



Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan
Director, Tarik Abdelazim

STAFF REPORT

TO: Planning Commission Members
FROM: Planning Housing and Community Development
DATE: February 18, 2014
SUBJECT: 117 N. Griswold Street; Request for Banned Activity
TAX ID #: 144.68-2-1
CASE: 2014-07

A. REVIEW REQUESTED

Park Outdoor America (POA) proposes to erect a 75-foot tall, 14 x 48-foot, two-sided, off-premise advertising sign primarily viewable from I-81 at 117 N. Griswold Street. Off-premise advertising signs are prohibited within the City unless approved by City Council following a recommendation by the Planning Commission.

B. STANDARDS FOR ISSUANCE OF A RECOMMENDATION TO CITY COUNCIL

In its report to City Council, the Planning Commission may recommend approval, approval with modifications or denial. In reaching its decision, the Planning Commission shall consider:

- (a) Whether the proposed sign will have a substantial or undue adverse effect upon adjacent properties, the character of the neighborhood, traffic safety, and other matters affecting the public health, safety and general welfare.
- (b) Whether the proposed sign will be constructed or arranged so as not to dominate the immediate vicinity or interfere with the development or use of neighboring property.
- (c) Whether the proposed design will result in the destruction, loss or damage of any natural, scenic or historic features of significant importance.
- (d) Whether the proposed design will be compatible with the physical environment and aesthetically harmonious with the surrounding area.
- (e) Whether the proposed location and placement of the sign will create any traffic or safety hazards.
- (f) Whether the placement of the sign is necessary or desirable to provide a service which is in the interest of public convenience or which contributes to the general welfare of the community.

C. PREVIOUS CASE HISTORY

117 N Griswold Street: In 2012 the Planning Commission recommended denial of a proposed by Park Outdoor America to erect an off-premise advertising sign.

82 Bevier Street: In 2012 the Planning Commission recommended denial of a proposed by Park Outdoor America to erect an off-premise advertising sign.

111-115 Montgomery Street: In 2013 the Planning Commission recommended denial of a proposed by LCP Group to erect an off-premise advertising sign.

D. STAFF FINDINGS

Planning Staff has reviewed the applicant's proposal, and has reached the following findings:

- 1. That the applicant's proposal does not provide any discernible benefit to the City of Binghamton and only benefits the applicant;**
- 2. That the applicant's proposal would negatively impact the physical environment and contribute negatively to the aesthetic of the surrounding area by contributing to sign clutter;**
- 3. Additional sign clutter would contribute to the continued damage of the scenic vista of the City's skyline and surrounding hillsides as viewed from the Interstate;**
- 4. The proposed sign, which would be located near the entry and exit ramps of the Interstate 81 and Brandywine interchange, could distract drivers entering and existing the Interstate which would impact traffic safety;**
- 5. That the applicant has provided no compelling evidence that the proposed billboards are necessary or desirable or providing a public convenience;**
- 6. And therefore, the Planning Commission should issue to City Council a Recommendation of Denial.**

Further, the Planning Commission should recommend that in the event that Council approves this proposal Park Outdoor America must remove other signs in their ownership and located within the City to offset the 1,344 square feet of new off-premise advertising sign area that would be created as a result of this proposal. The total square footage of sign area to be removed and the locations of signs to be removed must be negotiated by City Council and Park Outdoor and approved by Council. In addition, signs that are agreed upon for removal shall be removed prior to the issuance of a permit for the proposed sign.

I. ENCLOSURES

Enclosed is a copy of the applicant's submitted materials packet.