

# **PROPOSED WALMART ANCHOR**

## **Kettle Park West Commercial Center**

**Initial Presentation to  
Plan Commission**

**August 11, 2014**


# WALMART NEEDS TO BETTER SERVE ITS STOUGHTON CUSTOMERS

- Walmart has an existing store located at 1800 U.S. 51 next to Pick 'n Save.
  - That store is too small: only 41,000 square feet.
  - Walmart leases the store.
  - Walmart cannot expand at that location due to insufficient size and restrictions against full-service grocery use.
- Walmart pursued building a larger store in the mid-2000s, but the economic downturn forced Walmart, like most businesses, to reconsider expansion, nationally.

# BECOMING A PART OF KETTLE PARK WEST COMMERCIAL CENTER IS A GOOD OPTION

- Walmart seeks to service its Stoughton customers in an approximately 153,000 square foot store, including:
  - General merchandise;
  - Full-service grocery, including deli, bakery, liquor, fresh and frozen departments;
  - Pharmacy with drive-thru;
  - Garden center.
- Walmart would be a retail anchor for Kettle Park West (Lot 2 on 13.8 acres).
- By relocating to Kettle Park West, Walmart will avoid drastically changing Stoughton retail traffic patterns.

# **WALMART WOULD BE JUST A PART OF KETTLE PARK WEST**

- Walmart has contracted to purchase 13.8 acres from Forward Development Group.
  - Forward is developing approximately 140 acres at the northwest corner of USH 51 and STH 138.
  - To date, Forward has received approvals for:
    - Amendment to the Stoughton Urban Service Area by the Capital Area Regional Plan Commission
    - Adoption of the 138 - 51 Westside Neighborhood Plan
    - Amendment to the City Comprehensive Plan
    - Annexation of approximately 140 acres
    - Rezoning of approximately 35 acres to Planned Development (General Development Plan) for the commercial portion of the proposed development
    - Approval of TIF funding for infrastructure
    - Approval of a Development Agreement
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# KETTLE PARK WEST COMMERCIAL CENTER



## Approved General Development Plan encompassing approximately 35 acres

- A: General Merchandise
- B: General Merchandise/Specialty Retail
- C: Specialty Retail
- D: Convenience Retail
- E: Specialty Retail/Professional Services
- F: Professional Services







