

RETAIL PROPERTY FOR SALE

3298 S Highland Dr

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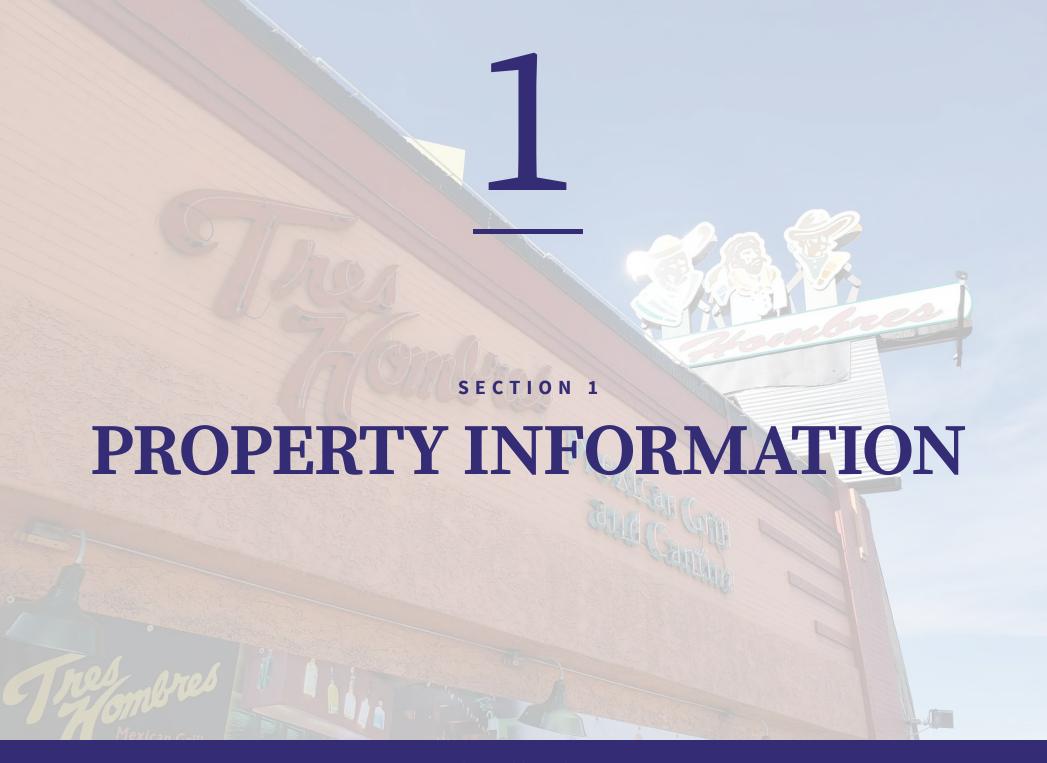
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Property Summary



OFFERING OVERVIEW

We are pleased to present a rare opportunity to acquire a fully built-out, turnkey restaurant property located at 3298 S Highland Drive in the heart of Millcreek, Utah

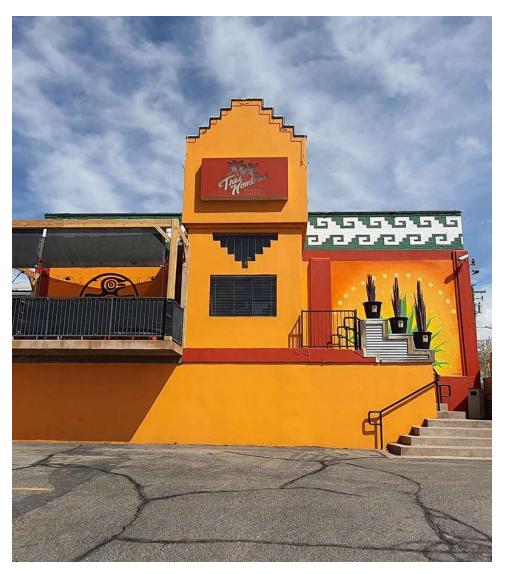
This high-visibility location sits along a major commercial corridor with strong traffic counts, dense residential neighborhoods, and a thriving local dining scene. The property includes a large, freestanding pylon sign with iconic, non-rectilinear signage, offering valuable branding and marketing exposure along Highland Drive—one of Millcreek's most traveled roads. With a well-maintained commercial kitchen, ample dining space, and a full bar setup, this property is primed for an operator looking to step into an established restaurant space with minimal upfront investment.

Nearby retail, entertainment, and office developments further contribute to consistent customer traffic and strong daytime and evening dining demand. This is a prime opportunity for an experienced restaurateur or investor looking to enter one of Salt Lake City's most vibrant and growing restaurant markets.

