

The Sugar House Hotel Project

Salt Lake City • City Council

February 17, 2026



About Us

Utah-based Project Team

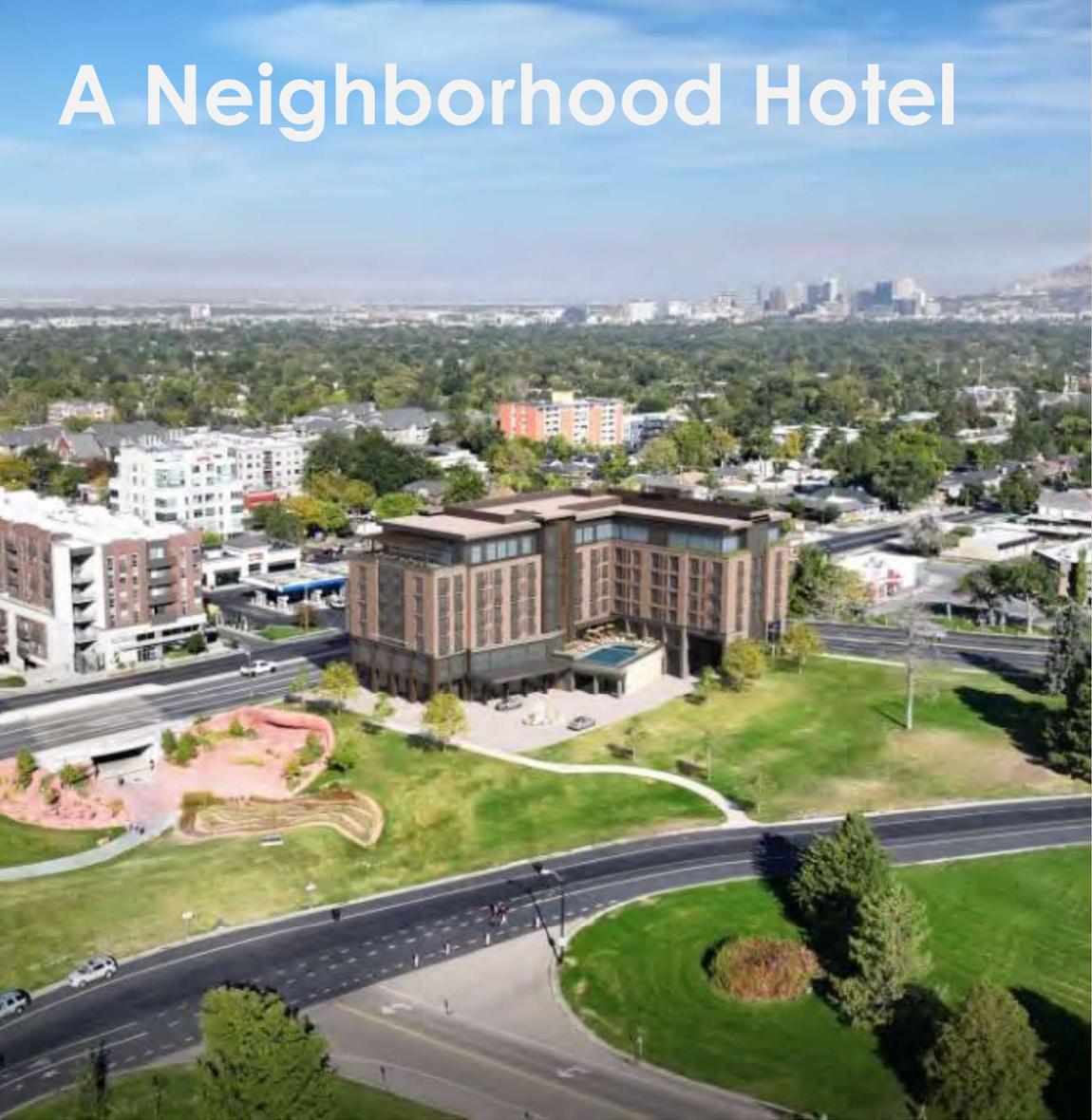
- Developer
- Operator
- Architect

20-Year Local History

- Local Office
- Wasatch Based
- 7 Hotel Portfolio
 - 200+ current employees in Northern Utah



A Neighborhood Hotel

An aerial photograph of a modern, multi-story hotel building with a mix of brick and glass facades. The hotel is situated in a city neighborhood with other residential and commercial buildings. In the foreground, there is a large green lawn with a circular landscaped area and a road with a few cars. The city skyline is visible in the background under a clear blue sky.

