



The  
**POINT**







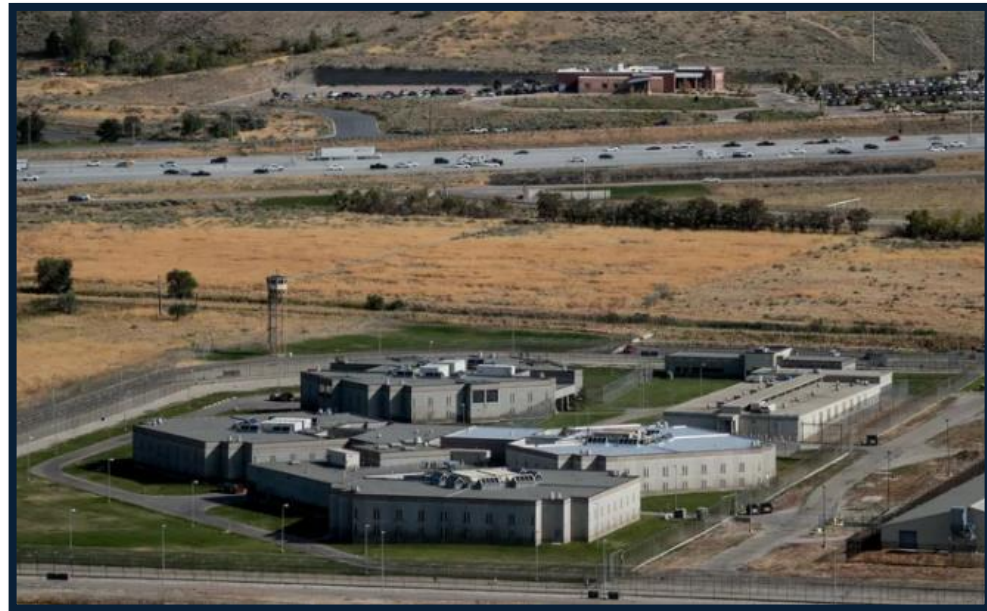
# THE OPPORTUNITY

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## 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



*Spenser Heaps, Deseret  
News*



# THE POINT

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# Objectives

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- Maximize job creation
- Facilitate a highly trained workforce
- Promote a high quality of life
- Strategic residential and commercial growth including workforce housing
- Preserve natural lands
- Enhance recreational opportunities
- Improve air quality
- Minimize resource use
- Plan transportation infrastructure
- Enhance mobility
- Protect the environment
- Complement surrounding development
- Attract nationally recognized research center





**The People**



# Land Authority Co-Chairs

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Lt. Governor  
Deidre Henderson



Representative V.  
Lowry Snow

# The Board

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April Cooper



Lincoln Fillmore



Stephen Handy



Dan Hemmert



Dawn Ramsey



Jim Russell



Jerry Stevenson



Troy Walker



David Woolstenhulme





**The Public**

# Public Engagement





# Local Media Coverage



OPINION | UTAH | BUSINESS

## Opinion: The Point is off to a good start — let's keep it that way

Utah's prison is moving over to make room for The Point, a new gathering center in Utah that we vitally need

By The Deseret News Editorial Board | Jul 13, 2022, 12:34pm MDT

f t e SHARE



## The Salt Lake Tribune

### Utah governor tours a now-empty prison. See what he saw before the wrecking ball comes.

Spencer Cox and his predecessor, Gary Herbert, laud the new and improved lockup — and point to the development riches that await at the former Draper site.



(Chris Samuels / The Salt Lake Tribune) Former Gov. Gary Herbert poses for a photograph of himself in a holding cell during a tour the VisiWatch. Stock of the former Utah State Prison in Draper, Monday, Aug. 15, 2022.

### 'The Point' project advances, replacing the Draper prison site



Watch FOX 13 News on your favorite streaming device anytime, anywhere



News Sports Local Life Education Business Food

### Salvation for a place of faith

Aug 02, 2022 10:50AM • By Mimi Darley Dutton



# National Media Coverage

510 counts of media coverage | Reached up to 186 million viewers/readers

Utah Seeks Development Partners to Build America's Newest 15-Minute City

**yahoo!**  
finance

**FOX 17**  
WEST MICHIGAN

NEWS > NATIONAL NEWS > TWO AMERICAS



**Does a '15-minute city' represent the future of towns? In a Utah neighborhood, that's the idea**

NEWS > NATIONAL > TWO AMERICAS



**Does a '15-minute city' represent the future of towns? In a Utah neighborhood, that's the idea**



**Bloomberg**

**Utah's Walkable '15-Minute City' Could Still Leave Lots of Room for Cars**

A planned community set to rise in a suburb near Salt Lake City could feature a network of shared mobility hubs and walking trails — plus tens of thousands of parking spots.







