










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**

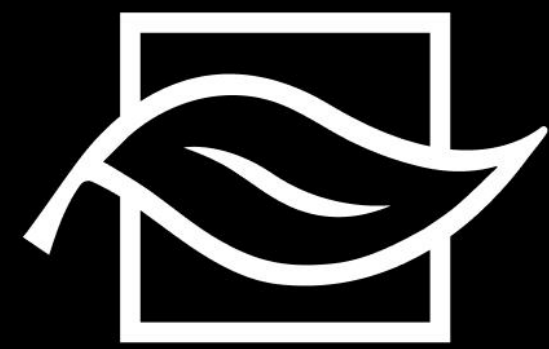
**Engineering News
Record's Mountain
States Best Project
2023**

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

**Multifamily Project
of the Year - CCIM
Excellence Awards
2023**

**Marriott
International North
America Full Service
Opening of the Year
2023**

PROJECT TEAM



**RITCHIE
GROUP**



**GARN
DEVELOPMENT**



UTAH

Ranked **#1 in Best Economic Outlook** for 15th Year in a Row (2023, incorporating 15 economic variables)

#1 State in cumulative growth percentage of 21.9% between 2010-2021, representing 606,646 people

Current **state population of 3.5 M people**

Projecting **200,000 population growth** by 2028

Utah has the **youngest average age** in the Nation at 31.8

Utah average **HH Income is \$112,041**

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

The State of Utah **added an estimated 54,200 jobs** (a 3.2% increase) from June of 2022 to June of 2023

Over the past 5 years, Utah has **added 154,132 housing units** (2018-2022)



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 a preferred 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

\$131,399

Salt Lake City MSA average household income of \$131,399 representing high levels of affluence

9,000

Salt Lake County housing inventory expanded by 9,000 units in 2022

37,000

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



DOWNTOWN SLC

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

With **138,000 residents** in the Greater Downtown Salt Lake City market in 2023

12.5M SF of downtown office with a daytime population of 209,184 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

