

# EXPERIENCE DOWNTOWN TEMPE

WHERE HISTORY MEETS INNOVATION AND THE POSSIBILITIES ARE ENDLESS





# URBAN GROWTH

Downtown Tempe is a top submarket for tech companies, with more than 40,000 people working within a mile of Mill Avenue. It's the perfect place for lunch with VIPs or your favorite coworkers. The restaurants and retail shops are steps away from companies like Deloitte, Amazon, Carvana, Waste Management, MOOV and more.

And so much more is coming! New developments are underway, like the 14-story 250 Rio commercial tower and The Arbor, under construction now.

This is where connections and memories are made. Be part of the warm, welcoming and innovative Downtown Tempe atmosphere, where visitors and workforce members enjoy our historic brick buildings, tree lined streets and community art. Hike. Bike. Paddleboard. Take in the sunset from a rooftop bar. Watch a famous band. Run a famous marathon. More than 50 special events a year happen right here!

# A HISTORY OF INNOVATION

Embark on a journey through Tempe's rich history of determination and innovation. From the Native Americans who engineered the first canals, to Charles Trumbull Hayden's visionary harnessing of the river's power for transportation and industry, the spirit of progress has always been ingrained in Tempe. This legacy continues to thrive today with the transformation of the once dry riverbed into Tempe Town Lake, a premier destination visited by 2.5 million people annually, generating an economic impact of over \$3 billion for the city. Embrace the pioneering spirit of Tempe and discover the endless possibilities it has to offer.

## 1 A.D. - 1450 A.D.

Hohokam Native Americans created an extensive desert valley canal system. Signs of their culture remained through the ruins of their dwellings, unearthed artifacts and carved petroglyphs in nearby rocks. Their canal system became the foundation of the canals seen throughout the valley today.

## 1870s

Charles Trumbull Hayden, owner of a mercantile and freighting business, homesteaded here. Hayden was one of the entrepreneurial pioneers who founded Tempe.

## 1879

Tempe got its name from Lord Darrell Duppa, an Englishman who helped establish Phoenix. The sight of the butte, wide river and the nearby expanse of green fields, reminded him of the Vale of Tempe in ancient Greece.

## 1940

Harkins built Harkins Theater. The theater is the last remaining single-screen motion picture auditorium in the Valley.

## 1965

The idea for Tempe Town Lake was conceived.

## 1860s

The first settlers to move to the Tempe area were Hispanic families from Southern Arizona.

## 1874

Hayden opens his flour milling operation using water from the Tempe Irrigating Canal.

## 1886

The Territorial Normal School opened in Tempe. From a single building that taught teachers for the territory, the school grew over many decades to later become Arizona State University, one of the largest universities in the country today and one heavily driven by cutting-edge high-tech research and innovation.

## 1958

Sun Devil Stadium was built at the base of Hayden Butte.

## 1971

Mill Avenue was revitalized into an entertainment and shopping district that attracts people from throughout the Valley. Today, Tempe is eighth largest city in Arizona.

# GROWING URBAN



## New Developments

2023

### Omni Hotel

330 guestrooms, 36,000 square feet of flexible indoor and outdoor meeting space, 4 dining outlets

2023

### Tempe Depot

2023

### Arbor

5 building adaptive reuse office project centered around wellness

2023

### Hardy Rio

2023

### DWELL

2023

### 1st and Farmer

Mixed use development from Wexford

2023

### Ash Station

2023

### College Ave

150 units, luxury mixed use building with 8,000 SFGF retail

2023

### Hayden Flour Mill

Mixed use anchor project for Historic Mill Ave

2023

### Pier 202 Phase I

A walkable waterfront district integrating new retail and fine dining, hotel and apartments with office space

