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## **Kroger Coming to Colonial Heights**

*Grocer to redevelop site, bring new option to Tri-Cities Area*

**Roanoke, Va., September 6, 2013** – After years of wondering what would come of the soon-to-be former site of the Colonial Heights Courthouse, Kroger Mid-Atlantic and the City of Colonial Heights are proud to announce plans to redevelop the site, located in the downtown area of the city, with a brand-new, state-of-the-art Kroger Store — a new grocery option for the Tri-Cities Area.

Kroger Mid-Atlantic and city staff reached a tentative agreement on a specific development plan that would include acquisition of the existing courthouse site and the development of one of Kroger's largest, full-service stores. The Colonial Heights City Council will be conducting a public hearing and considering formal approval of the agreement at its regular meeting on Tuesday, September 10, 2013.

"I am very excited about recommending this unique development proposal to the City Council," said Colonial Heights City Manager Tom Mattis. "Not only will this project bring many direct financial benefits to the city, it includes a partnership opportunity with Kroger to bring its first Tri-Cities store to our community."

Projected to open in the summer of 2015, the Colonial Heights Kroger is expected to be 90,000+ square feet and also will include a Kroger Fuel Center with nine fuel pumps and a drive-thru pharmacy. The addition will be Kroger's 18<sup>th</sup> store in the region following the Staples Mill Marketplace store opening in Henrico County. It further illustrates Kroger Mid-Atlantic's continued investment in the region and aligns nicely with the city's commitment to boosting revenue for Colonial Heights.

"We've long wanted to serve the Tri-Cities Area and deliver the Kroger experience to new customers," said Jay Cummins, Kroger Mid-Atlantic president. "We're grateful for our partnership with the City of Colonial Heights — they want the best for the community here and that's what we intend to bring."

Currently, the Southpark Mall area is the central hub for shopping and commerce in the Tri-Cities Area. The Colonial Heights Kroger will be the first grocer to build on the west side of Interstate 95, allowing for

easier access and less traffic for customers in Colonial Heights, as well as those coming from surroundings areas like Fort Lee, Hopewell, Petersburg, Prince George and others.

“This is an exciting opportunity for the City of Colonial Heights and the Tri-Cities Area as this economic development initiative will bring new life to a business corridor, new jobs to our community, and new revenue to initiate current unfunded capital projects”, said Dr. C. Scott Davis, Mayor of Colonial Heights. “Kroger and the city manager have worked in partnership in reaching a tentative sale and development agreement that shares specific plans for the development, so we, the community, will know what to expect in the coming months.”

The City is currently finalizing construction on its new Courthouse that will open next month. Construction on the Colonial Heights Kroger will commence in mid-2014.

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**About The Kroger Co.**

The Kroger Mid-Atlantic division operates 122 stores in the region which includes North Carolina, Virginia, West Virginia, and part of Kentucky, Tennessee and Ohio. The Kroger Co., headquartered in Cincinnati, Ohio, focuses its charitable efforts on supporting hunger relief, health and wellness initiatives and local organizations in the communities it serves. For more information about Kroger, please visit [www.kroger.com](http://www.kroger.com).

**About the City of Colonial Heights**

The City of Colonial Heights is a full-service independent Virginia city that is home to just over 17,000 residents and serves as the market center for the Tri-Cities Area (which includes the cities of Petersburg and Hopewell, Prince George and Dinwiddie Counties and Fort Lee). For more information about Colonial Heights, please visit [www.colonialheightsva.gov](http://www.colonialheightsva.gov).



