



CITY OF SYRACUSE

FACT SHEET

VALLEY PLAZA GROCERY STORE PROJECT

OVERVIEW

The Valley Plaza on Syracuse's Southside has been without a full-service grocery store since the last supermarket there closed in 2018, leaving residents with limited access to fresh nutritious food. Since then, community advocates and Food Access Healthy Neighborhoods Now! (FAHNN) have rallied behind bringing a new store back to the neighborhood.

NYS Food Access Grant Program

In June 2025, the Syracuse Economic Development Corporation (SEDCO) received a \$1.7 million Food Access Expansion Grant through the New York State Department of Agriculture and Markets to support the renovation of the vacant store space and open a new grocery store.

Project partners including City of Syracuse Department of Neighborhood and Business Development, SEDCO, FAHNN, Ellicott Development, and Super Imperial Market are working together to engage the community and leverage partnerships ahead of the new store's expected opening in May 2026.

Challenges

- The North Valley / Southside neighborhood is one of the largest food deserts in Upstate New York.
- Residents have limited access to healthy, affordable groceries. Living in a food desert increases risk of hunger and food insecurity.
- The area is comprised of 7 low-income, low-access census tracts (U.S. Department of Agriculture Economic Research Service).
- Low-income neighborhoods often have difficulty attracting and retaining large-scale grocery retailers.

A New Grocery Store for the Neighborhood

The Valley Plaza Grocery Store project will bring a new grocery store with fresh, healthy food options to Syracuse's Southside neighborhood:

- Support from NYS helps focus efforts on expanding food access, building long-term food system resiliency, promoting equitable food access and regional producer sourcing, and encouraging partnership.
- The new store – called Super Imperial Market, will offer fresh produce, meats, prepared foods, household essentials, and grocery delivery services to seniors.
- The store will be open seven days a week to ensure consistent access to healthy, fresh food options.

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Project Details

The project includes the complete renovation of 22,000 square feet of vacant retail space in the Valley Plaza on Syracuse's Southside.

- Removal of existing outdated equipment
- Tile floor removal and replacement
- Roof repair and replacement
- Partition wall construction
- Facade renovation
- Exterior lighting upgrade
- Electrical buildout
- HVAC installation
- Gas and plumbing line installation
- Ceiling installation
- Interior lighting installation
- Interior paint and finishes
- Commercial kitchen buildout
- Customer service counter buildout



PROJECT HIGHLIGHTS

- ★ Over \$2 million in public and private investment to improve food access, support community health, and strengthen the local economy.
- ★ Creation of 22,000 square feet of modern retail food space and approximately 35 jobs.
- ★ New equipment, furnishings and facade improvements.
- ★ Store design focused on customer experience and safety.

Project Timeline



Learn more: syr.gov/vpgs

About the Grocery Partner

- Super Imperial Market is owned by a well-established grocer out of Buffalo New York with over 20 years of experience running stores in neighborhoods with similar demographics to Syracuse's Southside.
- The store will provide fresh, locally sourced goods that meet the community's diverse cultural and dietary needs.
- The grocer takes a hands-on approach to operations and will leverage supplier relationships to deliver competitive pricing and culturally relevant products.
- The store will include low-theft designs and other measures to address safety concerns.