

City of Syracuse
Office of Zoning Administration

OFF PREMISE ADVERTISING APPLICATION

City Hall Commons - Room 500 * 201 E. Washington Street * Syracuse, NY 13202-1426
315-448-8640 * zoning@syr.gov * www.syr.gov.net/Zoning.aspx

Office Use _____ Filing Date: 9/13/21 Case: AS-21-12 Zoning District: CA

REQUEST (Check applicable and briefly describe.)

- New Signage: _____
- Continuation of Signage: _____
- Modification of Signage: _____

<u>TAX ASSESSMENT ADDRESS</u>	<u>TAX MAP ID</u> <small>(000.-00-00.0)</small>	<u>OWNER(S)</u>	<u>DATE ACQUIRED</u>
1) <u>617-619 N. Geddes St.</u>	<u>108.2-03-07.0</u>	<u>JT Picciott Realty LLC</u>	<u>4/17/2019</u>

As listed in the Syracuse Tax Assessment property tax records at <http://syr.gov.net/Assessment.aspx>, 315-448-8280.

EXACT LOCATION (Surveyed/GPS coordinates)

	<u>Datum</u>	<u>Projection</u>	<u>Easting (x)</u>	<u>Northing(y)</u>
State Plane Coordinates:	NAVD1988	NAD83	930486.0710	1113561.8860

SIGN INFORMATION (Briefly describe.)

Sign Location Type (ground, wall, roof): _____ Ground

Support Structure Type (center pole, flag pole, uprights, etc.): _____ Center

Total Sign Height - Feet (from the bottom-most part to the very top of the sign): _____ 40 Feet

Orientation Elevation Height* in Feet: _____ 30 Feet

* the elevation from which observers are intended to view the sign to the very top of the sign

SIGN PANEL(S) INFORMATION

<u>Sign Panel</u>	<u>Orientation Direction</u> (N,S,E,W)	<u>Orientation Street(s)</u>	<u>Panel Height</u> (Feet)	<u>Panel Width</u> (Feet)	<u>Lighting</u> (External / LED / Digital)	<u>Changeable Copy</u> (Manual / Electronic)
1	East	Route 690	11	40	External	Manual
2	West	Route 690	11	40	External	Manual
3						
4						

ELECTRONIC CHANGEABLE COPY INFORMATION (Briefly describe, as applicable.)

Brightness Technology: _____

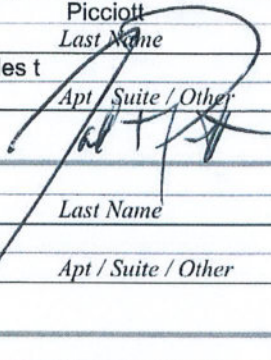
Duration of Message (seconds): _____

Message Transition (type, duration): _____

City of Syracuse Office of Zoning Administration

PROPERTY OWNER(S) (required)

As listed in the Syracuse Department of Tax Assessment property tax records available at <http://syrgov.net/Assessment.aspx>, or at 315-448-8280. If not listed as the current owner, please provide proof of ownership, e.g., a copy of the deed. Attorney's signing on behalf of the owner must include a one page letter describing the legal representative arrangement. If the property owner is a Corporation or Organization, the person signing must provide verification they are a member. Contract purchasers, tenants, architects, engineers, contractors, etc. CANNOT sign on behalf of the owner.

Joe	Picciotti	Owner	JT Picciotti Realty LLC		
<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company</i>		
617-619 N. Geddes t		Syracuse	NY	13204	Phone: 315-374-5723
<i>Street Address</i>	<i>Apt / Suite / Other</i>	<i>City</i>	<i>St</i>	<i>Zip</i>	<i>Email: jtautom@aol.com</i>
* Signature: 			Date: 3-31-21		

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company</i>		
<i>Street Address</i>	<i>Apt / Suite / Other</i>	<i>City</i>	<i>St</i>	<i>Zip</i>	<i>Phone:</i>
* Signature:			Date:		

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company</i>		
<i>Street Address</i>	<i>Apt / Suite / Other</i>	<i>City</i>	<i>St</i>	<i>Zip</i>	<i>Phone:</i>
* Signature:			Date:		

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company</i>		
<i>Street Address</i>	<i>Apt / Suite / Other</i>	<i>City</i>	<i>St</i>	<i>Zip</i>	<i>Phone:</i>
* Signature:			Date:		

*** OWNER SIGNATURE DECLARATION**

I understand that false statements made herein are punishable as a Class A Misdemeanor, pursuant to section 210.45 of the Penal Law of the State of New York. I declare that, subject to the penalties of perjury, any statements made on this application and any attachments are the truth and to the best of my knowledge correct. I also understand that any false statements and/or attachments presented knowingly in connection with this application will be considered null and void.

APPLICANT(S) (if applicable)

			Park Outdoor Advertising		
<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company</i>		
11 Ascot Place	PO Box 4680	Ithaca	NY	14852	Phone: 607-257-1477
<i>Street Address</i>	<i>Apt / Suite / Other</i>	<i>City</i>	<i>St</i>	<i>Zip</i>	<i>Email:</i>

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company</i>		
<i>Street Address</i>	<i>Apt / Suite / Other</i>	<i>City</i>	<i>St</i>	<i>Zip</i>	<i>Phone:</i>
			<i>Email:</i>		

REPRESENTATIVE(S)/CONTACT(S) (if applicable)

Stephen	Frank	Leasing Executive	Park Outdoor Advertising		
<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company</i>		
11 Ascot Place	PO Box 4680	Ithaca	NY	14852	Phone: 315-569-2758
<i>Street Address</i>	<i>Apt / Suite / Other</i>	<i>City</i>	<i>St</i>	<i>Zip</i>	<i>Email:</i>

<i>First Name</i>	<i>Last Name</i>	<i>Title</i>	<i>Company</i>		
<i>Street Address</i>	<i>Apt / Suite / Other</i>	<i>City</i>	<i>St</i>	<i>Zip</i>	<i>Phone:</i>
			<i>Email:</i>		

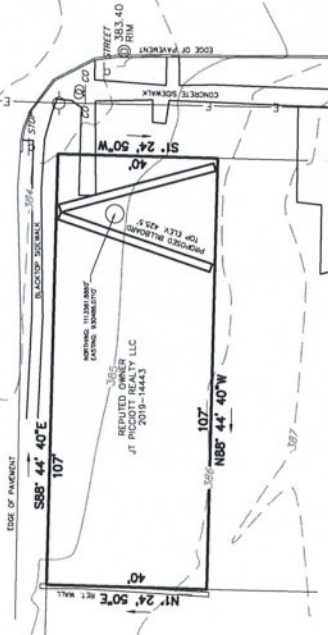


RT. 690 EASTBOUND

EDGE OF PAVEMENT DEL. 386.5

N GEDES STREET

EDISON STREET



- NOTES:
- VERTICAL DATUM NAVD 1988
 - NEW YORK STATE PLANE CENTRAL COORDINATE SYSTEM

SURVEY SUBJECT TO ANY STATE OF FACTS AN ACCURATE AND UP TO DATE ABSTRACT OF TITLE WILL SHOW.

THE UNDERSIGNED SURVEYOR HEREBY CERTIFIES THAT THIS IS AN ACCURATE MAP OF AN ACTUAL SURVEY COMPLETED 04-14-2021.

Paul J. Olszewski

PAUL J. OLSZEWSKI/P.L.S. LICENSE No. 50212

*UNAUTHORIZED ALTERATION OR ADDITION TO A SURVEY MAP BEARING A LICENSED LAND SURVEYOR'S SEAL IS A VIOLATION OF SECTION 7009, SUB-DIVISION 2, OF THE NEW YORK STATE EDUCATION LAW. *COPIES FROM THE ORIGINAL OF THIS SURVEY MAP NOT MARKED WITH AN ORIGINAL OF THE LAND SURVEYOR'S PROFESSIONAL SEAL SHALL NOT BE CONSIDERED TO BE A TRUE AND CORRECT COPY.

DATE: APRIL 19, 2021

SCALE: 1" = 20 FEET

PROJECT No. SY108.2-03-07

PART OF LOT 5
BLOCK 121

CITY OF SYRACUSE

COUNTY OF ONONDAGA STATE OF NEW YORK

PAUL JAMES OLSZEWSKI, P.L.S., PLLC
51 FENNEL STREET

SKANEATELES NEW YORK, 13152
315-488-5552
pjosurvey.com





ON 108.02

690

SECTION 107
SECTION 106

700

STREET

05	06	07	08
Liquidz Press		617-619 No. Geddes	
Empty lot	27	CA	Z-2758
14	13	12.1	11
			10

STREET

EDISON

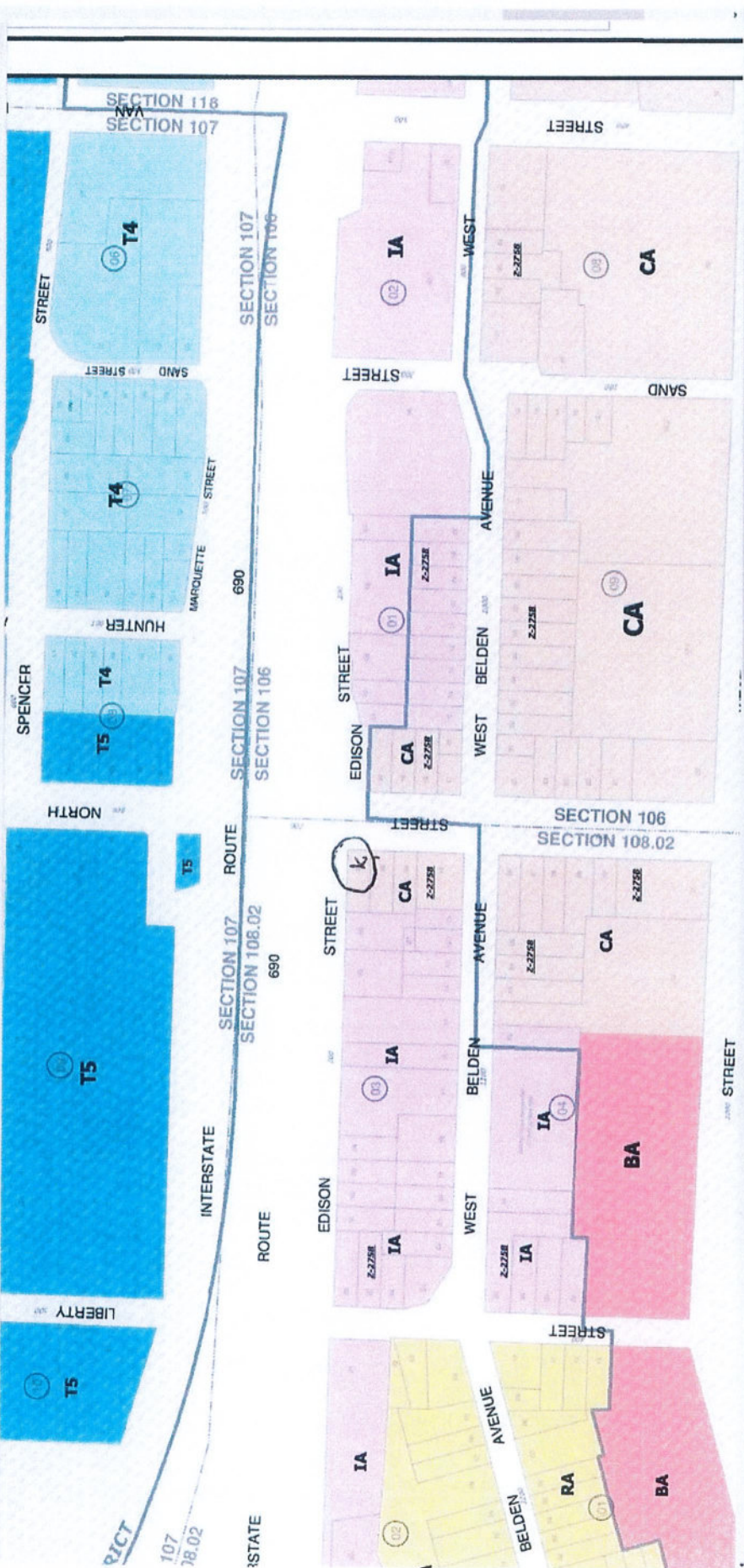
01	02	03
19	18	17
CA	Z-2758	
16	15	14
		13
		12

STREET

AVENUE

WEST

BELDEN





City of Syracuse Zoning Atlas

MAP # 6
LAST UPDATE: DEC 2016

LEGEND

Zoning Designations

Residential Districts	Office Districts
RA	OA
RA-1	OA-1
RA-2	OA-2
RA-3	OA-3
RA-4	OA-4
RA-5	OA-5
RA-6	OA-6
RA-7	OA-7
RA-8	OA-8
RA-9	OA-9
RA-10	OA-10
RA-11	OA-11
RA-12	OA-12
RA-13	OA-13
RA-14	OA-14
RA-15	OA-15
RA-16	OA-16
RA-17	OA-17
RA-18	OA-18
RA-19	OA-19
RA-20	OA-20
RA-21	OA-21
RA-22	OA-22
RA-23	OA-23
RA-24	OA-24
RA-25	OA-25
RA-26	OA-26
RA-27	OA-27
RA-28	OA-28
RA-29	OA-29
RA-30	OA-30
RA-31	OA-31
RA-32	OA-32
RA-33	OA-33
RA-34	OA-34
RA-35	OA-35
RA-36	OA-36
RA-37	OA-37
RA-38	OA-38
RA-39	OA-39
RA-40	OA-40
RA-41	OA-41
RA-42	OA-42
RA-43	OA-43
RA-44	OA-44
RA-45	OA-45
RA-46	OA-46
RA-47	OA-47
RA-48	OA-48
RA-49	OA-49
RA-50	OA-50

Local Business Districts

Central Business Districts

Commercial Districts

Special Districts

Labelled Districts

Overlay Districts and Prefectured Sites

Other Symbols

Township Section Boundary

Township Backmarker

Intersecting Section

Block Address Marker

Block Address Marker

Block Address Marker

Block Address Marker

Block Address Marker

Block Address Marker

Block Address Marker

Block Address Marker

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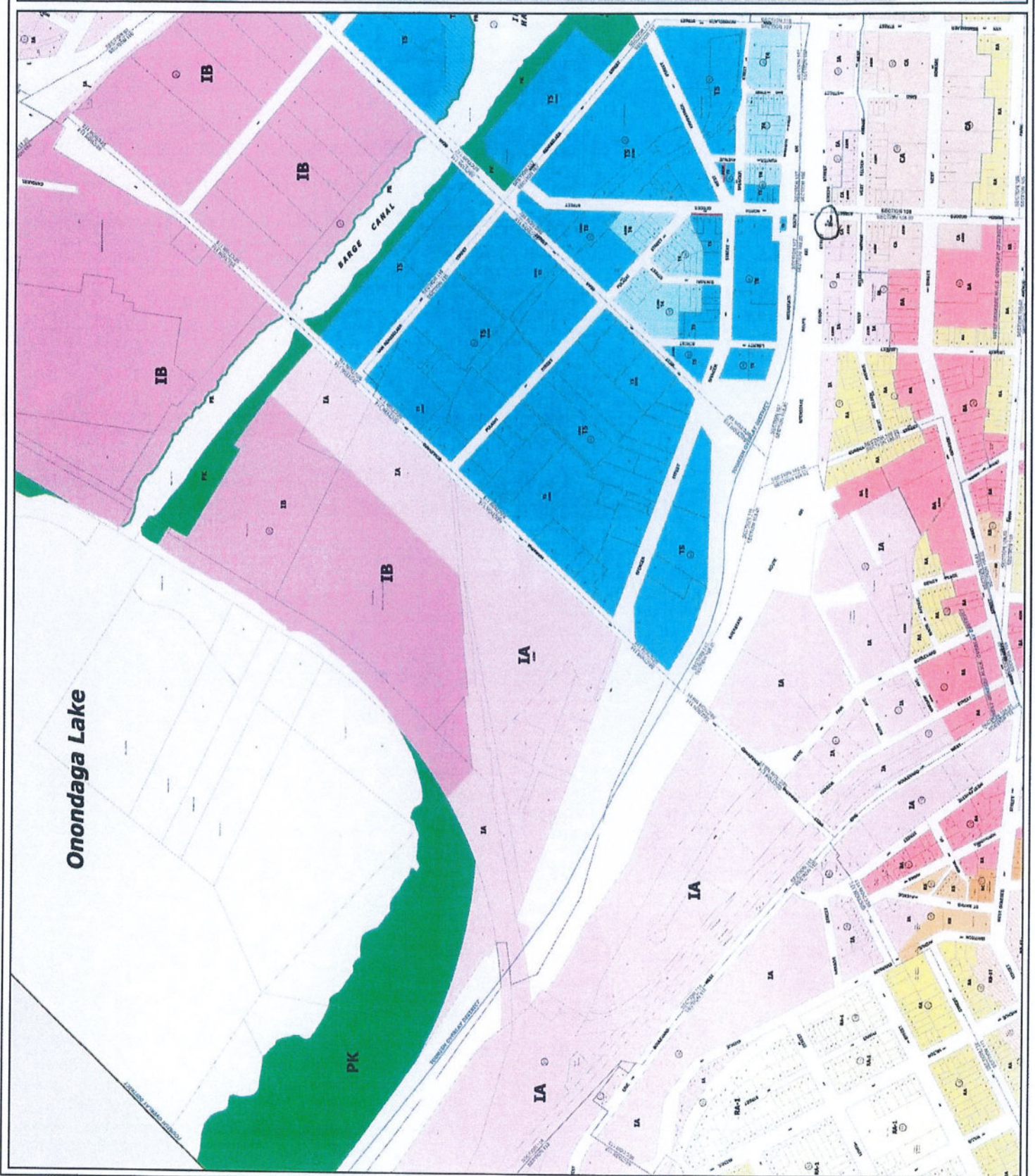
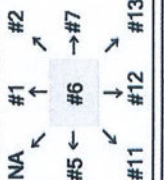
Block Address Marker