# CURRENT KETTLE PARK WEST MASTER PLAN



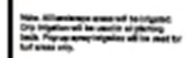


# AERIAL MAP





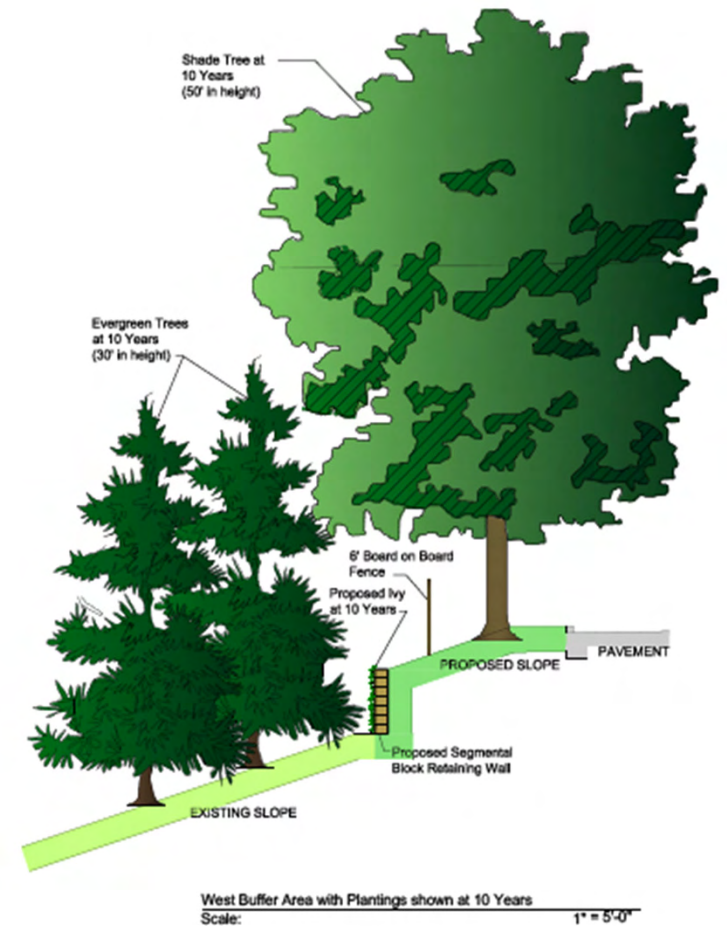
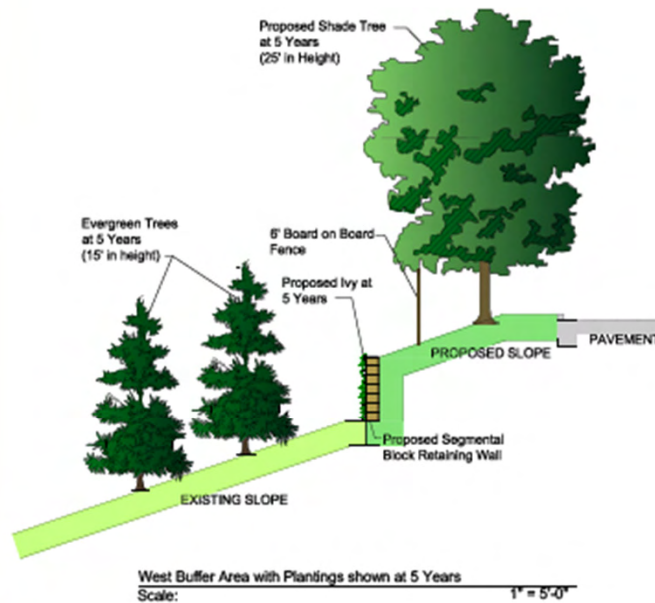
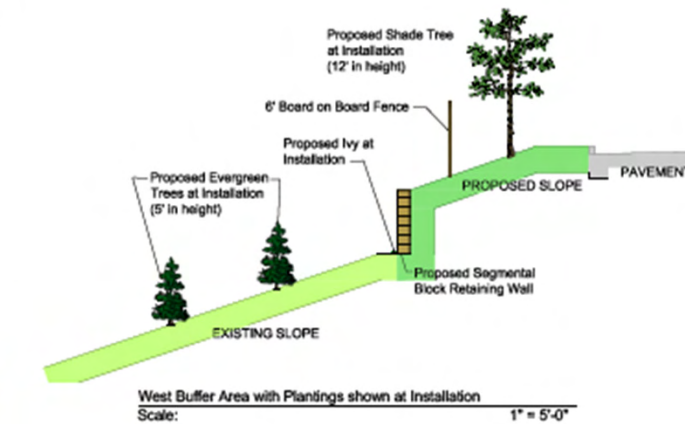
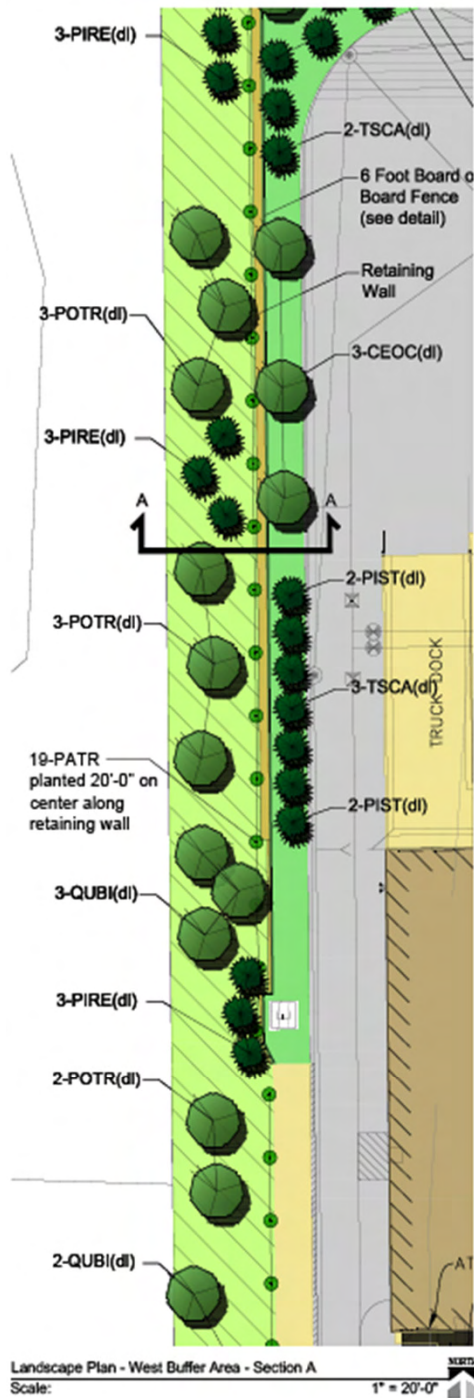
## U.S. HIGHWAY 51



