321

MAIN

321 SOUTH MAIN STREET
SALT LAKE CITY, UTAH

NOW LEASING
DELIVERY Q1 2028





MAIN STREET, REIMAGINED.

A new vertical destination in the heart of downtown Salt Lake City.

THE VISION

Four levels. One rooftop. A destination built to be discovered.

321 Main brings together distinct spaces for dining, hospitality, nightlife, wellness and experiential concepts within one vertically curated downtown destination. Expansive glazing, street-facing terraces and generous floor heights create an experience unlike a conventional commercial building.

Distinct by level. Connected by one Main Street address.



A vertical collection of destination spaces.

±21,215 SF
UP TO, ALL LEVELS COMBINED

15 FT
TYPICAL FLOOR-TO-FLOOR

±40 FT
FRONTAGE ON MAIN STREET

ROOFTOP	±3,540 SF	open-air
LEVEL 4	±4,473 SF	incl. terrace
LEVEL 3	±4,473 SF	incl. terrace
LEVEL 2	±4,473 SF	incl. terrace
LEVEL 1	±4,256 SF	incl. terrace

STREET-FACING TERRACES

Outdoor space is integrated throughout the building, giving each upper level a direct connection to Main Street.

FLEXIBLE DESTINATION FLOOR PLATES

Designed to support distinct concepts by level while maintaining a cohesive building identity and shared vertical circulation.

DOWNTOWN SALT LAKE CITY

321 South Main Street places the project directly within the city's dining, nightlife, entertainment and urban core.

Areas shown are approximate and subject to final verification.

BUILDING FUNCTION

Designed to work vertically.

A multi-level destination only works if guests, staff and service move cleanly. 321 Main pairs front guest circulation with dedicated back-of-house service access, allowing each level to operate as its own destination within one address.

2	**PASSENGER ELEVATORS** Guest access to the upper levels and rooftop
1	**DEDICATED SERVICE ELEVATOR** Service access to every level and the rooftop
2	**EGRESS STAIRS** Separated life-safety circulation
15 FT	**TYPICAL FLOOR-TO-FLOOR** Generous vertical volume by level



FOUR LEVELS + ROOFTOP

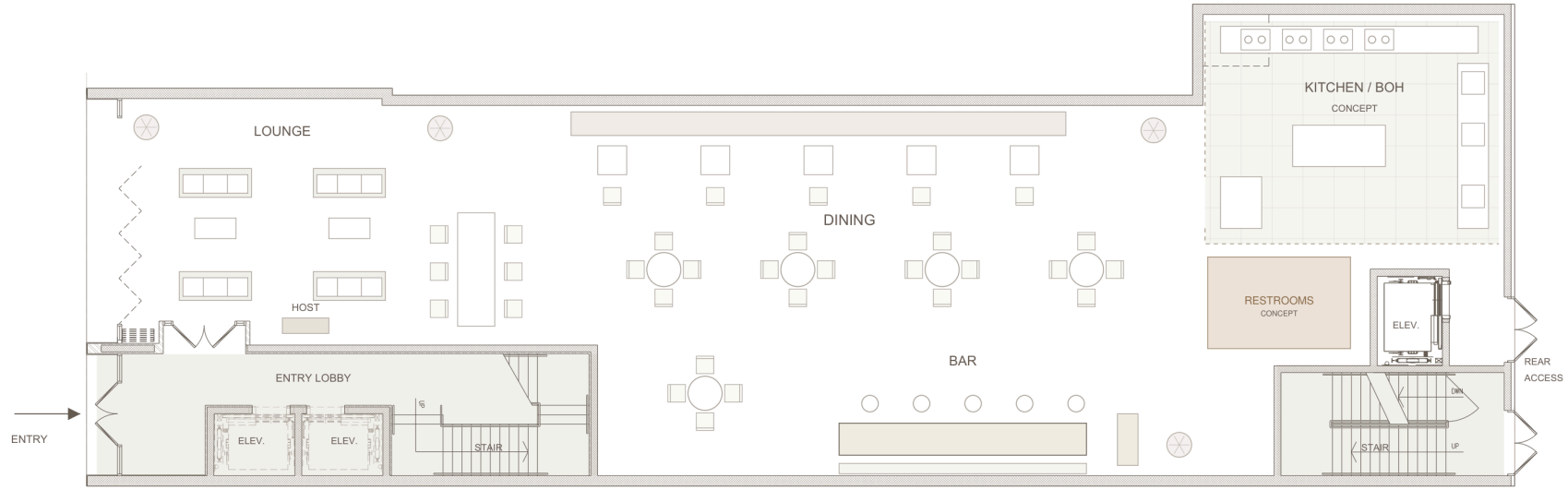
Final layouts and service areas are subject to final construction documentation and tenant coordination.

