



LANDMARK
PROPERTY & DEVELOPMENT

THE WEST
QUARTER

PROJECT OVERVIEW



\$1B Mixed-Use Development

 **4** Luxury Hotels

 **1,097** Apartments

 **100** Condos

 **300,000 SF** Class A Office

 **2,000+** Parking Spaces

150,000 SF Retail

Featuring a critical mass of unique-to-market retailers and restaurants with Best-in-class contemporary design and architecture



THE WEST QUARTER AWARDS



Utah Construction &
Design's Hospitality
Project of the Year
2023

Weekly's Magellan
Gold Winner
In Travel
2023

Marriott
International Select
Service Project of
the Year
2023

Engineering News
Record's Mountain
States Best Project
2023

Element Hotels'
100th hotel and the
First Le Meridien
property in Utah

Multifamily Project
of the Year - CCI
Excellence Awards
2023

Marriott
International North
America Full Service
Opening of the Year
2023



UNIQUE-TO-MARKET RESTAURANTS OPEN



Adelaide

French Cuisine



Van Ryder

First Rooftop Hotel Bar
in Salt Lake City



STK

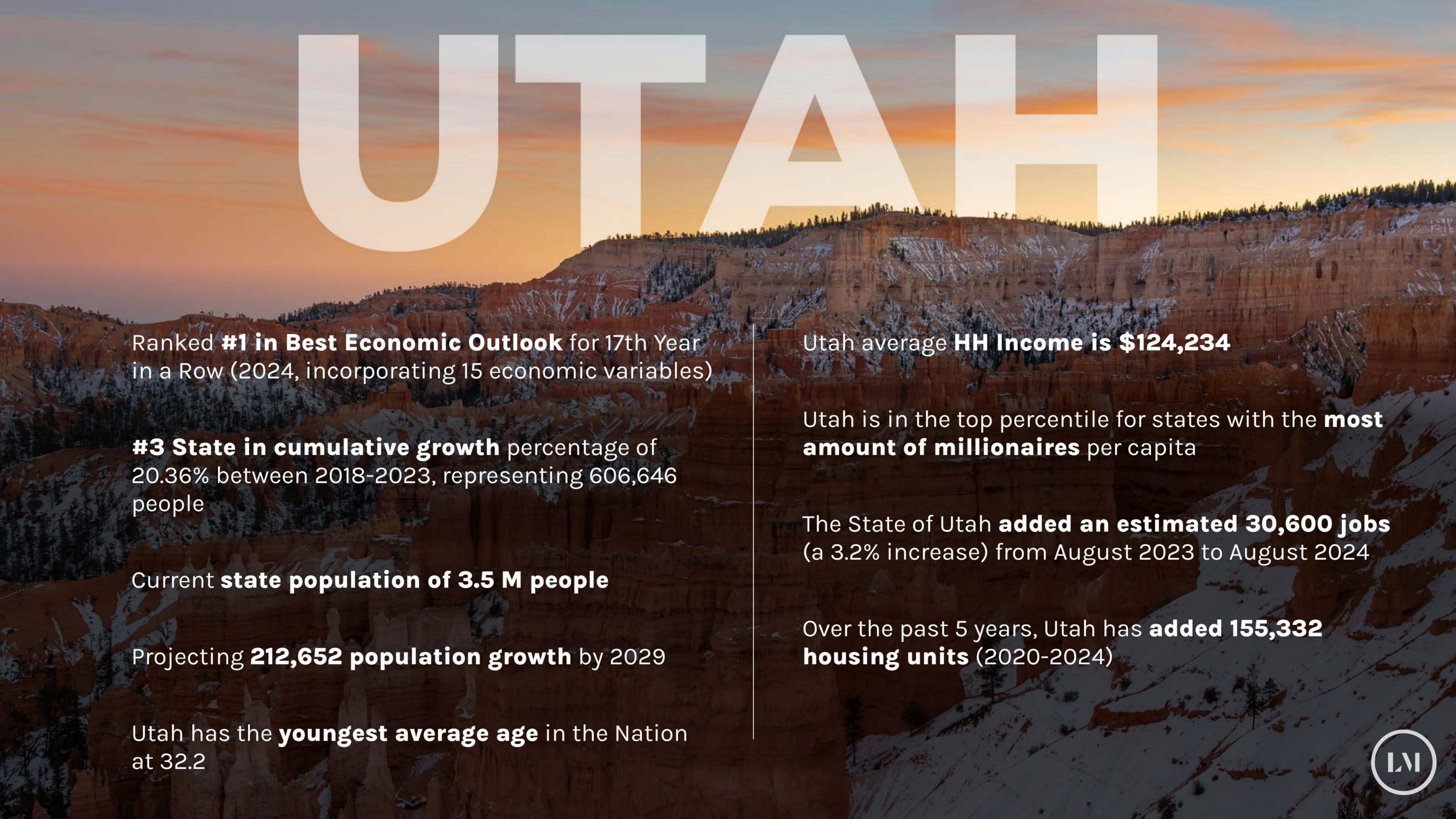
Grand Opening of the Acclaimed
Steakhouse December 2023



