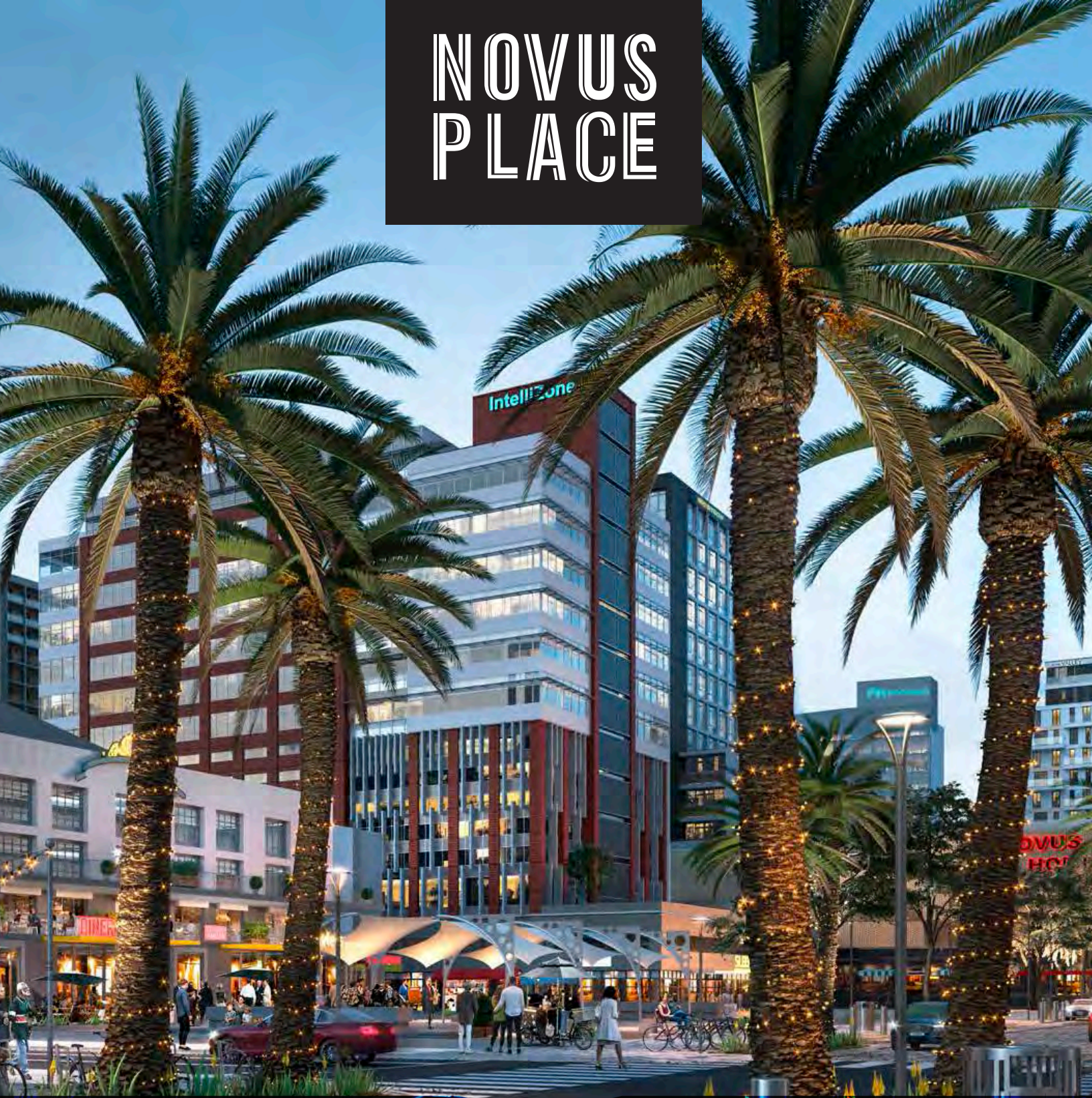


# NOVUS PLACE

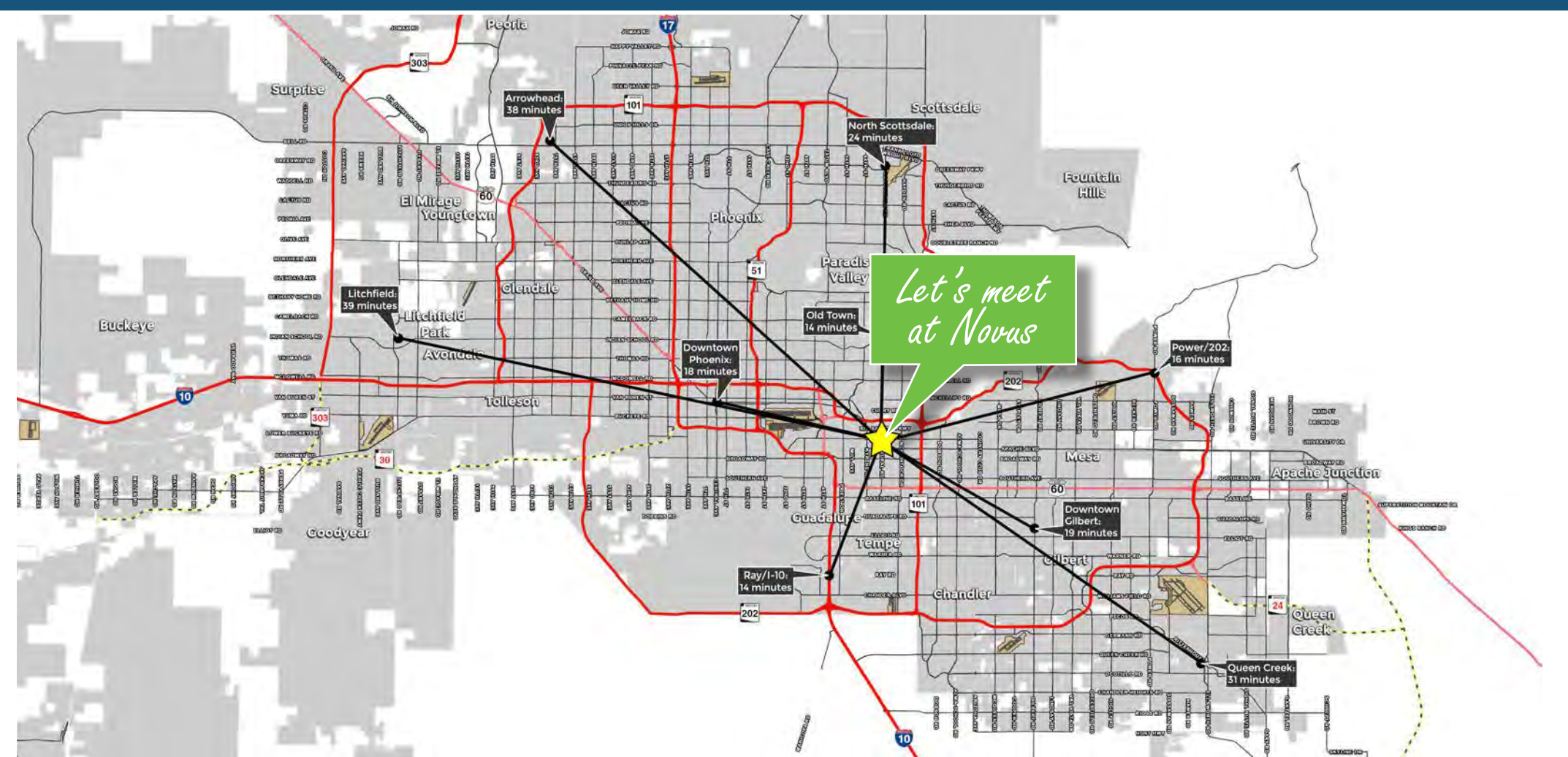


PHOENIX COMMERCIAL ADVISORS



# DRIVE TIME

FROM NOVUS



## TRADE AREA HIGHLIGHTS

- 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.





# NOVUS INNOVATION CORRIDOR

THE COSMOPOLITAN DISTRICT FOR ARIZONA



## PROPERTY HIGHLIGHTS

- Novus is a 355-acre, multi-phased development, which at completion will encompass nearly 10 million square feet of urban mixed-use opportunities.
- Retail/Restaurants: ±275,000 SF
- Office: ±4.5 Million SF
- Multifamily: ±4,100 planned residences
- New world-class athletics district.
- Rural Rd averages approximately 47,000 vehicles per day & University averages approximately 30,000 vehicles per day.

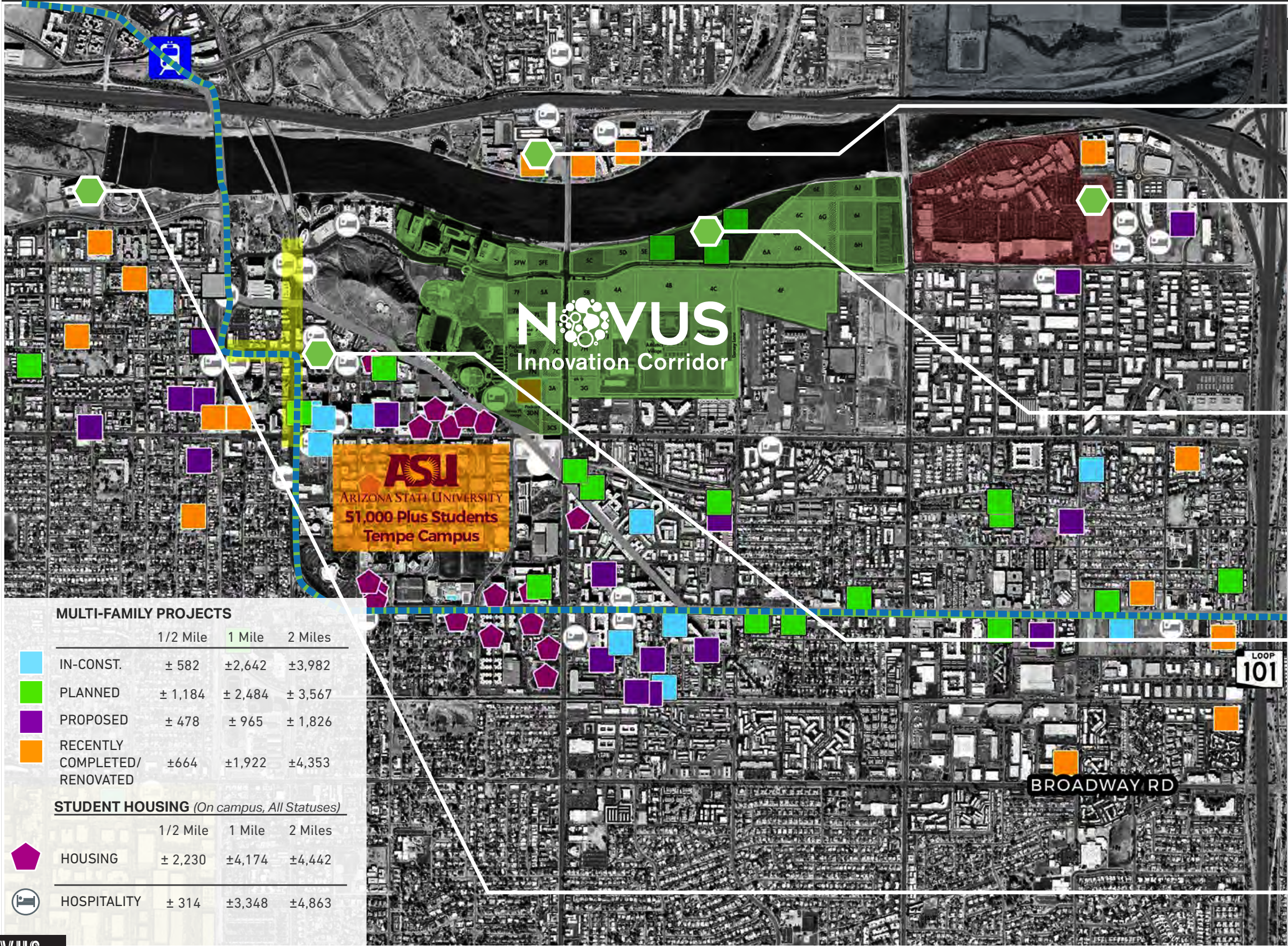
## TRAFFIC COUNTS

- N: ±54,844 VPD (NB & SB)
- S: ±56,477 VPD (NB & SB)
- E: ±28,102 VPD (EB & WB)
- W: ±33,107 VPD (EB & WB)

ADOT 2021



# DOWNTOWN TEMPE DEVELOPMENT



## PROJECTS UNDER CONSTRUCTION OR FUTURE

### THE WATERMARK | TEMPE

- Mixed-used development
- 600k of Class-A office space at buildout
- 44k of ground floor retail/restaurant space
- 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
- Supporting retail & restaurants

### PIER 202

- 2.24m sf mixed-use development
- 11-acre property will feature hotels, apartments and retail
- As of 04/01 City of Tempe and developer are negotiating terms
- Early site work has begun on the project for the two apartment projects totaling 587 units, along with 22 ground floor retail stores

