
**Save Monroe Ave.
Project Poll
Summary Report**

June 2017

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Brighton Voters Oppose Monroe Avenue Project

Widespread resistance to the project and use of incentive zoning

Research America asked likely voters in Brighton to say whether they support or oppose the construction of a Whole Foods Plaza on Monroe Avenue in Brighton, after being provided specifics regarding the size, location and zoning limits. Sixty-nine percent (69%) of respondents opposed the project as described.

Respondents were provided a description of the two zoning processes available in Brighton; standard zoning and incentive zoning. They were then asked to say whether they support or oppose allowing the project developer to receive special incentive zoning. Seventy-three percent (73%) of all respondents were opposed to incentive zoning for this project. Of note, half of those who indicated they supported the project oppose incentive zoning.

When provided additional details regarding the magnitude of the zoning variance as well as the estimated revenue to the developer versus the financial benefit to the town, opposition to the project increased by an additional four percent.

Respondents were asked how satisfied they have been with the Town Supervisor overall during the past three years. Over half (59%) indicated they were Very or Somewhat Satisfied. However, when asked if their satisfaction with the Town Supervisor was higher or lower, based on his handling of the Monroe Avenue project, half (51%) indicated they were less satisfied with the Town Supervisor now. A majority (62%) indicated they would take a closer look at a challenger for the office in upcoming primary and general elections. This included 58% from registered Democrats.

Survey Methods

Results are based upon 251 telephone surveys and 150 web surveys performed between May 26th and June 2nd, 2017 with likely voters. Voters were identified from publicly available voter rolls. Likely voters were identified as those who voted in either 2013 or 2015 or both, being local election years.

Web survey responses were acquired by mailing web links to likely voters with no telephone number included in their voter registration record. Only one completed survey was allowed from each unique respondent ID.

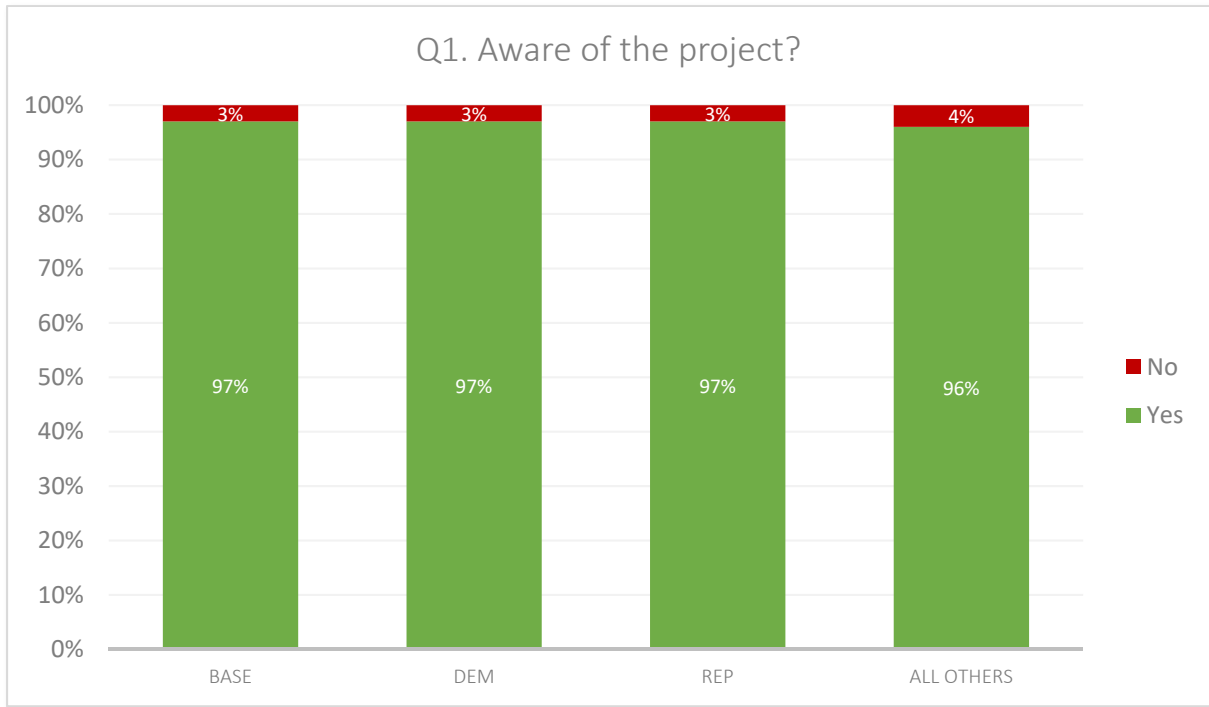
For results based on the total sample of likely voters in Brighton, one can say with 95% confidence that the maximum margin of sampling error is ± 5 percentage points¹.

