

ASU at Mesa City Center

City Council Study Session
June 26, 2025

Jeff McVay

Manager of Urban Transformation

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Downtown Transformation Project Manager

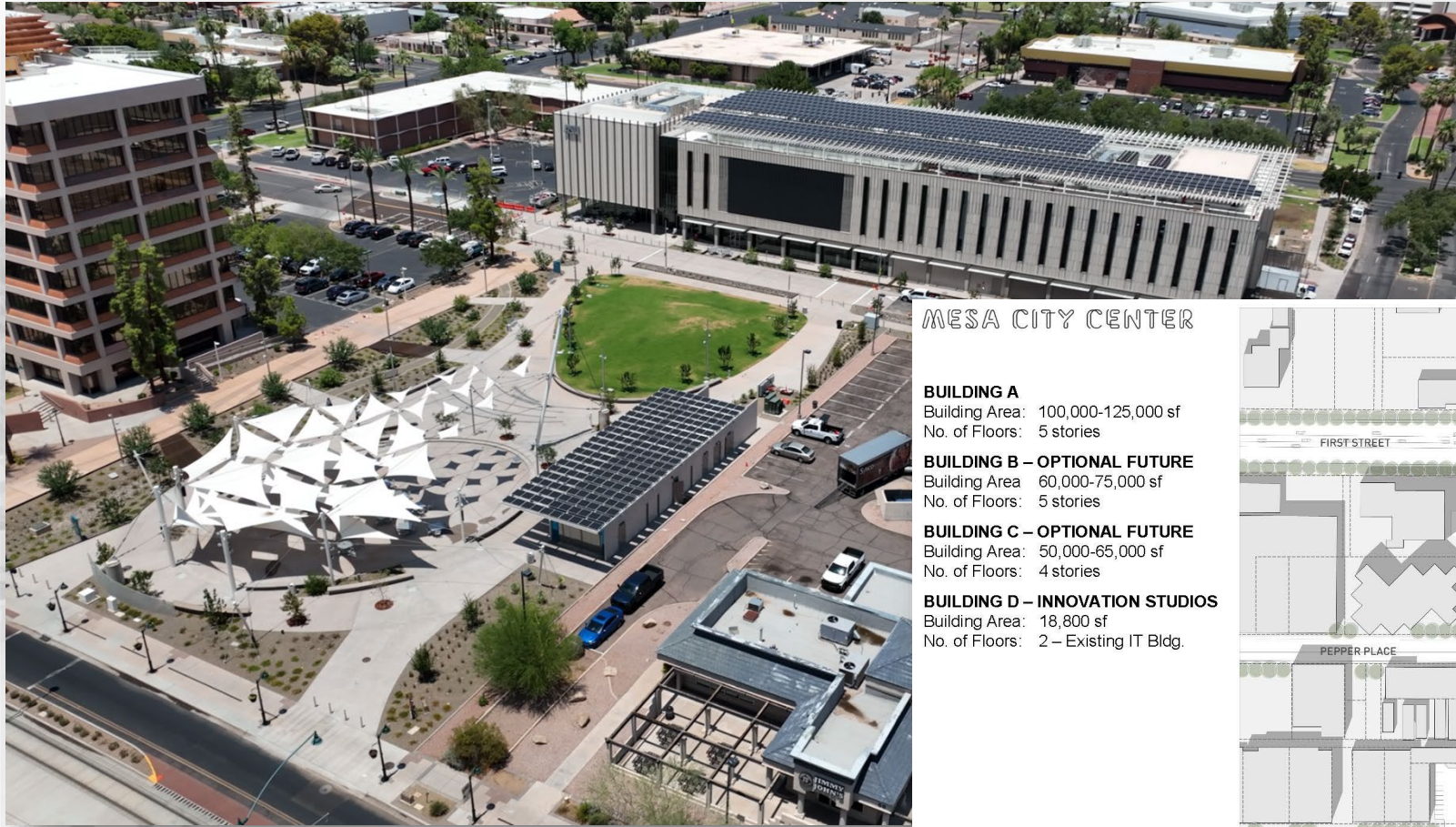
Rick Naimark

Arizona State University

Elaine Becherer

Arizona State University

2018 Inter-Governmental Agreement



MESA CITY CENTER