### TEMPE WATERFRONT

- 400k mixed-use office building

### HAYDEN FLOUR MILL

- 175 sf future mixed-use development
- Project on hold as of 11/19

### 100 MILL

- 150k sf planned hotel
- 257 rooms and 13 stories high
- Est. completion is mid 2023

### 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 with ground floor retail

### FIRST & FARMER

- ± 60k sf mixed-use development
- Will have ground floor retail & restaurant space

### 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 (02/21)
- Future phases estimated to be 850k sf
- Will have ground floor retail & restaurant space

## MULTI-FAMILY PROJECTS

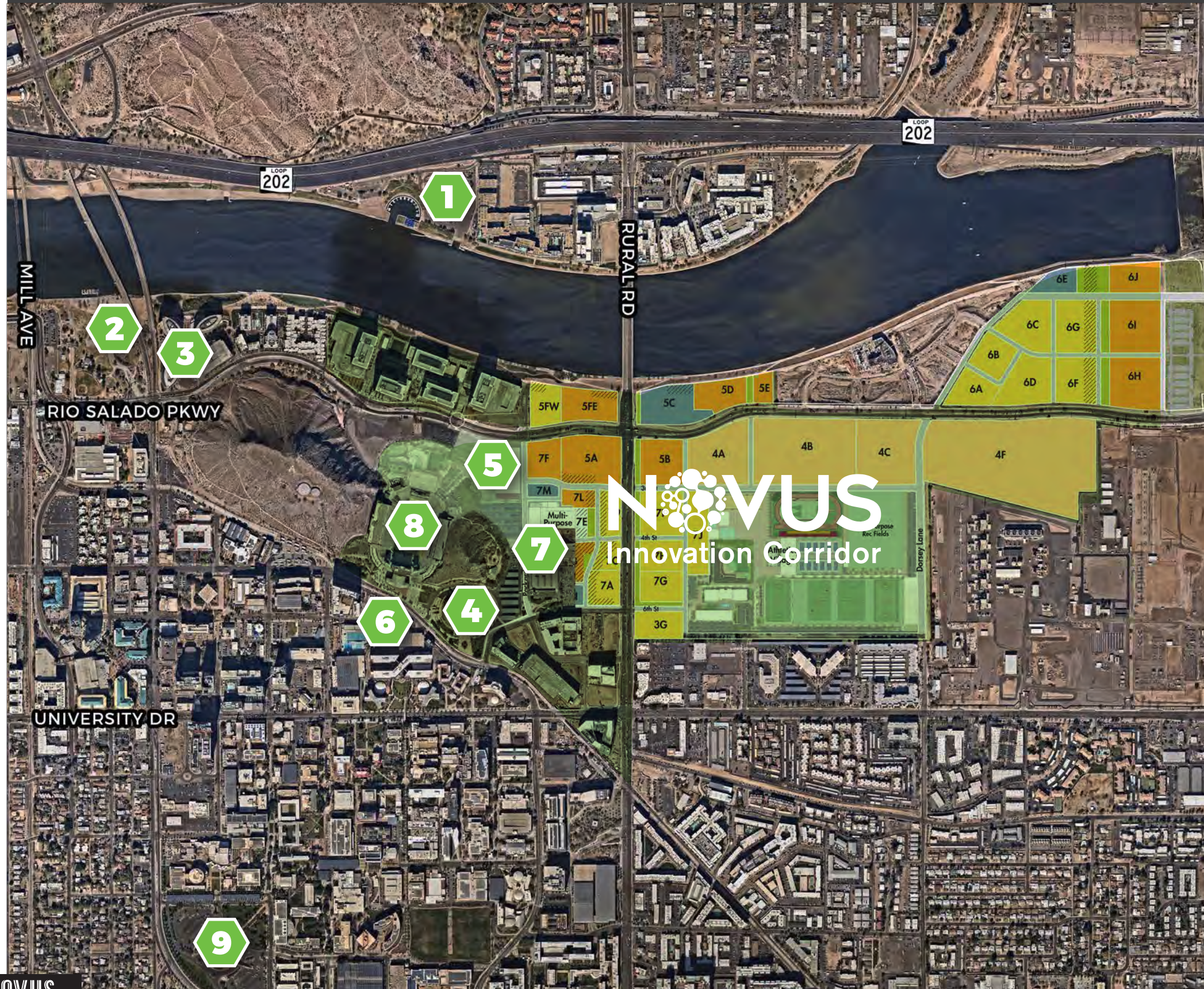
	1/2 Mile	1 Mile	2 Miles
IN-CONST.	± 582	± 2,642	± 3,982
PLANNED	± 1,184	± 2,484	± 3,567
PROPOSED	± 478	± 965	± 1,826
RECENTLY COMPLETED/RENOVATED	± 664	± 1,922	± 4,353

## STUDENT HOUSING (On campus, All Statuses)

	1/2 Mile	1 Mile	2 Miles
HOUSING	± 2,230	± 4,174	± 4,442
HOSPITALITY	± 314	± 3,348	± 4,863



# TEMPE EVENT INFO



## 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
- Features of the lake include kayaking, paddle boats, fishing and more

## IRONMAN | TEMPE, AZ

- Upwards of 18,000 in attendance (2,400 athletes, 3,000 volunteers)
- Impact is estimated at \$4M annually for restaurants, shops & hotels

## 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 and many, many others

## 3 ROCK 'N' ROLL MARATHON

- Annual half and full marathon (January)
- Avg. 25,000 runners & walkers in addition to volunteers & spectators
- Race starts and finishes in Tempe

## 4 DESERT FINANCIAL ARENA

- Men's and women's basketball
- Average attendance 49,166
- 16 home games each
- Annual attendance 344,161

## 5 PAT'S RUN | TILLMAN FOUNDATION

- Annual 4.2 mile race (April)
- 30,000 runners, walkers, volunteers and spectators

## 6 MONA PLUMMER AQUATIC COMPLEX

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

## 7 ASU MULTI-PURPOSE FACILITY | MAIN ARENA

- Estimated completion Q4 2022
- Approximately 131 events and 283,000 projected attendance
- Practice arena (open 360 days/year) with an estimated weekly foot traffic of 3,100, which will include youth/adult hockey, high school/club games, practices, parties and figure skating

## 8 SUN DEVIL STADIUM

- 7 annual home games
- Average attendance 49,166
- Annual attendance 344,161

## 9 GAMMAGE THEATRE

- 10 productions
- Estimated 336,000 annual attendance





# ASU/DOWNTOWN TEMPE 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 MULITPURPOSE AREA

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



# GAMMAGE EVENT SUMMARY

ASU Gammage operates under a self-sustaining business model. Ninety percent of its funding comes from its Broadway series and 10 percent comes from philanthropy. This self-sustaining business model, driven by private support and ticket sales with no funding from the university or the state, runs like a business but with the heart of a nonprofit. ASU Gammage is a world-class arts presenting organization, which brings the best of the performing arts to Arizona.



