



**CITIZENS
AGAINST
WAL-MART
IN MARINA!**

Why Wal-Mart Is Wrong for Marina

Low Wage Jobs

Wal-Mart will bring low wage jobs with minimum or no benefits. Wal-Mart will not provide living wage jobs for Marina citizens and may contribute to the economic decline of Marina businesses, changing the small town quaintness of our City.

Traffic and Environmental Problems

Wal-Mart will bring heavy vehicular traffic to Reservation Road west of Del Monte Blvd. and Beach Road: two-lane roads bordered on 3 sides by residential neighborhoods, and the 4th side by Locke-Paddon Marina Community Park, one of the only protected wetlands in the county (inhabited by ducks, geese and other water fowl). There are two parks within 1/8 of a mile; an elementary school less than 1/2 mile away; a church across the street; and pedestrian walkways for locals and tourists to the beach and surrounding hotels/resorts. This area is also the site of the new Marina Library which will attract more pedestrians, adults and children, to the area.

Drastically Increased Light Pollution

Wal-Mart plans to increase the lighting of its building and parking lot. This lighting will be very visible to nearby neighborhoods — homes located off of Cardoza to the north; Seaside Court and Hilo Avenue to the west; Beach Road and Del Monte Blvd. to the east; Lake Drive to the south — and will change the character and ambiance of these quiet neighborhoods.

Cheapens the Northern Entrance to Marina

The Reservation Road entrance is the gateway to Marina's tourist trade. Here, visitors will be greeted with a Wal-Mart. Guests of the 3 hotels on the east side of Highway 1 and of the several hotels and resort on the west side of Highway 1 will see a Marina of low paid jobs, traffic, noise and poor city planning, harming the reputation of our City.

Big Box vs. Small Town Charm

Tourism is Monterey County's second biggest industry at nearly \$2 billion a year. Monterey County's core market is the San Francisco Bay Area. Having a Wal-Mart at the gateway to our City will not entice visitors to stay and explore — quite the opposite. It will make Marina look bland and generic. Would Carmel allow a Wal-Mart to greet visitors at Ocean Avenue? Would Pacific Grove allow it to welcome visitors on Lighthouse Avenue? Having a big box retailer at the gateway to these cities and others would detract from their unique small town character and charm. It will do the same in Marina.

Conflicts with Marina's Vision

A developer from outside Monterey County bought the Kmart building and parking lot last year, and then signed a lease with Wal-Mart. Do they have more voice in the direction of our City than Marina's own residents?

At the Oct. 13, 2005 Marina Planning Commission meeting...

The Planning Commission stated they did NOT want a Wal-Mart coming to the Marina Landing Shopping Center. If our City leaders did not want a Wal-Mart and it directly conflicts with the stated vision for the Marina Landing Shopping Center, why would we allow Wal-Mart to invade our community and disrupt our own plans for our own City?

Further, many have acknowledged that allowing the Kmart to be built at the Marina Landing Shopping Center in the early 1990s was a mistake — a mistake that left our City with a vacant, blighted building for years. If one general discount retailer failed at that site, why would we want to make the same mistake again? The answer is, we don't! That's why the City developed a clear vision for that site that included multiple retailers rather than one big box store.

Other local cities proactively work to determine the types of businesses they want in their city. It's time we do the same.

What can you do today?

Call California Wal-Mart at 800-793-6522 and tell them you won't shop at their Marina store.

Contact the Marina City Councilmembers and tell them why you think Wal-Mart is wrong for Marina.

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If you'd like more information on the Citizens Against Wal-Mart in Marina campaign, please visit NoWalmartInMarina.org, or email info@NoWalmartInMarina.org, or call 831-883-4459.