

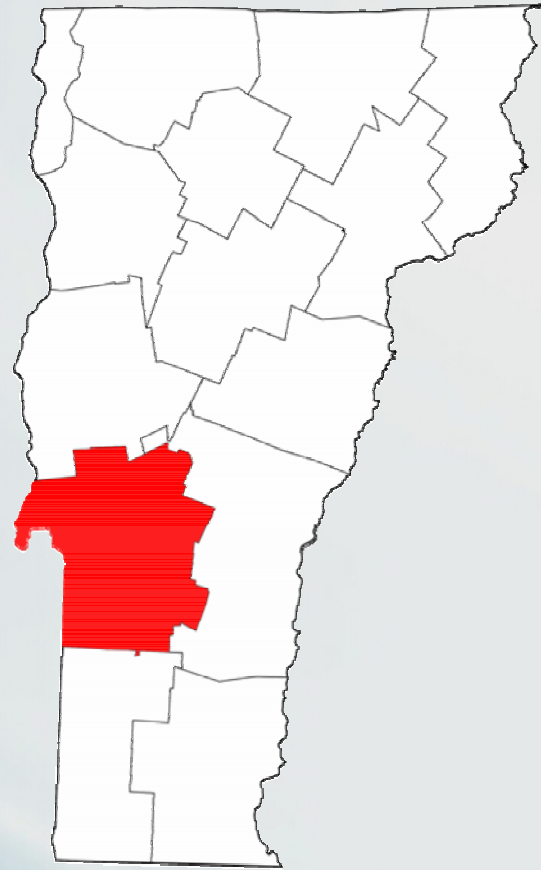
Rutland Wal-Mart and Pasadena Target:

Bringing Big-Box Retail Downtown

Rod Beaton

Wal-Mart comes to Rutland

- Wal-Mart announces intent to move into Vermont in 1993.
- Population: 17000
- Central Western VT



Rutland Responds

- Invitation
- Engagement
- Negotiations
- Compromise
- Success

Pasadena

- J.W. Robinson's Department Store
- A need to fill a building
- Pasadena reaches out to Target



Issues for Target

- First multi level Target store
- “Non-traditional” parking
- Non-standard signage
- Reduced lighting
- Maintaining a downtown feel
- Increased costs



Rutland and Pasadena

- Urban versus rural
- Different environments, but the same idea
- Compromise is essential
- Initiated by city versus corporation

The future looks...

- Not a lot of examples
- Not usually worth it in the eyes of the corporation
- Sprawl works (for big-box stores)
- Increased awareness

What can be done?

- Zoning regulations
- Maximum building sizes
- Building moratoriums
- Standards of design
- End subsidies that encourage sprawl!

Wal-Mart is knocking...Options?

Do Nothing

Work Together

Fight

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