

PEAK COLLECTIVE

REAL ESTATE
COMMERCIAL | INVESTMENT | DEVELOPMENT

PRIME DEVELOPMENT
— OPPORTUNITY —

THE DRAW
SUBDIVISION
RECREATION GATEWAY VILLAGE

THE DRAW — DUTCH JOHN, UTAH — A GATEWAY TO FLAMING GORGE

1M VISITORS · ZERO COMMERCIAL INFRASTRUCTURE · ±37.47 ACRES AVAILABLE

- 1 MILLION ANNUAL VISITORS
- ±37.47 TOTAL ACRES AVAILABLE

- 81% OF DAGGET COUNTY FEDERALLY MANAGED
- ZERO NATIONAL BRANDS IN DUTCH JOHN



PROPERTY SUMMARY

Property Address **Approx. 4000 Highway 191
Dutch John, Utah 84023**

Price **\$7,800,000**

Total Acres **±37.47 AC**

Price Per SF **\$4.78**

Total SF **1,632,193.2 SF**

Zoning **COMMERCIAL**

Parcel ID **Draw-1, Draw-2**

INVESTMENT HIGHLIGHTS

- Parcels available individually or the full ±37.47 acres
- Gateway to Flaming Gorge National Recreation Area
- Approximately 1 million annual recreation visitors
- Commercial zoning with all utilities confirmed at site
- 81% of Daggett County is federally managed — permanent supply constraint
- Bridger Valley Power has agreed to purchase 0.5 acres for a power substation.



OPPORTUNITY SUMMARY

One million visitors. Zero commercial infrastructure to serve them.

Dutch John has almost nothing to serve them.

Flaming Gorge National Recreation Area is one of the premier outdoor recreation destinations in the Mountain West — a 91-mile reservoir with 350 miles of shoreline drawing visitors for boating, fishing, rafting, camping, and world-class trophy trout fishing. Dutch John sits at its front door.

According to the Dutch John Master Plan commissioned by Daggett County, Flaming Gorge attracts approximately 1 million annual visitors. Yet Dutch John remains materially underserved from a commercial infrastructure standpoint.

- O National Fuel Brand**
None in Dutch John
- O Branded QSR**
None on Hwy 191 corridor
- O Hotel Flag**
30-mile gap to Vernal
- O Scalable Commercial**
Along Hwy 191 corridor

Approximately 81% of Daggett County is federally managed — creating a structural and permanent barrier to future competing supply. Private, commercially zoned, highway-fronting land with utilities in place is extraordinarily scarce.

One operator cannot serve an entire recreation economy.

Early-cycle recreation corridor positioning: the window for a first-mover position is open, but it will not remain so indefinitely.

OPPORTUNITY SUMMARY

	LOT 1 — PARCEL B	LOT 2 — PARCEL A	COMBINED
Acreage	±15.12 AC	±22.35 AC	±37.47 AC
Asking Price	\$2,600,000	\$5,200,000	\$7,800,000
Price Per Acre	\$172,000	\$232,000	\$208,000
Zoning	Commercial (C)	Commercial (C)	Commercial (C)
Buildable Area (Est.)	±7–10 AC	±10.35 AC	±17.35–20.35 AC
Utilities	At Site	At Site	At Site
Frontage	Hwy 191 / DJ Draw Rd	Hwy 191 / DJ Draw Rd	Dual Frontage
Primary Vision	Recreation / Hospitality / Residential	Highway Commercial / Hospitality	—
Appraisal Support	—	\$5,200,000 — MAI Appraised May 2024	—

Lot 2 independently appraised at \$5,200,000 as of May 31, 2024. Lot 1 is priced on a per-acre basis consistent with the appraised value of Lot 2.

ACQUISITION & DEVELOPMENT STRUCTURES

INDIVIDUAL PARCELS Acquire Lot 1 or Lot 2 independently

FULL ASSEMBLAGE Both lots at \$7.8M with phased control

PAD CARVE-OUT Single pad for fuel, QSR, or lodging

GROUND LEASE Operators absorb build-out cost

JOINT VENTURE Partner with anchors or resort operators

PHASED DEVELOPMENT Highway commercial, then recreation expansion



Development Options

The Draw Subdivision supports multiple distinct developer and investor profiles. The plays below represent the highest-probability strategies across both conceptual visions.