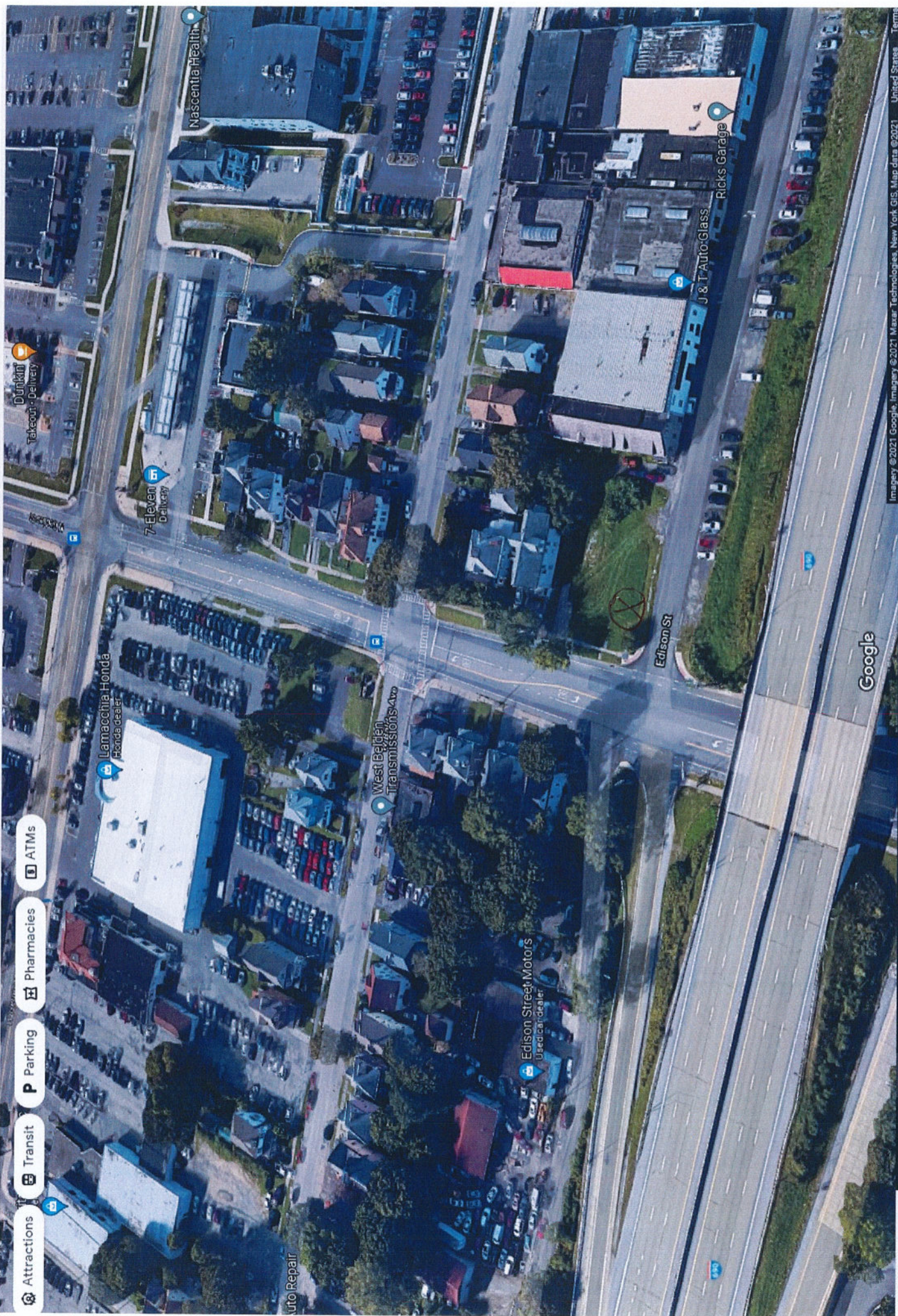
Block Address Marker

Block Address Marker



ADJACENT MAPS





617-19 Geddes St. F/N After



617-19 Geddes St. F/S After





806 W Beiden Ave
Syracuse, New York

Google

Street View

Expand side panel

806 W Beiden Ave
Syracuse, NY

1.8 mi
Honda

Short Environmental Assessment Form

Part 1 - Project Information

Instructions for Completing

Part 1 – Project Information. The applicant or project sponsor is responsible for the completion of Part 1. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification. Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information.

Complete all items in Part 1. You may also provide any additional information which you believe will be needed by or useful to the lead agency; attach additional pages as necessary to supplement any item.

Part 1 – Project and Sponsor Information			
Name of Action or Project: New Billboard Structure to be built by Park Outdoor Advertising			
Project Location (describe, and attach a location map): 617-619 North Geddes Street - Located on lot at the corner of Edison and N. Geddes			
Brief Description of Proposed Action: Build a new Back to Back Bulletin Billboard Structure reading to Route 690. Sign faces will be static and sized at 10'6" by 40'.			
Name of Applicant or Sponsor: Park Outdoor Advertising		Telephone: 607-257-1477	
Address: 11 Ascot Place / PO Box 4680		E-Mail: steve.frank@parkoutdoor.com	
City/PO: Ithaca		State: NY	Zip Code: 14852
1. Does the proposed action only involve the legislative adoption of a plan, local law, ordinance, administrative rule, or regulation? If Yes, attach a narrative description of the intent of the proposed action and the environmental resources that may be affected in the municipality and proceed to Part 2. If no, continue to question 2.			NO <input type="checkbox"/>
			YES <input type="checkbox"/>
2. Does the proposed action require a permit, approval or funding from any other government Agency? If Yes, list agency(s) name and permit or approval: New York State DOT			NO <input type="checkbox"/>
			YES <input checked="" type="checkbox"/>
3. a. Total acreage of the site of the proposed action? _____ .10 acres			
b. Total acreage to be physically disturbed? _____ .05 acres			
c. Total acreage (project site and any contiguous properties) owned or controlled by the applicant or project sponsor? _____ .10 acres			
4. Check all land uses that occur on, are adjoining or near the proposed action:			
<input type="checkbox"/> Urban <input type="checkbox"/> Rural (non-agriculture) <input type="checkbox"/> Industrial <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Residential (suburban)			
<input type="checkbox"/> Forest <input type="checkbox"/> Agriculture <input type="checkbox"/> Aquatic <input type="checkbox"/> Other(Specify):			
<input type="checkbox"/> Parkland			

5. Is the proposed action, a. A permitted use under the zoning regulations? b. Consistent with the adopted comprehensive plan?	NO	YES	N/A
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Is the proposed action consistent with the predominant character of the existing built or natural landscape?	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
7. Is the site of the proposed action located in, or does it adjoin, a state listed Critical Environmental Area? If Yes, identify: _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8. a. Will the proposed action result in a substantial increase in traffic above present levels? b. Are public transportation services available at or near the site of the proposed action? c. Are any pedestrian accommodations or bicycle routes available on or near the site of the proposed action?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
9. Does the proposed action meet or exceed the state energy code requirements? If the proposed action will exceed requirements, describe design features and technologies: _____ _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
10. Will the proposed action connect to an existing public/private water supply? If No, describe method for providing potable water: _____ _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
11. Will the proposed action connect to existing wastewater utilities? If No, describe method for providing wastewater treatment: _____ _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
12. a. Does the project site contain, or is it substantially contiguous to, a building, archaeological site, or district which is listed on the National or State Register of Historic Places, or that has been determined by the Commissioner of the NYS Office of Parks, Recreation and Historic Preservation to be eligible for listing on the State Register of Historic Places? b. Is the project site, or any portion of it, located in or adjacent to an area designated as sensitive for archaeological sites on the NY State Historic Preservation Office (SHPO) archaeological site inventory?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
13. a. Does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other waterbodies regulated by a federal, state or local agency? b. Would the proposed action physically alter, or encroach into, any existing wetland or waterbody? If Yes, identify the wetland or waterbody and extent of alterations in square feet or acres: _____ _____ _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

14. Identify the typical habitat types that occur on, or are likely to be found on the project site. Check all that apply:
 Shoreline Forest Agricultural/grasslands Early mid-successional
 Wetland Urban Suburban

15. Does the site of the proposed action contain any species of animal, or associated habitats, listed by the State or Federal government as threatened or endangered?	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

16. Is the project site located in the 100-year flood plan?	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

17. Will the proposed action create storm water discharge, either from point or non-point sources? If Yes, a. Will storm water discharges flow to adjacent properties? b. Will storm water discharges be directed to established conveyance systems (runoff and storm drains)? If Yes, briefly describe: _____	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

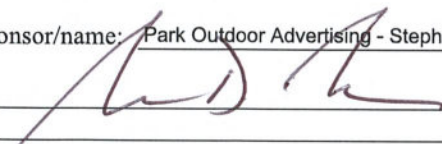
18. Does the proposed action include construction or other activities that would result in the impoundment of water or other liquids (e.g., retention pond, waste lagoon, dam)? If Yes, explain the purpose and size of the impoundment: _____	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

19. Has the site of the proposed action or an adjoining property been the location of an active or closed solid waste management facility? If Yes, describe: _____	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

20. Has the site of the proposed action or an adjoining property been the subject of remediation (ongoing or completed) for hazardous waste? If Yes, describe: _____	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE

Applicant/sponsor/name: Park Outdoor Advertising - Stephen D. Frank Date: 9/10/2021

Signature:  Title: Regional Leasing Representative

WILDER & LINNEBALL, LLP
ATTORNEYS AT LAW

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ADMINISTRATIVE OFFICES**
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WESTCHESTER OFFICE
79 OVERLOOK CIRCLE
NEW ROCHELLE, NY 10804
(914) 380-8001
FAX (716) 853-6002
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Respond to

Respond to

Respond to

October 8, 2021

**BY FEDERAL EXPRESS AND EMAIL TO: zoning@syrqov.net &
hlamendola@syrqov.net**

Heather Lamendola
Zoning Administrator
Office of Zoning Administration
201 East Washington Street, Room 500
Syracuse, New York 13202

**Re: Park Outdoor Advertising of New York, Inc. Off-Premises Advertising
Application - 617-619 North Geddes Street, Syracuse, New York, Tax
Map I.D. Number 108.2-03-07.0**

Dear Ms. Lamendola:

This office represents Park Outdoor Advertising of New York, Inc. ("Park") regarding the above application. Your counsel, Danielle Smith, Esq., suggested that I write to you.

Although Park believes there is no legal requirement to do so, it is willing, as a one-time concession, to remove its double-sided, 11 foot by 40 foot, off-premises advertising sign at 512 State Fair Boulevard, Syracuse, New York, in exchange for the City of Syracuse and the City of Syracuse Planning Commission granting Park's recent application for an off-premising advertising administrative permit for a two-sided off-premises advertising sign at 617-619 North Geddes Street, Syracuse, New York (tax map I.D. 108.2-03-07.0).

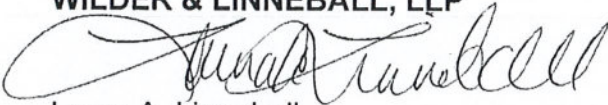
The sign to be removed at 512 State Fair Boulevard is closer to Onondaga Lake and the Lakefront District than Park's proposed sign at 617-619 North Geddes Street is. I enclose an overhead view of the sign at 512 State Fair Boulevard for the City and the Planning Commission's reference.

Park is also willing to add landscaping around and in the area of proposed sign. Park will submit a landscaping concept shortly.

I ask that Park's application be put on the Planning Commission's November 1, 2021 agenda. Thank you for your consideration.

Very truly yours,

WILDER & LINNEBALL, LLP



Laura A. Linneball

LAL/cmb

Enclosure

cc (by email, w/ enc.):

Danielle Smith, Esq.

Mr. Rick Steele

Mr. Stephen D. Frank

2021-09-23_110775 (002).pdf | onxmaps Web App | https://webmap.onxmaps.com/runz/map

Search

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Tools | 72° | 9 mph SSE | Sat 20 | 11:57 AM 9/23/2021

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Respond to

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Respond to

October 12, 2021

**BY FEDERAL EXPRESS AND EMAIL TO: zoning@syrqov.net &
hlamendola@syrqov.net**

Heather Lamendola
Zoning Administrator
Office of Zoning Administration
201 East Washington Street, Room 500
Syracuse, New York 13202

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Application - 617-619 North Geddes Street, Syracuse, New York, Tax
Map I.D. Number 108.2-03-07.0**

Dear Ms. Lamendola:

As per my October 8, 2021 letter, this office represents Park Outdoor Advertising of New York, Inc. ("Park") regarding the above application. As promised in my October 8, 2021 letter, attached are two photos showing 617-619 North Geddes Street as it currently exists and four renderings of Park's proposed landscaping concept. I understand that Park's application is on the Planning Commission's November 1, 2021 agenda. Thank you for your consideration.

Very truly yours,

WILDER & LINNEBALL, LLP



Laura A. Linneball

LAL/cmb

Enclosures

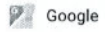
cc (by email, w/ encls.): Danielle Smith, Esq.
Mr. Rick Steele
Mr. Stephen D. Frank

