

**TARGET.**  
 Williston Store  
 Driving Range Site  
 Feasibility Study  
 Williston, Vermont

**Option A: On-grade Store**



September 15, 2011

0057002  
 ALLEN BROOK DEVELOPMENT INC.

August 17, 2012

TO: Ken Belliveau, Planning Commissioner  
Rick McGuire, Town Manager  
Scott Rieley, Chairman, Development Review Board  
Terry Macaig, Chairman, Select Board

From: Dona Bradish

RE: Target

Try as I might, I cannot find a good reason for our planning and/or zoning rules to be adjusted to allow Target to be built on the site of the former driving range near Tafts Corner.

Williston has contributed far more than its fair share of box stores to the state and, in doing so, has destroyed a large share of the Vermont mystique making the Chittenden County area indistinguishable from Anywhere, USA.

The area Target is looking at would better serve the town if it were to remain a buffer zone between commercial and residential. If anything were to be developed on that land, it should be a park similar to that which is behind the Central School or as open land where food could be grown for the Food Shelf.

Thank you.

*Dona Bradish*

*I am sending this via Ken Belliveau as your email is not included under the Development Review Board tab on the Williston website.*



My name is Kevin Masse, and I am a sophomore at CVU. I wrote an essay on why I believe that a Target should not be moved into Williston.

Target is a national retailer with a department store in every state, except for one. Vermont is the only state not to have a Target. This topic is quite controversial, and many believe it to be something important to have and others think it is not. There are reasons why Vermont should have a Target, but there are also many reasons not to have one, such as the amount of traffic it would bring to Williston, the problems created by changing the zoning that has been established, and damage to the environment. Target should not be built in Williston.

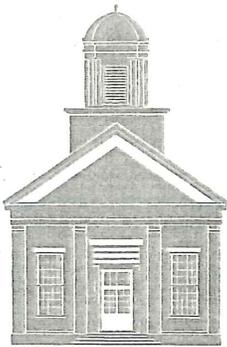
The Vermont State Police are already considering finding a new location for their barracks. They are finding a new location because of the amount of traffic they currently get from I-89. Allen Palmer, a property manager in Vermont, says, "When they have to respond to a crime or crash scene, it does make it tough for police to get in and out of here." The new and only Target that will be constructed in Williston will not just create more traffic along I-89, but it would create more traffic from cars going through the village. The police are already looking for a new location because of the current traffic; with the increased amount of traffic, it will be even more difficult for the police to get to an accident or crime. The amount of traffic that will come to and through Williston from the new Target is a big concern, but there are also problems with zoning.

At a Planning Commission meeting, Jake Mathon, the Planning Commission Chairman, said, "I think what the committee is looking for is a phenomenal design. For us to change our zoning to allow something to go there that's not part of our (Town) Plan over the last 20 years... we're expecting something really, really different that you probably have not done before." The committee does not want just another big box store; they want something unique and different to give them the encouragement to change the zoning of that location. The location that Target wants is not zoned for commercial use. If it is rezoned, what is stopping the next field and the next from being rezoned? If the zoning is changed for a department store like Target, the transition line between the stores and housing of the village will steadily shift down into the village. There are many ways that the construction of a department store like Target may severely harm the environment and habitats of animals.

There are many ways the construction of Target can harm the environment, such as runoff pollution. The newly laid blacktop can carry many pollutants into rivers and streams nearby. The pollutants, like garbage, paint, fertilizers, and pesticides, will be carried to the rivers, which will eventually make their way to Lake Champlain. Another form of pollutant from the construction is carbon dioxide. A study of construction-influenced CO2 emissions in the UK concluded that the amount of CO2 that construction causes is 47% of all emissions in the UK. Another is the destruction of the home and ecosystem of many animals. There are many animals that live in fields like the one being looked at by Target, like birds, mice and other rodents, and many other small animals. The environment is an important aspect of Vermont that must be kept. It is extremely important to keep the environment a healthy place.

Target should not be constructed in Williston. There are many downsides to constructing Target: It will increase the amount of traffic, it conflicts with the zoning plan originally established, and it has the potential to severely harm the environment. There may be aspects that many want, although there are many aspects of it that no one should want. Target should not be built in Williston.

*Kevin Masse*



June 20, 2012

Kevin Masse  
7715 Williston Road  
Williston, VT 05495

**RE: Target in Williston**

Dear Kevin,

I received your letter today expressing your thoughts and concerns about the possibility of the Target Corporation opening a store in Williston. Thank you for taking the time and effort to look into some of the issues that would have to be taken into account in any consideration of a possible Target store locating in Williston. Your letter reflects a great deal of thought.

