



**CITY OF SYRACUSE, MAYOR SHARON F. OWENS**  
**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

<b><u>AS-25-03</u></b>	<b><i>Staff Report – February 23, 2026</i></b>
<b><i>Application Type:</i></b>	Off-Premise Sign Application
<b><i>Project Address:</i></b>	617-619 N Geddes St. (Tax ID: 108.2-03-07.0)
<b><i>Summary of Proposed Action:</i></b>	Establishment of an “Off-Premise Sign” land use type to construct a 40-foot high, 10’6” x 40’ V Shaped double sided static billboard sign to be viewed from I-690.  The “Off-Premise Sign” land use type is permitted by right in the CM Zone District.
<b><i>Owner/Applicant</i></b>	JT Picciott Realty LLC (Owner) Stephen D. Frank, Park Outdoor Advertising (Applicant)
<b><i>Existing Zone District:</i></b>	Commercial (CM) Zone District
<b><i>Surrounding Zone Districts:</i></b>	The neighboring property to the west is within the Light Industrial and Employment (LI) Zone district. To the west across N Geddes St. and neighboring to the south is the Commercial (CM) Zone District. To the north is I-690, and further north is the Mixed-Use Transition (MX-3).
<b><i>Companion Application(s)</i></b>	N/A
<b><i>Scope of Work:</i></b>	The applicant is proposing to establish an “Off-Premise Sign” land use type on a vacant parcel neighboring I-690. The proposed sign will be a V shaped billboard at the northeastern corner 40’ above grade, 30’ above I-690 mounted on a single center pole/ Sign faces will each be 10’6” x 40’ facing I-690 and the nearby on/off ramps. Site improvements are recommended by DPW to improve the sidewalk and remove various overgrown plants on the property.
<b><i>Facts on Project &amp; Staff Analysis:</i></b>	<p><b><u>Existing Conditions</u></b></p> <ul style="list-style-type: none"> <li>- The site is presently vacant, parts of the sidewalk in the Right-of-Way are covered by overgrowth.</li> </ul> <p><b><u>Nonconformities</u></b></p> <ul style="list-style-type: none"> <li>- No nonconformities exist as the site is currently vacant.</li> </ul> <p><b><u>Dimensional Standards</u></b></p> <ul style="list-style-type: none"> <li>- The lot meets all dimensional standards of the CM Zone District.</li> </ul> <p><b><u>Use Specific Standards</u></b></p> <ul style="list-style-type: none"> <li>- The sign as proposed complies with all required spacing requirement for billboard along I-690 and is not within any off-premise sign exclusion zone.</li> </ul> <p><b><u>Local Land Use and Residential Compatibility</u></b></p> <ul style="list-style-type: none"> <li>- Properties near to the highway along North Geddes Street are in CM Zone District, however there are many existing nonconforming residential uses presenting on adjacent properties.</li> <li>- Nearby land uses are primarily low density residential, commercial, and industrial in nature, including light and heavy motor vehicle repair shops, one- and two-family dwellings, and automobile sales land use types.</li> </ul>

**Off-Street Parking and Loading**

- No parking space is necessary for this land use type, and none is proposed.

**Landscaping, Buffering, and Screening**

- DPW recommend rehabilitation of the sidewalk and areas near the Right-of-Way to prevent further overgrowth from spreading.

**Site, Building Design, and Exterior Lighting**

- The proposed orientation of the billboard would have them oriented slightly NNE and NNW with an angle of 16°-degree angle off North, in order to face east and westbound traffic on I-690.

**Historic Preservation**

- This property is not on the City’s Historic Properties list and does not require review by the Landmark Preservation Board.

**Additional Information**

- The site is in Commercial (CM) Zone District where the “Off-Premise Sign” land use type is permitted by right.
- In 2021 two off-premise sign applications were submitted to create a billboard similar to the one proposed in this application, and both applications were denied without prejudice because of adverse impacts to the character of the lake front district, the proximity to existing residential uses, and the goal to reduce excessive signage within the City’s Comprehensive Plan 2040.
- This parcel previously had a two-story wood frame structure which was demolished in 2012, the property directly to the south also had a two-story wood frame structure which was demolished in 2012 as well.
- The Onondaga County Planning Board reviewed the project and recommended modification with comments regarding the discouragement of placement of billboards near existing residential land uses because of their incompatibility, and concern regarding the recent investment and redevelopment of the Lakefront and Park Avenue areas.
- Additionally, the Onondaga County Planning Board recommends that modification be made to ensure all proper permits are obtained from NYS DOT, and that site enhancement is undertaken as a condition of approval.
- The sign is proposed to be externally illuminated which will mitigate the spillage of light onto adjacent properties and must comply with all sections of SZO Art. 4.7 Exterior Lighting.