Current

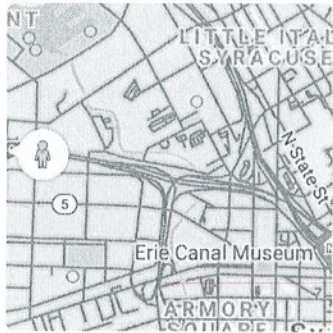


Image capture: Nov 2020 © 2021 Google

Syracuse, New York

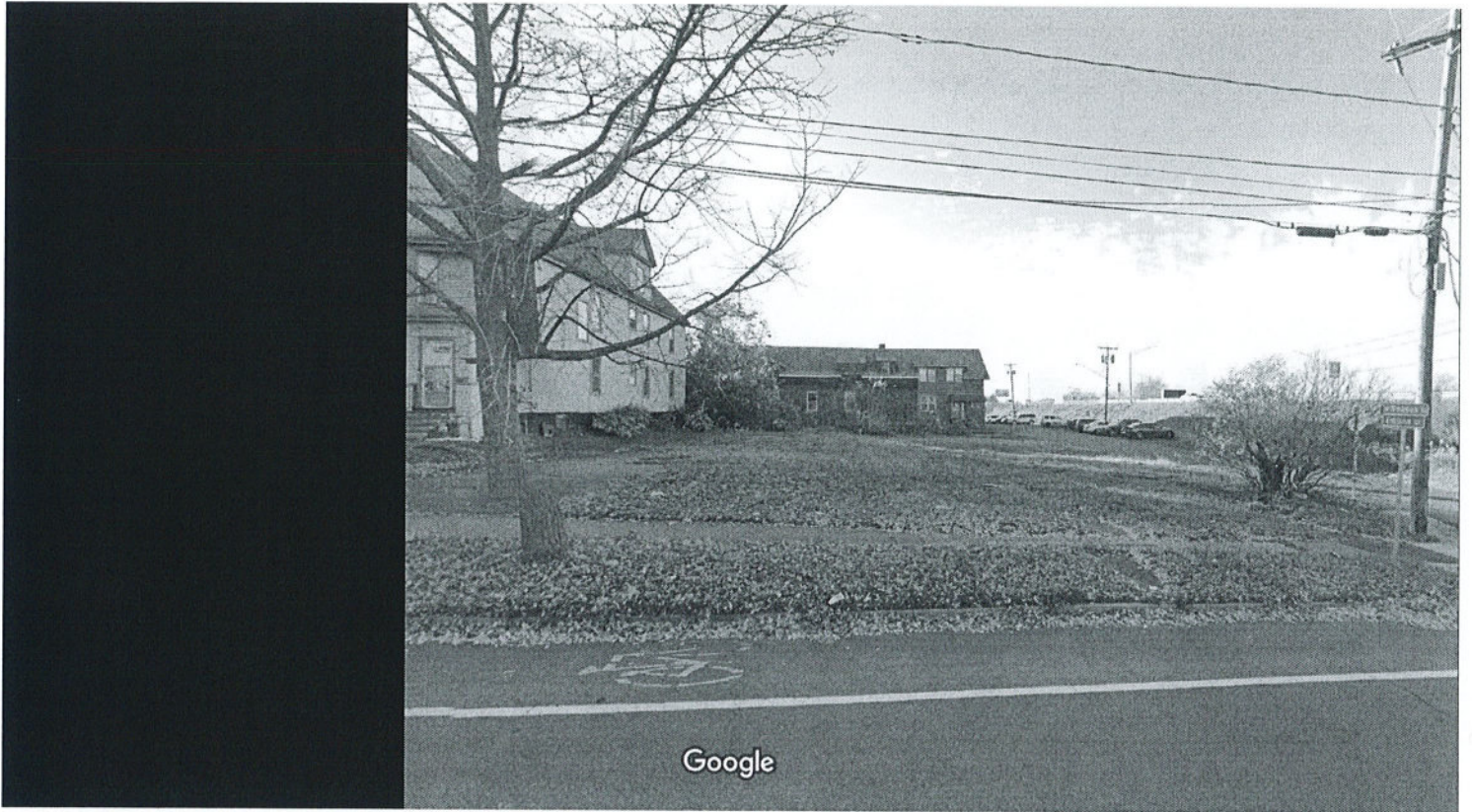


Street View - Nov 2020



614 N Geddes St


Current



Google

Image capture: Nov 2020 © 2021 Google

Syracuse, New York

 Google

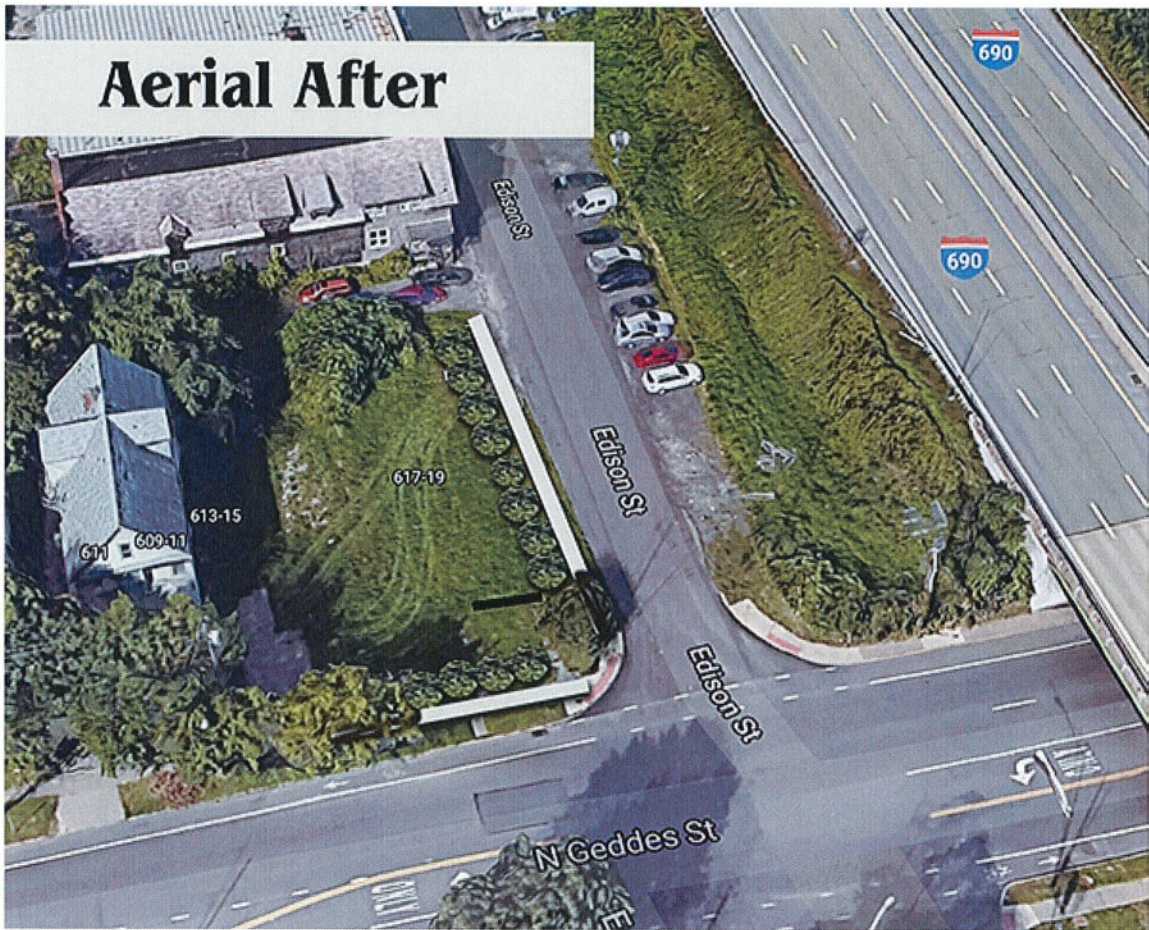
Street View - Nov 2020



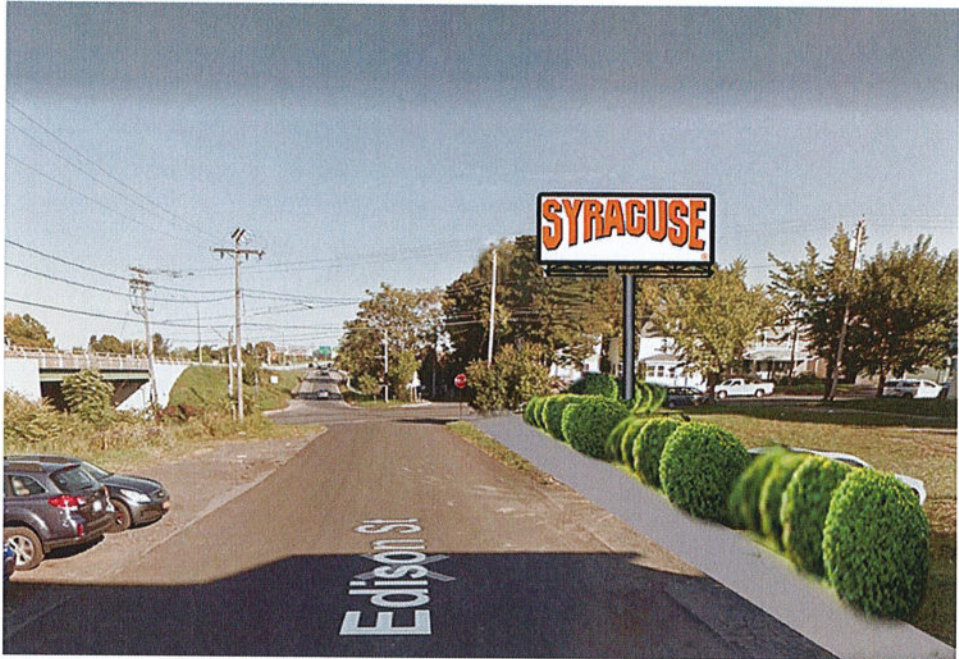
Highway After



Aerial After







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hlamendola@syr.gov**

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Zoning Administrator
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201 East Washington Street, Room 500
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Map I.D. Number 108.2-03-07.0**

Dear Ms. Lamendola:

This office represents Park Outdoor Advertising of New York, Inc. ("Park") regarding the above-referenced application. I'm writing to follow-up on my October 8, 2021 and October 12, 2021 letters and at the suggestion of your counsel, Danielle Smith, Esq. Park wishes to submit additional material regarding its application but can not do so before the October 15, 2021, 8:00 a.m. deadline that your counsel advised Park needs to meet to be placed on the Planning Commission's November 1, 2021 hearing schedule.

Would you please place Park's application on the Planning Commission's December 13, 2021 hearing agenda so that Park can submit additional materials? I'm copying the Onondaga County Planning Board on this letter to inform them of Park's request. Thank you for your consideration.

Very truly yours,

WILDER & LINNEBALL, LLP


Laura A. Linneball

LAL/cmb

WILDER & LINNEBALL, LLP

ATTORNEYS AT LAW

ALBANY OFFICE

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730 BRISBANE BUILDING
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BUFFALO, NY 14203
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FAX (716) 853-6002
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WESTCHESTER OFFICE

79 OVERLOOK CIRCLE
NEW ROCHELLE, NY 10804
(914) 380-8001
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Respond to

Respond to

Respond to

November 4, 2021

BY FEDERAL EXPRESS AND EMAIL TO: zoning@syr.gov.net & hlamendola@syr.gov.net

Heather Lamendola
Zoning Administrator
Office of Zoning Administration
201 East Washington Street, Room 500
Syracuse, New York 13202

Re: Park Outdoor Advertising of New York, Inc. Off-Premises Advertising Application - 617-619 North Geddes Street, Syracuse, New York, Tax Map I.D. Number 108.2-03-07.0

Dear Ms. Lamendola:

This office represents Park Outdoor Advertising of New York, Inc. ("Park") regarding the above-referenced application. I'm writing to follow up on my October 8, 12, and 13, 2021 letters and to submit additional materials supporting Park's application, at the suggestion of your counsel, Danielle Smith, Esq. Park submits that its application should be granted for four reasons:

I. Park's Proposed Sign Will Have Less Impact on Residences Than Other Billboards Permitted By the City.

Park's proposed sign is in a Commercial Class A Zoning District where off-premises signs are expressly allowed. See Zoning Rules Part C, § C, Art. 7(A)(1). Neighboring properties to the south and east are zoned Commercial, and neighboring properties to the west and east, Industrial, Class A. Route 690 neighbors the sign to the north.

Park's sign would be at an auto body shop, next to Route 690, a six-lane highway. Nearby land uses include an auto dealership, a junkyard, a bar, a motorcycle shop, and a convenience store. Numerous photos of the surrounding area were

provided with Park's application. Additional photos of the surrounding area are enclosed as Attachment 1.

Park's proposed sign will have less impact on residences than off-premises signs previously permitted by the Planning Commission and the City of Syracuse (collectively "City"). Specifically, the City granted Lamar Advertising permits for billboards at 808 West Belden Avenue (1800 feet away from Park's proposed sign) and 727 North Geddes Street (immediately across Route 690 from Park's proposed sign). See Resolution granting Lamar's applications for administrative off-premises sign permit for West Belden Avenue sign and photographs of sign attached as Attachment 2. Photographs and information regarding Lamar's North Geddes Street sign are attached as Attachment 3.

Lamar's West Belden Avenue digital billboard is three times closer to almost three times as many residents than Park's proposed sign. See Affidavit of Stephen Frank, sworn to on September 7, 2021, ("Frank Aff.") attached as Attachment 4, at ¶¶ 16-19 and Exhibit 1; see also Park's Application which included photographs at pages 11, 13-14, and 16. The distance between Park's proposed sign and the two nearest residences (both in a Commercial District) is 65-66 feet to the two-family home to the south and 145-146 feet to the two-family residence to the east. (There are no residences immediately to the north or west of Park's proposed sign, just an auto shop and Route 690.) Lamar's West Belden Sign is a mere 12-13 feet away from a multi-family residence to the east and 46-47 feet from the apartments to the west.

Lamar's West Belden digital billboard is similar to a very large television, lit 24 hours a day, seven days a week. Park's proposed traditional sign would be lit upward on its static sign face only from dusk to midnight, i.e., less than one-third of the time Lamar's sign is illuminated. Attachments 2 and 4. Lamar's West Belden Avenue sign faces and reads to the apartment building immediately next to it. Attachment 4, Frank Aff. ¶¶ 20-21. Park's proposed sign reads only to traffic on the 690.

Lamar's sign at 727 North Geddes Street also has a greater impact on residences than Park's proposed sign. Lamar's North Geddes Street billboard reads to the house across the road to the east. See Attachment 3; Attachment 4, Frank Aff. ¶ 21. Park's proposed sign reads only to the 690.

Finally, any residences in the area will benefit from landscaping Park will provide around the sign. See Park's landscaping concept previously provided on October 12, 2021. Lamar's signs have no similar landscaping.

II. Park's Proposed Sign Will Have the Same or Less Impact on the Lakefront District and Park Avenue Neighborhood Than Other Billboards Allowed by the City

Park's proposed sign will have less impact on the Lakefront Zoning District and Park Avenue Neighborhood than other billboards permitted by the City. Both Lamar's 727 North Geddes Street *and* 808 West Belden Avenue signs are *as close or closer* to the Lakefront and Park Avenue areas than Park's proposed sign. See Park Avenue Neighborhood Profile, enclosed as Attachment 5, and a map, enclosed as Attachment 6, which displays the relative distances and locations of: (1) the Lakefront District; (2) the Park Avenue area; (3) Park's proposed sign; (4) Lamar's 808 West Belden Avenue billboard; and (5) Lamar's 727 North Geddes Street billboard. In fact, Lamar's 727 North Geddes Street sign is *in* the Lakefront Zoning District. Park's proposed sign is not.

III. Park's One-Time Concession Advances the Planning Commission's Goals

As a one-time concession, Park agrees to take down its double-sided, 11 foot by 40 foot, off-premises advertising sign at 512 State Fair Boulevard, Syracuse, New York, in exchange for the City granting Park's pending application. This will advance the Planning Commission's goal of reducing outdoor advertising signs in the Lakefront Zoning District. Park's existing State Fair Boulevard sign is *in* the Lakefront Zoning District. Its removal would result in two less sign faces in the Lakefront Zoning District, in exchange for the installation of Park's proposed sign outside of the Lakefront Zoning District, in a Commercial area.

IV. Granting Park's Application Would Benefit the Local Community

Park donates roughly \$250,000 per year in local and national public service or community event messages. Granting Park's application would allow it to continue this work and would benefit Syracuse's local community. As evidenced by numerous letters from Make-A-Wish Central New York, the Downtown Committee of Syracuse, MediaMarCon, Ltd., Frameology Optical, InterFaith Works, the Upstate Foundation, and the Food Bank of Central New York, Park uses its existing signs, and would use the proposed sign, to provide much needed exposure for local non-profits. See letters of support enclosed as Attachment 7.

For all of these reasons, Park respectfully requests that the City grant its application in accordance with the City's grant of other substantially similar applications, to wit, the existing billboards at 808 West Belden Avenue, Syracuse, New York (1800 feet away from Park's proposed sign) and 727 North Geddes Street, Syracuse, New York (immediately across Route 690 from Park's proposed sign).

Thank you for your consideration. Should you require any additional information in support of this application, do not hesitate to contact me.

Very truly yours,

WILDER & LINNEBALL, LLP



Laura A. Linneball

LAL/cmb
Attachments

cc (by email): Danielle Smith, Esq.