¹ In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Survey Results

Were you aware of the proposal currently before the Town Board to construct a Whole Foods Shopping Plaza on Monroe Ave?

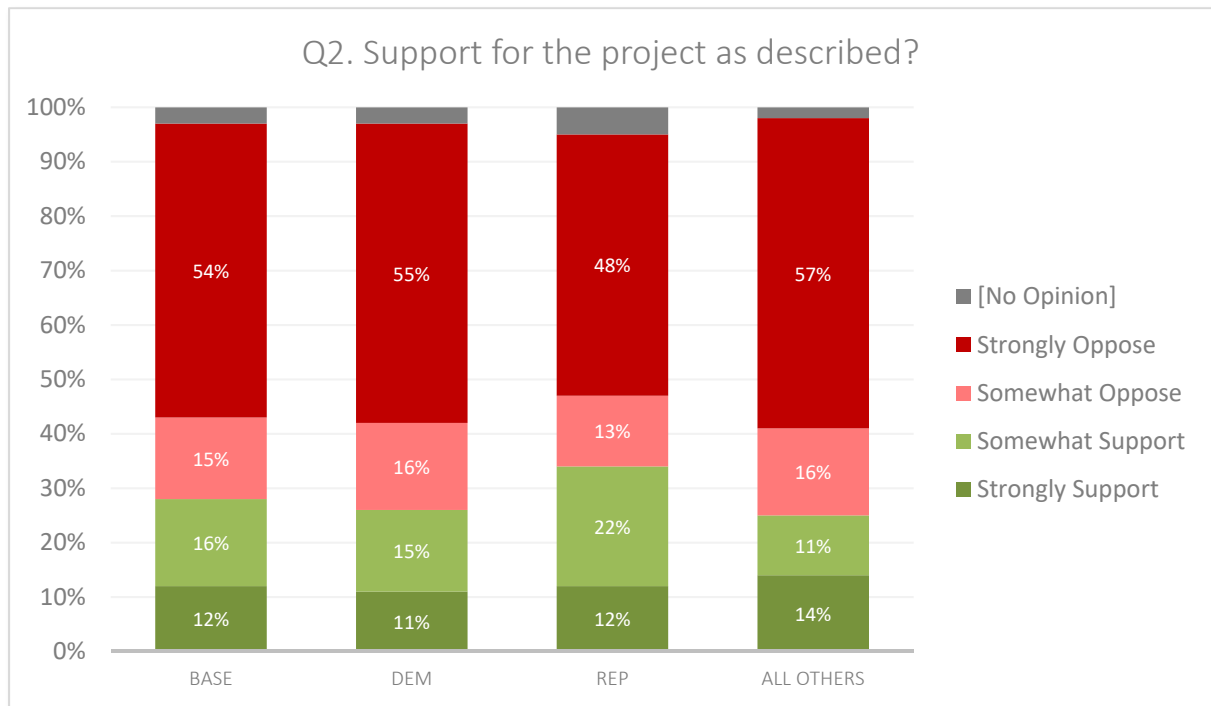
		Political Party			
		Base	DEM	REP	ALL OTHERS
Q1. Aware of the project?		401	222	90	89
	Yes	97%	97%	97%	96%
	No	3%	3%	3%	4%



So all respondents have the same information to consider, I am going to read to you a short description of the current proposal.