LEVEL ONE

Street-level arrival.

±4,256 SF

INCLUDING TERRACE



← MAIN STREET

ILLUSTRATIVE TENANT PLAN · LEVEL 1

REAR ALLEY →

MAIN STREET FRONTAGE

±40 ft of building frontage on Main Street. Primary arrival and visibility at street level.

FLEXIBLE RESTAURANT FLOOR

Conceptual dining, lounge and bar configuration.

STREET-LEVEL TERRACE

Outdoor presence directly connected to the sidewalk experience.

FRONT + REAR CIRCULATION

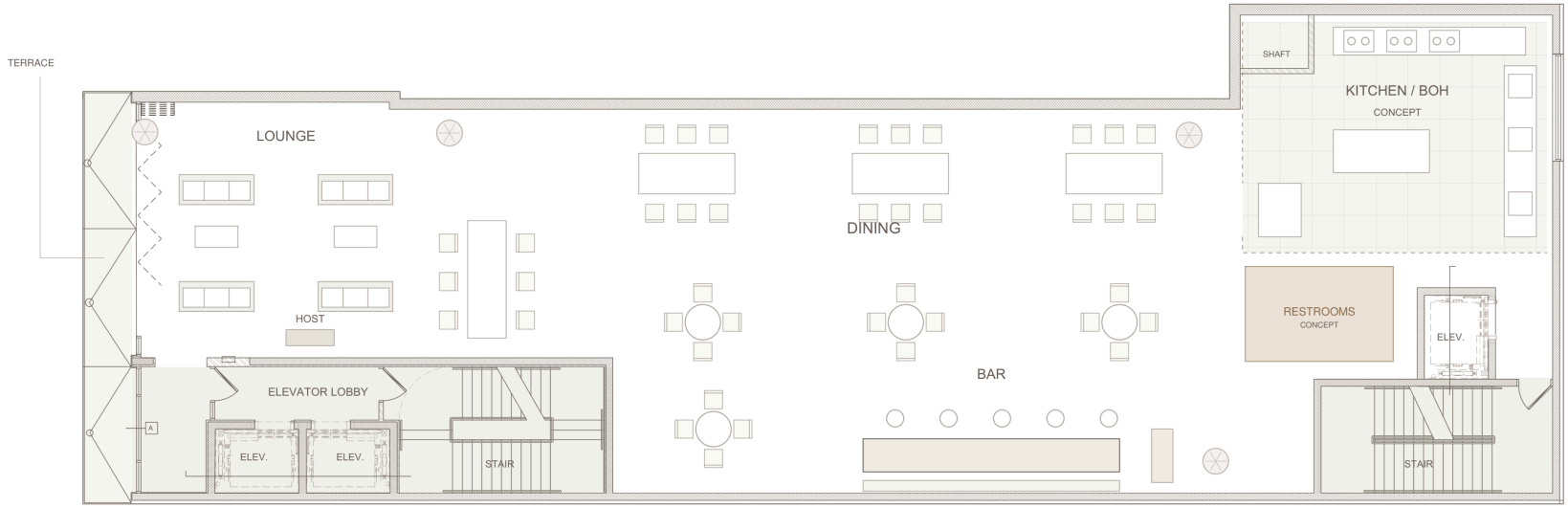
Guest elevators at the entry, with rear access and service circulation.

Furniture, fit-out and restroom locations shown for concept only. Final layouts require tenant design and code coordination.

Levels 2, 3, 4.

±4,473 SF each

INCLUDING TERRACE



← MAIN STREET

REPRESENTATIVE UPPER-LEVEL PLAN · LEVELS 2–4

REAR ALLEY →

THREE DISTINCT DESTINATIONS

Separate identities by level within one address.

PRIVATE TERRACE EXPERIENCE

Outdoor space integrated into each upper floor.

FLEXIBLE TENANT LAYOUTS

Expansive glazing and private Main Street terraces on every upper level.

