



TRAFFIC FACTS

About the Proposed Whole Foods Plaza

FACT: The Brighton Zoning Code limits the size of grocery stores and drive-throughs to help control traffic, because those uses create particularly high traffic volumes and intensity.ⁱ

FACT: The Brighton Town Board waived the rules and size limits for these and other uses in the Whole Foods project through something called “Incentive Zoning” (an entirely discretionary decision) that lets the developer circumvent normal zoning limits.ⁱⁱ

FACT: The approved Whole Foods store alone is 2.5 times bigger than what the Brighton Zoning Code would normally allow.ⁱⁱⁱ

FACT: By allowing this grossly oversized project under Incentive Zoning instead of applying our normal zoning limits, the Brighton Town Board has ignored the dire warnings of the New York State Department of Transportation associated with the traffic plan (which originally called for a single traffic light).^{iv} DOT said:

“We conclude that the Project, with the introduction of a traffic signal on Route 31 as proposed, will likely have a significant impact on traffic. Increased delays, long queue lengths, and the potential for short periods of gridlock may occur on and approaching Monroe Avenue.” –NYSDOT, May 19, 2017^v (emphasis added)

“When intersections such as Monroe Avenue and Clover Street, and Monroe Avenue and site driveway nears or



exceeds its capacity, actual delays and queue lengths can be much greater than calculated.” –NYSDOT, April 4, 2016^{vi}

FACT: At the May 16, 2018 Brighton Planning Board Meeting, the Danieles introduced plans for **A SECOND NEW TRAFFIC LIGHT** for the project.^{vii}

FACT: This corridor of Monroe Avenue is already one of the worst congested and accident prone corridors in Monroe County.^{viii}

FACT: If this Project were limited to the size/uses permitted under our zoning code, this would be avoided.

Sources for **TRAFFIC FACTS:**



ⁱ Brighton Town Code § 203-84 (available at <https://ecode360.com/9440943>)

ⁱⁱ Minutes of the Town Board Meeting of the Town of Brighton, County of Monroe, New York, March 28, 2018, p. 35. (available at: <https://www.townofbrighton.org/ArchiveCenter/ViewFile/Item/2801>)

ⁱⁱⁱ See May 15, 2015 “Incentive Zoning” application submission by the Danieles (on file with the Town of Brighton)

^{iv} New York State DOT letters dated May 19, 2017, and April 4, 2016 (on file with the Town of Brighton)

^v New York State DOT letters dated May 19, 2017, and April 4, 2016 (on file with the Town of Brighton)

^{vi} New York State DOT letters dated May 19, 2017, and April 4, 2016 (on file with the Town of Brighton)

^{vii} Minutes of the Town Board Meeting of the Town of Brighton, County of Monroe, New York, March 28, 2018, p. 25. (available at: <https://www.townofbrighton.org/ArchiveCenter/ViewFile/Item/2801>)

^{viii} Minutes of the Town Board Meeting of the Town of Brighton, County of Monroe, New York, March 28, 2018, p. 25. (available at: <https://www.townofbrighton.org/ArchiveCenter/ViewFile/Item/2801>)