



**ZONING BOARD OF APPEALS
STAFF REPORT
February 25, 2026**

Area Variance

Case #4

Staff Reviewer: Melissa Phillips

File Numbers: V-062-25-26

Applicant: Patrick Dutton, Dutton Properties

Project Address: 25 Canterbury Road

Zoning District: C-2 Community Center District

Section of Code: 120-177

Request: To construct a 60ft tall monopole within the parking lot of an office-building, which includes a double-sided, 672sf, digital advertising sign facing east and west bound traffic on I-490, and a 210sf, static community board facing north, where the signs do not meet certain requirements applying to all districts.

Background: The subject parcel contains a commercial use and is legal to be used as THREE STORY; FIRST, SECOND AND THIRD FLOOR OFFICES, per the most recent Certificate of Occupancy recorded. The proposed billboard is part of a broader redevelopment project to revitalize the block containing 800-804, 806-808, and 810-812 Monroe Avenue and 21 and 25 Canterbury Road.

This project is in Site Plan Review and a copy of Preliminary Site Plan Findings dated 1/16/26 is included in this staff report.

Code Compliance: Section 120-177M(4) provides that no more than two signs may be erected at any site, and each sign face must be back to back. The proposed sign faces are angled to ensure direct facing highway traffic on I490 east, and west bound. A third surface is proposed that will be static for use as an art display to block the view of the sign structure between the billboards. The request is to exceed the number of surfaces and install two digital advertising signs, which are not back to back and a third artistic surface (**area variance required**).

Section 120-177M(5) provides that no advertising sign shall be more than 236 square feet for each side. The proposed signs will be 672 square feet (14' x 48') per side. The request is to exceed the size of permitted advertising signs by 284% per side (**area variance required**).

Section 120-177M(6) provides that advertising signs shall not exceed 23 feet in height. The proposed sign faces top out at 60' tall from the parking lot grade fronting Canterbury Road. The request is to exceed the height limit for advertising signs by 260.87% (**area variance required**).

Section 120-177M(7) provides that all advertising signs shall include only one advertisement that covers the entire sign face at all times. The proposed advertising signs are digital and will intermittently change by programmable intervals. The request is to install advertising signs that has the boundless capability to change advertisements, more than one on the entire face of the sign at all times (**area variance required**).

Standards:

The following Standards will be used to evaluate the application:

1. The benefits to the applicant outweigh any detriment to the health, safety and welfare of the neighborhood or the community by the granting of the variance.
2. No undesirable change will be produced in the character of the neighborhood, or a detriment to nearby properties will be created by the granting of the variance.
3. There is no other means feasible for the applicant to pursue, other than the granting of this area variance.
4. The requested variance is not substantial.
5. The requested variance will not have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.
6. The alleged difficulty was not self-created, the consideration of which shall be relevant to the decision of the Board of Appeals but shall not necessarily preclude the granting of the variance.

Code Enforcement:

The subject property is not currently in code enforcement.

SEQR:

The project is classified as a Type II Action, per §48-5B (14), thus requiring no further environmental review.

Public Feedback:

Public feedback collected to date is included in this staff report. All additional comments received up to the deadline date will be electronically sent to the Board members and applicants and be printed and provided at the Hearing.

PROJECT INFORMATION

PLEASE TYPE OR PRINT

1. PROJECT ADDRESS(ES): 25 Canterbury St.

2. APPLICANT: Patrick Dutton COMPANY NAME: Dutton Properties

ADDRESS: [REDACTED] CITY: Rochester ZIP CODE: [REDACTED]

PHONE: [REDACTED] FAX: _____

E-MAIL ADDRESS: [REDACTED]

INTEREST IN PROPERTY: Owner X Lessee _____ Other _____

3. PLAN PREPARER: Michael Greene

ADDRESS: [REDACTED] CITY: Rochester ZIP CODE: [REDACTED]

PHONE: [REDACTED] FAX: _____

4. ATTORNEY: Daniel F. Brennan, Esq.

ADDRESS: [REDACTED] CITY: Rochester ZIP CODE: [REDACTED]

PHONE: [REDACTED] FAX: _____

5. ZONING DISTRICT: C-2

6. DETAILED PROJECT DESCRIPTION (additional information can be attached): _____

Dutton Properties is proposing a redevelopment of the project site and adjacent parcels, including the construction of a new monopole outdoor advertising sign with two digital sign faces.

7. LENGTH OF TIME TO COMPLETE PROJECT (Attach schedule if phased:) 3-6 months

APPLICANT: I certify that the information supplied on this application is complete and accurate, and that the project described, if approved, will be completed in accordance with the conditions and terms of that approval.

SIGNATURE: *Daniel Brennan* DATE: November 11, 2025

By: Daniel F. Brennan, Esq. as attorney and agent for Dutton Properties

OWNER (if other than above): I have read and familiarized myself with the contents of this application and do hereby consent to its submission and processing.

SIGNATURE: _____ DATE: _____



City of Rochester, NY

**AREA VARIANCE
STATEMENT OF DIFFICULTY
Section 120-195B(4)(b)**

An area variance shall be granted only if the applicant can establish the existence of EACH of the following conditions:

A. Benefits. The benefits to the applicant outweigh any detriment to the health, safety and welfare of the neighborhood or the community by the granting of the variance.

Please see application narrative for details on the benefits of the project. The proposed outdoor advertising sign will provide advertising opportunities for local businesses. The revenue from the lease of the advertising sign will provide the financing make necessary improvements to the property which will allow the building to be leased. The improvements include lighting, landscaping, new entrances and other interior improvements.

B. Essential character of the area. No undesirable change will be produced in the character of the neighborhood, or a detriment to nearby properties will be created by the granting of the variance.

The project will produce a positive change to the character of the neighborhood by rehabilitating a historic building. Furthermore, the area is already characterized by numerous existing digital outdoor advertising signs along Monroe Avenue.

Please see application narrative for details on the essential character of the area.

C. No other remedy. There is no other means feasible for the applicant to pursue, other than the granting of this area variance.

There is no other remedy available as the City Code requires an area variance for outdoor digital advertising.

Please see application narrative for details on the availability of other remedies.

D. Significance. The requested variance is not substantial.

The requested variance is not substantial. There is no material difference between a digital advertising sign and a static advertising sign, which would be allowed under the Code. The digital sign will produce less light and be less visible to neighboring properties than an allowed static sign.

Please see application narrative for details on the significance of the request.

E. Physical and environmental conditions. The requested variance will not have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.

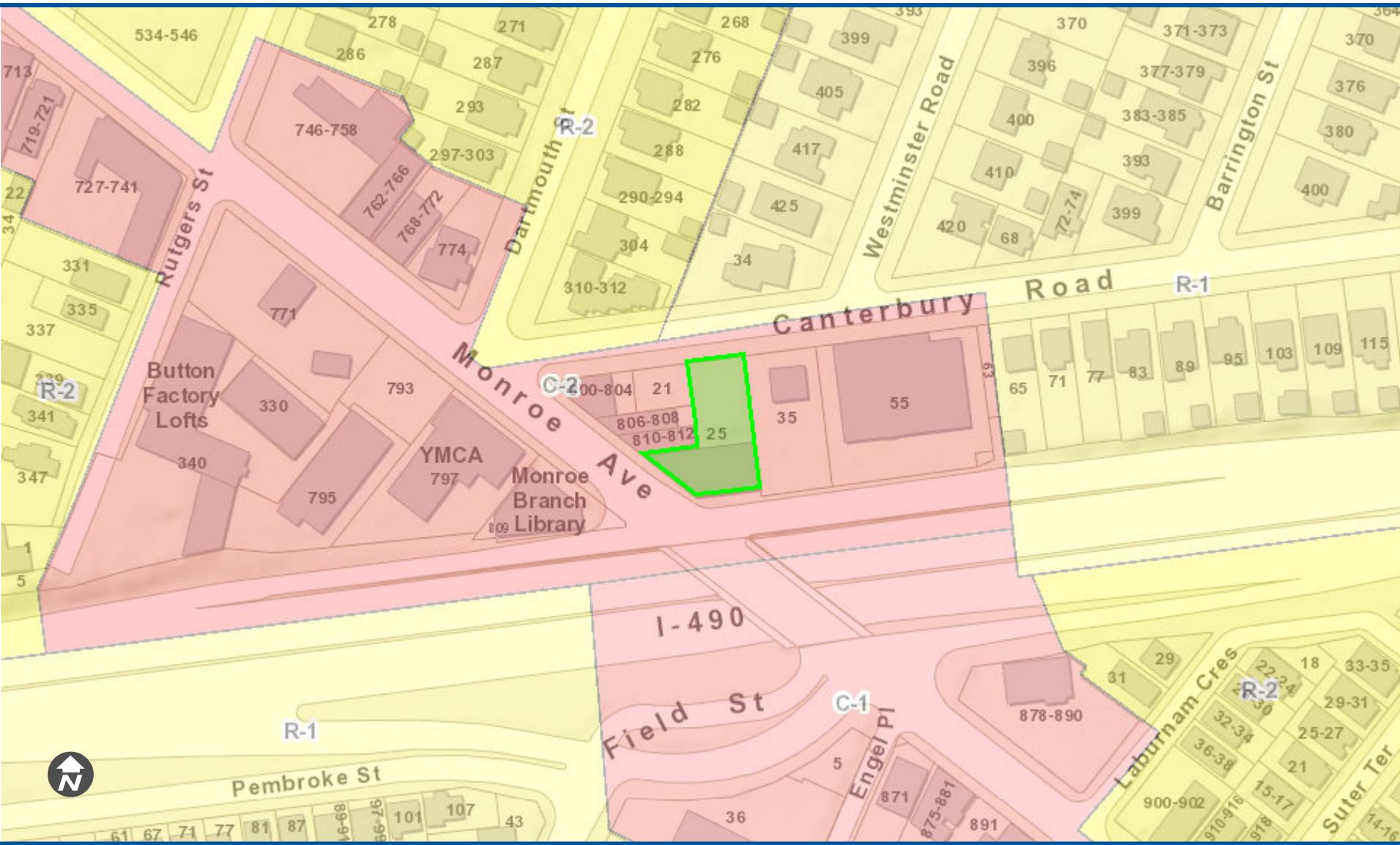
There will be no adverse impact to the physical or environmental conditions of the neighborhood. The proposed monopole is approximately 48" in diameter and is being installed on an existing previously developed property.

Please see application narrative for details on the environmental impacts.

F. Not self created. The alleged difficulty was not self created, the consideration of which shall be relevant to the decision of the Board of Appeals but shall not necessarily preclude the granting of the variance.

The alleged difficulty was no self created. The City Code requires area variances for all digital outdoor advertising signs. The proposed height is necessary to clear the roof of the existing building and the proposed sign face size is necessary for the sign to be visible from the highway.

25 Canterbury Rd



February 10, 2025

This map is intended for general reference only.

The City of Rochester makes no representation as to the accuracy or fitness of the data presented.

City of Rochester, NY



City of Rochester, NY
 Malik D. Evans, Mayor

25 Canterbury Rd - 14607

SBL: 121.67-1-38

SBL20: 1216700001038000000



City of Rochester, NY
Malik D. Evans, Mayor



Owner Name: Canterbury Place Llc
Owner Address: 25 Canterbury Rd Ste 201
 Rochester, NY 14607

Frontage: 70.43
Depth: 68.91
Acreage: 0.23
Use Code: 464 - Office Building
Zoning: C-2
Land Value: \$59,300.00
Assessed Value: \$401,300.00
Tentative Land Value: \$59,300.00
Tentative Total Value: \$401,300.00

Sale Date: 03/25/2014
Sale Price: \$245,000.00

Structures

Building Type	Year Built	Gross Sq. Footage	# Identical
Office, 2-4 Story, Load Supporting Walls, Post, Beam	1930	8,918	1

Used-As Square Footages

Used-As Sq. Footages Description	Sq. Footage
Walk-Up Office	13,377

Other Structures

No other structures.

25 Canterbury Rd - 14607

SBL: 121.67-1-38

SBL20: 1216700001038000000



City of Rochester, NY
Malik D. Evans, Mayor

Taxes

Current Year Bill: \$10,465.24

Installments	Amount Due	Date Paid	Payment
7/31/2024	\$4,315.24	6/30/24	\$4,315.24
9/30/2024	\$2,050.00	--	\$0.00
1/31/2025	\$2,050.00	--	\$0.00
3/31/2025	\$2,050.00	--	\$0.00

Interest Paid: \$0.00

True Tax Amount*: \$10,465.24

Remaining Amount Due (All Years)

Principal Due: \$6,150.00

Interest Due: \$41.00

Total Amount Due: \$6,191.00

* This is the value that would be owed if no exemptions are granted.

Tax Exemptions

No tax exemptions found.

Special Districts

Special District Code	Special District Desc	Units
HSR00	Hazard sdwlk replace	90
RP600	Roadway snow plow	90
SC400	Street maint. full	90
SL140	Monroe lights dist 1	70
SP700	Sidewalk snow plow	90

Project Background

The Dutton Properties proposes to install a new digital advertising sign as part of the ongoing revitalization of the corner of Monroe Avenue and Canterbury Road. The proposed sign is a monopole structure located behind the existing parking lot, adjacent to Interstate 490, within the C-2 Community Center District. Dutton Properties owns five contiguous parcels (Tax Account Nos. 121.67-1-38, 121.67-1-39, 121.67-1-40, 121.67-1-41, and 121.67-1-42) that together comprise the property at this corner (the “Property”).

The Property includes four connected commercial buildings and an associated parking area forming a small neighborhood plaza. Historically, the site was anchored by a long-standing hardware store that closed during the pandemic. Since that time, Dutton Properties has undertaken substantial improvements to restore and adapt the Property for a mix of neighborhood-serving commercial uses. The proposed digital sign, approximately 60 feet in height with two 672-square-foot back to back faces oriented toward the highway (the “Advertising Faces”), and including an approximately 210-square-foot Art display panel (the “Community Display”), represents a key component of this redevelopment effort (together, the “Sign”).

This office represents Dutton Properties in obtaining municipal approvals to redevelop the Property and build a new digital advertising sign (the “Project”). The Applicant is the owner of the Property and the four existing connected buildings on the Property (the “Buildings”). Lamar Outdoor Advertising (“Lamar”) has entered into an agreement to construct and operate an advertising sign on the Property (the “Lease”). The Project requires area variance relief from this Board. As such, we submit this letter and attached exhibits in support of our application for area variances to allow the Project to move forward.

Digital Sign Details

The proposed digital sign will be designed and operated to avoid any potential impacts on neighboring properties. There will be luminance limits, automatic dimmer capability, dwell time minimums, and transition time maximums. Lamar will prohibit special effects, sequencing, interactive flashing effects, odors, gases, pyrotechnics, interactive devices, and will include a default freeze mechanism. The proposed digital sign will comply with the following standards, consistent with prior approved digital advertising signs in the City of Rochester:

- a. Maximum brightness will not exceed 5,000 cd/m² in day light and 200 cd/m² at night;
- b. The sign will be equipped with both a dimmer control and a photocell, which will automatically adjust the display intensity according to natural ambient light conditions and not exceed set maximum brightness;
- c. Dwell time and message/image change interval, will be a minimum of (10) ten seconds;
- d. The displayed image will remain static during the (10) ten second interval;

- e. There will be no visual “special effects” of any kind during a message or during the transition between successive messages;
- f. Transitions from one message to the next will have no perceptible dimming or blanking of the display, and no visible effects such as fade, dissolve, animation, flashing or moving lights;
- g. Sequencing of messages, such as using two or more successive screens to convey a message on a single sign that will not fit on one screen will not to be used;
- h. The sign will contain a default mechanism that will freeze the sign in one position, or the off position, if a malfunction occurs; and
- i. The sign will not be interactive and will not feature or support personalized communications with the driver in real-time, nor emit audible, sound, odor, or visible matter, other than light.

Lighting and Operation

The message displayed on the proposed digital sign will be static, and the transition to the next message will be instantaneous. The proposed digital sign will meet all of the acceptable criteria as mentioned in the 2007 USDOT memorandum.

The surface area of the sign is in line with existing interstate advertising signs throughout the State of New York.

The proposed digital sign will meet all NYS regulations for placement as well as traffic safety. NYSDOT has granted Lamar preliminary approval for this location.

The lighting of the proposed digital sign will not be a distraction to drivers or otherwise impact traffic safety. A recent study assessing driver distraction from digital advertising billboards was recently conducted by the TXDOT and the Federal Highway Administration. The study concluded that there is NO CHANGE in crashes on any highway type due to the installation of electronic billboards. The 113-page report dated May 2025 provides extensive detail and methodology.

NYS reviews and monitors conditions in the area of digital signs and the NYSDOT Criteria for Regulating Off-Premises Commercial Electronic Variable Message Signs specify that if accident rates increase at any location and are deemed to be caused by digital sign duration, spacing, brightness or location, enforcement action will result. However, no such enforcement action has ever been necessary.

The proposed digital sign will have numerous operation standards that prevent any impacts on drivers and the neighborhood. The maximum brightness will not exceed 5,000 cd/m² in daylight

and 200 dc/m² at night, which is consistent with the other approved digital advertising signs in the city of Rochester, including the digital signs located at 10 Griffith St. and 17 Industrial St.

The proposed sign will incorporate baffles designed to direct illumination toward the highway corridor and away from the surrounding neighborhood.

Media Resources Inc. invented the SITELINE product specifically to address the issues surrounding individual areas where light emission into nearby areas is undesirable.

The SITELINE system employs a patent-pending mechanical baffle system similar to luminaire baffles to eliminate all projection of light from the Light Emitting Diodes (LEDs) into a “protected region”. As a result, the protection is physical, reliable, permanent, and not the outcome of any programming or settings.

For a video reference of the effectiveness of the Media Resources SITELINE product, please see <https://vimeo.com/365082755>

(A complete Media Resources light study and info packet is attached)

Project Benefits

The proposed digital sign will be 60’ tall with two 14’ x 48’ (672 square feet), back to back digital advertising sign faces.

The Sign has meaningful public and site-specific benefits. Not only will the Project benefit the Applicant, but the surrounding neighborhood as well.

Dutton Properties is planning significant capital upgrades to the Property. There will be new landscaping, building lighting, entrances and artwork. These improvements will help attract new commercial tenants to the existing vacant buildings. The revenue from the advertising sign Lease will pay for the necessary upgrades to the Property.

For Dutton Properties, the Sign will provide new revenue to reinvest in the Property. For the neighborhood, the Project improves the visual quality of the neighborhood. The new lighting and landscaping will be a significant benefit to the Monroe Ave. and Canterbury Rd. intersection, which is an entryway to the neighborhood. These improvements will attract new commercial tenants in the building which will serve the neighborhood and reduce the blighting impact of vacancy. The proposed community art display will be used to benefit local artists and art programs.

1. Lease Revenue and Site Reinvestment

The Lease with Lamar Outdoor Advertising will provide a reliable source of long-term revenue that will enable Dutton Properties to reinvest directly into the improvement and modernization of the existing buildings. The Property is a large, aging complex with significant deferred maintenance needs, including plumbing, siding, roofing, and electrical upgrades. Despite the efforts to market the site for new tenants since the closure of the hardware store, the ongoing building deficiencies and lack of financing options have hindered meaningful reinvestment. The Lease provides a stable income stream that will allow Dutton Properties to secure financing for comprehensive building repairs and improvements, ensuring that the structures remain viable for continued commercial use.

The Lease will therefore serve as a catalyst for the Property's broader revitalization. By providing a predictable revenue base, it will enable Dutton Properties to make long-needed capital improvements that will attract new neighborhood businesses, improve the overall appearance and safety of the site, and strengthen the Monroe Avenue corridor as a local commercial destination. Without this source of funding, the Property would likely continue to experience prolonged vacancies and physical decline. The Lamar partnership represents a pragmatic and sustainable means of restoring this key corner to productive use, consistent with the intent of the C-2 Community Center District.

2. Community Art Display

In addition to the advertising displays facing the highway, Dutton Properties and Lamar Advertising propose dedicating a static panel facing Canterbury Road for use by local Rochester artists. This Community Display will not contain commercial or local advertising or promotions and will not be sold or traded for value. Instead, it will exclusively feature artwork created by local artists or schools and may also serve as part of the Rochester Wall\Therapy initiative.

Wall\Therapy is an art and community intervention project that uses public murals to transform the urban landscape, inspire creativity, and build community. The intent of this proposal is to convert the panel into a visual asset for Canterbury Road by introducing color, creativity, and a strong sense of local identity at a prominent gateway to the City.

