



# THE POINT

Building Utah's Innovation Community

# A GENERATIONAL OPPORTUNITY

**Why Utah has a 'once in a generation' opportunity unique to any other place in the world**

By Art Raymond | @DNTechHive | Sep 22, 2019, 10:00pm MDT

**Here's how 'The Point' is giving Utah the opportunity to 'focus on the future'**

By Logan Stefanich, KSL.com | Posted - July 12, 2022 at 4:23 p.m.

WASATCH FRONT NEWS

**'People-focused' development planned in first phase of The Point redevelopment**

by: Derick Fox  
Posted: Dec 13, 2022 / 10:08 AM MST  
Updated: Dec 13, 2022 / 10:08 AM MST

**Utah's generational opportunity at Point of the Mountain**

Bryan Schott • September 4, 2019

OPINION UTAH BUSINESS

**The eyes of the nation will soon focus on Utah's prison-turned-economic engine**

By Deidre Henderson and Lowry Snow | Dec 11, 2021, 9:59pm MDT

FEATURED

**The Point continues working toward its 'grand vision'**

by Jack Dodson / May 1, 2023 /



# MORE THAN JUST A DEVELOPMENT

- Create new opportunities for future generations
- Demonstrate thoughtful growth
- Generate significant new revenues
- Cultivate innovation
- By Utahns, for Utahns





# GUIDING PRINCIPLES



**PROMOTE THE PUBLIC INTEREST**

**SET THE STANDARD**

**THINK REGIONALLY**

**TAKE THE LONG VIEW**

**BE OPEN AND TRANSPARENT**

**ACT WITH INTEGRITY**



# KEY VISION ELEMENTS





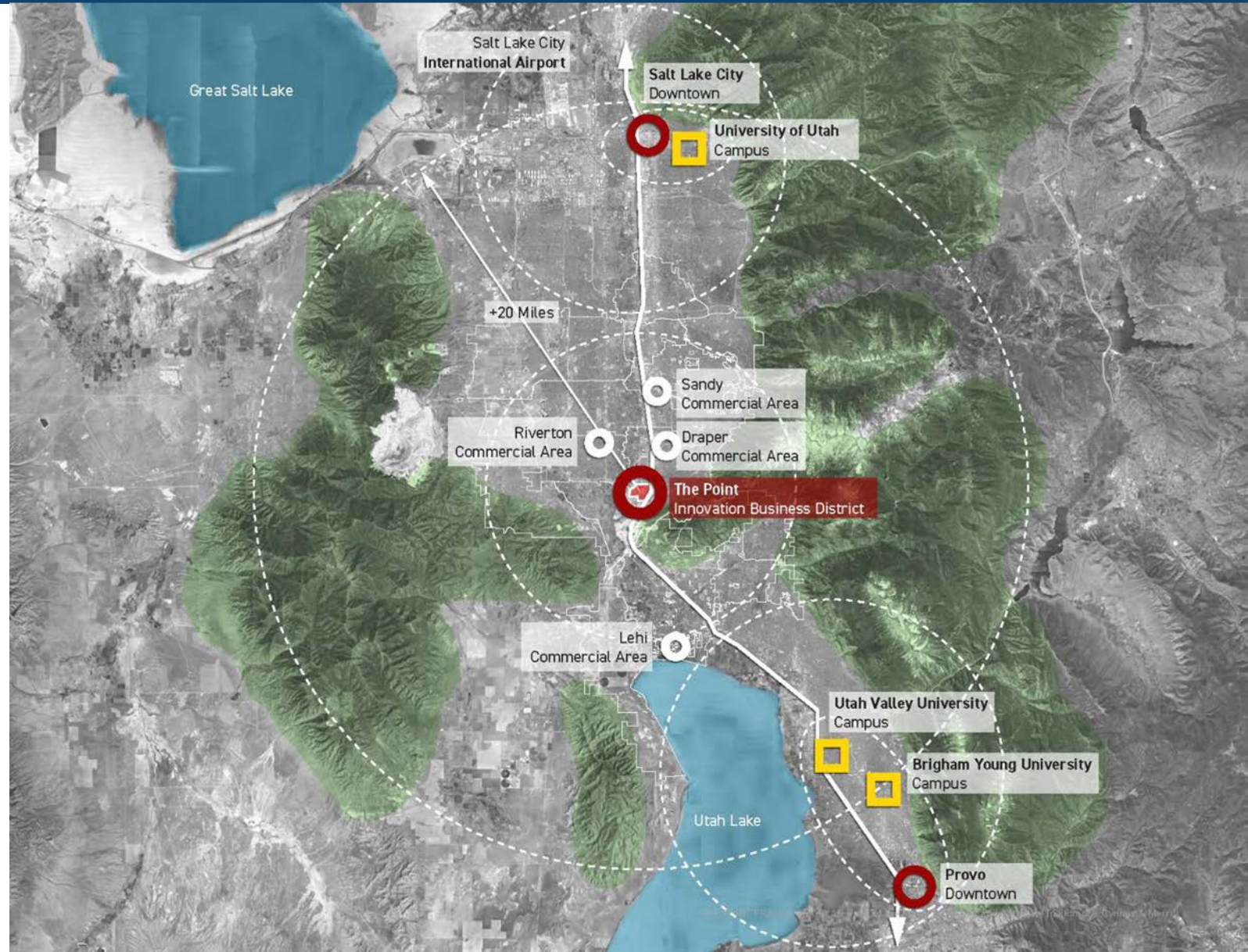
# LEGISLATIVE MANDATE

- Maximizes the creation of high-quality jobs
- Facilitates a highly trained workforce
- Ensures strategic residential and commercial growth
- Promotes a high quality of life
- Strategically plans for jobs close to where people live
- Facilitates vibrant urban centers and housing types that match workforce needs
- Creates parks, connected trails, open space, and recreational opportunities
- Complements development in the site's vicinity
- Improves air quality and minimizes resource use
- Enhances mobility and protects the environment
- Catalyzes a nationally recognized research center



