



**FOR IMMEDIATE RELEASE**  
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## **A Familiar Face Returns to Main Street: ZCMI Façade is Back**

SALT LAKE CITY – The historic ZCMI façade has returned to Main Street in downtown Salt Lake City following three years of restoration.

The cast iron façade was removed for construction of City Creek, one of the nation's largest downtown revitalization projects. Looking better than ever, the landmark structure has been reinstalled approximately 25 feet north of its former location, attached to the west face of a new Macy's store set to open next spring.

For 135 years, the façade has symbolized business progress on Main Street. The downtown icon represents Salt Lake City's legacy of industry, cooperation and prosperity and evokes fond memories for both locals and visitors to Utah's capital city.

The façade's return heralds the spring 2012 full completion of City Creek, the mixed-use, master-planned project developed by City Creek Reserve Inc. (CCRI) and the March 22, 2012, opening of City Creek Center, the retail centerpiece of the overall development. The new Macy's is one of two department store anchors at City Creek Center. The shopping center will be owned and operated by Taubman under a long-term lease.

Macy's spokesperson Doug Patterson, District Vice President for Salt Lake City, stated, "Macy's is proud to continue the mercantile tradition on Main Street in Salt Lake City. We're pleased this architectural icon will welcome our customers for decades to come."

Brigham Young founded ZCMI, or Zion's Cooperative Mercantile Institution, in Salt Lake City in 1868. Through ZCMI, settlers participated in a cooperative merchandising effort to manufacture, acquire and sell goods to one another and share in the profits. ZCMI helped establish Utah's tradition of striving for economic self-sufficiency.

The façade is 140 feet long and three stories (75 feet) high. Comprised of a series of colonnades with 63 bays for windows and openings, the structure is adorned with Corinthian columns, sculpted lion faces, accents of gold paint, "ZCMI" lettering and the department store's dates of operation, 1868 to 1999.

Local historian Richard Oman observed, "Good architecture is one way of saying permanence and the cast iron façade of ZCMI has become a statement of the permanence of a vital downtown core in one of America's great cities."

CCRI, the downtown redevelopment arm of The Church of Jesus Christ of Latter-day Saints, has painstakingly shepherded the much loved façade through its removal and restoration. CCRI commissioned Historical Arts & Casting, Inc. (HACI), a Utah company, to undertake the task of dismantling, reconditioning and reconstructing this rare piece of cast iron architecture that symbolizes pioneering enterprise and is listed on the National Register of Historic Places.

HACI was formed after Steve Baird, an experienced preservation architect, completed the first restoration of the ZCMI façade in the 1970s. Baird's work attracted national attention and influenced restoration projects across the country. Today, Baird's sons and other associates do architectural and ornamental metalwork for national and international clients.

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City Creek is a sustainably-designed, walkable urban community of residences, offices and retail stores in downtown Salt Lake City. This premier development is nearing completion on approximately 23 acres across three blocks in the heart of downtown. Upon final completion in March 2012, Salt Lake will be one of few cities in the nation with a vibrant, mixed-use development at its core.

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and [macys.com](http://macys.com) offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for epic events like Macy's 4th of July Fireworks® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers. For Macy's media materials, images and contacts, please visit our online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom).

City Creek Center opens March 22, 2012. The center is located in the heart of downtown Salt Lake City, just blocks from the intersection of I-15 and I-80, and a 15-minute drive from Salt Lake City International Airport. City Creek Center will feature a unique shopping environment with a retractable roof, a creek winding through the property, a pedestrian skybridge, fountains and more. Anchored by Macy's and Nordstrom, this world-class fashion and dining destination will offer approximately 80 stores and restaurants in a casual, walkable environment. For information and updates, visit [www.shopcitycreekcenter.com](http://www.shopcitycreekcenter.com).

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**Resources Available to News Media:**

- A City Creek Reserve, Inc. spokesperson is available for interview.
- A Historical Arts & Casting, Inc. spokesperson is also available for interview.
- Video excerpts from the documentary, "ZCMI: A Legacy Cast in Iron," produced by Historical Arts & Casting, Inc. and Creative Light Productions, are available at <http://www.downtownrising.com/index.php/download-press-materials>
- Photos are also available at <http://www.downtownrising.com/index.php/download-press-materials>