# TEMPE TOWN LAKE EVENT SUMMARY

Tempe Town Lake economic impact since its creation is nearly \$2 billion and over 2.4 million people visit each year.



TEMPE TOWN LAKE  
Economic Impact Over

2.4 MILLION  
people visit each year.



# OVERVIEW

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

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

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

## TEMPE

Tempe is a city just east of Phoenix, in Arizona. Its 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**.

### CITY FACTS

2020 Population: 186,000 +  
2020 Median Age: 29.6 Yrs

### FUN FACTS

- 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

### TOP EMPLOYERS



**±8,118**  
EMPLOYEES



**±8,500**  
EMPLOYEES



**±3,300**  
EMPLOYEES



**±2,236**  
EMPLOYEES



**±1,958**  
EMPLOYEES



**±1,824**  
EMPLOYEES

### THE ASU FACTOR

#### HEADCOUNT ENROLLMENT BY CAMPUS

Tempe Campus	51,869 students
West Campus	3,663 students
Polytechnic Campus	4,380 students
Downtown Phoenix Campus	11,737 students
Skysong	26,200 students

**UNDUPLICATED TOTAL 98,146 Students**

### MAJOR EVENTS

**GAMMAGE**  
±60 performances annually  
±284k visitors annually

**TEMPE TOWN LAKE**  
Open year-round  
±2.7m visitors annually

**TEMPE CENTER FOR THE ARTS**  
±500 events  
±125k visitors annually

**ARIZONA ROCK 'N' ROLL MARATHON & PAT'S RUN**  
±55k participants annually

**ASU ATHLETICS**  
±20 home games annually  
±500k attendees annually

#### FULL-TIME / PART-TIME STUDENTS

##### UNDERGRADUATES

Full-Time 62,167  
Part-Time 17,275

##### GRADUATE STUDENTS

Full-Time 11,420  
Part-Time 7,284



### 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  
First units available: Q3 2021  
Est. Completion: Q1 2022

### Hyatt Place/ Hyatt House

259 Rooms  
Completed Q3 2020

### Future Multifamily

±200 Units  
Construction  
start Q1 2022  
Est. completion Q1 2024

### Novus Place Parking Garage

±1,800 Stalls  
Completed Q3 2020

### 700 Novus Place

±147,000 SF Office  
± 11,500 SF Retail  
Est. Construction  
start Q2 2022  
Est. Completion Q3 2023

### University/Rural Light Rail Station

NOVUS  
PLACE

### State Farm

Regional HQ  
±8,500 Employees

LOOP  
202

### ASU Multi-Purpose Arena

±5,000 seats  
Est. Completion Q4 2022

### 777 Tower

±160,907 SF Office  
with ±8,316 SF Retail  
Customized Patio Style  
Restaurant  
84% Leased (Infosys & ASU)  
Completed Q2 2020

### Future Mixed-Use

Restaurants +  
Community Space  
Est Completion Q3 2023

### Tower 3

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

### ISTB7 Center for Planetary Health Science & Tech Building 7

Research/Lab Class Facility  
±281,000 SF  
Completed Q1 2022

Pedestrian Bridge (open)

RURAL RD

UNIVERSITY DR

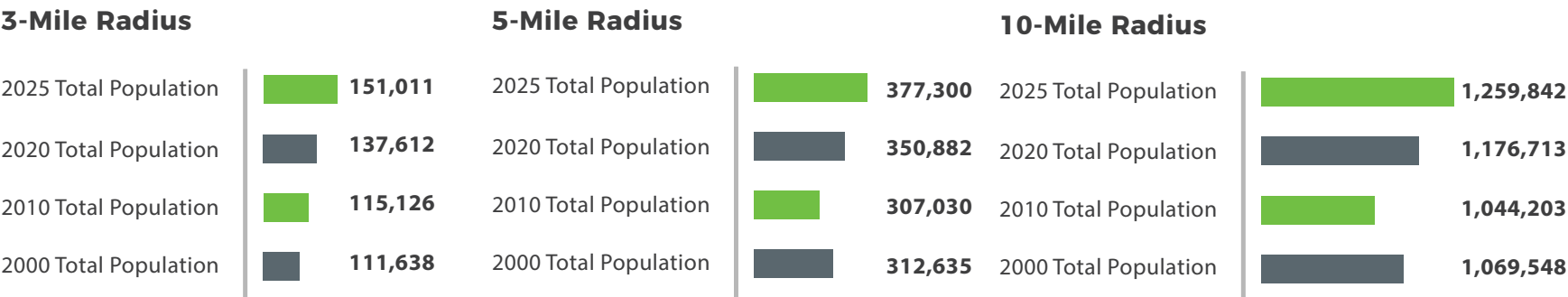
PCA



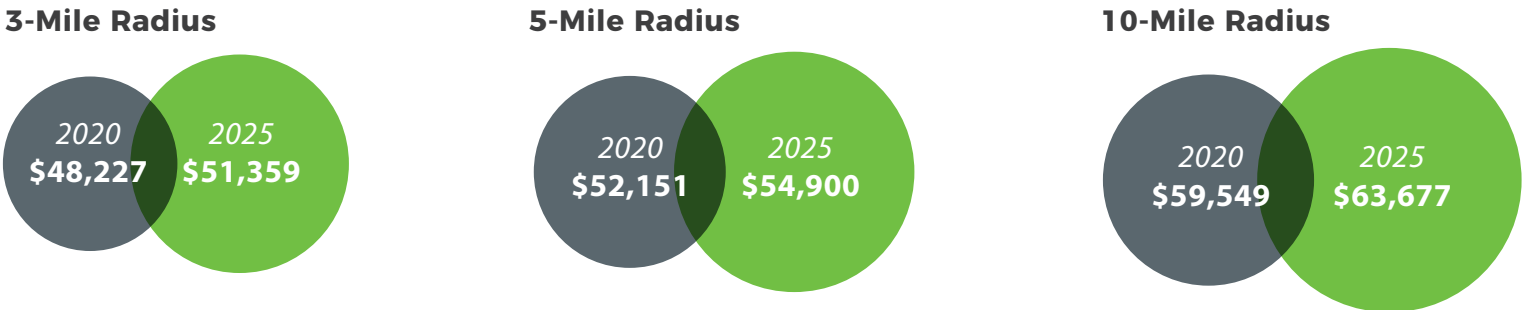
# DEMOGRAPHICS

TOTAL  
POPULATION  
IN 2020  
IN A 5 MILE RADIUS  
**350,882**

## POPULATION SUMMARY (ESTIMATES)



## MEDIAN HOUSEHOLD INCOME (ESTIMATES)



ESRI 2020 Estimates

The information provided was produced using data from private and governmental sources deemed to be reliable. The information herein is provided without representation or warranty.