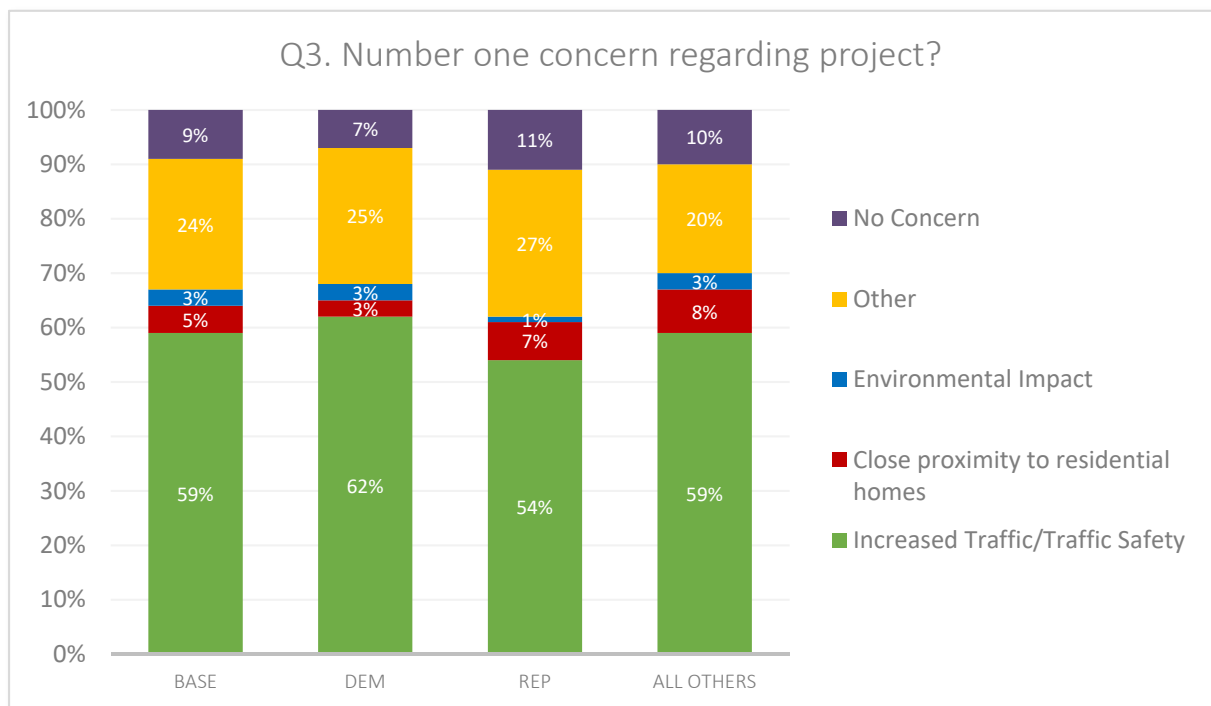
Developer Anthony Daniele has proposed building a 90,000 square foot commercial plaza anchored by a Whole Foods store, a drive through Starbucks, a drive through bank, and a number of other retail stores. This 10.1 acre Project includes 2.8 acres of land that is currently part of the adjacent residential neighborhood. The Project may include entrances/exits onto Allens Creek Road and Clover Street, not just Monroe Avenue. Current zoning limits would require a smaller project, with less intense traffic uses, but the Developer has asked the Town Board to permit the Developer to build this larger Project.

	Political Party			
	Base	DEM	REP	ALL OTHERS
Q2. Support for the project as described?	401	222	90	89
Net : {Strongly Support, Somewhat Support}	28%	27%	34%	25%
<i>Strongly Support</i>	12%	11%	12%	14%
<i>Somewhat Support</i>	16%	15%	22%	11%
Net : {Somewhat Oppose, Strongly Oppose}	69%	71%	61%	73%
<i>Somewhat Oppose</i>	15%	16%	13%	16%
<i>Strongly Oppose</i>	54%	55%	48%	57%
[No Opinion]	3%	3%	5%	2%



Q3. Number one concern regarding project?

	Political Party			
	Base	DEM	REP	ALL OTHERS
Q3. Number one concern regarding project?	401	222	90	89
Increased Traffic/Traffic Safety	59%	62%	54%	59%
Close proximity to residential homes	5%	3%	7%	8%
Environmental Impact	3%	3%	1%	3%
Other	24%	25%	27%	20%
No Concern	9%	7%	11%	10%



Q3. (Other Concerns)	
1-27	All of the above
28	All of the above, plus unknown use for mini-mall portion of the project, inadequate amenities offered by developer, unknown hours of the market (is it to be open 24 hours?), and absolutely not a property that should be using Incentive Zoning.
29	All.
30	Both traffic concerns and proximity to neighborhood
31	Concern is allayed, since drive thru bank is eliminated & entrances/exits on Allens Creek/Clover is not part of this proposal.
32	Congestion and impact to homes in the area.
33	Disruption of the way of life.
34	I believe the project is too large for the parcel it is being developed on.
35	I don't really see the need for it.
36	I don't want more grocery stores in such a close proximity
37	I feel all three items listed above are important concerns.

