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O.D.A.

provided by Mark
Giargza 1 of 2

TO WHOM IT MAY CONCERN

Re SWC of 7800 South and SR 111.

I have been asked to comment on this site as to its viability as a grocery or other retail site.

By way of background and experience I have been in the development and commercial real estate business for more than 40 years. I have been involved with hundreds of retail developments from single free standing buildings to major super regional malls throughout the United States. I feel I am very qualified to comment on the aforementioned intersection and site.

When this site came available it was the developers plan and West Jordan City's plan to develop a grocery anchored shopping center at this site. There would be pads and shops as in a typical neighborhood shopping center.

Every plausible candidate for the grocer position was contacted and presented this opportunity. It began with Smith's and was presented to Harmons, Associated Foods (Maceys), Walmart Neighborhood Grocery, Associated Foods (Fresh Market), Whole Foods, Winco and packages were sent to some very long shot candidates like Lin's, Reams and Dan's.

Some of these candidates did costly studies on the site and invariably the results were positive based on the current market, competition, road systems and planned housing for the area. In and about this time the economy began it downward spiral and three critical items happened that killed the site in question.

It was announced that 5600 West would finally connect into 7800 South. The Mountain View Corridor became a reality and with 5600 West that changed the traffic flow to the southwest part of the county. And lastly Smith's made a choice to go to the intersection at 7800 South and 5600 West next to the Mountain View Corridor. This is just east of the site at SR 111 and in effect crushed the viability of that site for anything but small service retail like a C store.

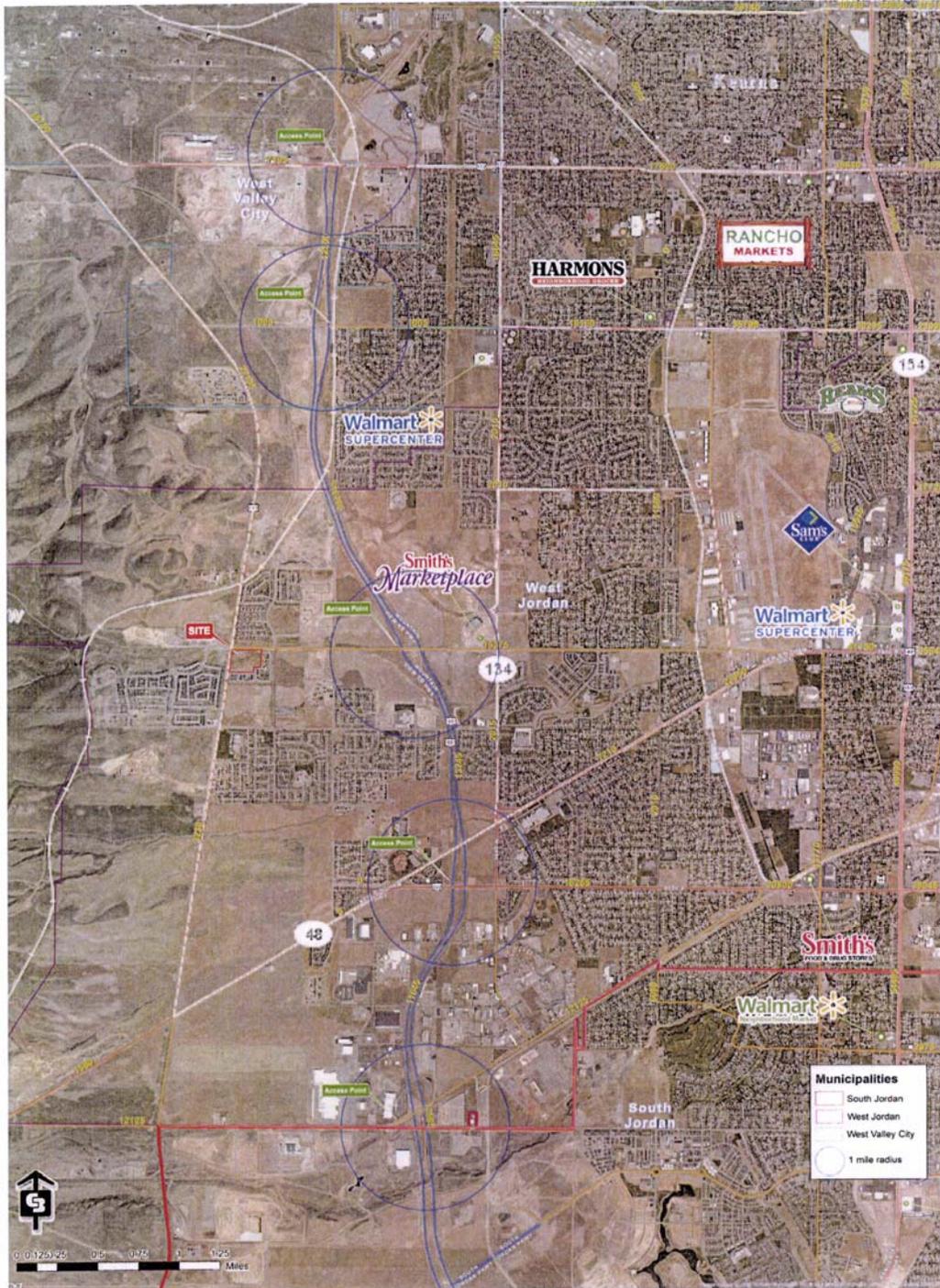
As one analyzes the Mountain View Corridor and the available and viable retail sites along it in comparison to a 180 degree site at SR 111 now with Smith on 5600 West and residential development to the west not viable due to terrain and other issues there is no question that this site should be allocated to a residential or multifamily use.

I respect the fact that cities are endeavoring to get more tax base but cities must have leadership that understands change is inevitable and plans that may work today may not be viable tomorrow. This project has been given a more than fair chance to become a reality. It is time leadership recognizes that and works with the developer to make necessary changes and move on. I am available to discuss this issue anytime.

Sincerely Steven P Bogden Principal Broker

Coldwell Banker Commercial Advisors

1-801-947-8399 direct office line.



Municipalities

- South Jordan
- West Jordan
- West Valley City
- 1 mile radius

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Grocery Competition

Salt Lake County, Utah