



CITY OF SYRACUSE, MAYOR BEN WALSH
300 South State Street, Suite 700 Syracuse, NY 13202

Department of Neighborhood and Business Development
 Jake Dishaw, Zoning Administrator
 Office of Zoning Administration – P: (315)448-8640 E: Zoning@syr.gov

<i>AS-15-23M1</i>	<i>Staff Report – June 16, 2025</i>
<i>Application Type:</i>	Off-Premise Sign Application
<i>Project Address:</i>	2220 Park St. (Tax ID: 001.2-02-21.0)
<i>Summary of Proposed Action:</i>	Modify the existing off-premise sign to allow for digital sign face on the southern face and renew the active approval AS-15-23 for the existing sign. Existing sign face on the north side is also digital.
<i>Owner/Applicant</i>	Stephen D. Drank, VP Leasing and Development, Park Outdoor Advertising (Owner/Applicant)
<i>Existing Zone District:</i>	Light Industry and Employment, IN Zone District
<i>Surrounding Zone Districts:</i>	The neighboring properties to the north, south, east, and west are noncontiguous to the parcel and are in the Light Industry and Employment, IN Zone District
<i>Companion Application(s)</i>	None
<i>Scope of Work:</i>	To convert the existing static face on the southern side to a digital face, the existing northern face is already a digital sign face.
<i>Staff Analysis:</i>	<p><u>Factors:</u></p> <ul style="list-style-type: none"> - The proposal is compliant with off-premise sign regulations. - The billboard is pre-existing and was originally approved in 1984. In 2015 the sign was approved by the City Planning Commission to convert the northern face to an LED digital display. - The current off-premise sign is registered with NYSDOT. The zoning approval AS-15-23 is currently active and is eligible to be renewed before 8/31/2025. - The subject property is currently vacant other than the Off-Premise Advertising Sign and an asphalt/gravel parking area, previously a commercial structure was present, but was demolished in 2019 pursuant to Permit #37202. - The proposed sign would be the same dimensions as the existing sign, the only changes proposed are to convert the south-facing sign face from static to digital sign face. - The subject property is distant from any residential uses. - Staff recommend approving the subject project. <p><u>Recommended Conditions if Approved:</u></p> <ul style="list-style-type: none"> - The applicant shall comply with the general conditions for approval on the Special Use Permit application. (See the attached sheet “General Conditions for Off-Premise Sign Approval) - In addition to the General Conditions, Staff recommends the following specific conditions: <ol style="list-style-type: none"> 1. The applicant shall coordinate with the New York State Department of Transportation and obtain the necessary approvals for billboard use of this sign. 2. The applicant shall obtain appropriate approvals from the New York State Department of Transportation for the proposed Commercial Electronic Variable Message Sign or CEVMS.
<i>Zoning Procedural History:</i>	2220 Park Street: <ul style="list-style-type: none"> - AS-15-23 Approved To modify the existing billboard to change the northern

	<p>face only to an LED digital display.</p> <ul style="list-style-type: none"> - AS-12-17 Denied without Prejudice The City Planning Commission followed the recommendation of the Onondaga County Planning Board to disapprove of the proposed double sided digital LED sign due to concerns of creating a safety hazard regarding diverting driver attention on the highway. - AS-89-23 Closed Administratively - AS-85-11 Approved with Conditions To modify two off-premise advertising signs being a total of 1,344 sqft in area located at 2200 Park Street. - AS-84-58 Approved with Conditions – 2222 Park St. (AKA 2220 Park St.) – Erect two off-premise advertising signs each sign being 11’x40’. - AS-82-42 Approved with Conditions – West Side of Rt. 81 – Erect two off-premise advertising signs being a total of 1,344 sqft on the west side of the 2200 block of Park St. and the west side of Interstate Route 81. - AS-82-41 Approved with Conditions – East Side of Rt. 81 – Erect two off-premise advertising signs being a total of 1,344 sqft on the east side of Interstate Route 81.
<i>Summary of Zoning History:</i>	<p>In 1982 two Off-Premise Advertising signs were approved, one on the west side of the 2200 block of Park St. and the other on the east side of Interstate Route 81 both combined total face area being 1,344 sqft and broken into two applications, one for each sign. In 1984 the subject sign was approved and constructed as a double-sided billboard sign. In 1985 modifications were made to one of the existing signs to change the style from a back-to-back sign to angled shaped design. In 2012 an application was denied to convert both sides of one of the signs to LED displays. In 2015 the northern side was approved to be changed to an LED display.</p>
<i>Code Enforcement History:</i>	See attached code enforcement history.
<i>Zoning Violations:</i>	The property has no zoning violations.
<i>Summary of Changes:</i>	This is not a continued application.
<i>Property Characteristics:</i>	<p>The subject lot 2220 Park St is a irregular-shaped parcel totaling 7,627 square feet (0.175 acres). The property features one street frontage: Park St. (southern property line) for 93 FT; The western property line is 115 FT in length; the eastern property line is 123.45 FT in length while the northern property line is 39 FT in length.</p>
<i>SEQR Determination:</i>	Pursuant to the 6 NYCRR §617.2(al), the proposal is an Unlisted Action.

***Onondaga County
Planning Board
Referral:***

Pursuant to GML §239-l, m and n, the proposal was reviewed by the Onondaga County Planning Board with recommendations for modification and comments:

Modification(s):

1. Off-premises signs located within 660 feet of the right-of-way and intended to be seen from the National Highway System (or 1991 Primary Highway) must be registered with NYS Department of Transportation, in compliance with the Federal 1965 Highway Beautification Act and Part 150 of the Official Compilation of Codes, Rules and Regulations of the State of New York. The applicant is required to coordinate with the New York State Department of Transportation and obtain the necessary approvals for billboard use of this sign. The City must ensure any mitigation as may be determined by the Department is reflected on the plans prior to, or as a condition of, municipal approval.
2. The applicant and City are advised to ensure appropriate approvals are obtained from the New York State Department of Transportation for the proposed Commercial Electronic Variable Message Sign or CEVMS. The City must ensure any mitigation as may be determined by the Department is reflected on the plans prior to, or as a condition of, municipal approval.

Comment(s):

1. The Board generally discourages billboards in urban areas, particularly as this billboard is in proximity to new residential and mixed-use development, a tourism district, and natural features including Ley Creek and the Loop the Lake Trail System.