Daniel Cupoli, Chairperson, Onondaga County Planning Board

Mr. Rick Steele

Mr. Stephen D. Frank

Google Maps Syracuse



Imagery ©2021 Maxar Technologies, New York GIS, Map data ©2021 100 ft

⊗ - Location of proposed Park sign

⊗ - Locations of existing signs

Google Maps I-690



Google

Image capture: Nov 2020 © 2021 Google

Syracuse, New York



Street View - Nov 2020

⊗ - Location of proposed Park sign

A RESOLUTION APPROVING WITH CONDITIONS AN ADMINISTRATIVE PERMIT
FOR AN OFF-PREMISE ADVERTISING SIGN ON PROPERTY SITUATED AT
808 WEST BELDEN AVENUE

We, the duly appointed members of the City Planning Commission of the City of Syracuse, do this 6th day of September, 2016, adopt the following resolution:

- WHEREAS, the applicant, Lamar Advertising, is requesting an Administrative Permit to install a 10.5-foot by 36-foot, single-sided, Commercial Electronic Variable Message (CEVM) off-premise advertising sign on property situated at 808 West Belden Avenue pursuant to Part B, Section VI, Article 1 and Part C, Section VI, Articles 6 and 7 of the City of Syracuse Zoning Rules and Regulations, as amended; and
- WHEREAS, the City Planning Commission held a Public Hearing on the request on September 6, 2016, at 6:00 p.m. in the Common Council Chambers, City Hall, Syracuse, New York, heard all those desiring to be heard, and duly recorded their testimony; and
- WHEREAS, the City Planning Commission has studied the proposal and all submittals by the applicant and all interested parties; and
- WHEREAS, the subject property is slightly irregular in shape with approximately 33 feet of frontage on West Belden Avenue and 33.31 feet of frontage on Interstate Route 690; and
- WHEREAS, the property lies within an Industrial, Class A zoning district, as do the adjacent and neighboring properties to the east and west; neighboring properties to the south lie within a Commercial, Class A zoning district; Neighboring properties to the north of Interstate 690 lie within the Lakefront zoning district; and
- WHEREAS, land use in the area consists primarily of commercial and office uses with some residential uses to the east on West Belden Avenue and Leavenworth Avenue; and
- WHEREAS, the "Syracuse Land Use and Development Plan" designates the character of this site, which lies within the near Westside neighborhood, as Heavy Industrial/Utilities; and
- WHEREAS, per the application, the proposed sign will face to the west, oriented to east-bound traffic on Interstate 690, and have an overall height of 50.5 feet above ground and 30 feet above the orientation datum; the application did not include any survey data for the orientation datum; the total area of the sign will be 378 square feet; and
- WHEREAS, the proposal deviates from Part C, Section VI, Article 7, paragraph 1.4. of the City of Syracuse Zoning Rules and Regulations, as amended, in that off-premise advertising signs with orientations to the Interstate highways shall be no closer than 500 feet from each other; City records show two existing static off-premise advertising signs on properties situated at 411 Spencer Street and 704 West Belden Avenue with distances from the proposed sign location of 340 feet and 460 feet, respectively; and

WHEREAS, pursuant to Part C, Section VI, Article 7 of the City of Syracuse Zoning Rules and Regulations, as amended, no Administrative Permit for any Off-Premise Advertising Sign shall include waivers of the restrictions set forth in said Article; and

WHEREAS, the applicant is proposing to remove the two off-premise advertising signs located on properties situated at 411 Spencer Street and 704 West Belden Avenue; and

WHEREAS, the proposal was submitted to the City of Syracuse Departments of Engineering and Public Works, and the Division of City Planning for review; and

WHEREAS, the proposal was reviewed by the Onondaga County Planning Board pursuant to GML §239-l, m and n; and

WHEREAS, pursuant to the New York State Environmental Quality Review Regulations, the City Planning Commission has reviewed the subject proposal, which is an Unlisted Action and has determined that it will have no significant environmental impact based on the limited magnitude of the proposal, and therefore has issued a negative declaration; and

WHEREAS, the proposed sign is not in conflict with the general prohibitions contained in Part C, Section VI, Article 5 of the City of Syracuse Zoning Rules and Regulations, as amended; and

WHEREAS, the proposed sign will not have any adverse impact upon the character or integrity of any land use having a unique cultural, historical, geographical, or architectural significance; the proposed sign will not adversely affect the character of districts in close proximity within which such signs would be prohibited; the proposed sign will not hide, obstruct or in any way shield other signs from view, and is otherwise compatible within the context of its visual and physical environment within the district in which the sign is proposed;

NOW THEREFORE BE IT RESOLVED that We, the duly appointed members of the City Planning Commission of the City of Syracuse, do this 6th day of September, 2016, APPROVE WITH CONDITIONS the application of Lamar Advertising for an Administrative Permit to install a 10.5-foot by 36-foot, single-sided, Commercial Electronic Variable Message (CEVM) off-premise advertising sign on property situated at 808 West Belden Avenue pursuant to Part B, Section VI, Article 1 and Part C, Section VI, Articles 6 and 7 of the City of Syracuse Zoning Rules and Regulations, as amended;

BE IT FURTHER RESOLVED that said application be approved subject to compliance with the following conditions:

1. The subject premises shall be used, operated and maintained in a neat and orderly condition at all times; all outside storage of junk, bottles, cartons, boxes, debris and the like shall be restricted to appropriately screened enclosures not visible to the general public;

2. All construction, improvements and additions relating to this proposal, including those activities required in order to comply with the conditions of this approval, shall be completed by the applicant or its agents within twelve (12) months of the date of approval of this resolution by the City of Syracuse or this approval will be considered null and void;

3. Improvements to the subject property and its use shall be substantially in accordance with the submitted plans on file in the City of Syracuse Office of Zoning Administration entitled:

- Lands of Greater Syracuse Property Development Corporation; West Belden Avenue; City of Syracuse – Onondaga County; State of New York; prepared by: Myers and Associates, P.C.; dated: 05/09/2016; scaled: 1"=20 Feet;
- Site Plan; 808 W. Belden Ave; undated; scaled: as noted;
- Construction Plans (Sheets E1 and E2 of 2); Eng No: G-10592; EESL No: 70897; dated: 07/01/16; scaled: as shown;

4. The signage must meet the highway sign requirements of the New York State Department of Transportation;

5. The proper permits from the City of Syracuse Division of Permits, Room 101, City Hall Commons must be obtained prior to installation;

BE IT FURTHER RESOLVED that this approval DOES NOT include any waivers from Part C, Section VI, Article 7 of the City of Syracuse Zoning Rules and Regulations, as amended, and that the applicant and/or owner shall comply with all rules and regulations established therein;

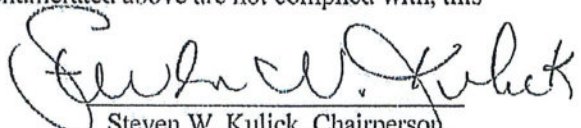
BE IT FURTHER RESOLVED that this approval is subject to the following **CONDITION(S)**;

- the applicant shall remove the two existing off-premise advertising signs located on properties situated at 411 Spencer Street and 704 West Belden Avenue prior to receiving a building permit for the construction of the proposed sign on property situated at 808 West Belden Avenue;

BE IT FURTHER RESOLVED that pursuant to Part C, Section VI, Article 7, Paragraph E of the Zoning Rules and Regulations of the City of Syracuse, as amended, this approval is valid for ten years from the date of approval by the Syracuse City Planning Commission; this Administrative Permit shall expire on September 6, 2026;

BE IT FURTHER RESOLVED that approval of this resolution does not relieve the applicant or property owner from compliance with any other regulatory or licensing provisions applicable thereto by the properly constituted Federal, State, County or City authorities to include, but not limited to the New York State Department of Transportation, the City of Syracuse Departments of Engineering and Public Works, and the Code Enforcement Office;

BE IT FURTHER RESOLVED that if the conditions enumerated above are not complied with, this Administrative Permit shall be subject to revocation.



Steven W. Kulick, Chairperson
City Planning Commission



Google

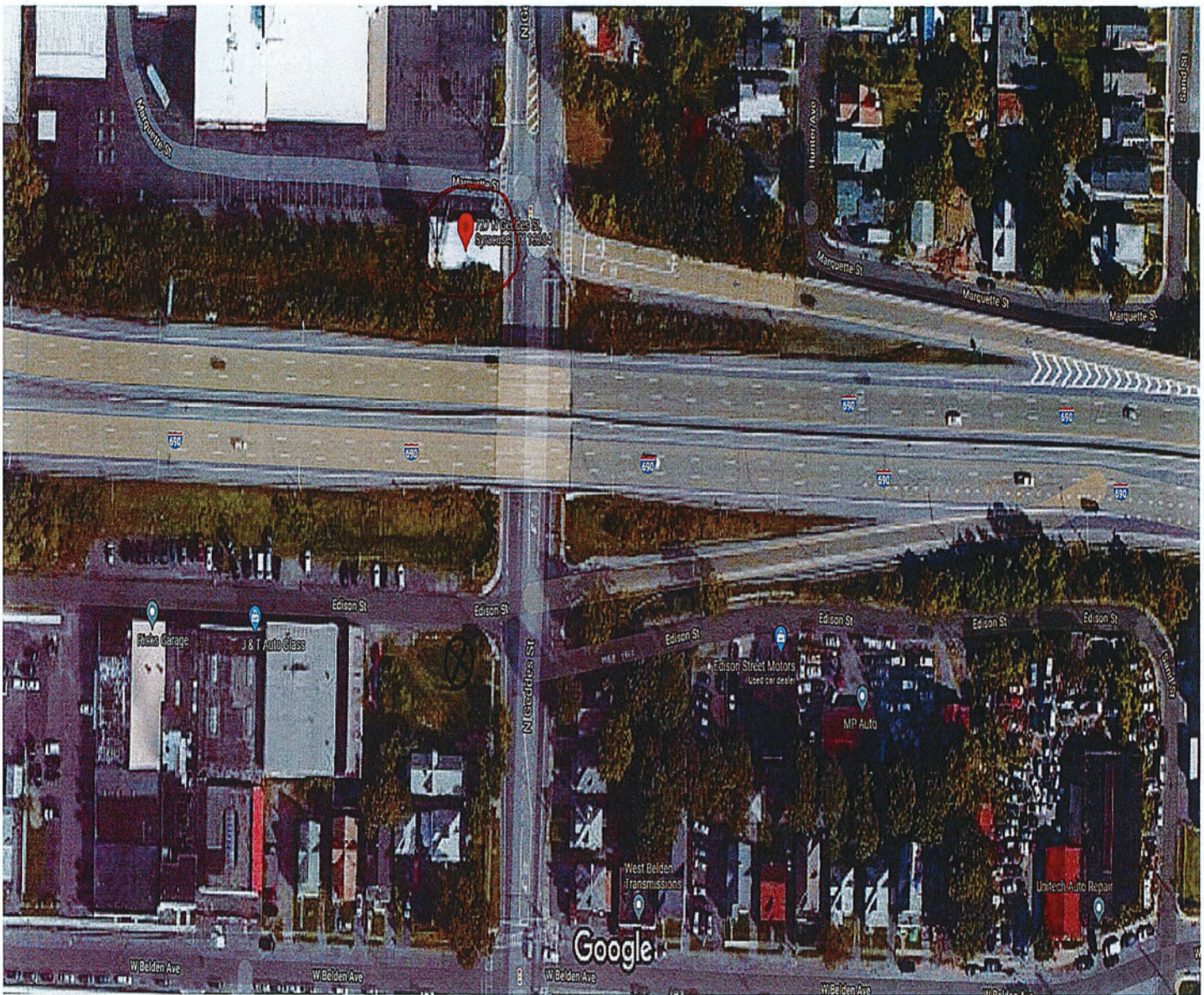


826 W Belden Ave



© 2022 Google

727 N Geddes St



Imagery ©2021 Maxar Technologies, New York GIS, Map data ©2021 50 ft

○ - Location of 727 N. Geddes St. Sign

⊗ - Location of proposed Park sign



City of Syracuse Zoning Atlas

MAP # 6
LAST UPDATE: DEC 2015

LEGEND

Zoning Designations

Residential Districts

IB, IA, I, F, P, NA, #1, #2, #3, #4, #5, #6, #7, #8, #9, #10, #11, #12, #13

Office Districts

OD, OD-1, OD-2, OD-3, OD-4, OD-5, OD-6, OD-7, OD-8, OD-9, OD-10, OD-11, OD-12, OD-13, OD-14, OD-15, OD-16, OD-17, OD-18, OD-19, OD-20, OD-21, OD-22, OD-23, OD-24, OD-25, OD-26, OD-27, OD-28, OD-29, OD-30, OD-31, OD-32, OD-33, OD-34, OD-35, OD-36, OD-37, OD-38, OD-39, OD-40, OD-41, OD-42, OD-43, OD-44, OD-45, OD-46, OD-47, OD-48, OD-49, OD-50, OD-51, OD-52, OD-53, OD-54, OD-55, OD-56, OD-57, OD-58, OD-59, OD-60, OD-61, OD-62, OD-63, OD-64, OD-65, OD-66, OD-67, OD-68, OD-69, OD-70, OD-71, OD-72, OD-73, OD-74, OD-75, OD-76, OD-77, OD-78, OD-79, OD-80, OD-81, OD-82, OD-83, OD-84, OD-85, OD-86, OD-87, OD-88, OD-89, OD-90, OD-91, OD-92, OD-93, OD-94, OD-95, OD-96, OD-97, OD-98, OD-99, OD-100

Local Business Districts

LB, LB-1, LB-2, LB-3, LB-4, LB-5, LB-6, LB-7, LB-8, LB-9, LB-10, LB-11, LB-12, LB-13, LB-14, LB-15, LB-16, LB-17, LB-18, LB-19, LB-20, LB-21, LB-22, LB-23, LB-24, LB-25, LB-26, LB-27, LB-28, LB-29, LB-30, LB-31, LB-32, LB-33, LB-34, LB-35, LB-36, LB-37, LB-38, LB-39, LB-40, LB-41, LB-42, LB-43, LB-44, LB-45, LB-46, LB-47, LB-48, LB-49, LB-50, LB-51, LB-52, LB-53, LB-54, LB-55, LB-56, LB-57, LB-58, LB-59, LB-60, LB-61, LB-62, LB-63, LB-64, LB-65, LB-66, LB-67, LB-68, LB-69, LB-70, LB-71, LB-72, LB-73, LB-74, LB-75, LB-76, LB-77, LB-78, LB-79, LB-80, LB-81, LB-82, LB-83, LB-84, LB-85, LB-86, LB-87, LB-88, LB-89, LB-90, LB-91, LB-92, LB-93, LB-94, LB-95, LB-96, LB-97, LB-98, LB-99, LB-100

General Business Districts

GB, GB-1, GB-2, GB-3, GB-4, GB-5, GB-6, GB-7, GB-8, GB-9, GB-10, GB-11, GB-12, GB-13, GB-14, GB-15, GB-16, GB-17, GB-18, GB-19, GB-20, GB-21, GB-22, GB-23, GB-24, GB-25, GB-26, GB-27, GB-28, GB-29, GB-30, GB-31, GB-32, GB-33, GB-34, GB-35, GB-36, GB-37, GB-38, GB-39, GB-40, GB-41, GB-42, GB-43, GB-44, GB-45, GB-46, GB-47, GB-48, GB-49, GB-50, GB-51, GB-52, GB-53, GB-54, GB-55, GB-56, GB-57, GB-58, GB-59, GB-60, GB-61, GB-62, GB-63, GB-64, GB-65, GB-66, GB-67, GB-68, GB-69, GB-70, GB-71, GB-72, GB-73, GB-74, GB-75, GB-76, GB-77, GB-78, GB-79, GB-80, GB-81, GB-82, GB-83, GB-84, GB-85, GB-86, GB-87, GB-88, GB-89, GB-90, GB-91, GB-92, GB-93, GB-94, GB-95, GB-96, GB-97, GB-98, GB-99, GB-100

Community Districts

CD, CD-1, CD-2, CD-3, CD-4, CD-5, CD-6, CD-7, CD-8, CD-9, CD-10, CD-11, CD-12, CD-13, CD-14, CD-15, CD-16, CD-17, CD-18, CD-19, CD-20, CD-21, CD-22, CD-23, CD-24, CD-25, CD-26, CD-27, CD-28, CD-29, CD-30, CD-31, CD-32, CD-33, CD-34, CD-35, CD-36, CD-37, CD-38, CD-39, CD-40, CD-41, CD-42, CD-43, CD-44, CD-45, CD-46, CD-47, CD-48, CD-49, CD-50, CD-51, CD-52, CD-53, CD-54, CD-55, CD-56, CD-57, CD-58, CD-59, CD-60, CD-61, CD-62, CD-63, CD-64, CD-65, CD-66, CD-67, CD-68, CD-69, CD-70, CD-71, CD-72, CD-73, CD-74, CD-75, CD-76, CD-77, CD-78, CD-79, CD-80, CD-81, CD-82, CD-83, CD-84, CD-85, CD-86, CD-87, CD-88, CD-89, CD-90, CD-91, CD-92, CD-93, CD-94, CD-95, CD-96, CD-97, CD-98, CD-99, CD-100

Industrial Districts

ID, ID-1, ID-2, ID-3, ID-4, ID-5, ID-6, ID-7, ID-8, ID-9, ID-10, ID-11, ID-12, ID-13, ID-14, ID-15, ID-16, ID-17, ID-18, ID-19, ID-20, ID-21, ID-22, ID-23, ID-24, ID-25, ID-26, ID-27, ID-28, ID-29, ID-30, ID-31, ID-32, ID-33, ID-34, ID-35, ID-36, ID-37, ID-38, ID-39, ID-40, ID-41, ID-42, ID-43, ID-44, ID-45, ID-46, ID-47, ID-48, ID-49, ID-50, ID-51, ID-52, ID-53, ID-54, ID-55, ID-56, ID-57, ID-58, ID-59, ID-60, ID-61, ID-62, ID-63, ID-64, ID-65, ID-66, ID-67, ID-68, ID-69, ID-70, ID-71, ID-72, ID-73, ID-74, ID-75, ID-76, ID-77, ID-78, ID-79, ID-80, ID-81, ID-82, ID-83, ID-84, ID-85, ID-86, ID-87, ID-88, ID-89, ID-90, ID-91, ID-92, ID-93, ID-94, ID-95, ID-96, ID-97, ID-98, ID-99, ID-100