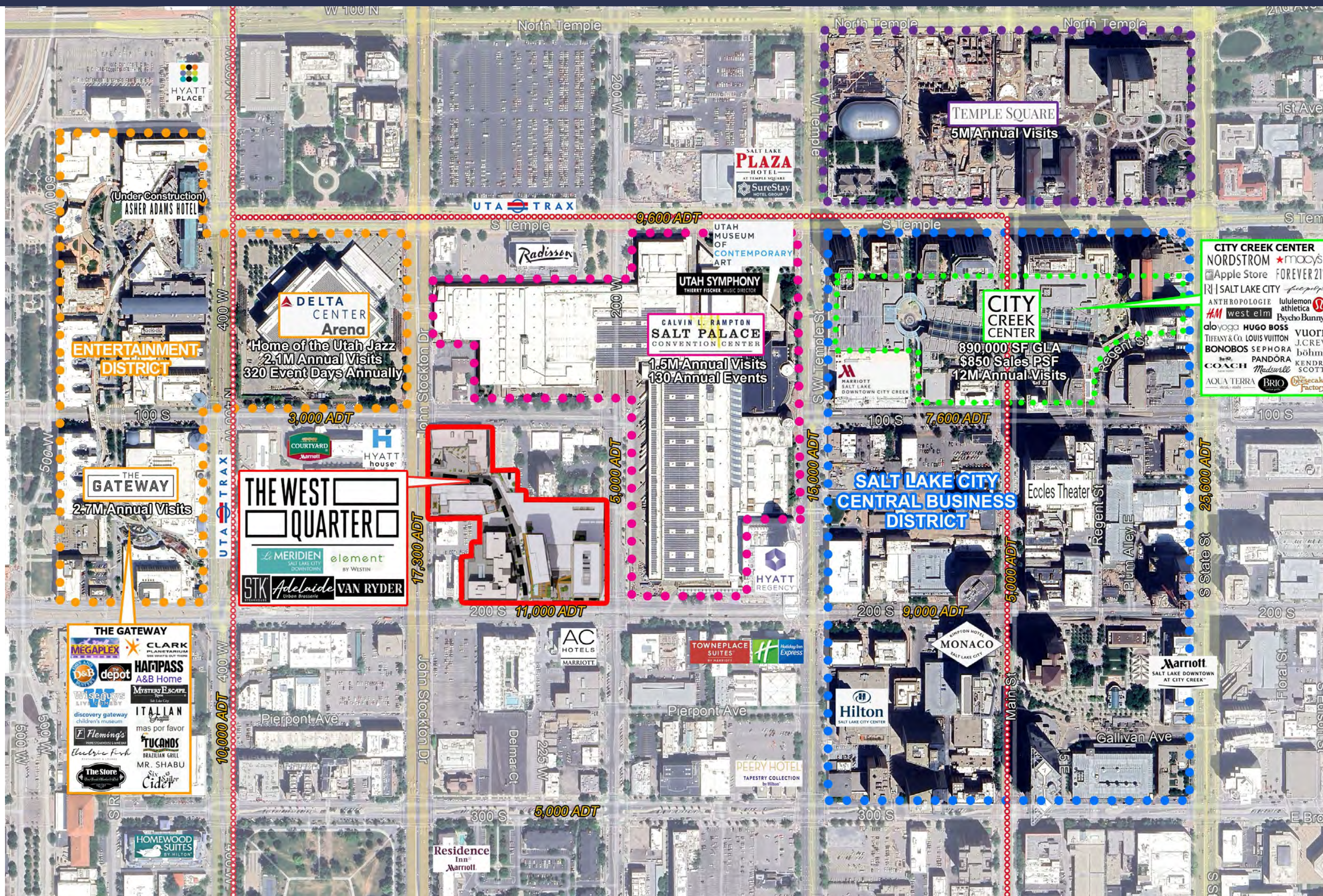
 **1,270** hotel rooms added in 2022/23

 **444,000** downtown room nights in 2022

 **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

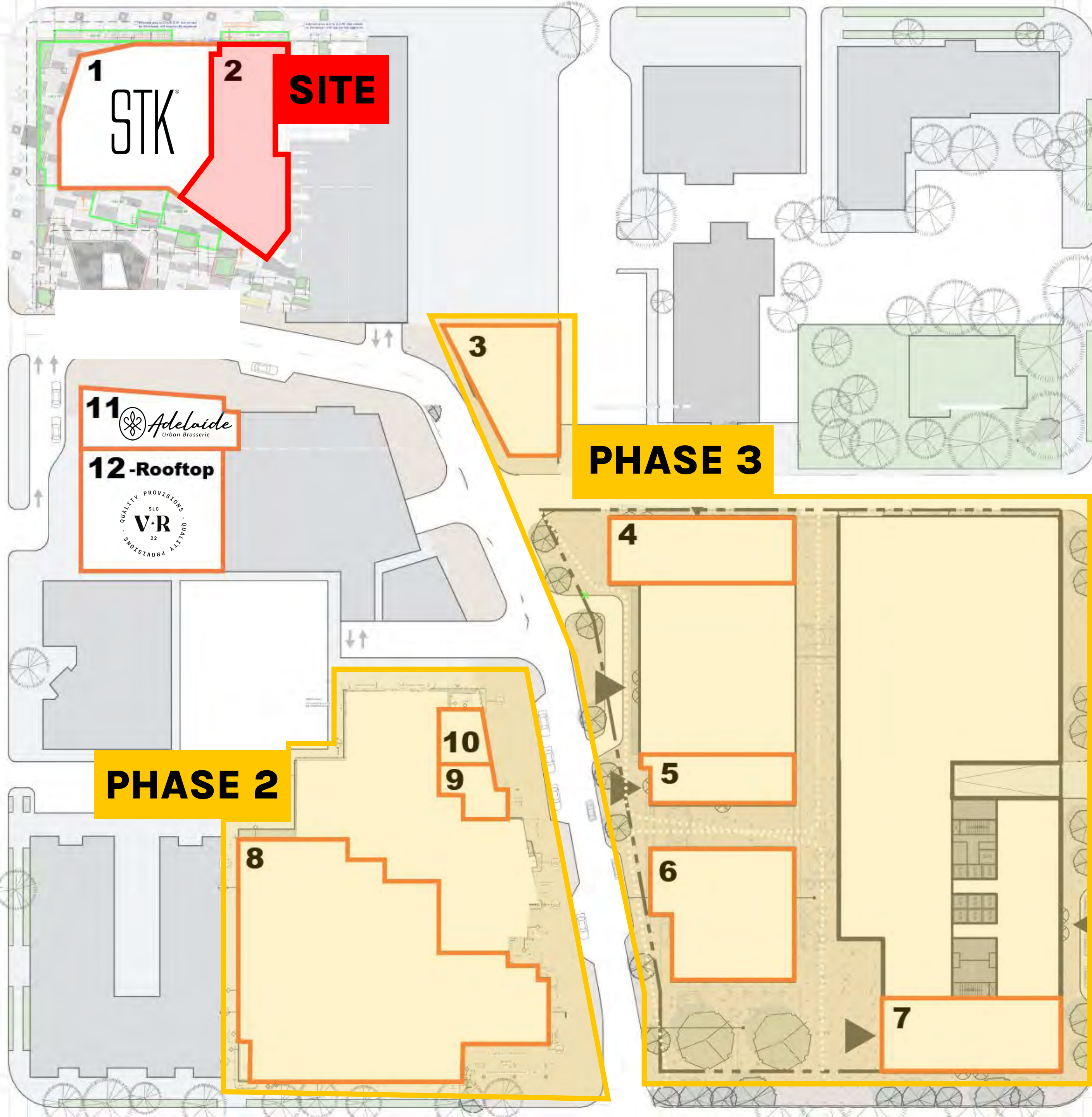
