

Wal-Mart's Traffic Report Can be found at

http://walmartwatch.com/battlemart/go/cat/traffic_sprawl

Traffic

For local communities one of the most salient issues surrounding a proposed Wal-Mart is traffic. These people may have no ideological problem with the retailer but they become quite distressed when their already congested local roads are asked to accommodate the influx engendered by 200,000+ sq. ft. supercenters.

It is first important to examine exactly how many vehicle trips a Wal-Mart supercenter actually generates. According to the [Institute of Traffic Engineers](#), a 200,000 sq. ft. discount center on average results in 76,232 car trips per week (with the high end of the range being 92,806).

Yet this astoundingly high number may in fact be much too conservative considering that the Institute's traffic estimates for "regular sized" discount stores are actually higher than for the larger supercenters. This paradox became quite important when Wal-Mart wanted to build in [Pasco County, FL](#):

If you build a regular Wal-Mart, the traffic experts say the store will draw 850 car trips during the busiest evening hour.

If you build a Wal-Mart Supercenter—which includes the regular store plus a full-service grocery store, hair salon, vision center and tire and lube express—those same experts say the store will draw only 750 car trips that hour.

If you think those numbers don't add up, you're not the only one.

According to these liars-for-hire, traffic never is a problem and can always be mitigated with better timed traffic signals, left hand turn lanes and improved off ramps.

Residents opposed to a Wal-Mart in the Tri-Lakes area of Colorado saw this whitewashing in action. By approaching an independent engineer the anti-Wal-Mart coalition was able to [deconstruct the study](#).

These examples are not the only instances of Wal-Mart's traffic impact causing communities to worry and, in some cases, reject the store:

In Newport News the Planning Commission [rejected](#) Wal-Mart's application due to traffic concerns and the development's proximity to a residential neighborhood.

The same occurred in [Asheville](#), [Buckeye](#), and [Windsor](#), where the 4,200 new daily car trips generated by Wal-Mart would directly threaten schools close by.

All of this is important to New York City, especially to the outer borough neighborhoods that Wal-Mart is looking to enter into. It will be important to conduct an independent traffic analyses and for various NYC neighborhoods to then use this data to decide whether it wants Wal-Mart as a neighbor.