

# “We Have the 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.



**Jamesport—  
South Jamesport  
Civic Association**

**Riverhead  
Neighborhood  
Preservation  
Coalition**

print name	signature	street address & hamlet	email address *

\* email addresses will be obscured before delivery, & will not be shared  
 → submit by email to [info@savemainroad.org](mailto:info@savemainroad.org) or fax to 815-572-9225