5 M visitors per year





PROJECT VISION





PHASE 1

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

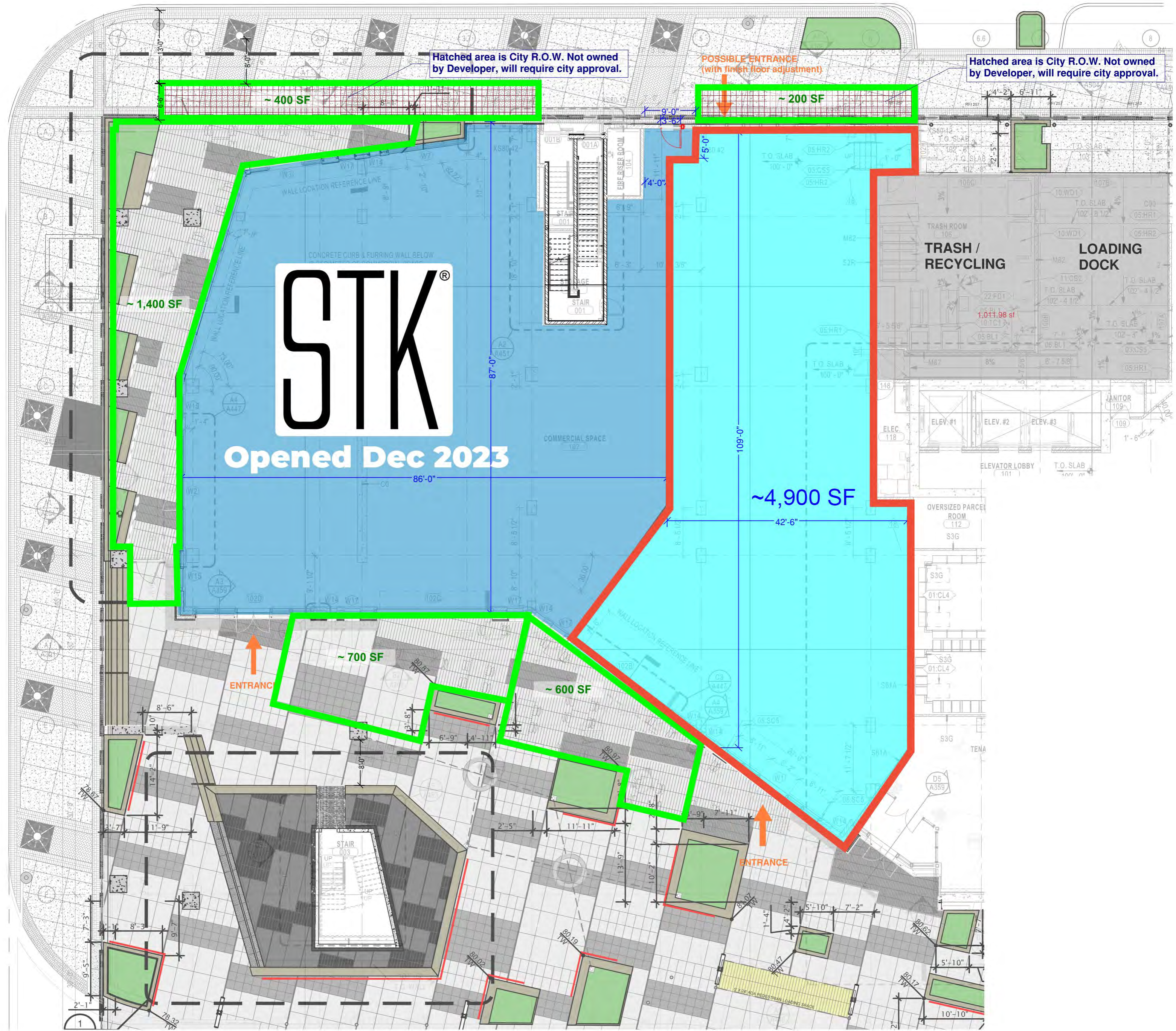
PHASE 2

- 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





STK[®]

