

News Release

January 11, 2010

For immediate release

Partners in Growth



A second Askew's Food Store and Salmon Arm Savings and Credit Union are on the horizon for Salmon Arm. January 11, the City of Salmon Arm passed first and second reading of a proposal to rezone a three-hectare site between the Holiday Inn and the Super 8 Motel. Askew's is proposing a new green development that will be accessible by bicycle, walking and automobiles. Phase 1 includes a second Askew's Foods Store and a second branch for Salmon Arm Savings and Credit Union.

While remaining committed to their locations in the downtown, both the Credit Union and Askew's Foods are expanding by growing second locations. "Salmon Arm Savings and Credit Union remains invested and rooted in the downtown and we are staying true to these roots. We are also looking ahead to support the future needs of our members and community," said Michael Wagner, Salmon Arm Savings and Credit Union CEO.

Askew's General Manager, David Askew noted Askew's has been providing quality and service to the Salmon Arm community since 1929. "Building a second store will only enable us to serve you better," he said. "As well as the usual Askew strengths in meat, produce, grocery and dairy, we'll be adding an in-store bakery, cafe and expanded deli in our state of the art 30,000 ft sq. new store," he said. "And by popular demand, we'll have wider isles too!" he added.

The store alone is expected to cost in the order of \$8 million and Askew's will spend several million more in the first phase on roads, sidewalks, public spaces and parking. For its part, the Credit Union is proposing a building that follows LEED Canada Green building practices and is expected to spend \$1 million on the development. "This should be a good shot in the arm for the local economy, and there couldn't be a better time for it," said David Askew.

Maintaining the sense of community that Askew's downtown store is known for has been key in working on the plans for this development. Building a new shopping centre on this site has been a challenge as the property's natural slope drops over 50 feet from corner to corner. "We were determined from the start to provide a green, customer-first, innovative and interesting development," said Askew. "It has taken a lot of hard work and creativity on the part of our design team to achieve this result."

The drawing below is from the Architect's presentation made to City Council on January 11, 2010.



The proposed Askew's Uptown Development is a mixed-use development of commercial and upper-floor residential that includes a court yard open to the public and a community room. The architects' presentation will be shown in its entirety at the Public Hearing scheduled for January 25, 2010 at 7:00 pm at City Hall.

David Askew, CEO
Askew's Uptown Shopping Centre
Ltd.

Michael Wagner, CEO
Salmon Arm Savings and Credit
Union