Application Submittals: The application submitted the following in support of the proposed project:

- Off-Premise Advertising Sign Application
- Short Environmental Assessment Form Part 1
- Large Format Sectional Chassis, Shop; LF-DB, 10.5'x40'(8x30 Mods) 3IN BRDR (Sheets 1 and 2); Designed by JCOOK, Drawn by MLEOPOL, Daktronics Inc; Scale as Noted; Dated: 5/7/2025.

Attachments:

Major Site Plan Review Application

OCPB Comments

Short Environmental Assessment Form Part 2 & Part 3

IPS Comments from City Departments

Code Enforcement History

Context Maps:

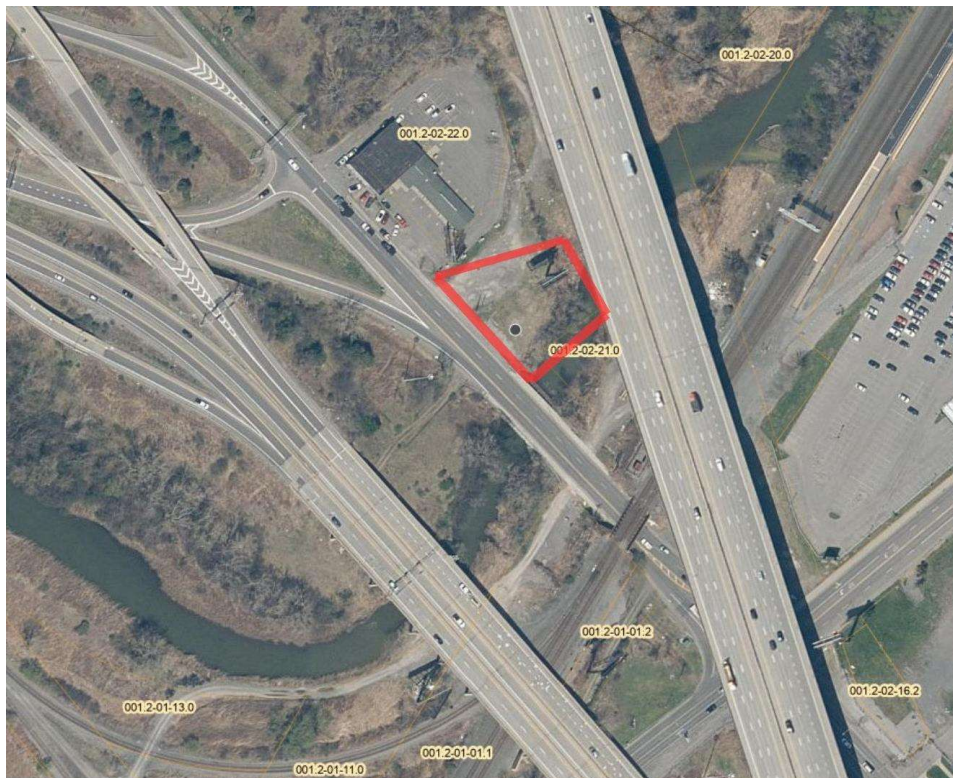
Figure 1: Zone District of Subject Property



Description: Figure 1 shows the current Zone District of the subject property.

Image Source: City of Syracuse Neighborhood and Business Development, ReZone Syracuse Zoning Map.

Figure 2: Aerial Imagery of Subject Property



Description: Figure 2 shows satellite imagery of of the existing sign on the subject property.

Image Source: Onondaga County GIS on the Web, <https://spatial.vhb.com/onondaga/>

Off-Premise Sign Permit Application



Office of Zoning Administration
One Park Place, 300 S State St,
Suite 700,
Syracuse, NY 13202
Phone: (315) 448-8640
Email: zoning@syrgov.net

Summary of Off-Premise Sign Permit Procedure

The Off-Premise Sign Permit procedure is summarized below. For complete details, see Article 6 and Section 7.4.D of the Zoning Ordinance.

1	Pre-Application Conference	Required	
2	Application Submittal and Processing	Submit to Office of Zoning Administration	Submittal and Internal Review
3	Staff Review and Action	Review by Office of Zoning Administration	
4	Scheduling and Notice of Public Hearings	Public Hearing required for Planning Commission	Hearings and Decision-Making
5	Review and Decision	Review and decision by Planning Commission	
6	Post-Decision Actions and Limitations	Time Allowance	

1. Pre-Application Conference

- A pre-application conference is optional for all sign review applications

2. Application Submittal and Processing

- A complete sign review application submitted to the Office of Zoning Administration along with applicable fees

3. Staff Review and Action

- Applications are not considered complete until all required submittals are received
- Staff will prepare an assessment based off the application

4. Scheduling and Notice of Public Hearing

- Once an application is determined ready for a public hearing, it will be scheduled for the next available hearing date, within 62 days, with the Planning Commission

5. Review and Decision

- The Planning Commission shall review and render a decision on the complete off-premise sign application
- A denial of an off-premise sign permit may not be appealed to the Board of Zoning Appeals

6. Post-Decision Actions and Limitations

- All off-premise sign approvals shall have a limitation of 10 years
- All conditions of the off-premise sign approval shall be met within 18 months or the approval shall become null and void

Off-Premise Sign Permit Application



For Office Use Only

Zone District: _____
Application Number: AS-_____ - _____
Date: _____

Office of Zoning Administration
One Park Place, 300 S State St,
Suite 700,
Syracuse, NY 13202
Phone: (315) 448-8640
Email: zoning@syr.gov.net

Off-Premise Sign Permit Application

*This application may be mailed or delivered in person to the Syracuse Office of Zoning Administration. **Email submissions must be packaged together in a single PDF with all applicable materials, please call if you want to discuss another electronic delivery method.** If you wish to discuss the application with a member of our staff, please call ahead for an appointment.*

General Project Information

Business/project name: Park Outdoor Advertising convert existing static face to digital
Street address (as listed in the Syracuse Department of Tax Assessment property tax records): 2220 Park Street
Plane coordinates (datum, projection, easting, northing): Datum NAD83 New York Central Zone Easting 930355.2290' Northing 1121086.5730'
Tax number: 001.2-02-21.0

Sign Information

New or existing	Type (wall, ground, projecting, other)	Height	Support type (center pole, flagpole, etc.)	Type of illumination
Existing	Ground	30' above rd	Center Pole	LED

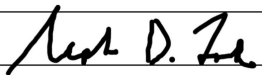
Electronic Changeable Copy Information (if applicable)

Brightness technology: 200-7500 NITS and unit is equipped with photo-electric light sensor
Duration of message (in seconds): 8 seconds
Message transition (type, duration): Flip - No Transition