# LOCATION, LOCATION, LOCATION

- Centrally located between Salt Lake City & Provo
- Close to Universities and colleges
- Situated along the I-15 Corridor



# THE BOARD



**JORDAN TEUSCHER**  
Co-Chair, Land  
Authority



**LOWRY SNOW**  
Co-Chair, Land Authority



**APRIL COOPER**  
CEO of Alpine Companies



**LINCOLN FILLMORE**  
Senator  
State of Utah



**GEOFFREY LANDWARD**  
Acting Commissioner of  
Higher Education



**JENNY WILSON**  
Mayor  
Salt Lake County



**JEFF STENQUIST**  
Representative  
State of Utah



**RYAN STARKS**  
Executive Director  
Governor's Office Economic  
Opportunity



**DAWN RAMSEY**  
Mayor  
South Jordan City



**JIM RUSSELL**  
Director  
Division of Facilities



**JERRY STEVENSON**  
Senator  
State of Utah



**TROY WALKER**  
Mayor  
Draper City



# PHASE I DEVELOPMENT

AT THE POINT



## RECYCLED MATERIALS

70%

## CONCRETE

Enough concrete to lay the foundation of 1,040 homes



## TRUCK TRIPS REDUCED

Reduced **7,857** truck trips

*(Reducing 160,000 miles of truck traffic and improving air quality)*



## STEEL

Enough steel for **66** four-story commercial office buildings



## REBAR

The equivalent weight of over **541** cars.



## IRON

Enough iron to make **22,795** I-beams



## ASPHALT

Enough asphalt to pave **5** miles of road





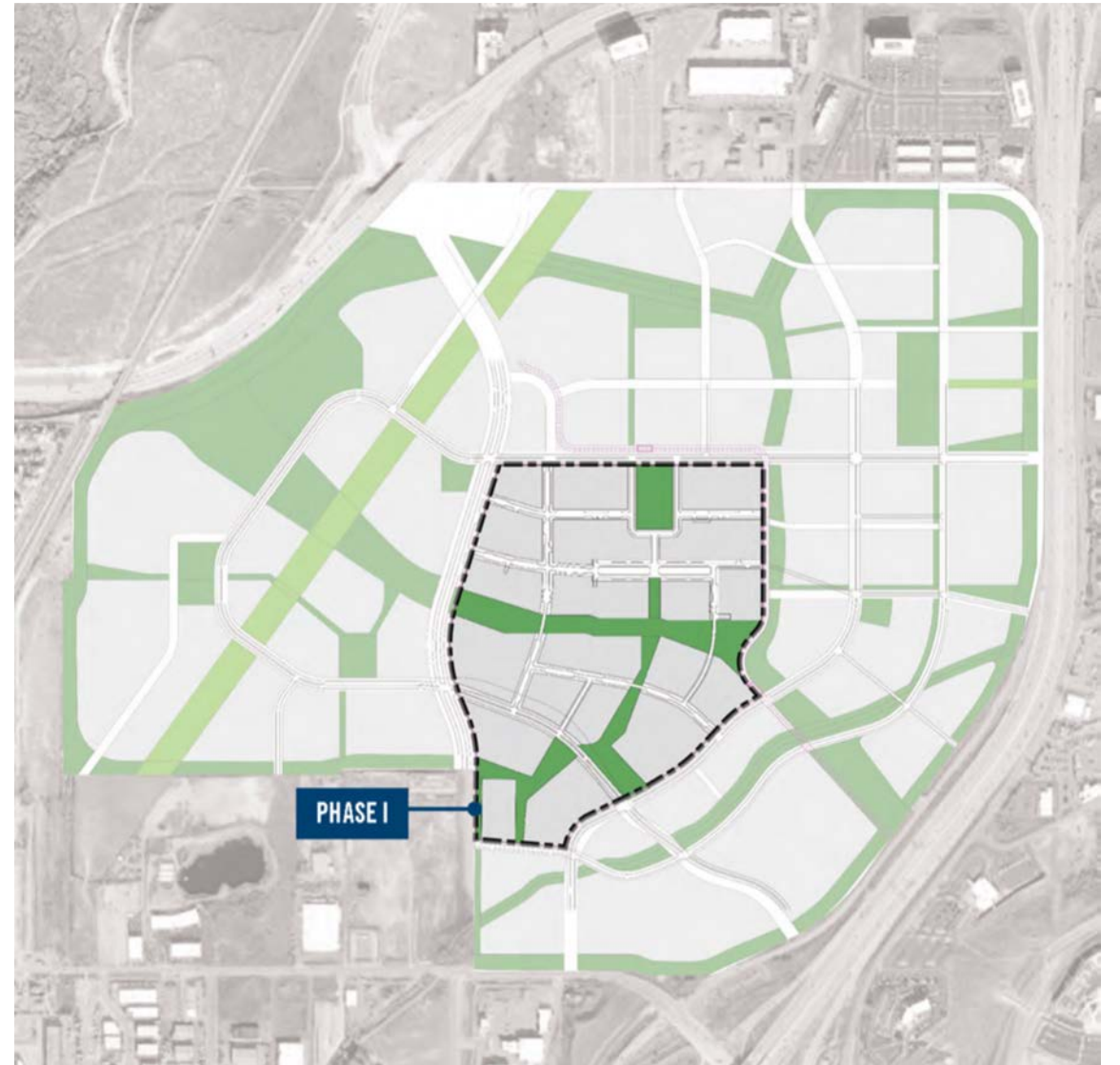
# PHASE I DEVELOPMENT AGREEMENT

- Phase One development agreement signed on November 27, 2023.
- Sets clear development standards for Phase One.
- Establishes performance metrics for development partner.