BUILDING A

Building Area: 100,000-125,000 sf
No. of Floors: 5 stories

BUILDING B – OPTIONAL FUTURE

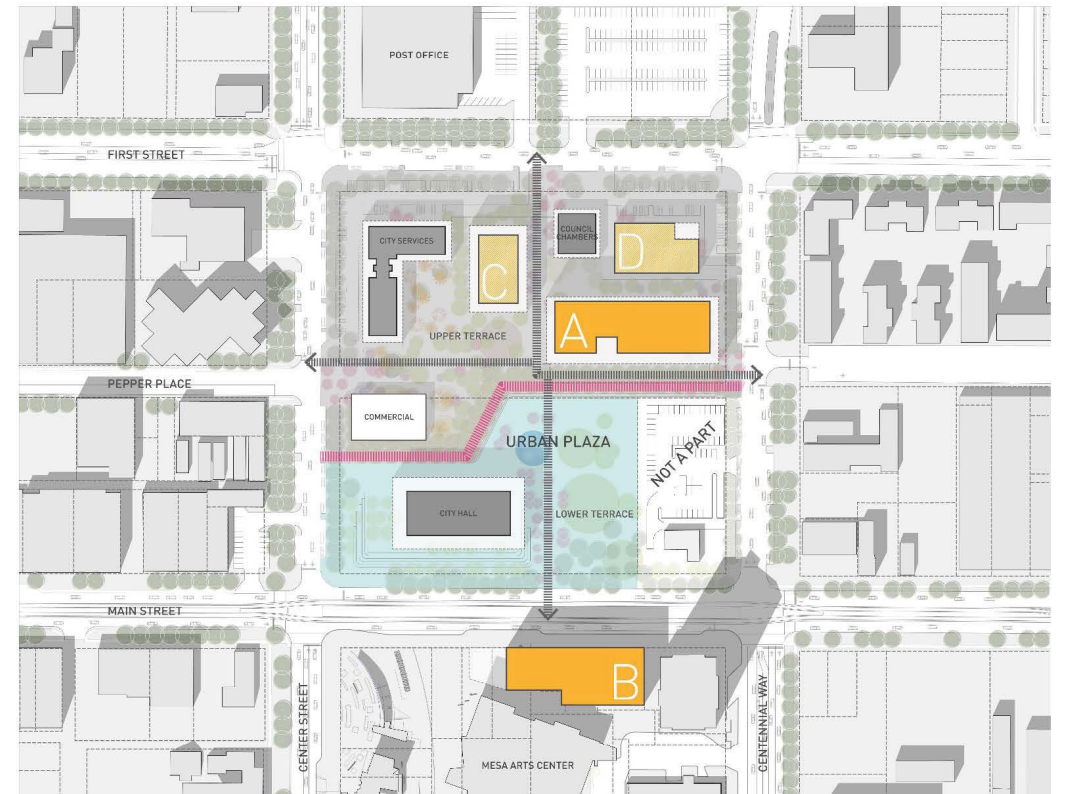
Building Area: 60,000-75,000 sf
No. of Floors: 5 stories

BUILDING C – OPTIONAL FUTURE

Building Area: 50,000-65,000 sf
No. of Floors: 4 stories

BUILDING D – INNOVATION STUDIOS

Building Area: 18,800 sf
No. of Floors: 2 – Existing IT Bldg.