***Staff Recommendation:***

**Staff recommend approving this project.**

<p><b><i>Recommend conditions if approved:</i></b></p>	<ol style="list-style-type: none"> <li>1. The applicant shall comply with the general conditions for approval on the Off-Premise Sign application. (See the attached sheet “General Conditions for Off-Premise Sign Approval).</li> <li>2. The applicant shall comply with the recommendations of the Onondaga County Planning Board.</li> <li>3. The applicant shall obtain appropriate approvals and permits are obtained from the NYS Department of Transportation for the proposed signage. 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.</li> <li>4. The applicant shall improve the condition of the site including removal of overgrowth, repair of the sidewalk in accordance with the standards required by the Department of Public Works.</li> <li>5. This Off-premise sign approval shall have a limitation of 10 years after which renewal is required.</li> </ol>
<p><b><i>Zoning Procedural History:</i></b></p>	<p><b><u>617-619 N Geddes St.</u></b></p> <ul style="list-style-type: none"> <li>- Permit #06147   Demolition of a 2-story wood frame structure   Approved</li> <li>- Z-2758   Rezone from Residential A, B, and Business A to Commercial A or Industrial A as part of an effort to rezone 102 parcels within the W Genesee St. Corridor   Approved</li> <li>- AS-21-06   install one center mount, V-shaped, static billboard with I-690 E and W orientation   Denied Without Prejudice</li> <li>- AS-21-12   Install a V-shaped, double-panel off-premise advertising sign   Denied Without Prejudice</li> </ul>
<p><b><i>Summary of Zoning History:</i></b></p>	<p>In 2012 the existing structure on the property was permitted to be demolished, later that same year the area was rezoned as part of an effort to rezone 102 parcels to be more useful for commercial uses along the W Genesee St. Corridor.</p> <p>In 2021 two applications were submitted to create a billboard similar to the one proposed in this application, and both applications were denied without prejudice because of adverse impacts to the character of the lake front district, the proximity to existing residential uses, and the goal to reduce excessive signage within the City’s Comprehensive Plan 2040.</p>
<p><b><i>Code Enforcement History:</i></b></p>	<p>See attached code enforcement history.</p>
<p><b><i>Zoning Violations:</i></b></p>	<p>The proposed lot has no zoning violations.</p>
<p><b><i>Summary of Changes:</i></b></p>	<p>This is not a continued application.</p>
<p><b><i>Property Characteristics:</i></b></p>	<p><b><u>Property characteristics</u></b></p> <p>The subject property at 617-19 N Geddes St. is a regularly shaped rectangular lot with a total of 4,280 SF (0.098 acres). The property has two street frontages with 40 FT of frontage N Geddes St. to the east and 107 FT along Edison St. to the north. The eastern property line borders 648 W Onondaga St. for 264 FT. The eastern property line borders 201 Edison St. for 40 FT. The southern property line borders 613-15 N Geddes St. for 107 FT. The site is proposed to be improved with one double-sided off-premise sign as described in the Scope of Work.</p>
<p><b><i>SEQR Determination:</i></b></p>	<p>Pursuant to the 6 NYCRR §617.2(al), the proposal is an Unlisted Action.</p>

**AS-25-03**

**Onondaga County  
Planning Board  
Referral:**

Pursuant to GML §239-1, m and n, the proposal was reviewed by the Onondaga County Planning Board with recommendation for modification and with comments.

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

- Off-Premise Sign Application
- Short Environmental Assessment Form Part 1
- Location Survey on Part of Lot 5 Block 121, City of Syracuse, County of Onondaga, State of New York. Drawn by Paul J. Olszewski P.L.S. Dated 4/19/2021. Scale 1" = 20'.
- 10'6" x 40' Single Post Center Mount 15' V-Build Sign Structure, North Geddes St., Syracuse, NY., Dated 4/22/2021.