We have been collecting any written comments that we receive concerning Target in a file for inclusion into the public record in the event that the town receives an application from Target for some type of land use approval or permit, and your letter will be added to these.

As you may know, some representatives from the Target Corporation made an informal presentation to the Williston Planning Commission on January 3, 2012, and there was an exchange of questions and information between Target and the planning commission. There were a number of people from the general public in attendance at that meeting, and the Target representatives also had an opportunity to hear firsthand what some of the concerns of many people in Williston have about the prospect of a Target store being built in the town. I have not had any further contact with anyone from the Target Corporation since that meeting, so it is unclear at this point what their intentions are.

At the present time, Target has not submitted an application for any type of land use permit or zoning change with the town, and thus a formal review has not yet been started. In the event that Target once again approaches the town with some type of proposal, whether informally or in the form of some type of land use permit request, the public will be notified so that anyone interested will have an opportunity to participate in any discussions and review of a proposal by Target.

You may contact the planning and zoning office at (802) 878-6704 if you have any questions or need any additional information.

Sincerely,

Ken Belliveau, AICP  
Director of Planning and Zoning Administrator

Town of Williston  
7900 Williston Road  
Williston, VT 05495  
FAX (802) 764-1140

1763

Town Manager  
878-0919

Town Clerk/Treasurer  
878-5121

Planning/Zoning  
878-6704

Lister/Assessor  
878-1091

Public Works  
878-1239

Recreation  
878-1239

Police  
878-6611

Fire  
878-5622

Dorothy Alling  
Memorial Library  
878-4918

Williston Central  
School  
878-2762

**Kenneth E. Belliveau**

---

**From:** Dornbierer, Christine N [christine.dornbierer@med.uvm.edu]  
**Sent:** Thursday, December 15, 2011 10:46 AM  
**To:** Kenneth E. Belliveau  
**Subject:** Whatever it takes

For Target and Trader Joe's and Cost Plus. I will sign a petition and walk door-to-door.

Thank you for your time.

Best,  
~Christine

*Christine Dornbierer*  
*VCHIP - College of Medicine - University of Vermont*  
*St. Joseph's 7, UHC Campus*  
*ph 802/656.4366 fx 802/656.8368*  
*<http://www.uvm.edu/medicine/>*

# Target meets Williston opposition

10:39 PM, Jan. 3, 2012 | Comments

Recommend

17 people recommend this.

Recommend 17

A A

Most Popular | Most Commented | Mc



Written by Matt Sutkoski

FILED UNDER

News Business

**WILLISTON** — The prospect of a Target store's locating in town drew negative reviews among residents who attended an informal Williston Planning Commission meeting Tuesday evening.

Target representatives were there to give the public a first peek of the retail giant's broad outlines of a proposal. Target has submitted no formal documents to the Williston planning office. Tuesday's meeting was a chance for the commission and Target officials to gauge initial public reaction to the proposal.

If Target follows through with a concrete development application, the issue faces years of scrutiny. If Target does locate in Williston, Vermont will become the 50th state with a Target.

The proposed 136,000-square-foot Target would be built on what was once a golf driving range just east of the Shaw's supermarket near Taft Corners. Affordable housing and a small park would go on the site. That's because a zoning change would be required to allow the Target to be built, and the zoning change must produce a public benefit, Williston Director of Planning and Zoning Ken Belliveau said.

Most of the 20 or so people at Tuesday's meeting would have none of it. The residents said the town does not need another big box store, and congested traffic in and near Taft Corners would become hopeless, some of the store's opponents said.

"This is no place for a big box store," said Mary Jo Childs, who said she is a landscape designer. The area is meant as a transition zone between the big box stores near Taft Corners and the residential areas farther east. The Target would ruin that concept, she said.

"A big box store in that area is wrong," Childs said. "You are wasting your money to try to develop there."

Several people asked whether Target could modify the project to make it smaller, or more in keeping with the town's design goals.

- 1 Fire kills man in Essex home grandson escape
- 2 Driver dies after two-car crash Middlesex
- 3 Man tracks down his stolen car suspect arrested
- 4 Five injured, four seriously, in Middlesex car wreck
- 5 Essex neighbors feel loss of couple

## Most Viewed

Raw video: multi-car crash on I89 Nov. 22, 2011

**Paquin Motors Chrysler VT**  
Jeep Dodge Chrysler of St Albans  
One Year of Free Maintenance!  
[www.paquinmotors.com](http://www.paquinmotors.com)

## PHOTO GALLERIES



2011 Free Press Pictures of the Year



Opening Day the Legislat

"Is there a way you could scale it down and still make it workable for you?" asked Dan Grey, directing his questions at Target development manager Katie Rivard.