OFFERING SUMMARY

Sale Price	Call for Pricing
Building Size	6,610 SF
Lot Size	0.60
Year Built	1942
Туре	Restaurant with all FF&E
Traffic Count	37,000 cars/day
Liquor License	Potentially Available
Parking Stalls	50 on-site parking stalls
Restaunt Seating	196 (172 inside/ 24 patio)
Billboard	Privately Owned - Included in Purchase

Property Description & Billboard



PROPERTY DESCRIPTION

The property at 3298 S Highland Drive is a turnkey restaurant space, fully equipped to accommodate high-volume dining and bar service. The sale includes all furniture, fixtures, and equipment (FF&E), such as walk-in refrigeration, storage units, stoves, ovens, and more, ensuring a seamless transition for a new operator. The commercial kitchen is designed for efficiency, featuring a grease trap, high-capacity kitchen venting, multiple prep stations, and walk-in refrigeration. The spacious dining area is paired with a full bar setup, providing an ideal setting for diverse food and beverage concepts. Additionally, the current owner holds a liquor license, which could potentially be included in the sale. This presents a unique opportunity for expanding bar operations, enhancing cocktail programs, or developing an upscale beverage-focused concept.

Ample parking is another significant advantage, especially as convenient parking options become increasingly scarce in the valley. This feature ensures easy access for guests, enhancing overall customer satisfaction. The property also benefits from two unique, privately-owned signage opportunities that substantially increase its value. The first is a large, freestanding billboard along Highland Drive, offering immediate visibility to thousands of daily passersby. This billboard can be leased for additional passive income or used by an owner/operator for bold, high-impact branding. The second is an iconic, mechanically moving sign, renowned for its distinctive back-and-forth motion. Recognized as a city landmark, this sign provides an extraordinary branding opportunity, allowing businesses to create a memorable and lasting visual presence in the community.

The versatile layout of the space makes it ideal for a wide range of uses beyond restaurant operations. It is perfectly suited for an event center capable of hosting private parties, corporate gatherings, weddings, and special occasions. The open floor plan and built-in bar are also ideal for entertainment venues, showrooms, or community gathering spaces. Multiple seating configurations and a spacious layout provide flexibility for large group events while still maintaining an intimate setting. Additionally, the property features a spacious patio, offering an attractive outdoor space that enhances the guest experience and adds further versatility for dining, events, or casual gatherings. The existing infrastructure supports a variety of concepts, making it an excellent option for operators looking to introduce unique experiences or upscale dining concepts.

PROPERTY ZONING

The C-2 Commercial Zone in Millcreek, Utah, is designed for community-scale commercial developments that serve both local and regional markets. This zone accommodates a variety of larger-scale commercial uses that generate higher traffic volumes compared to neighborhood-scale developments. Permitted and conditional uses in the C-2 zone include general retail, entertainment, restaurants, offices, and service-oriented businesses.

It is advisable to consult Millcreek's official zoning regulations or contact the Millcreek Planning and Zoning Department.

Floorplan & Parking

FLOORPLAN & PARKING DESCRIPTION

The floorplan of 3298 S Highland Drive showcases a thoughtfully designed space tailored for efficient operations and guest comfort. The layout features a spacious dining area with seating for 164 guests, a built-in bar with 8 bar stool spaces, a fully equipped commercial kitchen, and an inviting outdoor patio that accommodates 24 additional guests. Multiple seating configurations offer flexibility for various dining and event experiences. Please note that the presented floorplan is not to scale and is intended for conceptual purposes only. Full, detailed plans can be provided upon request.

On-site parking is a significant advantage of this property, especially in a market where convenient parking is becoming increasingly scarce. The site includes a total of 50 parking spaces, thoughtfully designed to maximize accessibility and convenience for guests. This includes 36 standard stalls, 7 parallel parking spaces, 5 angled spaces, and 2 ADA-compliant spots to ensure inclusivity. This comprehensive parking layout enhances the overall guest experience, making the property an even more attractive option for operators looking to maximize accessibility and convenience.