**Scale:**

$$1'' = 60' - 0''$$





# LANDSCAPE DETAILS



# STORE ARCHITECTURE







Prototype Elevation



Previous Concept Elevation



Proposed Elevation



Perspective

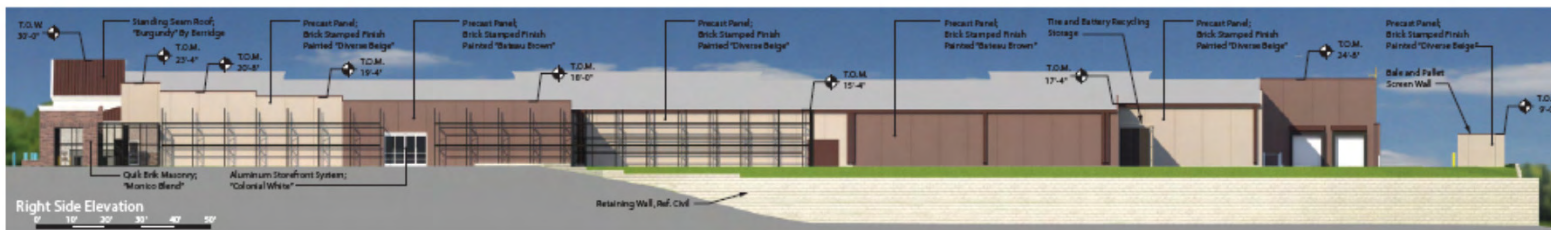
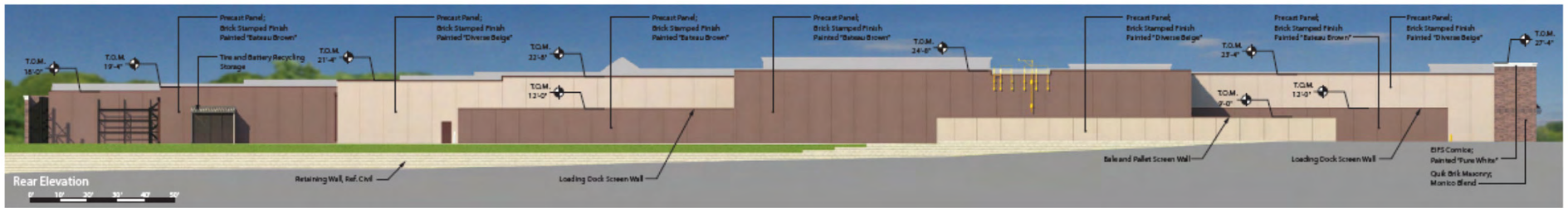


Perspective



Downtown Stoughton





## General Notes

The building images shown are a representation of the current design intent only. The building images may not reflect variations in color, tone, hue, tint, shading, ambient light intensity, materials, texture, contrast, font style, construction variations required by building codes or inspectors, material availability or final detailing.

Color shown on elevations are for illustrative purposes only. Please refer to manufacturer's color samples for actual color.

All building elevations are to top of steel or top of masonry.

Fencing and landscaping have been omitted for clarity. Reference civil drawings.

DESIGN REPRESENTATION ONLY  
NOT FOR CONSTRUCTION













# WALMART'S PLANS ARE CONSISTENT WITH PREVIOUS APPROVALS:

- Walmart's plans are consistent with Stoughton's Comprehensive Plan.
- Walmart's plans are generally consistent with the Planned Business District and Planned Development zoning ordinances.
- Walmart does not seek any tax increment funding or other government subsidies to develop its site; rather, Walmart's development would kick-start generation of tax revenue.

