISTING                    | ± 2,630  | ± 9,315  | ± 27,653 |
| FUTURE                      | ± 1,465  | ± 4,015  | ± 5,283  |
| STUDENT HOUSING (BEDS)      | 1/2 Mile | 1 Mile   | 2 Miles  |
| EXISTING                    | ± 14,305 | ± 24,891 | ± 26,535 |
| FUTURE                      | ± 2,083  | ± 4,040  | ± 4,040  |
| HOSPITALITY (ROOMS)         |          |          |          |
| EXISTING                    | ± 314    | ± 2,642  | ± 3,892  |

## THE WATERMARK | TEMPE

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

## RIO 2100

- 60-acre mixed-use development
- Existing phases fully leased
- 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
- Supporting retail: Spinato's Pizzeria & Daily Dose

## PIER 202

- Under Construction
- 2.24M sf mixed-use development
- 724-unit mixed-use residential development
- 11-acre property will feature hotels, apartments and retail

## SHOREHAVEN

- \$1.8B South Pier master-planned development
- 724-unit mixed-use residential development
- Pre-leasing at Shorehave has begun
- 26KSF of ground-floor retail space

## 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



**Sun Devil Stadium**  
Total Season (2025)  
Attendance: 381,109

**Desert Financial Arena**  
Men's Basketball  
Total Season (2025)  
Attendance: 117,766

**The Piedmont**  
± 20,000 SF Retail  
318 Units  
Completed

**Hyatt Place/  
Hyatt House**  
259 Rooms  
Completed

**Vero**  
199 Units  
Completed

**700 Novus Place**  
±149,000 SF Office  
± 11,000 SF Retail  
Est. Completion 2026

**University/Rural  
Light Rail Station**

