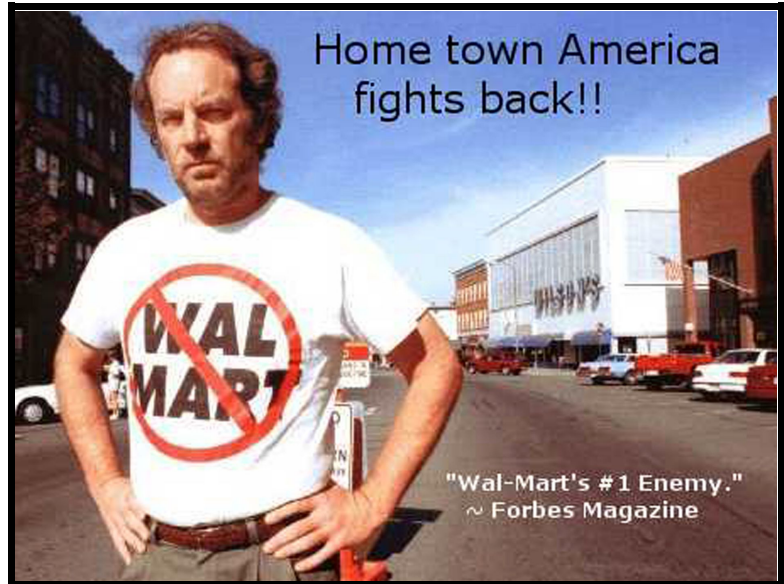


# **Sprawl-Busters**

## Home Town America Fights Back!!

*Al Norman achieved national attention in October of 1993 when he successfully stopped Wal-Mart from locating in his hometown of Greenfield, Massachusetts. Since then he has appeared on 60 Minutes, and gained widespread media attention from the Wall Street Journal to Fortune Magazine. Al is the Founder of Sprawl-Busters and editor of the monthly Sprawl-Busters Alert. He has traveled throughout the U.S. helping dozens of local coalitions. 60 Minutes called Al "the guru of the anti-Wal-Mart movement."*



### **SPRAWL-BUSTERS BLOG POST**

**BY AL NORMAN ~ APRIL 6, 2008**

## **A Wal-Mart SuperCenter in Poway? No way!**

Wal-Mart already has a discount store on Community Road in Poway, California. That store opened in 1992. This city of roughly 51,000 people, located in the center of San Diego County, boasts of its "sunny climate, clean air, a pristine lake and ecological reserves." Poway says it has carefully planned for "balancing growth with the good life." In fact, the city says life in Poway is "the way California was meant to be." The community likes to describe its way of life as "the City in the Country."

The Poway Chamber of Commerce and the City of Poway have launched a campaign to encourage residents and non-residents alike to shop locally. "Whether you're interested in shopping, dining, entertainment, great schools, or a prime business location," the city says, "Make Poway your first choice." When you purchase goods, professional services, and meals in Poway, a portion of your sales tax dollars go to help fund essential City services...In fact, sales tax revenue accounts for 34.5% of the City's general fund. When you leave town to shop, your sales tax revenue benefits another community."

Many residents in Poway don't want Wal-Mart as their "first choice," and they are fighting the retailer's plans to expand its Community Road store into a 200,000 sq.ft. SuperCenter. "Poway

**CONTINUED ON BACK**

will not be the same ever again if we let this happen," Connie Messina, Chairperson of the SOUTH POWAY RESIDENTS ASSOCIATION, told the North County Times newspaper.

To date, all Wal-Mart has confirmed is that it plans to submit a proposal to Poway in the next several months, and hope to have it open by 2010. But first, Wal-Mart has to get the approval of the Poway City Council. That has the SOUTH POWAY RESIDENTS ASSOCIATION gathering for a strategy session. The group notes that two members of the City Council will be up for election this November.

About six months ago, Wal-Mart bought land on Midland Road right behind the Wal-Mart, to expand their store. But opponents charge that a superstore would worsen the traffic congestion in the area, force other supermarkets to close, and bring low-wage jobs to the area. Wal-Mart says they will actually reduce traffic as shoppers go to one store, instead of several. "We're going to have nowhere else to shop but Wal-Mart," Messina said for the Resident's Association. "We're going to have nowhere else to work but Wal-Mart."

**What you can do:** There are 11 Wal-Marts within 20 miles of Poway, including the discount store in Poway. All of these stores are discount stores, and Wal-Mart has plans to expand, or shut down all of these stores. There is no added value to the Poway economy for expanding this store, because the area already has Von's and Staters grocery stores. A Wal-Mart SuperCenter would survive by capturing sales from those existing merchants, rather than creating new sales and new jobs.

For a community that is trying to sell itself as the "city in the country," a SuperCenter imposes a suburban sprawl pattern that is incompatible with the lifestyle image of Poway.

Readers are urged to email Poway Mayor Mickey Cafagna with the following message. Mayor Cafagna's E-mail: [mcafagna@ci.poway.ca.us](mailto:mcafagna@ci.poway.ca.us)

***"Mayor Cafagna, the one Wal-Mart in Poway today is one more than enough. If you allow the existing store to expand, all you will get is other merchants shutting down. The retail pie will get sliced thinner. The SuperCenter is not a sales or jobs project—it is economic displacement. The image of Poway "balancing growth with the good life," will tip the balance to leave the 'good life' on the short end. This expansion is what you would expect to find in suburban sprawl developments. A Wal-Mart that size also generates more traffic than their normal SuperCenters. It would be better to put a cap on the size of superstores than to let these huge box stores eat up your retail sector. A SuperCenter for Poway? NO WAY!"***

**SPRAWL-BUSTERS WEBSITE: [www.sprawl-busters.com](http://www.sprawl-busters.com)**

**BLOG POSTS FROM AL NORMAN ON HUFFINGTON POST:  
[www.huffingtonpost.com/al-norman](http://www.huffingtonpost.com/al-norman)**

**ADDITIONAL WEBSITES FOR GENERAL WAL-MART INFORMATION:  
[www.walmartwatch.com](http://www.walmartwatch.com)  
[www.wakeupwalmart.com](http://www.wakeupwalmart.com)**

**LOCAL WEBSITES & BLOGS WITH POWAY WAL-MART INFORMATION:  
[www.SouthPowayResidents.com](http://www.SouthPowayResidents.com)  
[www.PowayBlog.blogspot.com](http://www.PowayBlog.blogspot.com)  
[www.PowayPartnership.blogspot.com](http://www.PowayPartnership.blogspot.com)**