Panel Information

Sign panel	Orientation direction (N, E, S, W)	Orientation street	Panel height	Panel width
1	South	Route 81	11'	40'
2				
3				
4				

Owner/Owner's Agent Certification

<i>By signing this application below, I, as the owner of, or the agent of the owner, of the property under review give my endorsement of this application.</i>	
Print owner's name: Park Outdoor Advertising - Stephen D. Frank - VP Leasing & Development	
Signature: 	Date: 4/9/2025
Mailing address: 11 Ascot Place PO Box 4680 Ithaca, NY 14852	
Phone: 607-257-1477	Email: steve.frank@parkoutdoor.com

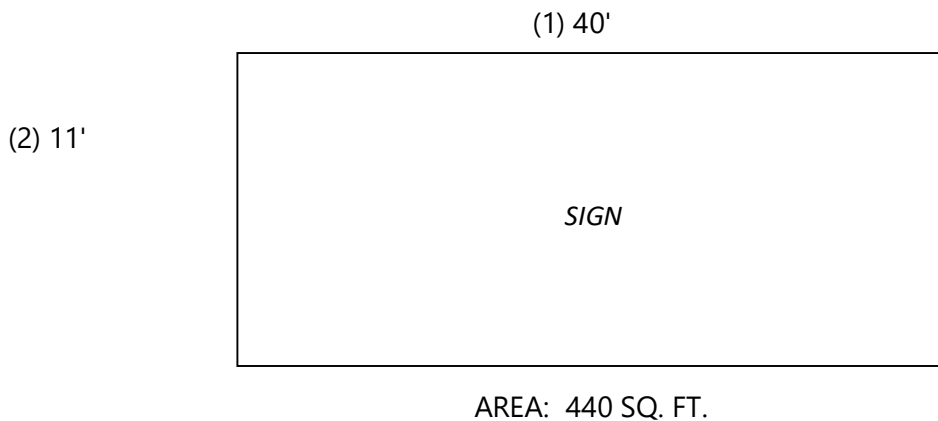
Off-Premise Sign Permit Application



Office of Zoning Administration
One Park Place, 300 S State St,
Suite 700,
Syracuse, NY 13202
Phone: (315) 448-8640
Email: zoning@syr.gov

- Detailed notes specifying brightness control and logging, message type, duration, and transmission for light emitting and changeable copy panels
- ☐ **FLOOR PLAN(S)** (when required for review) for new construction, additions, and change of zoning use/building occupancies with square footages and all applicable layouts (e.g., customer areas, kitchens, bathrooms, bedrooms, etc.) clearly labeled for land uses
- ☐ **ELEVATION DRAWING(S)** showing size, colors, and copy of proposed signage (elevations must be drawn to scale). Make sure that dimensions are shown on the plan. Label the plan to correspond with the signage information in this application

Example of a Sign Plan



Measurements

1. Width: 40 Feet
2. Height: 11 Feet
3. Total Area: 440 Square Feet

Short Environmental Assessment Form

Part 1 - Project Information

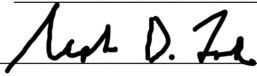
Instructions for Completing

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.

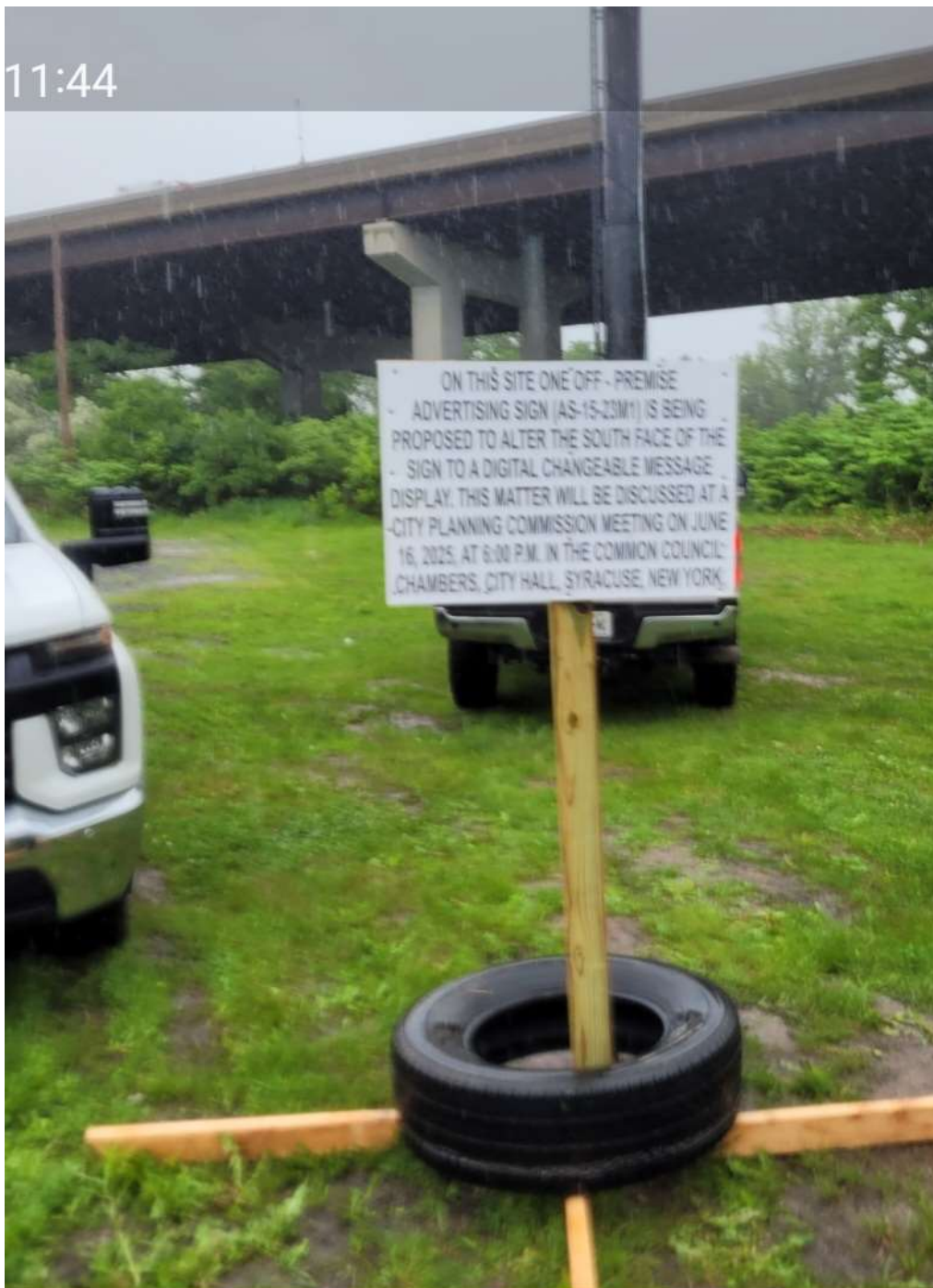
Complete all items in Part 1. You may also provide any additional information which you believe will be needed by or useful to the lead agency; attach additional pages as necessary to supplement any item.