Sugar House-Centric Design & Amenities

- 145-room Upscale boutique hotel under the Hilton network
- Sugar House influenced design and feel
- Mixed use development, including a rooftop restaurant, banquet hall, retail, and more
- Designed for travelers searching for a local experience and neighborhood while they visit Salt Lake City

Gathering Space Linking City & Park

Custom designed to be a linking element, with many proposed interactions and physical connections between the neighborhood, hotel, project amenities, and the park

Amenities for guests, visitors, and the local community:

- A. Roof-top restaurant
- B. Banquet space (Top Floor)
- C. Meeting areas
- D. Lobby café
- E. Activity center
- F. Retail spaces
- G. GREENbike station (on or adjacent to site)
- H. Underground parking
- I. 24-hour presence

Hotel use, a private Business as a Public Hub



Aligned with the ongoing evolution of Sugar House



MU 3 to MU 8 Rezone request

- Consistent with the overall general plan for Sugar House and Plan Salt Lake initiatives
- Supports adjacent Sugar House Business District
- Site location is isolated from single family homes and from lower height zoning north of project
- Lower height than MU 11 zoning, directly across 1300 East
- Area buildings already similar height to request

Aligned with the ongoing evolution of Sugar House

MU 3 to MU 8 Rezone Request

- Complementary use to park and business district.
- Hotel use and amenities not possible in MU3
- Identical Mountain view impact versus current zoning



Sugar House Hotel Project

The Right Fit



- Connects the city and Sugar House Park
- Zoning enables the hotel: a Private Business as a Public Hub
- Local design shares with visitors an authentic SLC experience: neighborhood, nature, and trails
- Provides multiple amenities and Community Benefits, due to increase in density
- Supports Sugar House businesses, boosting local foot traffic with 150+ guests per night
- \$25M+ in sales/occ tax benefits over first 10 years
- 75+ jobs created, including many over \$100k per year
- Mixed-use project that fully utilizes, respects, and engages the community worthy of this unique location

