



# DESERT COLOR

I-15 AND SOUTHERN PARKWAY  
ST GEORGE, UT



Developed by:

 CLYDE COMPANIES

**BLUE DIAMOND CAPITAL**



Marketed by:



Retail

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Desert Color is a master-planned community built around a plan of connectivity, community and sustainability. It is a place where you will find the best of everything that Southern Utah has to offer.

Located alongside I-15 and Southern Parkway, Desert Color is a comprehensive 3,500-acre mixed-use master planned community. It will feature a variety of primary and secondary residences, shopping, dining, entertainment, commercial, retail, hospitality, and recreational amenities.

Put simply, Southern Utah has never seen a community like Desert Color.

Desert Color will be guided by a singular plan:

*Desert Color’s unique setting creates a special opportunity to blend the natural features of the desert foothills with tried and true community design principles. It emphasizes social connections, open space, recreational diversity, walkable neighborhoods, convenient regional commercial and retail services, hospitality, and offers a variety of residential types and styles.*







TOP 10 FASTEST GROWING CITIES IN THE NATION

*St. George is ranked the #1 fastest growing city in Utah and #6 among all metro areas in the country –U.S. Census Bureau, March 2017*

Desert Color’s residential neighborhoods will accommodate over 33,000 part-time and full-time residents with more than 11,000 dwelling units. The community will include both primary and secondary types of residential units in large to small-lot single-family lots, and attached and stacked flats, apartments and townhomes. .

PROXIMITY TO I-15

In 2015, nearly 7.4 million vehicles drove past Desert Color’s lot, a 6.8 percent increase from the previous year. Desert Color’s “gateway to Utah” location provides both a first and last impression of Utah and a first/last stop opportunity for the millions of automobiles that utilize the I-15 corridor.

300+ DAYS OF SUNSHINE

According to the National Association of Sports Commission, hosting sports tournaments is one of the fastest growing areas in sports business. Cities, states and regions are responding to the new demand for high quality facilities and amenities. With problems of overbooking, overcrowding, social unrest and transportation issues present in the large metros, many tournament managers are looking to smaller towns.

St. George’s climate with more than 300 days of sunshine each year makes it an ideal sports destination for participants and their families to vacation and attend their tournaments. Desert Color’s convenient access by vehicle and air makes it well positioned for a new state-of-the-art facility to host various sporting leagues from the Intermountain region. Goodbye, rainout days.

RECORD-BREAKING VISITATION

Tourism to the State of Utah is “growing at historical levels.” National parks across the country have experienced record-breaking attendance the past three years and Utah’s parks were no exception. While an increase in tourism is great for the state’s economy, accommodating the influx of guests has been a challenge for towns that surround the parks.

Desert Color’s proximity to I-15 and state and national parks and the mixed-use commercial district’s emphasis on hospitality, food, and beverage will provide broad opportunities to expand tourism in the state of Utah. It will provide an immediate boost to tourism and traffic volume that will stop in St. George, while reducing overcrowding in neighboring towns.

in neighboring towns.



POPULATION GROWTH

to reach

200,000

by 2020

GROWTH RATE

Currently

3.1%

annually

SIXTH

FASTEST GROWING

METRO AREA

in the nation

20,195 CARS PASS

THE DESERT COLOR

INTERCHANGE PER DAY

NEARLY 1,000,000

NORTHERN UTAHNS

VISIT ST GEORGE

PER YEAR

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BE PART OF DESERT COLOR  
A 3,500 ACRE PARCEL AT THE SOUTHERN TIP OF ST GEORGE, UTAH



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Desert Color's mixed-use commercial district will be the central hub and focal point of activity for the community. Its 103-acre design will include vertical mixed use (e.g., offices and residences above retailers) and horizontal mixed use (e.g., retailers, offices, and residences on separate parcels).

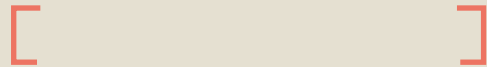
The mixed-use commercial district will feature:

- A sports park
- Recreation/entertainment centers
- Health and wellness facilities and services
- A crystal lagoon
- Shopping and dining districts
- Hotels and resorts
- Multi-specialty healthcare clinic
- Open space (e.g., parks, trails, courtyards)
- Access to transportation
- Public use facilities (e.g., 21st-century schools, church, cultural facility, hospital, library, and police and fire station)
- An innovation park for higher education





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RECREATIONAL SPORTS PARK

St. George is a central hub for sporting events.Desert Color’s destination sports park will serve as a new regional attraction, encompassing soccer fields, baseball, and other sports courts to accommodate the vast amount of tournaments that take place each year. A golf entertainment complex will also be introduced in the community, creating the ultimate experience for families, friends, and companies alike.



RECREATIONAL LAGOON RESORT

A recreational lagoon will be at the center of the resort community. With white sand beaches, palm trees, and crystal blue water, the resort will be a place to enjoy water activity, or simply relax by the waterside. This resort experience will be unique to Southern Utah.



ONE-OF-A-KIND RETAIL

The retail community will be anchored by destination big box retailers and major tenants that will attract tenants unique to Desert Color and in turn, establish a positive, diversified shopping experience for all. Anchored tenants will drive the value of every other piece of the community.



ART DISTRICT

A State of Utah welcome center and art museum, full of beautiful and unique art displays will welcome visitors and residents into the community.