Special Districts

SD, SD-1, SD-2, SD-3, SD-4, SD-5, SD-6, SD-7, SD-8, SD-9, SD-10, SD-11, SD-12, SD-13, SD-14, SD-15, SD-16, SD-17, SD-18, SD-19, SD-20, SD-21, SD-22, SD-23, SD-24, SD-25, SD-26, SD-27, SD-28, SD-29, SD-30, SD-31, SD-32, SD-33, SD-34, SD-35, SD-36, SD-37, SD-38, SD-39, SD-40, SD-41, SD-42, SD-43, SD-44, SD-45, SD-46, SD-47, SD-48, SD-49, SD-50, SD-51, SD-52, SD-53, SD-54, SD-55, SD-56, SD-57, SD-58, SD-59, SD-60, SD-61, SD-62, SD-63, SD-64, SD-65, SD-66, SD-67, SD-68, SD-69, SD-70, SD-71, SD-72, SD-73, SD-74, SD-75, SD-76, SD-77, SD-78, SD-79, SD-80, SD-81, SD-82, SD-83, SD-84, SD-85, SD-86, SD-87, SD-88, SD-89, SD-90, SD-91, SD-92, SD-93, SD-94, SD-95, SD-96, SD-97, SD-98, SD-99, SD-100

Unimproved Districts

UD, UD-1, UD-2, UD-3, UD-4, UD-5, UD-6, UD-7, UD-8, UD-9, UD-10, UD-11, UD-12, UD-13, UD-14, UD-15, UD-16, UD-17, UD-18, UD-19, UD-20, UD-21, UD-22, UD-23, UD-24, UD-25, UD-26, UD-27, UD-28, UD-29, UD-30, UD-31, UD-32, UD-33, UD-34, UD-35, UD-36, UD-37, UD-38, UD-39, UD-40, UD-41, UD-42, UD-43, UD-44, UD-45, UD-46, UD-47, UD-48, UD-49, UD-50, UD-51, UD-52, UD-53, UD-54, UD-55, UD-56, UD-57, UD-58, UD-59, UD-60, UD-61, UD-62, UD-63, UD-64, UD-65, UD-66, UD-67, UD-68, UD-69, UD-70, UD-71, UD-72, UD-73, UD-74, UD-75, UD-76, UD-77, UD-78, UD-79, UD-80, UD-81, UD-82, UD-83, UD-84, UD-85, UD-86, UD-87, UD-88, UD-89, UD-90, UD-91, UD-92, UD-93, UD-94, UD-95, UD-96, UD-97, UD-98, UD-99, UD-100

Quality Districts and Properties

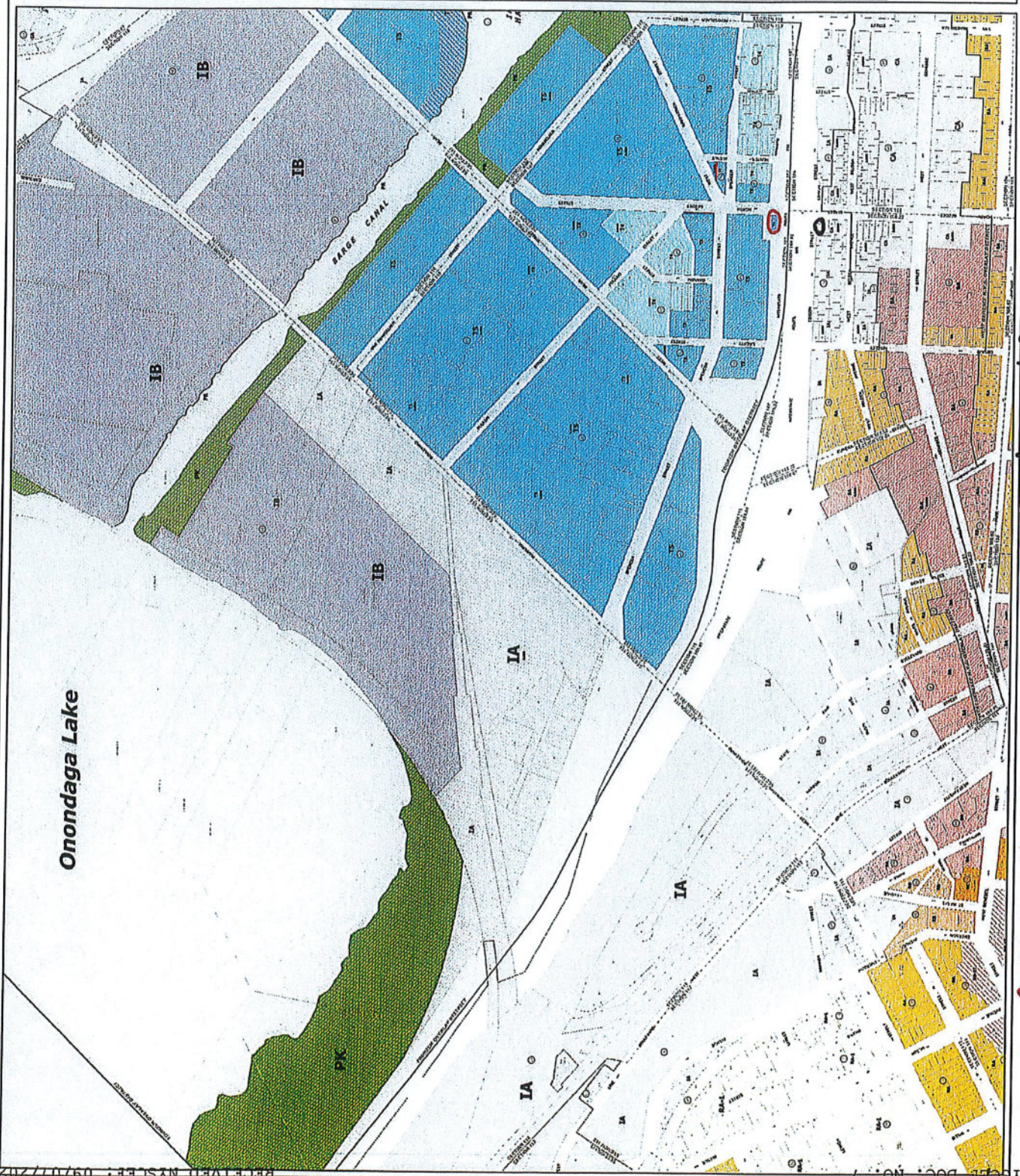
QD, QD-1, QD-2, QD-3, QD-4, QD-5, QD-6, QD-7, QD-8, QD-9, QD-10, QD-11, QD-12, QD-13, QD-14, QD-15, QD-16, QD-17, QD-18, QD-19, QD-20, QD-21, QD-22, QD-23, QD-24, QD-25, QD-26, QD-27, QD-28, QD-29, QD-30, QD-31, QD-32, QD-33, QD-34, QD-35, QD-36, QD-37, QD-38, QD-39, QD-40, QD-41, QD-42, QD-43, QD-44, QD-45, QD-46, QD-47, QD-48, QD-49, QD-50, QD-51, QD-52, QD-53, QD-54, QD-55, QD-56, QD-57, QD-58, QD-59, QD-60, QD-61, QD-62, QD-63, QD-64, QD-65, QD-66, QD-67, QD-68, QD-69, QD-70, QD-71, QD-72, QD-73, QD-74, QD-75, QD-76, QD-77, QD-78, QD-79, QD-80, QD-81, QD-82, QD-83, QD-84, QD-85, QD-86, QD-87, QD-88, QD-89, QD-90, QD-91, QD-92, QD-93, QD-94, QD-95, QD-96, QD-97, QD-98, QD-99, QD-100

Other Symbols

Water, Wetlands, Flood Hazard, etc.

ADJACENT MAPS

NA #1 #2
#5 #6 #7
#11 #12 #13



Location of proposed Park sign

Location of 727 N. Geddes St. Sign



Image Mate Online

Navigation GIS Map Tax Maps | ORPS Links Assessment Info

Help Contact Us Log In

Commercial

Property Info

Owner/Sales

Inventory

Improvements

Report

Tax Info

Click the button below to view/print tax bills, receipts and delinquent tax amounts.

Tax Info

Municipality of City of Syracuse

SWIS:	311500	Tax ID:	107.-09-11.0
Property #:	0231107300 (Click for tax info)		

Tax Map ID / Property Data

Status:	Active	Roll Section:	Taxable
Address:	727 Geddes St N & Marquette S		
Property Class:	433 - Auto body	Site Property Class:	433 - Auto body
Ownership Code:			
Site:	Com 1	In Ag. District:	No
Zoning Code:	022 -	Bldg. Style:	Not Applicable
Neighborhood:	15930 -	School District:	Syracuse
Total Acreage/Size:	40 x 100	Equalization Rate:	----
Land Assessment:	2021 - \$12,000	Total Assessment:	2021 - \$126,000
Full Market Value:	2021 - \$169,128		
Deed Book:	4785	Deed Page:	833
Grid East:	610181	Grid North:	1113810

Special Districts for 2021

Description	Units	Percent	Type	Value
FL001-Sweeping	40	0%		0
CSW15-Onon Co San Unit	1	0%		0
CWR40-County water	0	0%		0
WF002-Water Frontage-NV	40	0%		0

Exemptions for 2021

No Details Available

Photographs

No Photo Available

Pictometry Connect

Documents

No documents found for this parcel

Maps

View Tax Map

Pin Property on GIS Map

View in Google Maps

View in Bing Maps

Map Disclaimer

Land Types	
Type	Size
Primary	40 x 100



Image Mate Online

Navigation GIS Map Tax Maps | ORPS Links Assessment Info

Help Contact Us Log In

Commercial

Property Info

Owner/Sales

Inventory

Improvements

Report

Tax Info

Click the button below to view/print tax bills, receipts and delinquent tax amounts.

Tax Info

Municipality of City of Syracuse

SWIS:	311500	Tax ID:	107.-09-11.0
Property #:	0231107300 (Click for tax info)		

Improvements

Structure	Size	Grade	Condition	Year
Bilbrd-spole	11 x 40	Average	Normal	1990
Pavng-asphlt	700 x 4	Average	Fair	1960

Photographs

No Photo Available

Pictometry Connect

Documents

No documents found for this parcel

Maps

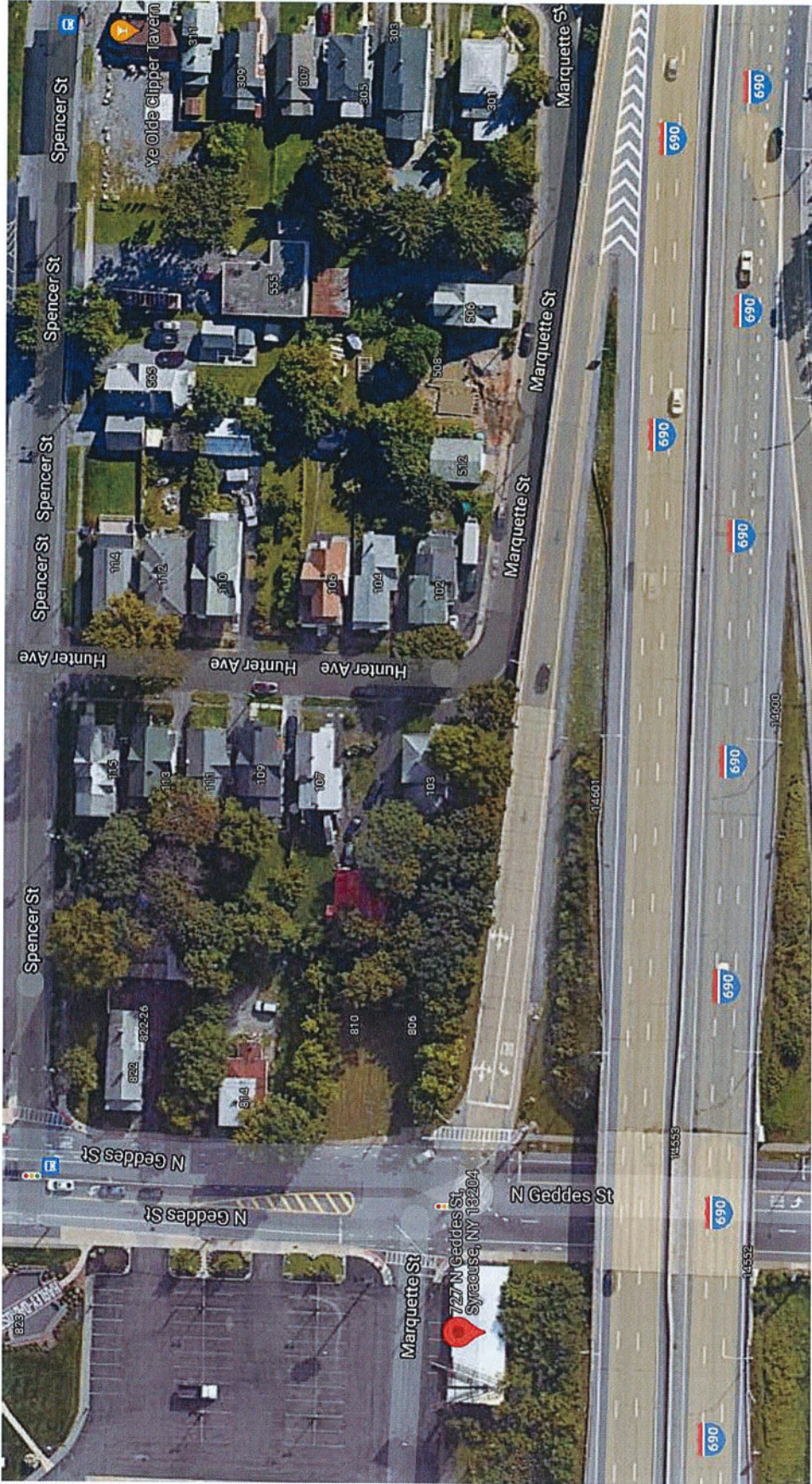
View Tax Map

Pin Property on GIS Map

View in Google Maps

View in Bing Maps

Map Disclaimer



Aerial view of Lamar's existing sign at 727 North Geddes Street and surrounding area.

STATE OF NEW YORK
SUPREME COURT : COUNTY OF ONONDAGA

Application of
PARK OUTDOOR ADVERTISING OF NEW YORK, INC.
11 Ascot Place
Ithaca, New York 14850,

Petitioner,
For a Judgment Pursuant to CPLR Article 78

-against-

AFFIDAVIT OF
STEPHEN D. FRANK

Index No.: **007778 / 2021**

CITY OF SYRACUSE, NEW YORK
233 East Washington Street
Syracuse, New York 13202,

CITY OF SYRACUSE PLANNING COMMISSION
201 East Washington Street
Syracuse, New York 13202,

COUNTY OF ONONDAGA
John H. Mulroy Civic Center
14th Floor
Syracuse, New York 13202,

ONONDAGA COUNTY PLANNING BOARD
1100 Civic Center
421 Montgomery Street
Syracuse, New York 13202,

HEATHER LAMENDOLA
Zoning Administrator
Syracuse Office of Zoning Administration
201 East Washington Street
Room 500
Syracuse, New York 13202,

SYRACUSE OFFICE OF ZONING ADMINISTRATION
Syracuse Office of Zoning Administration
201 East Washington Street
Room 500
Syracuse, New York 13202, and

SYRACUSE-ONONDAGA COUNTY PLANNING AGENCY
John H. Mulroy Civic Center
421 Montgomery Street
11th Floor
Syracuse, New York 13202,

Respondents.

STATE OF NEW YORK)
) ss:
COUNTY OF ONONDAGA)

STEPHEN D. FRANK, being duly sworn, deposes and says:

1. I am a Leasing Real Estate Representative for Park Outdoor Advertising of New York, Inc. ("Park").

2. I submit this Affidavit in support of Park's Verified Petition ("Petition") to reverse and annul Respondents' determination denying Park's application ("Application") for an Off-Premise Advertising Administrative Permit ("Permit") to erect an outdoor advertising sign at 617-619 North Geddes Street, Syracuse, New York ("Sign") and to direct Respondents to grant Park's Application for the Permit. I have reviewed and agree with the facts set forth in the Petition.