Opened Dec 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





THE WEST
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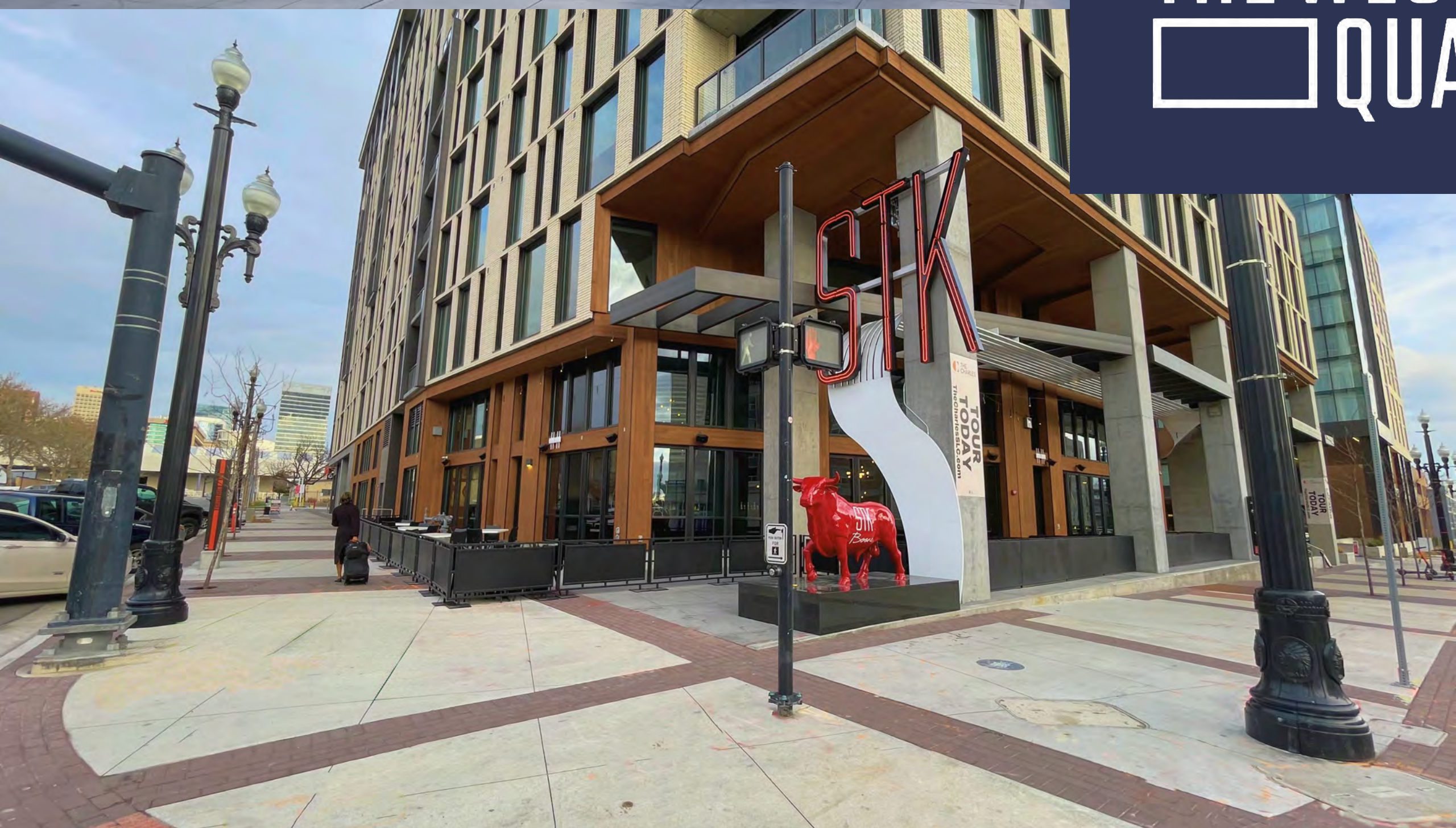




Adelaide

THE CHARLES

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STK



element
THE WESTERN

VAN RYDER





www.landmarkpd.com

CONTACT US



Grace Peterson

 (435) 659-9094

 grace@landmarkpd.com



Hayden Peterson

 (435) 659-8747

 hayden@landmarkpd.com