Dutton Properties and Lamar will collaborate with the City, local art schools, and community arts organizations to establish a structured schedule for rotating the Community Display. Lamar has committed to updating the vinyl face on a quarterly basis, ensuring a dynamic and evolving presentation of local artwork. This initiative provides a meaningful public benefit, encourages community engagement, and enhances the aesthetic character of the area while complementing ongoing redevelopment and reinvestment in the surrounding properties.

3. Community Benefits from the Advertising Displays

The proposed digital advertising sign will provide meaningful economic and community benefits to the Monroe Avenue corridor. Lamar Advertising has committed to offering a 25% discount to businesses located along Monroe Avenue, reserving one of the six rotating display positions on each sign face for this purpose. This initiative will give local merchants, restaurants, and service providers affordable access to a high-visibility advertising platform, supporting small businesses and strengthening the commercial vitality of the area. The billboard's strategic location adjacent to Interstate 490 and immediately next to the Monroe Avenue exit creates a unique opportunity to attract passersby and direct regional traffic toward nearby establishments. By helping to draw new customers, increase awareness of local offerings, and highlight the corridor as a gateway into the City, the proposed sign will generate tangible community and economic benefits consistent with the intent of the C-2 Community Center District.

The Project will also provide instantaneous public service messaging and emergency communications. Digital advertising signs are used for missing children cases (Amber Alerts) and provide critical public messages from public agencies responding to natural disasters.

Increased inventory from the Project will allow Lamar to continue investing in the city of Rochester and supporting local causes. In 2017, Lamar's local public donations totaled approximately \$615,000. In 2018, Lamar donated approximately \$587,000 to local causes. Donations were made to the Baden Street Settlement; Rochester Police Department; the Rochester School District; Camp Good Days and Special Times: the Ad Council (Smoking cessation, car seats, home foreclosure, summer hunger, taxes, CPR); US Marshalls; Girl Scouts; Project Exile; Boys and Girls Club; Government Traffic Safety Council; Rise Up Rochester; Salvation Army; Unifeat; Marines; The Air Force and The National Guard. Digital advertising signs help make it these charitable donations possible.

Legal Standards

The City has determined that this Project requires an area variance for an "attention-getting device"¹. Advertising signs are an allowed use in the C-2 zoning district, however, an area variance is required for digital sign faces. The Project meets all the standards to allow a nonconforming sign to be moved or altered, as set forth in Code § 120-202(B).

Approval of this Project is consistent with this Board's prior approval of similar digital advertising signs. This Board approved similar digital advertising signs in the C-2 zoning district. In addition to following the area variance standards set forth in the Code, this Board must make a determination that is consistent with prior precedent.²

As demonstrated below, the Project complies with the Code's standards for area variances. The following standards for approval are set forth below in Code § 120-195(B)(4) (the requirements are outlined below in bold type with the Applicant's response in regular type):

Section 120-195(B)(4)(b) – An area variance shall be granted only if the applicant establishes the existence of each of the following conditions:

¹ The categorization of all digital advertising signs as attention getting devices is obsolete. To wit, the 9/25/07 Memorandum, HEPR-20, of the U.S. Department of Transportation, giving guidance on Changeable Electronic Variable Message Signs (CEVMS) to divisions and to states, provides the following: "Proposed laws, regulations, and procedures that would allow permitting CEVMS, subject to acceptable criteria, do not violate a prohibition against intermittent or flashing or moving lights ..."

² New York's highest court has held that a Zoning Board of Appeals acts arbitrarily and capriciously when it fails to follow its own precedent or provide a rational explanation for departing from it. See *Knight v. Amelkin*, 68 N.Y.2d 975 (1986) (citing *In re Charles A. Field Delivery Serv.*, 66 N.Y.2d 516 (1985)). This principle has been applied specifically to sign variance cases, including *Mobile Oil Corp. v. Vill. of Mamaroneck Bd. of Appeals*, 293 A.D.2d 679 (2d Dep't 2002), where the court overturned a zoning board's denial of a sign variance for failing to distinguish its own prior decisions.

(1) Benefits. The benefit to the applicant if the variance is granted outweighs the detriment to the health, safety and welfare of the neighborhood or community by such grant:

The Project will deliver multiple, interrelated benefits to both the Property and the surrounding community. First, the lease revenue generated from the sign will provide Dutton Properties with a stable source of funding necessary to reinvest in long-deferred building improvements. The Property, which includes several aging commercial structures, faces significant capital needs related to roofing, siding, plumbing, and electrical systems. The consistent income from the sign lease will enable Dutton Properties to secure financing for these upgrades, ensuring the long-term viability of the site and supporting its continued use as a neighborhood commercial plaza.

In addition to these direct reinvestment benefits, the Project provides clear community enhancements. One sign face will be dedicated exclusively to a community art display, featuring rotating artwork created by local artists, schools, and neighborhood groups, adding a creative and civic dimension to the project. The advertising faces will also serve the public interest by offering discounted advertising opportunities to Monroe Avenue businesses, promoting local commerce, and drawing visitors from Interstate 490 into the corridor. Collectively, these elements make the project a model of private investment that generates tangible public benefits.

There will be no harm to the neighborhood or public welfare. The new sign will not add traffic or noise, or create light intrusion. The size and height of the sign is consistent with the character of the Monroe Avenue corridor which features many existing similar sign structures. For these reasons, the Project is an improvement that advances the interests of the property owner and the neighborhood.

(2) Essential character of the area. No undesirable change will be produced in the character of the neighborhood or a detriment to nearby properties will be created by the granting of the area variance;

The requested variance will not alter the essential character of the neighborhood because outdoor advertising signs are already part of the character of the Monroe Avenue corridor. There are other digital signs in the neighborhood, which primarily an auto-mobile oriented commercial corridor.

(3) No other remedy. The benefit sought by the applicant cannot be achieved by some method feasible for the applicant to pursue, other than the area variance;

The benefit sought by the Applicant cannot be achieved by some method feasible for the Applicant to pursue, other than the area variance. The City has deemed digital advertising signs require area variances. The Applicant cannot complete needed renovations, improve parking and aesthetics, while realizing financial benefits through any other method.

(4) Significance. The requested area variance is not substantial.

The requested variance is not substantial. As demonstrated in the Lighting Study included with this application, digital advertising signs provide targeted lighting that reduce light pollution.

(5) Physical and environmental conditions. The proposed variance will not have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.

The proposed variance will not have an adverse effect or impact on the physical or environmental conditions in the neighborhood. The Project will not adversely alter the conditions in the neighborhood because there are other lit signs in the neighborhood, and there are numerous other sources of ambient light in the neighborhood, including on I-490. The Project will have an overall positive impact on the physical and environmental conditions of the neighborhood by rehabilitating vacant structures.

(6) Not self-created. The alleged difficulty was not self-created, the consideration of which shall be relevant to the decision of the Board of Appeals but shall not necessarily preclude the granting of the variance.

The hardship is not self-created because the Code does not allow digital advertising signs.

1/9/26 renderings showing updated proposed static, unlit surface as art only, and advertising signs as they will appear from Monroe Ave based on blinding technology.



1/9/26 renderings showing updated proposed static, unlit surface as art only, and advertising signs as they will appear from Monroe Ave based on blinding technology.



1/9/26 renderings showing updated proposed static, unlit surface as art only, and advertising signs as they will appear from Monroe Ave based on blinding technology.



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1/9/26 renderings showing updated proposed static, unlit surface as art only, and advertising signs as they will appear from Monroe Ave based on blinding technology.



1/9/26 photograph showing real-life example of advertising sign using blinding technology.



1/9/26 photograph showing real-life example of advertising sign using blinding technology.



Re: Use of SITELINE digital display in Rochester, NY

To whom it may concern,

Media Resources Inc. has been engaged by Lamar Outdoor to review and assess the lighting impact of the proposed digital billboard installation at 25 Canterbury Street. This document will describe the lighting impacts of our VISIONiQ SITELINE digital billboards in this specific application, and further commit a maximum luminance value of the display as observed from the nearby light-sensitive areas.

Background on Media Resources Digital Display Ambient-Aware Brightness Controls

During dusk, dawn, or cloudy days, the operation of the digital display according to ambient light readings is the ideal way to maintain a glare-free, light-trespass free image. Media Resources digital billboards are all equipped with factory-mounted dual photocell sensors that are redundant and capable of reading ambient brightness even if one unit suffers a hardware failure. The ambient brightness to output brightness response curves have been carefully developed into a standard to provide good readability on the display while keeping in line with the brightness of the overall visual context.

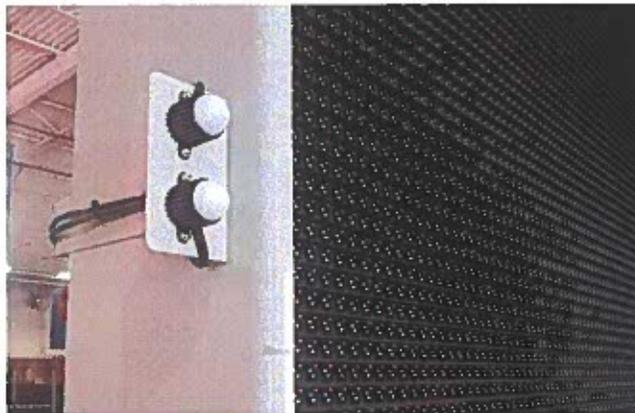


Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

During night-time, brightness control becomes critical as the digital billboards must be operated at a small percentage of its maximum brightness in order to avoid glare or light trespass. Media Resources endeavors to have the most comprehensive system of safeties and traceability for night-time brightness management. The proposed digital billboards are well equipped with modern brightness controls. Besides the redundant photocells above, a number of secondary fail-safes are also implemented including a communications watchdog (automatic reduction to night-time brightness in the event of a communication loss), and fallback to a location/season aware time-based schedule in the event of catastrophic photocell system failure. With these safety features in place, it becomes extremely unlikely for the digital billboard to operate at high brightness levels at night.

Additionally, the Media Resources Network Operations Centre can monitor brightness and recall brightness history for traceability. See Figure 2 and Figure 3 below on our internal control system for configuring brightness and recalling brightness history.

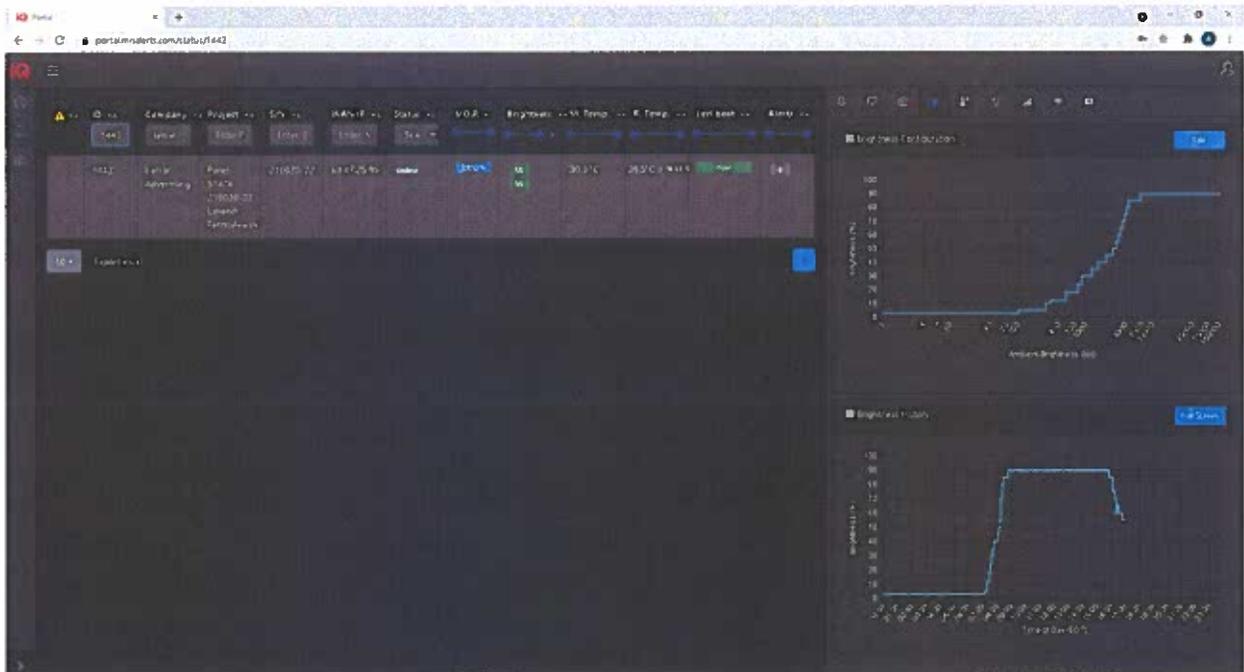


Figure 2. Media Resources web portal showing brightness configuration and history of the current day

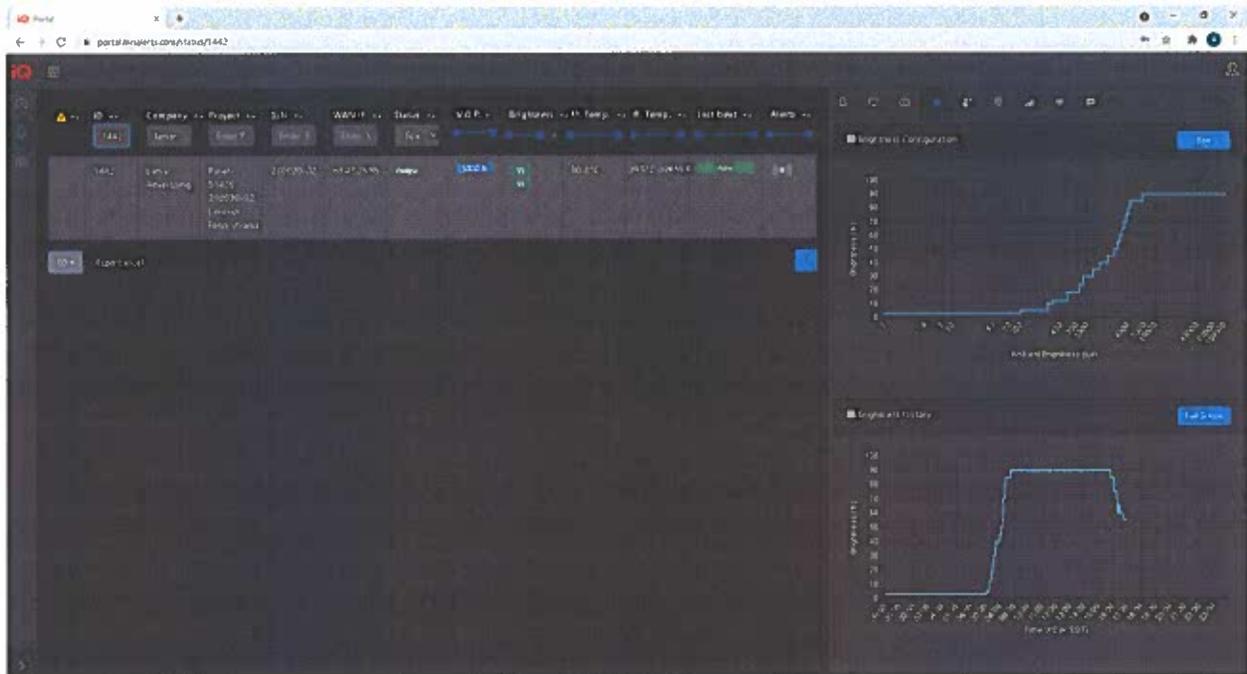


Figure 3. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

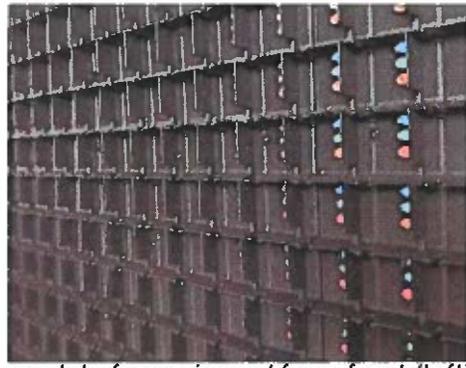
Using the content management system, MRI would also be able to control the dwell time for each image to 8 seconds, and also control the transition time in between each image to be limited at a half-second.

SITELINE and Site Specific Considerations

Media Resources Inc. invented the SITELINE product specifically to address the issues surrounding individual areas where light emission into nearby areas is undesirable.

The SITELINE system employs a patent-pending mechanical baffle system similar to luminaire baffles to eliminate all projection of light from the Light Emitting Diodes (LEDs) into a "protected region". As a result, the protection is physical (See Figure 4 and 5) – reliable, permanent, and not the outcome of any programming or settings.

For a video reference of the effectiveness of the Media Resources SITELINE product, please see <https://vimeo.com/365082755>.



Figures 4 and 5. Close up photographs of SITELINE module face viewed from front (left) and from side (right). Note the red, green and blue diode lenses are directly visible from front direction but are obscured behind baffles viewed from the side.

Additionally, we have calculated the expected illuminance impact to surrounding areas of concern, shown in Figure 6, along with a table for each face showing fc values at various distances and angles from the face of the display. Media Resources guarantees that the display will operate within 20% of illuminance impact calculated below. If approved and constructed, we can provide on-site lighting measurements to confirm correct installation and light restriction performance.

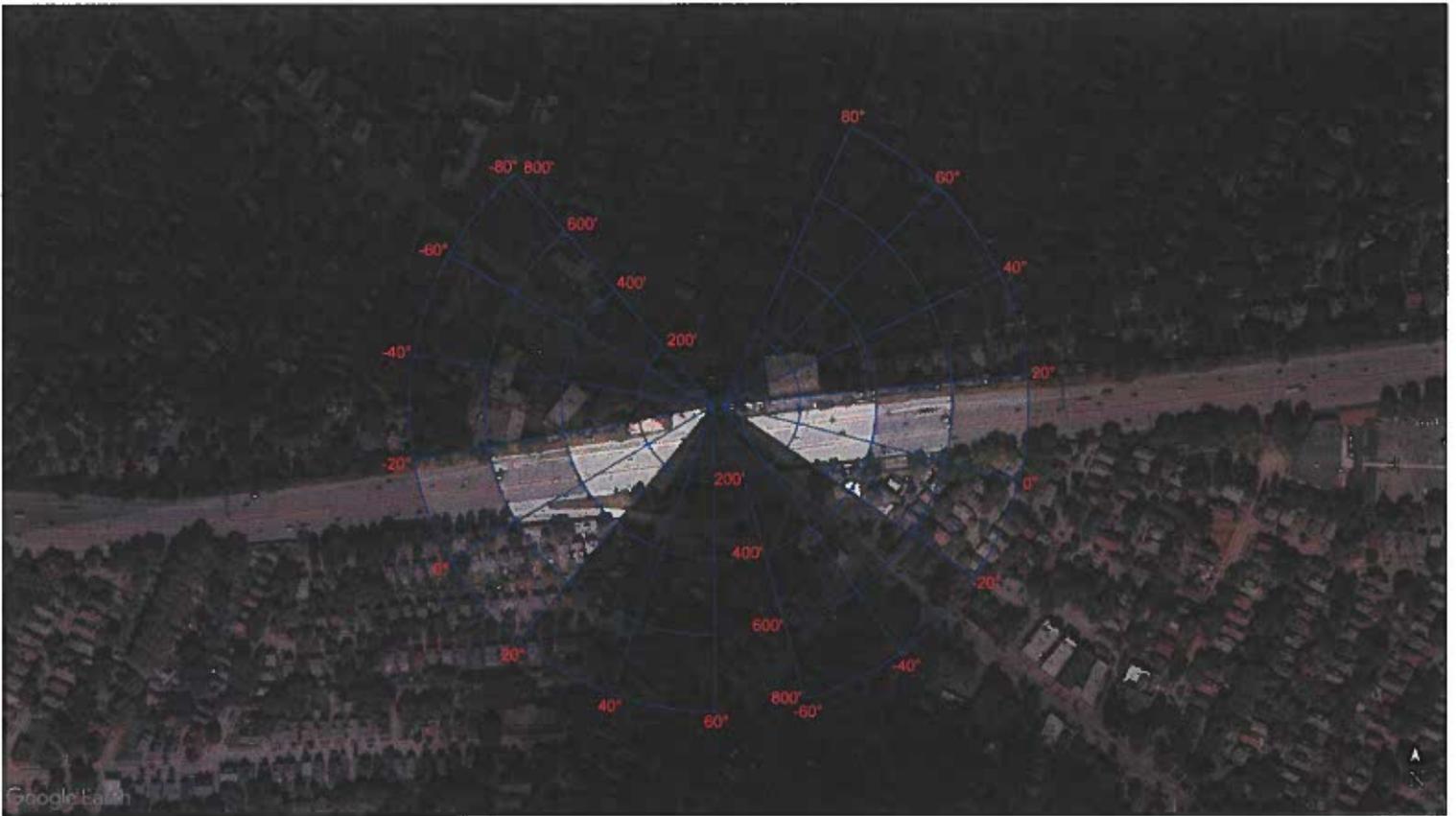


Figure 6. Site satellite photo overlay of distances and angles from proposed digital billboard site, corresponding to calculated illuminance figures in Foot-candles (fc) provided in Table 1.