2020 Household Income	3 Miles	5 Miles	10 Miles
Household Income Base	56,962	145,555	459,627
<\$15,000	15.6%	11.4%	9.4%
\$15,000 - \$24,999	11.3%	10.5%	9.0%
\$25,000 - \$34,999	10.3%	10.5%	9.3%
\$35,000 - \$49,999	14.1%	15.1%	13.4%
\$50,000 - \$74,999	18.3%	19.6%	18.6%
\$75,000 - \$99,999	11.8%	12.3%	12.9%
\$100,000 - \$149,999	11.9%	12.7%	14.7%
\$150,000 - \$199,999	3.8%	4.4%	5.9%
\$200,000+	2.9%	3.4%	6.7%

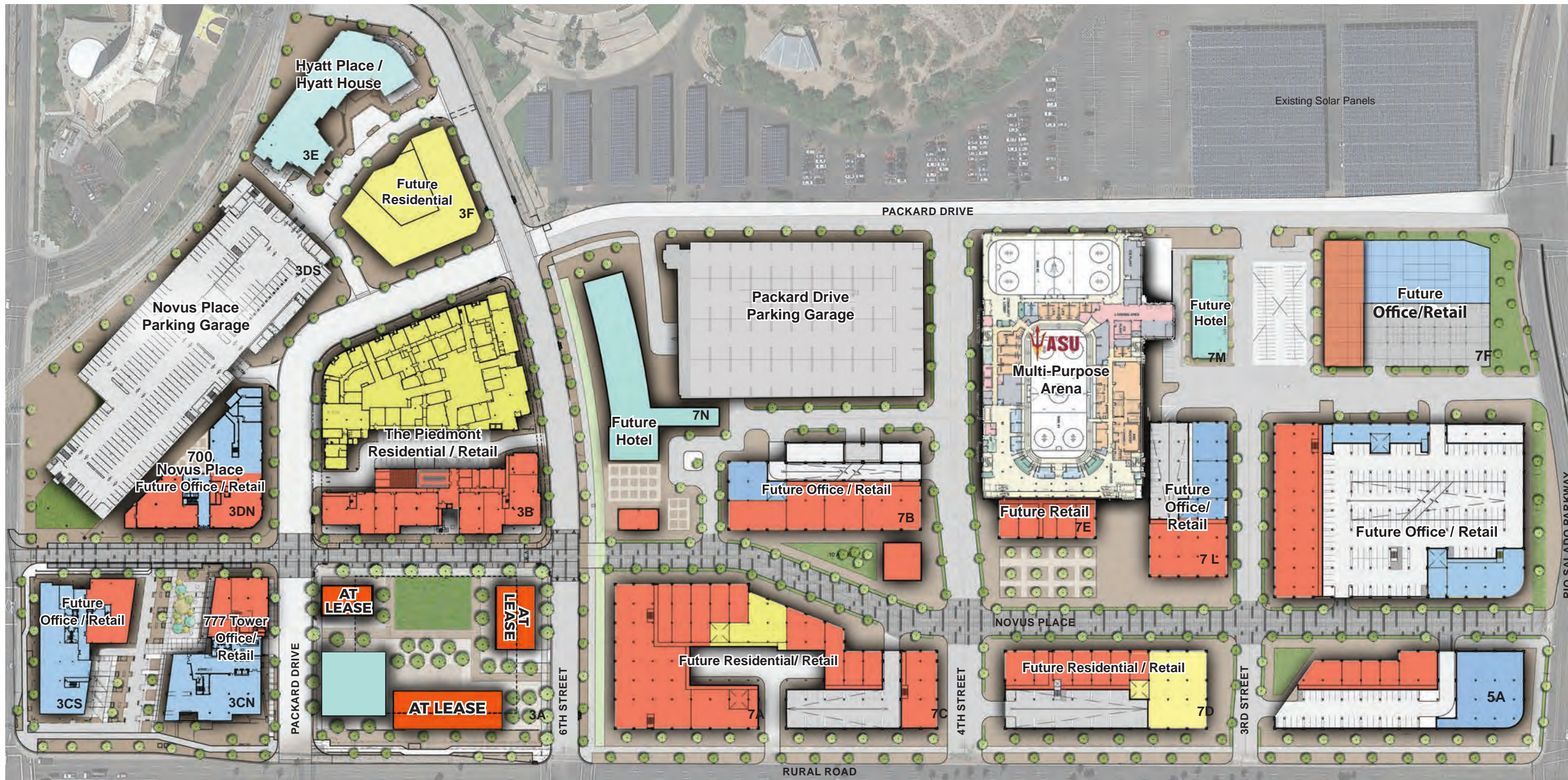
Per Capita Income	3 Miles	5 Miles	10 Miles
2020	\$27,488	\$29,112	\$33,376
2025	\$29,561	\$31,449	\$36,518

2020 Daytime Population	3 Miles	5 Miles	10 Miles
Workers	108,271	254,857	800,862
Residents	64,582	166,950	586,107
Businesses	6,463	15,171	49,781

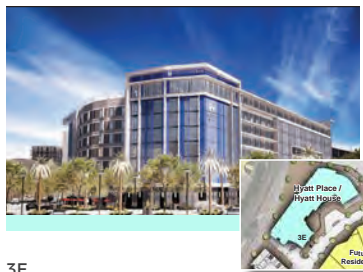


# NOVUS PLACE RETAIL

## MASTER PLAN

NOVUS  
PLACE

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



3E  
**HYATT PLACE/HYATT HOUSE**  
259 ROOMS  
COMPLETED - Q3 2020



**ASU MULTI ARENA**  
±5,000 SEATS  
CONSTRUCTION START - Q1 2021  
EST COMPLETION - Q4 2022



**ISTB7**  
**CENTER FOR PLANETARY HEALTH**  
**SCIENCE & TECH BUILDING 7**  
**±70,000 SF**  
LABS, CLASSES AND  
CONFERENCE FACILITY