Rivard replied that radically changing the size or physical composition of the proposed store would make it unworkable. "Scaling down would actually be detrimental to the operation of the store," she said.

Planning Commission Chairman Jake Mathon said Target would have to be flexible to satisfy the commission, not to mention Williston residents. "What the commission is looking for is a phenomenal design. We're expecting something that you've not done before," he said.

Belliveau said he had heard from residents before the meeting with worries about traffic within Williston village. He said some people, exasperated by traffic congestion at Interstate 89 exit 12 near Taft Corners, would take exit 11 in Richmond instead, then drive through Williston village to reach Target. That, some residents fear, would clog traffic in the middle of what is otherwise a quiet, historic village.

The only person at the meeting who spoke in favor of the Target proposal was Al Senecal, who owns the property on which the store would be built. "This is a great site for it," he said.

While the Target proposal was mostly panned at Tuesday's Williston Planning Commission, there is support for it elsewhere in the greater community.

"I live in Williston and have been waiting for a Target," wrote Tanya Marshall in a post on the Burlington Free Press' Facebook page in response to a question about Target. "I'd still be spending my money locally. There are a number of unfinished roads in Tafts Corners to move traffic that Target would help get built!"

Added Tobias Novak: "There is nothing wrong with both 'buying locally' AND buying at larger stores like Target. Target will bring jobs to Vermonters, and prices on goods that Vermonters can afford. If we only bought locally, there are a lot of things we wouldn't be able to own. We can't produce everything we need in Vermont. Globalization is a wonderful thing."

Others, though, posted that the store should be built elsewhere in Vermont — or not at all. "Target can stuff it," Kimberley Hannaman-Taylor wrote. "And shopping at a Target is nothing like 'buying locally' as all the money is sent back to corporate. I won't shop there."

Belliveau said he was first contacted by Target officials in April, and

he sent them information about Williston's development regulations.

Since then, Williston town officials have had preliminary discussions about the plans with Target representatives and the property owner, Omega Development, whose principal is Senecal.

Belliveau said in September that it would probably take three to five years for the proposal to wend its way through the town approval process. First, the zoning change must be approved by the planning commission, and subsequently the Williston Selectboard. Both panels would hold public hearings before deciding whether to adopt the change.

If the zoning change is approved, Target must then seek permits from the Williston Development Review Board. The retailer must also win a state Act 250 land use permit before starting construction.

*Adam Silverman contributed to this report. Contact Matt Sutkoski at 660-1846 or msutkoski@burlingtonfreepress.com. Follow Matt on Twitter at www.twitter.com/vermontweather.*

**View Comments | Share your thoughts »**

**TOP VIDEO PICKS**  
selected by Taboola

Break-in at Small Dog Electronics Waitsfield  
Dec 30, 2011

COTS Vigil for the Homeless in Burlington  
Dec 21, 2011

UVM fraternity survey 'If I could rape someone, ...'  
Dec 15, 2011

**YOU MIGHT BE INTERESTED IN**

Man dies in Christmas Day car accident, police say  
(burlingtonfreepress.com - )

Police say teen driver had stolen gas, marijuana  
(burlingtonfreepress.com - )

Emergency crews on scene of house fire in Essex  
(burlingtonfreepress.com - )

Driver dies after two-car crash in Middlesex (burlingtonfreepress.com - )

Houston Rockets release former UVM star Marqus Blakely  
(Burlington Free Press Blogs)

**SPONSORED LINKS**

How many gallons of gasoline would it take to charge an iPhone? (ExxonMobil's Perspectives)

10 Things You Should Never Buy at Garage Sales (Reader's Digest)

Recession Could Undermine Data Protection, Says ICO (CSO)

4 redesigned cars to watch for in 2012 (Bank Rate.com)

Pedophile Charges Levied Against Beloved Assistant Principal (Fox News)

[?]

