



TO: Craig Hammerman
District Manager
Brooklyn Community Board #6

FROM: Michael Sinatra
Public Affairs Manager, Whole Foods Market
Northeast Region

DATE: October 9, 2012

RE: Update for Whole Foods Market at 3rd Avenue and 3rd Street

It is with great pleasure that we are writing to update members of Brooklyn's Community Board #6 on the construction of our planned Whole Foods Market store at the corner of 3rd Avenue and 3rd Street. After many years of hard work by our development team – and with the support of so many community members – we are now finally under way with the construction process and look forward to bringing Brooklyn residents their first Whole Foods Market next year! Since we're sure you're likely getting questions from area residents about construction timing, next steps, etc., we thought it might be helpful to provide you with a quick update on our efforts:

Remediation/brownfields cleanup of the property officially complete – While we had actually completed the physical remediation of the property some time ago, we were awaiting the final step in the cleanup of this brownfield site, which was the receipt of our official “certificate of completion” from the NYS Department of Environmental Conservation. We received the certificate earlier this year and therefore the site is completely and “officially” remediated and ready for construction.

Site preparation now under way – As our neighbors may have noticed, our contractor has completed demolition of the remaining deteriorating structures that were on the property and is now preparing the site for construction. This first phase – including site surveys and test pile driving – should be completed in the coming weeks.

Construction to begin later this fall – Once the site preparation is complete, we anticipate beginning work on the foundation in late fall, with the store's steel frame expected to start going up around the beginning of the year. Construction will then move ahead steadily toward our expected Fall 2013 grand opening.

Renovations to LI Coignet Stone Building – As you may recall, as part of our development plan we have committed to undertaking repairs to the landmarked Long Island Coignet Stone Company Building that is located adjacent to our site at 3rd and

3rd. Our architects are currently working on drawings for the renovation of the façade, which will then need to be approved by New York landmarks officials. Once approved, we will be able to move forward on exterior repairs to the building in conjunction with the store's construction. As questions are frequently asked, it's important to note that while this building will be repaired and remain adjacent to our property, we do not actually own the building and it will not be utilized by Whole Foods Market.

Reflections of the community in every aisle - We're incredibly excited to be bringing this Brooklyn community the very highest quality in natural and organic foods, many of which are sourced right here in the borough, and we're proud to report that our efforts to find the best Brooklyn-made products have long been underway. We take such pride in fostering relationship with our local vendors, that we actually employ a local forager who solely works as a liaison and conduit to assist small producers in growing their business. As is the case with all of our locations, our Gowanus store will feature a bevy of local products made from some of Brooklyn's most noted artisanal producers including: Brooklyn Brine, Sixpoint Brewery, Mast Brothers Chocolate, Gotham Greens, Brooklyn Salsa, Acme Smoked Fish, Anarchy in a Jar jams, Crop to Cup coffee, Grady's Cold Brew, Steve's Ice Cream, Phin & Phebe's, NuNu chocolates, People's Pops, and many, many more!

Store hiring next summer - Last, but certainly not least, we are extremely excited about working closely with local officials and area organizations to ensure that local residents have access to high-quality new employment opportunities that our Brooklyn store will create. As we do for every one of our new stores, we will be reaching out to local stakeholders to work with us on job fairs, hiring outreach initiatives, etc. We expect that process will begin in earnest early next summer (several months in advance of our anticipated opening), and you can be assured that our community relations and team member services teams will be in touch with you well in advance to secure your support and involvement in this critically important aspect of the new store.

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As you can see, there is a lot starting to take place here in Brooklyn and we couldn't be more excited to finally be poised to bring Whole Foods Market to the borough's residents. We'll be back in touch periodically with additional updates, but in the meantime please don't hesitate to contact our community relations representatives, Yoswein New York, at 212-233-5700 if we can be of any assistance. Thank you.