



FOOTHILL LANDING

A Community & Wellness Center
University of Utah — Upper Campus

112,000 SF

Total Building

\$70.2M

Total Investment

1,400+

Daily Users

Q1 2029

Target Opening

- Utah's First Campus Kilter Boards
- Cold Plunge + Sauna Wellness Rooms
- The Void: 28-ft Skylight Atrium
- Autonomous 24/7 Smart Market

Where Upper Campus Comes to Life.

Fitness · Food · Study · Community



Project Vision

The Opportunity

- 2,500+ students across 7 dorms with zero nearby wellness amenities
- Approximately a 0.6 mile walk to Eccles Rec Center — 5x the distance of lower campus
- Direct impact on student quality of life and retention

The Solution

- 4-floor, 112,000 SF community and wellness center
- Fitness, dining, and academic support directly on upper campus
- L-shaped design with southeast-facing Wasatch Mountain views

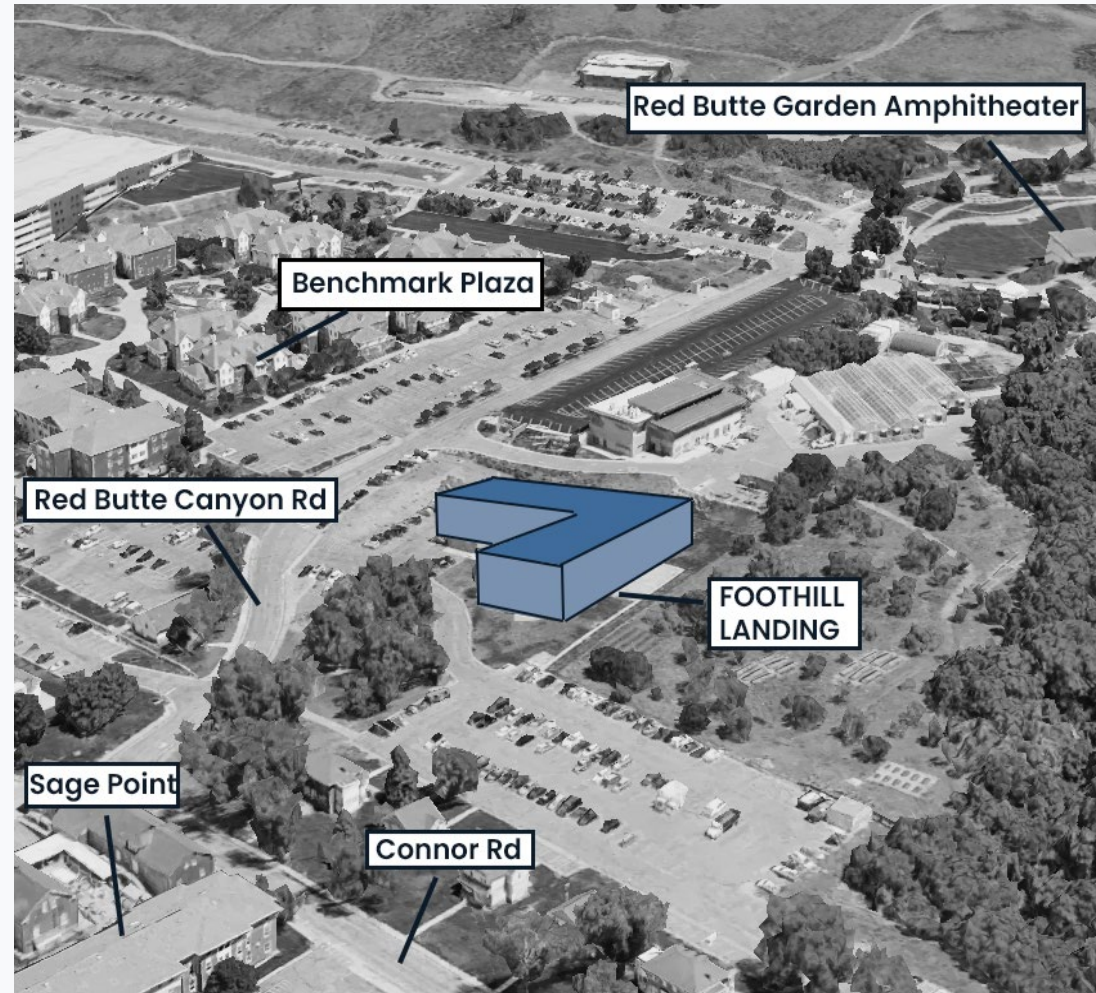
The Community Impact

- Improves student retention through closer recreation access
- Supports the University's mission to deliver real societal impact
- Transforms upper campus from second-tier to premium destination

The Location

- Central to all 7 upper campus dorms
- Adjacent to Red Butte Garden and the Wasatch foothills
- Hub for outdoor-oriented students — meaningful enrollment draw