PROJECT TEAM



UTAH



Ranked **#1 in Best Economic Outlook** for 17th Year in a Row (2024, incorporating 15 economic variables)

#3 State in cumulative growth percentage of 20.36% between 2018-2023, representing 606,646 people

Current **state population of 3.5 M people**

Projecting **212,652 population growth** by 2029

Utah has the **youngest average age** in the Nation at 32.2

Utah average **HH Income is \$124,234**

Utah is in the top percentile for states with the **most amount of millionaires** per capita

The State of Utah **added an estimated 30,600 jobs** (a 3.2% increase) from August 2023 to August 2024

Over the past 5 years, Utah has **added 155,332 housing units** (2020-2024)



TOURISM



World-Renowned Ski Resorts

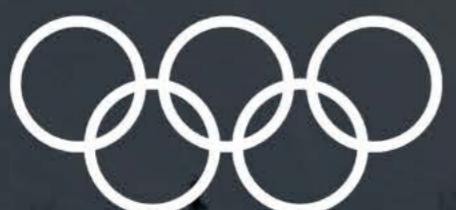
6 world class ski resorts within a 30-minute radius of Downtown Salt Lake City and 10 resorts within 1 hour

Utah's ski industry set new records in 2022-2023 for skier days, at 7.1 M

15.1 M annual tourists spending \$11.9 B

(Food & Beverage, Retail)

11.2 M annual Inbound flight passengers



Salt Lake City, Utah is the host for the 2034 Winter Olympic and Paralympic Games



ENTERTAINMENT

Downtown Sports



Utah Jazz are one of the most successful NBA franchises, routinely selling out for every home game in their 18,306 seat arena



Smith Entertainment Group (SEG, owner of the Utah Jazz) officially announced the relocation of the Arizona Coyotes to Salt Lake City in April 2024

29,000 people have bought deposits for the inaugural Salt Lake City NHL 2024-25 season

+13,000 fans welcomed the Arizona Coyotes at the Delta Center on April 24th, 2024

College Sports



University of Utah sports teams (newly expanded 51,444 seat football stadium, 15,000 seat basketball stadium)



\$1B Downtown Entertainment District



In 2024, Utah Legislature approved a **\$1B incentive package** to create a vibrant entertainment district in the multi-block area surrounding the Delta Center. Officially securing SEG's commitment to expand the Delta Arena for the **Utah Jazz** and bring an **NHL team** to downtown Salt Lake City

According to Ryan Smith (owner of SEG), The **West Quarter perfectly exemplifies the food & beverage vibrancy** that is demanded next to any world-class NHL/NBA area

ARTS & CULTURE

Music



Salt Lake City is a critical stop for all concert tours

Delta Center hosts 320 days of entertainment and sports annually

Usana Amphitheater has capacity for 27,000 concert attendees

Gallivan Center in downtown Salt Lake City hosts 200+ events annually

Culture



James Beard Award Nominations

regularly include Utah-based Chefs, including two Salt Lake City Chefs who are finalists for 2024

Salt Lake City Farmers Market draws +10,000 weekly visitors to Pioneer Park

Film



Sundance Film Festival generates an economic impact of + \$167 M during the 2 week event

