

BringWholeFoods.Org

January 26, 2009

Thank you for your time and consideration!

Please visit our website www.BringWholeFoods.org for more information.

Dear Neighbor,

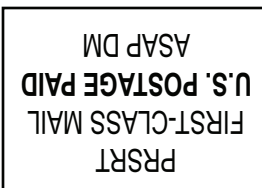
As a member of the Grassroots Committee for [BringWholeFoods.org](http://www.BringWholeFoods.org), I am writing to share with you some facts about the proposed rezoning of the Whole Foods anchored retail center, and to address a flyer that you may have received which contains misleading and inaccurate information. The facts below are a result of meetings and discussions with city officials; working closely with the developer, Regency Centers; and speaking with Scott Allshouse from Whole Foods.

First, I have seen a copy of the executed lease between the developer and [Whole Foods Market](#) and I have personally spoken with the President of Whole Foods – Southeast. I am confident in Whole Foods commitment to this project. If you don't want to take my word for it, please read the letter from Whole Foods Market that I have attached.

Second, we all know [traffic](#) is a concern. The good news is the current project does not generate as much traffic as could be generated under the current zoning. As well, the developers have gone to great lengths to provide a pedestrian friendly environment inside the new development and to promote connectivity to the neighboring office projects.

Third, there is already more than 1,000,000 square feet of [office](#) at this intersection and one building is totally empty. It's hard to imagine another empty office building would be in our best interest.

- more -



8416 Society Place
Raleigh, NC 27615



Fourth, Regency has agreed to go well above what is required under current zoning to commit to a Green Project, including a LEED compliant building, exceeding City of Raleigh standards for stormwater management during construction, and working with the City and NCSU to propose a state-of-the-art permanent stormwater management system that is being considered by the NC Clean Water Management Trust Fund.

Fifth, the new Comprehensive Plan recently unveiled by the City of Raleigh does call for retail on the property where the Whole Foods is proposed. While the current rezoning was submitted under the old Comprehensive Plan which was written twenty years ago, the City of Raleigh's nationally recognized planning staff understands that additional retail at this intersection would be appropriate for our community.

Opponents of this project have attempted to paint it like the typical cartoon of a big nasty developer trying to shove it down our neighborhoods' throat. Nothing could be further from "The Whole Truth." Because of Whole Foods involvement, Regency Centers has gone the extra mile to seek input and listen. They want to be a part of our neighborhood, not imposed upon us. They continue to listen, and if you have any questions or concerns, please contact Chris Widmayer with Regency directly at (919) 831-4904.

As much as we all would like this parcel to remain undeveloped woodland indefinitely, that is very unlikely, even in the near future. Based on that reality, this rezoning allows us to choose who we want as a neighbor. This Whole Foods' anchored project is in our neighborhoods' interest and will add to our sense of community. It will also be beneficial to our property values.

I hope you will join me in supporting this rezoning. For more information, please go to www.bringwholefoods.org.

Sincerely,

Tim Klapish on behalf of the Grassroots Committee, BringWholeFoods.Org

January 15, 2009

Mayor Charles Meeker
City Council Members
Planning Commission Members
City of Raleigh

RE: Rezoning Case REZ-44-08

Ladies and Gentlemen:

Thank you for thoughtful consideration of the proposed Whole Foods Market anchored project at Colonnade in North Raleigh (REZ-44-08). Regency's proposed project is the culmination of years of planning for us to enter this market. That said, I am writing to re-affirm to you Whole Foods' unwavering commitment to this project, and to this neighborhood. It will be the perfect addition to our group of stores in the Triangle area and continue to serve the growing community as we have for the past 17 years.

I understand that we are all going through difficult economic times nationally, but that does not and will not impact our plans to open a store at Six Forks and Colonnade Center Drive. Whole Foods Market is continuing to grow responsibly throughout the country. Last fiscal year ('08) we opened 21 new stores and have already opened 5 of our planned 15 new openings for this fiscal year ('09). Once open, Whole Foods Market has a track record of becoming an active and vibrant member and partner of the communities we serve. We have a total of 58 stores in our development pipeline including this site in North Raleigh.

We hope you will support Regency's rezoning and the successful development of this retail project. If you have any questions or comments, I urge you to contact me directly.

Sincerely,

Scott Allshouse
President
Whole Foods Market – South Region