

11th Annual


**COME A
House
5K**
**Turkey Trot
&**
**Gobble Wobble
*Fun Run for Kids***

Saturday, Nov. 5, 2011
9 a.m. Gobble Wobble
9:30 a.m. Turkey Trot
1504 Stinson Ave.
Cheyenne, WY

Prizes & medals for age divisions
 Gobble Wobble-ers get
 special prizes

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New Safeway to be built at Cole S.C.

Over the recent past, I've heard a lot of grumbling about the exodus of so many businesses from Cole Shopping Center. It's been apparent to me for a long time that the "clearing out" of Cole was to facilitate a new Safeway grocery store. Obviously, Frank Cole could have found tenants for that centrally located shopping center if he wanted to bring in new ones to replace those that left.

Once Safeway abandoned plans to build a new store on Pioneer Avenue near downtown and sold that land to the State, they needed to change directions for a new store and Cole was the obvious choice. Not only did they have a very long term presence there but, for Safeway, it is strategically located. In combination with the newer South Cheyenne store, they could decide to cover the market with only two stores, much less expensive operationally than three. King Sooper's seems to be doing a bang-up job with just their single store northeast.

And shoppers never know when the other shoe will fall for Albertson's. Grocery stores in Cheyenne are

fortunate that only Walmart of the "big boxes" has full grocery offerings. If the Target store were a full-size SuperCenter, they would also offer a full grocery line, not just an enhanced c-store selection.

Kmart could expand their grocery selection but must first, along with Sears, determine what they want to be as retailers. What they want to be in Cheyenne, that is.

Sam's Club offers an extensive grocery selection but the required purchases are too large for many families. If you want the kids to eat Cap'n Crunch or Cinnamon Toast Crunch every morning for the next six months, those box sizes are ideal. If the moppets like a little variety, maybe not such a good choice.

It is also obvious to me that when Safeway begins construction, they will own the land and raze all existing buildings. It is just too old and haphazard to blend into a new, modern shopping environment. With a new roundabout, assuming one ever gets built at that multi-corner, which is doubtful at this point, traffic will

be greatly disrupted and present an ideal time for new construction at what has been Cole Shopping Center for the past 59 years.

And, if Safeway models that new store after what they've done in South Cheyenne, look to see gas pumps and out parcels that may hold a restaurant or other small, noncompeting retail stores.

Remember - when the library board tried to convince voters that a new library had to be built on the VA Hospital grounds on the corner of Pershing and Converse, they represented that location was the absolute center of town. Whether it is the true epicenter of Cheyenne or not, Cole is about as close to centrally located as any retail land could be.

Certainly a Menards at Windmill and Dell Range would not be as ideally located. There is not enough land at Cole Shopping Center to attract Menards in case you thought they should have chosen to build their new store there. Not enough acres.

You sometimes hear a real estate

agent use the "location, location, location" in connection with where a house is situated. But, the words belong to choice for a retail or office project, not where one lives.

And, for most retailers, especially Safeway, Cole Shopping Center is the perfect "location, location, location" choice. It doesn't get much better.

With the somewhat recent losses of the theater, Blockbuster, Dick's Bootery, etc., it is a good time to transform Cole into a vibrant shopping area once again. Safeway has a loyal and large following and will supplement their new store with shops and services that will bring even more traffic to the once, and future, magnet for retail spending in Cheyenne. It is win/win for shoppers.

Unlike how Walmart didn't want to give up a dime in revenue and made it uncomfortable for shoppers while their new store was being built and opened, Safeway will probably choose to close during demolition and construction. If the City doesn't mess with them too much, look for a new store there in a year or so.