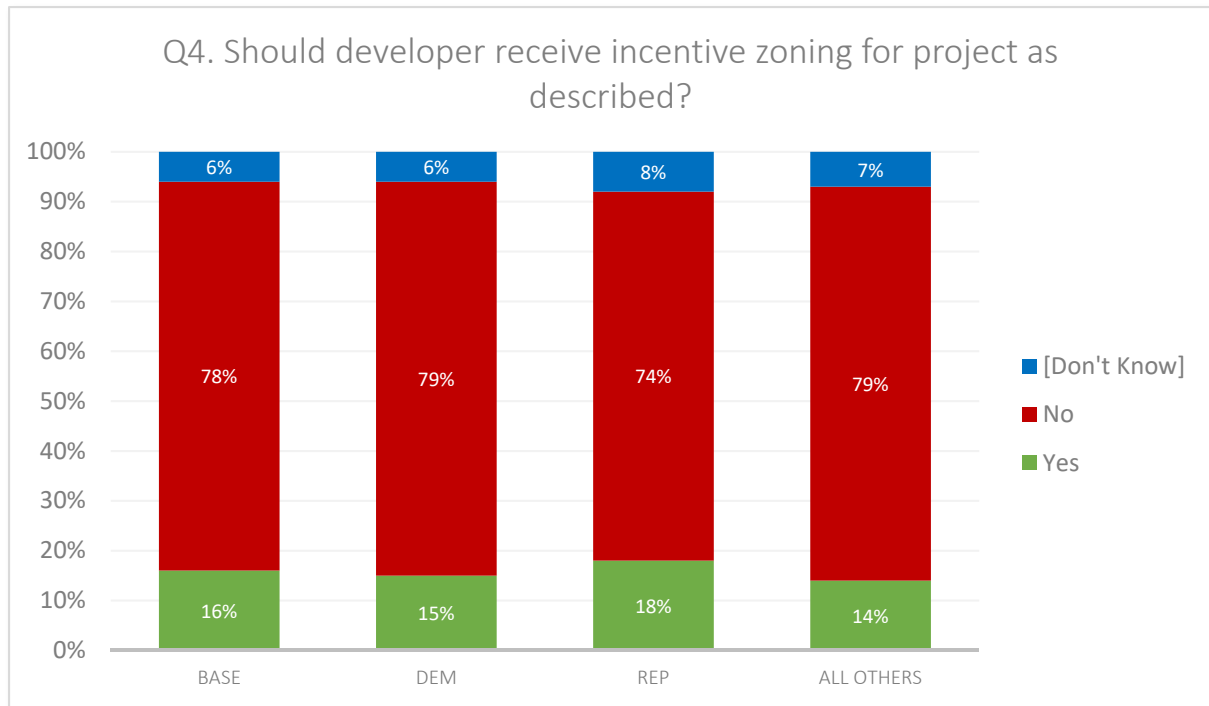
Q3. (Other Concerns)	
38	I feel bad for the people who live in the back and have traffic coming through there.
39	I have many concerns! #1 is the increase to an already congested traffic problem. #2 is the close proximity to the residential homes .
40	I have no concerns.
41	I have no concerns.
42	I like to walk and I have to cross the street. There will be more traffic.
43	I think that they won't stay open, due to Wegmans.
44	I work at the Trader Joe's in Pittsford Plaza. After or before work I support the Red Barn, Barnes & Noble, Michaels & sometimes I meet my whole family for a night at the movies. The increased traffic will definitely decrease my desire to continue spending my money in Pittsford Plaza. * PLEASE * stop the greedy developer and attorneys. The traffic is already heavy during the holidays and rush hour. Do we want this stretch of Rochester to become like the gridlock we have experienced in South Florida and Los Angeles? No, thank you! Respect the current zoning limits. In the long run, the Town of Brighton will lose residents and shoppers if this 90K sq. foot monstrosity is allowed to pass. ==> Town Board Members! Please do the right thing by thinking of future generations. The additional entrances and exits will hassle many of the retired citizens who currently shop in the area.
45	I would like to see a Whole Foods come to the area. I don't think we need another bank/Starbucks.... just Whole Foods to replace a busy restaurant and bowling area.
46	Increased Traffic along an already extremely busy traffic corridor AND Close proximity to Residential homes AND the Environmental Impact. There should be NO additional entrance/Exit onto the Clover St area.
47	Increased traffic and safety plus Whole Foods won't last 1 year and it will be an abandoned building like the ones on West Henrietta Roads
48	It is a generic project and would make the area be more like other retail areas in Brighton.
49	It shouldn't happen at all. We have a Wegmans already. I don't think they're going to do very well. It's stupid to put the Whole Foods where they're putting it with a Wegmans and Trader Joe's already there.
50	It's not needed.
51	It's pushed through illegally.
52	It's too big for the area.
53	It's too big. The original plan would have been fine.
54	Keeping the buildings occupied.
55-59	No concerns, no worries.
60	Obstructionist people who do not have the best interests of town residents at heart. Stop this nonsense and let the development of the Whole Foods Plaza proceed apace!
61	On Monroe Avenue, you can't drive down it as it is now. If you add more commercial developments it will increase the traffic going through there and through the residential neighborhoods. People will be going forty miles per hour down the streets.
62	Safety
63	Safety of the public in the area.
64	Sick of seeing the Danielle's buying the town supervisors and not playing by the rules. still don't understand how the car wash on Monroe and clover even happened as it still violates all ordinances and how many accidents have been caused because of the corner entry and exit issues? They are not above the law and if you sit outside on Monroe Ave at 5pm and witness the bumper to bumper traffic until 6pm from tom Wahls on Monroe to the cheesecake factory already, there is no way this nuance passes mustard. if you tell the community that if built it will generate X in tax revenues and every resident gets a tax break because of it, maybe people would reconsider their anger towards this issue.
65	Specifically increased traffic on Allens Creek Rd which is a residential street.
66	Tax breaks for the company.
67	That NIMBYs and nearby retailers will block this positive development for Brighton consumers and taxpayers. Eastview Mall and its sales tax collections could have benefited Monroe County but for NIMBYs who ended up with the feared traffic but none of the benefits.
68	That people are trying to stop it.
69	That the people don't get angry at each other. We have fights in our town.
70	That the town enforce access management along this section of Monroe Avenue with consolidation at a traffic signal
71	The access.
72	The Allen Creek Rd. and Culver Rd. exits are my biggest concern.