SITE LOCATION



*Foothill Landing · Upper Campus · University of Utah · Hospital Department · Hiking trails
Nestled between upper campus dorms and Red Butte Garden, with Wasatch Mountain views to the east*

2,500+
Upper campus students served

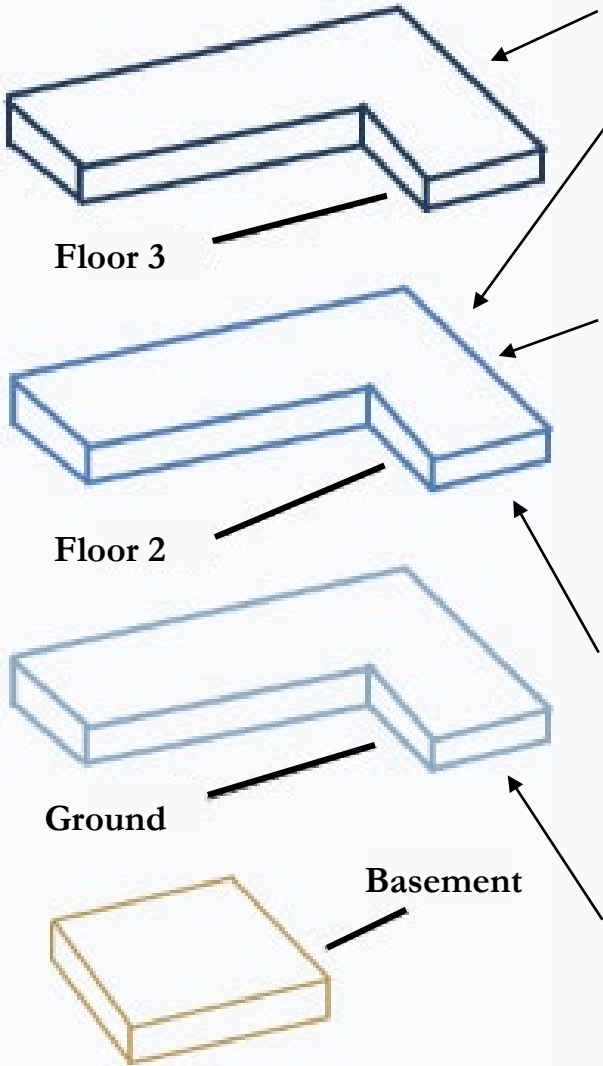
~ 0.6 Mile
Distance saved vs main campus rec

7 Dorms
Within 5-min walking distance



Property Design by Floor

FLOOR	NET SF	PRIMARY USE	KEY PROGRAMMING
Floor 3	34,000 SF	Cardio + Study	45-50 treadmills · 17,000 SF study · 40-station computer lab · group rooms
Floor 2	34,000 SF	Full Fitness Center	Strength · functional turf · yoga studios · locker rooms · personal training
Ground	34,000 SF	Food & Bev Hub	City Edge · Shake Smart · Panda Express · smart market · 150-seat commons
Basement	10,000 SF	Super-Quiet Study	100+ carrels · 15 group rooms · 24/7 keycard
TOTAL	112,000 SF	Community & Wellness	1,400+ daily · Q1 2029 · \$609/SF



Signature Features

THE VOID & SKYLIGHT ATRIUM

A 5,000 SF vertical opening between floors creating a dramatic 28-foot ceiling anchored by a continuous overhead skylight. Natural light pours through two full levels, reducing daytime energy demand. Creating an open feel that is essential for a strong workout.