GUEST + SERVICE CIRCULATION

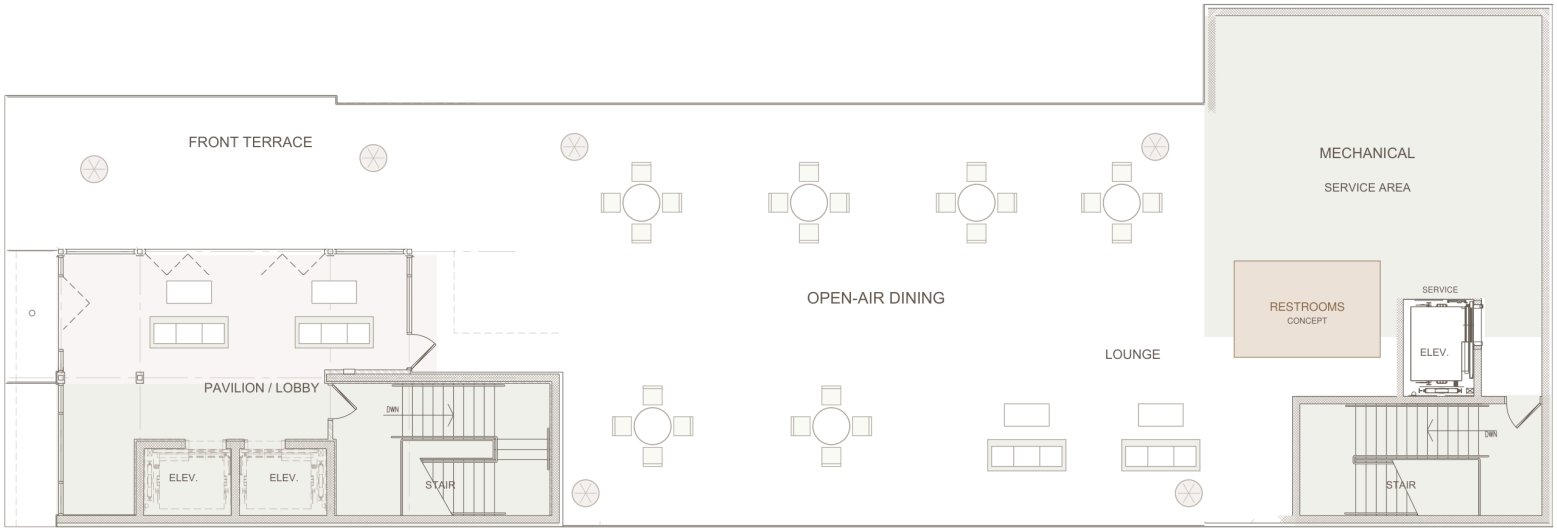
Passenger elevators at front, service movement at rear.

Furniture, fit-out and restroom locations shown for concept only. Final layouts require tenant design and code coordination.

Above Main Street.

±3,540 SF

OPEN-AIR



← MAIN STREET

ILLUSTRATIVE TENANT PLAN · ROOFTOP

REAR ALLEY →

OPEN-AIR TERRACE

A rooftop setting designed for dining, lounge and gathering.

PAVILION ARRIVAL

Enclosed arrival space with direct passenger elevator access.

