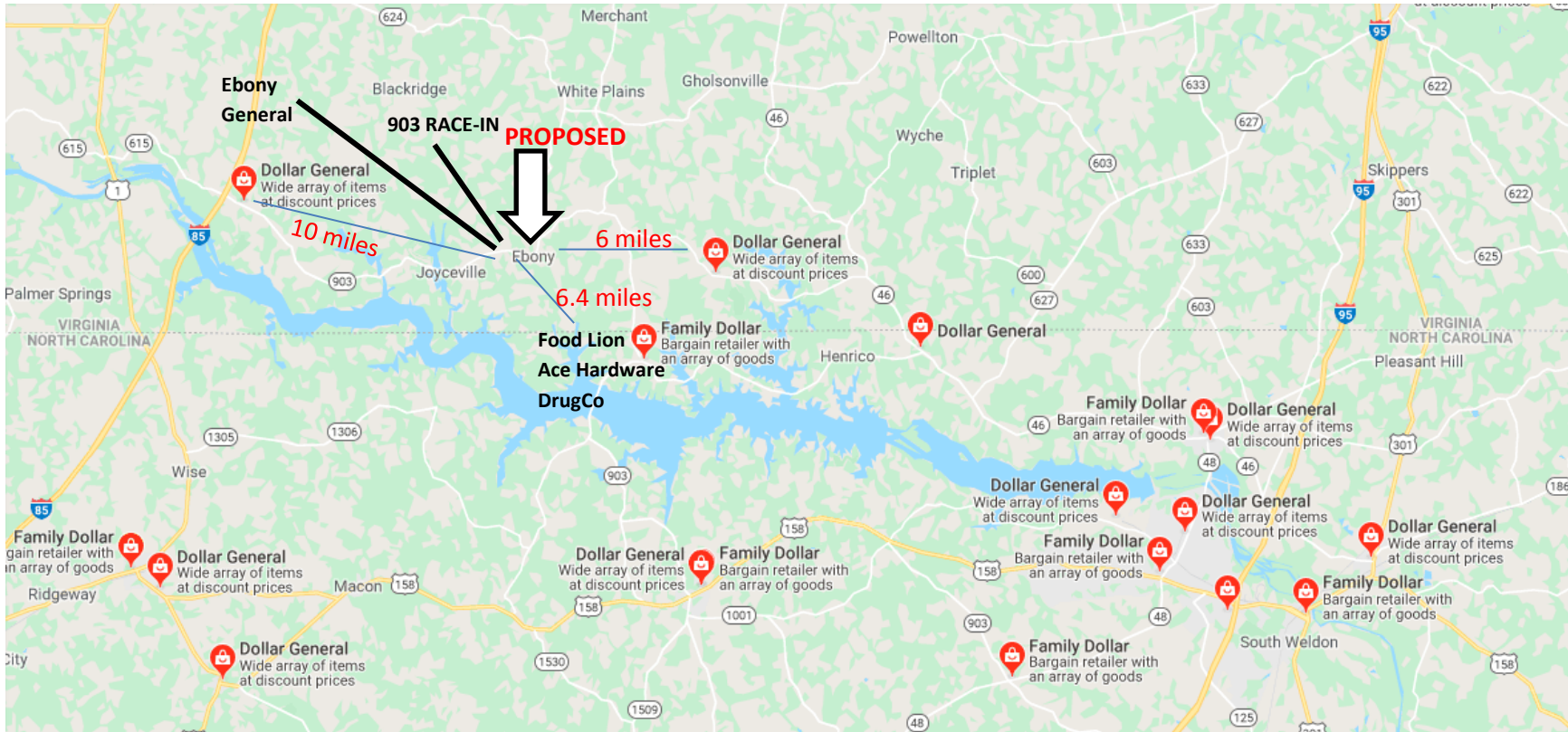


Dollar Store Proliferation In the Vicinity of Ebony, VA

Created by Anne Hartley



The Dollar General business model is described in a number of publications as planting a store approximately 10 miles apart in any direction. This view supports that. They are targeting rural America and places where WalMart won't. They are also associated with addressing "food deserts". We already have local "country" stores at the crossroads as part of our rural community. There are 2 Dollar Generals within 10 and 6 miles from the proposed Ebony Location. Plus we have Family Dollar, Food Lion, Ace Hardware, and DrugCo that are just 6.4 miles away.

Do we want to sacrifice county and community heritage, rural authenticity, and historic integrity that is repeatedly described as Strategic Asset of Brunswick County to accommodate yet another Dollar General? Do we want to introduce harmful commercialization in Ebony that would be inconsistent with Ebony's current and future land use as defined in the comprehensive plan: Agriculture, Forestry, and Rural Residential? Ebony is not identified as a site for any of the designated business classifications.

Quote from an article: "The dollar chains have thrived in part by taking advantage of lax land use management. New dollar stores, which are generally smaller than 10,000 square feet, are often subject to little or no planning review or other permitting hurdles. But communities do have the authority to check their spread — and some are starting to use it."

This is a defining moment for the future of Ebony and the county as a whole. Those who are in opposition to this proposed rezoning and Dollar General are counting on our County leadership to honor the investment that has already been made in Brunswick County. That is to stay true to the vision and heritage that embraces responsible, aligned, and well-placed economic development without sacrificing commitment to preserving special places throughout the county — that make us proud as citizens, generates preservation efforts — and is unique and interesting visitors (i.e. tourism). Planting Dollar Generals (or other unaligned businesses) in the heart of historic, rural residential communities and in hay fields is not the way to do that.