2023

### Multifamily Developments

Downtown has 2,000 multifamily units under entitlements

# UNPARALLELED LOCATION & ACCESSIBILITY



**20 MINUTES**  
TO DRIVE THE CITY



**MOST WALKABLE**  
CITY IN ARIZONA  
- WALKSCORE.COM



**10 MINUTES**  
FROM SKY  
HARBOR AIRPORT



**8 STOPS**  
ON THE LIGHT RAIL



**14 STOPS**  
ON THE STREETCAR



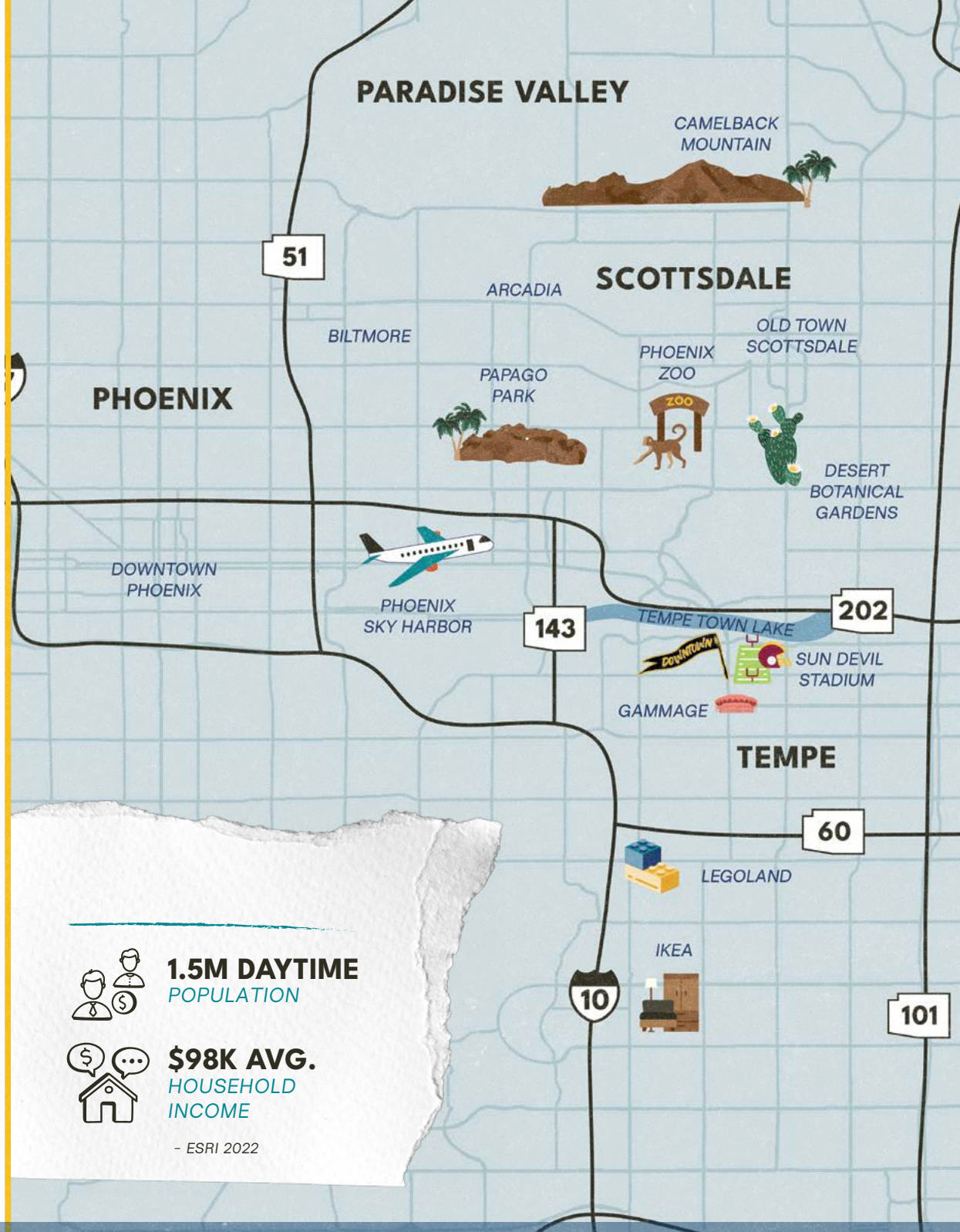
**#2 BEST**  
PLACE TO LIVE  
- MONEY MAGAZINE 2022



**5 FREEWAYS**  
NEARBY



**215 MILES**  
OF BIKEWAYS



# IMPROVEMENTS PROPOSED FOR DOWNTOWN

Downtown Tempe is getting a refresh. The City is investing an initial \$8M into the streetscape which upon completion will improve connectivity, increase walkability, promote safety and extend the consumer's stay. This investment will maintain and add to Tempe's amenities and improve quality of life for every community member.

## HERE'S WHAT'S COMING NEXT:

### MILL AVE BRIDGES - STRING LIGHT REPLACEMENT

Construction beginning late Spring 2023.

### FESTOON LIGHTING ALONG FOURTH AND SIXTH STREETS

Construction beginning Spring 2023.