People Sign In

PC 1/3/2011

Name	Email	Mailbox
Luke Boyner	luke@willistonobserver.com	
Fred "Chico" Lager	chicolager@aol.com	
Nicole Senecal	nsenecal@oregarealty.com	
Lisa Senecal		
Al Senecal		
Esther Lotz		
Yvette Pigeon	yvypigeon@aol.com	
Johanna Masse	johannamasse@comcast.net	
Dave Fenstermacher	dfenstermacher@vhb.com	
ELEANORA HOOD		
ROBERIC HOOD	TOOUP@AOL.COM	
Munger morton	mortong@comcast.net	
Rick McInerney		
Deborah Muccio	debvt1@yahoo.com	
Jay Michaud	JMICHAUD354@COMCAST.NET	
Mary Jo Cluto	MJCclodie@gmail.com	
Zuzana Brochu	ZUZANA.BROCHU@PEOPLES.COM	
Eric Hillmuth	hillmuth@gmail.com	
melanie Saia	smsaia@myfairpoint.net	
Barb Gardi		

---



---

**TOWN OF WILLISTON  
Planning Commission Agenda**

*January 3, 2012 - 7:15 P.M.*

**Williston Town Hall Meeting Room**

- 1) CALL TO ORDER
- 2) MINUTES OF DECEMBER 20, 2011 MEETING
- 3) DISCUSSION WITH REPRESENTATIVES OF THE TARGET CORPORATION CONCERNING A POSSIBLE SPECIFIC PLAN APPLICATION
- 4) OTHER BUSINESS
  - PUBLIC COMMENT

**UPCOMING PLANNING COMMISSION MEETINGS:**

- JANUARY 17, 2012 - TBD
- FEBRUARY 7, 2012 – DISCUSSION WITH JIM AND LUCY MCULLOUGH ABOUT CATAMOUNT

**For further information, please call the Planning & Zoning offices at 878-6704 or visit the offices in the Annex at 7878 Williston Road.**

---

## Target Specific Plan

### Time Line of Events

April 2011	Planning staff contacted by Target representatives inquiring about the former driving range property. Information provided about Specific Plan process
August 16, 2011	Meeting between representatives of the Target Corporation and Williston town staff, Ken Belliveau and Rick McGuire
September 23, 2011	Target representatives present several rough design ideas to town staff, Ken Belliveau, Rick McGuire, Bruce Hoar, Matt Boulanger
September 29, 2011	Target story hits the media!
January 3, 2012	Target representatives make an informal presentation to the planning commission.



**PRIME DEVELOPMENT  
SITE FOR  
MAJOR RETAILER**

**STORE SIZE: 130,000 - 140,000 SF**

Ideal location available for major retail store located in the heart of the Greater Burlington, VT market.

Features:

- Great exposure on Route 2A
- Convenient Taft Corners location with easy access to Interstate 89, exit 12
- Uses allowed: retail sales, outdoor display
- Signalized intersections for ease of access
- Subject to permits

Traffic Counts:

- Route 2A - 22,500 ADT
- Interstate 89 - 36,100 ADT

**CALL FOR DETAILS**

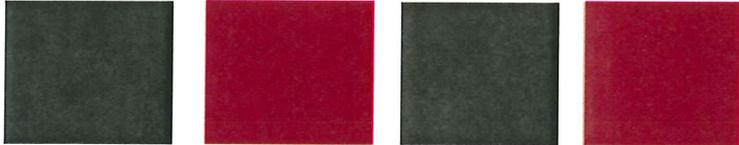
**FOR SALE OR LEASE  
DEVELOPMENT SITE  
TAFT CORNERS PARK  
WILLISTON, VT**

**Demographics  
2014 Projections**

	<u>3 Miles</u>	<u>5 Miles</u>	<u>10 Miles</u>
Total Population	14,597	58,318	157,700
Total Households	5,652	20,854	58,397
Avg HH Income	\$86,566.00	\$86,474.00	\$78,333.00
Med HH Income	\$67,820.00	\$65,626.00	\$59,796.00

**Area Retailers**

Wal*Mart	A.C. Moore	Moe's Southwest Grill
Home Depot	PetSmart	Best Buy
Toys "R" Us	Marshall's	Bed Bath & Beyond
Old Navy	Dick's Sporting	Christmas Tree Shop
Men's Wearhouse	Starbucks	CVS Pharmacy