Film Festival Attendance regularly exceeds +45,000 people

SALT LAKE CITY



1.4M

1.4M people within a 30-minute drive time with incredible access to the central business district

\$131,187

Salt Lake City MSA average household income of \$131,187 representing high levels of affluence

3,933

Salt Lake County housing inventory expanded by 3,933 units in 2024

37,000

The State of Utah has a housing deficit of 37,000 units (2024)



DOWNTOWN SLC



10,000 downtown residents by 2025 in the immediate central business district

With **138,965 residents** in the Greater Downtown Salt Lake City market in 2024

12.5M SF of downtown office with a daytime population of 142,432 people within 3 miles

Salt Lake City is **Goldman Sach's** second largest office domestically behind New York, occupying **500,000 SF and employing over 2,100 people**

SLC has the **largest growth in downtown activity** in the nation since the pandemic +139% (Placer.ai)

Over 20,000 hotel rooms in Salt Lake City, **8,000 within walking distance** of The West Quarter

 **1,495** hotel rooms added in 2022/24

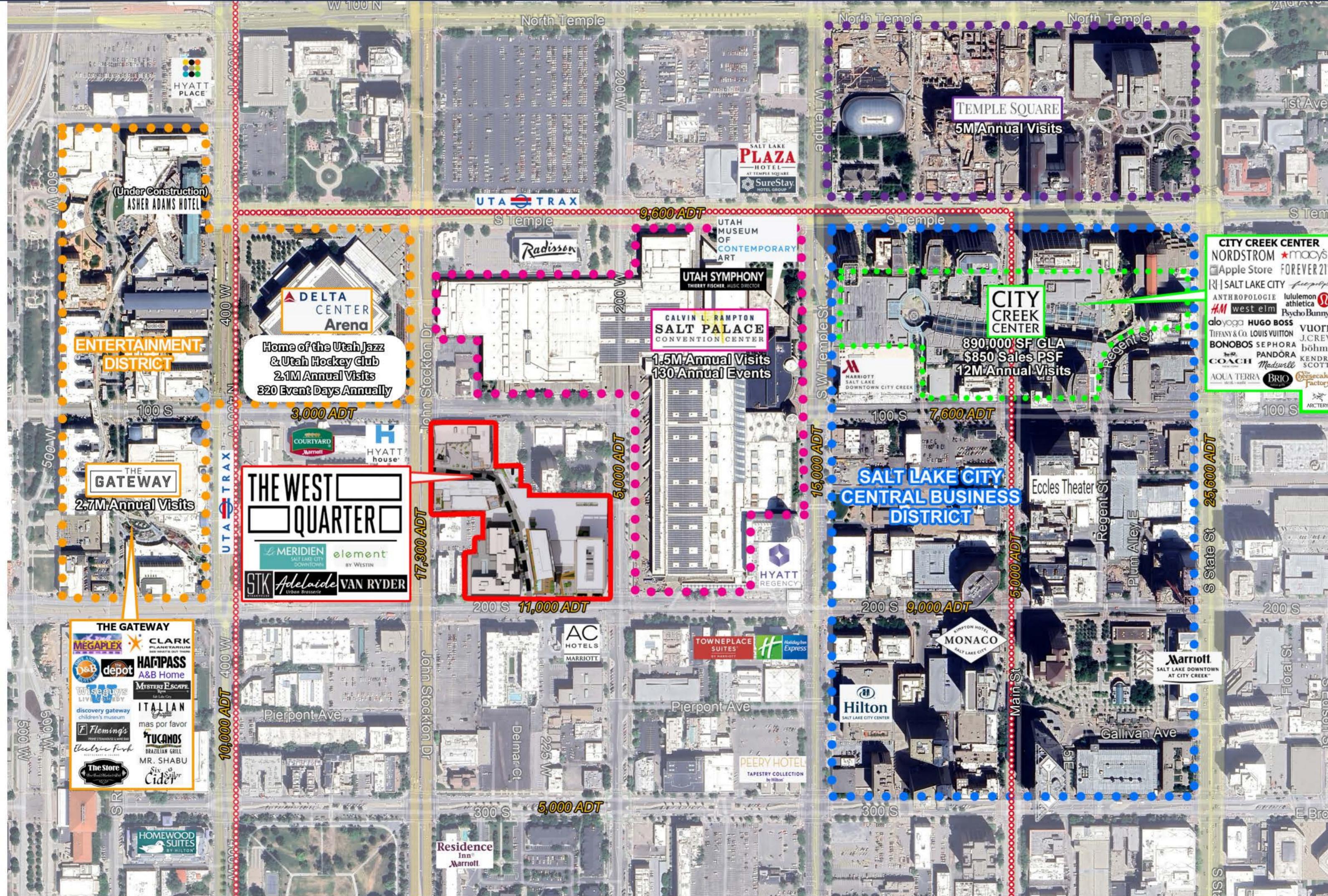
 **1,911,995** downtown room nights in 2023