**Attachments:**

Off-Premise Sign Application  
Code Enforcement History

OCPB Comments  
IPS Comments from City Departments

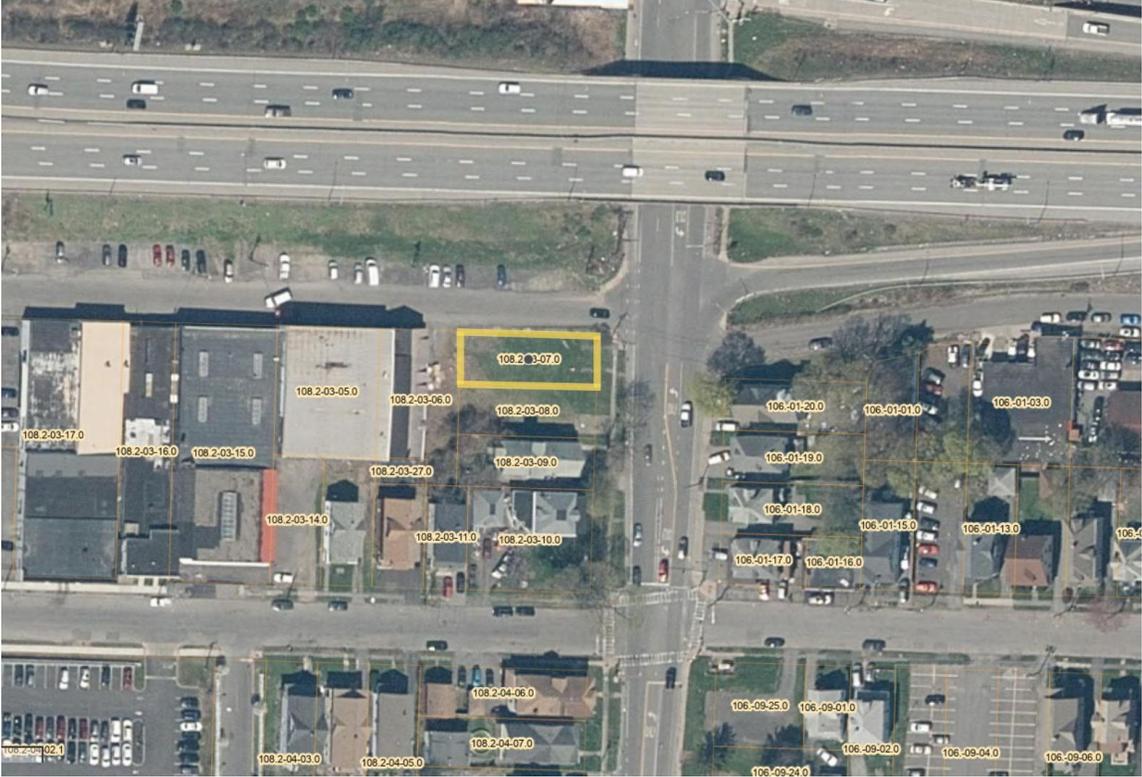
**Context Maps:**

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

ON THIS SITE ONE OFF-PREMISE  
ADVERTISING SIGN (AS-25-03) IS  
BEING PROPOSED TO INSTALL A 2  
FACED SIGN FACING T-690 THIS  
PROPERTY IS LOCATED IN THE  
COMMERCIAL (CM) ZONE DISTRICT  
THIS MATTER WILL BE DISCUSSED  
AT A CITY PLANNING COMMISSION  
MEETING ON MONDAY DECEMBER  
1, 2025, AT 6:00 P.M. IN THE COMMON  
COUNCIL CHAMBERS, CITY HALL,  
SYRACUSE, NEW YORK



# COSTELLO

COONEY & FEARON, PLLC

Experience Innovation

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**Richard J. Andino, Partner**  
[randino@ccf-law.com](mailto:randino@ccf-law.com)

September 29, 2025

**VIA EMAIL AND FIRST-CLASS MAIL:**

City of Syracuse  
Office of Zoning Administration – [zoning@syr.gov](mailto:zoning@syr.gov)  
One Park Place  
300 South State Street, Suite 700  
Syracuse, NY 13202

**Re: Off-Premise Sign Permit Application  
By Park Outdoor Advertising of New York, Inc.  
617-619 N. Geddes Street, Syracuse, New York (Tax Map No. 108.2-03-07.0)**

To the Office of Zoning Administration:

This firm represents Park Outdoor Advertising of New York, Inc. (“Park Outdoor”) concerning the above-referenced application for an Off-Premise Sign Permit from the City of Syracuse to allow for the placement of a non-digital static up-lit off-premise sign on the property located at 617-619 N. Geddes Street within the City of Syracuse, New York (Tax Map No. 108.2-03-07.0) to be situated in an east/west orientation along Interstate 690. Accordingly, please find enclosed a copy of the Off-Premise Sign Permit Application relative to the above-described location. Based on our review of the City’s applicable regulations, this project is in compliance with all relevant provisions of the City of Syracuse Zoning Ordinance.

