

Press Release

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Images and downloads: <http://press-release.website/ssl>

WinCo to anchor South Salt Lake's new downtown district in The Crossing Development

South Salt Lake, UT - Scheduled to open by late 2016, the newest WinCo supermarket location at 2150 South State Street in Utah will be the anchor of The Crossing Development, South Salt Lake's new downtown district that will sit at the most active public transportation and vehicular traffic nexus in the state and the Intermountain West region.

At 85,000 square feet, the WinCo store (<http://wincofoods.com/>) will be a significant catalyst for the City of South Lake (<http://www.sslc.com/>) in accomplishing several long-term objectives, as articulated in its master plan of development, which the City Council adopted Sept. 2 of this year. WinCo will be the retail anchor in one of the four urban subdistricts in The Crossing Development, which comprises multiple residential, retail and commercial uses for the city. The master plan for the project was designed by The Boyer Company.

As the city's third and largest supermarket, WinCo will address South Salt Lake's concerns as a food desert in many ways, which according to the U.S. Department of Agriculture, means an area defined at less than 33 percent of the census population living a mile or farther from a grocery store.

"WinCo's decision to locate in our city is a milestone for our ongoing redevelopment project in the community," Mayor Cherie Wood said. "The Crossing Development will crystallize our identity as a major urban destination in the region. The synergy and passion shared by the city's staff and partners including Boyer and WinCo along with the community have led to a dynamic vision that will serve the current and future residents of South Salt Lake for many years."

The new store for WinCo, a company based in Boise, Idaho, will operate under an employee stock ownership plan as the company's other locations, which includes five others in Utah. Expected to bring between 150 and 200 jobs to the city, WinCo also is expected to become one of South Salt Lake's 10 largest producers of sales tax revenue. Employees are eligible, starting from the age of 19, for the stock ownership plan once they have worked at least 500 hours in a six-month period.

The Crossing Development's location is one of the most strategically important centers for urban access and amenities in the metropolitan region. Bounded by 2100 South and State Street (U.S. 89), the area encompasses access to two major interstates (I-15 and I-80) as well as connections to all lines of the Utah Transit Authority TRAX light-rail system and the S-Line Streetcar. In fact, the quadrant encompassing the new urban development registers 500,000 trips by vehicles daily, the largest nexus anywhere in the western U.S., according to Mayor Wood.

"This is the just the beginning of major changes that will help us educate everyone that they are not driving through 'south' Salt Lake City or 'north' Murray," Gary Birdsall, president and CEO of the South Salt Lake Chamber of Commerce, said. "When businesses and developers see the WinCo structure coming out of the ground, the word will spread about the growth and opportunity in our area. With our connections to transportation, we are ideally situated for sound, long-term growth."

The WinCo development is the newest phase of a major expansion program for South Salt Lake. The city's development will eventually include 3 million square feet of office space, the construction of 2,600 new residential units and an additional 1.5 million square feet in retail space.

In addition to WinCo, three other subdistricts are planned: the 2100 South Street Frontage, which will include a variety of retail, residential and commercial uses; the Transit District which will accommodate a multifamily residential development that activates the S-Line Streetcar corridor to the south, and the State Street Frontage District, which will serve in-line or on pad sites for retail business along State Street.

The first phase of development will include construction of Liberty Crossing that will provide 157 housing units of various sizes: studio, one- and two-bedroom apartments as well as lofts and townhouses. The second part of the initial phase is expected to add 120 residential units, according to Michael Florence, community development director for the city.

“The mixed use approach is important for the city’s urban development and grocers always are good to have as an anchor,” Scott Verhaaren of The Boyer Company explained, “especially as the city’s plan extends beyond building primarily a power retail center that might have lasted only 15 to 20 years. The city deserves credit for articulating a viable, long-lasting vision.” Verhaaren said construction is expected to begin in March, barring any contingencies on pre-construction site issues, and the store could be ready to open in November 2016.

Florence said the proximity to economically-friendly and environmental-friendly transportation options was critical in drafting the plan, which ultimately will extend in later phases to 400 West along the corridor. “We have the only location in the UTA system [the Central Pointe Station] where all three TRAX lines and the Streetcar line to Sugarhouse connect,” he added. “The project, for example, will include direct access to the streetcar line with a publicly accessible weather-proof platform adjacent to the new residential complex.”

The development also encompasses access to Parley’s Trail, which runs 8 miles long and is part of a much larger Salt Lake County project for constructing east-west trails that eventually will connect the Wasatch Mountains to the Oquirrh Mountains.

Mayor Wood said the design of the WinCo store will match the overall appearance and effect of the development as well as the landscaping. The store’s exterior appearance will include a balanced mix of painted masonry and prefinished metal paneling in warm and elegant white, brown, bronze, and dragon’s breath hues. “We want to develop the downtown district to be eclectic but also compatible in its architecture,” she explained.

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About WinCo

WinCo Foods is an employee owned company founded in 1967 in Boise, Idaho. WinCo operates as a regional discount supermarket company currently employing over 15,000 individuals and operating 101 stores and 5 distribution centers in the states of Washington, Idaho, Nevada, California, Oregon, Arizona, Utah and Texas.

About South Salt Lake

South Salt Lake is a city in Salt Lake County, Utah and is part of the Salt Lake City, Utah metropolitan area. The population's most recent estimate is 24,366. Incorporated in 1938, the city encompasses 6.9 square miles. The city is bordered by the Jordan River on the west, 500 East and 700 East on the east, 2100 South on the north, and 3900 South on the south. West Valley City lies to the west, Salt Lake City to the north and northeast, and Millcreek to the east and south.