1-800-667-4554
 1387 Cornwall Rd.
 Oakville, ON L6J 7T5
 mediareources.com

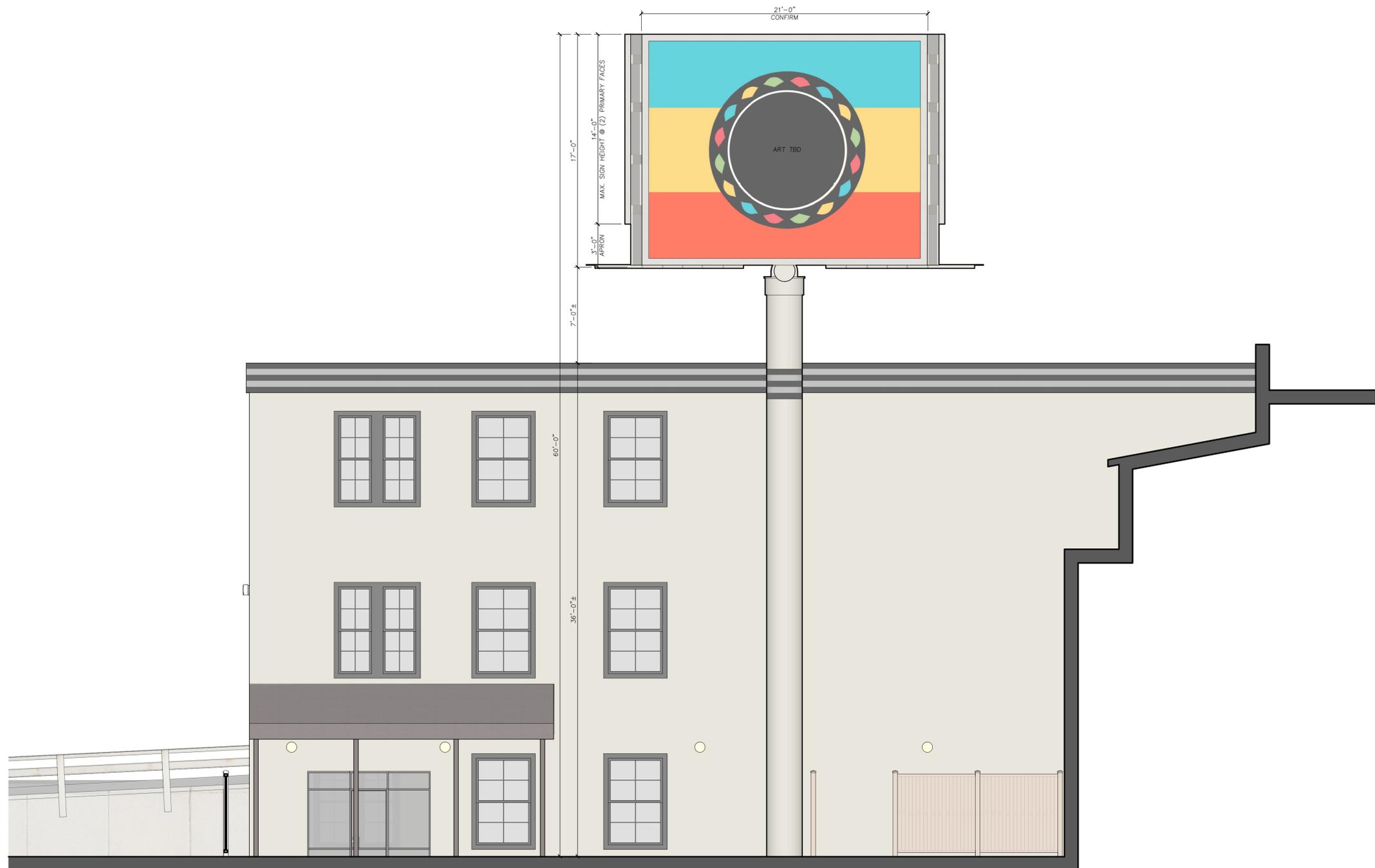
Site Calculations - 14' x 48' 80 NITS Dual-Blocking									
Measurement Angle									
Distance (ft)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
200'	0.000fc	0.001fc	0.001fc	0.090fc	0.109fc	0.090fc	0.001fc	0.001fc	0.000fc
400'	0.000fc	0.000fc	0.000fc	0.024fc	0.028fc	0.024fc	0.000fc	0.000fc	0.000fc
600'	0.000fc	0.000fc	0.000fc	0.011fc	0.013fc	0.011fc	0.000fc	0.000fc	0.000fc
800'	0.000fc	0.000fc	0.000fc	0.006fc	0.007fc	0.006fc	0.000fc	0.000fc	0.000fc

Table 1. Site calculation in fc based on MRI VIQ Siteline Dual-Blocking Module.

We are always committed to the responsible application of LED digital technology and are happy to engage with regulatory stakeholders at any time. Please feel free to contact us if you have any questions.

Sincerely,

Anthony Knight
 Product Implementation Specialist
 Media Resources Inc.
 (289) 681-0035
 aknight@mediareources.com



1 NORTH ELEVATION (25 CANTERBURY)
SCALE: 1/4" = 1'-0"



34 ELTON ST
ROCHESTER NY 14607
www.fortifiedbore.com
585-330-1746

THIS IS A SINGLE SHEET OF A COHESIVE SET OF CONSTRUCTION DOCUMENTS (INCLUDING DRAWINGS & SPECIFICATIONS). INTERPRETATION OF THE INFORMATION AS PRESENTED SHOULD BE BASED ON THE ENTIRE SET OF DOCUMENTS.

PROJECT:
CANTERBURY MONROE RENOVATIONS

802 MONROE AVE
ROCHESTER, NY 14607

PROJECT #: 1811
ISSUE DATE: 12-15-2025
FORMAT: 24x36
DRAWN BY: MTC
MANAGER: MTC

REVISIONS:

SHEET CONTENTS:
EXTERIOR ELEVATIONS

SHEET NO.:

A202

-- SITE PLAN APPROVAL --













DISCLAIMER: Applicant is hereby certifying that the information herein is true and correct to the best of their knowledge and belief, and that they are not aware of any facts or circumstances which would render this information false or misleading. The undersigned hereby certifies that the information herein is true and correct to the best of their knowledge and belief, and that they are not aware of any facts or circumstances which would render this information false or misleading. The undersigned hereby certifies that the information herein is true and correct to the best of their knowledge and belief, and that they are not aware of any facts or circumstances which would render this information false or misleading.

NO.	DATE	DESCRIPTION	BY
1.	10/27/2014	Calculations	MLM
2.	10/27/2014	ASME Certification #6	MLM

SHOWING:
25 CANTERBURY ROAD
 PART OF LOT 94
 ICE POND TRACT
 CITY OF ROCHESTER
 MONROE COUNTY
 NEW YORK

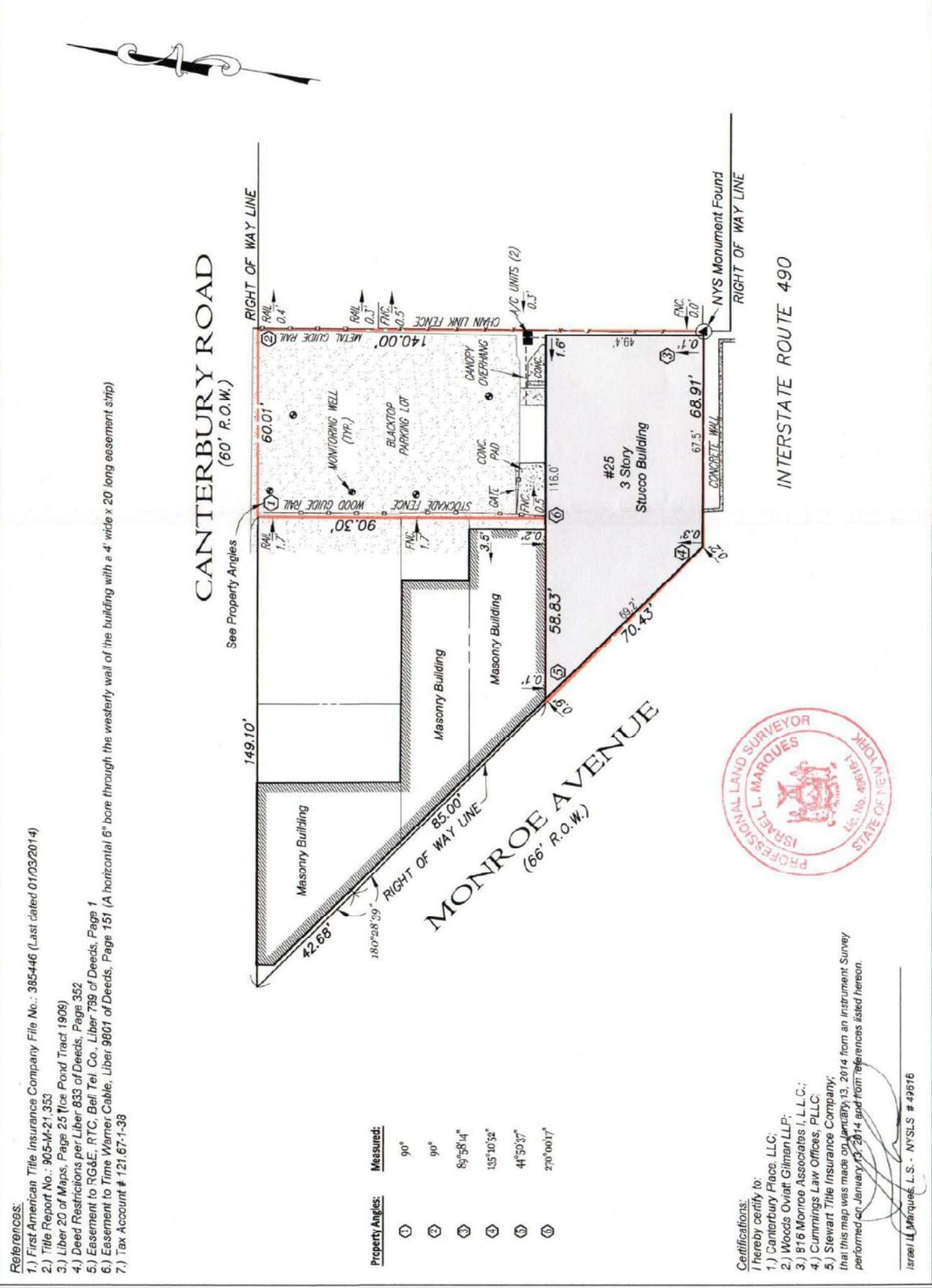
DRAWING TITLE:
 Instrument Survey Map

PREPARED FOR:
 c/o
 Cummings Law Offices PLLC
 3000 Mt. Read Blvd, Suite 202
 Rochester, New York 14618



MARQUES & ASSOCIATES P.C.
 LAND SURVEYING
 ENGINEERING
 656 Park Avenue
 Rochester, New York 14607
 585-723-1820 (Toll)
 585-733-1821 (Fax)

Date: January 13, 2014
 Project #: 2014004
 Scale: 1"=30'
 Drawn by: MLM
 Checked by: ILM



- References:**
- 1.) First American Title Insurance Company File No.: 385446 (Last dated 01/23/2014)
 - 2.) Title Report No.: 905-M-21-353
 - 3.) Liber 20 of Maps, Page 25 (Ice Pond Tract 1908)
 - 4.) Deed Restrictions per Liber 833 of Deeds, Page 352
 - 5.) Easement to RG&E, RTC, Bell Tel. Co., Liber 739 of Deeds, Page 1
 - 6.) Easement to Time Warner Cable, Liber 9801 of Deeds, Page 151 (A horizontal 6" bore through the westerly wall of the building with a 4' wide x 20 long easement strip)
 - 7.) Tax Account # 121.67-1-38

Property Angles:	Measured:
①	90°
②	90°
③	89°58'44"
④	135°10'32"
⑤	44°50'37"
⑥	270°00'17"



Certifications:
 I hereby certify to:
 1.) Canterbury Place, LLC;
 2.) Woods Oviatt Gilman LLP;
 3.) 816 Monroe Associates I, L.L.C.;
 4.) Cummings Law Offices, PLLC;
 5.) Stewart Title Insurance Company;
 that this map was made on January 13, 2014 from an Instrument Survey performed on January 13, 2014 and from references listed herein.

Israel L. Marques, L.S. - NYSLS # 49516

Billboard Sizing

Bulletins

Bulletins are the billboards you see on the sides of busy roads and expressways. Due to their size and proximity to heavy traffic, they offer large reach and impact. The standard size is 14' height x 48' width. They can also come in 10'6" height by 36' width sizes.

Posters

Smaller than bulletins are posters. They're usually placed on secondary and primary roads. Despite their smaller size, they're still very effective ads as the people seeing them will generally pass them repeatedly on their daily commutes.

The standard poster size is 10' height by 22' width.

Why are the sizes standard? Safety and printing are the two biggest reasons for standardized sizing.

1. Safety – bulletins are placed on roads with heavy traffic and higher speed limits because they are easy to view quickly. A small sign would be tough for a driver going 40-60 MPH to easily glance at.
2. Mass Printing – Companies will order billboards in mass quantities and send them to several different Advertising companies all over the United States and even the world. The standard sizes make it easy and cost effective to advertisers to format a design and know it will look the same across all markets.

These standard sized are not just for Lamar, they are used by almost all advertising companies in the industry so not even our competition would build them smaller. We are proposing to convert and reduce a 14' x 48' into a 10'6' x 36' which are both standard sized billboards across the industry and in Rochester. See below for some local examples from Lamar and other companies.

Futura Advertising Company
Size: 10'6 x 36' Digital Bulletin
Location: I-490 East of the Genesee Riverway



Look Media
Size: 10'6 x 36' Bulletin
Location: I-490 East of Mt. Read Blvd



Outfront Media Advertising
Size: 14' x 48' Bulletin
Location: I-490 West of Mt. Read Blvd



Impact Outdoor NY
Size: 14' x 48' Bulletin
Location: I-490 at Mt. Read Blvd

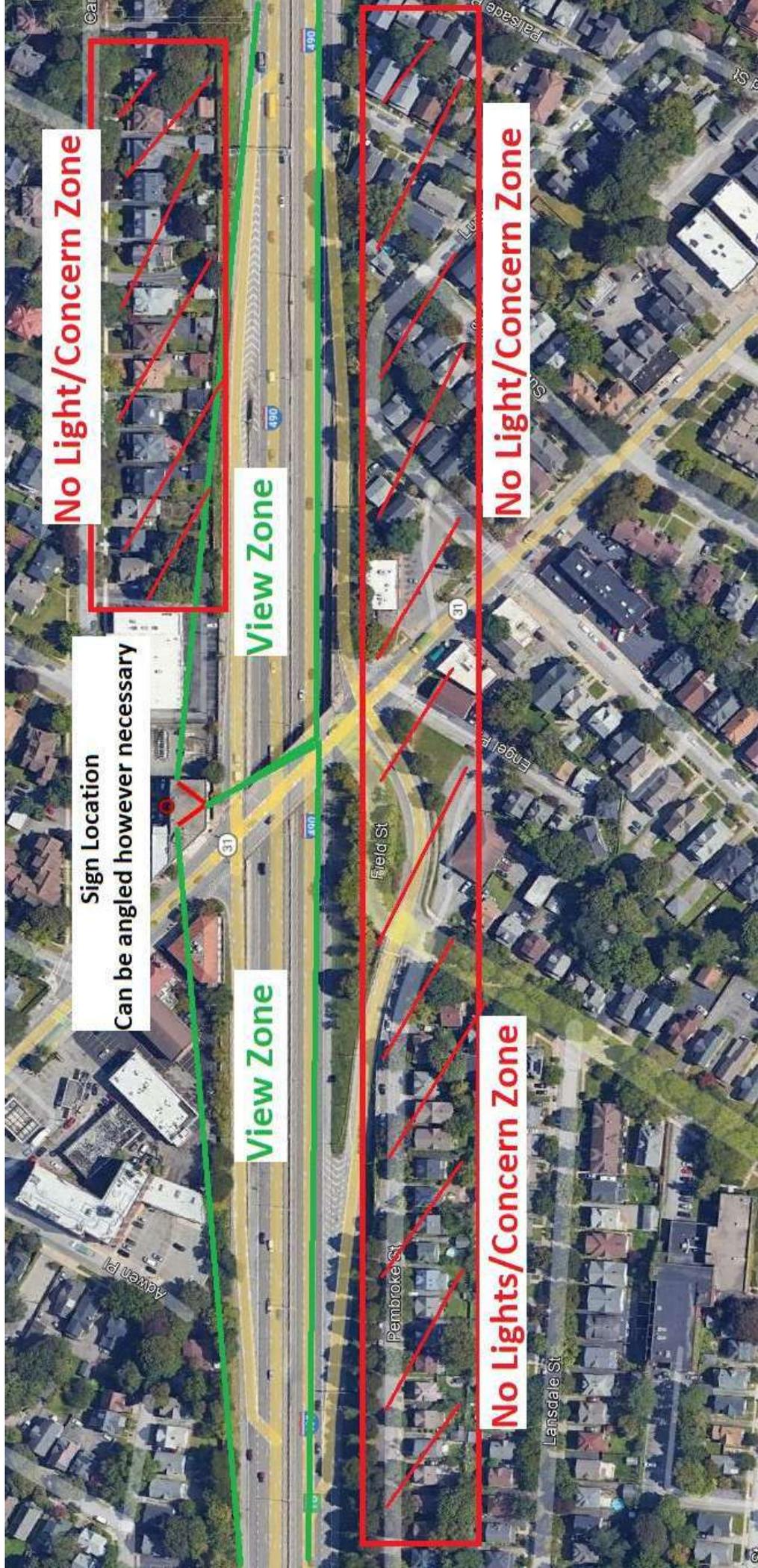


Lamar Advertising
Size: 10'6 x 36' Digital Bulletin
Location: I-490 at Meigs St.



Lamar Advertising
Size: 14' x 48' Bulletin
Location: I-390 at Scottsville Rd





No Light/Concern Zone

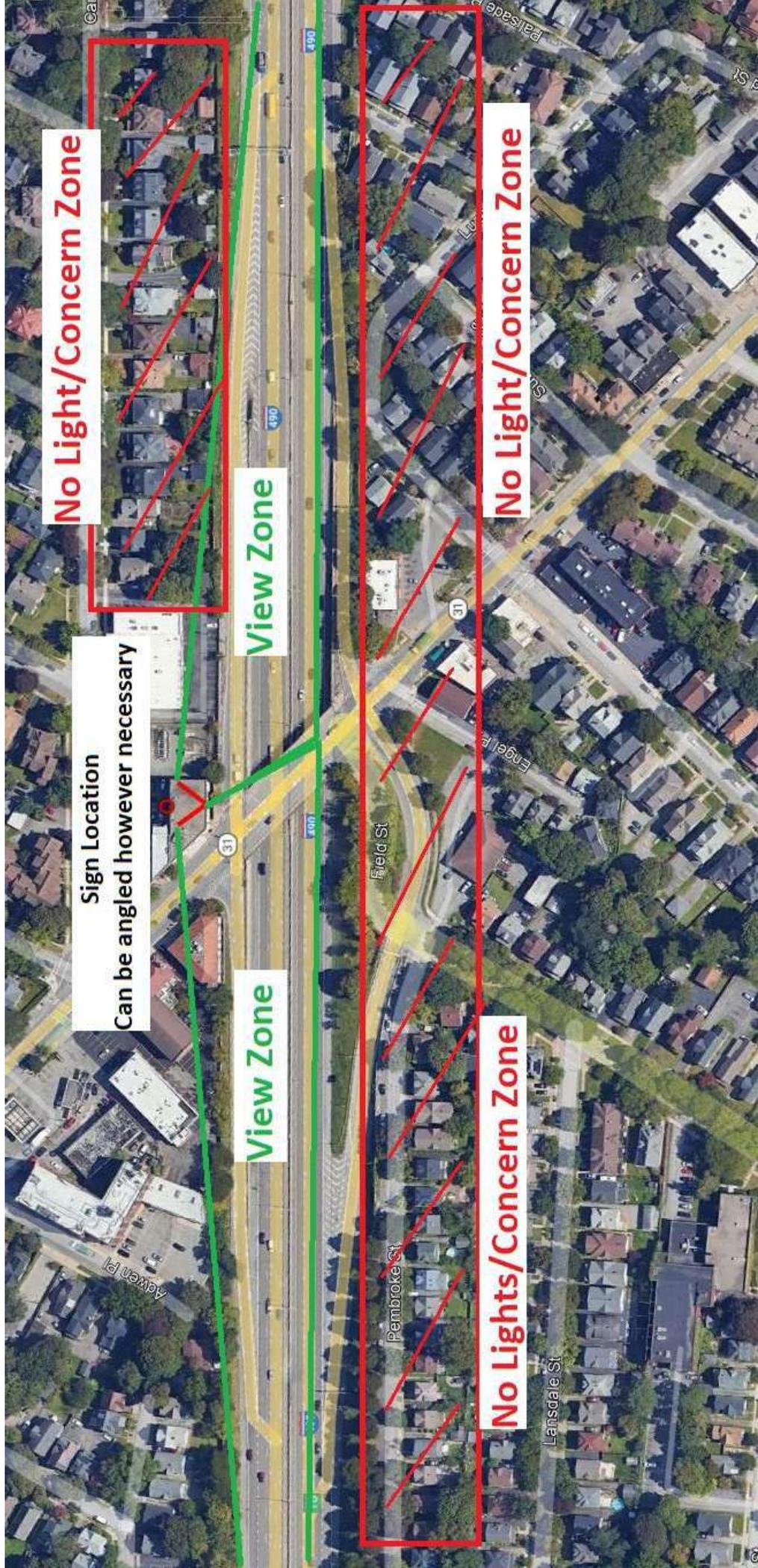
View Zone

Sign Location
Can be angled however necessary

View Zone

No Light/Concern Zone

No Lights/Concern Zone



No Light/Concern Zone

Sign Location
Can be angled however necessary

View Zone

View Zone

No Light/Concern Zone

No Lights/Concern Zone

Adven Pl

Pembroke St

Lansdale St

Field St

Engel Pl

Lu...

