



MEDIA RELEASE

CITY – PDDC – WALMART REACH AGREEMENT

For immediate release

Pembroke, October 13, 2009: Pembroke City Council has formally approved Minutes of Settlement negotiated with Walmart Canada representatives which will see an end to the impasse which was leading the municipality, Walmart, the Pembroke Downtown Development Commission (PDDC), and Laurentian Valley Township to an Ontario Municipal Board (OMB) showdown.

The City and Walmart have agreed that the size of the store's expansion will be 46,000 square feet rather than the originally-proposed 65,000 square feet. Within this expanded footprint will be the planned grocery component, which will be no larger than 38,000 square feet. Having reached this agreement, the City and the PDDC have agreed to withdraw their OMB appeals.

Reiterating his previous statements on the matter, Pembroke Mayor Ed Jacyno explained, "The issue has never been about their right to expand or sell more groceries, rather it has been about the size of the store. We believe that the footprint for the expanded Walmart store is a closer fit with what the marketplace can support at this time."

"I believe that once we were able to enter into a dialogue with Walmart, they understood our concerns and actively worked with us to address them," added Mayor Jacyno.

As a sign of good faith and commitment to the community it serves, Walmart has agreed to make a contribution of \$50,000 to a community initiative of benefit to the downtown in addition to partnering with the PDDC in the amount of \$10,000 to construct a sign on local Walmart property to promote the downtown.

“We are pleased that this decision provides the Pembroke and Laurentian Valley communities with the opportunity to shop at an expanded Walmart store,” says Ken Farrell, VP of Store Development for Walmart Canada. “We are looking forward to providing a broader range of options to our customers, including a full offering of groceries, so we can continue to help Canadians save money and live better.”

Recognizing that the applicant, being Walmart, and the appellants, being the City and the PDDC, have reached an agreement, the next step will be a brief appearance before the OMB which will be asked to approve of the agreement and direct the required changes to the Township’s Official Plan reflecting the approved Minutes of Settlement. This process is expected to take place at the scheduled OMB hearing on November 15, 2009.

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For further information, please contact:

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