

“Right to Remain Rural” Pledge

The hamlets of Riverhead, particularly east of Rte. 105 (long the unofficial barrier against encroaching commercialization), have a powerful & appealing character, literally rooted in farming tradition.

Some of our families have been in Riverhead for generations; some of us are newcomers. All of us have a conscious appreciation for the special nature of this place, & for the quality of life we enjoy here. And, we will fight to keep our neighborhoods rural. To prosper in our community, developers & landlords should follow these simple rules:

- 1. Observe the letter & spirit of the Master Plan. “Rural Corridor Zone” means a lot.**
- 2. Adapt & reuse when possible; build only when necessary.**
- 3. Stick to homegrown brands, not national franchises. We like business owners that live here.**
- 4. Always consider development & leasing impact on existing businesses.**

A 7-11 convenience store in Vinland Commons would breach rules #1, 3, & 4. Apart from sticking out like a sore thumb, it would directly & negatively impact—at minimum—these local businesses we care about...many of which have been in the community for a long time:

- Duffy’s Deli
- Junda’s Bakery
- American Gas Convenience
- Meetinghouse Deli
- Lenny’s Bakery
- North Fork Tobacco
- Lighthouse Deli
- Hampton Coffee

In addition, the store would: a) create excessive traffic, compared to other tenants; b) introduce all-night shopping to a community that doesn’t want it; & c) sell alcohol less than 200’ from a preschool.

We specifically do not challenge the property owner’s right to this lease, or the franchisee’s right to be there. However—we feel strongly enough that this is a bad fit with our community that **we hereby pledge not to patronize this store**, should it be built.



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last name, first name

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email address (IMPORTANT...the only way we can send you updates)

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street address

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hamlet

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zip

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phone

Signature

* contact info will not be shared

- 3 ways to submit: a) scan form & email to 711@savemainroad.org; b) fax to 815-572-9225; c) type contact info in message to 711@savemainroad.org with “I won’t shop @ 711” as subject