 **33,000** parking spaces

 **180** restaurants and bars



GEOGRAPHIC CENTER



Located in the geographic center of the thriving downtown Salt Lake City market

20.6 M

Annual visits within 5 minutes walking distance of site

City Creek Center
12 M annual visits

Delta Center

320 days of sports and entertainment,
2.1 M annual visits

Convention Center

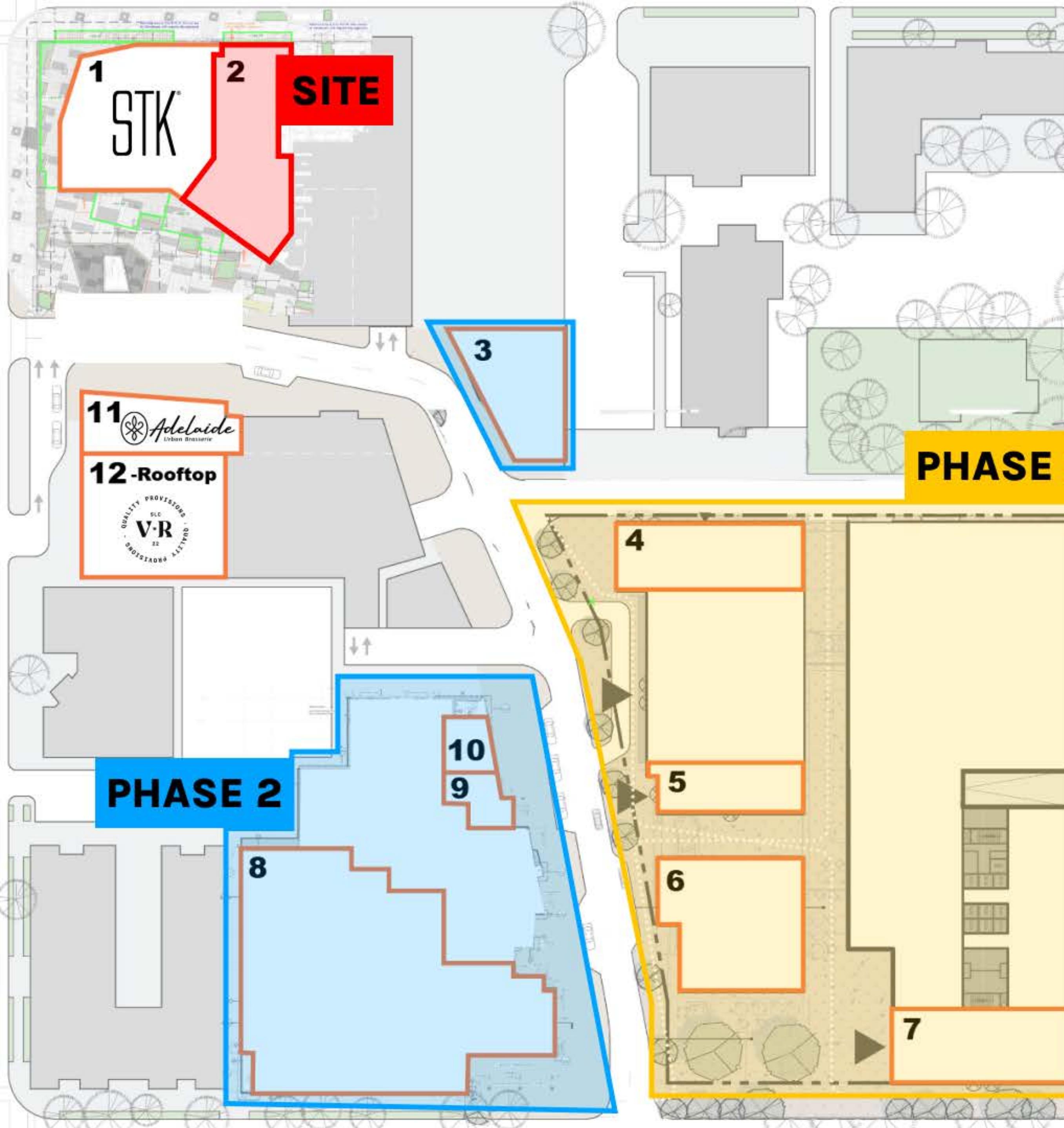
+130 events annually, 1.5 M annual visits

