

# WHOLE FOODS FIASCO

What you need to know about the proposed Whole Foods for Brighton.

## What is being proposed by the developer?

94,000 Sq. Ft. of Retail Space

54,000 Sq. Ft. Whole Foods Anchor Store  
38,000 Sq. Ft. Additional Retail  
2,000 Sq. Ft. Drive Thru Coffee Shop

60,000  
SQ FT

94,000  
SQ FT

115,000  
SQ FT

What they are currently allowed to build?

CURRENT PROPERTY  
ZONING LIMITS

PROPOSED WHOLE  
FOODS DEVELOPMENT

SIZE OF PITTSFORD /  
MONROE AVE WEGMANS

## How can they do this?

Through incentive zoning, the developer wants the town to change the current code to allow them to build something this large, nearly **DOUBLE** what is allowed.



## Is this plan approved by the town?

**NOT YET...**

But, we believe this plan is being fast tracked by the developer and certain town representatives. There is a Town Board Meeting on **June 22nd** where residents can voice concerns. Written concerns need to be submitted to the Town before **July 11th**.

JUNE

22

PUBLIC HEARING  
7PM, BRIGHTON TOWN HALL

## What Is Incentive Zoning?

Incentive zoning, though illegal in some towns, is used by the Town of Brighton. It gives developers breaks on code restrictions in exchange for "Amenities" or gifts back to the town.

## Why is this a big deal?

### TRAFFIC



This area of Monroe Ave is one of the **most congested traffic corridors in the County**. The DOT has stated that it already fails during peak commute hours. The DOT and the town's consultant have said the traffic calculations in the developer's proposal are not accurate, potentially underestimating the traffic impact by 50%. **To date, the town has done nothing to address this in the proposal.**

### SAFETY



This area is also one of the **most dangerous in Monroe County**, seeing an accident rate of nearly 3 times the average statewide rate. In the last 3 years, there were **385 accidents** on this stretch of road. Adding a large, popular retail store in an already unsafe and congested area is irresponsible and threatens the safety of all residents that live and commute in this area.

### WAY OF LIFE



The resulting congestion will force traffic onto residential roads. The developer has not ruled out intentionally creating multiple access points from residential streets. Without maintaining a proper buffer between commercial areas on Monroe and parallel neighborhoods, **the Town is choosing to put the needs of development over residents**, destroying the true fabric Brighton. This precedent will have tremendous implications for all neighborhoods near Monroe Ave in the future.

## What can you do?

Attend the Town Board Meeting on **June 22nd**, or send letters/emails to the Town Board by **July 11th**. Share these details with your neighbors and speak out before it is too late.

## Questions to Consider

### FAIRNESS

Why are we changing code for this developer? Is this the right spot for a development of this size/type? Should we simply adhere to current zoning standards given the problems in this area?

### UNDERSTANDING

If this proposal does proceed, why are we using erroneous and flawed traffic data? Shouldn't we understand the true implications of a development this size? Why are we fast-tracking something of this magnitude and only using developer supplied information?

### COMMUNITY

How do we safeguard our way of life? How will we maintain a true buffer between commercial and residential areas for today and into the future? Are we really a town that puts the needs of development ahead of the needs of the people?