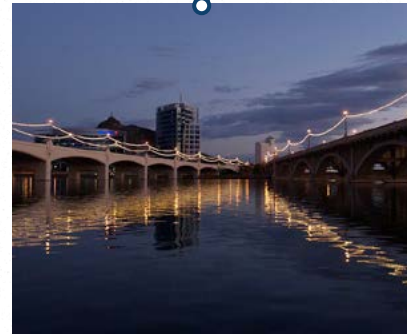
### FIFTH STREET - FARMER TO COLLEGE STREETScape

Construction expected to begin Summer 2023

### MILL AVENUE - RIO SALADO PARKWAY TO UNIVERSITY DRIVE STREETScape

Design beginning in Spring 2023. First construction phase beginning in 2024

LIGHTS



SHADE



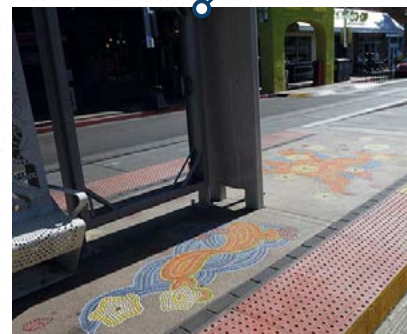
ART



INTERSECTION



SIDEWALKS



\*CONCEPT DRAWINGS CURRENTLY IN DESIGN



TEMPE TOWN LAKE

IDEA

TEMPE BEACH PARK

TEMPE DEPOT

THE YARD

NEW DEVELOP-

ARBOR

NEW DEVELOP-



NOVUS



SUN DEVIL STADIUM

THE BEAM ON FARMER



CAFFE BOA

Henna

MISSION PALMS

Residence Marriott

AGC ANIME CAFE

DICKEY'S BARBECUE PIT

BARBECUE FACTORY

MR. FRIES

Tempe CITY HALL

Harkins THEATRES

WEXFORD (PROPOSED)

NEW DEVELOPMENT

POSTINO

Snooze

SNAKES & LATTES

pitaya

DARKSTAR

ANOCHÉ

FIVE GUYS

YAKKOYO MATSURI

AMSO

MORNING SQUEEZE

CUP B-P

AMSO

AMC THEATRES

STARBUCKS

CHASE

STARBUCKS

T-Mobile

WELLS FARGO

OMNI HOTELS & RESORTS

WELLS FARGO

WESTIN HOTELS & RESORTS

Oliv TEMPE

sauce

t.caya MODERN MEXICAN

union Tempe Apartments

canopy by Hilton

atterego

ARMOSPHERE

Rusty TACO

HAPPY JOE COFFEE

THE CHUCK-

CAFETAL COFFEE

mylaté

noca WICH

Chop Chop

NEW DEVELOPMENT

ASU

University Drive 32,080 VPD

University Drive

University Drive

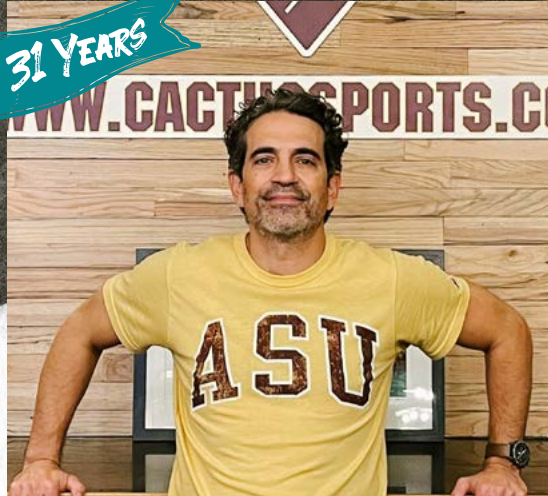
STARBUCKS COFFEE

néktər

ASU CAMPUS

# HISTORIC MILL AVE RETAIL LEGENDS

# MILL AVE TEMPE



**TROY SCOMA**  
CACTUS SPORTS

"It's so important being so close to campus at ASU and walking distance to the stadiums. In addition to the seasonal times of the university, tourism & downtown events help bring additional foot traffic to Downtown Tempe to keep us busy nearly year round." Troy attributes his success to "A combination of our attention to detail, our ability to change and being able to react quickly."



**JESSALYN NITALIANO & ZACHARY POWELL**  
CAFFE BOA

After working as a server for years, Jessalyn decided to forego pursuing her graduate degree to take over ownership of Caffe Boa. She attributes her success to the "locals and the Tempe community" and shared her favorite part of being in downtown: "No matter the time of year, there is always some fun activity or event to look forward to and an opportunity to be involved!"



**JULIAN WRIGHT**  
PEDAL HAUS BREWERY &  
THREE NEW CONCEPTS  
COMING SOON

Julian's favorite part of being in downtown is that it's "walkable, youthful" and the "proximity to amenities like Tempe Town Lake, the beach park, 'A' Mountain and all the events that take place in Tempe." He attributes his success to "good concepts, local presence, involvement in the neighborhood and hard work."