0' 50' 100' 200'

2024 Inter-Governmental Agreement

Identifies three Potential Development Sites for future ASU Projects

- Site 1: 135 N. Center Street (Post Office)
- Site 2: 64 E. 1st Street (Mesa Public Library Parking Lot)
- Site 3: 55 N. Center Street (Municipal Building)

Identifies two City Center Partner Locations

- “Former” Council Chambers
- 51-55 E. Main Street

Renegotiation of MIX Center Lease to allow ASU ownership of improvements upon City retiring bond debt

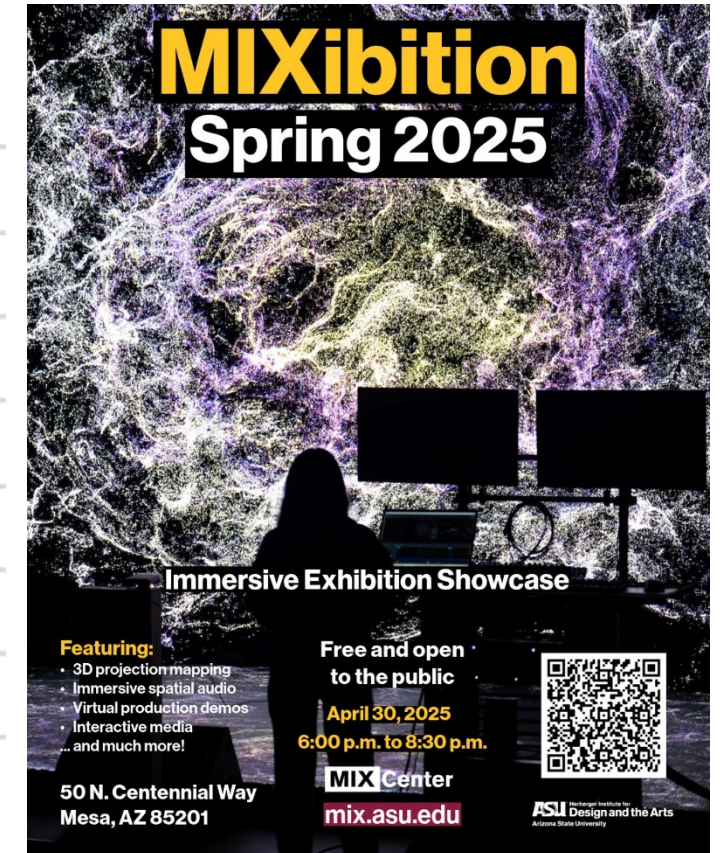
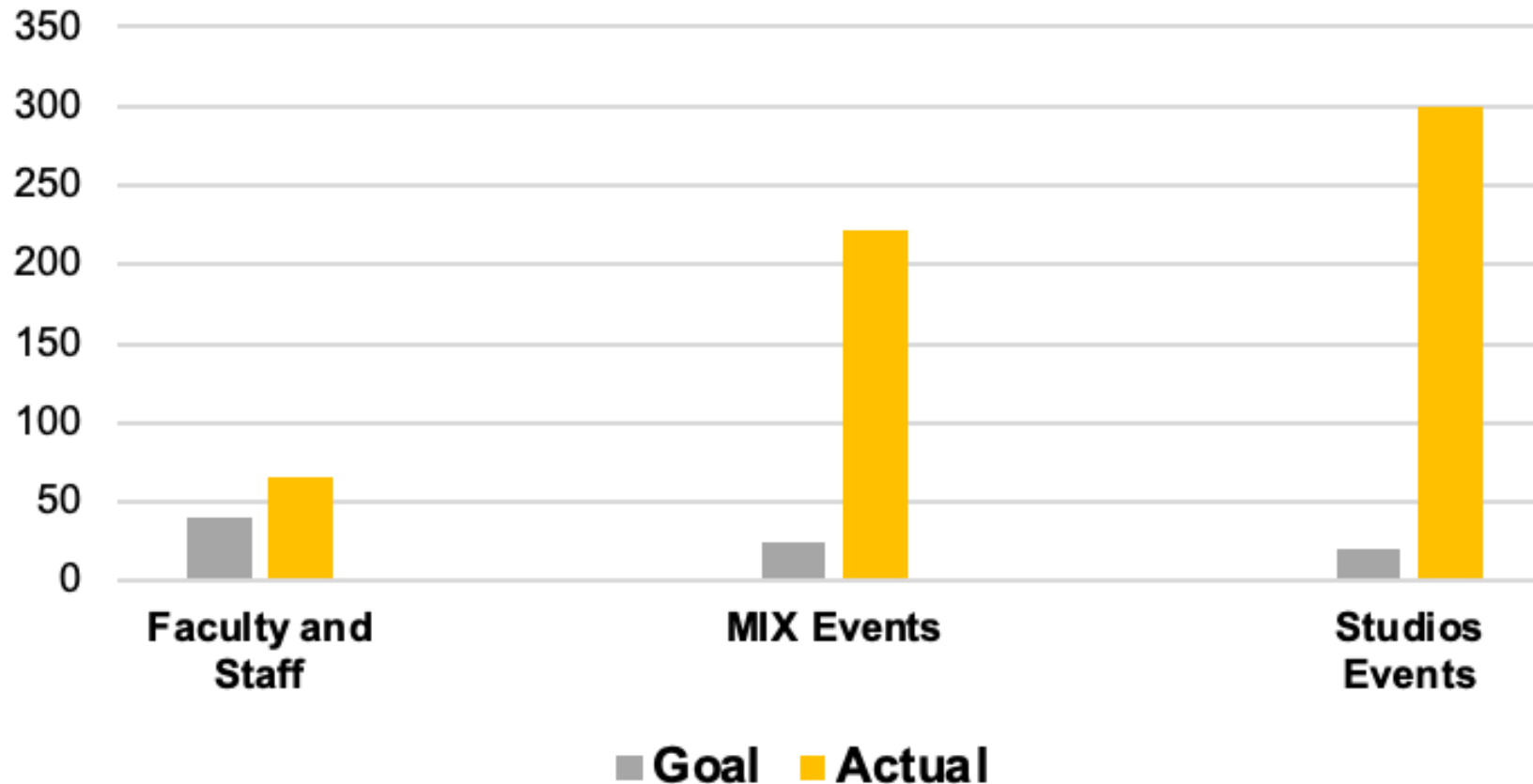