KILTER BOARDS

Two 15' x 30' LED smart climbing walls with app-connected bouldering training. No Utah University campus currently has this technology. This connects to many students' appeal to Utah's outdoor culture.

COLD PLUNGE + SAUNA

Cold plunge rooms paired with premium dry saunas in both locker rooms. Hot/cold contrast therapy proven to reduce inflammation and strengthen mental resilience. First on any Utah university campus.

AUTONOMOUS 24/7 MARKET

Scan UCard → grab items → walk out — auto-charged to meal plan or flex. AI integrated cameras and smart shelves track every item in real time. Using UCard when walking in ensures minimal shrinkage in a closed campus environment. No lines, no checkout staff. 24/7 access.



Primary Research: Upper Campus Life Center Survey

65 upper campus students surveyed · March 2026

94.1%

Of those surveyed were undergraduate students living on campus

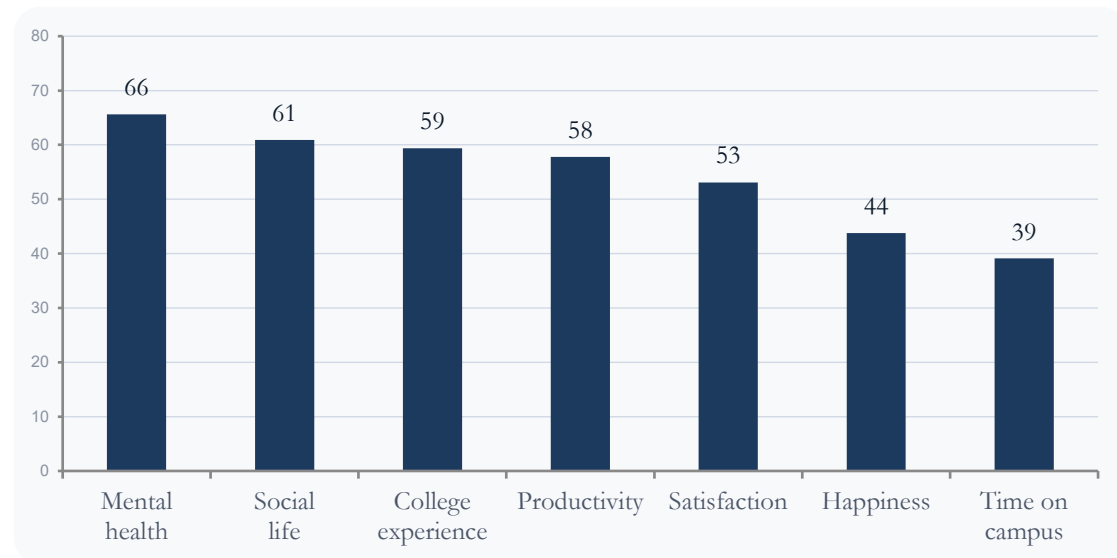
91%

would spend time at an upper campus student life center

89.7%

would benefit from a student life center on upper campus

"This project would improve my..."