Part 1 – Project and Sponsor Information			
Park Outdoor Advertising			
Name of Action or Project: Conversion of static south facing sign face to a digital sign face			
Project Location (describe, and attach a location map): 2220 Park Street Syracuse, NY 13208			
Brief Description of Proposed Action: Park Outdoor owns property located at 2220 Park Street in Syracuse, NY. We also own a billboard structure at this address. In its current state, the north facing sign face is digital and the south facing sign face is static. Park Outdoor would like to convert the south facing static face to a digital face. This conversion would make both sign faces on this structure digital sign faces. These faces would show in opposite directions in accordance with NYSDOT off-premise sign regulations.			
Name of Applicant or Sponsor: Park Outdoor Advertising		Telephone: 607-257-1477 E-Mail: steve.frank@parkoutdoor.com	
Address: 11 Ascot Place PO Box 4680			
City/PO: Ithaca		State: New York	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 checked="" 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: NYS DOT			YES <input checked="" type="checkbox"/>
3. a. Total acreage of the site of the proposed action? .26 acres b. Total acreage to be physically disturbed? 0 acres c. Total acreage (project site and any contiguous properties) owned or controlled by the applicant or project sponsor? .26 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 <input type="checkbox"/> <input type="checkbox"/>	YES <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	N/A <input type="checkbox"/> <input type="checkbox"/>
6. Is the proposed action consistent with the predominant character of the existing built or natural landscape?	NO <input type="checkbox"/>	YES <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 <input checked="" type="checkbox"/>	YES <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 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	YES <input type="checkbox"/> <input 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 <input type="checkbox"/>	YES <input checked="" type="checkbox"/>	
10. Will the proposed action connect to an existing public/private water supply? If No, describe method for providing potable water: _____ _____	NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/>	
11. Will the proposed action connect to existing wastewater utilities? If No, describe method for providing wastewater treatment: _____ _____	NO <input checked="" type="checkbox"/>	YES <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 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	YES <input 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 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	YES <input 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: <input type="checkbox"/> Shoreline <input type="checkbox"/> Forest <input type="checkbox"/> Agricultural/grasslands <input type="checkbox"/> Early mid-successional <input type="checkbox"/> Wetland <input checked="" type="checkbox"/> Urban <input type="checkbox"/> 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 checked="" type="checkbox"/>	<input type="checkbox"/>
	<input checked="" 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: <u>Park Outdoor Advertising - Stephen D. Frank</u> Date: <u>4/8/2025</u> Signature: <u></u> Title: <u>VP Leasing & Development</u>		

11:44



June 6, 2025 11:43 AM

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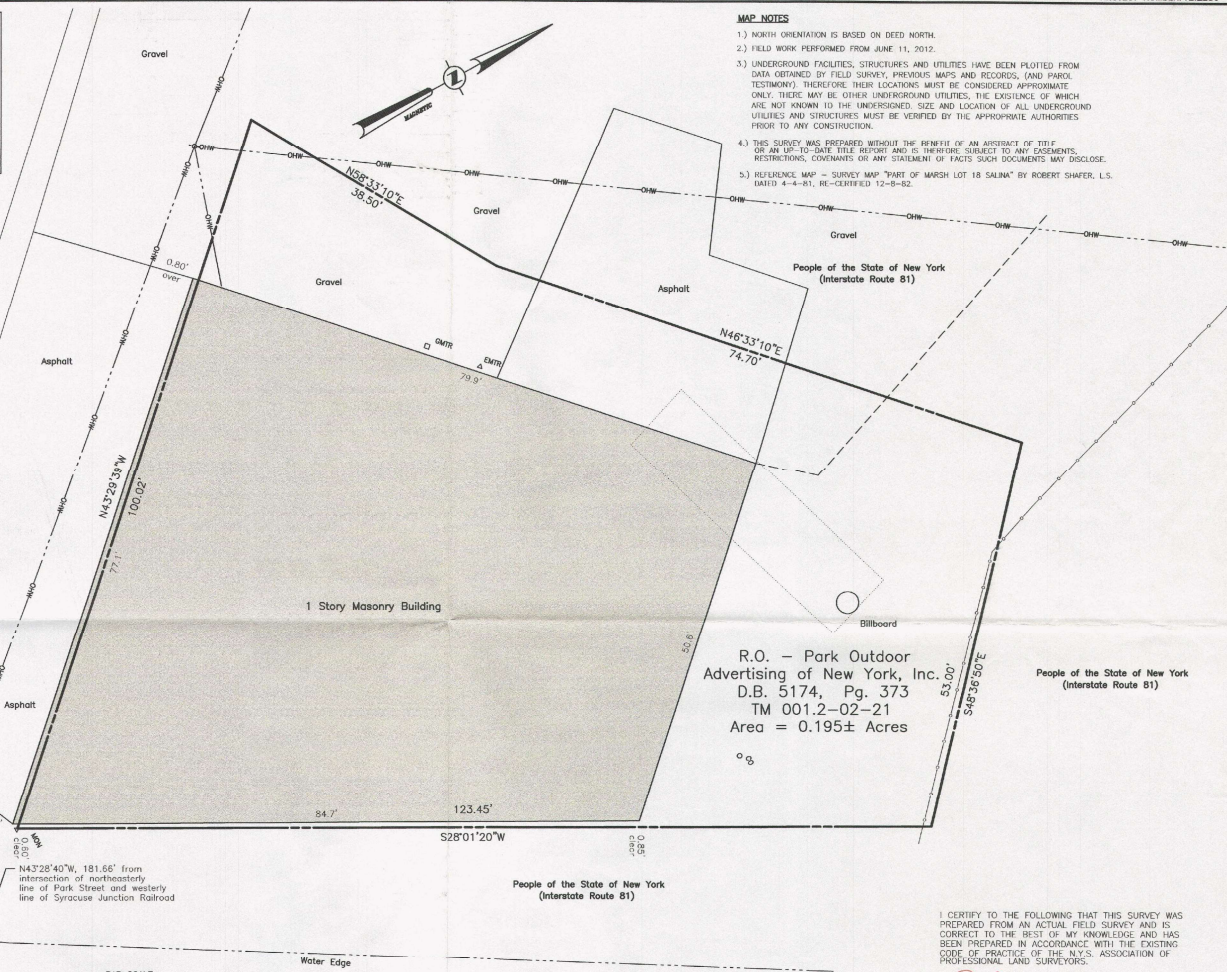
LEGEND