# PHASE I APPROACH

- Provides solid direction to guide future development
- Includes built-in flexibility to respond to changing conditions
- Based on market analysis, data collection, and 16,000 responses from Utahns





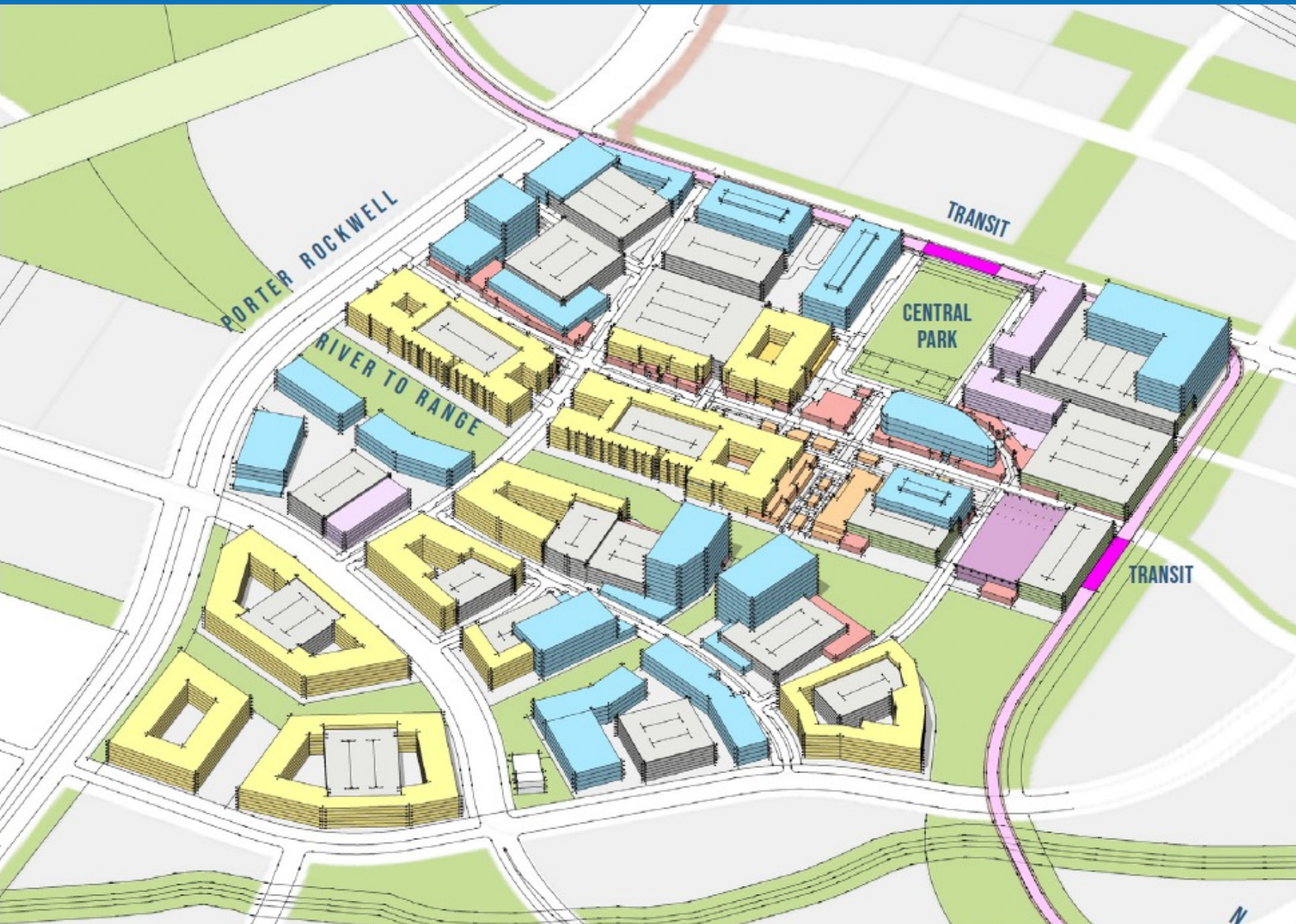
# PHASE I BY THE NUMBERS

- 3,300 Multi-Family Units
- 12.5% Affordable Housing Units
- 14,000 High-Quality Jobs
- 12,650 Parking Stalls
- 6 Miles of Road & 10 Miles of Trails
- 540 Hotel Rooms
- 60,000 SqFt Entertainment Venue
- 356,000 SqFt World-Class Retail
- 100% Drought Tolerant Landscaping





# THE VISION



PROGRAM	APPROXIMATE AREAS
OFFICE	OVER 2 MILLION SQFT
RESIDENTIAL	3 MILLION SQFT
RETAIL	356K SQFT
HOSPITALITY	381K SQFT
EVENT CENTER	60K SQFT
OPEN SPACE	16.23 ACRES
DEVELOPABLE AREA	65.35 ACRES
TOTAL STUDY AREA(ACRES)	98.5 ACRES
GROSS FAR	1.5
NET FAR (NET OF PARKS AND R2R)	2.2