Temple Square

5 M visitors per year



PROJECT VISION



PHASE 1

- The Charles: **240** Luxury Residential Units
- Le Meridien / Element Hotel: **270** Keys
- Ground Floor Retail: **12,500** SF

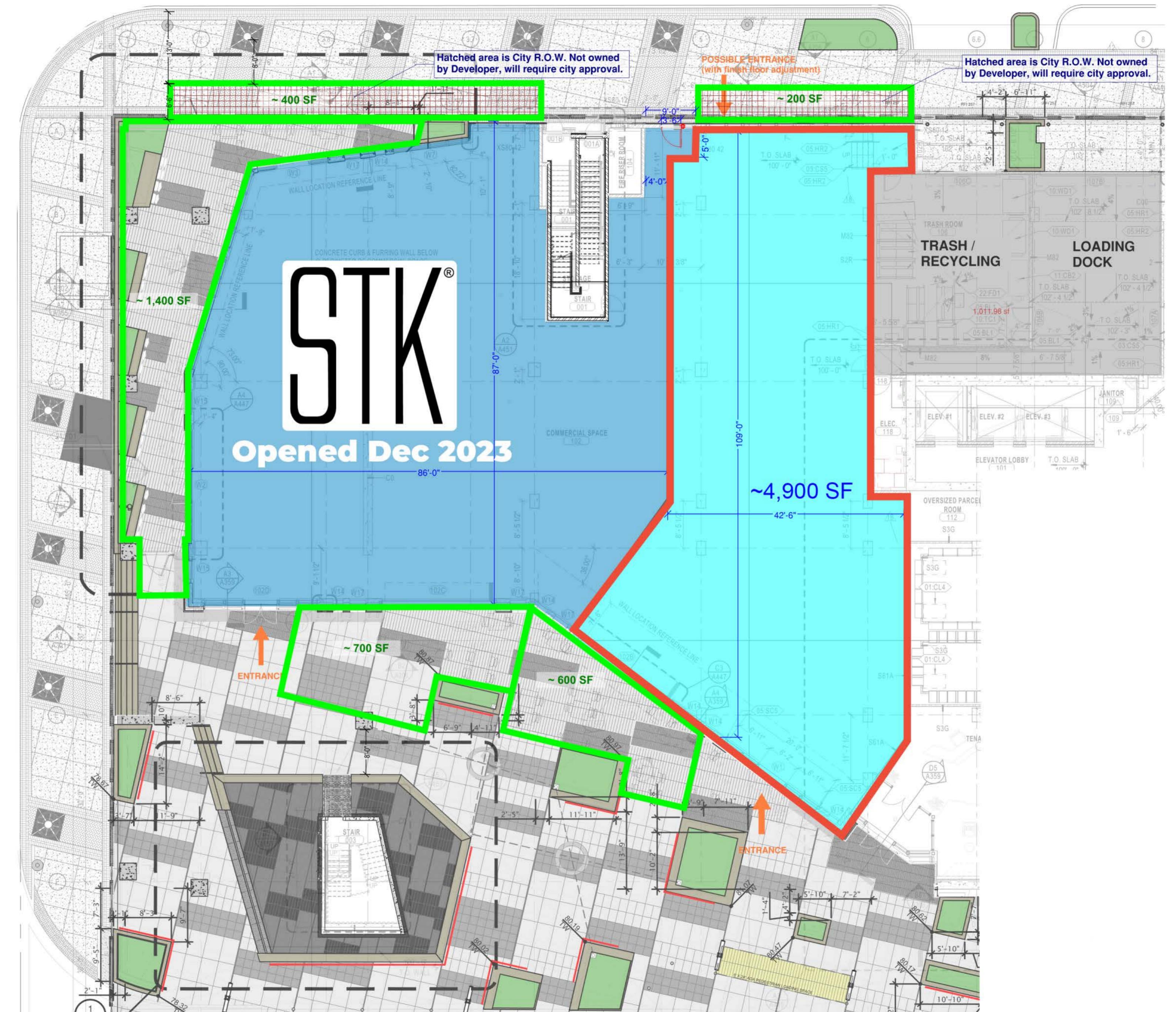
PHASE 2

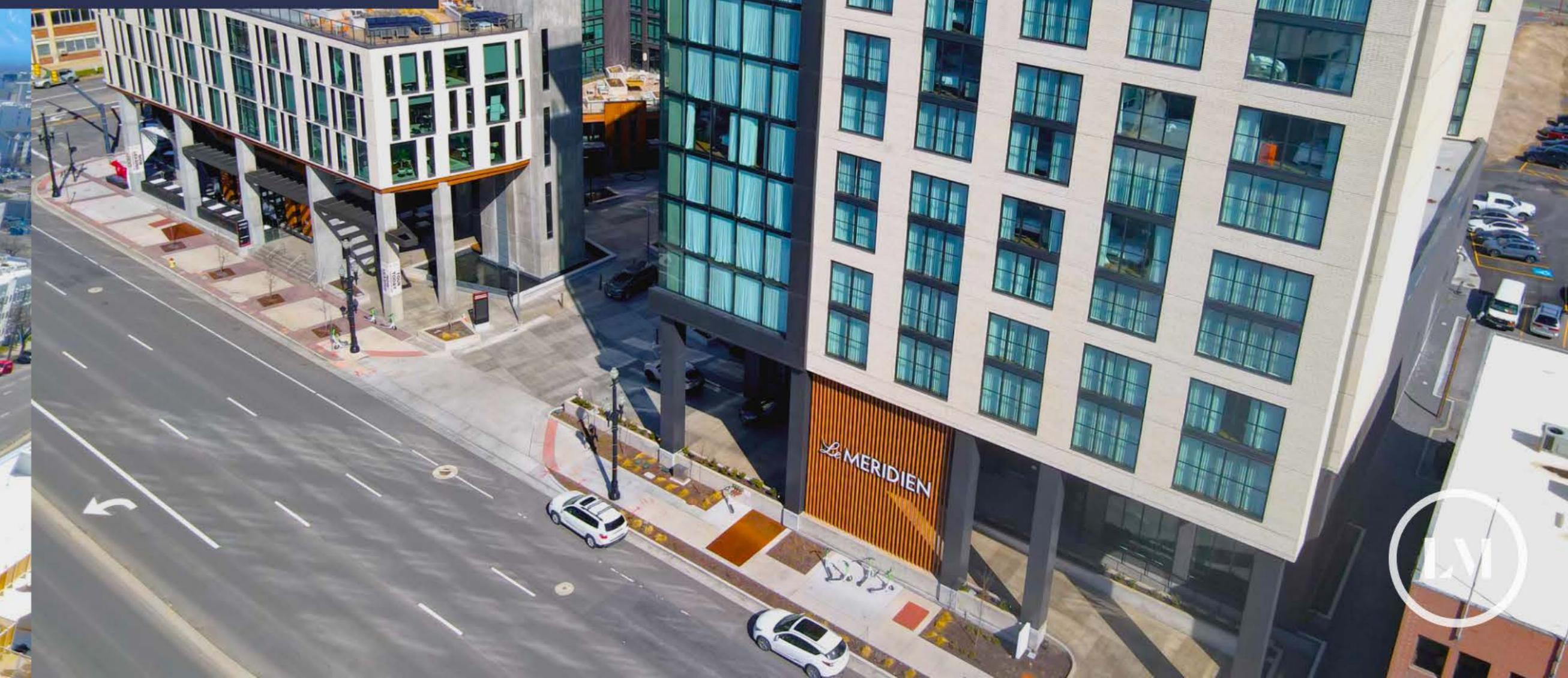
- The Grid: **307** Luxury Residential Units
- Ground Floor Retail: **35,500** SF