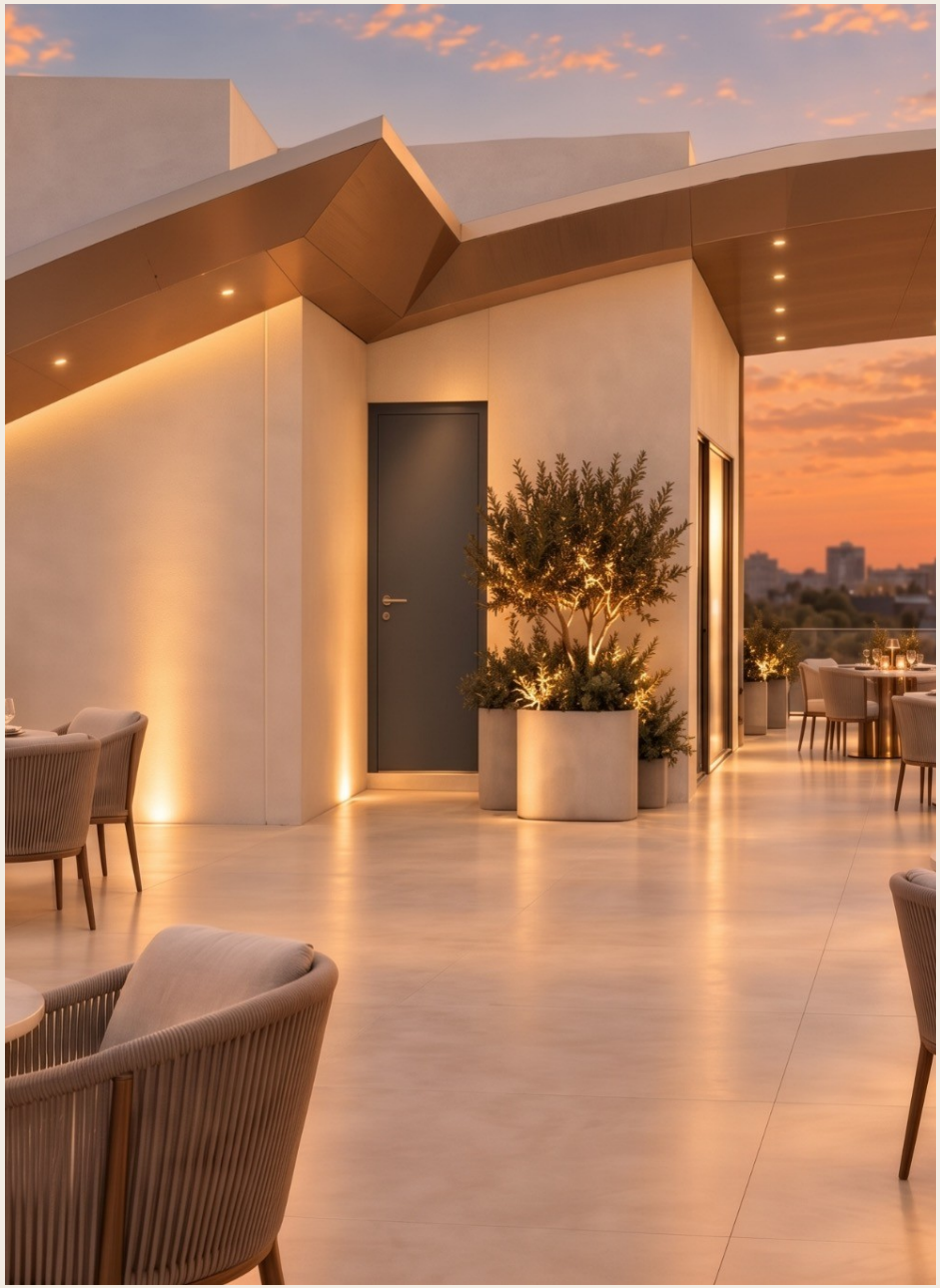
DINING + LOUNGE FLEXIBILITY

Open-air seating zones can adapt to a range of destination concepts.

DEDICATED SERVICE ELEVATOR

Back-of-house service access continues directly to the rooftop.

Furniture, fit-out and restroom locations shown for concept only. Final layouts require tenant design and code coordination.





INSIDE.
OUTSIDE.
UPWARD.

The project supports a sequence of hospitality moments: an arrival from Main Street, upper-level private terraces, interior dining rooms and an open-air rooftop destination.



Aerial imagery: Google Earth. Locations based on current business and venue addresses; labels for context, not to survey scale.

321 MAIN · DOWNTOWN SALT LAKE CITY

In the heart of downtown.

321 Main sits at the center of Salt Lake City's hospitality, entertainment, hotel, cultural and transit network, surrounded by major venues, established restaurants, premier hotels and a growing residential base.

THE IMMEDIATE BLOCK

Eva, 317 S Main · 321 Main · Whiskey Street, 323 · White Horse, 325 · Felt, 341

A same-block concentration of established dining and nightlife operators.