A grayscale photograph of a city street scene, likely in Tempe, Arizona, featuring a light rail tram in motion. The tram is blurred, indicating speed. In the background, there are modern buildings, including one with a distinctive conical, lattice-like structure. Palm trees and other urban landscaping are visible. The text "ASU INTERMISSION" is overlaid in the center of the image.

ASU INTERMISSION

The MIX Center and The Studios

Faculty / Staff and Events



Jesus Ledezma

- Mesa native
- First-generation college student
- Mesa resident scholarship
- Dual degrees in filmmaking practices and health care compliance at Barrett, The Honors College
- Participated in Poitier's Semester in LA program
- Served on the MIX Center Community Action Board since 2022
- Student worker at The Studios and MIX Center



Comprehensive City Partnership





MIXiversity Community Open House

540 community guests attended MIX Center's third annual birthday open house, with hands on family friendly activities introducing them to creative and experiential technology.



Global Presence: MIX Faculty Present at Live Coding Conference

Faculty debuted LCAN SB3 in a live demo and workshop for international attendees of the International Conference on Live Coding in Barcelona, Spain alongside collaborator Ryan Ross Smith.

Notable Tours

- **U.S. Air Force:** Exploring partnerships between ASU and the Department of Defense focused on immersive learning and innovation.
- **Arizona Commerce Authority:** Toured the Endless Lab to explore ASU's role in building Arizona's gaming and digital media ecosystem.
- **i.d.e.a. Museum:** Leadership from the museum visited to discuss collaborations with MIX faculty and students focused on family-friendly immersive storytelling.



GROWING ARIZONA'S FUTURE

February 27, 2025
9 a.m. – 12:15 p.m.
The Studios @ Mesa City Center

A convening of Arizona business, community, and education leaders.



The Studios

YTD events are
16% over this time
FY24: 320 vs. 276.