# The Plan

# Key Vision Elements

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# The Point: Utah's Innovation Community

The Point project will create a new innovation community and economic catalyst that is grounded in the unique character of its place.

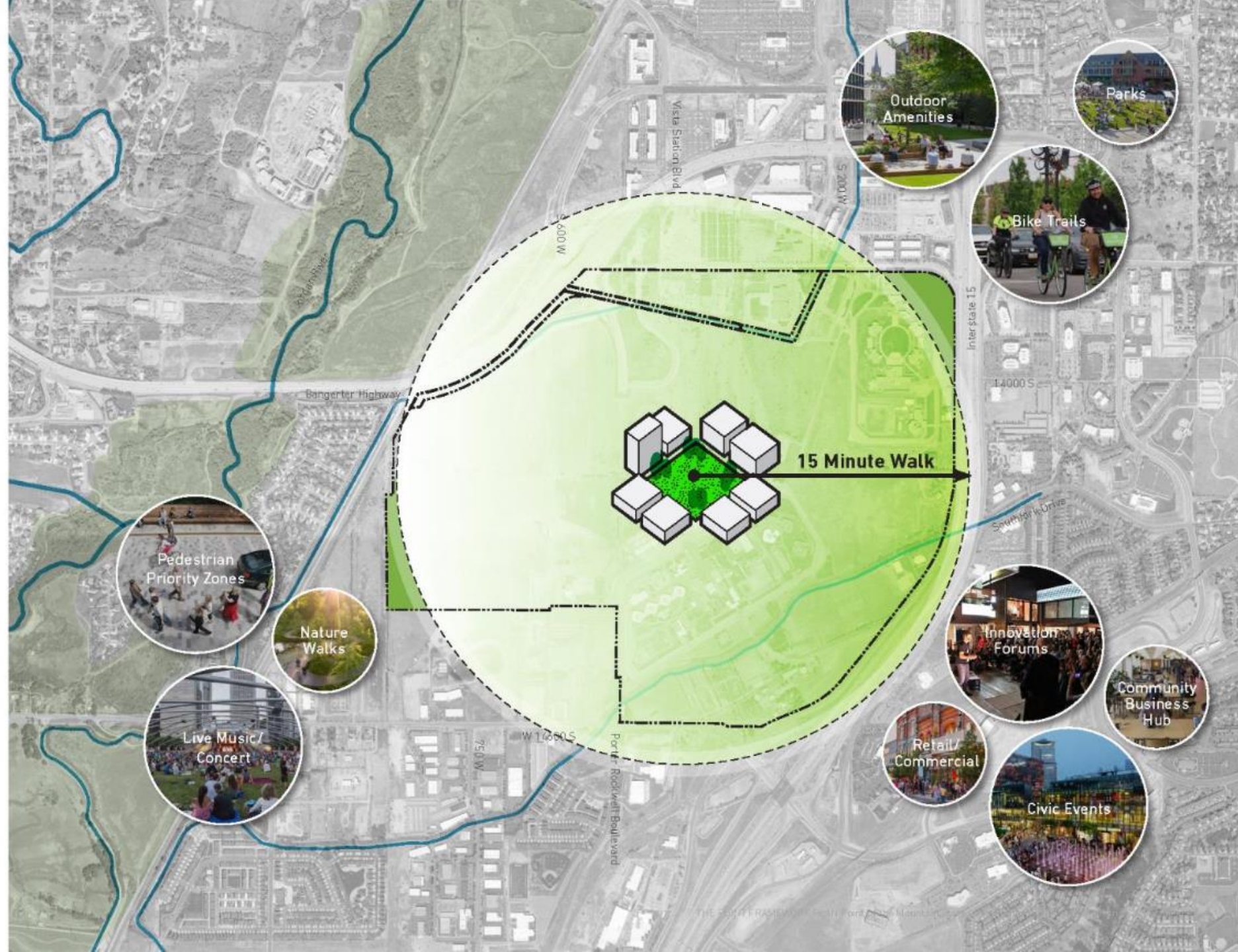




## Signature Feature A 15-Minute City

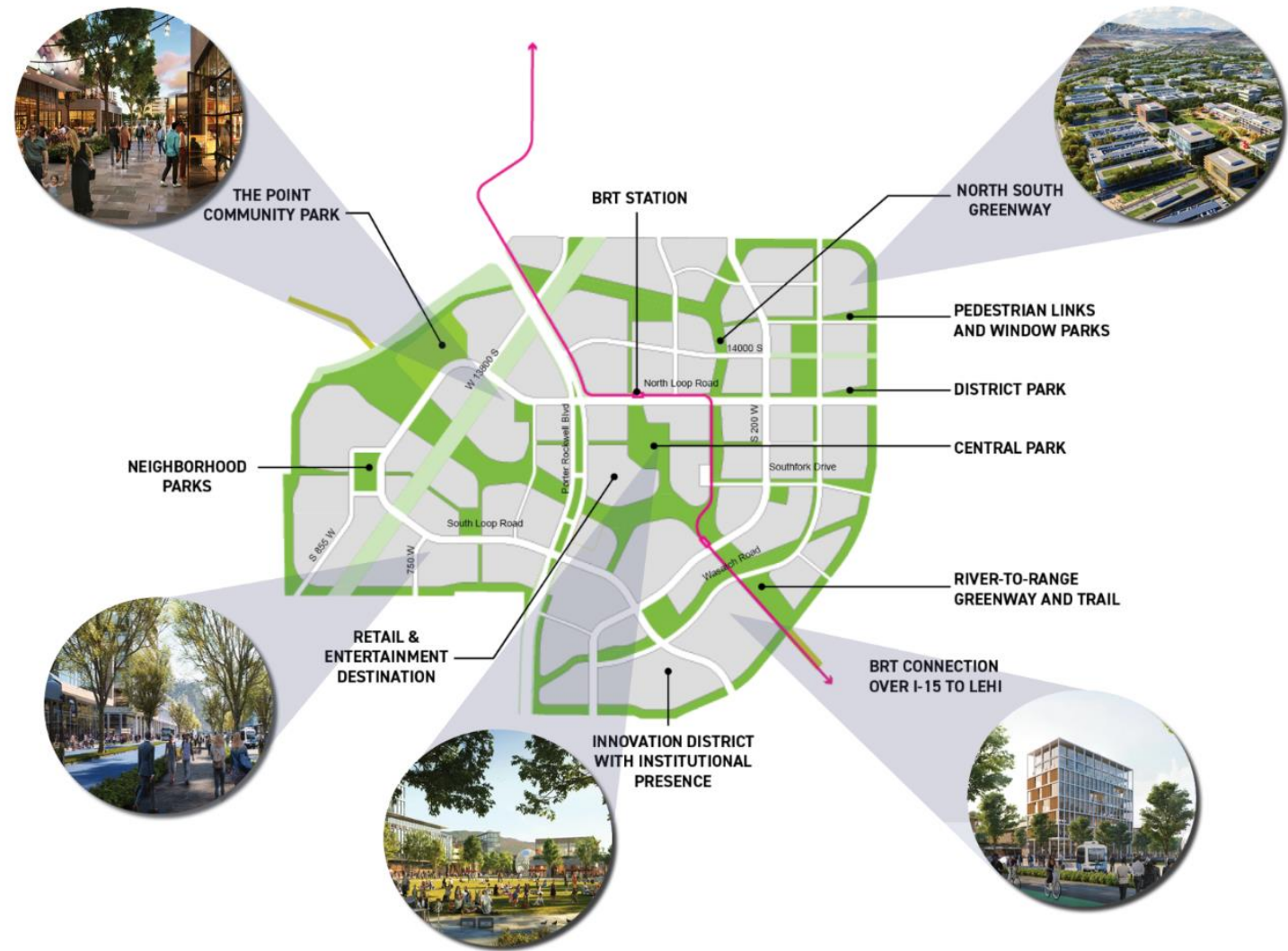
All daily needs can be met at The Point:

- Jobs
- Housing
- Retail
- Food & Beverage
- Recreation
- Entertainment





# Signature Features

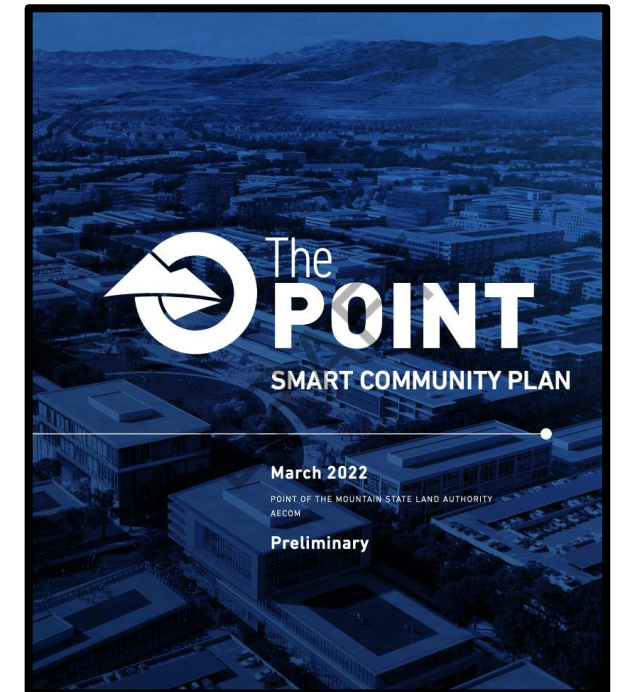
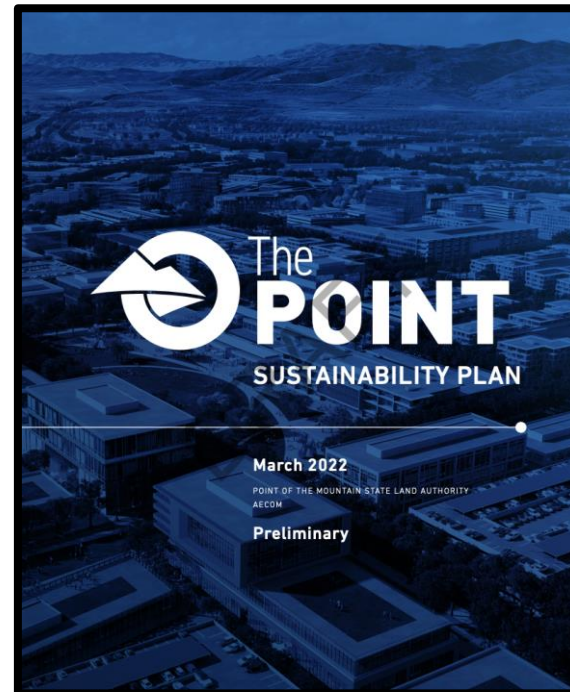




# Next-Gen Enhancements

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- Smart City Technologies
- Mobility Innovations
- Sustainability
- Traffic Mitigation
- Design Guidelines
- Economic Impact



# Economic & Fiscal Benefits

*Policy Brief*  
February 2022

**Kem C. Gardner  
POLICY INSTITUTE**  
THE UNIVERSITY OF UTAH  
DAVID ECCLES SCHOOL OF BUSINESS

## Point of the Mountain Buildout Scenarios Economic and Fiscal Contributions

*Authored by: Joshua Spolsdoff, Senior Economist, and  
John C. Downen, Deputy Director of Economics*

### Summary

The Kem C. Gardner Policy Institute has prepared an economic and fiscal analysis assessment of buildout scenarios at The Point of the Mountain, also referred to as "The Point." The analysis includes conceptual planning scenarios based on inputs and assumptions provided by the Point of the Mountain State Land Authority and RCLCO, a real estate consulting firm under contract with the Point of the Mountain State Land Authority. The first scenario—the current state-led "Framework Plan" development—anticipates a high-density design. The second scenario—named the Baseline development—is a "market-based" approach in which the land at Point of the Mountain is "sold to the highest bidder" and the market guides development. The Framework Plan spans 24 years—from 2026 to 2048—where steady and thoughtful development is performed to achieve its high density. This development plans for 7,400 residential units and allocates 8.5 million square feet of space for office, retail, hotel, civic, and an "innovation center" that will focus on research and development. The Baseline begins a year earlier in 2025 and will take an estimated 10 years to complete its buildout, significantly less time than the Framework Plan. The Baseline includes 2,800 residential units and 1.4 million square feet of retail, hotel, and office space. While the Framework Plan takes longer to unfold, it provides 4,650 more residential units to address housing needs, over 7.1 million square feet of additional nonresidential development, and significantly larger economic and revenue footprints compared to the Baseline scenario. The significant differences are explained by the higher planned density and average earnings under the Framework Plan. Additional scenarios are also plausible.