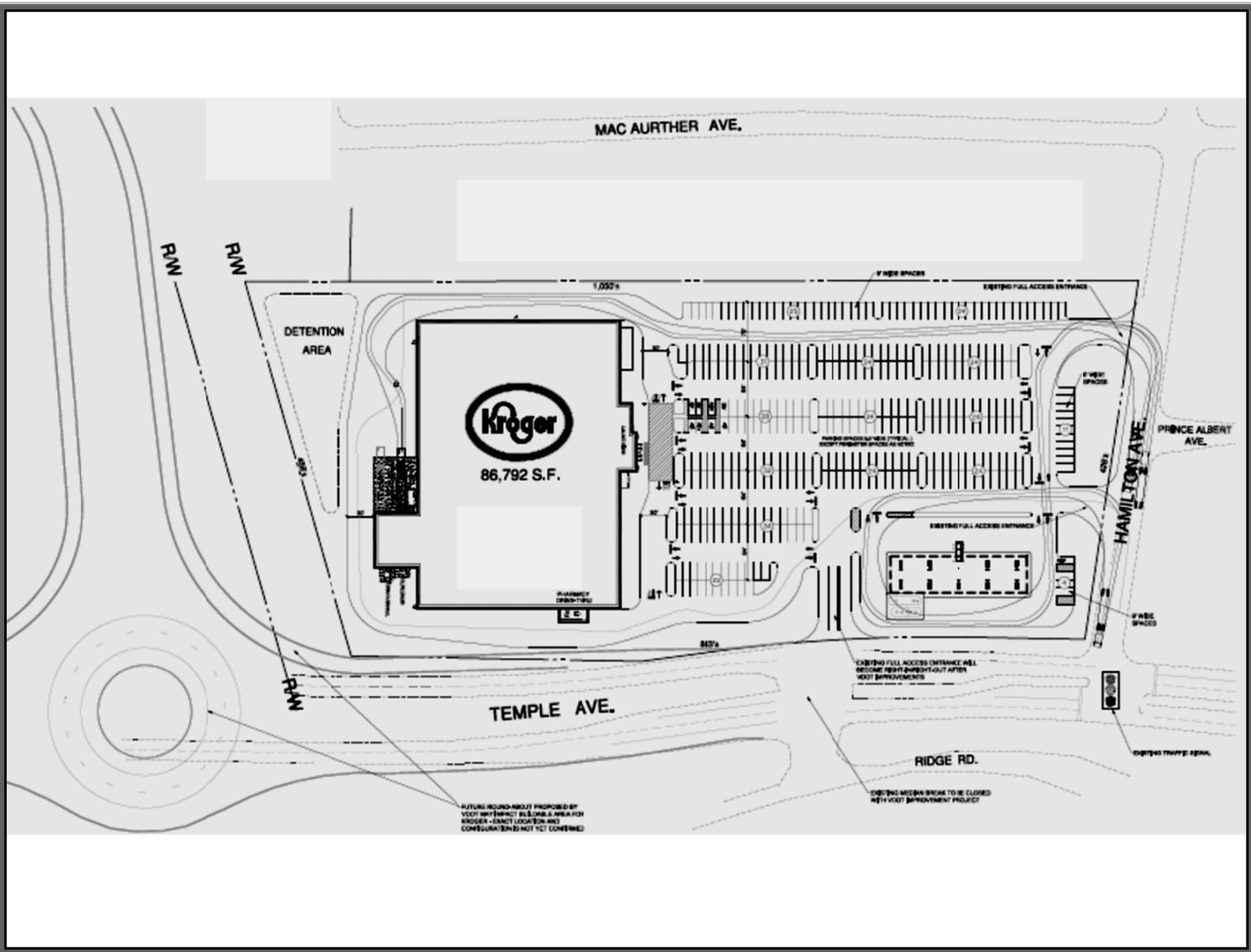
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June 21, 2013

KROGER STORE R550

Colonial Heights, VA  
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Pictured: Mayor Scott Davis







Pictured L to R: Tom Mattis, City Manager, Diane Yates, Vice Mayor and Kenny Frenier, Councilman



Pictured L to R: Jay Cummins, Kroger's President of the Mid-Atlantic Marketing Area, Diane Yates, Vice Mayor, Kenny Frenier, Councilman and Tom Mattis, City Manager



Pictured: Mayor Scott Davis with Wayne Covil, WTVR CBS 6