Our Office previously met with Zoning Director, Zhitong Wu, and Noah Garcia for a pre-application conference on July 22, 2025 relative to the above referenced location in accordance with the City of Syracuse Zoning Ordinance and no concerns with the proposed location were expressed at that time. If upon review of the Application, the Office of Zoning Administration believes another pre-application meeting is necessary please advise us of the same.

Also, please advise if the Office of Zoning Administration needs any supplemental information or additional documentation and do not hesitate to reach out with any questions. Thank you for your attention to this matter.

Very truly yours,

COSTELLO, COONEY & FEARON, PLLC



Richard J. Andino

RJA/  
Enclosure

## 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@syrgov.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
Street address (as listed in the Syracuse Department of Tax Assessment property tax records): 617-619 N. Geddes Street
Plane coordinates (datum, projection, easting, northing): NAVD1988, NAD83, 930486.0710, 1113561.8860
Tax number: 108.2-03-07.0

#### Sign Information

New or existing	Type (wall, ground, projecting, other)	Height	Support type (center pole, flagpole, etc.)	Type of illumination
New	Ground	40 feet	center pole	External LED

#### Electronic Changeable Copy Information (if applicable)

Brightness technology:
Duration of message (in seconds):
Message transition (type, duration):

#### Panel Information

Sign panel	Orientation direction (N, E, S, W)	Orientation street	Panel height	Panel width
1	East	Route 690	11 feet	40 feet
2	West	Route 690	11 feet	40 feet
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>	
<b>Print owner's name:</b> JT Picciott Realty LLC - Joe Picciott	
Signature:	Date: 9/23/2005

# 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 I 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 I. 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.

<b>Part 1 – Project and Sponsor Information</b>			
Park Outdoor Advertising			
Name of Action or Project: Billboard			
Project Location (describe, and attach a location map): 617-619 N. Geddes			
Brief Description of Proposed Action: Build a back-to-back static billboard that will read to Route 690 East & West			
Name of Applicant or Sponsor: Park Outdoor Advertising			
Address: 11 Ascot Place - PO Box 4680			
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 checked="" 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 Department of Transportation		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? _____ .01 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?	NO	YES	N/A
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Consistent with the adopted comprehensive plan?	NO	YES	N/A
	<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"/>	
	<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"/>	
	<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 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"/>
<b>I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE</b>  Applicant/sponsor/name: <u>Park Outdoor Advertising - Stephen D. Frank</u> Date: <u>9/23/2025</u> Signature: <u><i>Stephen D. Frank</i></u> Title: <u>Vice President of Leasing &amp; Development</u>		

**617-19 Geddes St. F/N After**



**617-19 Geddes St. F/S After**





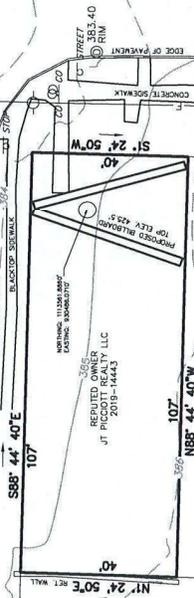
RT. 690 EASTBOUND

EDGE OF PAVEMENT ELEV. 395.5

N GEDDES STREET

EDISON STREET

EDGE OF PAVEMENT



NOTHING TO BE DONE  
EXCEPT AS SHOWN  
REPUTED OWNER  
JT PICCOTT REALTY, LLC  
2019-14443

ST. 24' 50" W

- 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. Olzewski*

PAUL J. OLZEWSKI, P.L.S. LICENSE No. 50212

UNAUTHORIZED ALTERATION OF ANY PART OF A SURVEY MAP BEARING A LICENSED LAND SURVEYOR'S SEAL OR SIGNATURE IS PROHIBITED. ANY SUCH ALTERATION SHALL BE CONSIDERED TO BE A FALSE AND MISLEADING STATEMENT. THE ORIGINAL OF THIS SURVEY MAP NOT BE MARKED WITH AN ORIGINAL OF THE LAND SURVEYOR'S INKED SEAL OR HIS EMBOSSED SEAL SHALL NOT BE CONSIDERED TO BE A VALID TRUE 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 OLZEWSKI, P.L.S., PLLC  
51 FENNEL STREET  
SKANEATELES NEW YORK, 13152  
315-488-5552  
pjosurvey.com