SINGLE FAMILY HOMES



CONDOMINIUMS



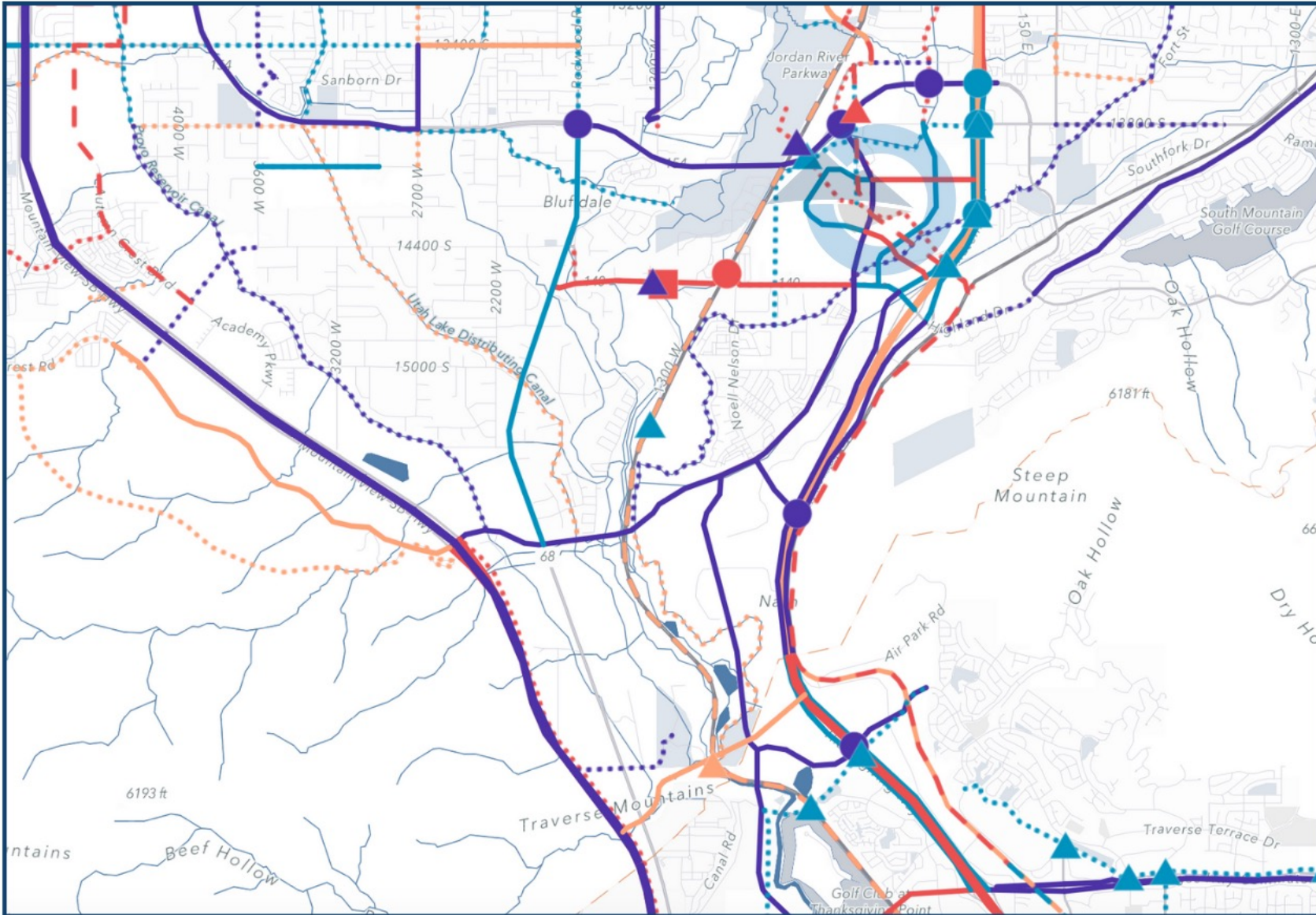
AFFORDABLE HOUSING









APARTMENTS



# TRANSPORTATION



-  FrontRunner Upgrade
-  New BRT Line
-  New/Widening Road
-  New Shared Walkway
-  New Overhead Ped/Bike Crossing
-  Upgraded/New Interchange