### Inputs, Assumptions, and Limitations

All model outputs depend upon the data inputs and assumptions made. These inputs and assumptions were made in conjunction with the Point of the Mountain State Land Authority and RCLCO. These include:

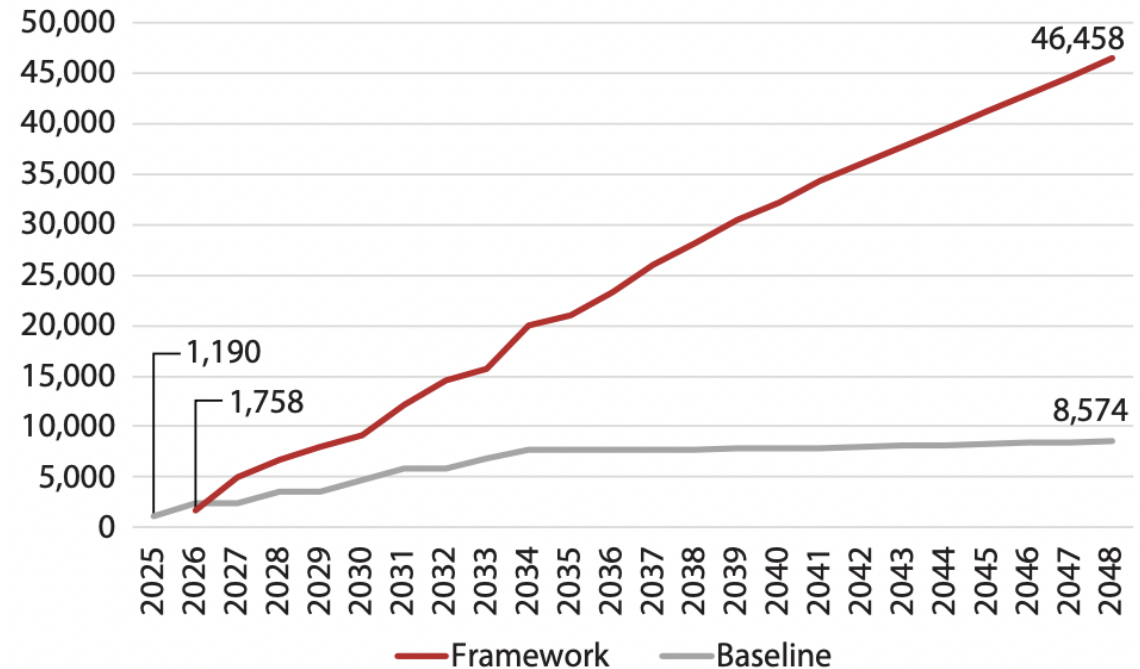
- **Statewide scope** - Results for both Framework and Baseline scenarios represent the statewide economic contributions associated with each buildout scenario. The employment, earnings, and GDP multipliers range between 1.3 to 2.1.
- **Employment** - For both the Framework and Baseline scenarios, employment is based on annual land-use deliveries (nonresidential square feet by zone type and residential units) and square feet per job provided by RCLCO.
- **Job mix** - Jobs by land use type were assigned to industries based on input from Point of the Mountain State Land Authority, RCLCO, Wasatch Front Regional Council, and Gardner Institute judgment.
- **Property taxes** - The Gardner team estimated direct property taxes by applying Draper millage rates (obtained from the Salt Lake County Assessor's website) to assessed property values provided by RCLCO.

Economists make a distinction between economic impact analyses and economic contribution analyses. Impact analyses identify the new economic growth derived from an activity based on new monies entering an economic region. Contribution analyses capture the economic footprint from an activity and include recirculated economic activity. This analysis is a contribution analysis. Refer to the Counterfactual and Methods sections for additional information on assumptions and methodology.

INFORMED DECISIONS™

Kem C. Gardner Policy Institute | 411 East South Temple Street, Salt Lake City, Utah 84111 | 801-580-5618 | [gardner.utah.edu](http://gardner.utah.edu)

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



Note: Buildout is 2048 for the Framework Plan and 2034 for the Baseline. The Baseline scenario includes market activity post-buildout to 2048. Contributions are relative to the REMI PI+ baseline forecast.