3. I have worked in the outdoor advertising, or "billboard," business for approximately three and a half (3 1/2) years.

4. As a Leasing Real Estate Representative for Park, I am knowledgeable of the requirements of both the City of Syracuse and Onondaga County, New York pertaining to the installation of off-premises signs.

5. I have also personally been involved in the application process for the installation of off-premises signs throughout New York State, and in particular, in the City of Syracuse.

6. During the past year, Park submitted three applications for Off-Premise Advertising Administrative Permits for outdoor advertising signs in the City of Syracuse.

7. On or about April 28, 2021, I, on behalf of Park, submitted the Application to erect the Sign. Park's proposed Sign would be in a Commercial, Class A zoned district, where off-premises signs are allowed. The Sign would be located at an auto-body shop, and next to Route 690, a six-lane highway. Land uses in the immediate area include an auto dealership, a junkyard, a bar, a motorcycle dealership, and a convenience store.

A. Unprecedented Review

8. After I submitted the Application, the City of Syracuse ran the application through every City department. On June 15, 2021, the City of Syracuse provided me with the City's comments and recommendations. A copy of the City's comments and recommendations is attached as Exhibit D to the Petition.

9. In none of the other applications for Off-Premise Advertising Administrative Permits for outdoor advertising signs that I filed did the City of Syracuse ever submit the application for review by every single City department. Upon information and belief, there is no provision for this extensive review in the City of Syracuse Zoning Rules and Regulations.

10. At some point after I had submitted the Application, I had a discussion with Jeffrey Harrop, the City of Syracuse Zoning Planner. At that time, he indicated to me that Park would have to mitigate the reasons as to why the City would allow a billboard where there are residences nearby.

11. In response to both the comments of the various City of Syracuse

municipal departments and the comments of Mr. Harrop concerning the nearby residences, I prepared a typed response ("Typed Response") which I submitted to Mr. Harrop for dissemination to the members of the City Planning Commission. A copy of this typed response is attached as pages 7 through 15 of Exhibit D to the Petition.

12. At the beginning of the meeting of the City Planning Commission on June 28, 2021, Mr. Harrop distributed my Typed Response to the members of the City Planning Commission.

B. Park's Sign's Effect Compared to Substantially Similar Permitted Signs

13. In my Typed Response, I noted the existence of an existing digital billboard located along Route 690 at 808 West Belden Avenue. The Off-Premise Advertising Administrative Permit for this sign was granted by the City of Syracuse Planning Commission on September 6, 2016. See Petition, Exhibit D, pp. 8-12.

14. I made the Commission aware in my Typed Response, and through my and Rick Steele's testimony at the Commission meetings, that Lamar's sign at 808 West Belden Avenue ("West Belden Sign") would have a greater effect on residences than Park's proposed Sign would.

15. The West Belden Sign is a digital sign, lit 24 hours a day, 7 days per week. Lamar's sign radiates light out like a television screen and is much brighter than Park's proposed Sign. Park's proposed Sign would be lit with an upward facing lighting directed toward the sign and would be regulated by a timer turning the light on at dusk and off at midnight. My Typed Response also included a picture showing how close the West Belden Sign is to the surrounding residences. See Petition, Exhibit D, pp. 8-12.

16. I have since done computerized measurements of the distances between

the West Belden Sign, the Park proposed Sign, and surrounding residences, respectively.

17. Permitting Park's Sign would be consistent with, and in fact, less impactful than at least two of Respondents' previous grants of off-premises sign applications, i.e., Lamar's West Belden Sign and Lamar's two-sided, static billboard at 727 North Geddes Street ("Lamar's North Geddes Street Sign") immediately north of Park's proposed Sign.

18. The distance between Park's proposed Sign and the two nearest residences (both in a Commercial District) is 65-66 feet (to the two-family home to the south) and 145-146 feet (to the two-family residence to the east). (There are no residences immediately to the north or west, just an auto shop and Route 690.)

19. Lamar's digital West Belden Sign is **more than three times closer** to residential uses. The West Belden Sign is a mere 12-13 feet away from a multi-family residence to the east and 46-47 feet from the apartments to the west. Copies of the computer-generated diagrams I made showing these distances is attached as Exhibit 1.

20. Park's Sign would read only to traffic on Route 690, not to any residences. Exhibit A, Application, photographs at pp. 10-11; Exhibit D, p. 7.

21. In contrast, Lamar's West Belden Avenue digital, lit-24-hours-a-day billboard, reads to the apartment building immediately next to it and to Route 690. Exhibit D, pp. 7-12. Lamar's North Geddes Street sign reads to the house across the road to the east and to Route 690. Petition, Exhibit F.

22. Park's Sign would have less effect on residences in this Commercial District than previously granted, similar sign applications. Respondents' Denial of Park's Application for a Permit is arbitrary and capricious.

23. Concern was also raised by the City Planning Commission that the Sign may adversely impact the Lakefront and Park Avenue areas. Based on Respondents' grant of permits for Lamar's West Belden Sign and North Geddes Street Sign, the denial of Park's proposed Sign Permit on this ground is unfounded and unsupported by any evidence.


24. Park's proposed Sign and Lamar's West Belden Avenue sign are both in the Park Avenue areas. They are almost the same exact distance from the Lakefront area.

25. Lamar's North Geddes sign is *in* the Lakefront District, and therefore closer to the Lakefront District than Park's proposed Sign. Id.

26. The Denial is arbitrary and capricious and must be reversed.


STEPHEN D. FRANK

Sworn to before me this
7th day of September, 2021.

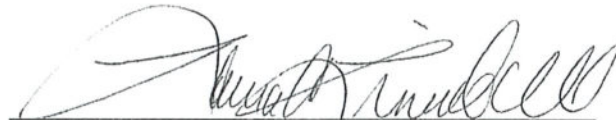

Notary Public

LESLIE A. RICHARDS
Notary Public, State of New York
No. 5011557
Qualified in Tompkins County
Commission expires May 15, 2023

CERTIFICATION OF COMPLIANCE

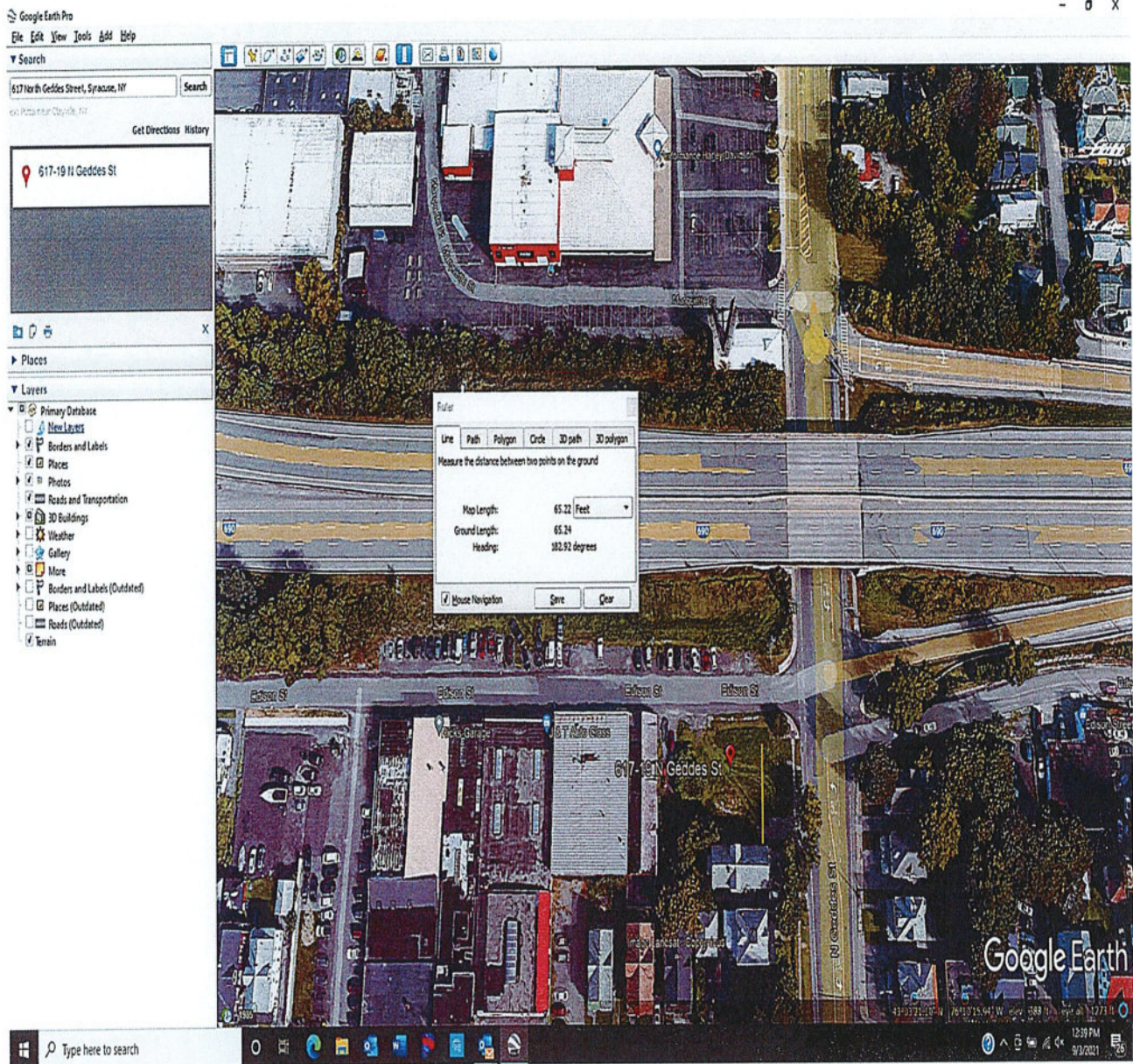
I, Laura A. Linneball, Esq., an attorney admitted to practice law in the State of New York, hereby certify that this Affidavit of Stephen Frank complies with the word count limit set forth in Uniform Civil Rule § 202.8-b, because this document contains 1,329 words, exclusive of the caption, table of contents, table of authorities and signature block, and does not exceed 7,000 words. In preparing this certification, I have relied upon the word count of the word processing system used to prepare this document.

Dated: September 7, 2021
Buffalo, New York

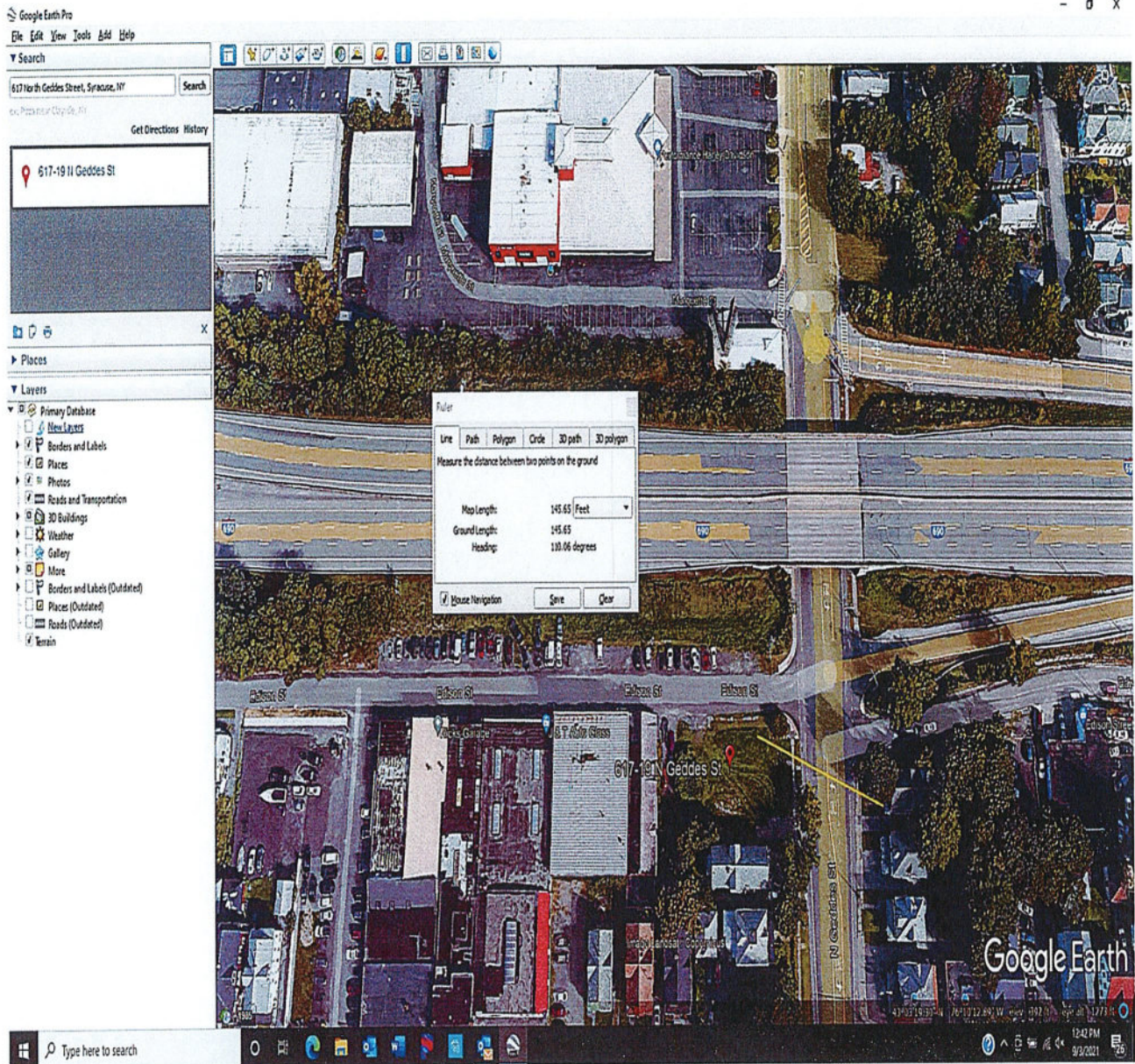
A handwritten signature in black ink, appearing to read 'Laura A. Linneball', written over a horizontal line.

Laura A. Linneball, Esq.