St

31

490

31

Ca

KS



January 16, 2026

Canterbury Place, LLC and DCA Monroe, LLC
 Patrick Dutton
 34 Elton Street
 Rochester, NY 14607

**Re: Preliminary Site Plan Findings
 SP-032-25-26
 21 and 25 Canterbury Road and 800-804, 806-808, and 810-812 Monroe Avenue
 C-2 Community Center District**

Dear Mr. Dutton:

A preliminary review of your application to construct a new, 60' tall, two-sided digital advertising sign with a third static, unlit "sign" surface to display non-advertising visual artwork in order to block views of the interior sign structure on a monopole, renovate 800-804 Monroe Avenue, and conduct site improvements in the parking lot spanning the rear portions of all of the parcels listed above, is complete. This review was conducted using the Application Materials and the Site Plan drawings listed below. The following findings and recommendations have resulted from this review. It is your responsibility to familiarize yourself with the content of this document and apply for all additional approvals that may be required.

Review Materials

- **Site Plan Review application package:**
 - o **Completed Site Plan Review application form dated 12-9-25**
 - o **Completed Short EAF Part I dated 12-9-25**
 - o **Site Plan Drawings submitted 12-23-25**
 - o **Initial Zoning Code Review completed 12-30-25**
 - o **Advertising Sign Area Variance Application Document Submitted November 2025**
- **Revised Zoning Code Review completed 12-31-25**
- **Revised Zoning Code Review completed 1-2-26**
- **FINAL Site Plan Drawings submitted 1-9-26**
- **UPDATED Advertising Sign Renderings submitted 1-9-26**
- **Revised Zoning Code Review completed 1-9-26**
- **UPDATED Advertising Sign Area Variance Application Submitted 1-12-26**
- **FINAL Zoning Code Review completed 1-12-26**
- **Email correspondence**

Existing Conditions

The subject properties represent a large, but aging complex with (per the applicant) significant levels of deferred maintenance. The parking lot is in serviceable condition and spans the rear of the subject parcels and all of 21 Canterbury Road. Some of the tree lawn portion of the ROW along Canterbury Road was covered in asphalt by a prior owner long ago. The building at 25 Canterbury Road is an active office building, and retail and dance studio enterprises occupy first floor spaces

Preliminary Site Plan Findings**SP-032-25-26****21 & 25 Canterbury Road and
800-804, 806-808, & 810-812 Monroe Avenue****Page 2**

in 806-808 and 810-812 Monroe Avenue. A total of five, one-bedroom apartments occupy the second floors of 800-804 and 806-808 Monroe Avenue, some of which are currently vacant. The first floor of 800-804 Monroe Avenue is currently vacant commercial space. According to the applicant, the subject buildings are in need of new roofing, siding, electrical systems, and plumbing systems.

The subject parcels total 0.45 acres of property and are located in the C-2 Community Center District, which extends to the west across and to the north along Monroe Avenue. Across Canterbury Road and to the east of the site is the R-1 Low-Density Residential District. The parcel planned to hold the proposed advertising sign structure abuts the I-490 ROW to the south, the Monroe Avenue ROW to the west, and Canterbury Road to the north. The Monroe Avenue branch of the Monroe County Public Library is across Monroe Avenue from the site, with the YMCA immediately to the north of the library.

Project Description

The applicant proposes to construct a 60' tall (from the Canterbury Road grade) stealth monopole billboard with two 672 sf (14' x 48') digital sign faces facing I-490 East and West. While the installation location is visible from I-490, it is also immediately adjacent to the Park Avenue South State Historic District, which is directly to the north and east of the location. Such area has a large collection of historically intact homes that the proposed sign could be visible from as a result of the requested variances for height, size, and other factors. Additionally, the area is part of the larger Monroe Avenue corridor, a pedestrian-oriented corridor with a collection of smaller scale uses designed to contain appropriate design elements, amenities, and treatments which contribute positively to the over area. The completion of the renovation of 800-804 Monroe Avenue to facilitate commercial activities on the first floor that are congruent with the zoning district (C-2), including increasing transparency along Monroe Avenue through the installation of new windows, is also planned. The buildings, while old enough to offer aesthetic 'character,' are not Designated Buildings of Historic Value, are not designated city landmarks, and are not situated in a Preservation District.

The construction of new advertising structures requires site plan review and approval. The Canterbury Road façade of 25 Canterbury Road is three stories but only two stories where it abuts the I-490 Service Road ROW. The sign faces will be angled for viewability from I-490. The digital signs will utilize view-blocking functionality to prevent glare and light being cast on the area surrounding the sign structure and ensuring the signage is directed toward traffic on I-490. The proposed characteristics of the advertising signs (e.g. viewable range/area, brightness, display time, etc.) are described in the application materials. The applicant also proposes to erect a "sign" surface that bridges the gap between the two separate ends of the advertising sign faces so as to block the view of the supporting sign structure from the neighborhoods to the north. This surface is proposed to be unlit and display non-advertising material, such as artwork or murals created by local arts and community groups, and be switched out as frequently as quarterly at no charge to these groups.

The applicant indicates that the lease revenue from the advertising sign is critical to the completion of the remainder of the project, and therefore, the advertising sign construction and the building renovation are both included in this Site Plan Review. The project entails: 1) the installation of a 60' tall (from the Canterbury Road grade) stealth monopole billboard with two 672 sf (14' x 48') digital sign faces facing I-490 East and West, 2) modification of the parking area to provide the required ADA parking space, 3) a landscaped island to mitigate heat-island effect, 4) the installation of concrete curbing along the sidewalk ROW to manage stormwater runoff, 5) decorative fencing not more than 3' tall to further enhance pedestrian safety, 6) modified curb cuts

Preliminary Site Plan Findings
SP-032-25-26
21 & 25 Canterbury Road and
800-804, 806-808, & 810-812 Monroe Avenue
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and driveway aprons to improve ROW conditions, 7) removal of asphalt from the tree lawns with new landscaping being installed. The configuration of the parcels and buildings results in the parking lot spanning multiple parcels, but this condition results in each parcel's portion of the parking lot serving as an ancillary parking lot for the uses on the other parcels; this results in the need to obtain a special use permit for ancillary parking (which was never obtained by previous owners). Bicycle parking racks are designated for the SE and NW corners of the parking lot. In addition, a commercial loading area in the Canterbury Road ROW is planned, which is expected to be needed infrequently, but locating it in the ROW will free up 1-2 off-street parking spaces. Despite these improvements, the 23-space parking lot will not be fully compliant with section 120-173 of the zoning code and therefore requires site plan review and approval.

SEQR/Chapter 48 Compliance

Pursuant to Section 48-5B(14) of the Rochester City Code and the New York State Environmental Quality Review Act (SEQRA), the proposed advertising sign structure has been classified as a Type II Action and requires no further SEQRA review.

Pursuant to Section 617.5(c)(18) and the New York State Environmental Quality Review Act (SEQRA), the proposed renovation and use of the existing mixed-use structures has been classified as a Type II Action and requires no further SEQRA review.

239m referral

Enclosed are the review comments from Monroe County in response to the required 239m referral to the Department of Planning and Development. Site plan approval will be conditioned upon all actionable items from their review being completed by the applicant.

Code Compliance

1. Pursuant to 120-191D3a[15]: Minor Site Plan Review approval by the Director of Zoning and Permitting is required for new advertising sign structures.
2. Pursuant to 120-191D3a[5]: Minor Site Plan Review approval by the Director of Zoning and Permitting is required for projects with parking lots of 10 or more spaces that are not fully code compliant.
3. Pursuant to Section 120-177 of the Zoning Code, where the proposal is not in compliance with this section, Area Variances approved by the Zoning Board of Appeals (ZBA) is required (see table below).

Code Requirements of Section 120-177M: Advertising Signs	In Compliance?
(4) No more than two sign faces may be erected at any site, and each sign face must be back to back.	Does Not Meet Sign faces are angled to ensure direct facing highway traffic; a third surface is proposed that will be static, and not have anything other than artistic images posted to block the view of the sign structure between the advertising sign surfaces. Variance required from ZBA
(5) No advertising sign shall be more than 236 square feet for each side.	Does Not Meet The proposed signs will be 672sf (14' x 48') per side. Variance required from ZBA

Preliminary Site Plan Findings
SP-032-25-26
21 & 25 Canterbury Road and
800-804, 806-808, & 810-812 Monroe Avenue
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(6) The height of the sign shall not exceed 23 feet.	Does Not Meet Sign faces proposed to top out at 60' from the parking lot grade fronting Canterbury Road Variance required from ZBA
(7) All advertising signs shall include only one advertisement that covers the entire sign face at all times.	Does Not Meet Sign faces proposed to be digital Variance required from ZBA

4. Pursuant to Section 120-43 of the Zoning Code, where the proposal constitutes a specially permitted use, a special use permit approved by the City Planning Commission (CPC) is required (see table below).

Code Requirements of Section 120-43: Specially Permitted Uses in the C-2 District	In Compliance?
(D) Ancillary parking lots require special use permits	Ancillary parking lots, subject to the additional requirements in section 120-131, require special use permits in the C-2 Zoning District. Because the parking lot spans the rear of multiple parcels, all of which utilize said parking lot, the portions of the parking lot on each parcel constitute ancillary parking lots for the uses on other parcels. Combining the parcels to avoid needing a special use permit is not desirable. Special Permit required from CPC

5. Pursuant to Section 120-129 of the Zoning Code, where a use is a specially permitted use, the City Planning Commission (CPC) can waive any requirements imposed in article XVIII by reason of the unique physical conditions of the particular property or by reason of the particular character of surrounding properties. The following are aspects of the project the applicant seeks waivers from as they are associated with the ancillary parking lots special permits being requested from the CPC (see table below).

Code Requirements WAIVABLE by CPC	In Compliance?
120-131(D) Ancillary parking lots shall be equipped and controlled to discourage illegal parking, vandalism and other unlawful or nuisance-creating activities.	The characteristics of the parking lot, 1) spanning multiple parcels upon which are uses having customers that may park anywhere in the "lot", and 2) being attached to the uses being serviced by the parking lot, rather than being separate as is often the case with ancillary parking lots, are not conducive to the required control mechanisms WAIVER required from CPC

6. Pursuant to Section 120-162 of the Zoning Code, where a use is a specially permitted use, the City Planning Commission (CPC) can waive any requirements imposed in Article XX by reason of the unique physical conditions of the particular property or by reason of the particular character of surrounding properties. The following are aspects of the project the applicant seeks waivers from as they are associated with the ancillary parking lots special permits being requested from the CPC (see table below).

Preliminary Site Plan Findings
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21 & 25 Canterbury Road and
800-804, 806-808, & 810-812 Monroe Avenue
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Code Requirements WAIVABLE by CPC	In Compliance?
120-169(A)(9) Landscape maintenance plans must be submitted with all site plan review applications	Does Not Meet No landscape maintenance plan submitted with site plan application. WAIVER required from CPC
120-173(C)(1) Vehicular parking required: Multifamily Dwelling: 1 space per 1 BR unit required Five spaces required. Office 2 spaces per 1,000 SF net floor area 10,000 SF = 20 spaces required. Retail Spaces 2 spaces per 1,000 SF net floor area 670 SF = 1.34 spaces required 700 SF = 1.4 spaces required 900 SF = 1.8 spaces required 5 spaces required Dance Studios Either Health Club = 4 spaces per 1,000 SF 12 spaces required Or School/business/educational = 1 per instructor + 1 per 6 students 4 spaces required	Does Not Meet Total Spaces required between 34 and 42 spaces depending on the classification of the dance studios. Total spaces proposed = 23. WAIVER required from CPC
120-169(F)(3)(a) Perpendicular parking spaces must be 9' x 18' and two-way drive aisles must be 24' wide.	Does Not Meet Some of the existing parking spaces are 8' 6" wide One area of drive aisle is too narrow at 21' 6" WAIVER required from CPC
120-169(F)(4)(a) two-way drive ways in parking lots of 10 or more spaces must be 22' wide.	Does Not Meet One two-way driveway is too narrow at 21' 6" WAIVER required from CPC
120-169(F)(5)(b) two-Maneuvering space shall be designed to prevent any vehicle from backing into the public ROW.	Does Not Meet One parking space will require occupants to back into ROW to exit. WAIVER required from CPC

7. Pursuant to Section 120-169B(8) of the Zoning Code, the Director of Zoning and Permitting may waive these requirements if the overall objectives of the ordinance are met and the general character of the area and community goals are protected (see table below).

Code Requirements WAIVABLE by Director of Zoning and Permitting	In Compliance?
120-169(B)(3) Shrubs must be installed based on one per 15 feet of lot perimeter footage.	Does Not Meet 610 / 15 = 41 required shrubs 0 shrubs proposed

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	<p>The parcels are covered by buildings built to the ROW line along Monroe Avenue and Canterbury Road, and the parking lot abuts the sidewalk Row along Canterbury Road. There is not room to install landscaping buffers on the parcels as that will too significantly diminish the number of parking spaces available to service the abutting uses; this is a condition that has existed for decades. The applicant is removing illegally installed asphalt from the ROW tree lawn and installing landscaping which mitigates the lack of landscaping buffers being added. Waived by Director of Z & P</p>
<p>120-169(B)(5)Trees must be installed based on one per 40 feet of lot perimeter footage.</p>	<p>Does Not Meet 610 / 40 = 15 required trees 1 tree proposed The parcels are covered by buildings built to the ROW line along Monroe Avenue and Canterbury Road, and the parking lot abuts the sidewalk Row along Canterbury Road. There is not room to install landscaping buffers on the parcels as that will too significantly diminish the number of parking spaces available to service the abutting uses; this is a condition that has existed for decades. The applicant is removing illegally installed asphalt from the ROW tree lawn and installing landscaping which mitigates the lack of landscaping buffers being added. The required landscaped island is also being installed in the middle of the asphalt parking lot, which will produce the most benefit toward mitigating heat-island effect. Waived by Director of Z & P</p>

Findings

1. **Use.** Advertising signs are permitted in commercial districts within 660ft of Federal Interstate and Primary Highway System Highways, subject to specific regulations around height and size. The proposed billboard is located in the C-2 Community Center District and is approximately 80ft of the nearest westbound travel lane of NYS I-490. The existing and proposed uses of the parking lot and buildings are permitted in the C-2 Community Center District as well.
2. **New York State Department of Transportation (NYSDOT) Review.** The applicant will be required to apply for and obtain an NYSDOT Outdoor Advertising Permit. Obtaining NYSDOT approval will be a condition of Site Plan Approval. Contact Angela.Rogers@dot.ny.gov to apply.
3. **NYSDOT Policy.** NYSDOT will review the application based on their *Criteria for Regulating Off-Premises Commercial Electronic Variable Message Signs*, which includes a review of message duration, transition time, sign spacing, brightness, and location.
4. **Public Comments.** Comments from the following members of the public were submitted within the comment period for this site plan review and are attached. All have been posted online, as have these preliminary findings:

Preliminary Site Plan Findings

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21 & 25 Canterbury Road and
800-804, 806-808, & 810-812 Monroe Avenue

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- a. **B. Simmons**
 - b. **G. Lesnak**
 - c. **J. Larson**
 - d. **J. Townsend**
 - e. **L. Spingut**
 - f. **S. Bell**
 - g. **V. Folsom**
 - h. **C. Frederick**
 - i. **Letter from Park Avenue Merchants Association**
 - j. **Letter from:**
 - i. **T. Pastecki, President**, ABC Streets Neighborhood Association
 - ii. **S. Mokey, Acting President**, Pearl Meigs Monroe Neighborhood Association
 - iii. **M. Pastecki, President**, Park Avenue Neighborhood Association
 - iv. **S. Danyew, President**, Nunda Blvd. Association
 - v. **J. Mills, Vice President**, Nunda Blvd. Association
 - vi. **B. Thompson, Chair**, Highland Park Neighborhood Assn. Inc
 - vii. **L. Baier**, Azalea Neighborhood Association
 - viii. **J. Hay, Chair**, Swillburg Neighborhood Association
 - ix. **L. Kash**, LaurieKash@gmail.com
 - x. **R. Celli, President**, Upper Monroe Neighborhood Association
 - xi. **J. Lembach, President**, Park Meigs Neighborhood Association
5. **DES Review.** This project was referred to the City of Rochester Department of Environmental Services (DES) for review.

Right-of-Way Permit Office

- Please contact 811, UDig New York, before commencing excavation.
- All changes to the drawing will need to be reflected in the Revision Block.
- If the applicant performs any work within the City Right-of Way, please add note: "Any work in the City public right-of-way will require separate permits from the DES Engineering Bureau Permit Office; Room 121B".
- A Maintenance Protection of Traffic (MPOT) plan must be approved by the Traffic Control Board if applicant performs any sidewalk closure, lane closure, or road closure **with a duration greater than two weeks.**
- **Applicant must contact DES Permit Office at 585-428-6848 or visit <https://www.cityofrochester.gov/ROWpermit/> to obtain a right-of-way permit for any curb work, sidewalk work, utility connections, temporary fencing, lane closure, or scaffolding placed in the right-of-way.**

Street Design

Add the following notes to sheet C100:

- All new construction work within the public right-of-way affecting pedestrian facilities, must be in full compliance with the most current requirements established in accordance with the *Americans with Disabilities Act (ADA)*, *Americans with Disabilities Act Accessibility Guidelines (ADAAG)*, *Proposed Guidelines for Pedestrian Facilities in the Public Right-of-Way (PROWAG)*, the City of Rochester's *Rules and Regulations for Work in the Right-of-Way*, and construction standards. Any portion of the new construction work within the public right-of-way that is not in full compliance will be unacceptable, and must be replaced until it complies.

Preliminary Site Plan Findings

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21 & 25 Canterbury Road and
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- There must not be any saw cutting or partial replacement of the existing sidewalk or curb to accommodate any of the required work within the public right-of-way. Sidewalk must be replaced to the nearest control joint and in full flag segments only. Curb must be replaced to the nearest joint and in full pieces only. Any additional areas of the existing sidewalk or curb that are damaged or negatively impacted by any portion of the work must be replaced in kind, to existing or better condition.
- Saw cuts of the existing pavement must be perpendicular and parallel to the curb line, extending down thru the pavement base course.
- Within the public right-of-way, install and maintain temporary catch basin filter inserts for all existing street catch basins that are located within the vicinity of the Project limits, and including the first catch basin downstream beyond the Project limits.