# LEGENDARY





# WORLD-CLASS EVENTS



## Ironman

**30,000**  
VISITORS



## Sun Devil Games

**45,000**  
VISITORS  
PER GAME



## Festivals

**360,000+**  
VISITORS



## Parades

**100,000**  
VISITORS  
PER YEAR



## Gammage

**300,000+**  
VISITORS



## Pat Tillman Run

**35,000**  
VISITORS  
PER YEAR



## Rock N Roll Marathon

**30,000**  
VISITORS  
PER YEAR



## Tempe Festival of the Arts

**400,000**  
VISITORS



## Tempe Town Lake Sees

**2.4M PEOPLE**  
EACH YEAR



TEMPE TOWN LAKE

RIO SALADO PKWY

# LEGEND

- PUBLIC PARKING
- LIGHT RAIL
- STREETCAR
- PARK & RIDE

OVER  
**16,046\***  
 PARKING SPACES  
 AVAILABLE IN  
 DOWNTOWN

\*NUMBER INCLUDES THE  
 PARKING LOCATIONS  
 MANAGED BY DTA -  
 EXCLUDING THE NEWEST  
 LOCATION, THE BEAM



\*FUTURE STREETCAR ROUTE EXTENSIONS IN THE WORKS

# DOWNTOWN CONSUMERS

## TOP TIER



**MEDIAN AGE** 47.3  
**MEDIAN HH INCOME** \$173,200

## PROFESSIONAL PRIDE



**MEDIAN AGE** 40.8  
**MEDIAN HH INCOME** \$138,100

## BOOMBURBS



**MEDIAN AGE** 34  
**MEDIAN HH INCOME** \$113,400

## SAVVY SUBURBANITES



**MEDIAN AGE** 45.1  
**MEDIAN HH INCOME** \$108,700

## WORKDAY DRIVE



**MEDIAN AGE** 37  
**MEDIAN HH INCOME** \$90,500

## UP & COMING FAMILIES



**MEDIAN AGE** 31.4  
**MEDIAN HH INCOME** \$72,000

## BRIGHT YOUNG PROFESSIONALS



**MEDIAN AGE** 33  
**MEDIAN HH INCOME** \$54,000

## DORMS TO DIPLOMAS



**MEDIAN AGE** 21.6  
**MEDIAN HH INCOME** \$16,800\*

- ESRI 2022

New commercial and residential developments have brought Fortune 500 businesses, tech companies, a highly skilled workforce and strong purchasing power to Tempe. Combining this with the best aspects of the nation's largest university with this new development, 4 million tourists a year and a steady stream of special events creates a dynamic opportunity to reach consumers of all ages, education and income levels, with a special emphasis on these eight psychographic profiles.

Many of these consumers are looking for sustainability-conscious brands, wellness and self-care products and experience-based concepts. They are looking for opportunities to connect with the local community and each other.



# MODERN WORKFORCE

Innovation and entrepreneurship are in Tempe's DNA. Tempe's 54 million square feet of industrial and office space bring top research firms, Fortune 500 companies as well as thriving start-ups. Tempe is Arizona's second largest importer of jobs, with more people working here than living here. Of Tempe's 200,000 jobs, 60,000 are high paying technology positions.



# A BEACON FOR BUSINESS TRAVELERS

Due to the proximity of the airport, freeway connectivity, and exceptional hospitality options including the new Omni Hotel, Downtown Tempe is a beacon for business travelers. The exciting innovation is a magnet to visitors across the globe and helps make this city a unique destination.



# WE INVITE YOU TO TAKE YOUR BUSINESS TO NEW HEIGHTS

Join the thriving retail community in Downtown Tempe – a place where you can make your mark and stand out from the crowd. This urban destination is brimming with endless opportunities and potential for connection, community, and groundbreaking innovation. Secure a spot in Downtown Tempe, vacancies are limited!



**PLACEMAKER**  
powered by  LOCATE

**JULIE HARRIS**

☎ (856) 371-2204

✉ [JULIE.HARRIS@LOCATE.AI](mailto:JULIE.HARRIS@LOCATE.AI)

📷 @JULIE\_HARRIS\_CRE

**CHAD SCHLEICHER**

☎ (480) 350-8818

✉ [CHAD\\_SCHLEICHER@TEMPE.GOV](mailto:CHAD_SCHLEICHER@TEMPE.GOV)



[tempe.gov/economicdevelopment](http://tempe.gov/economicdevelopment)