# WALMART WILL ASK FOR SOME DEVIATIONS FROM STOUGHTON'S ZONING CODE

- Site Plan:
  - Access openings exceed 30' at the R.O.W., and 50' radius curb returns are proposed at access points along STH 138.
  - Crosswalks will be distinguished with striping and signage.
  - One landscaped median is provided that splits the parking lot.
  - 6' tall berm is not possible due to grade drop off to the west. Extensive landscaping and a 6' wooden fence on top of a decorative retaining wall have been added to provide screening.
- Architecture:
  - Protrusions along façades vary from 8" to 4'-0" as opposed to 6'-0".
  - In some areas, the combined linear roof eave or parapet lines have less than 6'-0" of height differential.
  - We have focused architectural interest on the two facades facing public streets and proposed lesser, but appropriate, articulation on facades not facing streets.
  - Parapets have been designed to screen all roof HVAC equipment from view on public streets. Parapet screening on the north and west building faces has not been provided due the nature of the surrounding site and grading conditions.
  - Garden center has been designed with chain link vinyl coated fencing, but arcade arches have been added to upgrade the aesthetic integrity of this space.



# WALMART WILL ADD SIGNIFICANT TAX BASE

- 2014 assessed value of the site, including a much larger parcel than the 13.8 acres that Walmart proposes to develop, is \$278,100. General property taxes generated from the site in 2013 were approximately \$6,413.
- Walmart stores similar to the store that Walmart proposes to develop in Stoughton are assessed between \$11,000,000 and \$16,000,000 and generate between \$180,000 and \$340,000 in annual property taxes.

# WALMART WILL OFFER JOBS

- Walmart will offer all approximately 70 associates at its current Stoughton store jobs at its new store.
- Walmart will add about 100-130 additional associate positions at a new store.
- Walmart's average hourly wage for full-time associates in Wisconsin is currently \$12.74.
- Most Walmart associates are eligible for benefits.

# WALMART DONATES TO THE COMMUNITY AT THE STORE LEVEL

- A bigger Walmart store in Stoughton means increased community giving opportunities.
- In 2013, Walmart stores, Sam's Club locations and the Walmart Foundation gave \$24.7 million in cash and in-kind donations to location organizations in the communities they serve in Wisconsin.



# THE NEW WALMART WOULD OFFER POSITIVE ECONOMIC IMPACTS

"[O]ur conclusion is firmly that there is no evidence for the claim that Wal-Mart has shrunk the size of the small business sector in the U.S. economy."

- *Has Wal-Mart Buried Mom and Pop?: The Impact of Wal-Mart on Self Employment and Small Establishments in the United States*, Russell S. Sobel and Andrea M. Dean, West Virginia University, Department of Economics & Entrepreneurship Center (Spring 2008).

"The building of a Wal-Mart store...results in significant contracting with small local suppliers. By increasing the volume of exchange in an area, and through the reallocation of productive resources, Wal-Mart has a significant, positive impact on the small business sector."

- *Has Wal-Mart Buried Mom and Pop?: The Impact of Wal-Mart on Self Employment and Small Establishments in the United States*, Russell S. Sobel and Andrea M. Dean, West Virginia University, Department of Economics & Entrepreneurship Center (Spring 2008).

When Walmart enters a local grocery market, other grocery stores (a) reduce prices and (b) improve competition. (Studies have found that Walmart grocery prices are between 1-39% lower than competitors' prices.) With these savings, customers have more money available for other purchases.

- *The Evolving Food Chain: Competitive Effects of Wal-Mart's Entry into the Supermarket Industry*, Emek Basker and Michael Noel, University of Missouri and University of California-San Diego (July 2007).

"[O]ur estimates suggest that a new Walmart store actually increases housing prices by between 2 and 3 percent for houses located within 0.5 miles of the store and by 1 to 2 percent for houses located between 0.5 and 1 mile."

- *When Walmart Comes to Town: Always Low Housing Prices? Always?*, Devin G. Pope, University of Chicago, and Jaren C. Pope, Brigham Young University (May 2012).