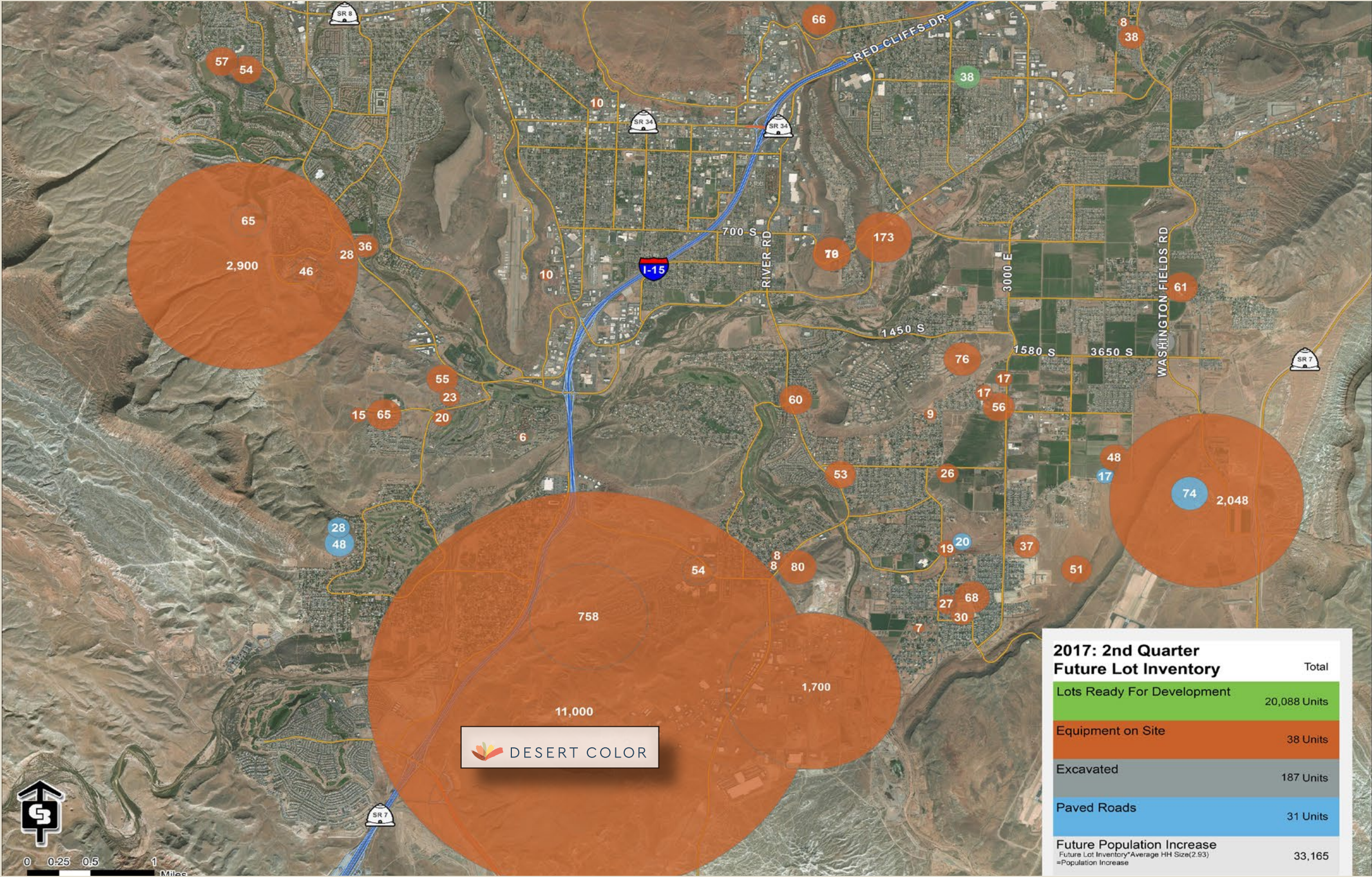
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WASHINGTON COUNTY: 229% +/- POPULATION INCREASE OVER NEXT 50 YEARS

DESERT COLOR IS THE LARGEST PLANNED HOUSING DEVELOPMENT IN SOUTHERN UTAH

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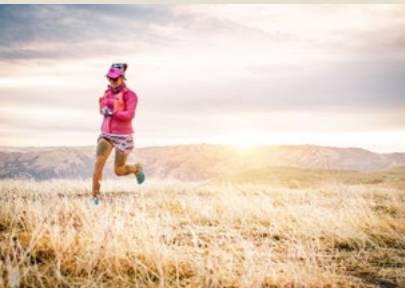


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St. George and the surrounding area is home to major sporting events including soccer and baseball tournaments, running and biking races, the Ironman, the Huntsman World Senior Games, and many others. These sporting events bring over 550,000 participants and more than 325,000 spectators to St. George, Utah each year. In addition to organized races, games, and tournaments, the St. George area is surrounded by state parks and other natural attractions that visitors flock to for adventure and exploration. Desert Color will include a sports park that will sponsor and host many of the great sporting events in the St. George area. The use of the sports park will drive up all aspects of the Desert Color community.

ST. GEORGE MARATHON



SAINTS TO SINNERS BIKE RACE



HUNTSMAN WORLD SENIOR GAMES



SPORTS TOURNAMENTS



IRONMAN TRIATHLON 70.3



SAND HOLLOW STATE PARK



SNOW CANYON STATE PARK



TUACAHN AMPHITHEATER



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*The only community with the best of everything that Southern Utah has to offer.*



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