PHASE 3

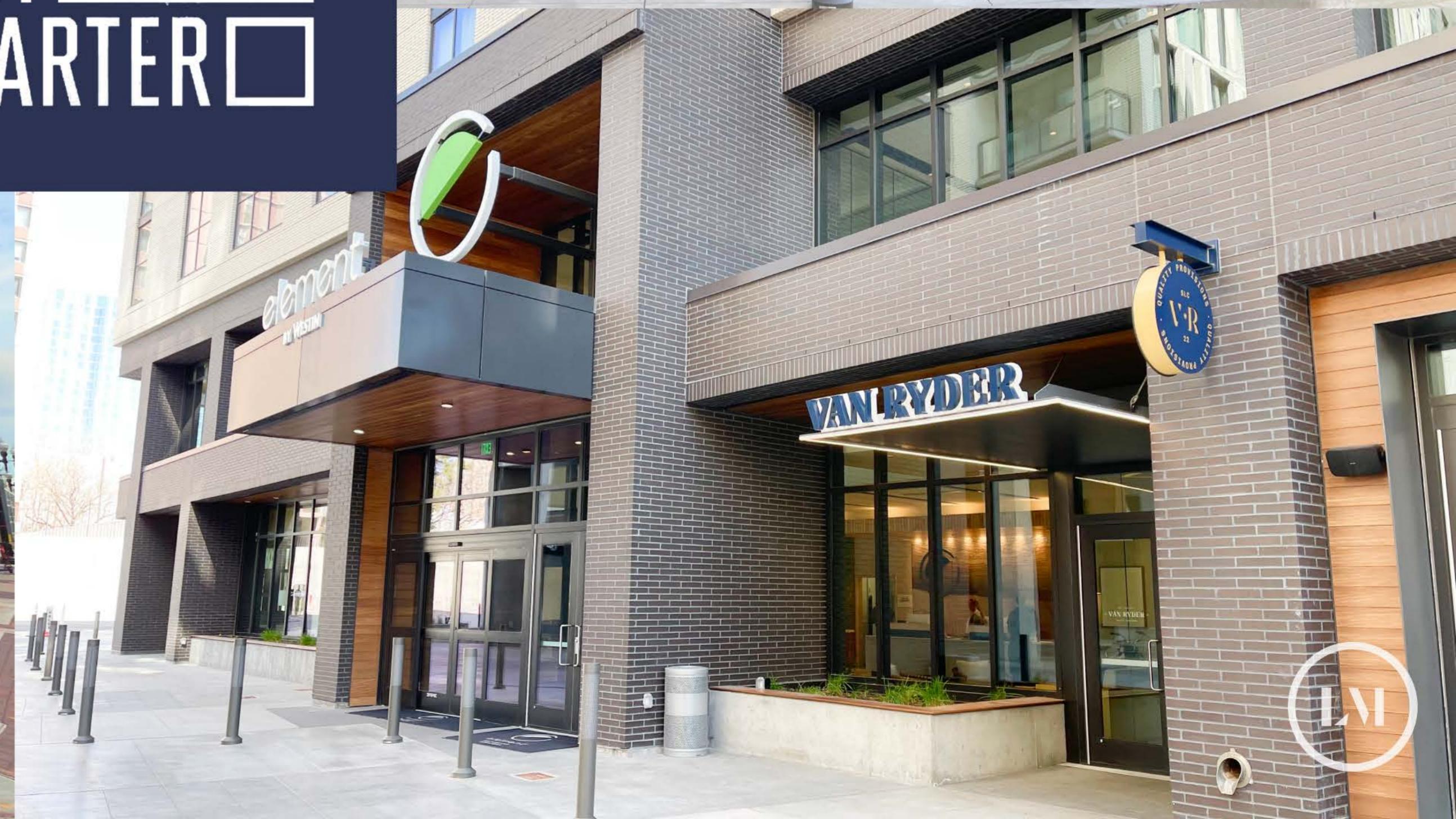
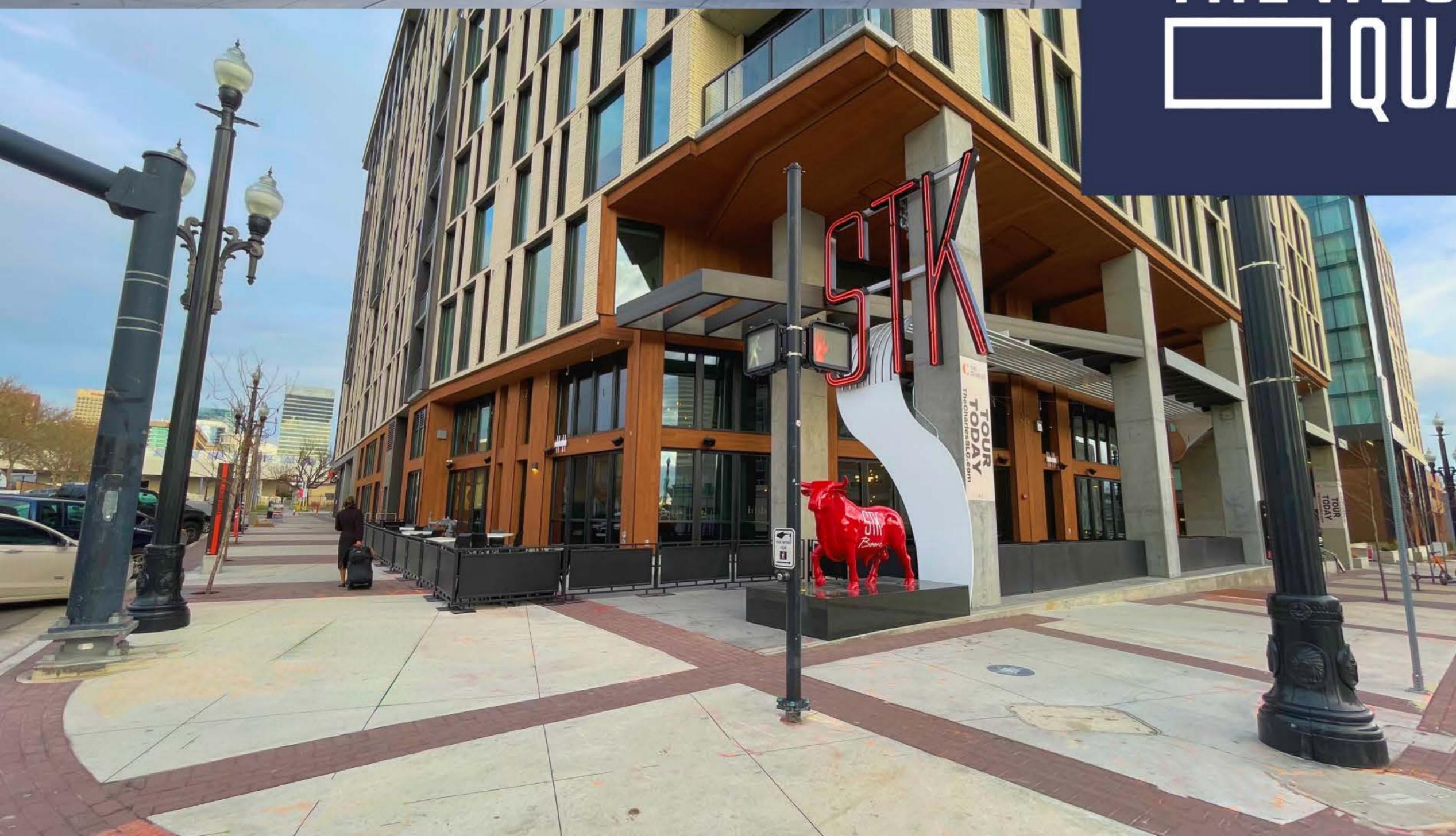
- Apartments: **550** Residential Units
- Hospitality: **2** Luxury Hotels
- Luxury Condos: **100** Units
- Class A Office: **300,000** SF
- Ground Floor Retail: **+80,000** SF







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