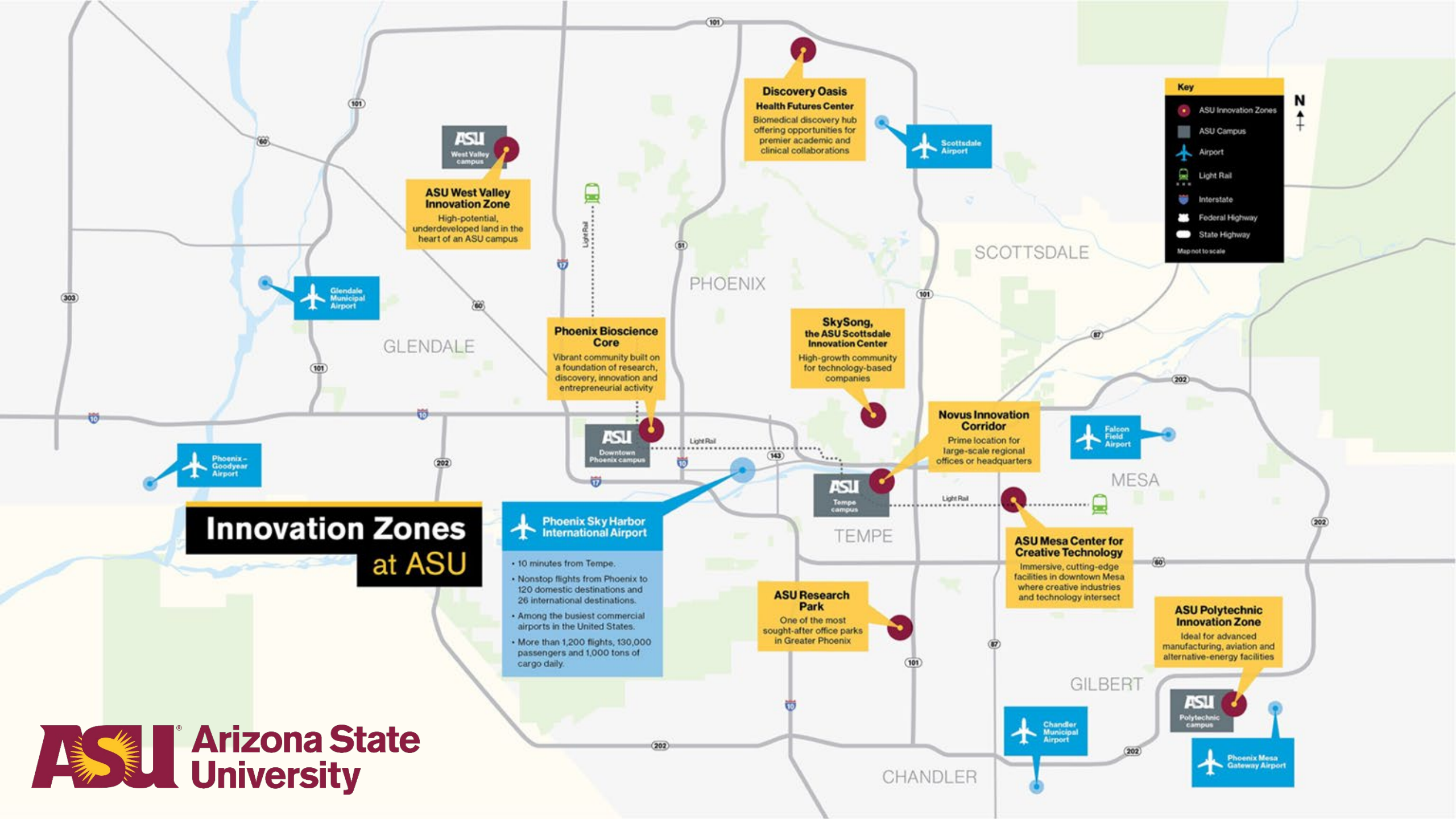
Industry Explorations

- Masary Studios, Boston-based - Discussed a fall installation at Scottsdale Fashion Square and potential prototype development work with MIX-affiliated students.
- Toyota × Sony × Gran Turismo - Participated in a WP Carey-hosted visit with Japanese delegates exploring ASU as a potential hub for piloting the Gran Turismo College League.

Main Street Catalyst

An aerial photograph of a city street, likely in Tempe, Arizona, showing a grid of streets and various buildings. A central street is highlighted with a yellow overlay, indicating a development corridor. The background shows a vast urban landscape with mountains in the distance under a clear blue sky.