- OVERHEAD WIRES
 --- UTILITY POLE
 --- GAS METER
 --- ELECTRIC METER
 --- MONUMENT FOUND

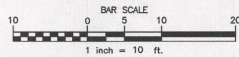
MAP NOTES

- 1) NORTH ORIENTATION IS BASED ON DEED NORTH.
- 2) FIELD WORK PERFORMED FROM JUNE 11, 2012.
- 3) UNDERGROUND FACILITIES, STRUCTURES AND UTILITIES HAVE BEEN PLOTTED FROM DATA OBTAINED BY FIELD SURVEY, PREVIOUS MAPS AND RECORDS, (AND PAROL TESTIMONY). THEREFORE, THEIR LOCATIONS MUST BE CONSIDERED APPROXIMATE. ONLY, THERE MAY BE OTHER UNDERGROUND UTILITIES, THE EXISTENCE OF WHICH ARE NOT KNOWN TO THE UNDERSIGNED. SIZE AND LOCATION OF ALL UNDERGROUND UTILITIES AND STRUCTURES MUST BE VERIFIED BY THE APPROPRIATE AUTHORITIES PRIOR TO ANY CONSTRUCTION.
- 4) THIS SURVEY WAS PREPARED WITHOUT THE BENEFIT OF AN ABSTRACT OF TITLE OR AN UP-TO-DATE TITLE REPORT AND IS THEREFORE SUBJECT TO ANY EASEMENTS, RESTRICTIONS, COVENANTS OR ANY STATEMENT OF FACTS SUCH DOCUMENTS MAY DISCLOSE.
- 5) REFERENCE MAP - SURVEY MAP "PART OF MARSH LOT 18 SALINA" BY ROBERT SHAFFER, L.S. DATED 4-4-81, RE-CERTIFIED 12-8-82.

Park Street
(Variable Width)



"ONLY COPIES OF THIS MAP SIGNED IN RED INK AND EMBOSSED WITH THE SEAL OF AN OFFICER OF C.T. MALE ASSOCIATES, P.C. OR A DESIGNATED REPRESENTATIVE SHALL BE CONSIDERED TO BE A VALID TRUE COPY."



I CERTIFY TO THE FOLLOWING THAT THIS SURVEY WAS PREPARED FROM AN ACTUAL FIELD SURVEY AND IS CORRECT TO THE BEST OF MY KNOWLEDGE AND HAS BEEN PREPARED IN ACCORDANCE WITH THE EXISTING CODE OF PRACTICE OF THE N.Y.S. ASSOCIATION OF PROFESSIONAL LAND SURVEYORS.

DAVID M. SLISKI PLS # 50105 DATE 6/22/12

DAVID M. SLISKI, P.L.S.
50105

DATE	REVISIONS RECORD/DESCRIPTION	DRAFTER	CHECK	APPR.

UNAUTHORIZED ALTERATION OR ADDITION TO THIS DOCUMENT IS A VIOLATION OF SECTION 7209 SUBSECTION 2 OF THE NEW YORK STATE EDUCATION LAW.

© 2012
C.T. MALE ASSOCIATES

APPROVED:

DRAFTED : DMS

CHECKED : DMS

PROJ. NO: 12.2286

SCALE : 1" = 10 FT.