# INNOVATION

AT THE POINT









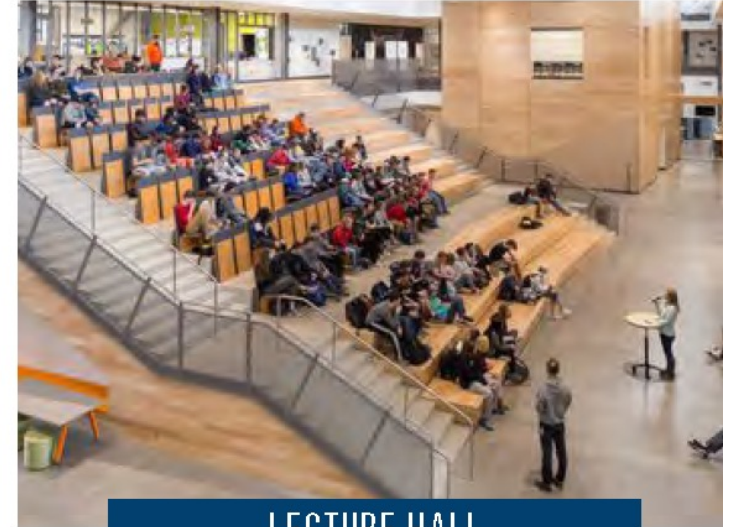
# CONVERGENCE HALL



CONVENING SPACES



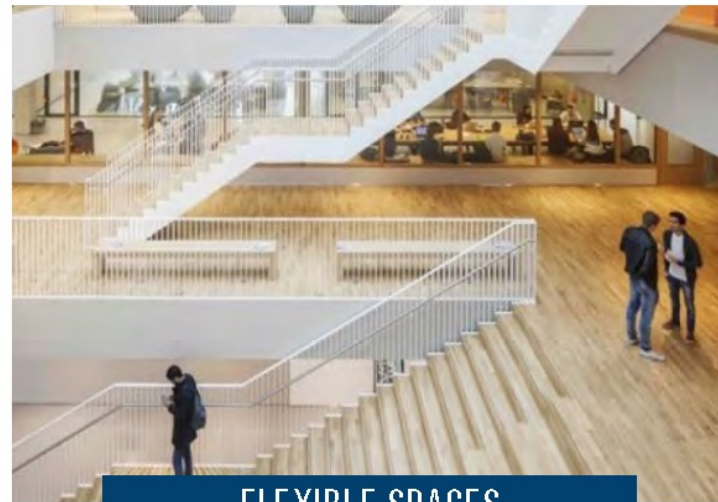
CLASSROOMS



LECTURE HALL



ROOFTOP TERRACES



FLEXIBLE SPACES



SOCIAL HUB





A+R

BUILDING  
M2

- Central Green
- Hotel
- ← Event Center
- ↻ Parking Access

THE ROW

NEW COLLECTION

THE CHEF'S KITCHEN

STATIONHOUSE







# INNOVATION ALLEY



SENSE OF DISCOVERY



ART & RETAIL



ECLECTIC SHOPS & EATERIES



LATE NIGHT EATS



MAKER SPACES



# THE EXPERIENCE

AT THE POINT





DARE

BOWL

CAFE

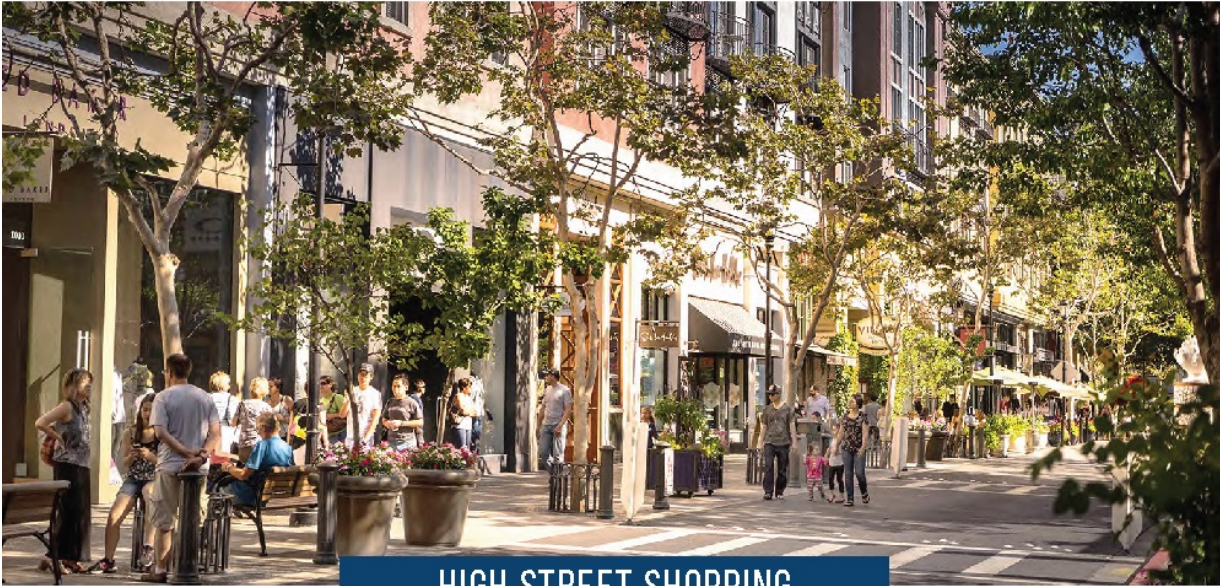
JAZZ  
MUSIC FESTIVAL

ELINE

BOUQUIN



# THE PROMENADE



HIGH STREET SHOPPING



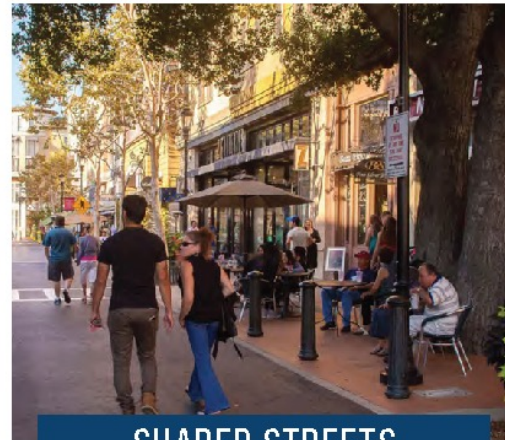
ENGAGING ANCHOR EVENTS



MARKETS & EVENTS