PLAY 01 — COMMERCIAL

Fuel & Convenience

The Maverik / National Brand Opportunity

- No national fuel brand currently in Dutch John
- Every Hwy 191 visitor needs fuel
- Lot 2 frontage ideal for pad carve-out

PLAY 02 — COMMERCIAL

QSR / Drive-Thru

Captive Recreation Audience — Zero Competition

- Zero competing branded QSR in Dutch John
- Highway 191 supports drive-thru configuration
- Natural pairing with fuel/convenience

PLAY 03 — HOSPITALITY

Hotel / Lodging Flag

30-Mile Lodging Gap on Highway 191

- Limited branded lodging in immediate corridor
- No hotel flag between Dutch John and Vernal
- Supported on Lot 2 or resort-style Lot 1

PLAY 04 — RESORT / RESIDENTIAL

Recreation Gateway Village

Condo Lodge · Luxury Cabins · Resort Amenities

- Condo lodge and luxury cabin ownership
- Amenity center and recreation amenities
- Multi-family potential subject to rezoning

ADDITIONAL SUPPORTED USES

Outdoor recreation retail · Outfitter and guide services · RV resort and storage · Boat and trailer storage · Marina-support retail · Mixed-use recreation commercial



WHY HERE? THE MARKET CASE

1M

ANNUAL RECREATION VISITORS
PER DUTCH JOHN MASTER PLAN

81%

DAGGETT COUNTY FEDERALLY MANAGED LAND

5%

ANNUAL HOUSEHOLD FORMATION GROWTH

01 — THE TRAFFIC IS ALREADY HERE

Every visitor on Highway 191 passes this site.

US Highway 191 is the only north-south corridor connecting Wyoming, Vernal, and Flaming Gorge recreation. Traffic to the dam, marinas, campgrounds, and Green River tailwater passes in front of the property.

- 91-mile reservoir with 350 miles of shoreline
- Blue Ribbon fishery and premier rafting destination
- Multi-season boating, camping, ATV, and hiking demand
- 600+ camping & picnic units within the NRA

02 — THE SUPPLY ISN'T

No national brands. No scalable commercial.

The market has no national fuel operator, branded QSR, hotel flag, or scalable commercial development. With 81% of the county federally managed, competing supply is structurally limited.

- No national fuel brand or branded QSR in Dutch John
- No hotel flag between Dutch John and Vernal
- One of the only available commercial land positions
- Dutch John Resort cannot absorb full demand

03 — THE MARKET IS MOVING

Residential is leading; commercial follows.

Post-COVID mountain land demand, household formation, and adjacent residential development are moving Dutch John into the next cycle. Commercial demand typically follows residential growth by one cycle.

- 5% annual household formation growth
- Adjacent residential development advancing
- First-mover position available now
- Post-COVID surge in mountain residential land purchases

Vision A — Highway Commercial & Recreation Services

Phased commercial development — fuel, QSR, retail, hotel, RV, boat storage

COMMERCIAL / PHASED

THE DRAW SUBDIVISION

RECREATION GATEWAY VILLAGE

CONCEPTUAL MASTER PLAN

±37.47 ACRES | DUTCH JOHN, UTAH
US HIGHWAY 191 FRONTAGE
& DUTCH JOHN DRAW ROAD ACCESS

LOT 1 – PARCEL B
±15.12 ACRES
PREMIUM RECREATION RESIDENTIAL & HOSPITALITY

- Condo Lodge & Cabin Ownership
- Resort Amenities & Open Space
- Trails, Scenic Overlooks & Recreation
- Future Phase Expansion

APPROX. ±7-10 ACRES
USABLE DEVELOPMENT AREA

LOT 2 – PARCEL A
±22.35 ACRES
HIGHWAY COMMERCIAL / HOSPITALITY

- Fuel / Convenience
- QSR / Drive-Thru
- Retail / Restaurant
- Hotel / Lodge (3-4 Stories)
- Supporting Commercial Uses

APPROX. ±10.35 ACRES
USABLE DEVELOPMENT AREA

- #### PLAN HIGHLIGHTS
- ▲ Premium mix of hospitality, recreation residential, and commercial uses
 - ⊕ Highway 191 frontage for high-visibility commercial and hospitality
 - ⬆ Terraced development preserves views and natural topography
 - ⬆ Abundant open space, trails, and recreation amenities
 - 🏠 Condo lodges and cabins positioned for privacy and views
 - 🏠 Thoughtful separation of uses with natural buffers
 - ⚙ Utilities available at site (water, sewer, power)
 - 🏗 Ideal for phased development

- #### LEGEND
- 🟡 Highway Commercial / Retail
 - 🟠 Hospitality / Lodge
 - 🔴 Residential / Condo Lodge
 - 🟤 Cabin / Cottage Ownership
 - 🟢 Amenities / Clubhouse
 - 🟡 Outdoor Recreation
 - 🟢 Open Space / Natural Preserve
 - 🟦 Water Feature
 - Site Boundary
 - Parcel Division (Easement)
 - ↕ Access Point
 - ⬆ Internal Circulation
 - Trail System
 - Utility / Drainage Corridor



SITE SUMMARY

PARCEL	ACRES	USABLE / BUILDABLE AREA (EST.)	FOCUS / POTENTIAL USES
Lot 2 – Parcel A	±22.35	±10.35 AC	Highway Commercial, Hospitality, Retail, Restaurant, Fuel
Lot 1 – Parcel B	±15.12	±7 – 10 AC	Recreation Residential, Condo Lodge, Cabins, Amenities, Open Space
TOTAL	±37.47	±17.35 – 20.35 AC (EST.)	