Add the following details to sheet C100:

- R608-5 Driveway apron at Curb
- R608-6 Concrete Sidewalk and Driveway
- R608-7 Asphalt Driveway
- R609-1 Stone Curb
- S609-16 Stone Curb Replacement - Asphalt Base

Address the following comments on sheet C100:

- Provide drop zone layout for new monopole and attached signage.
- Show existing right-of-way boundary on plans
- Show all existing features within the right-of-way, including but not limited to curb layout, timber planter, utility manholes, boxes and valves, and note their disposition.
- Radius style driveway openings are unacceptable. The driveway openings must be constructed per detail S608-5.
- All new guiderail, concrete curb and pavement striping intended for site usage must be located on-site and not encroach into the right-of-way.
- New street tree plantings must be as required and approved of by the City Forester.
- Plantings in the right-of-way are acceptable given that they are low profile at maturity and do not encroach into/over the street, nor obstruct sight distance for vehicles, bicyclists, and pedestrians. ROW plantings require a right-of-way permit prior to construction. The maintenance of tree lawn plantings are the responsibility of the property owner and/or Developer.

Landscape Architecture

Address the following comments on sheet C100:

- Russian sage (*Perovskia atriplicifolia*) is a good choice for this area. We recommend selecting a compact variety with strong stems so that it does not fall over. This will help to keep it out of the sidewalk. Possible varieties include 'Denim n Lace', 'Little Spire', or 'Sage Advice', among others.
- Fox sedge is not recommended for this location because it requires more moisture to get established than what a tree lawn typically receives. It is fairly tolerant once the plant is established, so it might thrive in this location if provided with enough water during the initial year. Note: The drawings list *Carex volupeata*, which does

Preliminary Site Plan Findings
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not exist. We assume the plant intended is *Carex vulpinoidea*. If this assumption is incorrect, please advise.

- A grading plan was not provided, so intended grading is unknown. Please set the finished grade of the planting areas low enough that the mulch from the planting beds will not spill into the sidewalk.
- The plans provided do not show underground utilities, so the proposed landscape treatment has not been reviewed for any utility conflicts. An RG&E manhole is visible in Google street view that is not noted in the drawings.

A copy of these Preliminary Site Plan Findings will be provided to the Zoning Board of Appeals and the City Planning Commission to be considered in their review of your applications for the Special Use Permit, Waivers, and Area Variances required for the project to receive site plan approval as proposed.

Please contact Wes Grooms at (585) 428-6637 or wes.grooms@cityofrochester.gov if you have any questions regarding these preliminary findings.

Sincerely,

Handwritten signature of Wes Grooms in black ink, with a stylized flourish to the right.

Matthew Simonis
Director of Zoning and Permitting

SP-032-25-26
21 & 25 Canterbury Road
800-804 & 806-808 Monroe Avenue

Site Plan Review
City of Rochester
30 Church Street
Rochester, NY 14614
Attn: Wes Grooms
via email: wes.grooms@cityofrochester.gov

Dear Wes,

We are writing on behalf of a coalition of neighborhood organizations regarding the current proposal for 21 & 25 Canterbury Road / 800-804 & 806-808 Monroe Avenue.

While our organizations are eager to support the revitalization and rehabilitation of this property, we are formally requesting that the digital billboard application (consisting of three sign faces) be severed from the structural renovation proposal.

Our request for severance is based on the following:

- **Functional Irrelevance:** The digital billboard and the building rehabilitation are fundamentally unrelated. The signage provides no functional or structural benefit to the success of the building's renovation. They are two distinct projects being bundled into a single submission.
- **Preservation of the Revitalization Project:** We strongly support the building's rehabilitation. However, because we are being presented with an "all-or nothing" package, we will be forced to oppose the entire project—including the beneficial building improvements—to prevent the installation of the billboards.
- **Community Precedent:** A nearly identical proposal for a digital billboard at this exact location was recently pulled from the ZBA agenda in February 2025 likely due to overwhelming community opposition. (Ref.: V-047-24-25) This current attempt to "back-door" the billboard through a minor site plan review, using the developer's renovation as leverage, disregards that clear public sentiment.
- **Procedural Integrity:** Decoupling these items allows the building rehabilitation to move forward through the administrative "in-house" process; while ensuring the controversial billboard application receives the independent and rigorous scrutiny it requires at the Zoning Board of Appeals (ZBA).

We ask that the city recognize this bundling as an unnecessary complication to a positive development project. By severing the sign application, the City can allow the renovation of 25 Canterbury to proceed without being jeopardized by the significant opposition to the Lamar Advertising proposal, a project the community has already rejected.

Again, we would like to ask the applicant to separate the billboard portion of the project from the rest of the site plan and allow it to be a stand-alone project. As a stand-alone application Mr. Dutton would have the opportunity to meet with neighbors personally to understand the concerns while not holding up the redevelopment of the site. We can certainly support most of the site plan and redevelopment that is being proposed the however the inclusion of the billboards will be very much opposed.

We look forward to your response and would welcome the opportunity to meet in person to discuss this matter further before the scheduled ZBA hearing on January 26th. We are available and flexible to meet with you and the relevant review staff early next week—specifically Monday, January 12th or Tuesday, January 13th—to discuss this severance request and our concerns in greater detail. Please let us know your earliest availability to get this on the calendar

We look forward to your input.

Respectfully,

Tom Pastecki, President
ABC Streets Neighborhood Association

Marianne Pastecki, President
Park Avenue Neighborhood Association

Mary Bassett, President
Park Avenue Merchants Association

Bob Thompson, Chair
Highland Park Neighborhood Assn. Inc.

Judy Hay, Chair
Swillburg Neighborhood Association

Rome Celli, President
Upper Monroe Neighborhood
Association

John Lembach, President
Park Meigs Neighborhood Association

Stephen Mokey, acting president of the
Pearl Meigs Monroe Neighborhood
Association

Steve Danyew, President
Jeff Mills, Vice President
Nunda Blvd. Association

Linda Baier
Azalea Neighborhood Association

Laurie Kash
LaurieKash@gmail.com

Burkhardt, Cael

From: A [REDACTED]
Sent: Wednesday, January 14, 2026 12:12 PM
To: City of Rochester Zoning Board
Subject: January 29th - Case #3

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Dear Zoning Board,

My name is [REDACTED] and I am a registered architect and building safety inspector in NYS. I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road. Similar signage has been constructed near Mid-Town Athletic club and it shines across 490 and into our neighborhood. I do not wish for other city residents to be exposed to this unhealthy and unnecessary light pollution.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

Light Pollution and Disruption: Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)

There are innumerable studies, including several from the National Institute of Health that warn of the long-term dangers of LED lighting. One such Abstract states: LEDs emitting in the ultraviolet wavelength region have also become available and have made their way into consumer products. All these changes have led to a rise in concern for the safety of the optical radiation emissions from LEDs. Several in vitro and animal studies have been conducted, which indicate that blue and white LEDs can potentially cause retinal cell damage under high irradiance and lengthy exposure conditions. However, these studies cannot be directly extrapolated to normal exposure conditions for humans, and equivalent effects can also be caused by the optical radiation from other light sources under extreme exposure conditions. Acute damage to the human retina from typical exposure to blue or white LEDs has not been demonstrated. Concern for potential long-term effects, e.g. age-related macular degeneration (AMD), remains based on epidemiological studies indicating a link between high levels of exposure to sunlight and AMD. When evaluating the optical radiation safety of LEDs, it has now been established that published safety standards for lamps, not lasers, should be applied. Thus far, the only clear, acute adverse health effects from LEDs are those due to temporal light modulation (including flicker). Glare can also create visual disturbances when LED light fixtures are not properly designed. Further research is needed on potential health effects from short- and long-term exposure to new and emerging lighting technologies.

Loss of Sense of Place: The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.

Safety Concerns: Digital billboards can distract drivers in residential areas, potentially increasing the risk of

accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.

Community Well-Being: Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. They are changing the look and feeling of our city, and serve no purpose or benefit to the community at large. Thank you.

Burkhardt, Cael

From: [REDACTED]
Sent: Tuesday, January 13, 2026 11:50 AM
To: City of Rochester Zoning Board
Subject: case#V-062-25-26

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Hello -

I strongly object to the proposed LED billboard at the corner of Canterbury Road and Monroe Avenue. I live on Dartmouth Street, and this billboard would be visible from my apartment every day. Its size is drastically over-scale and would permanently alter the character of the place I call home. A massive illuminated LED billboard introduces constant light, visual intrusion, and distraction into a residential area. The neighborhood is already flush with light pollution. This directly affects residents' ability to enjoy their homes and neighborhood. The proposal prioritizes private profit over the people who live here. Zoning protections exist to prevent exactly this kind of intrusion. This billboard does not belong in our neighborhood and should be denied.

Thank you so much for your consideration,

Burkhardt, Cael

From: [REDACTED]
Sent: Sunday, January 11, 2026 4:45 PM
To: City of Rochester Zoning Board
Subject: File V-062-25-26 Address 25 Canterbury Rd

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Hello,

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

As someone who also happen to be one of those very residents, I am deeply upset at the idea of these billboards coming to my specific neighborhood.

Thank you,

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 6:22 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Hello, my name is [REDACTED] My address is [REDACTED]

I'm writing to oppose the proposal to install a digital billboard at 25 Canterbury Road. Among other reasons, one digital billboard consumes as much energy as 15–30 average homes. This contradicts the City's climate and sustainability goals. This will also contribute significantly to light pollution and disrupt the existing local nightlife. I strongly oppose this highly unnecessary proposal that would be to the detriment of the whole community.

Burkhardt, Cael

From: [Redacted]
Sent: Saturday, January 10, 2026 6:50 PM
To: City of Rochester Zoning Board
Subject: Digital Billboards Proposed 25 Canterbury Road

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File #: V-062-25-26
Address: 25 Canterbury Road, Rochester, New York 14607

To Whom It May Concern:

I oppose the proposed 24/7 digital billboard at Monroe Avenue and Canterbury Road. This intersection is already complex and pedestrian-focused, and adding a bright display would create unnecessary distractions and safety risks. The location borders a residential neighborhood where such a sign would cause problems like light pollution, glare, and visual disruption, and conflicts with the area’s character and zoning goals. A round-the-clock advertising display would harm residents like myself and our quality of life and sets a bad precedent along Monroe Avenue’s residential edge. The safety, environmental, and neighborhood impacts far outweigh any commercial benefit so for these reasons, I strongly urge the City to deny approval of this proposal.

Thank you,

[Redacted signature block]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 5:02 PM
To: City of Rochester Zoning Board
Cc: Ellie Prager
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Hello,

My wife [REDACTED] and I are the owners a [REDACTED] We'd like to file an objection against the installation of a digital billboard at 25 canterbury street.

We strongly believe that the digital billboard would be both a nuisance and a hazard for the neighborhood and is not in keeping with the character of the neighborhood.

We believe that the flashing nature and large size of the billboard would be distracting for both drivers and pedestrians, increasing the risk of car-car and car-pedestrian accidents in an area that is high traffic for both cars and pedestrians.

We think it would also ruin the neighborhood "feel" of that area and many of the surrounding neighborhoods, and make it less walkable and pedestrian friendly. It also would consume more energy than two dozen residential homes, which is against the City's climate and sustainability goals.

We also note that the billboard is three times the size of the legal size and height limits set in the city zoning code, and is clearly a gross violation. It would do nothing to serve the community in its immediate area and is only intended for a regional highway audience. We strongly object to the billboard.

Thank you for your time.

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 12:30 PM
To: City of Rochester Zoning Board
Subject: request for denial

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I am requesting for the variance for the 60 foot digital billboard at Canterbury Street be denied for various reasons:

1. The sign will cause a distraction and force the driver's eyes off the road.
2. This area of the city is a high traffic zone for cars and pedestrians and can cause a problem with people being distracted.
3. Because a digital billboard pulses every 10 seconds a disturbing strobe light would be invading windows and backyard seven days a week forever
4. This six story tower will dominate our neighborhood skyline and reduce the privacy of backyards and our homes.

Sincerely

[REDACTED]
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 2:01 PM
To: City of Rochester Zoning Board
Subject: No digital billboards

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

Light Pollution and Disruption: Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)

Loss of Sense of Place: The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.

Safety Concerns: Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.

Community Well-Being: Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.



Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 9:56 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Hi, I'm not sure I'll be able to attend the public meeting, but I wanted to voice my opposition to the billboard at 25 Canterbury Road. This location is at the entry to the Park Ave neighborhood, which is a nice residential neighborhood and has historical significance. The billboard would detract from both of these things. I can't imagine a nice historic Pittsford residential neighborhood having to deal with a large billboard like this. Let's keep the city nice too! Additionally, the billboard only helps the property owners to make a profit without contributing anything positive to the community. So many other projects have the potential to support residents, but this is not one of them. There is NO benefit to the residents of the community. Finally, the fact it will be a digital billboard and produce a lot of extra light and distraction is the worst of all situations. They look tacky and make light pollution. I realize why they are financially profitable, but again, the benefit is entirely to the property owner and the negative consequences are shared by many residents. Please do not approve this billboard proposal. Thanks for listening,

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, January 12, 2026 12:18 PM
To: City of Rochester Zoning Board
Subject: Comment on 21-25 Canterbury Road variance appeal (V-062-25-26)

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Dear Members of the Rochester Zoning Board of Appeals:

Recently, I was troubled to learn that Lamar's plan to set up enormous digital billboards at 25 Canterbury Road, which I thought had died a mercifully quick death a year ago, has not only been revived, but made even worse than it was before by the addition of a third large billboard facing north into our neighborhood. I strongly object to the proposal, and hope that you will defend the residential character of the neighborhood by enforcing the very reasonable restrictions of the zoning code as written.

Although Monroe Avenue itself is fairly commercial, the property in question is on the very edge of that commercial zone, and is almost entirely ringed by residential neighborhoods, including being bounded on two sides by the Park Avenue Historic District. Although Lamar claims that their SiteLine technology will prevent the billboards from being visible to residents, even a cursory look at the map will show that to be untrue. Canterbury Road, for example, parallels 490 quite closely, and the homes on the south side of the road directly border the highway, meaning that any signage visible to drivers will also be visible to those residents, day and night, with the truly extreme height of the proposed pylon ensuring that the entire street will have advertising beamed directly into their backyards at all hours. And Canterbury homeowners would not be the only ones affected: my home is on [REDACTED] and the new third sign appears to be facing north, and thus pointed directly toward me and my neighbors. Again, that 65-foot pylon means that the third sign, brightly lit at night, will be visible for many blocks, and thus shining in the bedroom windows of a significant portion of the neighborhood.

After all the hard work that the City, the Landmark Society, and so many others have done to establish the neighborhood as a state historic district, and the care that so many of us homeowners have taken to preserve the historic character of our homes, it would be truly unfortunate for a single property owner to be able to blare paid advertising into our yards and through our windows in order to

increase the profitability of a single, small commercial parcel. I hope you will not allow it.

Very sincerely yours,

[Redacted signature]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 12:30 PM
To: City of Rochester Zoning Board
Subject: BILLBOARDS

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 7:19 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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I am STRONGLY speaking out against the proposal for 3 electronic sign boards at 25 Canterbury. There so many reasons.

To name a few:

1)Constantly flashing visual distraction to highway drivers and drivers/pedestrians trying to navigate the already complex 490/Monroe and Canterbury Rd area. This becomes a public safety issue.

2)Environmentally unsound when even ONE digital billboard uses enough energy to power 15-20 homes. They want 3!! And the massive square footage of an array of billboards flashing lights will impact residents 24/7, with 2 of the 3 signs flickering with new images every 10 or so seconds FOREVER! This creates a permanent 24/7 pulsing glow over a neighborhood that is 60 feet high! Not only seen in the neighborhood but also seen for MILES. Any hope for a night sky view or surrounding nighttime front/ backyard tranquility in the neighborhood is lost.

Obviously, there goes the property values of the hard working neighbors who have loved where they live. Can you imagine having that pulsing glow near YOUR backyard forever? And even the one proposed that is just static but forever glowing would be awful in terms of light pollution.

3) I believe our zoning laws are there for many reasons but maintaining the beauty, safety, and livability of our residential neighborhoods is certainly one of the foremost.

A 60 foot tower of massive billboards filled with flashing(2) and static(1) lights clustered and facing in three different directions does NOT belong in a residential neighborhood. It should be relegated to an Industrial neighborhood. That's why we have zoning laws.

4) Who do these signs benefit: Lamar who charges for their ads and Dutton who can use the rental income, generated by placing these signs on their property, for their own business projects. This requested zoning change does NOT benefit the community/neighborhood.

In my opinion it's a no brainer. This proposal for a variance MUST be rejected. I am hopeful that the Zoning Board of Appeals agrees with me and many other objecting neighbors. A rejection sends the correct message that the zoning board truly is considering the adverse consequences of a variance request such as this one and also considering the unfortunate precedent that the granting of such variance would set.

Thank you for reading my comments.

Christine Kurland



Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 3:37 PM
To: City of Rochester Zoning Board
Subject: Opposition to File #: V-062-25-26, Address: 21-25 Canterbury Road

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I am writing to state my opposition to the proposed over-height digital billboard at the corner of Monroe and Canterbury.

While I dislike digital billboards in general, finding even the ones on 490 obtrusive and inviting of negative opinions on Rochester from visitors, placing a 3-sided 60-foot-tall digital billboard right at the intersection of several lovely residential neighborhoods, and a stretch of Monroe Ave struggling to build up a set of local businesses, seems a terrible idea.

My wife and I live ~3 blocks from the site and often walk through that corner. Aesthetically, we can barely imagine the visual 'pollution' of enormous digital billboards on a 60-ft tall pole placed there. Safety-wise, several intersections there are already problematic for pedestrians -- e.g., the Monroe/Dartmouth/Canterbury and Monroe/490/Field/Engel Pl intersections -- and adding the visual distraction of enormous, ever-changing digital billboards right at those intersections will reduce pedestrian safety.

I hope the City denies this zoning variance, helping to keep the residential character and walkability of our lovely neighborhood whole.

Thank you,

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Sent with [Proton Mail](#) secure email.

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 2:26 PM
To: City of Rochester Zoning Board
Subject: Proposed Digital Billboards

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Dear Zoning Board,

My name is [REDACTED] and I live on [REDACTED]. I am writing to oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

A digital billboard is not appropriate for this location and would negatively impact the surrounding residential neighborhoods. These impacts include increased light pollution affecting nearby homes and wildlife, loss of neighborhood character, and added safety risks due to driver distraction and nighttime glare. Digital billboards also contribute to the commercialization of residential areas, undermining the quiet and quality of life residents expect.

City of Rochester zoning regulations exist to prevent billboards in areas like this. I urge the Board to uphold these guidelines and deny the requested variance.

Thank you for your consideration.

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 11:40 AM
To: City of Rochester Zoning Board; umna@uppermonroe.org
Subject: Proposal to install billboards

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Greetings:

I live in the Upper Monroe neighborhood, and have done so for 41 years. I will not support the proposal to install billboards on buildings on Monroe Avenue. We have enough billboards as it is, and having flashing lights, or changing images will be distracting to drivers trying to navigate a challenging intersection, or distracting to drivers on a stretch of 490 that requires a drivers attention.

The residents of the neighborhood do not need more changing light images, or big billboards. Our neighborhood is fine just as it is.

Please do not approve a variance to current zoning laws to allow more billboards.

[REDACTED]

Burkhardt, Cael

From: [Redacted]
Sent: Saturday, January 10, 2026 9:46 PM
To: City of Rochester Zoning Board
Subject: Digital Billboard

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File # V-062-25-26
25 Canterbury Road

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk.

The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue.

For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

Thank you,

[Redacted signature block]

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 10:32 AM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: Re: Billboard proposal for 21-25 Canterbury Ave

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I am writing as a long-time resident of the Park Ave. neighborhood regarding the proposal for billboards on 21-25 Canterbury Ave.

Billboards, and especially illuminated billboards, ruin neighborhoods for the residents in order to provide income for landlords. There is no upside for us.

One of the proposed billboards even faces directly onto to the neighborhood street, which is completely unnecessary and contrary to the intent of the City Zoning Code.

I beg the Zoning Commission to please support the residents of a GREAT City neighborhood by denying this request for a variance.

Burkhardt, Cael

From: [Redacted]
Sent: Saturday, January 10, 2026 4:58 PM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26 Address 25 Canterbury road

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I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

Cheers,

[Redacted Signature]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 1:04 PM
To: City of Rochester Zoning Board
Subject: Opposition to digital billboards

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 7, 2026 5:30 PM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: Re: Billboards at 21-25 Canterbury Rd.

This Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

Dear Zoning Board,

I want to follow up on my e-mail from earlier today re: proposed billboards at 21-25 Canterbury Rd.

Since then I drove west on Monroe Avenue to get a sense of what the proposed billboards would look like. The digital renderings show the billboards as they would look from I490. As a result, they show them from quite a distance away, which minimizes the visual impact. We also need to consider what the billboards would look like from closer, that is, from Monroe Ave. itself.