RESPIRE MOMENTS



SHARED STREETS



INDOOR / OUTDOOR DINING





arket

market

STRAWBERRY CAFE

SORSO

OTUM

OTUM





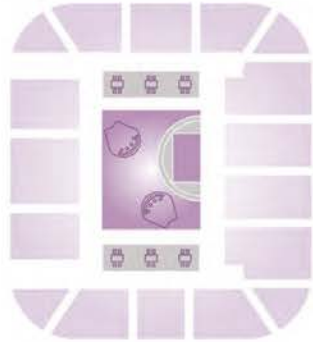


# SHOP, DINE & PLAY

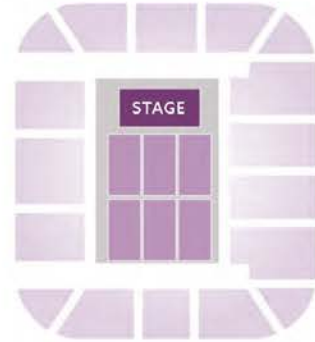




# ENTERTAINMENT ARENA



ESPORTS



CONCERTS



SPORTING EVENTS



← VIEWS TO THE PROMENADE

VIP TERRACE

1

3

2

4



THE PROMENADE

FLEX PLAZA

ARENA

STAGE

SERVICE

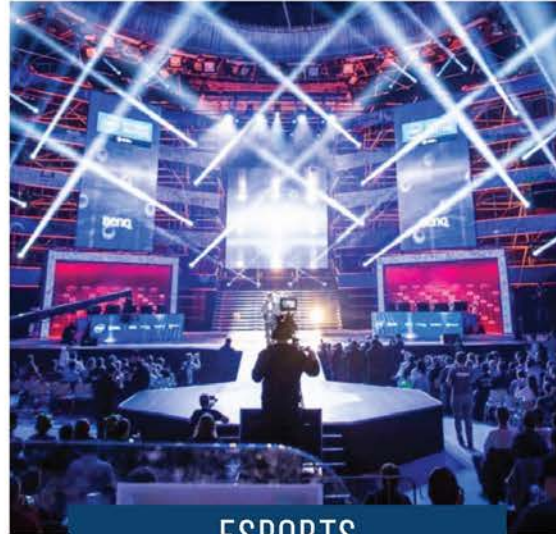




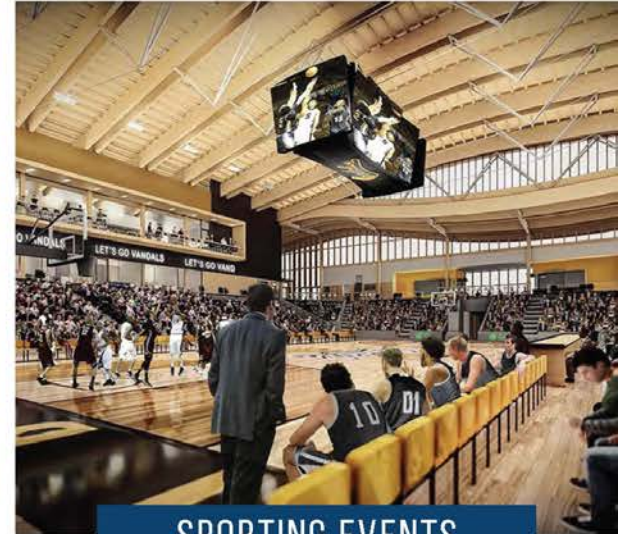
# ENTERTAINMENT ARENA



VIP SOCIAL TERRACE



ESPORTS



SPORTING EVENTS



FOOD & BEVERAGE OFFERINGS



PRIVATE LOUNGES



GAMING ROOMS



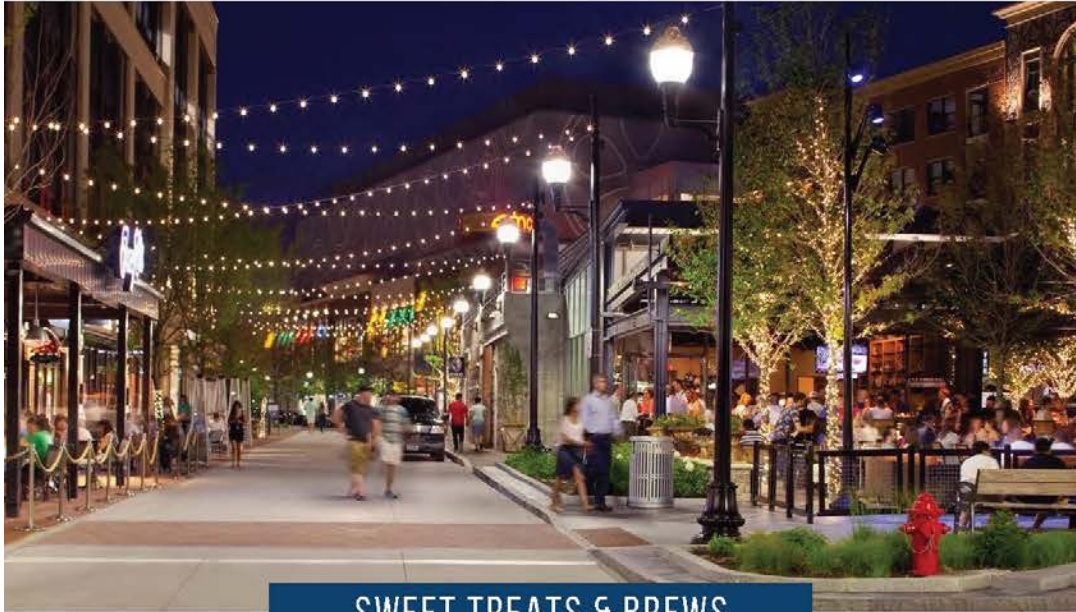
CONCERTS







# RIVER TO RANGE COURTYARD



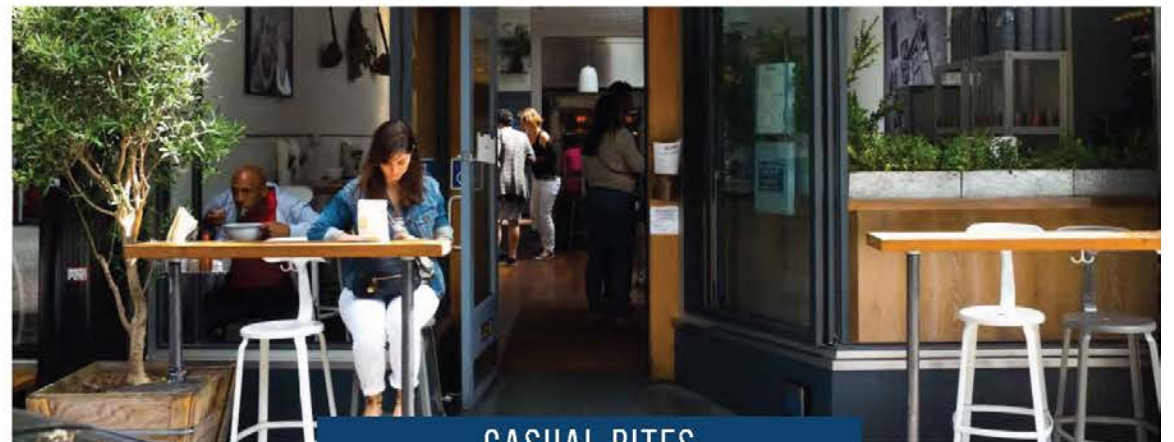
SWEET TREATS & BREWS