Q3. (Other Concerns)	
73	The competition with other food stores, like Wegman's. It has better quality food than Wegman's.
74	The density of the development that already exists.
75	The entrance and exits of the plaza.
76	The fact there's already plenty of good food shopping places in our area.
77	The increased traffic on Monroe Avenue.
78	The lack of necessity on a busy street that already has two grocery stores. I don't see the need for another one.
79	The main concern is increase in traffic and also, so close to the residential homes.
80	The size of it that will require it to go out onto Allens Creek and Clover road. I'd like to see it go smaller.
81	The size of the project.
82	The traffic and accessibility.
83	The traffic and we don't need the whole foods store.
84	The traffic patterns.
85	The traffic problems and tax breaks for businesses.
86	There is no necessity.
87	There is no need for Whole Foods. We have Wegmans and Trader Joe's. Leave us alone Daniele Family
88	There is some misleading information. I don't know if there is really a 10.1 acre property. And I think they did the parking lot without permission and the town told the developer to take out the parking lot and the access to the street. The only way they said that can happen is if the New York State Transportation Department says so. As long as it's at local level and the town won't approve. Whole Foods' plan is to merge with another company and I'm surprised no one is talking about it; causing a freeze on all new developments.
89	Too many grocery stores.
90	Too much competition.
91	Traffic and safety.
92	Traffic and there is already too many food places around.
93	Traffic and too close proximity.
94	We do not need a Whole Foods store in the area.
95	Whole Foods is financial trouble and I think with the local competition Whole Foods will fail. We'll be left with a big empty building. Also, I'm concerned about the traffic.
96	Would like greater improvement to Auburn Trail
97	Your misrepresentation in your description of what this project entails. No bank drive-thru is planned and no access to Clover or Allens Creek. Your survey is propaganda.