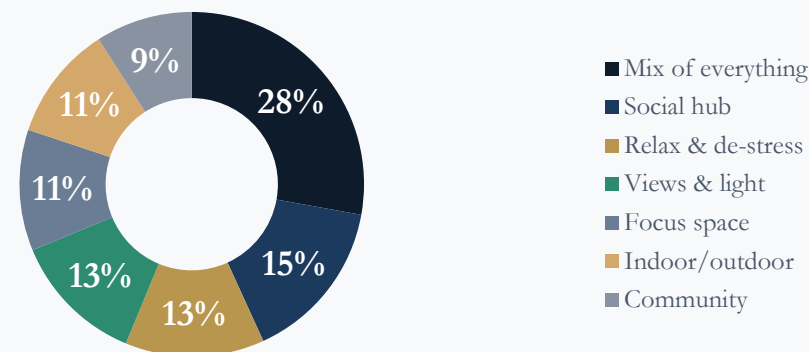
"Campus needs this!" — 1 to 10 Rating

56.9% rated 10/10
84.6% rated 7 or higher

8.6

avg. out of 10

"The center should feel like..."



What students are saying

"It's way harder to motivate on cold days to walk so far... if it were closer I would actually take care of my health."

"Much of the things I do solo in my room I could do somewhere else, getting me out and feeling less trapped."

"Spreads out the student population and de-crowds the lower campus."

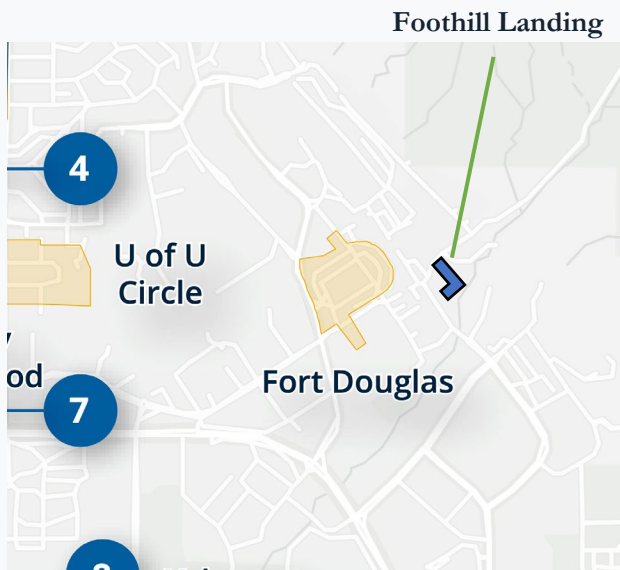
"I would go way more, and I would like to meet more people on upper campus"



Target Market

SEGMENT	USERS	PRIMARY NEED
Upper Campus Students	900+	Fitness · Food · Study
Research Park Employees	200+	Wellness · Lunch break
Faculty and Staff	300+	Fitness · Market · Food · Events
Total	1,400+	

Laws and Legality



According to the 2026 Salt Lake City Historic Map; Yellow represents National Historic Land

Competitive Positioning

EoS FITNESS



STUDENT LIFE CENTER



PETERSON HERITAGE CENTER



Revenue Demand by Stream

FITNESS AND MEMBERSHIPS	\$421,000
Group fitness classes	\$95,000
Personal Training	\$55,000
Outside Memberships	\$60,000
Day Passes	\$146,000
Wellness Memberships	\$65,000
FOOD & BEVERAGE	\$362,500
City Edge 3,000 SF @ \$45/SF NNN	\$135,000
Shake Smart 1,500 SF @ \$40/SF NNN	\$60,000
Panda 2,500 SF @ \$45/SF NNN	\$112,500
Autonomous market revenue share	\$55,000
OTHER INCOME	\$218,950
Rentals	\$11,000
Locker Rentals	\$22,500
Parking & Events	\$185,450
Gross Revenue	\$1,002,450/yr



Development Budget

COST CATEGORY	AMOUNT	% OF TOTAL	\$/SF
Shell & Core construction	\$38,480,000	53.5%	\$326
Equipment & Fill-Out	\$12,100,000	17.7%	\$108
Special Architectural Features	\$2,180,000	3.2%	\$19
Site Work	\$2,000,000	2.9%	\$18
Soft Costs		11.7%	\$71
Architecture & Engineering	\$4,377,600		
Permits & Impact Fees	\$960,000		
Legal & Title	\$480,000		
Marketing & Leasing	\$546,000		
Insurance (Builder's Risk)	\$420,000		
Third-Party Inspections	\$1,220,000		
Contingency (8% of hard costs)	\$4,220,800	6.2%	\$38
Developer Fee	\$3,249,220	4.8%	\$29
Total Project Cost	\$70,223,620	100%	\$609 SF

