



TO POWAY WAL-MART EXPANSION

The Poway Wal-Mart has submitted preliminary plans to the City of Poway for approval to expand its current site to a SuperCenter. A SuperCenter, which adds a full array of grocery items to Wal-Mart's existing retail line, would expand the store from its current size of about 125,000 sq. ft. up to 200,000 sq ft. You are strongly urged to think about this change and how it will seriously impact our Poway community --- especially the immediate neighborhoods surrounding Wal-Mart. Please join your fellow Powegians and let's put a stop to this proposed negative impact on our quality of life.

THE IMPACT OF EXPANDING WAL-MART TO A SUPERCENTER

• INCREASE IN TRAFFIC CONGESTION

About 80%-85% of Wal-Mart's customers come from outside of Poway, according to informal surveys. At its current size, Wal-Mart generates about 7,060 car trips/day through South Poway. Expanding the store to the proposed 200,000 sq. ft. would generate about 11,120 car trips/day on a weekday (more on weekends). This is a 58% increase in traffic congestion in the already congested core area of Poway. (Source: *Traffic studies and data from www.bigboxtoolkit.com and www.davisretail.org/Target/articles/Traffic.pdf*)

• LOSS OF SHOPPING CHOICES IN POWAY

In general, the impact is that for every SuperCenter that opens, two neighborhood supermarkets are closed. (Source: *Retail Forward, a market research firm in Columbus, OH.*)

• LOSS OF GOOD JOBS IN POWAY

As community businesses are forced to downsize or close (due to the proximity of a Wal-Mart SuperCenter) the resulting job losses typically equal or exceed the number of new jobs created by the "big-box" store. Each Wal-Mart employee replaces approximately 1.5 workers at other stores. (Source: *Studies conducted by researchers at the Public Policy Institute of California [1977-2002]. "The Effects of Wal-Mart on Local Labor Markets" written by David Neumark, Junfu Zhang and Stephen Cicarella, 2006*)

• INCREASE IN URBAN BLIGHT, CRIME, NIGHTTIME LIGHT, NOISE AND DECREASE IN PROPERTY VALUES

(When SuperCenters are opened) property values, and subsequently tax revenue, in the older shopping areas decline sharply. Another factor is that the new (SuperCenter) development erodes the value of residential property, probably due in part to increased traffic and noise. The end result is that the city actually experiences a declining tax base despite all of the new retail growth. (Source: *RKG Associates, 2001*)

• NO NET GAIN FOR THE CITY OF POWAY OR ITS RESIDENTS

Big-box stores (such as a SuperCenter) are not a form of economic development. A newly constructed SuperCenter cannot increase the amount of money that local residents have to spend. As a result, sales gains at these stores are invariably mirrored by an equivalent drop in revenue at existing businesses. (Source: *Studies conducted by researchers at the Public Policy Institute of California [1977-2002].*)

You are encouraged to contact your Poway Mayor and City Council Members and let them know what you think of approving Wal-Mart's proposed expansion. (See CITY OF POWAY website: www.poway.org). Also, write a **LETTER TO THE EDITOR** to THE POWAY NEWS CHIEFTAIN, NORTH COUNTY TIMES and SAN DIEGO UNION-TRIBUNE.

For further information, check out www.powayblog.blogspot.com, www.wakeupwalmart.com & www.walmartwatch.com