**3DS**  
**NOVUS PLACE PARKING GARAGE**  
**±1,800 STALLS**  
COMPLETED - Q3 2020



**3DN**  
**700 NOVUS PLACE**  
±149,000 SF - OFFICE  
±11,000 SF - RETAIL  
CLASS A OFFICE  
EST COMPLETION - Q3 2023



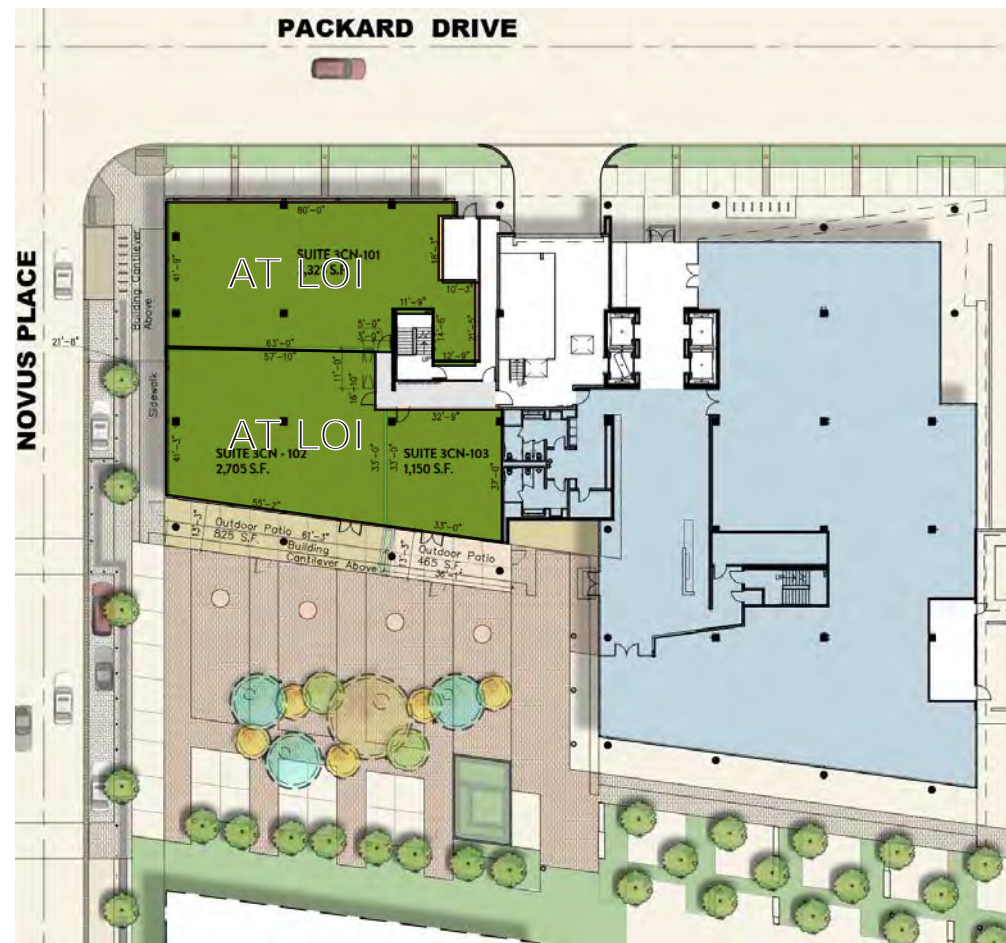
**MARINA HEIGHTS -  
STATE FARM**  
2.1 MILLION SF



NOVUS PLACE:

# 777 TOWER

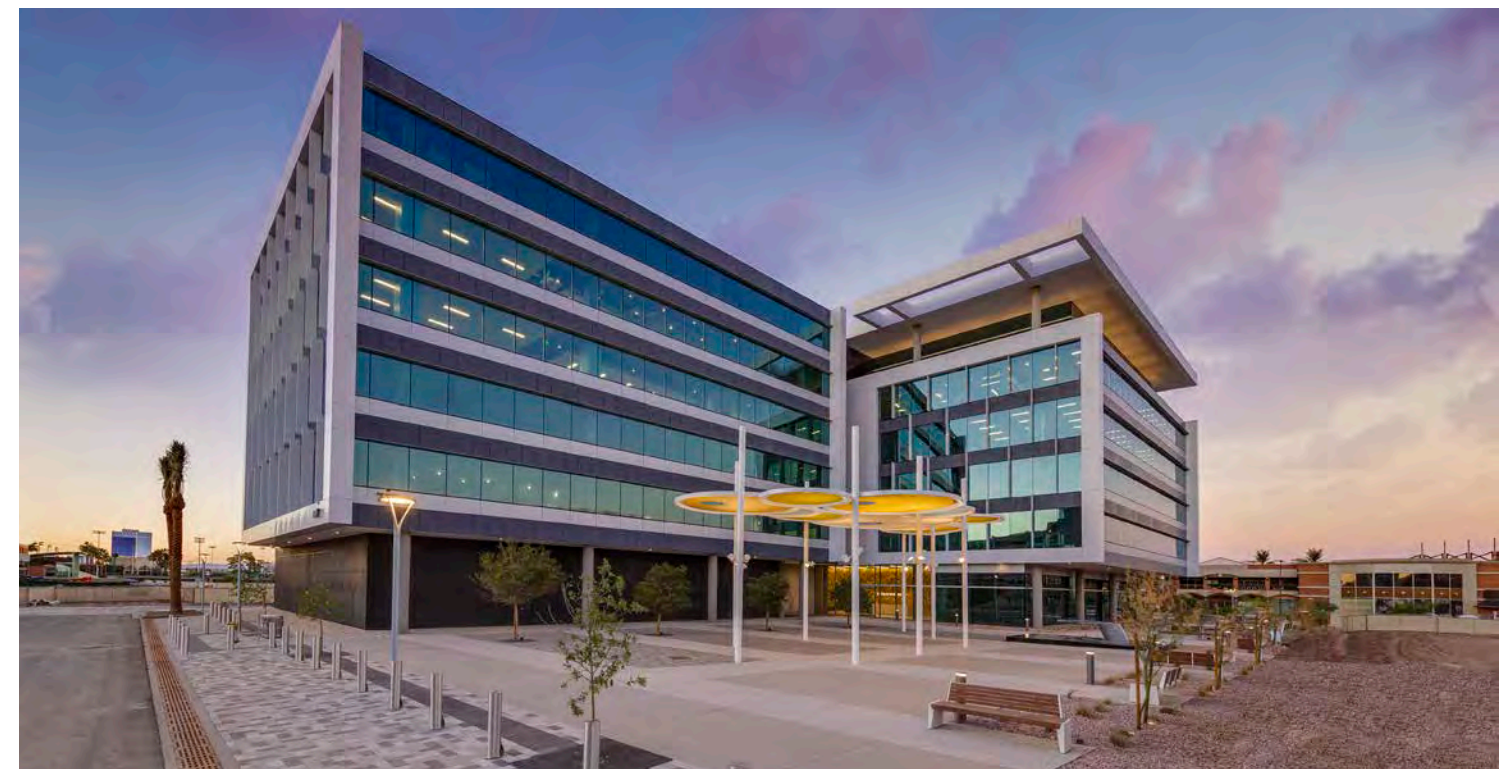
## RETAIL



### Property Highlights

- 7,760 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.
- Patio Opportunities
- Tenant Customized Storefronts
- 777 Tower at Novus totals 169,223 SF with ASU and Infosys occupying the majority of the Office Space.
- 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.