There are two zoning processes in Brighton. The first is the standard zoning process where a project is presented to the zoning and planning boards for review, in order to address zoning limitations and protections. The second is special incentive zoning where the Town Board can bypass the standard zoning approvals and process that would otherwise be required, in exchange for the Developer giving the town something in return like money, or a park; in essence, the Town and the Developer work out a deal instead of going through standard zoning.

Q4. Should the developer of the Whole Foods Plaza be allowed to receive special incentive zoning for the project as described?

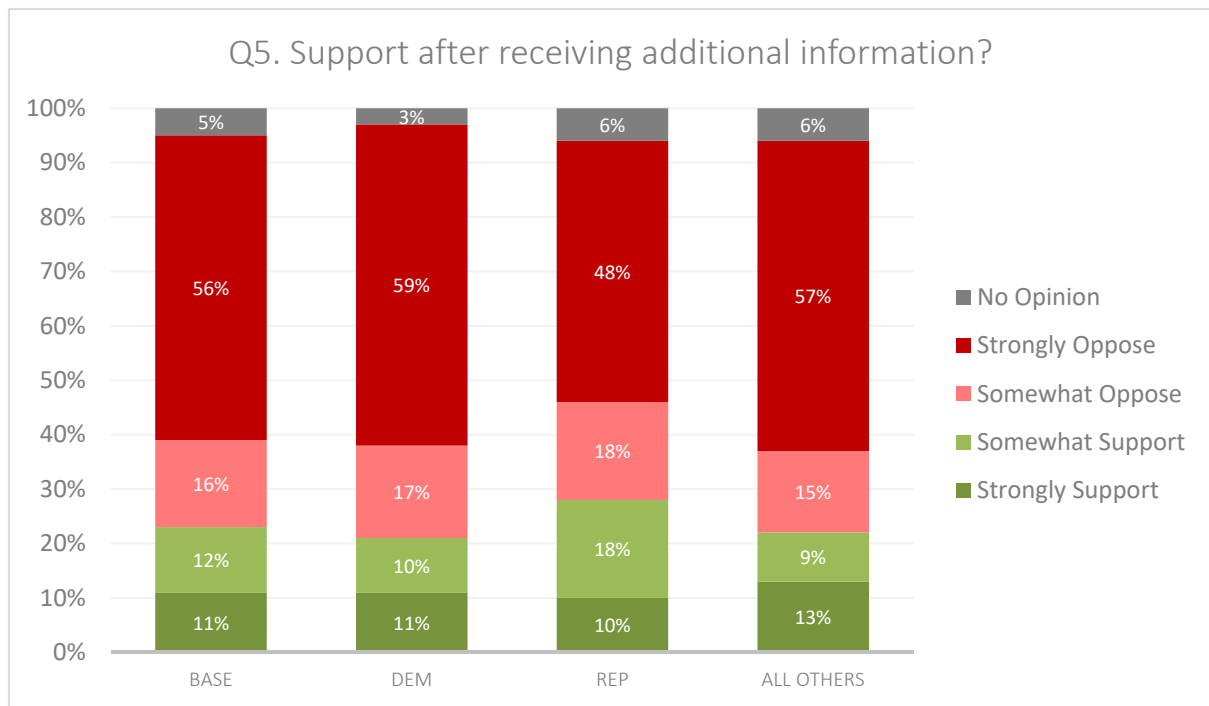
		Political Party			
		Base	DEM	REP	ALL OTHERS
Q4. Should developer receive incentive zoning for project as described?		401	222	90	89
Yes		16%	15%	18%	14%
No		78%	79%	74%	79%
[Don't Know]		6%	6%	8%	7%



Now I would like you to consider two additional pieces of information regarding this project. First, the proposed grocery store is 250% larger than what is allowed as of right by current zoning law (50,000 square feet vs. 20,000 square feet). Second, the increased size results in about \$16 million of additional gross revenue to the Developer, and the Town gets about \$900,000 in benefits back.