ROOFTOP CULINARY DINING



ALL SEASON DINING



CASUAL BITES

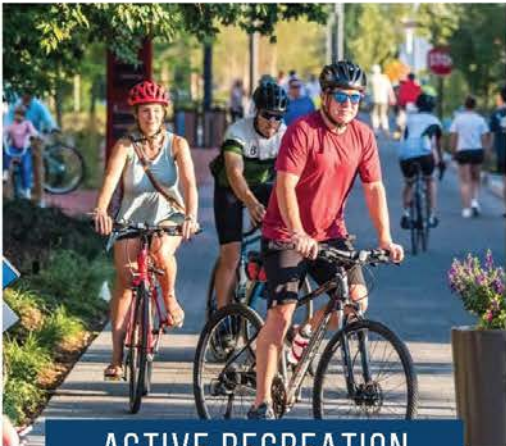




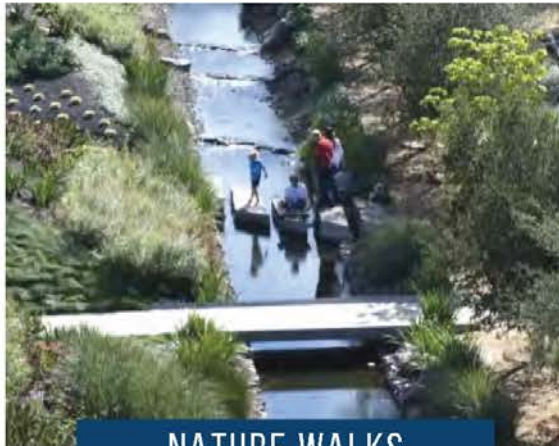




# RIVER TO RANGE



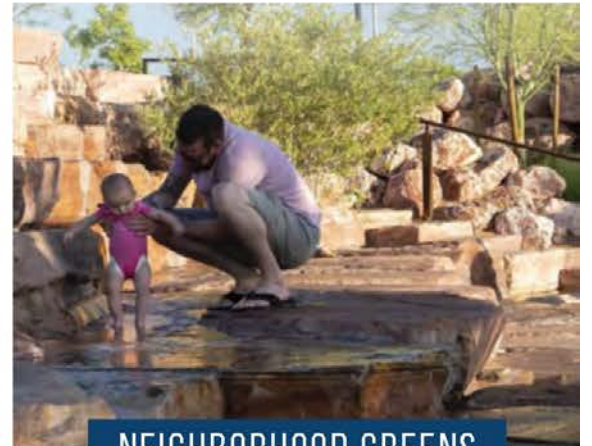
ACTIVE RECREATION



NATURE WALKS



CONTEMPLATIVE MOMENTS



NEIGHBORHOOD GREENS





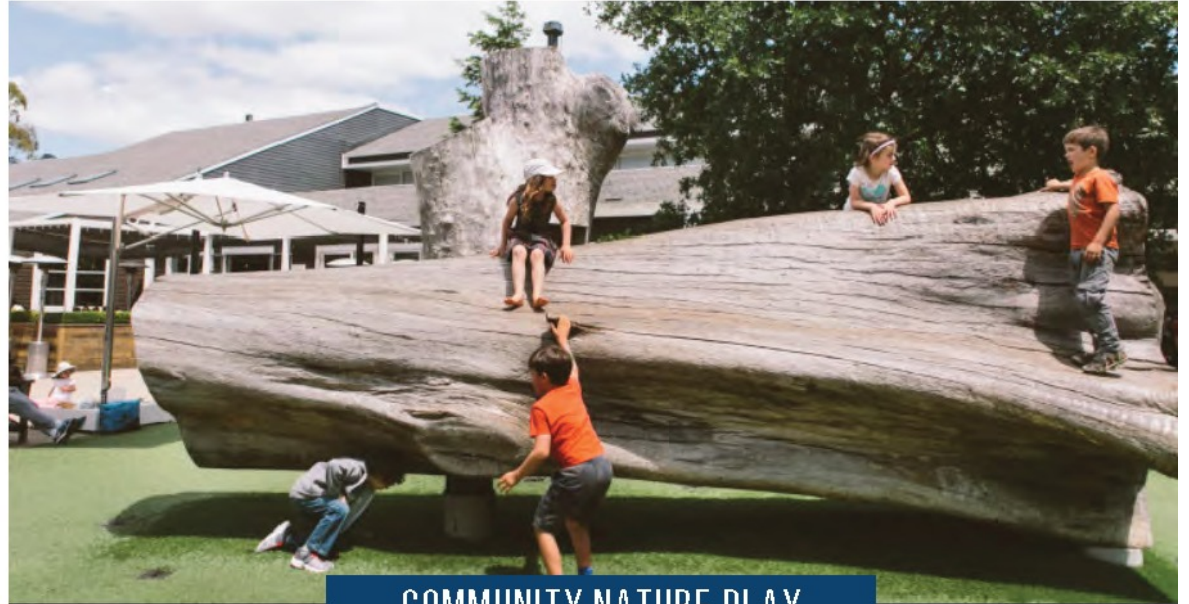




# CENTRAL GREEN



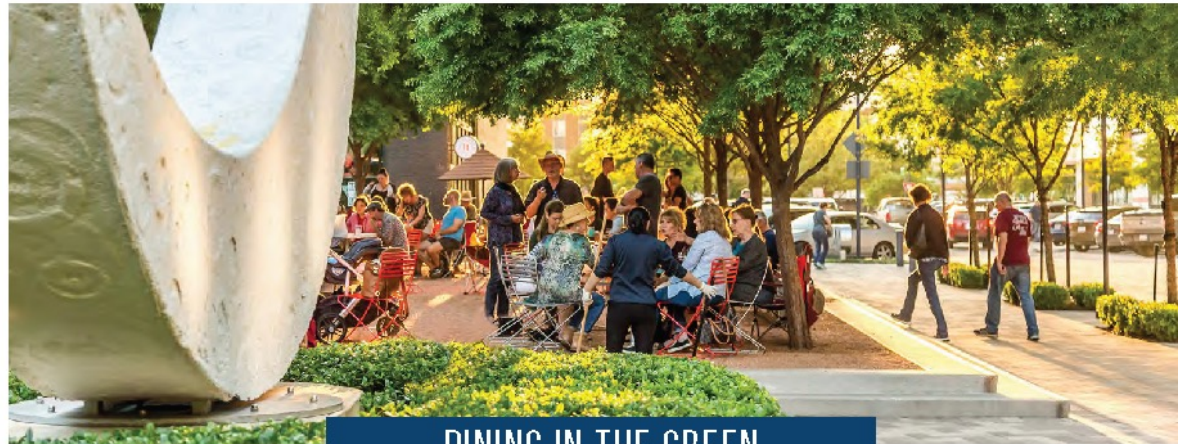
EVENTS IN THE PARK



COMMUNITY NATURE PLAY



SEASONAL ACTIVATIONS



DINING IN THE GREEN







# ECONOMIC IMPACT

AT THE POINT





# ECONOMIC IMPACT

**Table 1: Point of the Mountain Utah Contributions in 2048**  
(Dollar amounts in millions of constant 2020 dollars)

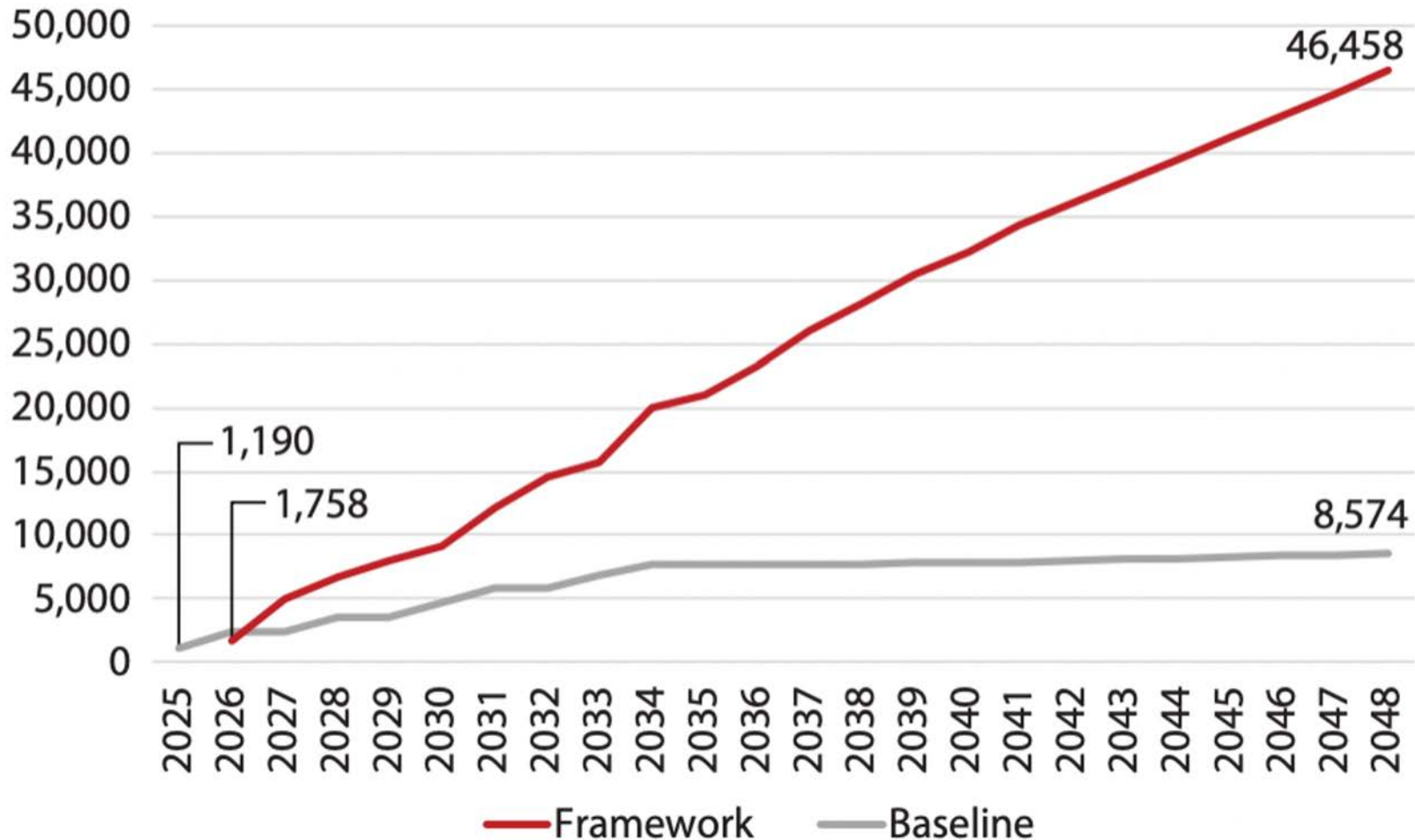
<b>Contribution</b>	<b>Framework</b>	<b>Baseline</b>
Employment	46,458	8,574