## UNIVERSITY DR & SOUTH RURAL ROAD

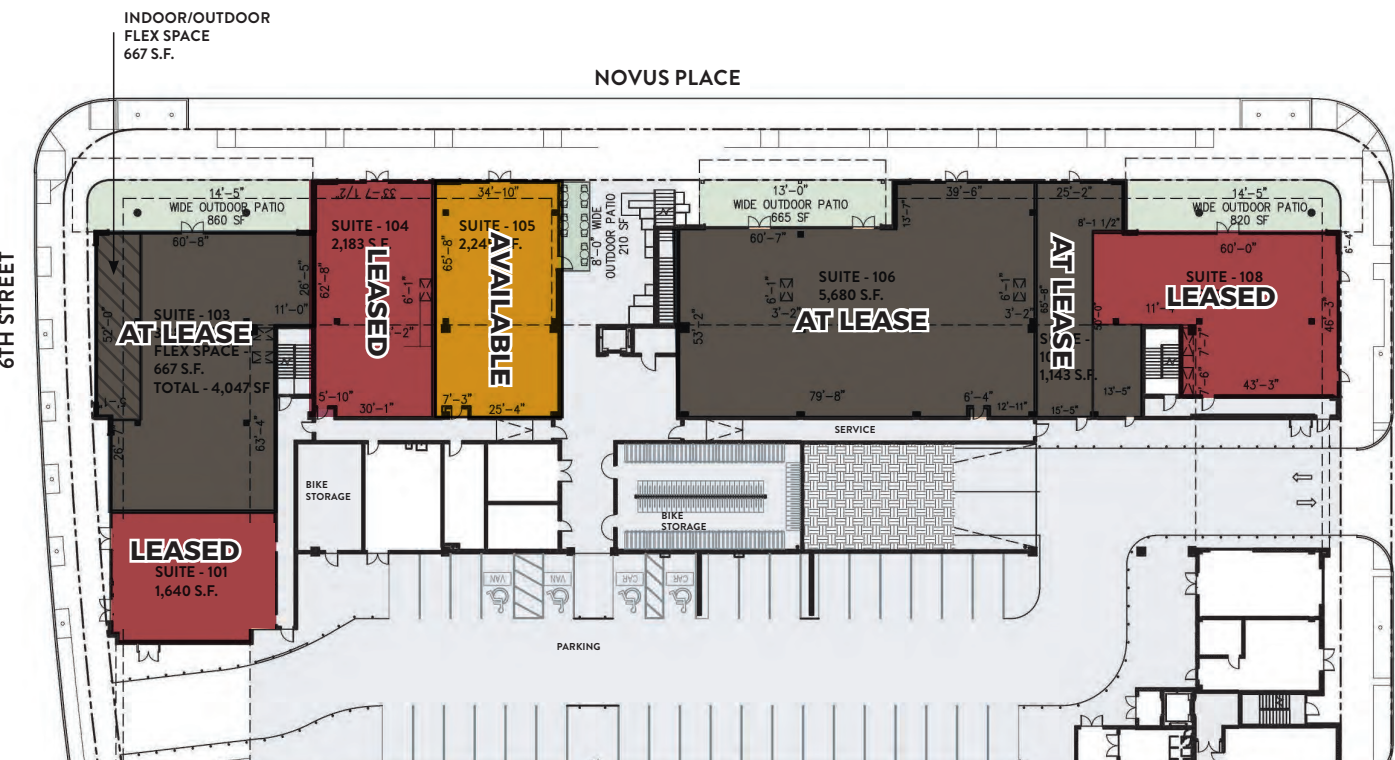




NOVUS PLACE:

