

**FINAL
CITIZEN PARTICIPATION PLAN
FOR
THE WHOLE FOODS MARKET SITE
220 3RD STREET AND 360 3RD AVENUE
BROOKLYN, NY**

BCP ID #C224100

**NEW YORK STATE
DEPARTMENT OF ENVIRONMENTAL CONSERVATION
BROWN FIELD CLEANUP PROGRAM**

REVISED APRIL 2005

I. INTRODUCTION AND OBJECTIVES OF THE CITIZEN PARTICIPATION PLAN

Whole Foods Market (“WFM”) has prepared this Citizen Participation Plan (“CPP”) in connection with its application as a Volunteer in the New York State Department of Environmental Conservation (“NYSDEC”) Brownfield Cleanup Program (“BCP”), to remediate and redevelop the property located at 220 3rd Street and 360 3rd Avenue, Brooklyn, New York (the “Whole Foods Market Site”). WFM is developing the property and has retained Yoswein New York, Inc., a governmental and community relations firm with extensive experience in Brooklyn, to develop and implement a pro-active community outreach program in the neighborhoods surrounding the site. WFM has also retained Cypress Equities as project managers, BL Companies is providing architectural and environmental engineering services, and Robinson & Cole LLP has been retained as environmental legal counsel.

WFM is excited about this project, which will bring a new Whole Foods Market to the community, enhancing the area by offering the highest quality natural and organic foods and creating hundreds of full-time, quality jobs in the community. At the same time, WFM will be cleaning up a contaminated property in the neighborhood.

WFM is committed to keeping the public informed and involved during the various phases of its BCP project in Brooklyn. To that end, the objective of this CPP is to promote communication among all of the parties involved in, affected by, and interested in this project. A well-informed public will, in turn, contribute to the overall success of the project through meaningful insight, feedback, and ideas. WFM expects this CPP to evolve over the course of the project, and is looking forward to working with all members of the community.

WFM has identified the following issues based on input received from local elected officials and community leaders:

- *Continued commercial use of property along Gowanus Canal* – Members of the local community board and several local groups (e.g., South Brooklyn LDC) have expressed their desire to see commercial/industrial sites along the Gowanus Canal remain as commercial uses. In fact, the Community Board has in recent months rejected several variance applications for the development of Canal-side housing. WFM’s new grocery store will satisfy these concerns.
- *Accessible streetscape* – The community has expressed its interest in creating or maintaining a pedestrian friendly, accessible streetscape on this corner property. WFM has designed its new store to be neighborhood-friendly, and will integrate easily into the streetscape by employing the use of large windows and aesthetically appropriate materials and designs.
- *Traffic flow* – Efficient ingress and egress to the site is an important issue for surrounding community members. The new store has been designed with an emphasis on appropriate and adequate pedestrian and vehicular access, including ample parking space.

II. PROJECT DESCRIPTION

WFM plans to redevelop the site and construct a new supermarket in a building with 9,900 sq. ft. of office and accessory uses at grade, and 46,000 sq. ft. of retail and storage/food preparation space located below grade at the site, with approximately 70,000 sq. ft. of paved surface parking. In addition, a forty-foot wide area of open space/parkland is planned along the Gowanus Canal, which borders the site. The existing two-story structure at the corner of Third Avenue and Third Street will remain.

III. COMPLETED AND PLANNED CITIZEN PARTICIPATION ACTIVITIES

A. Completed Citizen Participation Activities

1. *Fact Sheet*

In October 2004, WFM prepared and distributed a fact sheet and background packet to the local elected officials and community groups. This comprehensive package served as Whole Foods’ first formal introduction to the community, and included information on the company and its philosophy, which is best summed up in the Whole Foods Market motto: “Whole Foods,

Whole People, Whole Planet.” The information also detailed WFM’s plan for the community, including the site location, store design and related features. The fact sheet also highlighted the benefits that the community will recognize from the addition of its new neighbor. Importantly, WFM also detailed its plans to clean up and redevelop the contaminated site, and emphasized its commitment to investing in the community through public interest activities and charity pledges. As noted in the materials, WFM plans to open its new store in the fall of 2006. WFM also provided information regarding the company’s placement on Fortune magazine’s “100 Best Companies to Work For” and renderings of the proposed development.

2. Local Interaction/Meetings/Presentations

Following the distribution of the information packet, WFM has met with and made presentations to many elected officials and community groups throughout the community as well as residents of 3rd Street. For example, WFM has met with the Brooklyn Borough President, Marty Markowitz, and his planning staff, the Chairman, the District Manager, and key committee chairs (*e.g.*, transportation, land use, etc.) of Community Board #6, the 3rd Street Block Association, and the Park Slope Civil Council. WFM has also briefed the Executive Director of the South Brooklyn Local Development Corporation and the Brooklyn Chamber of Commerce.

3. Document Repositories

Document repositories have been established at the Carroll Gardens and Park Slope Branches of the Brooklyn Public Library and at Community Board #6 in order to provide the public with convenient access to important project documents and other information. The information contained in the repositories will be updated as necessary and will eventually include reports, maps, data charts, and other information obtained and used during the course of

the BCP project. Fact sheets and public meeting announcements will also be housed in the repositories. The three repositories will each contain complete sets of materials.

Documents available to date:

1. BCP Application
2. Remedial Investigation Work Plan
3. Citizen Participation Plan (Nov. 2004)
4. Citizen Participation Plan (Rev. April 2005)

The addresses of the document repositories are as follows:

Brooklyn Public Library - Carroll Gardens Branch
396 Clinton St. (at Union St.)
Brooklyn, NY 11231
Tel.: 718-596-6972

Hours: Sunday, Monday: Closed
Tuesday: 10:00 AM – 6:00 PM
Wednesday: 1:00 PM – 8:00 PM
Thursday: 1:00 PM – 6:00 PM
Friday: 10:00 AM – 6:00 PM
Saturday: 10:00 AM – 5:00 PM

Brooklyn Public Library - Park Slope Branch
6th Avenue (near 9th St.)
Brooklyn, NY 11215
Tel.: 718-832-1853

Hours: Sunday, Monday: Closed
Tuesday: 1:00 PM – 8:00 PM
Wednesday: 10:00 AM – 6:00 PM
Thursday: 1:00 PM – 6:00 PM
Friday: 10:00 AM – 6:00 PM
Saturday: 10:00 AM – 5:00 PM

Brooklyn Community Board #6
250 Baltic Street
Brooklyn, NY 11201
Tel.: 718-643-3027

B. Planned Outreach

1. *Public Comment Periods*

The BCP provides for substantial public involvement opportunities through the employment of several public comment periods at various points during the BCP process. Public

comment has been solicited on WFM's BCP application and Remedial Investigation Work Plan, and will again be solicited before the final selection of remedies and the Remedial Investigation Report, and prior to approval of the Remedial Work Plan.

IV. PROJECT CONTACTS

The public is encouraged to contact the following persons for additional information about WFM's BCP project:

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V. BROWNFIELD SITE CONTACT LIST

WFM has developed a Brownfield Site Contact List ("BSCL"), which is a list of interested parties, in order to keep the public informed and involved in the project. WFM submitted the BSCL to the NYSDEC with its BCP application, and it will be used for all mailings, notices and fact sheets, and will be updated as necessary. The list includes local

elected officials, residents, owners and occupants of the Site and properties adjacent to the Site, local news media, the public water supplier, the administrator of any school or day care facility located at or near the Site, and any person who requests to be placed on the BSCL. The BSCL also includes the location of the document repositories. Any party that wishes to be included on the BSCL should contact NYSDEC or WFM. A copy of the current BSCL is attached.