In my view, the proposed billboards would absolutely dominate the Monroe Ave/I490 intersection. They will tower over the existing building, detract from the nearby historic public library, and the light pollution will be significant. I hope the zoning board considers not just how these billboards will look from I490 but also from the neighboring surface streets. In order for these billboards to serve their purpose—being visible to drivers hundreds of feet away on I490—they will need to be large and bright. The impact on Monroe Avenue will be significant.

I would encourage members of the Zoning Board to drive down Monroe Avenue and see for yourselves. From that vantage point these billboards will be a notable eyesore, a source of visual pollution, and will negatively impact the aesthetics of that stretch of Monroe Avenue.

I would urge you to deny the application for a variance.

Sincerely,

[REDACTED]
[REDACTED]
[REDACTED]

On Jan 7, 2026, at 12:52 PM [REDACTED]

Dear Zoning Board,

As a resident of the Upper Monroe Neighborhood I'm writing in opposition to the application to erect digital billboards, or any billboards, at 21-25 Canterbury Rd (File Number **V-062-25-26**).

In my view, the billboards are too many, too large, too bright, and too ugly for that location. I am also concerned that they might create a distraction at an already busy highway intersection where pedestrians must cross busy exit and entry ramps.

More generally, we should consider whether these billboards are a positive contribution to our neighborhood's look and feel. I would consider them an eyesore that would forever detract from what we want Monroe Ave. to look like in the decades ahead.

The city has good reasons for having the codes we do; I would encourage the zoning board to respect these codes and the reasons behind them and not approve a variance.

Sincerely,

██████████
██████████████████
████████████████████████████████████████

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 9:42 AM
To: City of Rochester Zoning Board
Cc: umna@uppermonroe.org
Subject: Concern About Proposed Billboard

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Good morning,

I'm writing to express my concern about the proposed billboards at 21-25 Canterbury Road. I believe these billboards would degrade the quality of Cobbs Hill Park, directly impair the quality of life in surrounding neighborhoods, and generally present an unwelcome aesthetic as people are entering the city. Monroe Avenue is one of the central corridors into the city, and it's essential that we continue making it feel like a welcoming threshold into the vibrant communities that Rochester has to offer. These billboards would directly hinder these efforts, and I'm voicing my strong opposition to their construction.

Thank you for your consideration.

Sincerely,
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 2:12 PM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: File # V-062-25-26 Address 25 Canterbury Road

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I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

[REDACTED]
Former Upper Monroe Neighborhood resident
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 8:23 AM
To: City of Rochester Zoning Board
Subject: Digital billboards

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Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED].
 [REDACTED] I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Sent from my iPad

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 10:02 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Dear City of Rochester Zoning Board of Appeals,

I strongly object to the proposal from Lamar (and Patrick Dutton). I feel this is a significant visual distraction, for drivers, neighbors, the overall neighborhood, and those visiting and traveling through this area. The bright lighting and strong visual colors produced by the electronic boards in all (multiple) directions, become very distracting and unpleasant to the eye, even more so during times of fog or haze.

As a former resident of the neighborhood, and one who still frequently visits the area, thank you for your consideration.

[REDACTED]
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 8:13 AM
To: City of Rochester Zoning Board
Cc: umna@uppermonroe.org
Subject: Billboard at 21-25 Canterbury

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Good morning.

I am a City resident at [REDACTED], in the Lock 66 neighborhood.

I strongly oppose the construction of this billboard just down Monroe Avenue from me--this type of infringement on our view and the energy of our main street is unsightly, intrusive, and totally unnecessary.

Please vote NO on this variance in your upcoming meeting at the end of the month.

Thank you,

[REDACTED]
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Tuesday, January 13, 2026 11:44 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: CASE #V-062-25-26

Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

As a resident of [REDACTED] I strongly object to the proposed LED billboard at the corner of Canterbury Road and Monroe Avenue. The structure exceeds the legal height limit by **300%**, a scale of overreach that undermines the zoning protections in place for this neighborhood.

A massive illuminated billboard at this location would be visually overwhelming and out of character for a mixed residential corridor. LED signage brings persistent light pollution and distraction to an area where my family lives, walks, and spends time. This proposal prioritizes private profit over the quality of life of nearby residents.

Approving a variance of this magnitude weakens public trust in zoning laws and sets a troubling precedent. This billboard does not belong in our neighborhood and should be denied.

Thank you for your consideration.

[REDACTED]
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 4:21 PM
To: City of Rochester Zoning Board
Subject: 21-25 Canterbury Billboards ZBA

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To whom it may concern:

Rochester already has enough billboards and each and every one of them is an eyesore on our beautiful city. These would add to the light pollution in the city and it is not at all necessary to have them going 24/7 (we do not need them at all). For drivers like myself, they are extremely distracting when they change and the fact that they are so bright and obnoxious. They are absolutely not something we need more of, there are plenty of ways to advertise that don't cause distraction or light pollution. Please don't let them put these up, they're not going to add anything to make our skyline or commute more pleasant.

Respectfully yours,

[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 8:22 PM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26 Address 25 Canterbury

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Hello Rochester Zoning Board,

My name is [REDACTED] I am a city resident and reside in the Upper Monroe Neighborhood at [REDACTED] Rd.

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 9:23 PM
To: City of Rochester Zoning Board
Subject: RE: Variance for Canterbury Rd

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You have not previously corresponded with this sender.

Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

Light Pollution and Disruption: Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)

Loss of Sense of Place: The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.

Safety Concerns: Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.

Community Well-Being: Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, January 12, 2026 7:17 PM
To: City of Rochester Zoning Board
Subject: 21-25 Canterbury

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I strongly oppose the proposal of billboards to be placed on 21-25 Canterbury Road. This is an historic district. The addition of these signs will be an eyesore. Help us to preserve our area.

[REDACTED]
[REDACTED]
Sent from my iPhone

Burkhardt, Cael

From: [Redacted]
Sent: Sunday, January 11, 2026 5:57 PM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26 Address 25 Canterbury Road

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To Whom it May Concern,

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a high volume, pedestrian-oriented intersection that requires heightened driver attention. Introducing a digital display would add unnecessary distraction and safety risk.

The site directly abuts an established residential neighborhood. A digital billboard would create ongoing light pollution that is incompatible with the residential character of the area and the City's zoning intent. A large digital display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue.

For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts outweigh any private commercial benefit.

[Redacted signature block]

(former resident of the Park Avenue neighborhood)

Burkhardt, Cael

From: [Redacted]
Sent: Tuesday, January 13, 2026 11:52 AM
To: City of Rochester Zoning Board
Subject: LED billboard on Canterbury and Monroe

This Message Is From an Untrusted Sender

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Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

I strongly object to the proposed LED billboard at the corner of Canterbury Road and Monroe Avenue. I am a homeowner on **Dartmouth Street**, and this billboard would be part of my daily view and experience as I walk to Monroe Avenue businesses. Its drastically overscale presence does not belong in this neighborhood.

LED billboards cycle images that can create a flicker or strobe effect. As someone with **photosensitive migraines**, this raises real health concerns for me. The constant visual stimulation and light intrusion would affect my ability to safely and comfortably move through my own neighborhood and enjoy my home.

Zoning rules exist to protect residents' health and quality of life. This billboard prioritizes private profit over people who live here and should be denied.

--
[Redacted signature block]

Burkhardt, Cael

From: [Redacted]
Sent: Tuesday, January 13, 2026 11:57 AM
To: City of Rochester Zoning Board
Subject: case#V-062-25-26

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Apologies. Not trying to flood the system. I'm resending with the case number in subject since I have it now.

I strongly object to the proposed LED billboard at the corner of Canterbury Road and Monroe Avenue. I am a homeowner on **Dartmouth Street (20 Dartmouth)**, and this billboard would be part of my daily view and experience as I walk to Monroe Avenue businesses. Its drastically overscale presence does not belong in this neighborhood.

LED billboards cycle images that can create a flicker or strobe effect. As someone with **photosensitive migraines**, this raises real health concerns for me. The constant visual stimulation and light intrusion would affect my ability to safely and comfortably move through my own neighborhood and enjoy my home.

Zoning rules exist to protect residents' health and quality of life. This billboard prioritizes private profit over people who live here and should be denied.

--
[Redacted signature block]

Burkhardt, Cael

From: [Redacted]
Sent: Wednesday, January 14, 2026 11:22 PM
To: City of Rochester Zoning Board

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Dear Zoning Board,

My name is [Redacted] and I live at [Redacted]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance.

Thank you.

--
[Redacted]
[Redacted]

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 1:52 PM
To: City of Rochester Zoning Board
Subject: Objection to a 24/7 digital billboard

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Good afternoon,

My name is [REDACTED], and I am a resident of the City of Rochester in the 14607 zip code. I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road.

This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue.

For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

Thank you,
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Tuesday, January 13, 2026 11:09 AM
To: City of Rochester Zoning Board
Subject: 25 Canterbury Application - Letter of Objection
Attachments: CanterburyRoad_DigitalSign_LetterofObjection.pdf

Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

Dear Melissa,

Please find attached a Letter of Objection to the proposed application for 25 Canterbury Road on behalf of The Landmark Society.

Thank you,

Megan

MEGAN HILLYARD
DIRECTOR OF PRESERVATION SERVICES
5 Castle Park
Rochester, NY, 14620
(585) 537-5958
www.landmarksociety.org



LANDMARK
SOCIETY
of WESTERN NEW YORK



January 13, 2026

Rochester Zoning Board of Appeals
 City Hall
 30 Church Street, Room 125-B
 Rochester, NY 14614

Re: Objection to Case 3, File No. V-062-25-26 – Proposed Digital Sign at 25 Canterbury Road

Dear Members of the Zoning Board of Appeals,

I am writing on behalf of The Landmark Society of Western New York to formally object to the proposed installation of a monopole digital sign at 25 Canterbury Road. The Landmark Society has been contacted by neighborhood residents who have expressed serious concerns regarding the visual, contextual, and safety impacts of this proposal.

While the intersection of Canterbury Road and Monroe Avenue includes commercial uses, it also functions as a transitional gateway between I-490 and surrounding historic residential neighborhoods. The site is within sight of Cobb’s Hill Park—recently designated a City of Rochester Landmark—and lies adjacent to the National Register–listed Park Avenue Historic District, with the Crosman Terrace Historic District in close proximity. This broader context is critical. A digital sign at this location would introduce an intensified commercial presence through illumination, motion, and frequently changing content that is incompatible with the surrounding residential and historic character.

The proposed sign would also add to an already visually complex environment that includes light standards, utility poles, and highway signage. Rather than serving as a passive or contextual element, a digital billboard would compete with these features, creating unnecessary visual noise at the edges of the Park Avenue and Upper Monroe neighborhoods and within viewsheds of Cobb’s Hill Park.

Although National Register designation does not impose regulatory restrictions on this parcel, it clearly recognizes the historic, cultural, and visual significance of the surrounding area. The Landmark Society believes the City of Rochester should strive to respect and reinforce this character. Introducing a digital billboard would undermine the integrity of a late-nineteenth- to mid-twentieth-century landscape that contributes meaningfully to the City’s historic identity.

There is no precedent for digital billboard signage at this location. Given existing traffic conditions—particularly during rush hour and during downtown events—a digital sign would introduce additional driver distraction along this stretch of I-490, raising legitimate safety concerns.

Finally, while the application asserts that the proposal would not negatively impact the health, safety, or welfare of the surrounding neighborhood or community, this claim is contradicted by clear concerns raised by nearby residents. The application does not meaningfully acknowledge or address these concerns and instead emphasizes benefits to



the applicant without demonstrating any corresponding benefit to the affected neighborhood.

For these reasons, The Landmark Society of Western New York respectfully supports concerned neighborhood residents in urging the Zoning Board of Appeals to deny the variance request for the proposed digital sign at 25 Canterbury Road. Approval of this request would result in significant and lasting visual impacts on the National Register-listed Park Avenue Historic District and on the many National Register-eligible historic commercial buildings along Monroe Avenue.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Megan Hillyard". The signature is written in a cursive, flowing style.

Megan Hillyard
Director of Preservation Services

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 3:02 PM
To: City of Rochester Zoning Board
Subject: Digital Billboard on Canterbury Road

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This Message Is From an Untrusted Sender

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NO!!! We don't want it in our neighborhood or ANYWHERE.

Billboards, whether digital or old-fashioned print are a blight on neighborhoods, on business districts and in "the country."

Take a page out of the thoughtful states that have banned billboards: Vermont, Maine, Alaska and Hawaii. We visit those places because they are beautiful and bill board free.

[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Tuesday, January 13, 2026 11:39 AM
To: City of Rochester Zoning Board
Subject: Case #V-062-25-26 (25 Canterbury Road)

I am writing in strong support of neighborhood opposition to the proposed three-sided billboard along Monroe Avenue. While this corridor includes a mix of commercial and residential uses and sits near a highway, residents and nearby businesses have been clear: this billboard is not wanted and does not fit the character of the area.

Monroe Avenue is a walkable, neighborhood-serving corridor with homes, small businesses, and active street life. A massive, three-sided billboard would overwhelm the streetscape, introduce an intrusive visual presence, and further blur the line between a neighborhood commercial district and highway infrastructure. Proximity to a highway should not justify imposing highway-scale advertising on a community where people live and gather. I am also deeply concerned about the impact of the LED light pollution on the Canterbury Road and Monroe Avenue neighborhoods.

Land use decisions along Monroe Avenue should reflect the voices of the people who are there every day. In this case, the message is clear. I urge you to respect the overwhelming neighborhood concerns and reject this proposal.

Mary Lupien (she/her/hers)
Rochester City Council | East District Representative

[REDACTED]
[Book time with me](#)

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 11:59 AM
To: City of Rochester Zoning Board
Subject: Digital Billboard proposal at Monroe Ave and Canterbury Road

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To Whom it May Concern:

I am writing to express my opposition to Mike Palencar of Lamar Advertising's proposal to construct a 60-foot pole with digital billboard within the parking lot of 25 Canterbury Road.

This project would only compound existing ambient light pollution of the area and could very likely impact the ability of adjacent homeowners to block out the additional light, impacting sleep and well-being. Such advertising billboards seem much more appropriate for non-residential corridors on 490 such as the stretch west of Downtown.

I appreciate your consideration of my request to oppose this request.

Sincerely,

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 1:32 PM
To: City of Rochester Zoning Board
Subject: V-062-25-26 comments

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My name is [REDACTED] and I reside at [REDACTED]

I am writing to formally express my opposition to the proposed installation of a 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road at 25 Canterbury St

This intersection functions as a sensitive transition point between the Monroe Avenue commercial corridor and an established residential neighborhood. A digital billboard—due to its size, continuous illumination, and changing content—is fundamentally incompatible with this context and raises serious concerns related to traffic safety, light pollution, neighborhood character, and overall quality of life.

The Monroe/Canterbury intersection already requires heightened driver attention due to signalized traffic, turning movements, pedestrian crossings, and bicycle activity. Introducing a dynamic, illuminated display at this location would add visual distraction at a critical decision point, increasing risk for drivers, pedestrians, and cyclists alike. I travel through this intersection daily, and already there is an alarming number of drivers running red lights and creating unsafe situations. At an intersection with known complexity, any use that compounds distraction is inappropriate.

In addition, a 24/7 digital billboard would create unavoidable light trespass into nearby homes along Canterbury Road and surrounding residential streets. Continuous LED illumination and glare, particularly during nighttime hours and adverse weather conditions common in Rochester, conflict with zoning and site plan principles intended to protect residential livability and limit light pollution.

From a land-use and SEQRA perspective, the proposed billboard would result in long-term adverse aesthetic impacts and alter the character of the neighborhood by introducing a permanent, high-intensity commercial feature at the gateway to a residential area. These impacts are ongoing, cumulative, and not meaningfully mitigated by operational conditions.

Approval at this location would also set an undesirable precedent, signaling that residential adjacency is not a limiting factor for digital billboards along Monroe Avenue. This risks incremental corridor creep and undermines the City's ability to maintain clear and intentional zoning transitions.

Finally, the proposal offers no clear public benefit that would outweigh its private commercial purpose. It does not enhance safety, infrastructure, or neighborhood services, while imposing permanent impacts on nearby residents.

For these reasons, I respectfully urge you to deny approval of the proposed 24/7 digital billboard at Monroe

Avenue and Canterbury Road, as it is inconsistent with Rochester zoning intent, New York land-use principles, and the City's responsibility to protect public safety and residential quality of life.

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 9:04 PM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26 Address 21-25 Canterbury Road

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File # V-062-25-26 Address 21-25 Canterbury Road

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a horrible idea.

This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

Thank you,
[REDACTED]
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 10:32 AM
To: City of Rochester Zoning Board
Subject: 60 foot digital billboards at Canterbury Road and Monroe Avenue

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I urge you to vote AGAINST the 60-foot digital billboards at Canterbury Road and Monroe Avenue for the following reasons:

1. Involuntary Glances: Digital signs are biologically designed to force a driver's eyes off the road—a major risk at a high-speed highway merge.
2. 17,280 Distractions Daily: Every 10 seconds an image changes, triggering a new distraction. With two highway-facing signs, that is over 17,000 "flips" every single day at a complex junction where cars and pedestrians intersect.24/7
- 3.A Complex Junction: The 490/Monroe/Canterbury area is a high-traffic zone for cars and pedestrians. Adding a massive "attention-getting device" here is a recipe for disaster.
4. Independent Safety Data: While the industry claims safety, peer-reviewed research shows significantly higher crash rates near digital displays compared to static ones. II. Neighborhood Character & Quality of Life
5. Light Flicker: Unlike a street lamp, a digital billboard changes images every 10 seconds. For the neighbors on Canterbury and Monroe, this means a permanent, rhythmic "strobe light" pulsing into bedroom windows and backyards 17, 280 times a day, 7 days a week, FOREVER. That's a huge environmental impact
6. Industrial Blight: A 6-story (60ft) tower is an industrial structure that will dominate our "pedestrian-oriented" neighborhood skyline.
7. Loss of Night Skies: This sign creates permanent "Sky Glow," erasing the privacy of backyards and our homes.
8. Destroying the Gateway: Monroe Avenue is striving to be more walkable. A highway monopole turns a community corner into an industrial ad corridor. III. Property & Economics
9. Home Value Loss: Research (Univ. of Pennsylvania) shows homes near billboards can lose up to \$30,000 in value. The developer gets the revenue; neighbors get the equity loss.

10. Environmental Impact: One digital billboard consumes as much energy as 15–30 average homes. This contradicts the City's climate and sustainability goals. 2
11. The Slippery Slope: If we allow one "exception," it becomes nearly impossible to stop the next billboard from going up nearby. IV. Legal & Zoning Integrity
12. The Rules: This request is triple the legal height and size limits. If this isn't a "substantial" violation, the zoning code has no meaning.
13. Profit is Not a Hardship: Financial need for building repairs is a business issue, not a legal "land hardship" that justifies a zoning variance.
14. Self-Created Difficulty: The developer is claiming they "can't see the highway" because of their own buildings. This is a self-created problem, not a hardship of the land.
15. Incompatible Use: The C-2 district is for Community use. This sign serves a regional highway audience and provides zero benefit to local residents.

M

Burkhardt, Cael

From: [Redacted]
Sent: Thursday, January 8, 2026 6:18 PM
To: City of Rochester Zoning Board
Subject: Opposition to billboards at 21-25 Canterbury Rd

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To whom it may concern:

I am writing in vehement opposition to the proposed erection of billboards on top of the building at 21-25 Canterbury Rd. The proposed billboards will be a massive eyesore, and will spread light pollution that will have a strong negative impact on the residents in nearby neighborhoods. As if the highway noise weren't already bad enough, the proposal will bombard another of our senses with disruptive and unnecessary pollution. At a time when Monroe Ave residents and small business owners have been seeing success in revitalizing the area for living, shopping, and entertainment, adding a giant, glowing billboard advertising businesses that draw people away from the area will be nothing but harmful. There are other ways to fund revitalization and redevelopment than selling off the character of our neighborhood to Lamar Advertising.

Please vote to reject the variances for this proposal.

Thank you,

[Redacted signature block]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 7, 2026 12:09 PM
To: City of Rochester Zoning Board
Cc: Upper Monroe Neighborhood Association
Subject: 21-25 Canterbury Road billboard variance application comments

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Dear Zoning Board,

I am strongly against the proposed permitting of new billboards at 21-25 Canterbury Road. I believe the zoning code is correct to disallow this type of project, and there is no good reason I can think of that a variance should be approved. I believe these billboards would be ugly, distracting, and even dangerous given the potential for distracting drivers in the area, especially with the proposed digital billboards. They would also add to light pollution in area, which further degrades quality of life for residents and can even be damaging to public health.

