



CITY COUNCIL OF LINCOLN NEBRASKA

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JON CAMP
City Council Member
Southeast District

July 10, 2012

Ryan Irsik
Senior Manager, Public Affairs and Gov't Relations
Wal-Mart
705 SW 8th Street
Bentonville, AR 72716-0350

Re: 27th & Grainger Site

SENT VIA US MAIL AND EMAIL

Dear Ryan:

Last June 21, 2012, you, Mr. Eric Berger, your immediate supervisor, and I visited at length about the proposed Wal-Mart 125,000/133,000 Super Center at 27th & Grainger in Lincoln. At the conclusion of our conversation we mutually agreed to take a "breather" for 24 hours and visit again on Friday, June 22, 2012.

In the interim, Mayor Beutler returned from a trip to China and contacted Wal-Mart and asked for a meeting, which subsequently occurred on Thursday, June 28, 2012. On June 22, 2012, when I learned of the delay, I told the Mayor's office I wanted to participate in the meeting; instead I was excluded from the meeting, being informed this was the "mayor's meeting" and that no City Council members would attend. At the June 28, 2012, meeting, Mayor Beutler and City Council Member Gene Carroll attended. Mr. Carroll had been previously been invited to participate in the neighborhood meetings with Stone Ridge residents but chose not to do so.

Whatever message you received in the June 28, 2012 meeting, while well-intentioned, failed to convey the message of the citizens of Lincoln. Unfortunately, Mr. Carroll and Mayor Beutler did not contact the citizens and gain an appreciation of their desires and fervor. Their June 28th meeting only served to delay and diffuse the solution the three of us discussed on June 21st.

I recite this information to assist you, Mr. Berger, and other Wal-Mart officials in understanding that your decision to proceed with the super center is a mistake. No super center of any marquee should be built in this development but rather a smaller

building(s) surrounded by pad sites would better conform to the residential nature of the area.

During our June 21, 2012, telephone conversation, I strongly and passionately recommended a compromise that protected and benefited all parties, including the neighbors in Stone Ridge Estates and nearby, the City of Lincoln, Ridge Development and most of all, Wal-Mart. My recommendation provides a two-step solution that will ultimately best benefit Wal-Mart:

1. Wal-Mart should proceed with plans to develop the 27th & Grainger site with one of its "Marketplace" stores, typically 42,000 square feet in size, or perhaps a store of up to 80,000 square feet; and
2. Wal-Mart, at a future time, should proceed with a super center on a more suitable site.

Let me repeat why this provides a win-win-win-win solution.

First, Wal-Mart has antagonized 1800 residents in the 27th & Grainger area. While Wal-Mart is within its legal rights, the decision to construct a super center on this site is morally wrong. This site is surrounded on three sides by residential properties unlike the typical super center that has greater openness and access in a more retail environment.

Second, Wal-Mart has 3 supercenters in Lincoln and soon will have 2 Sam's Clubs. Wal-Mart has been a good citizen until now. The anger and consternation created in the neighbors by the present site selection for a "big-box super center" will only serve to give Wal-Mart a black eye in Lincoln, Nebraska. The 1800 angry residents will exert extreme peer pressure resulting in a less profitable store for Wal-Mart.

Third, Wal-Mart has obligated itself to this site—I understand its legal responsibilities to Ridge Development. Wal-Mart can satisfy this obligation by proceeding with the Marketplace concept or even a facility up to 80,000 square feet and surround the site with pad sites of other complementary businesses, resulting in a retail center complexion more compatible with the predominance of adjacent residences.

Fourth, Wal-Mart can gain a strong toe-hold in southwest Lincoln via a Marketplace or 80,000 square foot store—which can introduce these residents to Wal-Mart and later serve as a "feeder" to an appropriately sited super center. When Wal-Mart is ready for that site, it can count on my strong support.

Ryan Irsik
Wal-Mart
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Fifth, Wal-Mart has opened many of the Marketplace facilities, including many in Wichita, Kansas and in nearby Omaha, Nebraska. With the in-house expertise of Wal-Mart architects and engineers, a quick design could be presented for 27th & Grainger. I will personally work to ensure prompt issuance of a building permit.

Sixth, the residents, currently alienated by the Wal-Mart Super Center, will support my two-step approach. They and their Stone Ridge Estates Neighborhood Association will lead the "band wagon" in support of Wal-Mart as opposed to boycotting Wal-Mart.

Seventh, the City of Lincoln is spared a retail war battle. Our City flourishes when reason and compromise are achieved.

Eighth, as the City Council representative for Stone Ridge Estates and south Lincoln, where a large number of your potential customers reside, I will lend my assistance to Wal-Mart.

My 14-year tenure on the Lincoln City Council, personal career in business, and 30-years founding and subsequently developing Lincoln's Historic Haymarket, are embodied in my proposed two-step compromise.

Finally, I am reminded of the following quotation:

Every great mistake has a halfway moment, a split second when it can be recalled and perhaps remedied.

Pearl S. Buck

Now is that moment.

Please reconsider. . .do the right thing. . .give the neighbors, the City of Lincoln, and most of all, Wal-Mart, a big win!

Sincerely,

JON A. CAMP
Lincoln City Council

cc: Stone Ridge Estates Homeowners Association Board Members
Mayor Chris Beutler
Lincoln Journal Star newspaper and Lincoln media