# THE PIEDMONT

318 UNITS | MARKET RATE  
MULTI-FAMILY



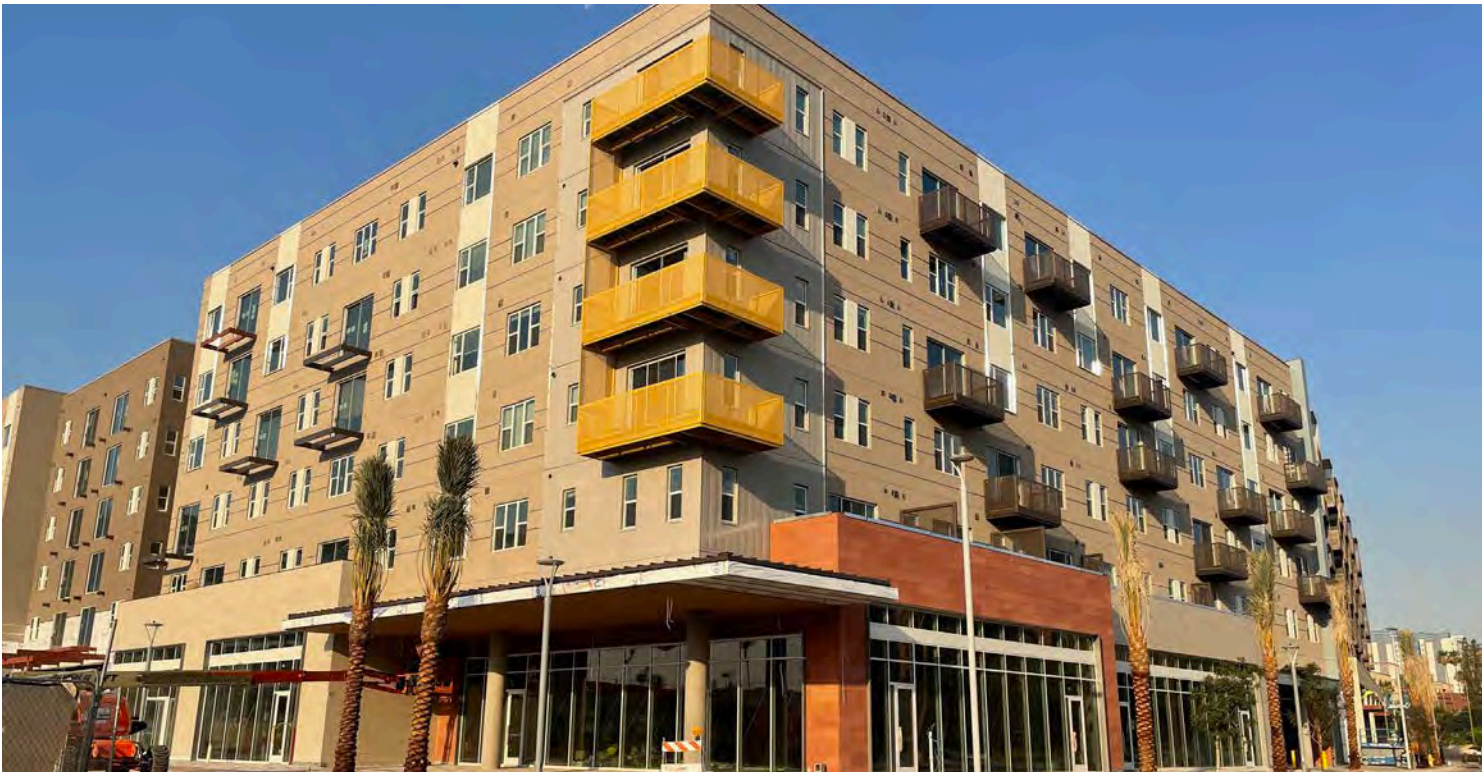
## LEGEND

- RESTAURANT/RETAIL
- RESIDENTIAL

## Property Highlights

- ±2,245 SF of Retail Available on the Ground Floor of the Piedmont multifamily building.
- Patio Opportunities
- Ability for Tenant to customize their storefronts
- Engaging Streetscapes
- Street and garage parking
- 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.

## PACKARD DR & NOVUS PLACE



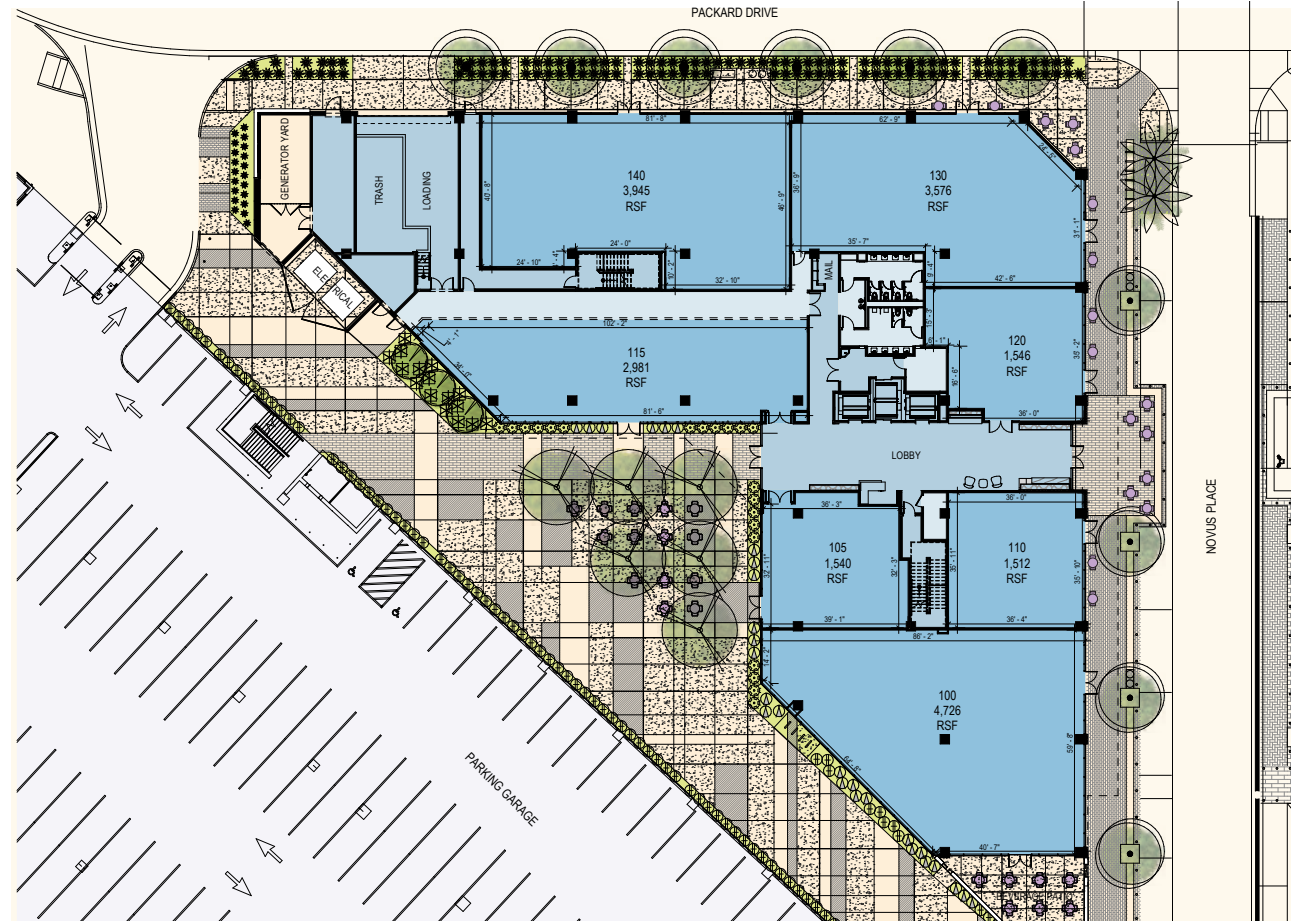


NOVUS PLACE:

# 700 NOVUS PLACE

## RETAIL

DELIVERY Q3 2023



## Property Highlights

- 700 Novus Place features over ±149,000 SF of state-of-the-art office space and over ±11,000 SF of street-level retail space
- Patio Opportunities
- Tenant Customized Storefronts
- One of the fastest growing economic areas of the Phoenix Metropolitan Area.
- Street and Garage Parking



(SWC) PACKARD DR & NOVUS PLACE



NOVUS  
PLACE

PCA





# NOVUS PLACE

## COURTNEY AUTHER

(602) 288-3466  
cauther@pcaemail.com

## TEALE BLOOM

(602) 288-3476  
tbloom@pcaemail.com

## DAN GARDINER

(602) 734-7204  
dgardiner@pcaemail.com

## GREG LAING

(602) 734-7207  
glaing@pcaemail.com



3131 East Camelback Road, Suite 340 | Phoenix, Arizona 85016  
P. (602) 957-9800 F. (602) 957-0889  
phoenixcommercialadvisors.com

The information contained herein has been obtained from sources believed reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only, and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. September 1, 2022 8:57 AM