

# ChicoER.com

## Editorial: Planning body does it again

Chico Enterprise-Record

Posted: 08/04/2009 12:00:00 AM PDT

Our view: Once again, the City Council will have to correct an error made by the Planning Commission.

We thought the Chico Planning Commission was back on track when it comes to dealing with businesses, but after last week's discussion and vote on Wal-Mart, it obviously isn't.

Just as the City Council unanimously reversed the Planning Commission's denial of Chico Volkswagen's well-grounded expansion project, it will be up to the council to give Wal-Mart the go-ahead to add groceries and expand other departments.

The commission killed the project by saying the environmental impact report was inadequate. Wal-Mart has said it will appeal to the council.

One didn't have to listen long to the discussion to know it wasn't about the EIR. Commissioners actually gave reasons like rising cancer rates caused by more traffic and air pollution; Wal-Mart's perceived paltry financial contributions to the community; poor pay of \$12.45 an hour; and the sin of selling products made in China.

Any business thinking about expanding and attracting a new market or consumers who might drive from outside the area certainly got the message that Chico doesn't want it.

Yet commissioners overlooked the obvious. Chico will grow and needs more retail sources. In these hard economic times, few are doing it. Business expansions aren't done on whim but researched and planned.

Consumers, not government, should make the decision on where to shop. The expansion would offer new jobs and city revenue at a time when other businesses have gone under.

At least there were two planning commissioners who saw the project for what it was: A successful business asking for the opportunity to expand and meeting the requirements demanded of it.

The same people who shop on the Internet, buy directly from China or deal with some call center in India want a company to fail that puts bread on the table of thousands of Chicanos, either in wages for employees or savings for customers.

Any decision should rest on whether necessary regulations are met. This is a land-use decision and should be approved as such.

Advertisement



**UNIVERSITY of  
SAN FRANCISCO**

**End-to-End Training as It Should Be: 100% ONLINE!**

**Earn Your Master Certificate in Internet Marketing**

→ SEO & Paid Search	→ Internet Law	➔	1-800-268-9943 USanFranOnline.com/FD
→ Online Branding	→ Media Buying		
→ Web Analytics	→ Social Media		

Print Powered By  FormatDynamics™