- #### AMENITIES & EXPERIENCES
- 🏞 Scenic Overlooks
 - 🏠 Fire Pits & Gathering Areas
 - 🚶 Hiking & Nature Trails
 - 🐟 Fishing Pond
 - 🏊 Pool & Spa
 - 👶 Playgrounds
 - 🎾 Pickleball Courts
 - 🏠 Community Pavilion



Vision B — Recreation Gateway Village

Resort residential, condo lodge, luxury cabin ownership, amenity center, scenic overlooks

RESORT / RESIDENTIAL

THE DRAW SUBDIVISION

CONCEPTUAL DEVELOPMENT PLAN

±37.47 ACRES | DUTCH JOHN, UTAH
US HIGHWAY 191 & DUTCH JOHN DRAW ROAD

LOT 1 – PARCEL B
±15.12 ACRES
FLEXIBLE RECREATION /
HOSPITALITY USES

APPROX. ±7–10 ACRES
USABLE DEVELOPMENT AREA

LOT 2 – PARCEL A
±22.35 ACRES
PRIMARY COMMERCIAL
DEVELOPMENT

APPROX. ±10.35 ACRES
PRIMARY BUILDABLE AREA

CONCEPT HIGHLIGHTS

- Contiguous ±37.47 acre assemblage with excellent frontage on US Highway 191
- Dutch John Draw Road (existing easement) separates Lot 1 and Lot 2
- Lot 2 positioned for primary commercial development along the highway frontage
- Lot 1 supports recreation, hospitality, RV resort, storage and future expansion
- Multiple access points from US Highway 191 and Dutch John Draw Road
- Utilities available at site (water, sewer, power)
- Topography supports terraced development and views
- Ideal for phased development

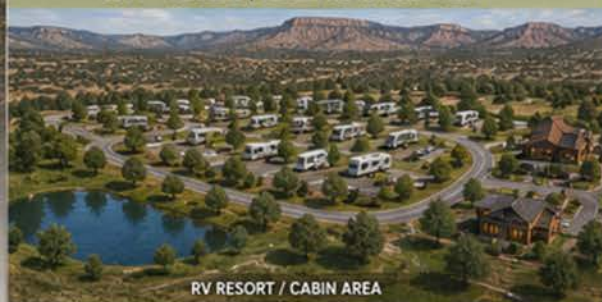
LEGEND

- Primary Commercial / Retail
- Fuel / Convenience
- Hospitality / Lodging
- Recreation / Hospitality
- RV Resort / Cabins
- Storage / Support Uses
- Landscape / Open Space
- Stormwater / Detention
- Site Boundary
- Parcel Division (Easement)
- Access Point
- Internal Circulation
- Future Connection

KEY MAP



LOT 1 – PARCEL B | RECREATION / HOSPITALITY



RV RESORT / CABIN AREA

LOT 2 – PARCEL A | HIGHWAY COMMERCIAL FRONTAGE



FUEL / CONVENIENCE • QSR / DRIVE-THRU • RETAIL / RESTAURANT

LOT 2 – PARCEL A | HOSPITALITY / LODGING



HOTEL / LODGING (3-4 STORIES)



PROPOSED USE PHOTOS









FLAMING GORGE PHOTOS





FLAMING GORGE, UT

Nestled in the stunning landscapes of northeastern Utah and southwestern Wyoming, Flaming Gorge captivates visitors with its breathtaking beauty and recreational wonders. Carved by the Green River, the gorge stretches across rugged canyons, showcasing vivid red and orange cliffs that come alive with the setting sun.

The Flaming Gorge Reservoir, a sparkling gem within the region, invites water enthusiasts to indulge in boating, fishing, and water sports against the backdrop of striking canyon walls. The area's diverse wildlife, including bighorn sheep and eagles, adds to the allure, making Flaming Gorge a haven for nature lovers and outdoor adventurers alike.

Whether it's exploring the scenic byways, casting a line into the pristine waters, or simply absorbing the tranquility of the surroundings, Flaming Gorge offers an unforgettable escape into nature's grandeur.





KW COMMERCIAL

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