Floorplan Massing





Interior Photos

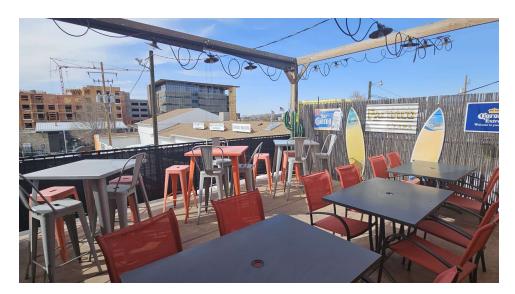








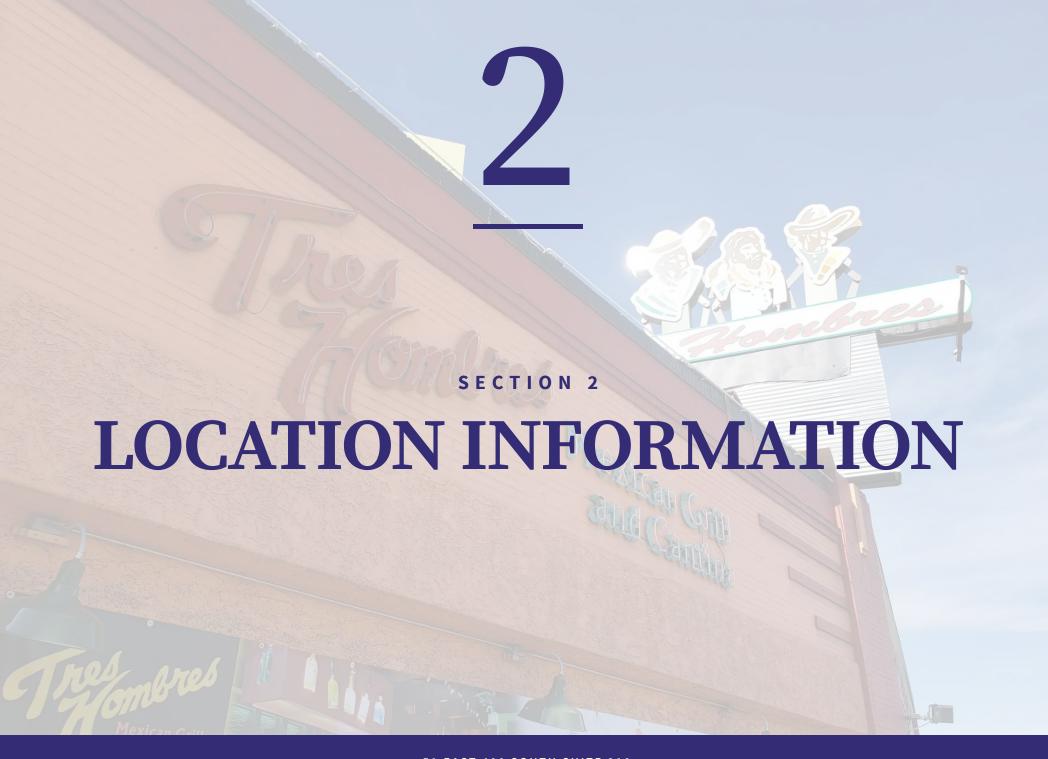
Exterior Photos



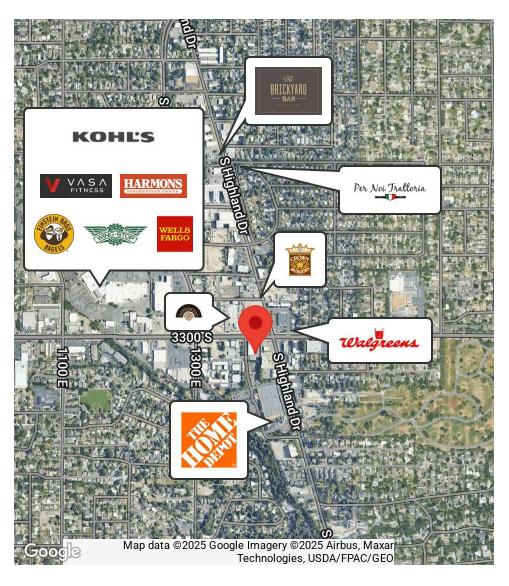








Location



LOCATION OVERVIEW

The property at 3298 S Highland Drive is strategically positioned on Salt Lake City's East Side, offering exceptional visibility and accessibility within a thriving commercial corridor. Located just an 8-minute drive from TRAX and with a bus stop at the corner of 3300 S and 1300 E, the site is highly accessible by public transit. Sugarhouse, only 5 minutes away, offers over 50 retail shops and restaurants alongside a large public park, adding to the area's vibrant atmosphere. Additionally, eight world-class ski resorts are located within a 45-minute drive, enhancing the site's appeal to outdoor enthusiasts.

The location is also supported by strong demographics and economic growth. Projected growth within a one-mile radius is over 9%, with more than 336,000 full-time employees located within a five-mile radius. The area is affluent, with 45% of households earning over \$100,000 annually, and a highly educated population where over 73% are white-collar workers within one mile. Furthermore, 35% of the housing within a one-mile radius is rental, presenting a steady demand for nearby dining and retail options.