DATE : JUNE 22, 2012

BOUNDARY SURVEY MAP

FOR

2220 PARK STREET

PART OF MARSH LOT No. 18

CITY OF SYRACUSE

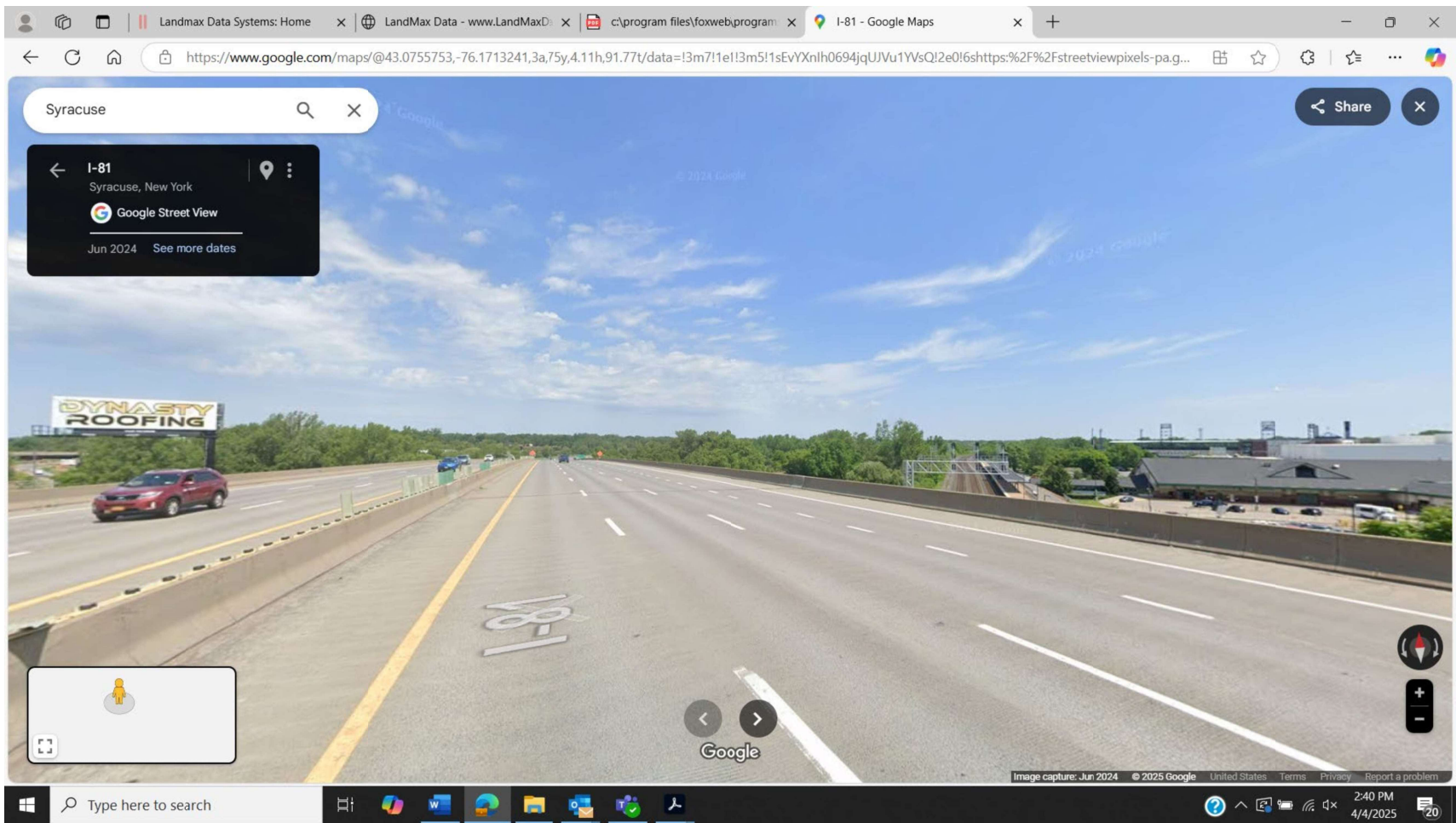
ONONDAGA COUNTY, NEW YORK

C.T. MALE ASSOCIATES

Engineering, Surveying, Architecture & Landscape Architecture, P.C.
200 GATEWAY PARK DRIVE, SUITE 200, P.O. BOX 3246
SYRACUSE, NY 13220-3246
315-458-6988 * FAX 315-458-4427



SHEET 1 OF 1
DWG. NO: 12-309



Syracuse, New York

Google Street View

Jul 2023 [See more dates](#)

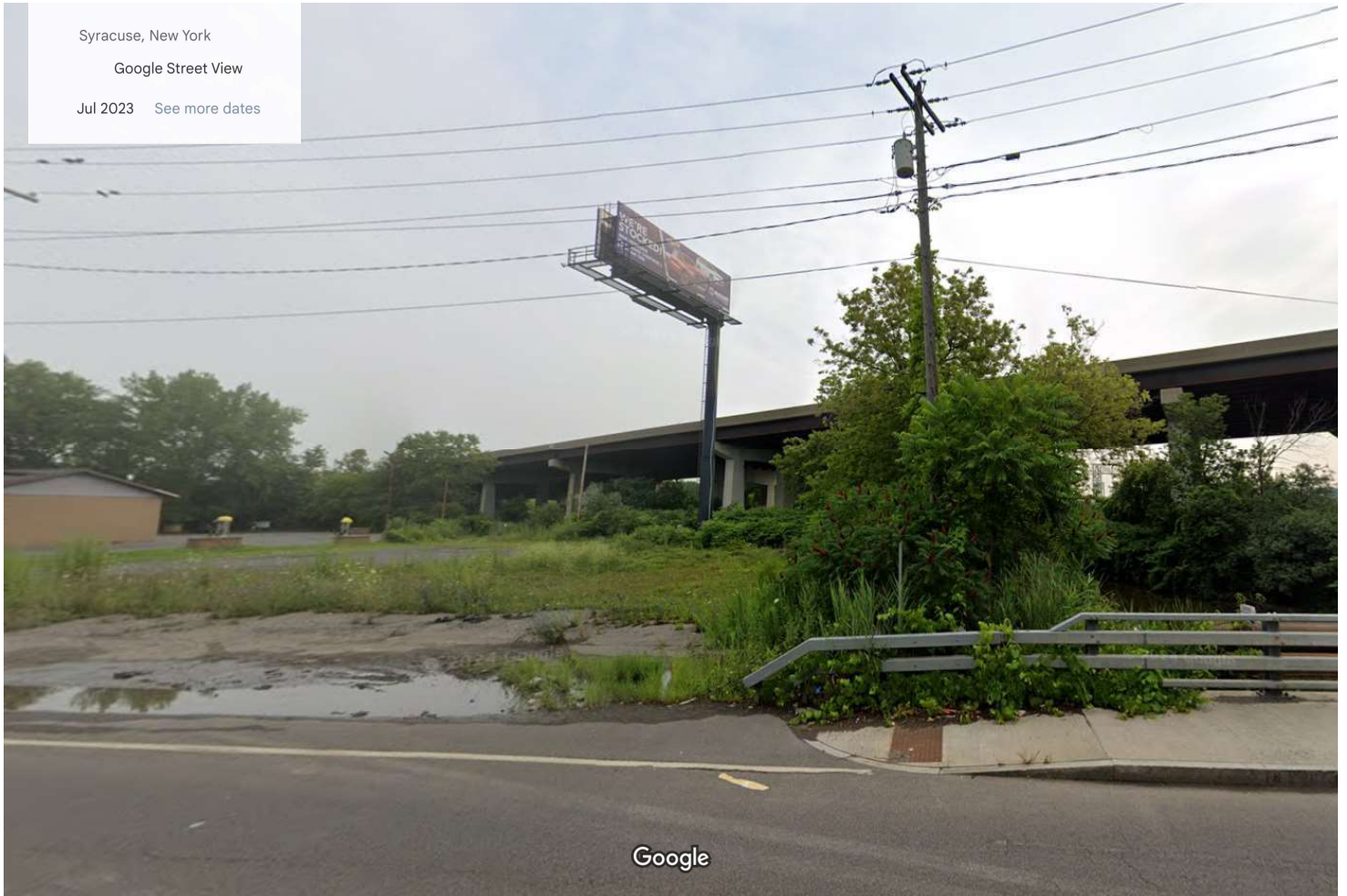
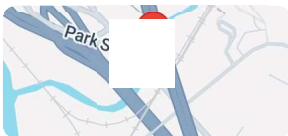


Image capture: Jul 2023 © 2025 Google



ONONDAGA COUNTY

DEPARTMENT OF PLANNING



J. Ryan McMahon, II
County Executive

TO: Members, Syracuse City Planning Commission

FROM: Troy Waffner, Director *TW*
Onondaga County Department of Planning (OCDOP)

DATE: 4/23/2025

RE: Administrative Review – Park Street Billboard – Other Authorization

RECOMMENDATION: Modification

Troy Waffner
Director

Per General Municipal Law, §§239-m and -n, and the Onondaga County Planning Board Rules of Procedure and Referral Policy, the Board may delegate review and recommendation on certain referral actions to the Director of the Onondaga County Department of Planning.