TRANSIT + ACCESS

Between the Gallivan Plaza and Courthouse
TRAX stations
Walkable to hotels, dining, venues and retail
Quick access to I-15
About 15 minutes to SLC International Airport
About 15 minutes to the University of Utah

VENUES + CULTURE

Salt Palace
Delta Center
Eccles Theater
Capitol Theatre
Abravanel Hall
Rose Wagner Theater
Temple Square
Conference Center
Gallivan Center
Clark Planetarium
Discovery Gateway
The Depot
The Complex
Soundwell
Sky
Megaplex Theatre
Salt Lake Film Society
Twilight Concert Series

HOTELS

The Grand America
Asher Adams
Hyatt Regency
Kimpton Hotel Monaco
Le Méridien
The Little America
The Peery
Hilton City Center
Marriott City Center
Marriott at City Creek
AC Hotel Downtown

Plus 13 more select-service and extended-stay hotels within walking distance

DINING + NIGHTLIFE

Akér
Bambara
Brownstone 22
Caffé Molise
The Capital Grille
Chile-Tepin
Christopher's Prime
The Copper Onion
Eva
Felt
Fleming's
HandoSake
Hide & Seek
Itto Sushi
Keys on Main
Lake Effect
Matteo
Monarca
Ozora Izakaya
P.F. Chang's
Pleiku
Post Office Place
Ruth's Chris
Spencer's
STK
Takashi
Valter's Osteria
Whiskey Street
White Horse

Venues per Downtown Alliance, 2026 Downtown SLC Economic Benchmark Report.

DOWNTOWN DEMAND

A real customer base, not just a trade radius.

Downtown Alliance counts a customer visit when someone spends more than 60 minutes downtown, measured with mobile data. Peak days line up with Salt Palace conventions, Delta Center events and performing arts programming.

WHO'S DOWNTOWN · SHARE OF CUSTOMER DAYS



66% Visitors 23% Workers 11% Residents

> *Two-thirds of downtown's customer days are visitors: fans, patrons and travelers out to eat and drink. Behind them is a young, fast-growing resident base.*

30.7M

CUSTOMER DAYS

in Downtown SLC in 2025

97,260

AVG. DAILY VISITS

customer visits per day across visitors, workers and residents

+63%

DOWNTOWN RESIDENTS

growth since 2019, including 9% in 2025 alone

55%

RESIDENTS AGED 20–29

vs. 31% across the Wasatch Front

57%

COLLEGE-EDUCATED

residents with a bachelor's degree or higher, vs. 41% Wasatch Front

+20%

SUNDAY VISITATION

since 2019. Saturdays are downtown's busiest day.

Source: Downtown Alliance, 2026 Downtown SLC Economic Benchmark Report

THE SOCIAL ECONOMY

Food, entertainment and hospitality demand.

$2.1B

spent downtown on shopping, dining, entertainment and accommodations in 2025

+6.1% YEAR OVER YEAR

4.7M	downtown venue attendees in 2025, up 16.3% over 2024
412K	Salt Palace convention attendees in 2025, the highest since 2019
$1,162	average spend by a convention delegate visiting Salt Lake City
56K	extended downtown workforce, per Downtown Alliance

Venue attendance includes sports, arts, entertainment, planetarium and other downtown destination programming.

Source: Downtown Alliance, 2026 Downtown SLC Economic Benchmark Report

DOWNTOWN IS ENTERING ITS NEXT DECADE

The investment cycle around 321 Main is already underway.

$10B

COMMITTED ACROSS 26 DOWNTOWN PROJECTS

$4B

SPORTS, ENTERTAINMENT, CULTURE & CONVENTION DISTRICT

6,000

NEW PERFORMANCE VENUE SEATS

Major investment is concentrating around downtown entertainment, convention, education, residential and hospitality assets — the exact ecosystem a vertical destination relies on.

Source: Downtown Alliance, 2026 Downtown SLC Economic Benchmark Report

FUTURE DEMAND DRIVERS

The next wave is walking distance from Main Street.

01

SPORTS, ENTERTAINMENT, CULTURE & CONVENTION DISTRICT

Home of the Utah Jazz (NBA) and Utah Mammoth (NHL), with new hotels, residential and arts venues, including a 6,000-seat performance venue. The Delta Center returns to year-round programming in 2027.

02

MODERNIZED SALT PALACE

A generational rebuild aimed at drawing more high-spend convention visitors downtown.