**State Farm**  
Regional HQ  
±6,700 Employees

**Mullett Arena**  
±5,000 seats  
Attendance: 280,00-400,000

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

**Mira Tempe**  
333 Units  
Completed

**Mixed-Use Park Block**  
North Italia, Blanco, Flower Child,  
Eureka!, Salt & Straw, Blue Sushi

**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

# NOVUS

## Innovation Corridor

Pedestrian Bridge

RURAL RD

UNIVERSITY DR



# NOVUS PLACE MASTER PLAN



- HOTEL
- RESIDENTIAL
- RETAIL / F&B
- OFFICE
- SERVICE
- PARKING



# THE PIEDMONT

PACKARD DR & NOVUS PLACE

318 UNITS ABOVE

Ability for Tenant to customize their storefronts

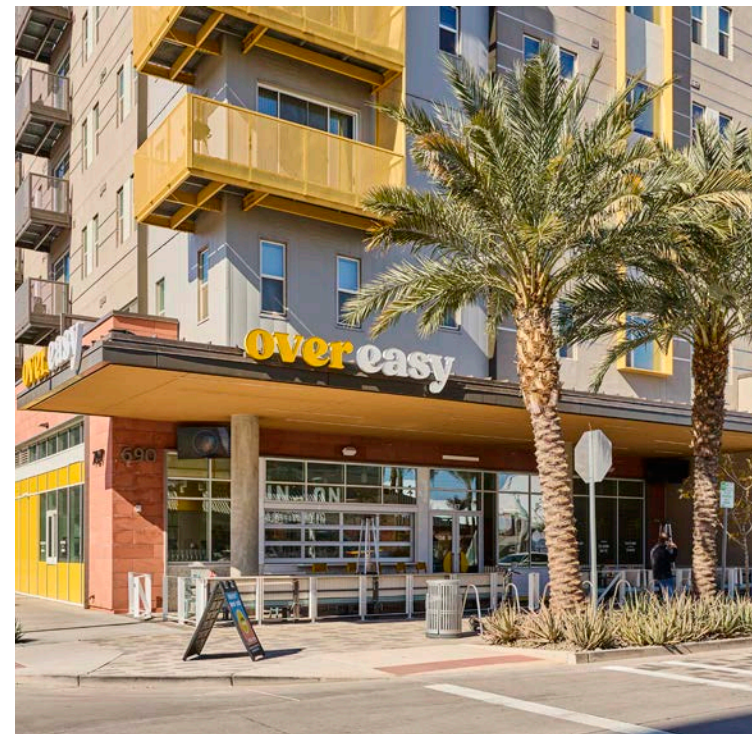
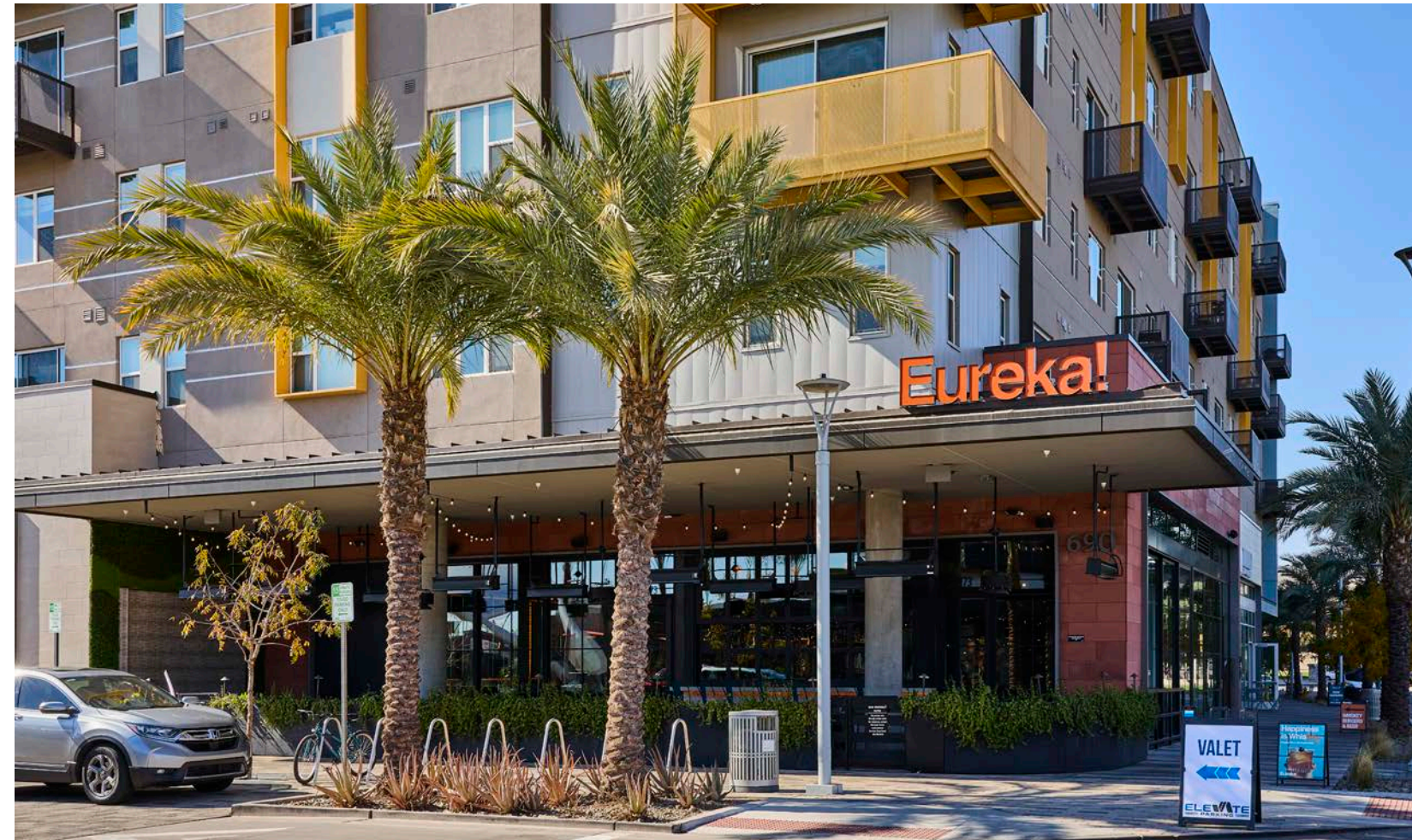
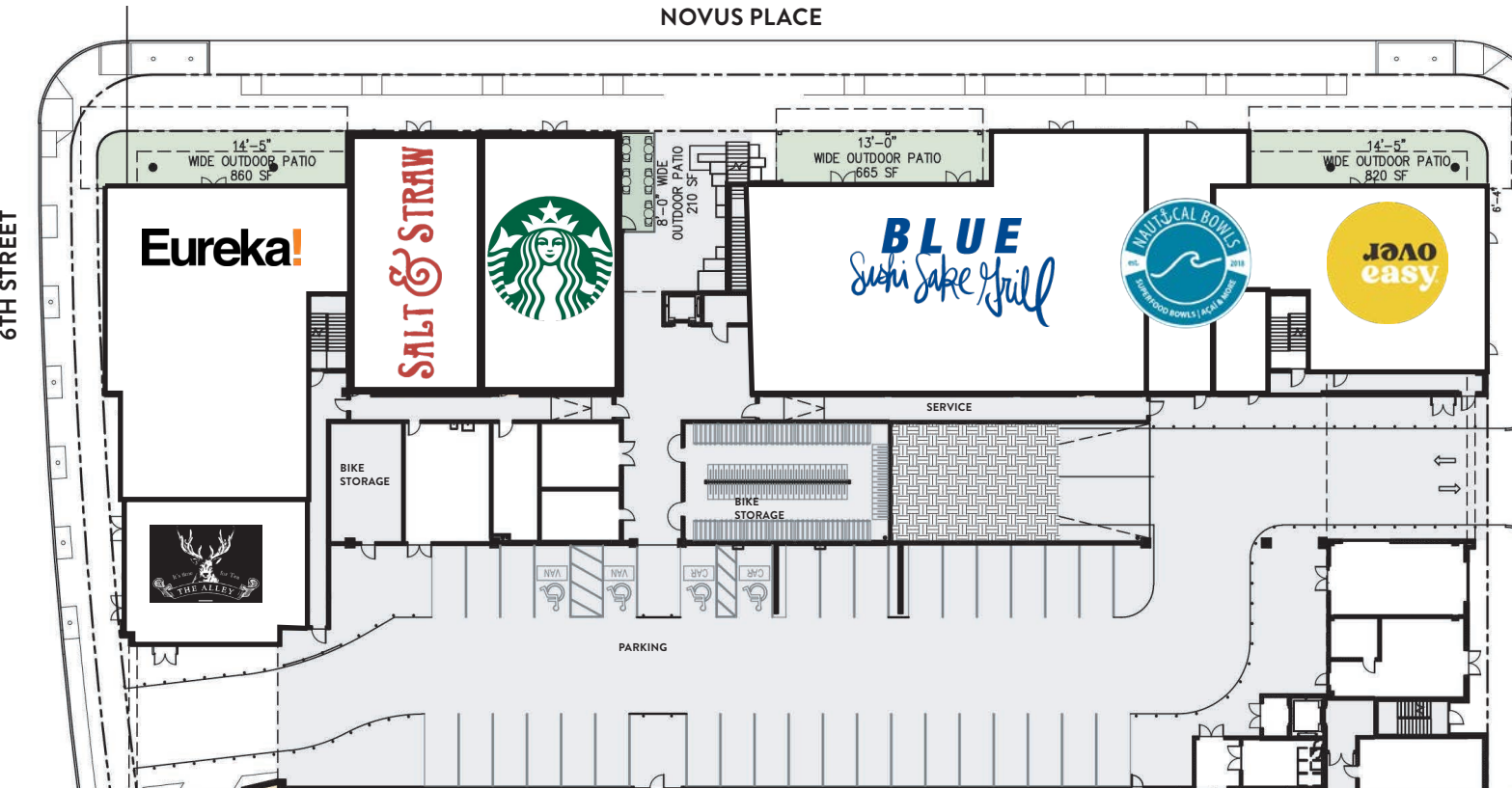
Engaging Streetscapes