These actions, determined as being generally routine in nature with minimal and/or well-understood intercommunity or countywide concerns, are listed within the Rules of Procedure, and at this website:

<http://www.ongov.net/planning/ocpbpreferableactions.html>.

Please contact OCDOP staff at (315)435-2611 or countyplanning@ongov.net with any questions.

CASE NUMBER:	Z-25-126
REFERRING BOARD:	Syracuse City Planning Commission
DATE RECEIVED:	4/21/2025
TYPE OF ACTION:	Other Authorization
APPLICANT:	Park Outdoor Advertising
LOCATION:	2220 Park Street
WITHIN 500' OF:	Interstate 81, CNY Regional Market and Regional Transportation Center (NYS owned) and municipal boundary with Salina
TAX ID(s):	001.2-02-21.0
RELATED CASES:	Z-15-293

Project Summary:

The site is a vacant 0.175-acre parcel containing an existing billboard. The applicant is seeking re-approval of an existing billboard which was previously approved by the City in 2015. The applicant is also seeking approval to convert the southern face of the billboard from a static face to digital face. The site is located between Park Street and Interstate 81 in a Light Industry and Employment (IN) zoning district.

When the billboard was last up for City approval, the Board offered No Position on the referral (Z-15-293) which included converting the northern face of the existing double-sided static billboard to a digital face. Prior to that, the Board had recommended Disapproval of a proposal (Z-12-258) to convert both sides of the billboard to digital, advising that Commercial Electronic Variable Message Sign (CEVMS) would create a safety hazard by diverting driver attention from critical traffic signage in a complex Interstate Highway interchange and violate New York State Department of Transportation C1a Policy Requirements. The

Board also encouraged the City to consider the potential long-term environmental and energy impacts of digital billboards.

The existing billboard is mounted on a center pole, is 53' above grade, and currently the northern face is digital and southern face is static. The applicant is seeking renewed approval and approval to convert the southern face to an 11' x 40' (440 sf) digital sign. Per the local application, the sign would be 200-7500 NITS, equipped with a photo-electric light sensor, an image duration of 8 seconds, and would flip without transition.

Advisory Note(s):

Per GML § 239-nn, the legislative body or other authorized body having jurisdiction in a municipality shall give notice to an adjacent municipality when a hearing is held by such body relating to a subdivision, site plan, special use permit, or a use variance on property that is within five hundred feet of an adjacent municipality. Such notice shall be given by mail or electronic transmission to the clerk of the adjacent municipality at least ten days prior to any such hearing.

Recommendation: Modification

Modification(s):

1. Off-premises signs located within 660 feet of the right-of-way and intended to be seen from the National Highway System (or 1991 Primary Highway) must be registered with NYS Department of Transportation, in compliance with the Federal 1965 Highway Beautification Act and Part 150 of the Official Compilation of Codes, Rules and Regulations of the State of New York. The applicant is required to coordinate with the New York State Department of Transportation and obtain the necessary approvals for billboard use of this sign. The City must ensure any mitigation as may be determined by the Department is reflected on the plans prior to, or as a condition of, municipal approval.
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Comment(s):

The Board generally discourages billboards in urban areas, particularly as this billboard is in proximity to new residential and mixed-use development, a tourism district, and natural features including Ley Creek and the Loop the Lake Trail System.

Project: AS-15-23M1

Date: 6/16/2025

Short Environmental Assessment Form

Part 2 - Impact Assessment

Part 2 is to be completed by the Lead Agency.

Answer all of the following questions in Part 2 using the information contained in Part 1 and other materials submitted by the project sponsor or otherwise available to the reviewer. When answering the questions the reviewer should be guided by the concept "Have my responses been reasonable considering the scale and context of the proposed action?"

	No, or small impact may occur	Moderate to large impact may occur
1. Will the proposed action create a material conflict with an adopted land use plan or zoning regulations?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Will the proposed action result in a change in the use or intensity of use of land?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Will the proposed action impair the character or quality of the existing community?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Will the proposed action have an impact on the environmental characteristics that caused the establishment of a Critical Environmental Area (CEA)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. Will the proposed action result in an adverse change in the existing level of traffic or affect existing infrastructure for mass transit, biking or walkway?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Will the proposed action cause an increase in the use of energy and it fails to incorporate reasonably available energy conservation or renewable energy opportunities?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7. Will the proposed action impact existing:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
a. public / private water supplies?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. public / private wastewater treatment utilities?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8. Will the proposed action impair the character or quality of important historic, archaeological, architectural or aesthetic resources?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9. Will the proposed action result in an adverse change to natural resources (e.g., wetlands, waterbodies, groundwater, air quality, flora and fauna)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10. Will the proposed action result in an increase in the potential for erosion, flooding or drainage problems?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
11. Will the proposed action create a hazard to environmental resources or human health?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Short Environmental Assessment Form

Part 3 Determination of Significance

For every question in Part 2 that was answered “moderate to large impact may occur”, or if there is a need to explain why a particular element of the proposed action may or will not result in a significant adverse environmental impact, please complete Part 3. Part 3 should, in sufficient detail, identify the impact, including any measures or design elements that have been included by the project sponsor to avoid or reduce impacts. Part 3 should also explain how the lead agency determined that the impact may or will not be significant. Each potential impact should be assessed considering its setting, probability of occurring, duration, irreversibility, geographic scope and magnitude. Also consider the potential for short-term, long-term and cumulative impacts.

☐

Check this box if you have determined, based on the information and analysis above, and any supporting documentation, that the proposed action may result in one or more potentially large or significant adverse impacts and an environmental impact statement is required.

☒

Check this box if you have determined, based on the information and analysis above, and any supporting documentation, that the proposed action will not result in any significant adverse environmental impacts.