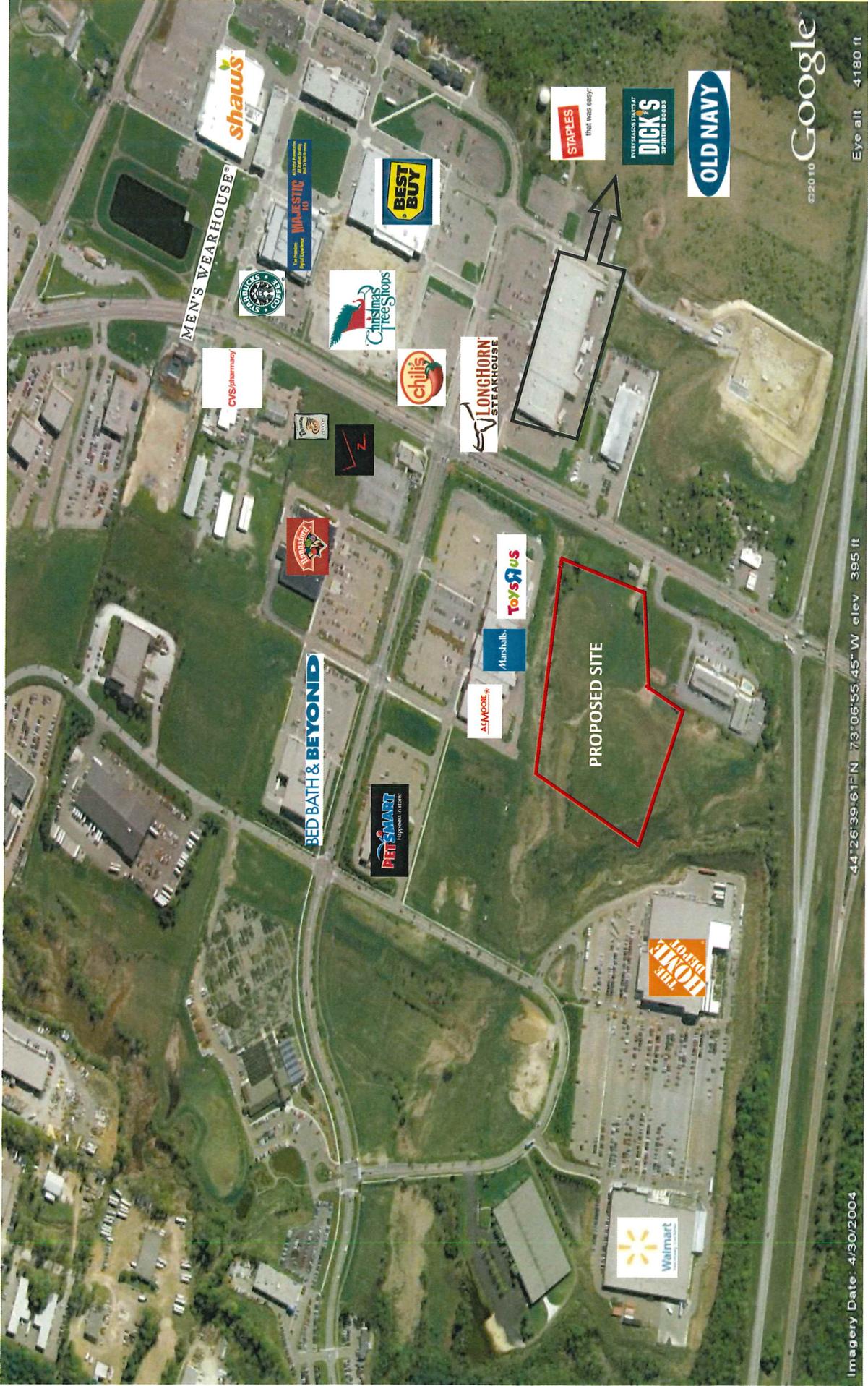
**NAI J.L. Davis Realty**  
Commercial Real Estate Services, Worldwide.

The information contained herein has been given to us by the owner of the property or other sources we deem reliable, we have no reason to doubt its accuracy, but we do not guarantee it. All information should be verified prior to purchase or lease.

**Contact information**  
Jeff Nick  
NAI J.L. Davis Realty  
Direct: (802) 876-6923  
Fax: (802) 879-0553  
Email: jeff@jeffnick.com



TAFT CORNERS PARK, WILLISTON, VT



Imagery Date: 4/30/2004

44°26'39.61"N 73°06'55.45"W elev 395 ft

Eye alt 4180 ft



<p>TRUDELL CONSULTING ENGINEERS  <b>WILLISTON STORE</b>          Williston, Vermont</p>		<p>Project Title: _____          Date: _____          Scale: _____          Sheet: _____ of _____</p>	
<p>Project Number: _____          Drawing Number: _____          Date: _____          Other Photo Year: _____</p>		<p>Site Plan</p>	
<p>TRUDELL CONSULTING ENGINEERS (TCE)</p>		<p>Williston, Vermont</p>	