Questions, Answers & Discussion

Salt Lake City • City Council Work Session

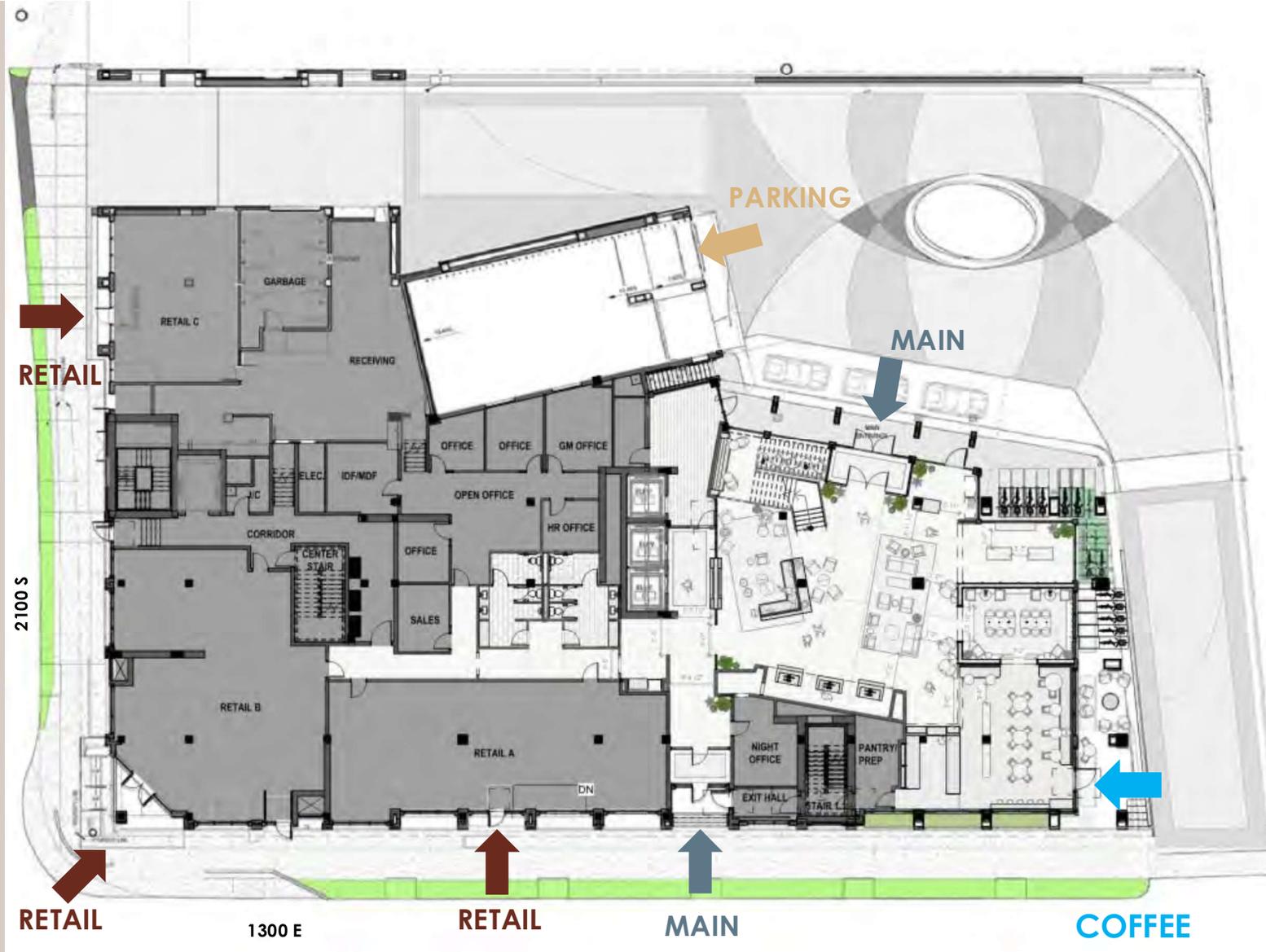
February 17, 2026



Site Plan



Hotel Plan Overview Level One



Hotel Plan Overview Level Two



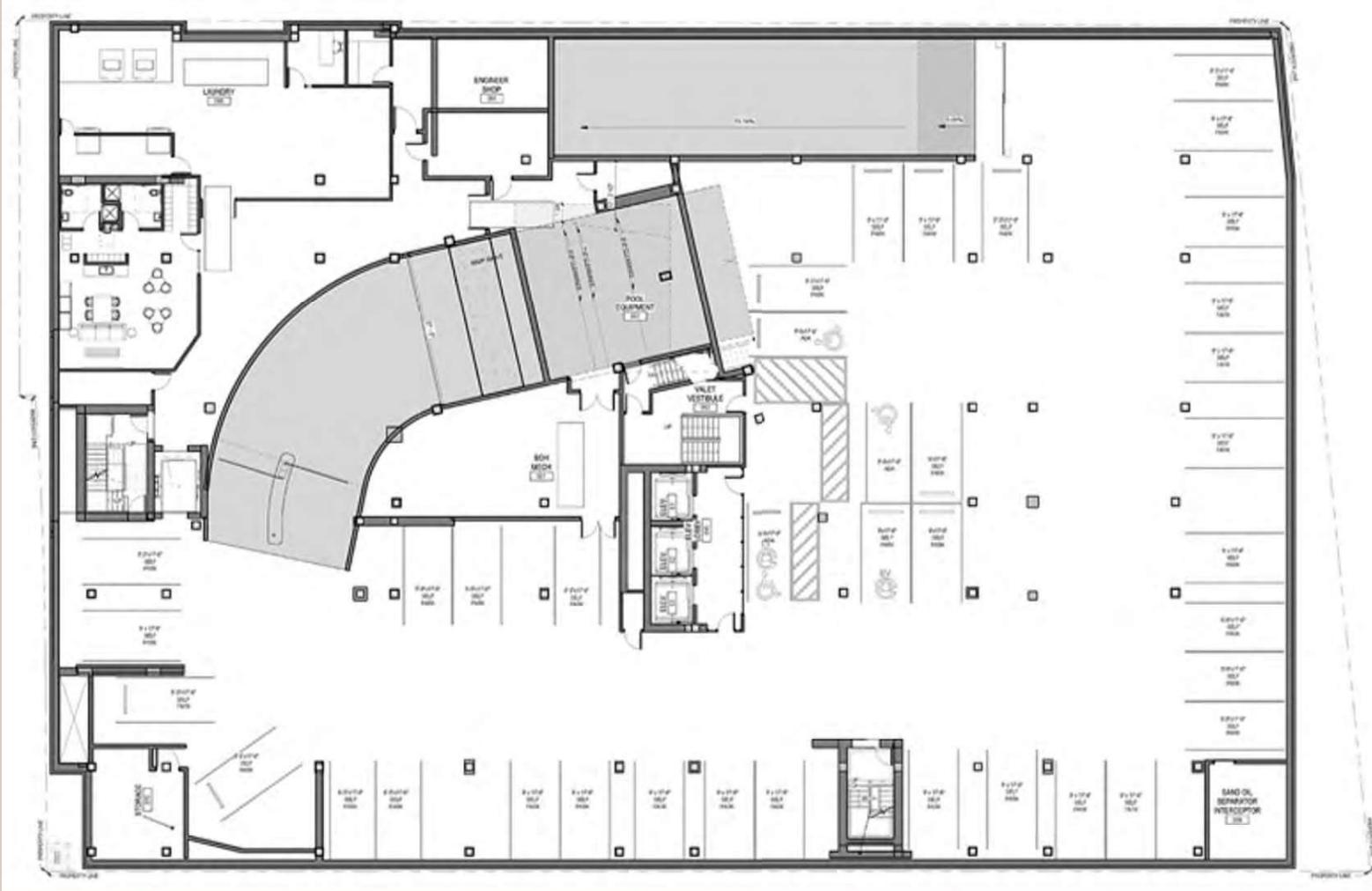
Hotel Plan Overview Level Three-Six



Hotel Plan Overview Level Seven



Parking Level P1



Traffic Study



Minimal increase in traffic versus empty lot

Evening rush hour statistics:

- Of the ~2,056 cars that arrive at the hotel turn in on 1300 E, ~41 are hotel driven (<2% of total)
- Of the ~2,070 cars that arrive at the 1300E/2100 S intersection from the south, ~55 are hotel related (~2.7% of total)

Compared to existing zoning:

The proposed hotel is anticipated to have less of a traffic impact than currently allowed uses on the site due to a lower trip count and offsetting peak hours that exist for a hotel.
[Hales Engineering – November 2025]

Parking Study



Figure 3: Peak Event Time-of-day parking supply requirements

Water & Environmental Concerns

- Communication with State and County officials confirm no foreseen impact to the dam
 - Salt Lake Flood Control – Aaron Murphy, CFM
 - Asst. State Engineer – Dam Safety/Stream Alterations – Matt Call, PE
- Water table well below max excavation (Water at 51 feet)
- Far outside of flood zone, as determined by engineers



Flood Impact Area

FEMA's National Flood Hazard Layer (NFHL) Viewer

with Web AppBuilder for ArcGIS



Zoning & General Plan Amendment



MU-8 [with height of 90'-0"]

Consistency with reclassification & rezoning of nearby Mixed Use – Low Intensity areas

Compatible with recent adjacent rezone and zoning designation changes, including nearby MU 11

Hotel use with offered community benefits, requires increase in density through zoning change to provide



Community Benefits

Retail spaces with local business benefits

- Discounted rents for at least one retail tenant at 25% below market rent, to local businesses
- 0% financing for that local businesses building out the retail spaces

Community use space

- Schedulable meeting space availability, at no charge, throughout the year to community groups

Community Benefits

Public Use Parking Garage

- Pay-for-use public Parking garage – built in excess capacity for hotel needs

GREENBike program

- Funding connection to and expansion of green transportation bike system
- Location to be at hotel or, with permission, in Sugar House Park





Site History

- Privately owned commercial use for 80+ years
- Previous historic uses include a gas station, dry cleaner, and restaurant
- Various proposals for uses since the Sizzler including apartments and a gas station
- Current site is vacant and in need of revitalization with a project that includes context-specific community benefits

The Sugar House Hotel