City of Syracuse City Planning Commission

Name of Lead Agency

6/16/2025

Date

Steven Kulick

Print or Type Name of Responsible Officer in Lead Agency

Chairperson

Title of Responsible Officer

Signature of Responsible Officer in Lead Agency

Signature of Preparer (if different from Responsible Officer)

City of Syracuse
Parcel History
 01/01/1900 - 06/13/2025
 Tax Map #: 001.2-02-21.0
 Owners: Park Outdoor Advertising NY
 Zoning: IN

Address	Date	Transaction	Transaction Type	Status	Description
2220 Park St	01/28/83	Project	Off Premise Advertising	Approved with	AS-82-041 Off-premise advertising. aka 2220 Park St (East of I-81)
2220 Park St	01/28/83	Project	Off Premise Advertising	Approved with	AS-82-042 Off-premise advertising. aka 2220 Park St (West of I-81)
2220 Park St	10/18/84	Project	Off Premise Advertising	Approved with	AS-84-058 Off-premise advertising.
2220 Park St	04/02/85	Project	Off Premise Advertising	Approved with	AS-85-011 Modify angle of off-premise advertising sign. aka 2220 Park St
2220 Park St	01/10/90	Project	Off Premise Advertising	Closed	AS-89-023 Off-premise advertising (Park).
2220 Park St	08/27/12	Project	Off Premise Advertising	Denied Without	AS-12-17 REPLACE AN EXISTING STATIC BILLBOARD W/ILLUM DIGITAL DISPLAY
2220 Park St	02/12/14	Completed Complaint	Pot Holes in Road	Completed	2013-29492 Caller said 2222 Park Street (not 2220); there's a pot hole, that caused damage to her vehicle.
2220 Park St	08/31/15	Project	Off Premise Advertising	Approved	AS-15-23 CONVERT NORTH-FACING SIGN FACE TO CEVMS
2220 Park St	01/12/16	Permit Application	Sign	Issued	22411 Double sided billboard with (1) 11'-0" x 40'-0" sign in each direction
2220 Park St	02/08/16	Inspection	Inspector Notification	In Progress	
2220 Park St	05/24/16	Permit Application	Electric	Issued	24037 Electric for Billboard - (4) electric items
2220 Park St	05/24/16	Inspection	Rough-In Before Enclosing	Pass	
2220 Park St	05/24/16	Inspection	Progress Inspection	In Progress	
2220 Park St	05/31/16	Inspection	Progress Inspection	In Progress	
2220 Park St	06/08/16	Inspection	Progress Inspection	In Progress	
2220 Park St	06/13/16	Inspection	Progress Inspection	In Progress	
2220 Park St	06/20/16	Inspection	Progress Inspection	In Progress	
2220 Park St	06/29/16	Inspection	Progress Inspection	In Progress	
2220 Park St	07/04/16	Inspection	Progress Inspection	In Progress	
2220 Park St	07/06/16	Inspection	Progress Inspection	In Progress	
2220 Park St	07/19/16	Inspection	Progress Inspection	In Progress	

City of Syracuse
Parcel History

Address	Date	Transaction	Transaction Type	Status	Description
2220 Park St	07/20/16	Inspection	Progress Inspection	In Progress	
2220 Park St	07/22/16	Inspection	Final Inspection	Pass	
2220 Park St	07/22/16	Completed Permit	Sign	Certificate Issued	22411 Double sided billboard with (1) 11'-0" x 40'-0" sign in each direction Certificate of Completion #22411
2220 Park St	08/02/16	Inspection	Final Inspection	Pass	
2220 Park St	08/02/16	Completed Permit	Electric	Completed - No	24037 Electric for Billboard - (4) electric items Completed #24037
2220 Park St	04/17/18	Permit Application	Electric (Meter Set)	Issued	32045 meter set
2220 Park St	04/18/18	Inspection	Inspector Notification	In Progress	
2220 Park St	04/18/18	Inspection	Service Inspection	Pass	
2220 Park St	04/25/18	Completed Permit	Electric (Meter Set)	Completed - No	32045 meter set Completed #32045
2220 Park St	04/25/18	Inspection	Final Inspection	Pass	
2220 Park St	12/13/18	Permit Application	Electric	Issued	36450 Electric
2220 Park St	12/14/18	Inspection	Inspector Notification	In Progress	
2220 Park St	12/28/18	Inspection	Rough-In Wiring Before Enclosing	Pass	
2220 Park St	12/28/18	Inspection	Service Inspection	Pass	
2220 Park St	01/11/19	Inspection	Progress Inspection	In Progress	
2220 Park St	01/25/19	Inspection	Progress Inspection	In Progress	
2220 Park St	02/08/19	Inspection	Progress Inspection	In Progress	
2220 Park St	02/22/19	Completed Permit	Electric	Certificate Issued	36450 Electric Certificate of Completion #36450
2220 Park St	02/22/19	Inspection	Final Inspection	Pass	
2220 Park St	03/21/19	Permit Application	Demolition	Issued	37202 Demolish a commercial building
2220 Park St	03/22/19	Inspection	Inspector Notification	In Progress	
2220 Park St	03/29/19	Inspection	Final Inspection	Pass	
2220 Park St	03/29/19	Completed Permit	Demolition	Certificate Issued	37202 Demolish a commercial building Certificate of Completion #37202
2220 Park St	05/21/25	Project	Off Premise Advertising	Active	AS-15-23M1 Convert the southern face of the existing billboard into digital face and renewal the approval for the exitsing billboard.



OFFICE OF ZONING ADMINISTRATION
Ben Walsh, Mayor

To: Park Outdoor Advertising NY
From: Zhitong Wu, Zoning Planner
Date: 6/13/2025 10:41:35 AM
Re: Off Premise Advertising AS-15-23M1
2220 Park St, Syracuse, 13208

The Departments and/or Boards below have reviewed your application and provided the following comments for your information and action as appropriate.

Please modify the proposal as necessary to address the comments/recommendations. Upon receipt of any revisions and/or written justification to the Office of Zoning Administration, a Public Hearing will be scheduled.

Please contact the Zoning Office at (315) 448-8640 or Zoning@syr.gov if you have any questions.

Approval	Status	Status Date	Reviewer	Comments
Zoning Planner	Pending	05/21/2025		
Planning Commission	Pending	05/21/2025		
Onondaga Co Planning Board	Conditionally Approved	05/21/2025	Zhitong Wu	Modification: 1. Off-premises signs located within 660 feet of the right-of-way and intended to be seen from the National Highway System (or 1991 Primary Highway) must be registered with NYS Department of Transportation, in compliance with the Federal 1965 Highway Beautification Act and Part 150 of the Official Compilation of Codes, Rules and Regulations of the State of New York. The applicant is required to coordinate with the New York State Department of Transportation and obtain the necessary approvals for billboard use of this sign. The City must ensure any mitigation as may be determined by the Department is reflected on the plans prior to, or as a condition of, municipal approval. 2. The applicant and City are advised to ensure appropriate approvals are obtained from the New York State Department of Transportation for the proposed Commercial Electronic Variable Message Sign or CEVMS. The City must ensure any mitigation as may be determined by the Department is reflected on the plans prior to, or as a condition of, municipal approval.