I firmly believe that approving these billboards would make the neighborhood worse for everyone in the area, and a single entity like this should not be given an exception to the rules just so they can make a profit at the expense of the entire rest of the neighborhood.

Thank you for your time and consideration,

Burkhardt, Cael

From: [REDACTED]
Sent: Sunday, January 11, 2026 7:11 AM
To: City of Rochester Zoning Board
Cc: umna@uppermonroe.org
Subject: "Opposition to billboards that have been proposed by Lamar Outdoor Advertising at 21-25 Canterbury Road in the Park Avenue/Monroe Avenue neighborhoods."

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I am writing to express my opposition to the combination of billboards that has been proposed by Lamar Outdoor Advertising at 21-25 Canterbury Road in the Park Avenue/Monroe Avenue neighborhoods. Having digital billboards that are illuminated 24 hours a day, seven days a week, 365 days a year are against zoning code for a reason, they are an eyesore and disruptive to the neighborhood. I urge the zoning board to deny the variance application.

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 12:27 PM
To: City of Rochester Zoning Board
Subject: Zoning Board case -062-25-26 25 Canterbury Road

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Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

This email is to officially express our strong opposition to a request for a variance to allow for the installation of an electronic billboard sign at the rear of 25 Canterbury Rd.

We are homeowners who reside at nearby 95 Barrington Street and hence have both an interest and an economic stake in protecting and preserving our neighborhood.

Our objections to this variance are many. But most significantly, approval of this application, which would allow for a sign that is triple both the size and height of what is legally permissible, along with the visual disruption of the flickering light emanating from the sign, would be both disruptive for motorists and nearby residents alike.

Thank you for your service and for your thoughtful consideration of this application.

[REDACTED]
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 1:59 PM
To: City of Rochester Zoning Board
Subject: No to the billboard on Canterbury

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Instead, make them reinvest and upgrade the existing board further up 490 rather than put a gigantic eyesore to destroy Cobb's Hill historic vistas.

Please do not approve this and hold Lamar accountable to improve their current fleet of rusted billboards.

Thank you - I am a Cobb's Hill resident.

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 4:21 PM
To: City of Rochester Zoning Board
Subject: Re: CASE #3 File Numbers: V-062-25-26

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I am writing AGAINST the newest request for:

60 high metal monopole w/a 3 sided billboard sometimes referred to as a "TRI-collapse" configuration, that would include two illuminated digital billboard signs along 490 and one conventional billboard facing northwest down Monroe Avenue and the Park Avenue Neighborhood near Upper Monroe & Cobbs Hill Park.
The two digital billboards would be illuminated day & night year-round!
The third, conventional billboard would be lit all night, every night.

I am AGAINST the two proposed digital billboards signs because they are SUBSTANTIALLY HIGHER than current Code Allows. Plus in my opinion, Are an ugly addition to any landscape!!
The current Code allows two sign faces but only if the signs are "back-to-back". The proposed new monopole would hold new illuminated digital billboard sign faces that are not back-to-back. Additionally, the proposed variance asks permission to have three sign faces. I am against this light pollution 100%!
Each of the proposed two illuminated digital billboard sign faces and the conventional sign are substantially LARGER than allowed under current code. Ridiculous !!
The current code allows only one static (unchanging) message on a billboard. The proposed two new illuminated digital billboard sign faces would change/cycle/flash messages every few seconds. These signs do not benefit neighborhoods or property values and I am against them 100%.
The WORST>>>>> that the application would allow the proposed two digital billboard sign faces to be illuminated all day and all night every day of the year FOREVER!! CRAZY!!!
Therefore, We are against all billboards!
Sincerely,

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Previous VP UMNA
Present UMNA Board mMember

Burkhardt, Cael

From: [REDACTED]
Sent: Tuesday, January 13, 2026 12:26 PM
To: City of Rochester Zoning Board
Subject: Digital billboard

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Members of the zoning board,
I am voting a firm NO to have billboards on Canterbury Street near Monroe near my home.

[REDACTED]
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 1:41 PM
To: City of Rochester Zoning Board
Subject: No Digital Sign @ 25 Canterbury Road

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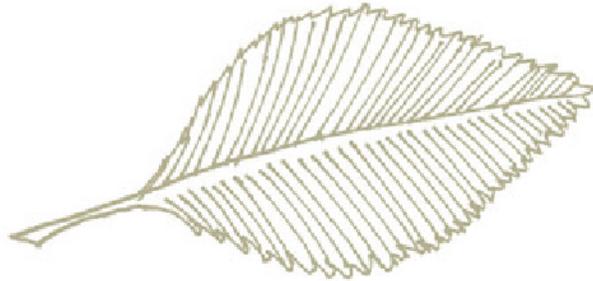
Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.



Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 11:41 PM
To: City of Rochester Zoning Board
Subject: regarding File # V-062-25-26 Address 25 Canterbury Road

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Dear Rochester City Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I regularly take the bus, walk, or am a passenger in a car riding down Monroe Avenue, and occasionally walk down Canterbury Road.

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road (see referenced File # V-062-25-26 Address 25 Canterbury Road). This is a pedestrian intersection at the intersection of a heavily trafficked commercial corridor (Monroe Avenue) and residential area (Canterbury Road / the ABC Streets). Illuminated billboards with constantly changing digital displays are going to add significant distraction for drivers in the daytime (making the area more dangerous for traffic) and add on major disruption of residential peace via light pollution and distraction during the night (in addition to the same heightened traffic risk). Like, if I lived in a house on Canterbury Road or a neighboring street, I'd be concerned about the light pollution from these billboards!

Please do not vote and allow these digital billboards to be permitted in this region!

Thank you,
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, January 12, 2026 9:11 AM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: Opposition to Billboard on Monroe & Canterbury - File # V-062-25-26

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To whom it may concern,

I am writing to express my disapproval towards a proposed 24/7 electronic billboard at 25 Canterbury Rd. Any billboard, no matter the type is an eyesore on what is otherwise an attractive neighborhood. It would stick out far above any other structure in the area and would dominate the horizon in the neighborhood. Additionally, any billboard along a heavy traffic road creates a dangerous distraction. This is only made worse with an electronic billboard that will be brighter than others and be flashing different advertisements. This additional light pollution would also lower the quality of life for the apartments and houses directly surrounding the structure, which is many due to its location up against the primarily residential Canterbury Rd. As a resident who frequently both walks and rides a bike down that area of Monroe ave, we need to be making it safer, not more dangerous. This billboard doesn't just not add anything to the community, but actively harms it. Please oppose this measure.

Thank you,
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 1:28 PM
To: City of Rochester Zoning Board
Subject: digital billboard

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 5:38 PM
To: [REDACTED]
Cc: City of Rochester Zoning Board
Subject: Re: Comment for zoning variance proposal. Please do not allow for illuminated digital advertising signs, they are not safe

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Thank you, Tyler! Well said.

[REDACTED]
[REDACTED]

President, UMNA

[Upper Monroe Neighborhood Association \(UMNA\)](#)
You've got friends in Upper Monroe!

[Events Calendar](#) | [Facebook](#) | [NextDoor](#)

On Sat, Jan 10, 2026 at 1:31 PM [REDACTED] wrote:

I am writing to strongly oppose the zoning variance proposal below, file V-062-25-26:

Case #	3
Case Type	Area Variance
File #	V-062-25-26
Address	25 Canterbury Road
Zoning District	C-2 Community Center District
Applicant	Mike Palencar, Lamar Outdoor Advertising
Purpose/Request	To construct a 60ft tall monopole within the parking lot of an office-building, which includes a double-sided, 672sf, digital advertising sign facing east and west bound traffic on I-490, and a 210sf, static community board facing north, where the signs do not meet certain requirements applying to all districts.
Code Section	120-172, 120-177
Enforcement	No
Permit #	SP-032-25-26, B-25-8617, Z-25-2611
SEQR	Type II §48-5B (14)
Lead Agency	N/A

As a local resident and driver who frequents this area, I strongly oppose the proposal to allow illuminated billboards due to their well-documented impact on traffic safety and driver distraction.

Research consistently shows that illuminated and digital billboards draw drivers' attention away from the roadway... A Federal Highway Administration-funded study (Virginia Tech Transportation Institute, 2009) found that digital billboards significantly increase the frequency and duration of drivers' off-road glances,

which is a key predictor of crash risk. The National Highway Traffic Safety Administration (NHTSA) has also identified visual and cognitive distraction as major contributors to motor vehicle crashes, noting that even a two-second glance away from the road dramatically increases collision risk.

Illuminated billboards are especially dangerous at night, when bright or changing displays interfere with drivers' night vision, reduce contrast sensitivity, and compete with critical visual information such as traffic signals, pedestrians, and cyclists. Unlike other distractions, drivers cannot choose to avoid these signs; they are an unavoidable, permanent feature of the roadway environment.

There is no benefit that justifies introducing a known distraction into our transportation system. Many communities have restricted or prohibited illuminated billboards specifically to reduce crash risk and protect public safety.

I urge the zoning board to reject this proposal and prioritize the safety of all road users over commercial advertising interests.

The board should familiarize themselves with this research compendium before making such an important decision that is unfortunately life or death for drivers and pedestrians in the area:

<https://www.scenic.org/wp-content/uploads/2021/10/Billboard-Safety-Study-Compendium-10-16-2020.pdf>

There are numerous studies documenting the dangers at every level, and the increase in traffic accidents that occurs after placement of similar signs to what is proposed.

Thank you for your consideration.

Sincerely,



Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 5:37 PM
To: [REDACTED]
Cc: City of Rochester Zoning Board
Subject: Re: File # V-062-25-26 Address 25 Canterbury Road

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Very well said, Jeri. Thank you.

On Sat, Jan 10, 2026 at 2:12 PM [REDACTED] wrote:

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

[REDACTED]
Former Upper Monroe Neighborhood resident
[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 7:26 PM
To: City of Rochester Zoning Board
Subject: SAY NO to giant LED billboards/File # V-062-25-26 25 Canterbury Road

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Hello Zoning Board,

This comment is about file # V-062-25-26 at 25 Canterbury Road.

I'm a resident at [REDACTED] as well as a small business owner.

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

To me personally, this would add massive pain and discomfort to my life. I'm often near Monroe and Canterbury, because there's a restaurant I love at that intersection. I have severe light sensitivity due to a neurological condition, and this would make the area impassable for me. This is a HORRIBLE idea. Do not allow the giant LED billboard.

Thank you for denying this permit.

Best,

RFCB

[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 9:35 AM
To: City of Rochester Zoning Board
Subject: No Billboard!!!

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PLEASE, no billboard at Monroe and Canterbury. That is exactly my neighborhood (Barrington Street.) We've lived there for 36 years. A billboard is unattractive and undesirable. Please don't approve it.

[REDACTED]



Virus-free. www.avg.com

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 8:33 PM
To: City of Rochester Zoning Board
Subject: Canterbury Road Billboard Objection

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Good Afternoon Zoning Board,

I am writing to you regarding file # V-062-25-26 at 25 Canterbury Road.

I'm a resident at [REDACTED]

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

Thank you for denying this permit.

Sincerely,
[REDACTED]

P.S. Have you ever seen that episode of Seinfeld where the giant red sign gets installed outside of Kramer's window?

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, January 15, 2026 8:13 AM
To: City of Rochester Zoning Board
Subject: opposition to proposed billboard

Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

Dear members of the Rochester Zoning Board,

This is [REDACTED] residing at [REDACTED]. I'm writing to express my opposition to the proposed billboard to be located at 25 Canterbury Street. This billboard will negatively impact the nature of our neighborhood and community through its constant "light flicker" which will be an annoyance to everyone and a public safety concern as it distracts drivers on I-490. The proposed sign will result in a loss in home values as it will be an industrial blight on our neighborhood. I ask that you oppose the zoning variance that would allow a tower and billboard to be built.

Best regards,
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 2:26 PM
To: City of Rochester Zoning Board
Subject: Digital Billboard

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Richard Lucas



Burkhardt, Cael

From: [REDACTED]
Sent: Tuesday, January 13, 2026 7:28 AM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: Opposition to new illuminated billboard at 21-25 Canterbury

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Dear Rochester Zoning Board,

I am writing to vigorously oppose the variance sought by Lamar Advertising for the 21-25 Canterbury site.

The proposed billboard is contrary to numerous zoning codes. It is enormous, two sides would be illuminated day and night, and it would adversely and permanently alter the character of the neighborhood. The existing codes exist to prevent exactly this kind of Las Vegas abomination. The light pollution and visual eyesore and encroachment of advertising into a residential neighborhood should not be permitted.

Please uphold the current and appropriate zoning codes and deny Lamar's proposal.

Thank you,

[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 4:35 PM
To: City of Rochester Zoning Board
Subject: # V-062-25-26 Address 25 Canterbury Road

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To whom it may concern;

As a resident who has lived off Monroe ave for almost a decade now, it saddens me to see how neglected this street is. I must wholeheartedly express my disapproval of the proposal to install digital billboards at the intersection of Monroe and Canterbury. Standard billboards are distracting enough, and this intersection's proximity to the 490 interchange has more than it's fair share of distracted drivers as is. An underappreciated charm of Rochester is it's almost suburban, tree filled vibe even in the city. To install massive, dangerous eye-sores in one of those charming neighborhoods sets a precedent that we can sell our city's character. I would strongly encourage the zoning board to look past the dollar, and hopefully see this as a detriment to the outward facing image of Rochester, as well as the residents and businesses nearby in the form of further light pollution.

Please listen to the residents in the surrounding neighborhoods, this would not be a welcome addition.

Burkhardt, Cael

From: [Redacted]
Sent: Saturday, January 10, 2026 4:23 PM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26 Address 25 Canterbury Road proposed billboard at 490 and Monroe

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Hello friends. I rarely go so far as to be involved in such things, but having seen the recent proposal for a digital billboard at Monroe and 490 I felt I had to speak up.

This location is wildly inappropriate for such a billboard. The other two located along 490 are in commercial/industrial stretches of the city. The Upper Monroe and Swillburg neighborhoods are amongst the most popular residential neighborhoods in the city (if not the country) with recent property reassessments to match. Approving the installation of a large, glowing eyesore would harm the character of the neighborhood, and be a slap in the face to homeowners who have just recently seen such large increases in our property assessments.

Put plainly, please, as a homeowner living and investing in Swillburg, I am literally begging you, do NOT approve the installation of a billboard at this location. It will ONLY benefit the property owner's pockets, while providing nothing but a disrespectful blight on several neighborhoods. If there is any involvement from me that would help resolve this in the neighborhoods favor, please let me know.

Sincerely and earnestly,

[Redacted signature]

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Burkhardt, Cael

From: [REDACTED]
Sent: Monday, January 12, 2026 10:47 PM
To: City of Rochester Zoning Board
Subject: Canterbury Billboard

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We are owners of [REDACTED] and oppose the outdoor advertising proposal in our neighborhood entrance. This neighborhood is National Historic Registry and having illuminated, oversized or ANY advertising office of Culver would take away the beauty and historic value of Park Ave and ABC Streets Neighborhoods. We say no, thank you

[REDACTED]
[REDACTED]

Zoning Board of Appeals
Public Hearing Agenda
January 29, 2026

- I. Meeting with Staff
5:00 p.m.
City Hall, NBD Commissioner's Conference Room
30 Church St. Room 208-A

- II. Public Hearing
6:00 p.m.
City Hall, City Council Chambers
30 Church St. Room 302-A

Case #	3
Case Type	Area Variance
File #	V-062-25-26
Address	25 Canterbury Road
Zoning District	C-2 Community Center District
Applicant	Mike Palencar, Lamar Outdoor Advertising
Purpose/Request	To construct a 60ft tall monopole within the parking lot of double-sided, 672sf, digital advertising sign facing east and 210sf, static community board facing north, where the sign is applying to all districts.
Code Section	120-172, 120-177
Enforcement	No
Permit #	SP-032-25-26, B-25-8617, Z-25-2611
SEQR	Type II §48-5B (14)
Lead Agency	N/A

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 12:06 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Hello,

I live in the ABC Streets neighborhood and am writing to express my strong opposition for the variance for the illuminated billboards at 25 Canterbury Road. Below are several reasons I believe the variance should not be approved.

Public Safety & Driver Distraction

- Involuntary Glances: Digital signs are biologically designed to force a driver's eyes off the road—a major risk at a high-speed highway merge
- 17,280 Distractions Daily: Every 10 seconds an image changes, triggering a new distraction. With two highway-facing signs, that is over 17,000 "flips" every single day at a complex junction where cars and pedestrians intersect 24/7
- A Complex Junction: The 490/Monroe/Canterbury area is a high-traffic zone for cars and pedestrians. Adding a massive "attention-getting device" here is a recipe for disaster
- Independent Safety Data: While the industry claims safety, peer-reviewed research shows significantly higher crash rates near digital displays compared to static ones

Neighborhood Character & Quality of Life

- Light Flicker: Unlike a street lamp, a digital billboard changes images every 10 seconds. For the neighbors on Canterbury and Monroe, this means a permanent, rhythmic "strobe light" pulsing into bedroom windows and backyards 17, 280 times a day, 7 days a week, *forever*. That's a huge environmental impact
- Industrial Blight: A 6-story (60ft) tower is an industrial structure that will dominate our "pedestrian-oriented" neighborhood skyline
- Loss of Night Skies: This sign creates permanent "Sky Glow," erasing the privacy of backyards and our homes
- Destroying the Gateway: Monroe Avenue is striving to be more walkable. A highway monopole turns a community corner into an industrial ad corridor

Property & Economics

- Home Value Loss: Research (Univ. of Pennsylvania) shows homes near billboards can lose up to \$30,000 in value; the developer gets the revenue; neighbors get the equity loss

- Environmental Impact: One digital billboard consumes as much energy as 15–30 average homes. This contradicts the City's climate and sustainability goals
- The Slippery Slope: If we allow one "exception," it becomes nearly impossible to stop the next billboard from going up nearby

Legal & Zoning Integrity

- The Rules: This request is triple the legal height and size limits. If this isn't a "substantial" violation, the zoning code has no meaning
- Profit is Not a Hardship: Financial need for building repairs is a business issue, not a legal "land hardship" that justifies a zoning variance
- Self-Created Difficulty: The developer is claiming they "can't see the highway" because of their own buildings. This is a self-created problem, not a hardship of the land
- Incompatible Use: The C-2 district is for Community use. This sign serves a regional highway audience and provides zero benefit to local residents

In conclusion, digital billboards are generally not a good fit for this area due to their potential to disrupt residents' lives, negatively impact the aesthetic character of neighborhoods, raise safety concerns, and detract from the overall quality of life.

Regards,


ABC Streets Neighborhood

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 3:22 PM
To: City of Rochester Zoning Board
Subject: Objection to Variance for 25 Canterbury Road V-062-25-26

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Dear Members of the City of Rochester Zoning Board of Appeals,

I'm a resident of the Cobbs Hill neighborhood and I'm writing today in opposition of the variance request at 25 Canterbury Road, V-062-25-26. I respectfully urge you to deny the variance request. There is significant opposition to digital billboards by residents and neighborhood associations in all surrounding neighborhoods. Digital billboards are eyesores that are not in keeping with the historic nature of these neighborhoods. By their design, digital billboards are distracting to drivers and therefore pose significant safety risks. Digital billboards also have a negative impact on bird populations and other local animals. Nearby Cobbs Hill Park has been designated as an Important Bird Area by the National Audubon Society (a rare designation). The area is an important home for many species of birds, and a migrating stop for many more species.

Digital billboards will not improve the lives of City of Rochester residents. In fact, digital billboards will have a negative effect on city residents: the billboards will create traffic safety issues, light pollution, and will detract from the historic character of the neighborhood.

I strongly urge you to prioritize the health and well being of Rochester residents and deny this variance request. Thank you,

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 12:22 PM
To: City of Rochester Zoning Board
Subject: please no: digital billboard project

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Sincerely,
 [REDACTED]

--
 [REDACTED]
[Translator and Editor](#)

Most recent translation: [extract from My Sick Friend](#)

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, January 12, 2026 6:01 PM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26

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The residents (3) at [REDACTED] do not approve of this application to add advertising signs at 25-26 Canterbury Rd. It will detract from the neighborhood and more signs are not needed for advertising which will illuminate the neighborhood.

Thank you,

[REDACTED]

Case # 3

Case Type Area Variance

File # V-062-25-26

Address 25 Canterbury Road

Zoning District C-2 Community Center District

Applicant Mike Palencar, Lamar Outdoor Advertising

Purpose/Request To construct a 60ft tall monopole within the parking lot of an office-building, which includes a double-sided, 672sf, digital advertising sign facing east and west bound traffic on I-490, and a 210sf, static community board facing north, where the signs do not meet certain requirements applying to all districts.