# ONONDAGA COUNTY

## DEPARTMENT OF PLANNING

J. Ryan McMahon, II  
COUNTY EXECUTIVE

Troy Waffner  
DIRECTOR OF PLANNING

**TO:** Members of the City of Syracuse Planning Commission  
**FROM:** Troy Waffner, Director Of Planning  
**DATE:** Friday, November 21, 2025  
**RE:** GML Administrative Review - at 617-619 North Geddes Street  
**RECOMMENDATION:** Modification

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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 Onondaga County Department of Planning staff at (315) 435-2611 or [countyplanning@ongov.net](mailto:countyplanning@ongov.net) with any questions.

**CASE NUMBER:** Z-25-344

**REFERRING BOARD:** City of Syracuse Planning Commission

**DATE RECEIVED:** 11/13/2025

**TYPE OF ACTION:** OTHER AUTHORIZATION

**APPLICANT:** Stephen D. Frank - Park Outdoor Advertising

**LOCATION:** at 617-619 North Geddes Street

**WITHIN 500' OF:** General Municipal Law Section 239-m allows the County Planning Board to review authorizations which a referring body may issue under the provisions of any zoning ordinance or local law the site is located within 500 feet of Interstate Route 690, a state highway.

**TAX ID(s):** 108.2-03-07.0

**RELATED CASES:**

**Project Summary:** The applicant is requesting an Off-Premise Sign Permit on a vacant 4,278 square foot parcel to construct a 40-foot high two-sided static billboard in a Commercial (CM) zoning district. The site is a small, vacant corner lot (0.1 acres) at North Geddes and Edison Streets, adjacent to existing housing units, and across Edison Street from I-690 and ramps at North Geddes Street.

The proposed sign is a V-shaped billboard at the front corner of site, with 2 non-digital uplit sign faces (10'6"x40' each) mounted on a center pole. Sign faces will be 40' high to be visible from I-690. No other site changes are proposed.

The site contains a sidewalk in poor condition along the North Geddes Street frontage and partially along Edison Street, both City streets. North Geddes Street acts as a gateway corridor between the Lakefront and West Genesee Street/Park Avenue areas of the City.

For agency contacts and additional information about advisory notes, please visit: <http://ongov.net/planning/ocpbresources.html>

Past cases in this location include site plan and other authorization referrals (Z-21-335 and Z-21-170) to install one center-mounted V-shaped static billboard. The Board recommended Modification to ensure permits from NYS Department of Transportation (NYSDOT) have been obtained and offered a comment discouraging placement near residential land uses and the gateway to Lakefront and Park Avenue neighborhoods.

No water or sewer connections are existing or proposed.

**ADVISORY NOTE:** 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.

**Recommendations:** Modification

**Modification(s):** The City must ensure the appropriate approvals and permits are obtained from the NYS Department of Transportation for the proposed signage prior to, or as a condition of, municipal approval.

**Comment(s):** The Board also offers the following comments:

1. The Board generally discourages the placement of billboards near existing residential land uses, as these uses are generally considered incompatible in scale and aesthetic. This area also functions as a gateway to the City's Lakefront and Park Avenue areas, which have been targets for recent investment and redevelopment.

2. The City may wish to require enhancement of the existing conditions on the site, in addition to the billboard itself. Improvements would optimally include reconstructed sidewalk along the North Geddes Street frontage, and landscaping, which could take the form of screening for neighboring uses, and plantings or other creative use of the remaining site for aesthetics and/or community benefit.