Direct	31,510	6,461
Indirect & Induced	14,948	2,113
Earnings	\$4,377.1	\$688.6
Direct	\$3,394.2	\$494.8
Indirect & Induced	\$982.9	\$193.8
GDP	\$7,010.1	\$1,259.9
Direct	\$3,287.5	\$605.2
Indirect & Induced	\$3,722.6	\$654.7



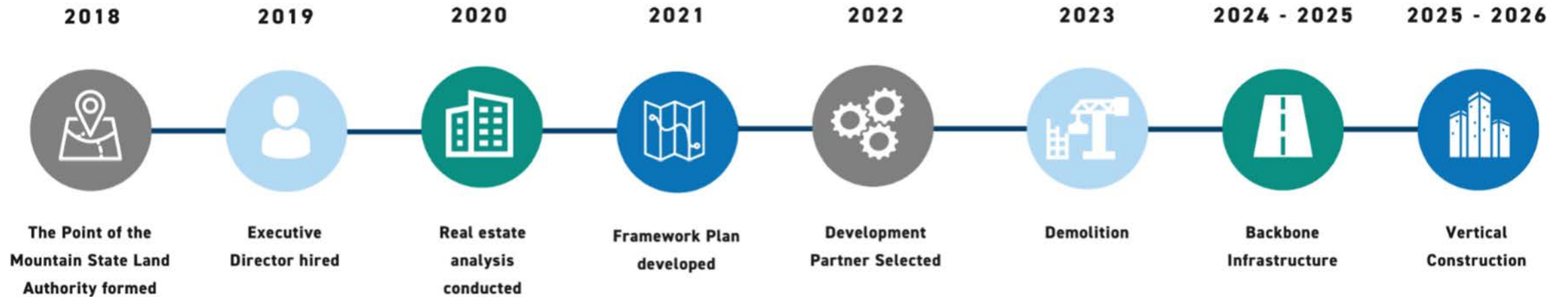


# ECONOMIC IMPACT

**Figure 1: Point of the Mountain Total Employment Contributions in Utah, 2025–2048**









An aerial photograph of a city, likely Salt Lake City, Utah, with a mountain range in the background. The image is overlaid with a semi-transparent blue filter. On the left side, there is a large, stylized blue circular graphic composed of concentric rings and a thick blue line. The text "THANK YOU" is centered in the middle of the image in a white, bold, sans-serif font.

THANK YOU