Within a 10-minute drive, patrons can easily access Sugar House, Holladay, and Downtown Salt Lake City. Expanding to a 20-minute radius includes Cottonwood Heights, Murray, and the University of Utah, attracting a diverse mix of residents, students, and professionals. Within 30 minutes, the reach extends to Park City, Sandy, and Salt Lake International Airport, positioning this location as both a local favorite and a destination dining spot.

The surrounding area features affluent residential neighborhoods, office buildings, and high-end retail centers, ensuring a built-in customer base of loyal locals and visitors. Within a 5-minute drive, the property is surrounded by a vibrant dining scene, as well as major commercial anchors like Vasa Fitness and Harmons Grocery. Nearby, Millcreek Commons mixed-use development continue to draw visitors, solidifying the area's status as a premier dining and entertainment district

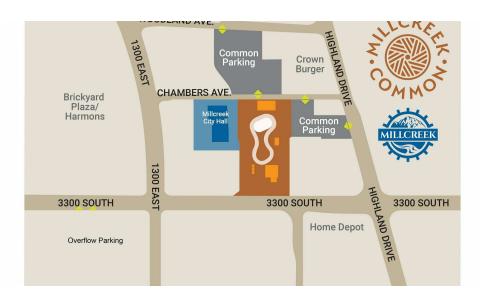
The property offers exceptional signage visibility along Highland Drive, ensuring exposure to thousands of daily passersby. With convenient access to I-80 and I-215, a turnkey restaurant setup, and proximity to some of the valley's most desirable neighborhoods, this property presents an outstanding opportunity for an operator to establish a thriving business in one of Salt Lake City's most dynamic and growing locations.

Millcreek Commons & Surrounding Area

CITY ON THE RISE

Millcreek, Utah, has experienced significant growth and development in recent years, with Millcreek Common serving as the centerpiece of the city's transformation. Established as a vibrant town square, Millcreek Common features Utah's largest outdoor ice rink, an 11,000-square-foot ice ribbon that converts into a roller rink during the summer months. The area also includes a splash pad and ground-floor retail spaces, fostering a dynamic environment for residents and visitors alike. Millcreek Common is more than just a recreational hub. It houses Millcreek City Hall, providing essential municipal services, as well as a public market that supports local vendors and artisans. A dedicated police precinct ensures community safety, and an on-site café offers a welcoming space for socializing and relaxation. This blend of amenities creates a lively and accessible gathering place that enhances the neighborhood's appeal and promotes community engagement. With its unique combination of recreational, civic, and retail spaces, Millcreek Common has become a central destination for events and gatherings, supporting the area's continued growth and vibrancy.

The subject site's patio offers a unique vantage point, overlooking the vibrant Millcreek Common and providing patrons with an engaging and dynamic atmosphere. This scenic view enhances the property's appeal, creating a welcoming environment that blends seamlessly with the energy of the surrounding community.







SURROUNDING RESIDENCES

APPARTMENT BOOM

Millcreek's residential landscape is rapidly evolving, with significant housing developments emerging within a 5-10 minute drive radius of the property. A variety of upscale, market-rate apartment complexes are contributing to this growth, adding hundreds of new units designed to attract professionals, families, and individuals seeking modern living options. These developments reflect the increasing demand for high-quality housing in the area and underscore the economic strength of the local community.

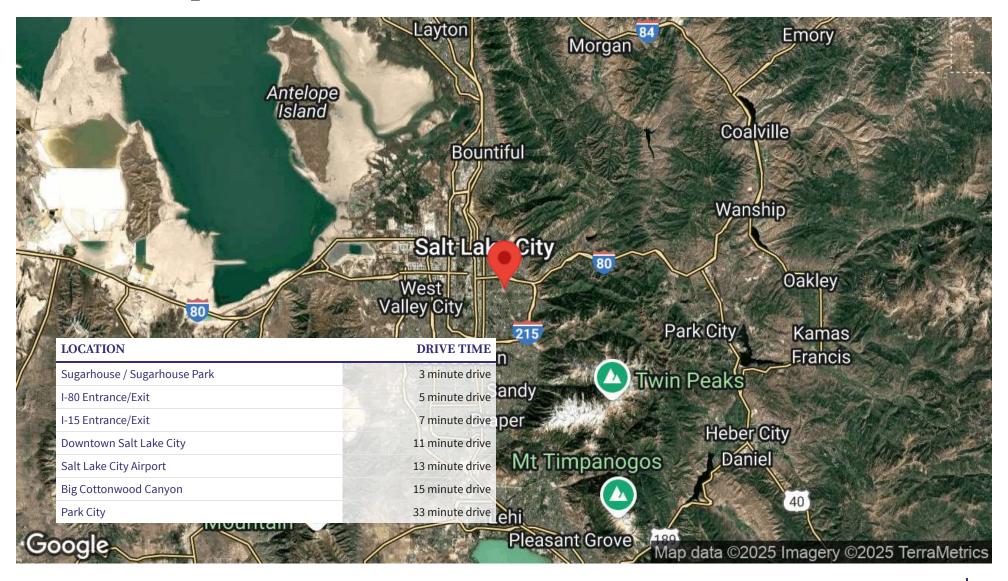
Importantly, all of these apartments are market-rate, attracting residents with higher disposable incomes. This is significant for local businesses, as residents with more spendable income are more likely to dine out, shop locally, and engage in entertainment options. The presence of market-rate housing enhances the economic vibrancy of the area, creating greater demand for nearby dining, retail, and service-based businesses. These developments highlight Millcreek's rapid residential growth, attracting professionals, families, and high-net-worth individuals drawn to the area's prime location, lifestyle amenities, and economic opportunities.