Project: AS-25-03

Date: 2/23/2026

## *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:		
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"/>

Project:	AS-25-03
Date:	2/23/2026

### *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.

<input type="checkbox"/>	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.
<input checked="" type="checkbox"/>	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 Planning Commission	2/23/2026
Name of Lead Agency	Date
Steven Kulick	Chairperson
Print or Type Name of Responsible Officer in Lead Agency	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 - 11/25/2025

Tax Map #: 108.2-03-07.0

Owners: JT Picciott Realty LLC

Zoning: CM

Address	Date	Transaction	Transaction Type	Status	Description
617-19 Geddes St N & Edison St	12/15/11	Completed Complaint	Sewer Back Up	Completed	2011-00999   jet flush 7121
617-19 Geddes St N & Edison St	12/20/11	Completed Complaint	Jet Lateral/Main	Completed	2011-01131   Jet Flush 7121
617-19 Geddes St N & Edison St	05/02/12	Permit Application	Demolition	Issued	06147   Demolition of a 2 story wood frame structure per attached approvals. City sidewalk shall be properly protected from damage during demop- per DPW.
617-19 Geddes St N & Edison St	02/19/13	Project	Zoning (Converted)	Approved	Z-2758   CHANGE SELECT RA, RB + BA TO CA OR IA
617-19 Geddes St N & Edison St	05/19/21	Project	Off Premise Advertising	Denied Without	AS-21-06   install one center mount, v-shaped, static billboard with I-690 E and W orientation (Park Outdoor) OPA Inventory ID 285
617-19 Geddes St N & Edison St	10/01/21	Project	Off Premise Advertising	Denied Without	AS-21-12   Install a V-shaped, double-panel off-premise advertising sign
617-19 Geddes St N & Edison St	10/15/25	Project	Off Premise Advertising	In Review	AS-25-03   Off Premise sign for Park Outdoor Advertising



OFFICE OF ZONING ADMINISTRATION  
Ben Walsh, Mayor

To: JT Picciott Realty LLC  
 From: , Zoning Planner  
 Date: 2/19/2026 4:12:37 PM  
 Re: Off Premise Advertising AS-25-03  
 617-19 Geddes St N & Edison St, Syracuse, 13204

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](mailto:Zoning@syr.gov) if you have any questions.

Approval	Status	Status Date	Reviewer	Comments
DPW - Transportation Planner	On Hold	10/28/2025	Neil Milcarek-Burke	<p>Applicant has failed to address previously supplied comments under AS-21-06 (2021.) Site and ROW conditions must be improved prior to any further activity. Necessary permits/approvals are to be obtained from the Permit Desk.</p> <p>Comments copy/pasted from previous submittal for PARK OUTDOOR, AS-21-06:                      No concerns with signage as proposed, however, there are hazardous ROW conditions associated with this property along both the Geddes St N and Edison St frontages that must be remedied as part of any site work and included on updated plans.</p> <ul style="list-style-type: none"> <li>- Sidewalk along Geddes St N is severe disrepair and is to be replaced.</li> <li>- Sidewalk along Edison St is is severe disrepair and is to be replaced.</li> <li>- Driveway/apron/access point along Edison St is to be clarified and brought into a state of good repair, no wider than 12'. Any area outside of the 12' driveway is to be restored to grass/turf.</li> <li>- Overgrowth near the corner of Geddes/Edison is to be removed in its entirety, including stump and sub-surface remediation as necessary. Overgrowth along lot lines is to be cleared.</li> <li>- Extant lead walks, or other items are to be removed.</li> </ul>
Zoning Planner	Waiting on Board	02/19/2026	Zhitong Wu	No concerns

Planning Commission	Pending	10/15/2025		
DPW Sewers - Zoning	Internal Review Complete	10/17/2025	Vinny Esposito	All underground utilities must be located and protected.
Eng. Mapping - Zoning	Conditionally Approved	10/23/2025	Ray Wills	Work should have no impact on Mapping Division assets in the area. Do not deviate from the proposed work. Work should be contained to private property outside of the ROW, any support work inside the ROW should be reviewed prior to work commencing (ex. Electrical Tie in work inside of the ROW)
DPW Traffic Control- Zoning	Conditionally Approved	10/21/2025	Charles Gafrancesco	<p>10.21.25 Conditionally Approved for Zoning Applicant will be required to submit an MUTCD compliant work zone traffic control (WZTC) plan for approval during permit process, if the nature of this work will affect pedestrian or vehicular traffic in the public ROW</p> <p>All temporary traffic control warning signs, flaggers, detours, barriers, barriers, barricades etc., shall be clearly drawn on plan in its respective location and include the sign language, and the MUTCD sign ID number.</p> <p>It is the applicant's responsibility to ensure WZTC plan is compliant with all MUTCD regulations, local, state, county and permitting agency laws.</p> <p>Unclear or non-compliant WZTC plans may delay approval. If the contractor is unfamiliar with requirements, they are instructed to reach out to the central permit office.</p>