Q5. Given this additional information regarding the project, how would you describe your support of proceeding under incentive zoning vs. traditional zoning. Would you say you...

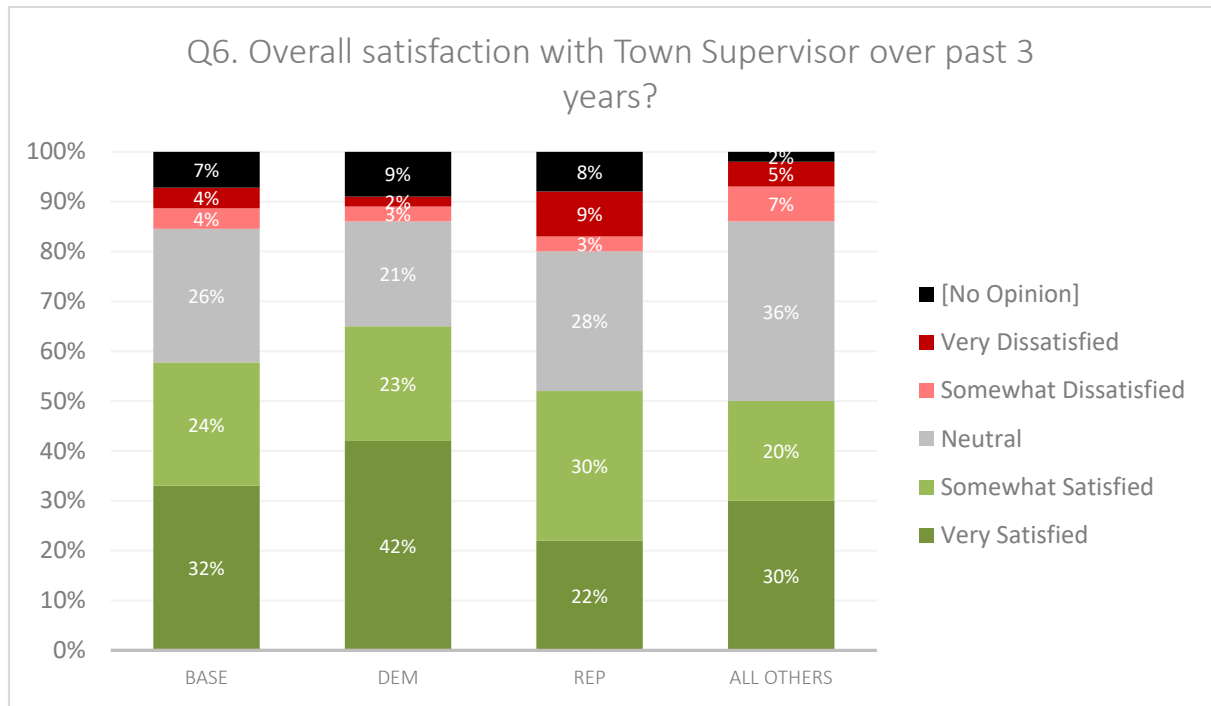
	Political Party			
	Base	DEM	REP	ALL OTHERS
Q5. Support after receiving additional information?	401	222	90	89
Net : {Strongly Support, Somewhat Support}	23%	21%	28%	22%
<i>Strongly Support</i>	11%	11%	10%	13%
<i>Somewhat Support</i>	12%	10%	18%	9%
Net : {Somewhat Oppose, Strongly Oppose}	73%	76%	66%	72%
<i>Somewhat Oppose</i>	16%	17%	18%	15%
<i>Strongly Oppose</i>	56%	59%	48%	57%
No Opinion	5%	3%	6%	6%



Now I'm going to ask you a couple questions about your elected officials.