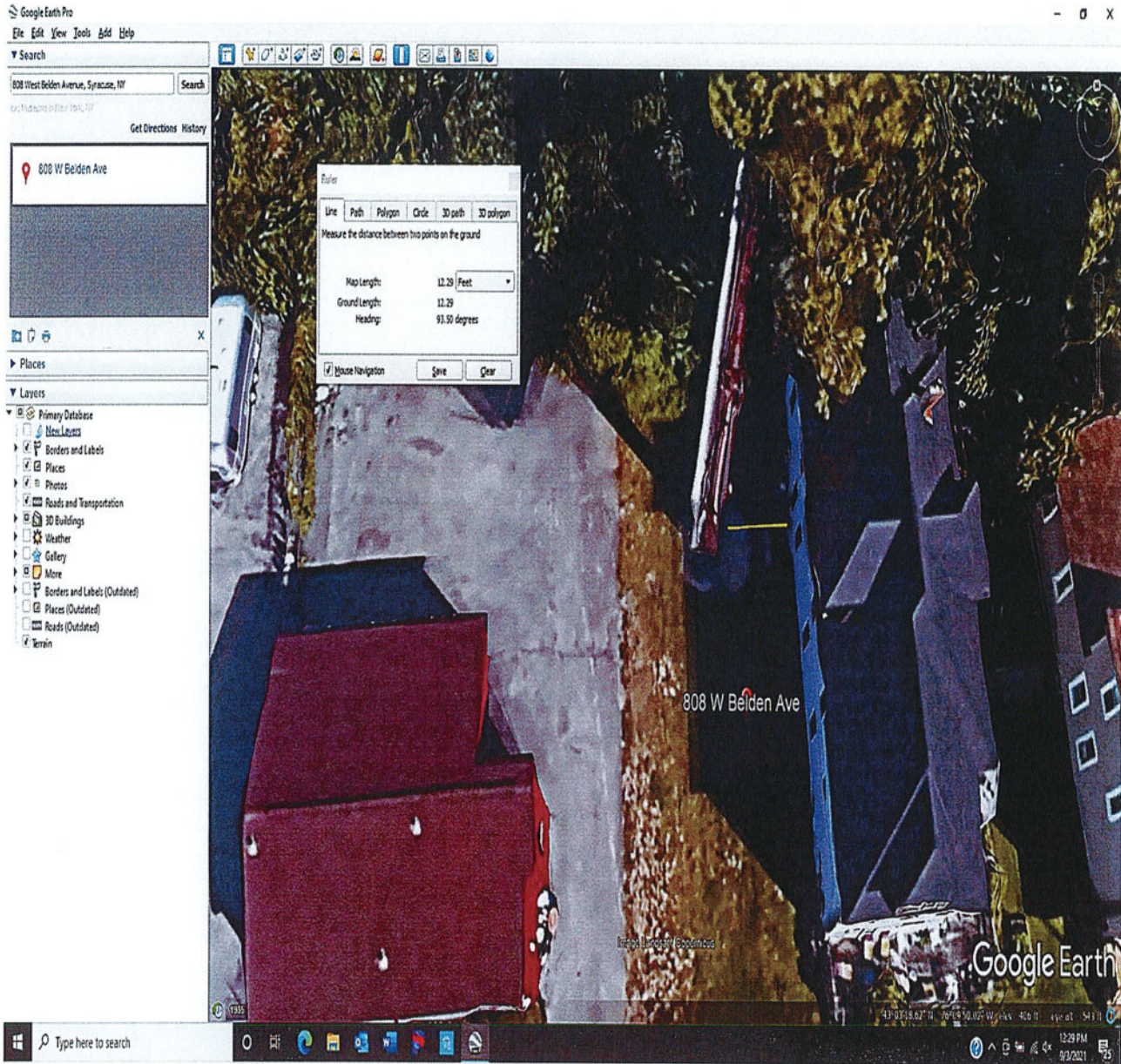
Exhibit 1



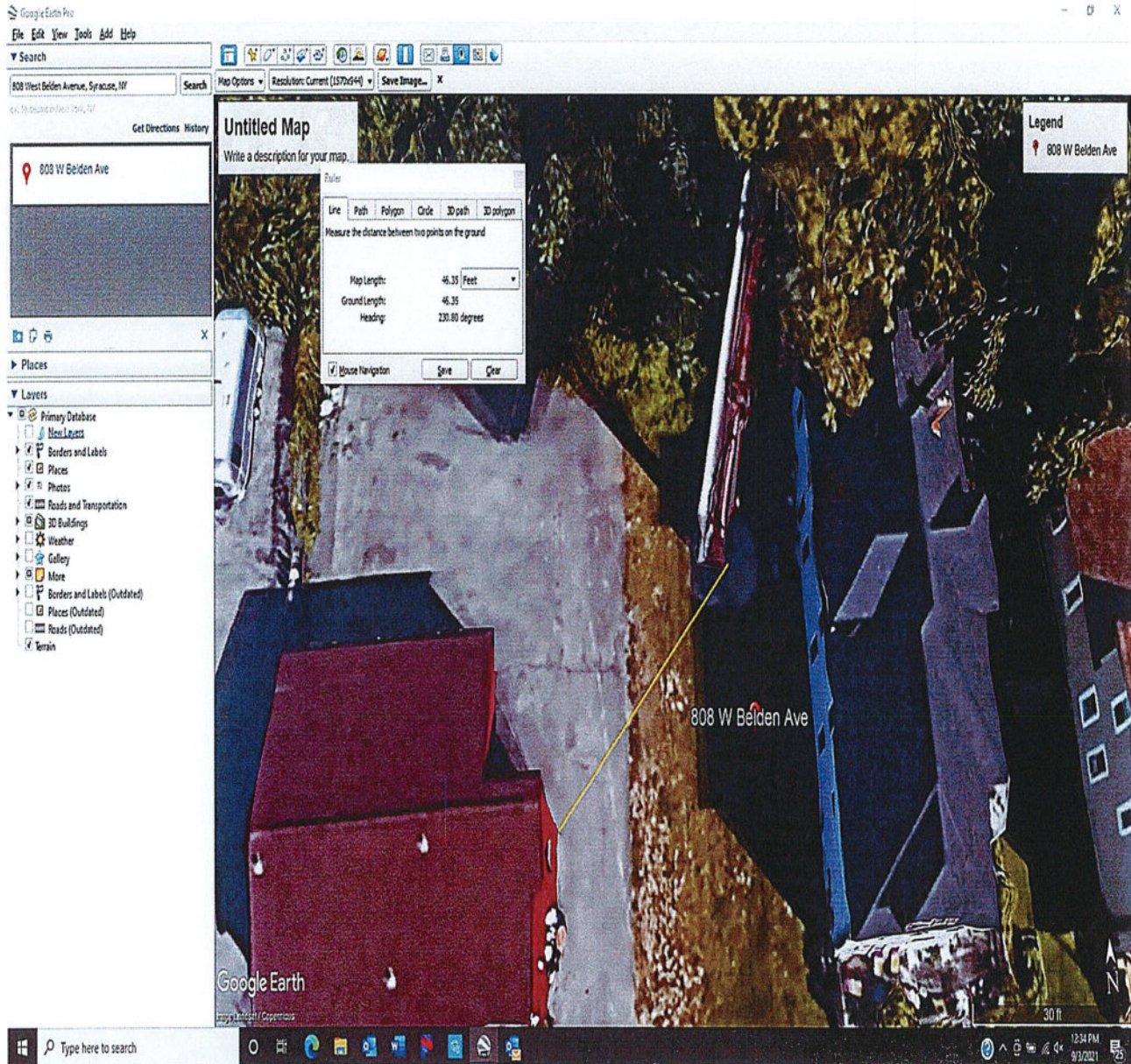
House on commercially zoned lot located to the South of proposed structure is approximately 65-66 feet away.



House on commercially zoned lot located to the East of proposed structure at 617 N. Geddes St. is approximately 145 – 146 feet away



Measurement from Base of current structure to House located East of structure at 808 West Belden Ave – Approximately 12-13 feet



Measurement from base of structure located at 808 West Belden Ave to house located to west of structure is approximately 46-47 feet

Park Avenue Neighborhood Profile

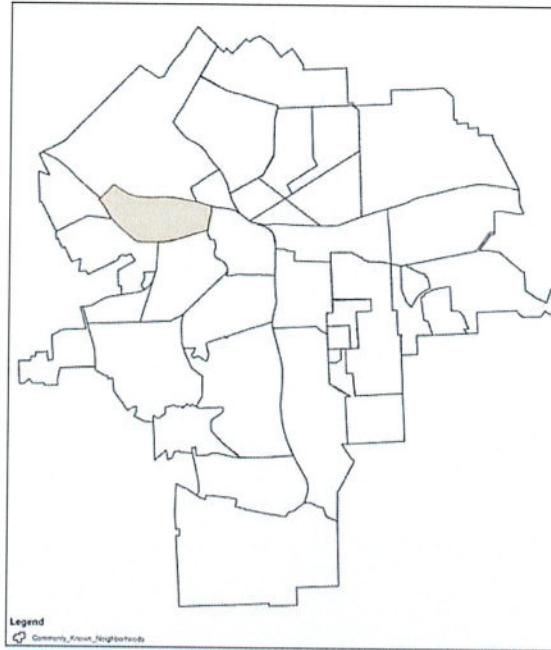
Boundaries

The Park Avenue neighborhood is bounded by Route 690 on the north; West Street on the east; Erie Boulevard West on the south; and Hiawatha Boulevard on the west.

Primary Characteristics

The Park Avenue neighborhood is a mix of lower-to-middle income residential properties with large commercial corridors running through it, including North Geddes Street and West Genesee Street.

This neighborhood, which is home to the Basilica of the Sacred Heart of Jesus, has traditionally been home to many Polish and Ukrainian immigrants, although in recent decades it has attracted residents of Latino descent. Many residents of the Park Ave. neighborhood live below the poverty line, and unemployment is high. The housing stock is aging and subject to severe deterioration.



CITY OF SYRACUSE
Park Ave Neighborhood

Park Ave. Demographics							
Population	Households	Average Household Size	Families	Average Family Size	Median Household Income	Unemployment	
						Male	Female
2,822	1,214	2.3	614	3.2	\$20,978	9.0%	4.1%

Housing Description

This neighborhood has a mix of one- and two-family homes and several larger multi-unit buildings and most of the homes are renter occupied. The rate of vacancy is extremely high and growing. While many of the homes in the neighborhood have historic significance, a large number of structures require substantial rehabilitation or demolition. In particular, the row of Victorian houses on Park Avenue known as the “Five Sisters” has been the focus of local revitalization efforts.

The Sackett Tract/Sacred Heart Community Initiative is focused on the northwest corner of the neighborhood, in the traditional Maciejowa area.



Park Ave. Housing Data								
Housing Stock		Tenure			Occupancy Status			
Median Age	Housing Units	Owner Occupied	Renter Occupied	Owner/Renter Ratio		Occupied	Vacant	Vacancy Rate
1940	1,604	381	857	23.8%	53.4%	1,238	366	22.8%

Economic Development

North Geddes Street and West Genesee Street are large commercial corridors. Businesses include gas stations, taverns, fast-food restaurants, funeral homes, laundromats, and a bakery. This section of West Genesee Street is known as “Historic Automobile Row” and is home to over 20 auto dealerships. The encroachment of Automobile Row upon the surrounding residential areas is a top concern of local residents.

Schools

Frazer School (K-8) is in “Year 1 of Restructuring” according to the 2008-09 New York State Report Card for the Syracuse City School District. Students go on to attend Fowler High School.



Greenspace & Recreation

Frazer School has playing fields, a playground, and a swimming pool. Pulaski & Kosciusko Park is a small triangular urban-style park in front of the Basilica, at the intersection of West Genesee Street and Park Avenue. Much of Park Avenue has a grassy median with mature trees, plants, and

flowers. This median connects with Leavenworth Park, which has trees and open space and has recently been home to summer festivals and other activities.

Housing Development Strategies

- Vacant Property Stabilization – The City should address the vacancy problem through strategic demolition/deconstruction and land banking.
- One House on the Block – Code enforcement and rehabilitation assistance can be used to prevent a few abandoned or neglected properties from bringing down the value of the entire neighborhood.
- Substantial Rehabilitation Owner Assistance Program – The Sacred Heart/Sackett Tract Community Initiative offers home improvement loans and mini-grants to neighborhood residents.
- Rental Properties – The neighborhood has a very high rate of renter-occupancy, and many rental properties are in poor condition. The City should work with landlords and tenants alike to encourage proper maintenance; code enforcement and rental registry can assist with this.
- Deter Crime – The Geddes Street corridor in particular has a high level of property and violent crime, and drugs and gangs are a concern. Increased police presence and a better relationship with the residents could help address this. The neighborhood is a good candidate for a storefront police station.

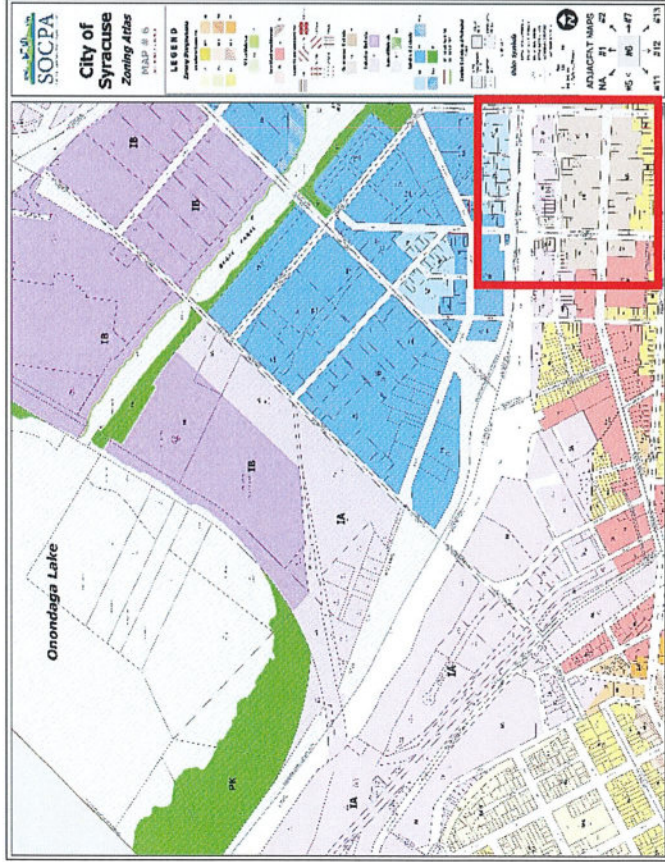
Promotional Strategies

- Target Specific Populations – Market the neighborhood to urban homesteaders who are willing and able to put “sweat equity” into their homes. The historic nature of the neighborhood could make it attractive to residents and investors alike.
- Sustainability – The neighborhood’s walkability and proximity to Downtown give Park Ave. the potential for future growth.

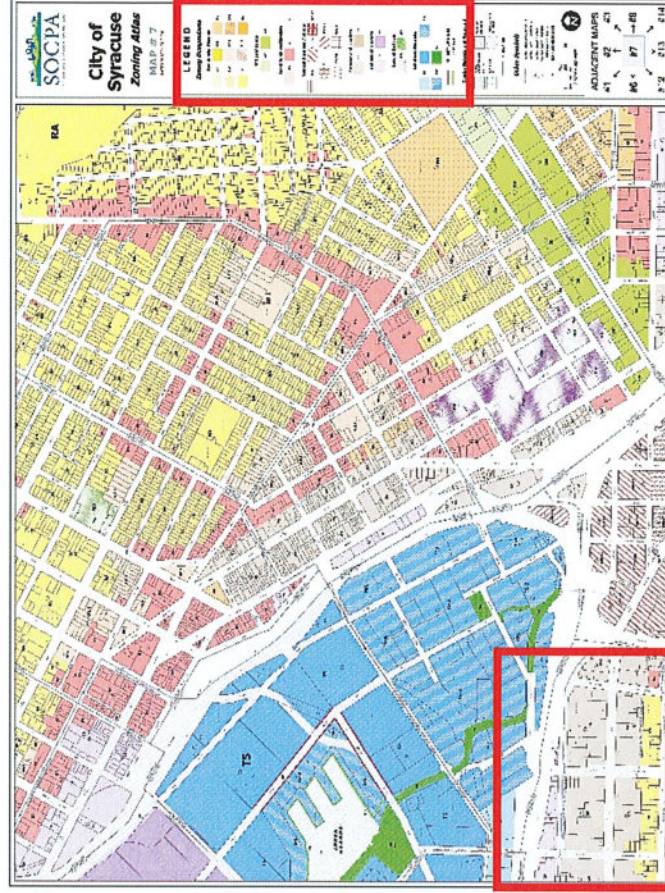
Success Indicators

- Reduced vacancy rate
- Increased homeownership

Syracuse Zoning Map 6



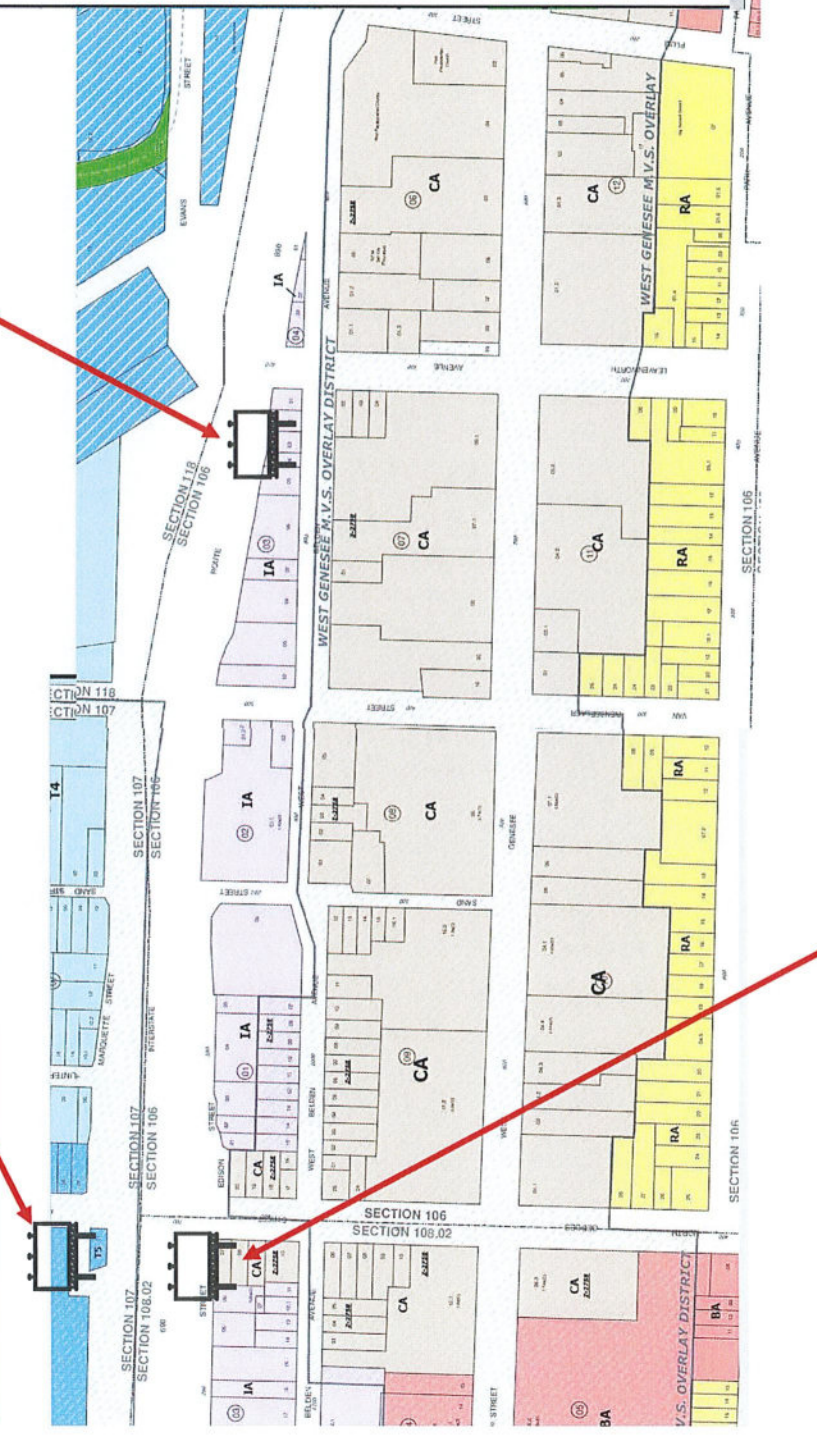
Syracuse Zoning Map 7



Sources: Zone Map 6: <http://syrqov.net/uploadedFiles/Departments/Zoning/Content/Map06.pdf>
Zone Map 7: <http://syrqov.net/uploadedFiles/Departments/Zoning/Content/Map07.pdf>