Street and garage parking  
Retail spaces in Piedmont Garage

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

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

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.



# MIXED USE PARK BUILDING

UNIVERSITY DR & SOUTH RURAL RD

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

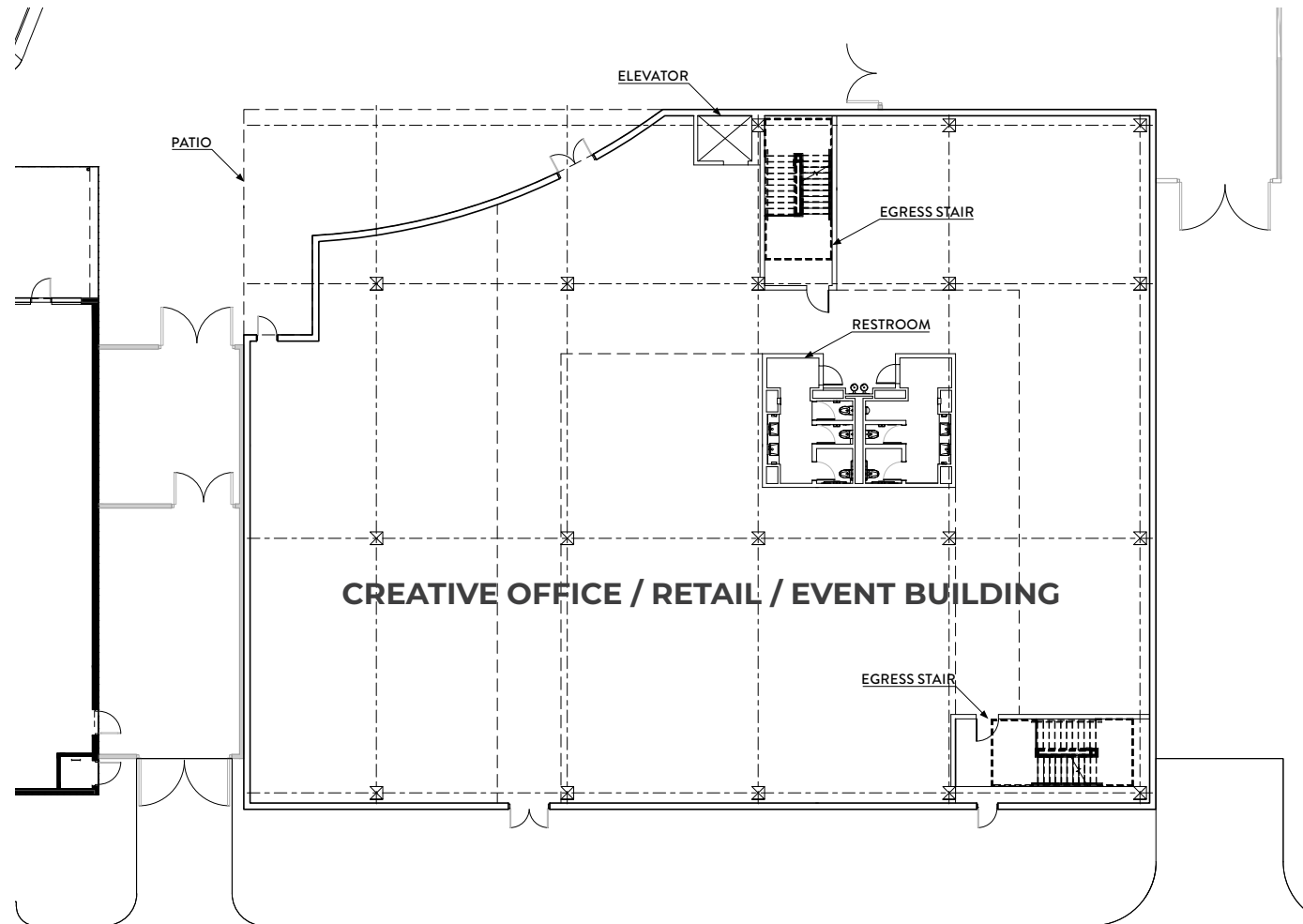
Patio Opportunities

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.





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