

# GRASSROOTS Brighton ^ Referendum

## Breaking News: BRIGHTON CITIZENS CAN VOTE TO DECIDE the TRAFFIC IMPACT ON MONROE AVE. and the SIZE OF THE PROPOSED PLAZA NY Town Law Section 64(2)

“Brighton Grassroots Referendum” was formed to allow registered Brighton voters to sign a “referendum petition” that will legally force a **VOTE TO DECIDE** if the Town of Brighton should convey public recreation land, which would permit the Whole Foods/Amazon Plaza to be oversized. This vote will effectively decide if the plaza should be SUPER-SIZED under a special deal struck between the developer and the Supervisor using the “Incentive Zoning” loophole, instead of complying with the standard protections that apply to the rest of us. If the referendum is successful, the developer would still be able to build a project, but under the normal zoning limits.

The current project extends three acres into the Residential Zone, and the enormous size (which includes a large grocery store, a drive-through Starbucks, 18 to 20 additional retailers, and two new traffic lights) will cause massive traffic safety and congestion impacts on this already heavily congested corridor. (Indeed, State DOT has stated that the project “...will likely have a significant impact on traffic. Increased delays, long queue lengths and the potential for...gridlock may occur on and approaching Monroe Avenue.”)

This vote will send a message to the Town that the recently discovered tax break it gave to the developer since 2014 will not be tolerated!<sup>1</sup> We – the citizens of Brighton – have been subsidizing this development with our tax dollars because of the Town’s special deal with the developer at the expense of the Brighton town residents.

Brighton Grassroots Referendum is proud to have many residents and business leaders standing together to protect our town and force the **VOTE TO DECIDE ON THIS PROJECT** – which is not just a vote on this project, but also on what behavior we expect from our elected officials.

**If you care about this great community, please join us! We need your support with a contribution of \$20, \$50, \$100 or more... Please send a check to:**  
Brighton Grassroots Referendum | 2604 Elmwood Avenue, Suite 138 | Rochester, New York 14618

Contributions to the Brighton Grassroots Referendum Committee are not deductible for federal income tax purposes as charitable contributions.

Thank you for supporting honest, transparent government in the Town of Brighton. Good democracy requires that we all participate. **LET US VOTE TO DECIDE THE FUTURE OF OUR TOWN and THE INTEGRITY OF OUR LOCAL GOVERNMENT.**

<sup>1</sup> The combined purchase price the developer paid for the Mamasan and Clover Lanes properties in 2014 & 2016 was \$9,500,000. The Town intentionally under-assessed these two parcels, setting the assessment at \$2,450,100, thereby allowing the developer to avoid paying taxes on over \$7 million dollars of property value for several years. We, the taxpayers in Brighton, have been subsidizing this developer’s project for several years.

Learn more about the **VOTE TO DECIDE** at our website at [BGRreferendum.org](http://BGRreferendum.org)

Paid for by the Brighton Grassroots Referendum Committee  
Howie Jacobson, Treasurer



Brighton GRASSROOTS Referendum  
Brighton residents have the **RIGHT TO VOTE!**