Existing Lamar billboard at 808 W. Belden Avenue

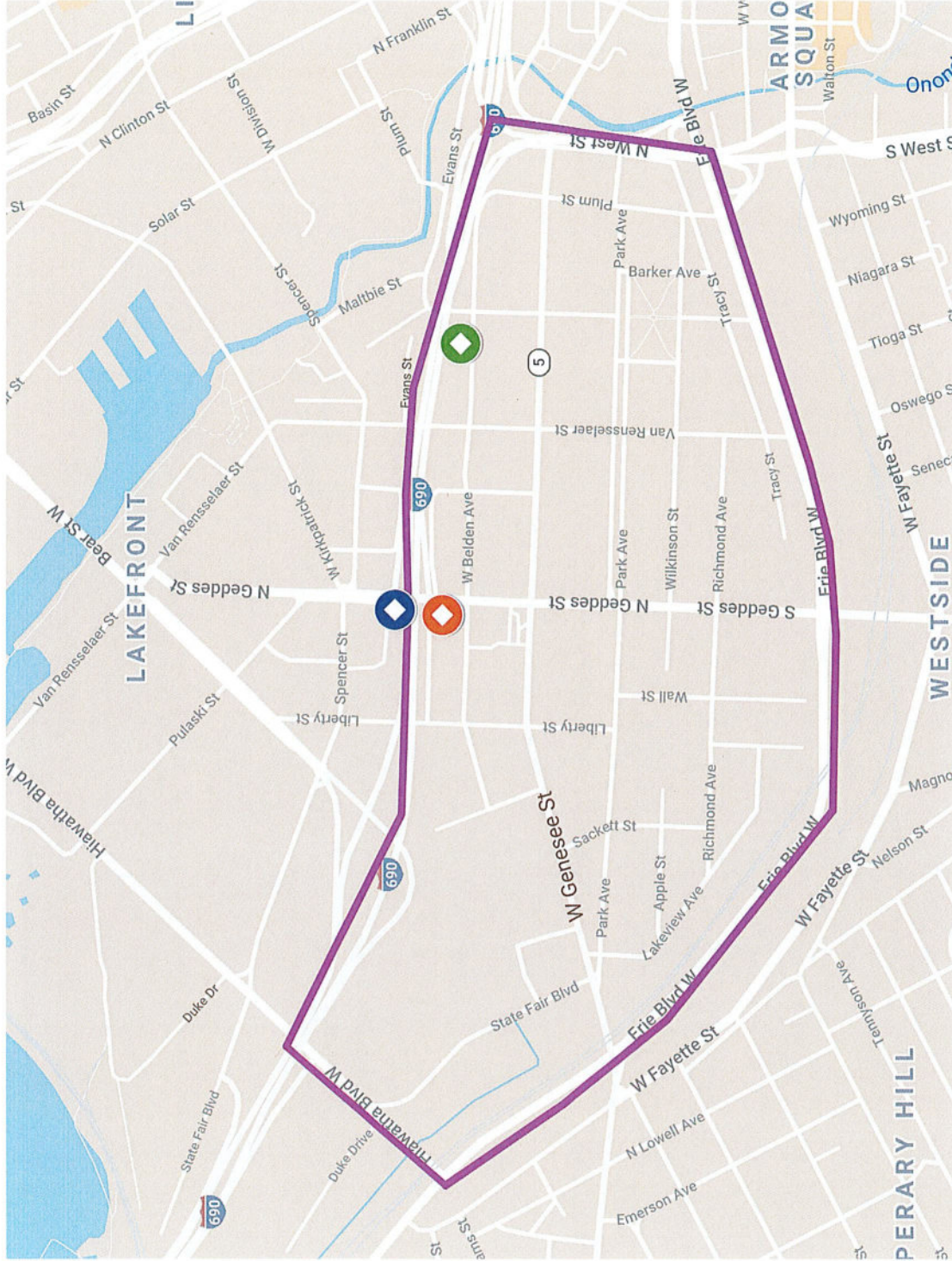
Existing Lamar billboard at 727 N. Geddes Street



Proposed Park Outdoor billboard at 617-619 N. Geddes Street

LEGEND									
Zoning Designations									
Residential Districts									
RA-1	RA	RB	RB-1	RB-2	RB-3	RB-4	RB-5	RB-6	RB-7
Office Districts									
CA	CB	CB-1	CB-2	CB-3	CB-4	CB-5	CB-6	CB-7	CB-8
Local Business Districts									
LB	LB-1	LB-2	LB-3	LB-4	LB-5	LB-6	LB-7	LB-8	LB-9
Central Business Districts									
CB	CB-1	CB-2	CB-3	CB-4	CB-5	CB-6	CB-7	CB-8	CB-9
Commercial Districts									
CD	CD-1	CD-2	CD-3	CD-4	CD-5	CD-6	CD-7	CD-8	CD-9
Industrial Districts									
IND	IND-1	IND-2	IND-3	IND-4	IND-5	IND-6	IND-7	IND-8	IND-9
Special Districts									
SD	SD-1	SD-2	SD-3	SD-4	SD-5	SD-6	SD-7	SD-8	SD-9
Lakefront Districts									
L1	L2	L3	L4	L5	L6	L7	L8	L9	L10
Other									
OT	OT-1	OT-2	OT-3	OT-4	OT-5	OT-6	OT-7	OT-8	OT-9

Billboard Locations in Park Avenue Neighborhood Area



Billboard Locations - Proposed and Existing

- 617-619 N Geddes St.: Proposed Park Outdoor Billboard Location
- ◆ 727 N. Geddes St. : Existing Lamar Billboard
- ◆ 808 W. Belden Ave. : Existing Lamar Billboard Location
- └─┘ Park Avenue Neighborhood Border
- └─┘ Park Avenue Neighborhood Border
- └─┘ Park Avenue Neighborhood Border

Locations and Zones



October 27, 2021

Mr. Bill Dugan
Park Outdoor
700 Hartwell Avenue
East Syracuse, NY 13057

Dear Bill:

Please accept this long overdue letter of appreciation for the many donations Park Outdoor has made on behalf of Make-A-Wish Central New York and the critically ill kids we serve across our 15-county region.

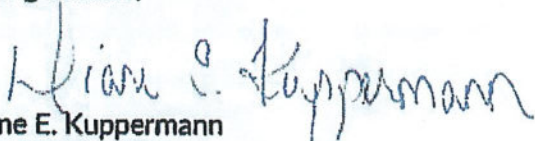
A few years ago, we reached out to request support of our annual Dunkin' Star Donut campaign. You came back with a static board in a prime location along 690W, and our donations jumped to a record high that year – undoubtedly because of your gift. Subsequent digital boards in multiple locations promoting this campaign over the years have generated the much-needed awareness necessary to offset the effects of COVID on participation and again, ensured our ongoing success.

From celebrating our 35th anniversary last year as a part of a rotation of boards you did on behalf of non-profits, to just recently, a last-minute digital presence that helped drive ticket sales to our 30th Annual Ms. Orange Fan[®] Luncheon, Park Outdoor has been the epitome of an ideal partner, reacting quickly and efficiently at no cost to our non-profit.

We simply can't thank you enough for the impact you've had on Make-A-Wish Central New York. Through your billboards, you've elevated our campaigns, increased our brand awareness, and undeniably generated additional revenue, at a time when that need was critical. Those gifts have allowed us to continue to grant the wishes of critically ill children throughout our 15-county territory. It's comforting to know that Park Outdoor will always be there to support our ongoing efforts, as over 190 kids still await their own unique wish and the hope and healing that it affords.

On behalf of our staff, board, hundreds of volunteers and most importantly our wish kids and their families, 'THANK YOU!' You are making a difference in our community and for that, we are forever grateful.

With gratitude,


Diane E. Kuppermann
President & CEO

*Thank you!
Thank you!*





Tony Florito, Chairman
Merike L. Treier, Executive Director

October 27, 2021

Bill Dugan
Park Outdoor Advertising
Via email: bill.dugan@parkoutdoor.com

RE: Thank you!

Bill,

On behalf of the Downtown Committee of Syracuse, I would like to thank you for your continued partnership.

As a not-for-profit organization focused on the revitalization of our center city, the ability for us to work with you to promote our community is incredibly meaningful. We have enjoyed our partnership with you for many years, and Park Outdoor has been an instrumental partner in helping us to achieve our goals.

You consistently rise above and beyond our expectations, enhancing the reach of our limited marketing budget. You help us think through the most effective approach for our billboard placements and we appreciate the additional digital visibility you have always offered to us. Last year's award-winning, community-wide "Put the 'U' Back in Syrac_se" campaign, developed in response to the COVID-19 pandemic, would not have been possible without your gratis support. Your drive to support the community, support non-profits, and share the news about what's happening is remarkable and we are fortunate to have you as a valued community partner.

Thank you for being a GREAT neighbor!

Sincerely,

A handwritten signature in cursive script that reads 'Merike Treier'.

Merike Treier
Executive Director



Media and Marketing Consultation

Suzi Harriff
P. O. Box 156
Manlius, NY 13104
sharriff@mediamarcon.com
315-415-9644

October 25, 2021

RE: Park Outdoor

TO WHOM IT MAY CONCERN:

As a small business owner for many years, I have had the privilege of working with Park Outdoor on behalf of several of our clients. Park has always gone 'above and beyond' by providing additional exposure and support for our clients' marketing efforts, and has been a great partner in allowing us to maximize their often-limited budgets.

In addition, Park Outdoor has always been willing to provide support to various not-for-profit organizations I have worked with, most recently to InterFaith Works, where I serve on the Round Table of Faith Leaders. We launched an initiative called "Community Campaign for Love" about 18 months ago, reaching out to the community to encourage more recognition that our diversity and differences are part of the strength of the Central New York community, and to encourage people to turn their 'love into action' through initiatives that provide support and care for one another. Park provided space to display our messaging at no charge, and offered a substantial discount on the cost of producing the materials. This is just one of many ways in which I have personally seen what a great neighbor and community partner Park Outdoor has always been.

I would be delighted to see Park Outdoor able to expand their footprint here, knowing that having an additional location will give them even more opportunity to support a wide variety of businesses and not-for-profit organizations in the city of Syracuse and throughout the Central New York region.

Thank you for your time.

With best wishes,
Suzi Harriff

Suzi Harriff
MediaMarCon, Ltd.

frameology



OPTICAL

5781 Bridge Street - Set 32 - E. Syracuse, NY 13057
315-314-6681

October 28, 2021

To whom it may concern:

I'm writing to you to tell you the importance of a good billboard for my company and how much I've enjoyed working with Park Outdoor. I started advertising approximately 3 years ago and Frameology grew 20% more than I estimated for that year. I have continued to use Park Outdoor and have been continually successful every time I run a campaign. Park Outdoor's entire staff has been amazing to work with and I love the fact they are 100% local. As you can imagine, I try to support any company that is local and that has good people and a good product! Syracuse only gets stronger the more we stick together as a community. I trust them to put up a professional board in the location they are seeking, it's great for the population on the west side of the city to see business's that are growing all around. Also, I've noticed that Park Outdoor's boards are always, clean, absent of rips tears, no burnt out light bulbs and the paint always looks good. I support and trust them to do the same with any new location they build.

Thank you for your time.

Sincerely,

Stacy Daniel, President



October 26, 2021

To whom it may concern,

As president/CEO of InterFaith Works, I am writing this letter to acknowledge Park Outdoor's partnership in helping to make Syracuse a more caring and just community. InterFaith Works is a non-profit human services agency whose mission is to affirm the dignity of each person and every faith tradition, build racial and religious equity, and create bridges of understanding.

Park Outdoor has been a valuable partner in this work through its support our agency's Community Campaign for Love (CC4L). CC4L is an initiative of our Round Table of Faith Leaders and was inspired by The Rev. Dr. Martin Luther King, Jr.'s Beloved Community.

Created 18 months ago to combat systemic injustice, racism and violence, CC4L turns compassion into action through a three-step process: 1. Through the lens of racial equity and social justice, we identify the most pressing needs in our community. 2. We select objectives with the greatest opportunity to build relationships and make the most positive impact. 3. We activate all the right people, partners, talent and resources necessary to get long-term solutions working in the community.

One of the CC4L's major initiatives has been the creation of the Pantry Partners Program, through which 20 partners (certified Food Bank and independent pantries) provide food in Syracuse's underserved neighborhoods and "food deserts." This summer the Pantry Partners Program also built a community garden at Apostolic Church of Jesus Christ (Cortland Ave, Syracuse) to provide fresh, healthful food to nearby residents and the pantries.

Park Outdoor has provided exposure of the CC4L's messaging by using its three digital display boards and a static billboard in various places on the Interstate highways and in downtown Syracuse over the past 18 months. Park Outdoor has also provided a discounted rate on the production cost of materials.

InterFaith Works and the CC4L promote the importance of our community working together to build a more equitable, respectful and inclusive place to live. We are grateful to Park Outdoor for its assistance in communicating our message of love in action throughout Central New York.

Sincerely,

A handwritten signature in blue ink that reads "Beth A. Broadway". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Beth A. Broadway
President/CEO

October 26, 2021

Mr. Bill Dugan
V.P./General Manager
Park Outdoor-Syracuse
700 Hartwell Ave
East Syracuse, NY 13057

Dear Bill,

Many thanks for all you and Park Outdoor-Syracuse have done for the Upstate Foundation over the many years we have partnered with you.

You were so helpful supporting the Cancer Center campaign and most importantly ongoing support of the Upstate Golisano Children's Hospital.

We so very much appreciate when you are able to donate "board space" for messages. Your year-round support and generous donations of "boards" has made a great difference in our visibility in the central New York area.

The connection with drivers is so important in getting our message out and we know this adds to our branding.

We feel truly fortunate to have you helping us and certainly helping our community.

I have recommended you often to other agencies and businesses because of your thorough and professional attention to details.

We look forward to working with you in the future.

Best Regards, Toni



Toni S. Gary
Assist. Vice President
Community Relations & Development



7066 Interstate Island Road Syracuse, New York 13209 315.437.1899 foodbankcny.org

November 1, 2021

To whom it may concern:

During the pandemic, Park Outdoor has partnered with Food Bank of Central New York. In 2020 and again 2021 the donation of digital billboard space helped reinforce the message that Food Bank of Central New York and the emergency food network is available to support those in need and for the community to support. So many people struggle to make ends meet and this highly visible donation helped raise awareness and dollars critical to our food distribution activities.

Food Bank of Central New York has been helping to feed the hungry since 1985. We are the main food supplier to more than 350 emergency program partners - helping fill food pantries, soup kitchens, and emergency shelters with food for distribution to people struggling with hunger. During our last fiscal year, the Food Bank distributed 22,511,410 pounds of food. This was enough food for more than 18,700,000 meals or more than 51,000 meals per day.

Again, I want to praise Park Outdoor as a good neighbor in our community. They continue to support our work with donated billboards to further advance our work to help eliminate hunger in Central New York.

Sincerely,

Lynn Hy

Lynn Hy
Chief Development Officer