

park slope neighbors

www.parkslopeneighbors.org

FOR IMMEDIATE RELEASE

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Park Slope Neighbors Launches Petition Effort Asking Whole Foods to Modify Brooklyn Plans **Seeks Better Transportation Plan Including Jitney Service, Bike Facilities, Fewer Parking Spaces and a Green or Solar Roof**

PARK SLOPE, BROOKLYN, February 21 – Park Slope Neighbors has launched a petitioning effort asking Whole Foods Market to modify its plans for the new store it intends to erect at Third Street and Third Avenue along the Gowanus Canal. The petition calls upon Whole Foods to implement a comprehensive transportation-management plan designed to reduce traffic and promote alternative modes of travel, to reduce the store's planned 420 parking spaces by at least 100, and to replace parking spaces planned for the building's rooftop with a green roof or solar panels.

The petition, addressed to Whole Foods Chairman and CEO John Mackey, recommends the implementation of a jitney service to ferry shoppers to mass-transit points and their homes, ample bike parking, and a fleet of pedicabs, among other strategies. It also cites the energy and environmental benefits of green and solar roofs – especially important for the ecologically fragile Gowanus Basin.

“We think a Whole Foods Market would be a great addition to the neighborhood, but it's disappointing that they appear intent on implementing a suburban-style plan,” said Eric McClure, campaign coordinator for Park Slope Neighbors. “Since only about 40% of households in this area own cars, we'd like to work with Whole Foods to de-emphasize vehicle traffic in favor of other modes of transportation to and from the store. We also think Brooklyn deserves environmentally friendly measures like green or solar roofs, which Whole Foods has implemented or planned for in other markets.”

McClure said that more than 500 residents have already signed the petition, despite the fact that PSN volunteers have not been able to hit the streets due to recent cold weather and snow.

“A number of people who've signed our petition have commented that taking steps to manage traffic and 'go green' would really generate a lot of positive feeling for Whole Foods,” he said. He credits the blog “[Green Roof Whole Foods Market](#)” and its founders, Marni Horwitz and Madalyn Warren, for raising community awareness of the roof issue. The bloggers are working in concert with PSN on the petitioning campaign.

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Park Slope Neighbors is committed to the protection and enhancement of quality of life in Park Slope, Brooklyn. It is the mission of Park Slope Neighbors to encourage sustainable development, sensible transportation, locally owned business, public safety, respect for diversity, and responsible stewardship of one of Brooklyn's most historic neighborhoods. More information can be found at www.parkslopenighbors.org. Park Slope Neighbors' Whole Foods petition can be found at www.parkslopenighbors.org/wf_pet.htm.

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