Capital Structure (Sources)

SOURCE	AMOUNT	% OF TOTAL
University Capital Bonds	\$50,000,000	53.3%
Student Wellness Fee Reserve	\$10,000,000	14.7%
Research Park Contribution	\$5,000,000	7.3%
Donors	\$5,223,620	4.7%
Total Sources	\$70,223,620	100%

Operating Pro Forma

Revenue		
Fitness and Memberships	\$421,000	43.3%
Food & Beverage	\$362,500	37.2%
Other Income	\$218,950	22.5%
Gross Revenue	\$1,002,450	
Vacancy/ Adjustments (3%)	(\$30,073)	
EFFECTIVE GROSS REVENUE	\$972,377	100%
Operating Expense		
Facility Operations (utilities, maintenance., janitorial)	\$564,000	
Staffing (2 FT + 5 PT + trainers)	\$475,000	
Management, Insurance, reserve, tech	\$266,264	
TOTAL OPERATING EXPENSES	\$1,305,264	
OPERATIONAL NOI	(332,887)	
+University Subsidy	400,000	
ADJUSTED NOI	67,113	

University Capital Project Framework

Foothill Landing is proposed as a university capital project, which has the same institutional framework used to fund and operate the George S. Eccles Recreation Center, the A. Ray Olpin Student Union and many other academic buildings across campus. These facilities are evaluated as strategic infrastructure investments, not yield-maximizing real estate, which means every student who stays enrolled instead of dropping out or transferring brings the university over \$10,000 in tuition. So, even retaining a small number of additional students each year more than justifies the cost of the building. The \$400K annual operating subsidy amounts to under \$1 per student per week university-wide. This fractional subsidy makes the investment viable and justifiable for the university.

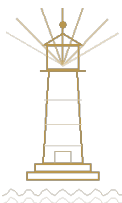


BASEMENT LEVEL



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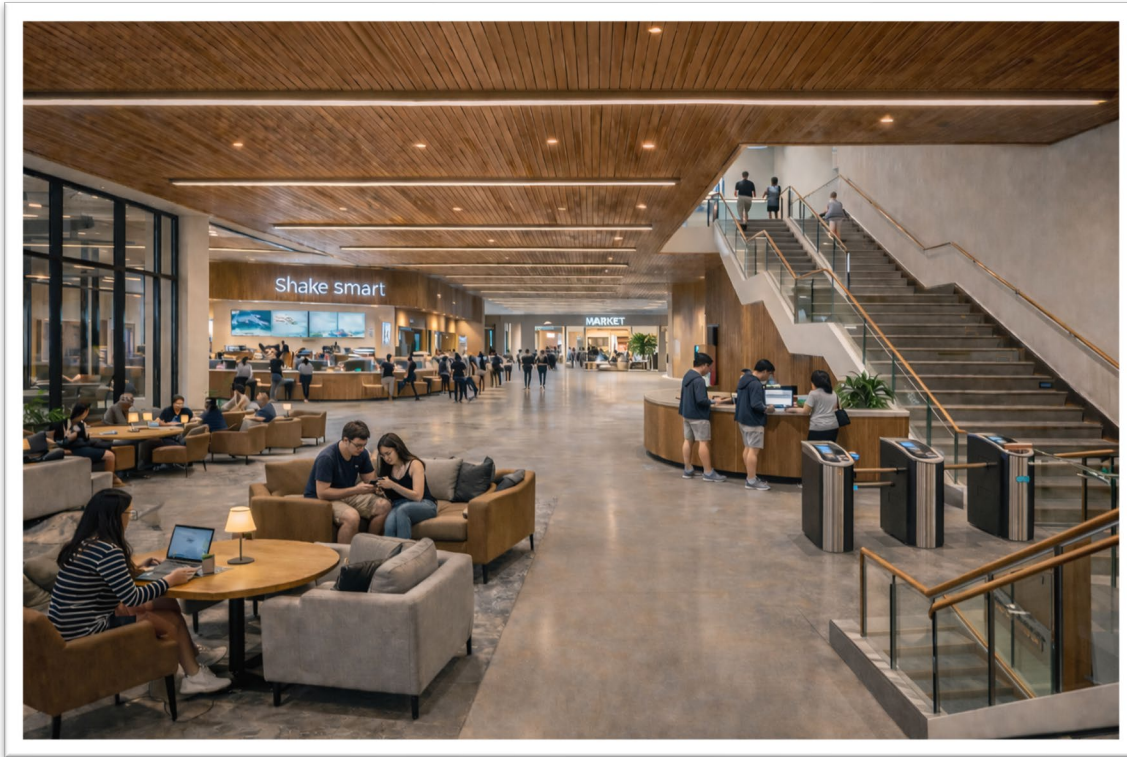
A warm and comfortable place to make these students feel at home again. Comfortable furniture, warm lighting, and the white noise of a fireplace. This space allows for deep focus and maximum relaxation while becoming the next generation of change makers.