- **Hundreds of Millions of Private Investment**
- **1200 Housing Units +500 coming**
- **100+ Company Visits**



ASU CENTER FOR CREATIVE TECHNOLOGY AT MESA CITY CENTER



ASU CENTER FOR CREATIVE TECHNOLOGY AT MESA CITY CENTER

Conceptual view looking north -
Renovated Post Office building on left

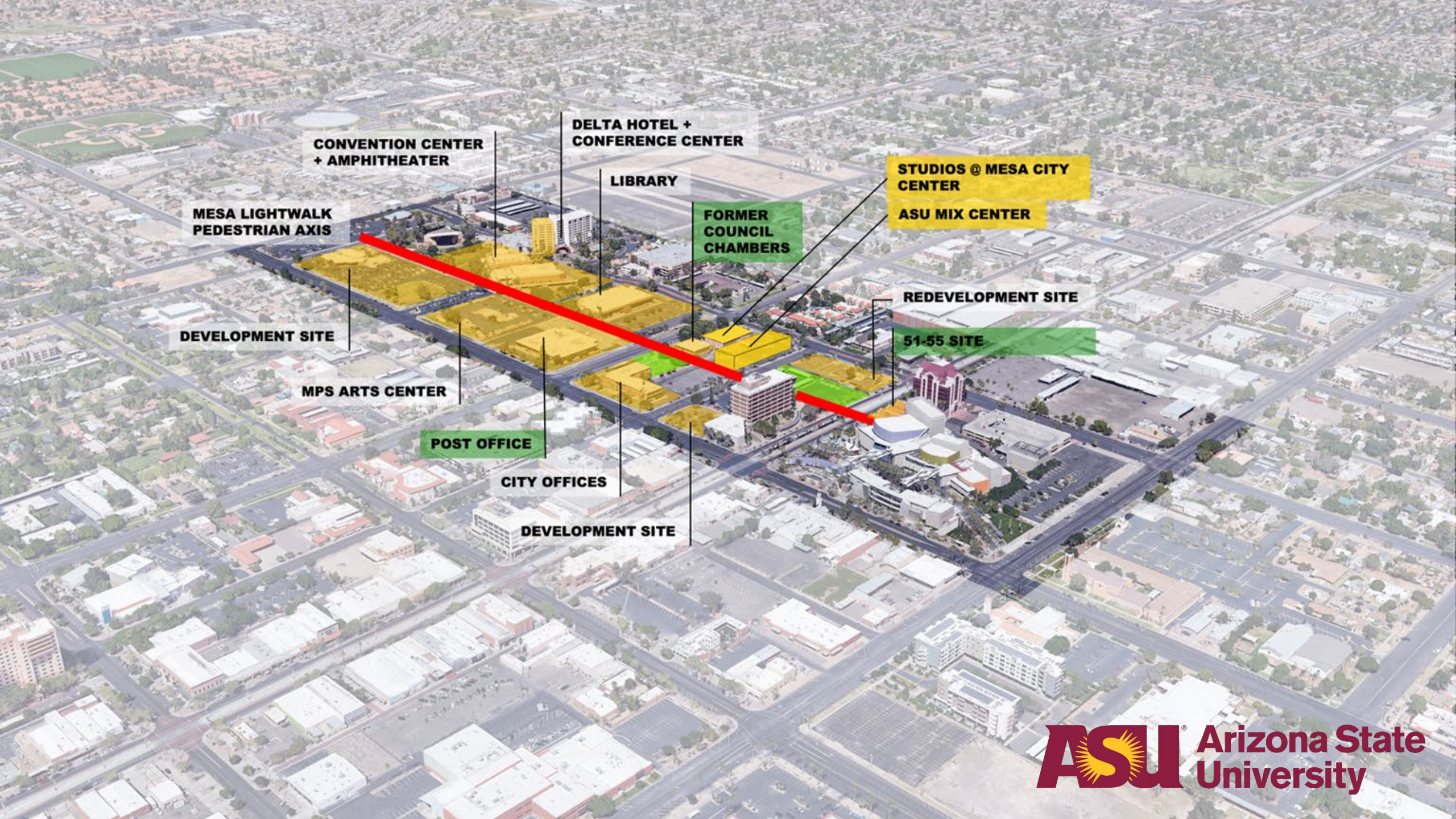
POST OFFICE RENOVATION

Use: Studios / Classrooms / Student Spaces / Retail Post Office

Building: 29,534 SF

Site: 190,362 SF





CONVENTION CENTER + AMPHITHEATER

DELTA HOTEL + CONFERENCE CENTER

LIBRARY

STUDIOS @ MESA CITY CENTER

ASU MIX CENTER

MESA LIGHTWALK PEDESTRIAN AXIS

FORMER COUNCIL CHAMBERS

REDEVELOPMENT SITE

DEVELOPMENT SITE

51-55 SITE

MPS ARTS CENTER

POST OFFICE

CITY OFFICES

DEVELOPMENT SITE

Program Growth

Potential Program	Projected Enrollment 2035
Upper Division Animation	600
Collaborative Gaming@ASU	400
Low-residency Emerging Creative Tech	300
Upper Division and Graduate Media Arts and Sciences (Digital Culture)	200
Youth and Community education and projects	200

*** Stackable programs depending upon program growth needs and availability of capital funding / space**



Conceptual Program Elements

Growth of ASU Center for Creative Technology at Mesa City Center

- Computer Classrooms
- VR Classrooms
- Flexible Studios
- Black Box
- Print Lab or Production
- Exhibit or Showcase Space
- Offices
- Open Office for Workstations
- Lecture





ASU Center for Creative Technology at Mesa City Center

Site 1: Post Office



Ownership of the Post Office reverted to the City on June 1, 2025.

- Council approved a three-year lease with USPS on May 15, 2025

1st Amendment to 2024 IGA established June 1, 2026 as the end of the Development Determination Period

- City and ASU must mutually agree to jointly develop the site
 - Agree upon a conceptual plan
 - Agree upon an initial project budget, including funding and proportions
 - Negotiate and enter into site lease and other necessary documents

City and ASU intent to retain retail Post Office as a component of any future development

- Require cooperation and agreement from USPS
- USPS agrees to consider retaining retail-only Post Office

Site 1: Post Office - City Council Direction

With Council direction to move forward with a Joint Development