03

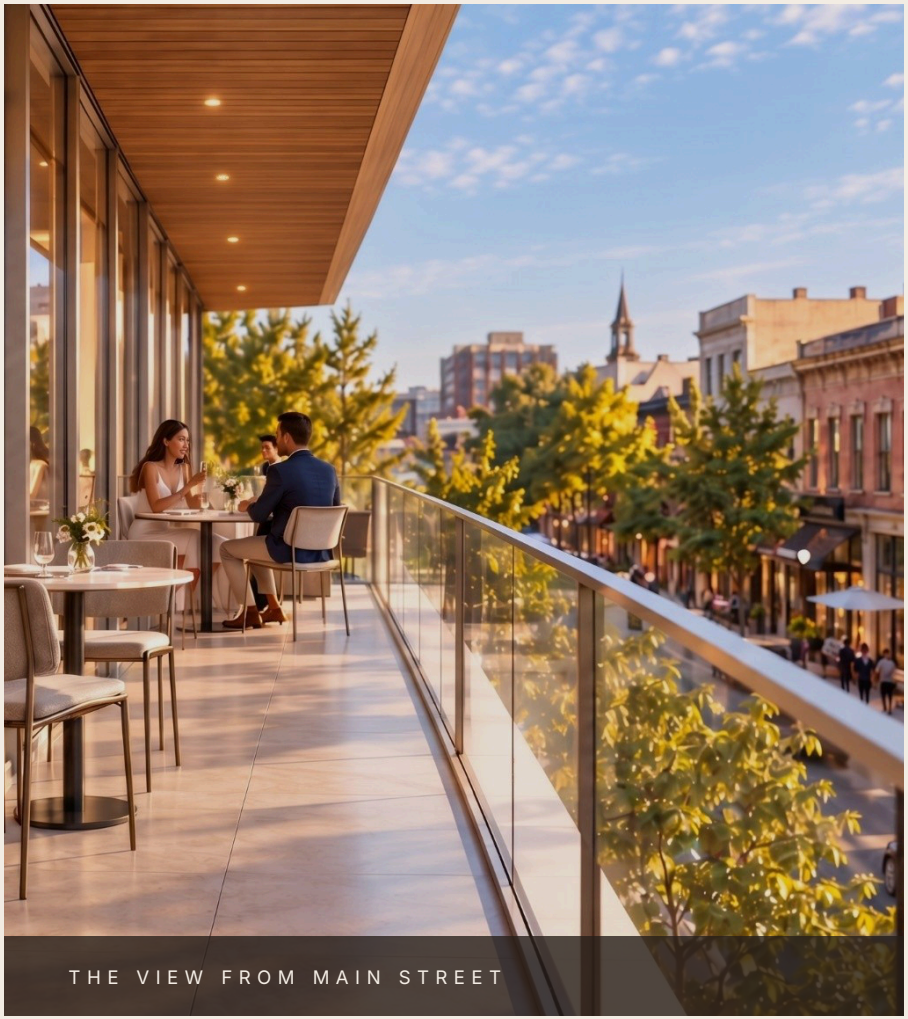
UNIVERSITY OF UTAH DOWNTOWN

Housing for 5,000 students, plus programming at Rio Grande Depot, City Centre and other downtown properties.

04

2034 WINTER GAMES

Downtown Salt Lake City will serve as a central hub for venues, visitors and activation during the Games.



THE VIEW FROM MAIN STREET

Not distant suburban projects. Each one feeds the downtown customer base that destination dining, nightlife and experiential concepts depend on.

Source: Downtown Alliance, 2026 Downtown SLC Economic Benchmark Report

LEASING DETAILS

Built for operators.

Levels can be leased individually or combined. Level 4 and the rooftop pair naturally for a year-round indoor-outdoor concept.

AREAS

Level 1: ±4,256 SF incl. terrace
Levels 2–4: ±4,473 SF each incl. terrace
Rooftop: ±3,540 SF
Total: up to ±21,215 SF
15 ft typical floor-to-floor
±40 ft building frontage on Main Street

SERVICE + LOADING

Deliveries from the rear alley directly into the dedicated service elevator.

DELIVERY CONDITION

Gray shell: structure, glazing, building core and elevators, with HVAC and fire sprinkler service run to each level for tenant design. Restrooms are part of each tenant's buildout.

VERTICAL CIRCULATION

2 passenger elevators at the entry, 1 dedicated service elevator to every level and the rooftop, 2 egress stairs.

DELIVERY DATE

Anticipated tenant delivery: Q1 2028.

KITCHEN INFRASTRUCTURE

Shared exhaust shaft to the roof, gas and plumbing stubs at each level, and a shared grease interceptor.

LEASING INQUIRIES

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321main.com

Scan for plans + availability

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in Downtown Salt Lake City

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Renderings are conceptual and subject to change.
Information deemed reliable but not guaranteed.

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