



[Comments](#) 0 | [Recommend](#)  3

J.C. Penney, other retailers maintain environmental plans

07:40 AM CDT on Friday, October 24, 2008

By MARIA HALKIAS / The Dallas Morning News
mhalkias@dallasnews.com

FAIRVIEW – Lights that preserve stargazing and old blue jeans recycled into insulation are some of the green ideas incorporated into a [J.C. Penney](#) store and around the Village at Fairview shopping center that's under construction.

Penney broke ground Thursday on the 115,000-square-foot store that will cost about 10 percent more to build but is expected to use 41 percent less energy than its similar-size stores.

Plano-based Penney is seeking high-performance building certification for the store, which is scheduled to open in August. It will be Penney's first to obtain the nationally accepted benchmark issued by the U.S. Green Building Council.

Despite a building slowdown and a weakening economy, retailers are pushing forward with environmental projects they planned months in advance.

In the last week, H.E. Butt Grocery Co. opened a store in San Antonio that is also under review for the Leadership in Energy and Environment Design certification, and [Safeway Inc.](#) opened its first solar-powered store in California. Best Buy Co. said it plans to reduce greenhouse gas emissions by 8 percent per square foot across all its U.S. operations by 2012.

Penney chairman and chief executive Myron "Mike" Ullman said new ideas, which include solar and wind power projects in California, New Jersey and Colorado, eventually will cost less to implement and will lower operating costs.

The Fairview store is getting a reflective white roof and energy-efficient lighting. Recycled construction materials are being used, including cotton insulation made from recycled denim. Plumbing fixtures will reduce water consumption by 20 percent. Construction waste will be recycled instead of going in local landfills.

Dillard's, [Macy's](#) and the Container Store are among other stores also under construction along U.S. Highway 75 and Stacy Road on the edges of Fairview and Allen in a new 3 million-square-foot development being built by Dallas-based MGHerring Group.

President and chief operating officer Gar Herring said the development will have lighting that meets the city of Fairview's dark sky ordinance, whose illumination standards are designed to preserve stargazing.