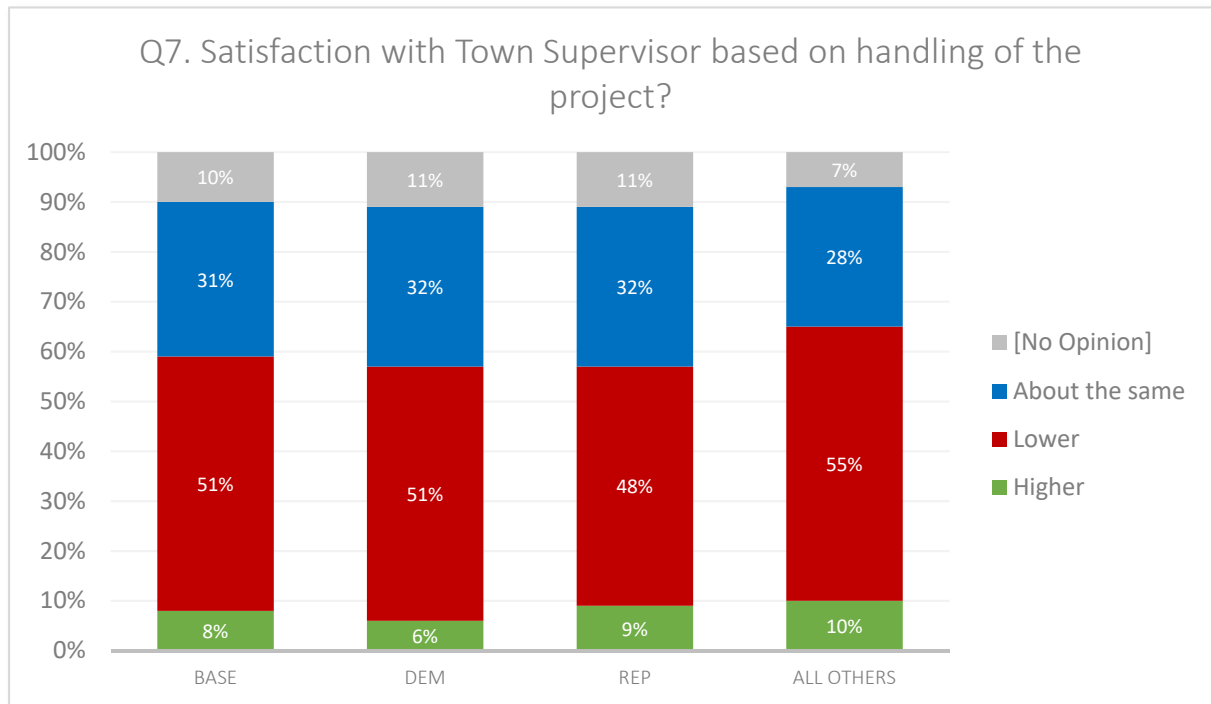
Q6. How would you rate your satisfaction with the overall job Town Supervisor William Moehle has done in his position for the last three years? Would you say...

	Political Party			
	Base	DEM	REP	ALL OTHERS
Q6. Overall satisfaction with Town Supervisor over past 3 years?	401	222	90	89
Net : {Very Satisfied, Somewhat Satisfied}	59%	65%	52%	51%
<i>Very Satisfied</i>	35%	42%	22%	30%
<i>Somewhat Satisfied</i>	24%	23%	30%	20%
Neutral	26%	21%	28%	36%
Net : {Somewhat Dissatisfied, Very Dissatisfied}	8%	5%	12%	11%
<i>Somewhat Dissatisfied</i>	4%	3%	3%	7%
<i>Very Dissatisfied</i>	4%	2%	9%	5%
[No Opinion]	7%	9%	8%	2%



Q7. Based on Supervisor Moehle's handling of the Whole Foods Plaza project and his insistence that this proceed by incentive zoning instead of traditional zoning, would you say your satisfaction of his job performance is...

		Political Party			
		Base	DEM	REP	ALL OTHERS
Q7. Satisfaction with Town Supervisor based on handling of the project?		401	222	90	89
	Higher	8%	6%	9%	10%
	Lower	51%	51%	48%	55%
	About the same	31%	32%	32%	28%
	[No Opinion]	10%	11%	11%	7%



Q9. Based on Supervisor Moehle's handling of the Whole Foods Plaza project, and in particular his decision to allow a larger project under incentive zoning than is permitted under traditional zoning, would you take a closer look at a challenger for Town Supervisor in the primary and general election in 2017 and/or 2019?

		Political Party			
		Base	DEM	REP	ALL OTHERS
Q8. Would take a closer look at a challenger for Town Supervisor in the primary and general election in 2017 and/or 2019? (Based upon handling of the project)		401	222	90	89
	Yes	62%	58%	66%	67%
	No	18%	20%	12%	19%
	Don't Know	20%	22%	22%	14%

