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New lights shine on **Broadway Shopping Center**

The face of **Broadway Shopping Center** is changing with new store fronts and new businesses to the area

Judy Debus ECPC regional editor

The lights on Sterling's "Broadway" are shining brighter these days and causing a glow in the north! The lights are the ones at the "Broadway Plaza Shopping Center" in Sterling and are responsible for the glow in the northern part of the city because there are a lot more of them.

In recent days, there have been seven new tenants who are open for business in the shopping center, and there are more to come, according to Mountain Centers Owner Eric Tegl.

"I have received a lot of positive feedback," Tegl said. "The community seems very happy that something is happening out here."

And that happening will amount to a total of 25 total stores in the center by the time all the work is done and businesses get moved in.

"We will begin construction on the old grocery store building on Thursday (June 12) to convert it to five available units," Tegl said. "Those units will be 1, 300 to 1, 400 square feet in space, and two of them have been already leased."

The new tenants who are moving in now are filling the spaces Tegl converted into smaller spaces from a former building on the property that housed one business.

In February, Bedford Furniture became the first of the new tenants to move in, and Tom Bedford has been very pleased with his new spacious show rooms and warehouse space.

"Everything is going great," he said. "Because of this new location, we are able to do things that we were unable to do before. I am excited to have the other tenants coming in now."

And "excited" seems to be the operative word from all the tenants who have occupied space in the center for various number of years.

Kevin Hall, manager of the JCPenney store said that his store has already seen an upswing in traffic.

JCPenney has served as an anchor store for the center for many years.

"We appreciate Eric's efforts in revitalizing the area," he said. "We seem to always have a full house, and the area is more attractive to our customers since with the price of gas and need to save time, we have it all in one area."

In agreement is Niki Stanley, who owns the Sears Store that is located toward the south entrance of the shopping center.

"There is a lot more traffic to this side of town, which hasn't been seen before," she said.

Corla Enslow, who owns the drive-through Pi Kappa Cino Coffee also at the south entrance of the center has a great view of the changes going on.

"It is exciting to know these businesses are coming to this area, she said. "It is definitely a great addition to this area." The increased traffic seems to be the first change that most people have noticed.

Russ Lawson, owner of Sterling Vacuum, and tenant for many years said, "It can't hurt to have more traffic; that will be a help to all the stores here."

"The parking lot has been a little busier," said Jason Fisher, store manager of Sherwin Williams. "We've been here 30 years and we are excited about the increase in traffic to this area and the improvements being made."

Jeff Spielman of Satellite Solutions agrees.

"Of course we are really excited about the new tenants," he said. "It will mean more convenience for the customer."

Sandie Kerr, owner of Carpet Comfort Center, which has been in the center for 13 years, has long been an advocate for the location.

"I've been encouraging others to come in," she said. "When we moved out here, we tripled our business."

At the west entrance to the shopping center are Loads Laundry and A & A Rental.

Matt Krier, owner of A & A Rental has been at that location for 17 years and thinks more traffic will increase the number of people who know his business is there.

Julie Jacobson who owns Loads Laundry with husband, Jim, said, "It is nice to see the shopping center changing. It has been quiet around here for a while."

When speaking to this writer when he first started his plans to renovate the shopping center, Tegl said, "I wanted to bring (the center) to a sense of respectability."

He is well on his way to accomplishing that goal.

"We have provided nice, new units that are where they can afford to operate, Tegl said. "These are local businesses, not fly-by-night businesses. And they will help to feed and support the other businesses."

Tegl stated that the ongoing projects for the center will be the finishing of the old grocery building, the parking lot and landscaping.

Judy Debus/ ECPC What was once a church, and before that a fitness center, is now the new home to seven businesses. The Broadway Plaza Shopping Center also has a newly-paved parking lot between the businesses, Pi Kappa Cino and Broadway Street.

ABOVE; Construction and remodeling changed the south face of the building in Broadway Plaza Shopping Center. Bedford Furniture and Upholstery was the first business to move to the new location in early March. RIGHT: Family and store associates of Bedford Furniture and Upholstery include; back row from left, back row, Caleb, Jennifer and Tom Bedford; front row, Carson and Lois Bedford and Timi McCormick. Bedford Furniture is the first of the new tenants to open at remodeled Broadway Plaza. Judy Debus/ ECPC.

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