LARGE GROUP STUDY ROOMS

Professional spaces where people can get together, collaborate and create not just projects, but form connections that will have a lasting impact on success. Good acoustics and lighting for all occasions.

GROUND LEVEL



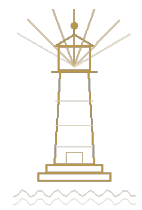
FIRST FLOOR ENTRANCE + SHAKESMART

This entrance space immediately sets the tone for the rest of the building. It's designed as an open, collaborative environment with plenty of room to move comfortably through the first floor. Visitors are welcomed by check-in centers and a Shake Smart café, giving students a place to fuel up and connect.



FREE FLOWING COFFEE SHOP

This area serves as the social heart of the building. With comfortable seating, collaborative workspaces, and natural light filling the room, it creates a place where students can study, meet, and recharge. The central coffee bar acts as a focal point, naturally bringing people together throughout the day.



MIDDLE LEVEL



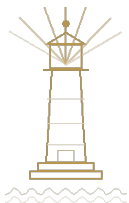
WELLNESS SPACE

A place to rejuvenate the body. When you enter the wellness room you are not embraced with what feels like a public pool. But a private, top of the line recovery center. This experience is un-matched at the start or end of a long day.



GYM SPACE

The most crucial thing on a day-to-day basis, "break a sweat." Nothing like getting a good workout. You study better, you think sharper, you sleep better, and we all like the feeling of feeling good.



TOP LEVEL



EVENT SPACE

Beautiful spaces bring people together in ways that feel effortless and natural. Designed to celebrate connection, this environment transforms gatherings into memorable experiences where conversation flows, ideas are exchanged, and relationships deepen.



STUDY SPACE

Great environments inspire great thinking. The natural light and good views make this study space special. It will help students focus, grow curiosity, and get inspired. This is a place where a people find their purpose they find happiness. The connection to the surroundings will be felt.



WELLNESS

COMMUNITY

IMPACT

EDUCATION

HAPPINESS

\$70.2M

Total Investments

\$500K+

Annual Recruitment Value

112,000 SF

Community & Wellness Space

100+

Energy Reduction Vs. Standard Buildings

2,500+

Students directly Served



*Great Universities build great people.
Great people need great places.*

- *Artrutx Development Group*

1,400+

Daily Users

4 Floors

Fitness - Study - Food - Health

365 Days

Year-Round Wellness Access

7 Dorms

Directly Connected

Surveys

Student Based Data

ADVANTAGE

EFFICIENCY

GROWTH

SUCCESS

INOVATION



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Thank You

We welcome your questions.

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Total Building

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Total Investment

1,400+

Daily Users

Q1 2029

Target Opening

ARTRUTX DEVELOPMENT GROUP

University of Utah · 2026 Utah Real Estate Challenge