- City responsible for conceptual design development and costs (est. \$250-500K)
- Conceptual design to consider broader context surrounding Post Office and relationship to Amphitheatre and Convention Center



Partner Location: Former Council Chambers



With completion of new Council Chambers, intent of 2024 IGA that Former Council Chambers will be jointly used and occupied

- City and ASU to enter a non-exclusive license with terms to be considered in each party's discretion
- City responsible for design and construction of improvements to Former Council Chambers in coordination with ASU
- ASU's use will directly support academic programming

City has initiated design process

- Next: engage ASU in design process
- Negotiate terms of a non-exclusive license agreement

Partner Location: 51-55 E. Main

With completion of feasibility concept for a high-rise mixed-use redevelopment, ASU and developers have expressed interest in exploring development options with City

- City to determine if site remains a Partner Location (City to solely develop)
 - Development at City's sole cost and expense
 - ASU provided opportunity, but not required to lease portions of building as a Tenant
- City and ASU to determine in writing if site is a joint development or an ASU development
 - Upon making decision to jointly develop or for ASU to develop, the Development Determination Period is five years
 - As a joint development, the City may choose to transfer ownership of the land to ASU
 - As an ASU development, the City shall transfer ownership of the land to ASU



Partner Location: 51-55 E. Main



Next: City staff to explore redevelopment options, in consultation with ASU, for Council consideration and direction

- Bring options and staff recommendation on how to move forward by end of year
- Regardless of option, viability of redevelopment likely dependent on commitments from ASU and City to occupy a portion of the building
 - In addition to ASU/City office space, inclusion of space to support Mesa Art Center food service and event space
 - City to retain sufficient control over leasing of first-floor retail and restaurant spaces to ensure uses are complementary to Mesa Art Center and Mesa City Center



Discussion and Direction



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