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MACKENZIE WINS RETAIL PROJECT OF THE YEAR FOR STADIUM FRED MEYER

Portland, Oregon (June 1, 2015) The Portland Business Journal and Real Estate Inc. have announced Stadium Fred Meyer as winner of the 2015 Better Bricks Retail Project of the Year. The Better Bricks Awards recognize outstanding work in commercial real estate design throughout the region. The Stadium Fred Meyer store is located at the convergence of three historical neighborhoods: the Northwest District, Goose Hollow, and Downtown Portland. It represents an urban response to both community and context. The new 110,000 SF store, expanded to include 41,000 SF of additional showroom space.

The building's Burnside façade incorporates a brick arcade that welcomes customers with a stair-stepped pedestrian walkway, outdoor floral displays, seating areas, and multiple building entries. The arcade concept echoes nearby historic buildings seen along Burnside such as Hippo Hardware. The blade signs along the Burnside façade exemplify classic design elements and pay homage to historic signage on Burnside and Southwest Broadway.

"The addition of the new outside colonnade and improved frontage along Burnside dramatically enhances the customer experience by making it comfortable and easily accessible by foot and was a profound response to the neighborhood," said Mackenzie's Managing Principal Richard Mitchell. "The Stadium Fred Meyer remodel project has added more than 80 jobs, improved the local economy, and given value to a community it has called home for more than 60 years," said Mitchell.

"Stadium Fred Meyer is unlike any other urban grocery store in the region," said Melinda Merrill, Manager of Community Affairs. "It is a neighborhood center specifically tailored to the needs of the community." Through active consultation with the community, Fred Meyer and the designers heavily relied on community feedback for the remodeled store. Designers participated in 8 neighborhood meetings, 2 design advice hearings, and a Type III Design Review. "The collaborative process was a great example of a neighborhood evolving towards a design solution," said Terry Krause, Principal Architect.

Conveniently located near multiple streetcar and bus stations, and easily walkable from downtown, Stadium Fred Meyer has been transformed into an exciting neighborhood destination where spontaneous interactions and community events thrive both inside and out.

The program and floor plan incorporate a wide range of community-oriented functions, including cafe space overlooking Burnside and Providence Park, a demonstration kitchen, and a third-floor community space and employee break room that opens up to a green roof. Kramer Gehlen & Associates Inc. and Interface Engineering also worked on the project, providing structural design and mechanical engineering to the retail showroom.



About Mackenzie

Mackenzie is a provider of professional design services comprised of professionals in architecture and interior design; structural, civil, and traffic engineering; land use and transportation planning; and landscape architecture. Anchored in the foundational elements of high performance and client focus, Mackenzie brings deep expertise in commercial office, healthcare, community infrastructure, education, institutional, federal, high tech, public building, industrial, retail, and mixed use projects. For more information, please visit www.mcknze.com or call 503-224-9560.

About Fred Meyer

Fred Meyer Stores, based in Portland, Oregon, offers one-stop shopping at its 132 multi-department stores in four western states. More than 30,000 Fred Meyer associates help customers fill their food, apparel, and general merchandise needs in Alaska, Idaho, Oregon and Washington. Stores range in size from 65,000 to 200,000 square feet and carry more than 250,000 products under one roof. Additionally, Fred Meyer contributes more than \$4 million to communities across the Northwest each year through grants from the Fred Meyer Foundation as well as product donations, cash donations and sponsorships. Fred Meyer also donates more than 4 million pounds of food to local food banks each year via the Perishable Donation Program. Fred Meyer Stores is a division of The Kroger Co. (NYSE: KR). For more information, please visit our Web site at www.fredmeyer.com.