Source: Kem C. Gardner Policy Institute analysis of RCLCO and POMSLA data using the REMI PI+ model





# What's Next: Phase 1





LEGISLATIVE COMMITTEE PRESENTATION

# THE POINT PHASE I DEVELOPMENT PARTNER

THE POINT OF THE MOUNTAIN STATE LAND AUTHORITY

LINCOLN  
PROPERTY  
COMPANY

COLMENA  
GROUP

WADSWORTH  
DEVELOPMENT GROUP



LINCOLN PROPERTY COMPANY



MATT HOWELL



ABBIE EHMAN



PATRICK GILLIGAN



MEREDITH KOVACH



DAVID NEHAR

WADSWORTH DEVELOPMENT GROUP



KIP WADSWORTH



ROBERT BOOTH

COLMENA GROUP



LANCE BULLEN



AABIR MALIK

**\$94B**

ASSETS UNDER MANAGEMENT

**433M SF**

MANAGED

**150M SF**

DEVELOPED

**9,000**

EMPLOYEES NATIONWIDE







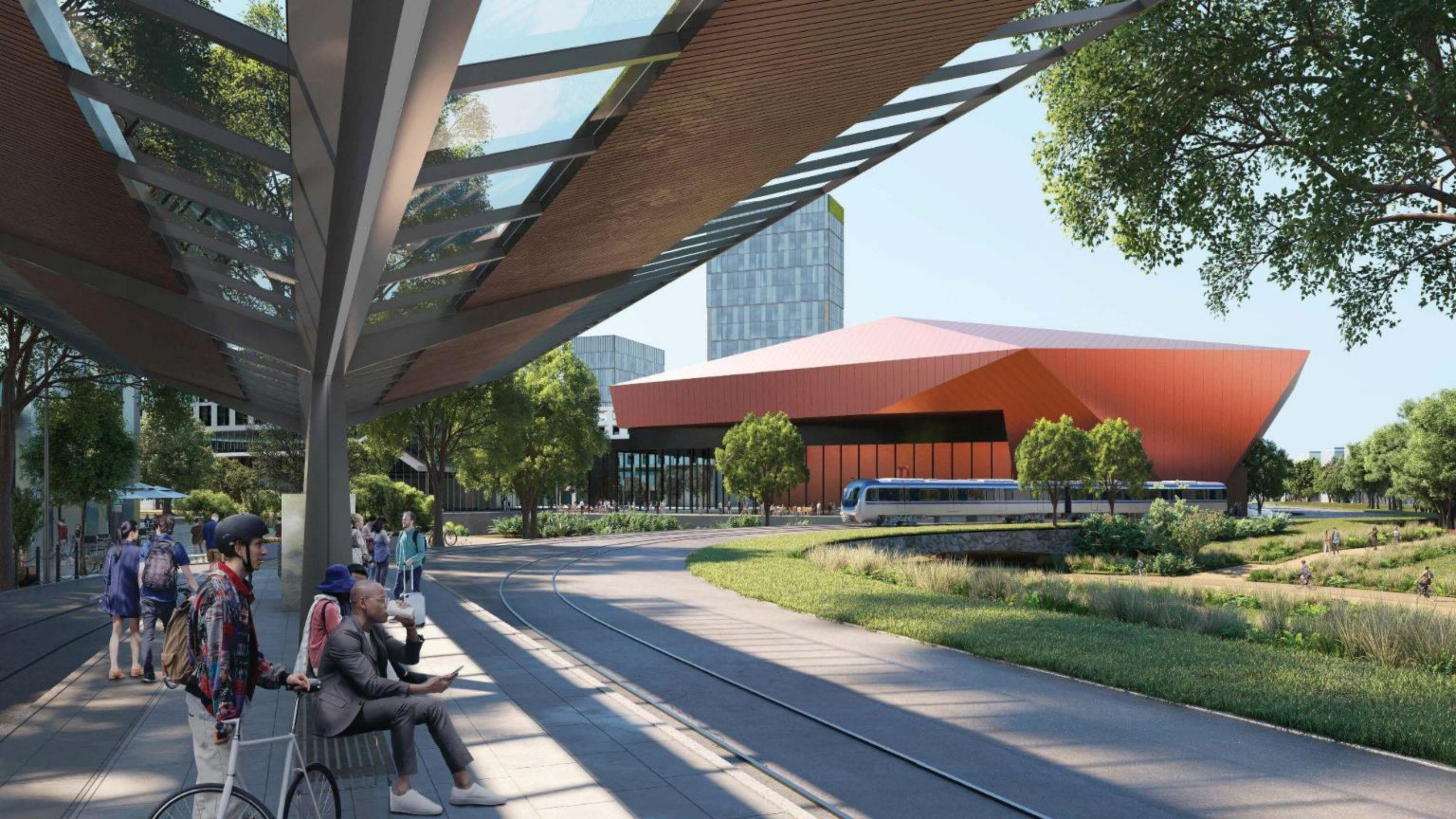






The  
POINT



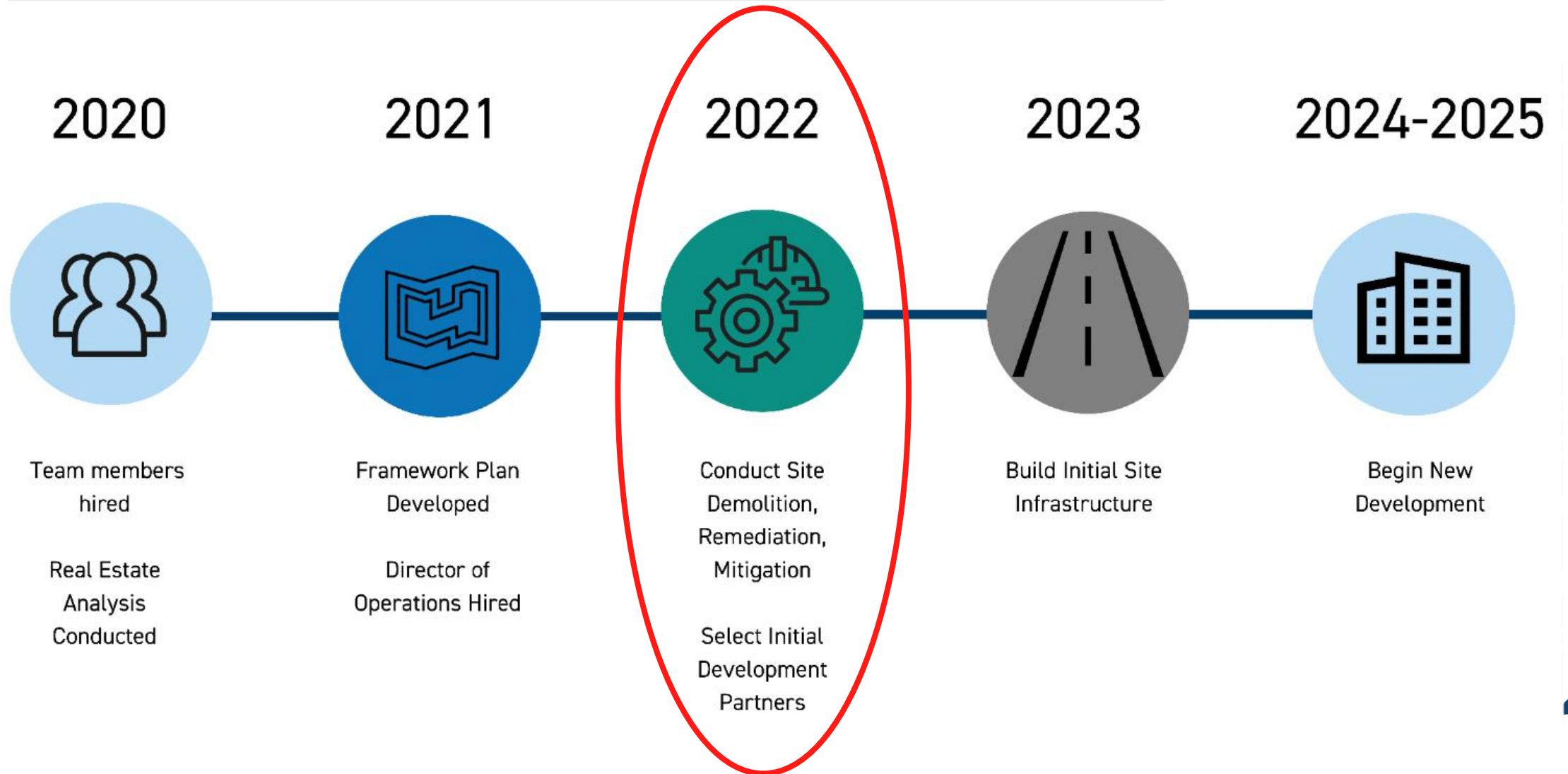








# Next Steps





THANK YOU