NEARBY EXISTING APARTMENT RENTALS

APARMENT COMPLEX	APROX. DISTANCE FROM SITE	UNIT COUNT	AVG UNIT SIZE	AVG MONTHLY RENT
Cottonwood on Highland	0.5 miles	250	953 SF	\$2,221.00
Element 31 at Brickyard	0.5 miles	208	751 SF	\$1,711.00
The Richmond Apartments	0.5 miles	324	800 SF	\$2,200.00
The Stack	0.6 miles	254	986 SF	\$2,449.00
The Highland	1.4 miles	50	654 SF	\$1,681.00
The Vue at Sugarhouse Crossing	2.0 miles	211	842 SF	\$1,969.00
Sugarmont	2.0 miles	341	916 SF	\$1,987.00
Park Avenue	2.0 miles	234	657 SF	\$1,774.00
Sugar Alley Apartments	2.0 miles	186	873 SF	\$2,729.00

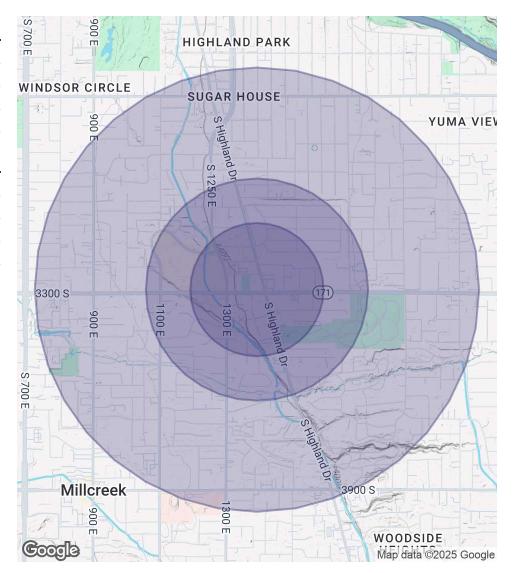
Location Map



Demographics Map & Report

POPULATION	0.3 MILES	0.5 MILES	1 MILE
Total Population	1,181	4,101	18,728
Average Age	38	38	39
Average Age (Male)	37	37	38
Average Age (Female)	38	39	40
HOUSEHOLDS & INCOME	0.3 MILES	0.5 MILES	1 MILE
HOUSEHOLDS & INCOME Total Households	0.3 MILES 496	0.5 MILES 1,754	1 MILE 7,970
-			
Total Households	496	1,754	7,970

Demographics data derived from AlphaMap



SECTION 3 **EXISTING BUSINESS**

3298 S HIGHLAND DR EXISTING BUSINESS

Business Operations & NDA



BUSINESS OPERATIONS

This unique opportunity includes both the real estate and the existing business, providing a turnkey operation for an experienced restaurateur or investor. The sale includes a valuable liquor license, the high-visibility billboard and its associated advertising rights, and all existing furniture, fixtures, and equipment (FF&E), allowing for a seamless transition of operations. The ideal purchaser has the option to continue running the current restaurant, leveraging its established customer base, or to rebrand the space into a new restaurant or entertainment concept, taking advantage of the fully built-out infrastructure.

NDATo access detailed financials and operational data, interested buyers must execute a Non-Disclosure Agreement (NDA) before further information is provided. This offering is being quietly marketed, and we kindly request that potential buyers do not disturb the current tenants, employees, or patrons. All inquiries and property tours must be arranged through the designated listing representative to ensure confidentiality and a smooth transition for all parties involved.

