

# Novus Innovation Corridor

## Innovation from the ground up

Located adjacent to Tempe Town Lake and Arizona State University's Tempe Campus - ranked the nation's #1 most innovative school (U.S. News and World Report) - Novus Innovation Corridor is situated to be one of the most progressive, urban, mixed-use developments. With over 10 million square feet of retail, restaurants, residential urban living, hotels and office space, Novus will be the new destination for live, work, play. Novus spans over five neighborhoods with a framework that includes pedestrian thoroughfares and outdoor space - all served by the extensive, multi-modal transportation system. Novus Innovation Corridor is forward-focused and bursting with boundless potential - an unprecedented vision for a future-forward urban environment.

With ASU as both its foundation and engine, Novus Innovation Corridor is designed with a competitive edge - integration of world-class facilities and world-changing technologies that dare to push harder, achieve more, and experience excellence. The Novus Innovation Corridor marks the next step in ASU's vision of the New American University and the focal point of the region's progress toward becoming an international leader of innovation.

## The ASU Advantage

This is where prestigious faculty teach next-generation innovators to thrive while advancing pioneering research, strategic partnerships, entrepreneurship and economic development.

Long-term ASU-driven alliances create enhanced commerce and experiences. These strategic alliances are essential to the DNA of Novus Innovation Corridor, which is dedicated to bringing organizations and ideas together in ways that address the challenges of a rapidly changing world.



**Location. Location. Innovation.**



**Crossroads of the nation's  
6<sup>th</sup> largest metropolis**

**Part of the ASU Tempe  
campus, home to more than  
54,000 students**

**355 acres with nearly 10  
million square feet planned**

**4.5 million square feet of  
office and retail space**

**Approximately 4,100  
residences and 1,000 hotel  
rooms envisioned**



## **Sustainability and the smart city**

Novus Innovation Corridor expands upon ASU's leadership and commitment to smart city technologies and sustainability, making this new urban environment responsive to shifts in the global market. ASU is already the nation's leader among universities in sustainable design and Novus Innovation Corridor is committed to implementing the best solutions in transportation, resource and utility usage, responsible waste management and more.

## **Greater Phoenix**

Located in Tempe, Arizona, Novus Innovation Corridor is 1.5 miles from the nation's 11<sup>th</sup> busiest airport with 37 international flight destinations and more than 46 million total passengers annually (2019). Greater Phoenix's nearly 30-mile-long light rail system and a highly developed arterial street system provide seamless, long-term connectivity.

Tempe, Arizona earned the Smart Growth Award (Urban Land Institute Arizona) and was named America's 3<sup>rd</sup> Most Affordable Fun City (Bloomberg Businessweek). In addition, Tempe is located in Maricopa County, the fastest growing county in the United States for the past three years, adding an average of more than 200 people per day.

**ASU** Economic  
Development  
Arizona State University

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**#1 in the U.S.  
for innovation**  
ASU ahead of MIT and Stanford  
— U.S. News & World Report, 10 years, 2016–25