Code Section 120-172, 120-177

Enforcement No

Permit # SP-032-25-26, B-25-8617, Z-25-2611

SEQR Type II §48-5B (14)

Lead Agency N/A



Sent from mobile Gmail

Burkhardt, Cael

From: [REDACTED]
Sent: Sunday, January 11, 2026 9:46 AM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26 Address 25 Canterbury Road

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Hello,

Please deny the variance application to install a new monopole billboard at 21-25 Canterbury Road (File # V-062-25-26). Rochester has made great progress with revitalizing the city's beauty and functionality. This billboard would serve as a massive, brightly-illuminated stain on that progress and reinforce the unfortunate idea of the city being an undesirable place to live, shop, and work. Please avoid undoing the progress made. These overly bright billboards are also very distracting to drivers at night.

Thank you

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 8:08 PM
To: City of Rochester Zoning Board
Subject: Digital billboard

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road. Shame on this proposal. Are we not inundated enough with light, ad pollution and destruction of our skyline for money grabs?

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 1:31 PM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: Comment for zoning variance proposal. Please do not allow for illuminated digital advertising signs, they are not safe

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I am writing to strongly oppose the zoning variance proposal below, file V-062-25-26:

Case #	3
Case Type	Area Variance
File #	V-062-25-26
Address	25 Canterbury Road
Zoning District	C-2 Community Center District
Applicant	Mike Palencar, Lamar Outdoor Advertising
Purpose/Request	To construct a 60ft tall monopole within the parking lot of an office-building, which includes a double-sided, 672sf, digital advertising sign facing east and west bound traffic on I-490, and a 210sf, static community board facing north, where the signs do not meet certain requirements applying to all districts.
Code Section	120-172, 120-177
Enforcement	No
Permit #	SP-032-25-26, B-25-8617, Z-25-2611
SEQR	Type II §48-5B (14)
Lead Agency	N/A

As a local resident and driver who frequents this area, I strongly oppose the proposal to allow illuminated billboards due to their well-documented impact on traffic safety and driver distraction.

Research consistently shows that illuminated and digital billboards draw drivers' attention away from the roadway. A Federal Highway Administration-funded study (Virginia Tech Transportation Institute, 2009) found that digital billboards significantly increase the frequency and duration of drivers' off-road glances, which is a key predictor of crash risk. The National Highway Traffic Safety Administration (NHTSA) has also identified visual and cognitive distraction as major contributors to motor vehicle crashes, noting that even a two-second glance away from the road dramatically increases collision risk.

Illuminated billboards are especially dangerous at night, when bright or changing displays interfere with drivers' night vision, reduce contrast sensitivity, and compete with critical visual information such as traffic signals, pedestrians, and cyclists. Unlike other distractions, drivers cannot choose to avoid these signs; they are an unavoidable, permanent feature of the roadway environment.

There is no benefit that justifies introducing a known distraction into our transportation system. Many communities have restricted or prohibited illuminated billboards specifically to reduce crash risk and protect public safety.

I urge the zoning board to reject this proposal and prioritize the safety of all road users over commercial advertising interests.

The board should familiarize themselves with this research compendium before making such an important decision that is unfortunately life or death for drivers and pedestrians in the area:

<https://www.scenic.org/wp-content/uploads/2021/10/Billboard-Safety-Study-Compendium-10-16-2020.pdf>

There are numerous studies documenting the dangers at every level, and the increase in traffic accidents that occurs after placement of similar signs to what is proposed.

Thank you for your consideration.

Sincerely,

A thick black horizontal bar used to redact the signature of the sender.

Burkhardt, Cael

From: [REDACTED]
Sent: Wednesday, January 14, 2026 2:06 PM
To: City of Rochester Zoning Board
Subject: Digital Billboards Variance

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, January 10, 2026 3:30 PM
To: City of Rochester Zoning Board
Subject: Digital billboard on Canterbury Road

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Hello,

I am writing to urge the zoning board to deny the variance application to install a new monopole billboard at 21-25 Canterbury Road (File # V-062-25-26). Rochester has made great progress with revitalizing the city's beauty and functionality. This billboard would serve as a massive, brightly-illuminated stain on that progress and reinforce the unfortunate idea of the city being an undesirable place to live, shop, and work. Please avoid undoing the progress made.

Thank you for your time,

Phillips, Melissa A.

From: [Redacted]
Sent: Friday, January 16, 2026 8:39 AM
To: City of Rochester Zoning Board
Subject: ZBA Case #: V-062-25-26

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We urge you to deny this application: ZBA Case #: V-062-25-26. Large, tall three-sided lighted billboards do not belong in our neighborhood. This proposal is unacceptable to us and our neighbors.

Thank you.

[Redacted signature block]

Phillips, Melissa A.

From: [REDACTED]
Sent: Thursday, January 15, 2026 2:12 PM
To: City of Rochester Zoning Board
Subject: Digital billboard on Monroe File # V-062-25-26 Address 25 Canterbury Road

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Hello,

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe ave and Canterbury road. Im a resident of the button loft building across the street a [REDACTED] I take the Monroe exit at least once a day. This is a complex, pedestrian oriented intersection that already requires heightened driver attention. Adding a continuously illuminated and dynamic digital display would add unnecessary distraction and a safety risk to drivers and pedestrians alike. The site also directly abuts an established residential neighborhood, where a digital board would create constant ongoing light pollution and glare for residents. The visual intrusion does not seem to align with the neighborhood character and residential zoning intent. A 24 hour commercial advertising display at this location would negatively impact the lives and potentially property values in the neighborhood, and set a bad precedent for residential areas along Monroe ave. I urge the city to deny approval of the this proposal. The billboards should not be part of a development plan that supports this community. I and my neighbors I've spoken to feel the public safety, environmental, and community impacts clearly outweigh the private commerical benefits.

Thank you

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Phillips, Melissa A.

From: [REDACTED]
Sent: Monday, January 26, 2026 4:19 PM
To: City of Rochester Zoning Board
Subject: ZBA Case # V-06Z-25-26 (Billboard at 25 Canterbury and Monroe Ave)

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Dear Zoning Board Members,

Please do not grant a zoning variance for Lamar Advertising's proposed 60 foot digital billboard at 25 Canterbury Rd and Monroe Avenue. This billboard would be three times as high as the height allowed by zoning. It would create light pollution for the neighborhood at night, plus the flickering caused by images changing every 10 seconds would be extra annoying. It would distract drivers at a five-way intersection that is already prone to accidents. As a neighborhood resident, I often cross Monroe Avenue on foot near here, and it doesn't feel safe. The billboard would also distract drivers on 490. It's likely to reduce property values for homes in the neighborhood as well. The zoning laws are in place to prevent this sort of structure; please uphold them.

Sincerely,

Phillips, Melissa A.

From: [REDACTED]
Sent: Friday, January 23, 2026 5:31 PM
To: City of Rochester Zoning Board
Cc: Upper Monroe Neighborhood Association
Subject: Opposition to Variance Application

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Project Address: 25 Canterbury Road

My Name: [REDACTED]

My Address: [REDACTED]

My Contact Information: [REDACTED]

Hello,

I am writing to voice my opposition to a variance application by Lamar Outdoor Advertising at 25 Canterbury Road. My initial reaction when I read about Lamar's proposal was, "What are you, crazy?" It makes no sense to approve a variance for this project since digital billboards would detract from the ambience of this residential neighborhood and be disruptive to the people living in the area and those driving through the area. Safety concerns as well as quality of life issues are my reasons for objecting to this project.

Sincerely,

[REDACTED]

Phillips, Melissa A.

From: [REDACTED]
Sent: Wednesday, January 21, 2026 11:52 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: File #V-062-25-26 25 Canterbury Road

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Zoning Board of Appeals,

As long-time homeowners and residents in the Upper Monroe Neighborhood, we urge you to *deny* the above-referenced application. We urge you to prioritize Quality of Life and Community Safety over private profit. This location is in the midst of residential neighborhoods. We do not want to see the bright light as we look out our windows, sit in the yard, or take a walk. The 24-7 light, no less constantly flashing, and greatly oversized signs will *adversely dominate and detract from our neighborhoods - forever*. There is no getting used to flashing, bright billboards – their very point is to attract attention. Nothing about the proposed signs will enhance the quality of life for our community, for residents. Instead, it will measurably diminish the quality of life here. We do NOT want a Times Square feel to our neighborhood. Please, do NOT put the profit of a business over the resulting decline in our home values and degradation of our neighborhoods.

We live here 24/7/365 because we value our friendly, walkable community. Protect Rochester Residents by denying this application. The proposed signs may be appropriate for industrial parks, NOT IN THE MIDST OF NEIGHBORHOODS.

A city isn't a city without residents.

Sincerely,

[REDACTED]
[REDACTED]

Phillips, Melissa A.

From: [Redacted]
Sent: Thursday, January 15, 2026 6:27 PM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26 Address 25 Canterbury Road

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To whom it may concern,

I am writing to express my opposition to the proposed 24/7 digital billboard at the intersection of Monroe Avenue and Canterbury Road. This is a complex, pedestrian-oriented intersection that already requires heightened driver attention, and introducing a continuously illuminated, dynamic digital display would add unnecessary distraction and safety risk. The site directly abuts an established residential neighborhood, where a digital billboard would create ongoing light pollution, glare, and visual intrusion that are incompatible with residential character and Rochester zoning intent. A 24-hour commercial advertising display at this location would negatively impact quality of life for nearby residents and set an inappropriate precedent along a residential edge of Monroe Avenue. For these reasons, I urge the City to deny approval of this proposal. The public safety, environmental, and neighborhood impacts clearly outweigh any private commercial benefit.

[Redacted signature block]

Phillips, Melissa A.

From: [REDACTED]
Sent: Monday, January 19, 2026 5:15 PM
To: City of Rochester Zoning Board
Subject: RE: File # V-062-25-26 Address 25 Canterbury Road

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File # V-062-25-26
Address 25 Canterbury Road

Dear Board Members:

I write to express serious concern about and strong opposition to the proposed large billboards which would essentially serve as an unwelcome identifying cornerstone of the entrance into our environment from Monroe Avenue. Ours is an historically valuable and traditional neighborhood. It has been a desirable location in Rochester for decades in large part because of its park-like environment, walkability and natural beauty. The application's flagrant disregard for the preservation of those qualities is startling.

The addition of a large flashing billboard glaring 24/7 would be environmentally and culturally destructive. Rather than enhancing a feeling of community and serenity, such an intrusion would constantly flash banal advertising pitches.

It would be amazingly insensitive to permit such a degradation of our Park Ave. area to be sanctioned. Revitalization of Rochester depends on thoughtful and sensitive attention to positive aspects that make our City special. Abrasive and garish commercial statements such as mammoth billboards would be a major step backward in achieving those goals. It's bad enough to have that type of visual intrusion flashing at cars on 490 West. We didn't move here to become part of that type of thoughtless garish commercialism forcing itself on us as we turn the corner to enter our beautiful part of the City..

Please consider fully what approving this application would mean. There would likely be degradation of our area and even a reduction in property values as our part of town becomes poorly and chaotically defined.

We as a community should be better than that.

Thank you for your careful and sensitive consideration of this remarkably thoughtless proposal.

(signed)

[REDACTED]
The Flower City 14607

Phillips, Melissa A.

From: [REDACTED]
Sent: Wednesday, January 21, 2026 1:53 PM
To: City of Rochester Zoning Board
Subject: 60 feet digital billboards

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To whom it may concern,

I am a proud owner of a house on PARK Ave .

Canterbury is one of my favorite streets in the park Ave area . The people who live here have gorgeous old homes and keep the exterior part of house and property beautiful. These home owners already have to deal with the highway noise which has been worsened by the illegal motorized bikes. Please do not add light pollution to the list of reasons these homeowners may leave .

Please drive down Canterbury at night and see the current level of light pollution.

Say no to the billboard project . It will lead to deterioration of our neighborhood.

[REDACTED]

Sent from my iPhone

Phillips, Melissa A.

From: [REDACTED]
Sent: Sunday, January 25, 2026 4:48 PM
To: City of Rochester Zoning Board
Cc: Shelby Stenson
Subject: Fwd: 25 Canterbury Road Project

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To Whom it may concern,

My wife and I live at [REDACTED] and are reaching to comment on the proposed digital billboard for 25 Canterbury Road.

We are strongly opposed to the construction of this billboard and feel it would not be a positive addition to the neighborhood.

Sincerely,

[REDACTED]
[REDACTED]

Phillips, Melissa A.

From: [REDACTED]
Sent: Wednesday, January 21, 2026 10:17 AM
To: City of Rochester Zoning Board
Subject: Object to Digital Billboard!

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Please note our strong objection to **60 Foot Digital Billboards at 25 Canterbury Street & Monroe Avenue** – adversely affects quality of life in our residential neighborhood!!!

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]



Phillips, Melissa A.

From: [REDACTED]
Sent: Thursday, January 15, 2026 3:29 PM
To: City of Rochester Zoning Board
Subject: Digital Billboards at 25 Canterbury Road

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Dear Zoning Board,

My name is [REDACTED] and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Lamar Advertising for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts:

- **Light Pollution and Disruption:** Digital billboards often operate 24/7. The constant light will spill into nearby homes, disrupting sleep patterns and lessening the quality of life for nearby residents. This also disrupts the lives of local animal populations, such as migrating birds (over 150 species of birds have been identified in Cobbs Hill Park alone, an Important Bird Area designated by the National Audubon Society)
- **Loss of Sense of Place:** The presence of large, impersonal displays can detract from the unique character of a residential area, making it feel less like a distinct community and more like a generic commercial space.
- **Safety Concerns:** Digital billboards can distract drivers in residential areas, potentially increasing the risk of accidents, especially for children playing or pedestrians crossing the street. At night, the bright lights can cause glare, potentially affecting drivers' visibility and making it more difficult to navigate residential streets safely.
- **Community Well-Being:** Digital billboards can contribute to the commercialization of residential areas, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

The City of Rochester has zoning guidelines that specifically prevent billboards like this from being constructed in these areas. I urge you to stand by those guidelines and deny this variance. Thank you.

[REDACTED]

[REDACTED]

[REDACTED]

Phillips, Melissa A.

From: [Redacted]
Sent: Monday, January 19, 2026 1:01 PM
To: City of Rochester Zoning Board
Cc: [Redacted]
Subject: Case #3 - File Numbers: V-062-25-26

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I want to voice my strong opposition to the proposal by Lamar Advertising to construct a 60 ft tall monopole at 21-25 Canterbury Road. I strongly oppose this proposal. I am living in the Park-East-Monroe Avenue area and the quality of our live is impacted by the presence of digital billboards that continuously create changing light conditions in the surrounding area. Anyone wanting to see flashing billboards should go to Time Square or Las Vegas; these billboards do not fit in the character of our neighborhood.

I also feel that such digital billboards should not be allowed along our expressways since the continuous changing of the display is a significant distraction for the drivers on the expressway. There are already enough things that distract drivers these days; adding two more is not acceptable.

[Redacted]

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

Phillips, Melissa A.

From: [Redacted]
Sent: Saturday, January 24, 2026 12:05 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Dear Zoning Board,

This letter is in regarding;
Case #V-062-25-26 Address 25 Canterbury, Applicant: Dutton Properties and Lamar Advertising Purpose/Request 60-foot industrial monopole equipped with three massive billboard displays from static advertising to digital advertising, exceeding certain requirements applying to all districts. Code Section 120-177 Enforcement No Permit # B-25-4980, Z-25-1559 SEQR Type II §48-5B(14) Lead Agency N/A

Please deny this variance. We have owned a house in this area for over 13 years and enjoy the neighborhood for its character the way it is. We do not need glowing, bright, LED signage billboards. They emit way too light pollution and we feel they do not belong in our City neighborhoods.

Thank you.
[Redacted]
[Redacted]
[Redacted]

Phillips, Melissa A.

From: [REDACTED]
Sent: Thursday, January 22, 2026 7:57 PM
To: City of Rochester Zoning Board
Subject: 35 Canterbury Road billboards

Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

Hello,

I am writing to express my strong opposition to the proposed 3-sided billboards on the corner of Canterbury Road and Monroe Avenue.

These billboards would be a distraction to drivers along Monroe Avenue and Route 490, with the billboard image changing frequently. This would be a safety issue.

They would be a visual assault on the historic nature of that area of the city, and an unsightly view for folks entering and exiting the center city along a major arterial road.

The billboards would disturb the (visual) peace of the neighborhood residents by being lighted 24/7 every day of the year. Imagine having advertising images flashing into your living space, endlessly.

They would add to the city's "light pollution," which can cause glare, sky glow, and light trespass, all for no compelling reason.

I am hopeful that the zoning board will not approve this structure, which clearly is not appropriate or necessary.

Thank you,

[REDACTED]
[REDACTED]
[REDACTED]

Phillips, Melissa A.

From: [REDACTED]
Sent: Wednesday, January 28, 2026 10:19 AM
To: City of Rochester Zoning Board
Subject: Regarding proposed digital advertising board near 25 Canterbury St

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Dear Zoning Board: Regarding the proposed digital advertising sign near 25 Canterbury Road. I'm a nearby resident who has lived on the ABC streets for over 25 years. I hear by vote that this is NOT APPROVED. In the end the board will most likely be used for attorneys "888 crap" like the lawsuits being sold to people instead of them happening organically. Awards are way too high which is causing more and more people to choose a career in suing people. People are now getting \$25 million because they fell down. We are now getting commercials from other attorneys who don't even live in our area. I am now watching about 10 to 15 attorney commercials on television on any given night and don't want to constantly be reminded of people becoming millionaires for not working. You may say this has nothing to do with attorneys this is a digital advertising board but be rest assured when attorneys are taking a third of a \$20 million lawsuit for just taking a precedent, filing a few papers and getting \$7 million dollars (1/3rd of say \$21 million) they will have the financial means to perpetuate this as they can afford it. There is not a day goes by where we are not bombarded with attorney commercials and billboards it's just going to get worse as young college attendees will see that they can make say \$7 million by just filing a few papers and settling out of court. The judge is ok with all this as he that's how he gets work. We need to go backwards with advertising not forward. I drive by that area 5 to 10 times a week I don't want to be reminded of people suing each other and not working and contributing to society for a living. You have my permission to submit this to the board for the hearing and read it aloud.

Sincerely [REDACTED]
Resident of ABC Streets
[REDACTED]

P.s. I would give you my full name and address but I don't want to get sued for millions and millions of dollars which seems to be the base amount nowadays for even getting a little "boo boo". Yes that's right, a little "boo boo" nowadays is worth \$10 million.

Sent via the Samsung Galaxy S22 Ultra 5G, an AT&T 5G smartphone

Phillips, Melissa A.

From: [REDACTED]
Sent: Thursday, January 22, 2026 8:28 AM
To: City of Rochester Zoning Board
Cc: Karen Nelson
Subject: Proposed Sign at 25 Canterbury Road - OBJECTION TO PROJECT

Warning: This email originated from an external source. Please do not open attachments, click on links, or provide your username or password if the source is suspicious.

I and my family, and ALL the neighbors I spoke with, are STRONGLY AGAINST the construction of the proposed 60 ft tall monopole illuminated digital billboard for many reasons:

1. It is way too tall and will be in our faces ALL THE TIME
2. With two constantly changing signs and a static sign in between it would be very distracting and ugly. That would be the first thing we see every time we walk out our door.
3. I am concerned as there is an extreme risk for seizure inducement in sensitive individuals in the area with the signs changing every few seconds.
4. There would be no more "night sky" to see. The illumination from the sign would be very bright and overwhelming, constantly.
5. The light from the sign would light up the whole night and disturb the sleep of many of us, as there would no longer be any "dark" period. I personally cannot stand bright lights.
6. The signs would be illuminated 24 hours a day for "forever" which, in our small residential city neighborhood, is totally unacceptable and would literally change our day to day lives as it would be the first thing noticed, EVERY SINGLE TIME WE WALK OUT THE DOOR.
7. I would not be able to enjoy my backyard or the outdoors as I don't think those signs are in any way pleasant to look at.
8. The sign would be blindingly bright and flashing!
9. I believe it will cause many accidents as it will be very distracting, and we have enough accidents already.
10. It will change the character of the neighborhood significantly.
11. I do not believe a digital sign is allowed either.
12. WOULD YOU ALLOW IT IN YOUR NEIGHBORHOOD?????

Commerce is important, but it should not overwhelm the rights of individuals in the neighborhood. I strongly discourage your allowance of the sign. If in fact the sign is allowed, I would seriously consider moving out of the area (I have lived in my house for over 30 years and never had a problem, but this would have the potential to drive me out of my home.

Thank you for your consideration.

[REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 Legal Secretary

Hodgson Russ LLP

Tel: 585.454.0746



Rochester - Downtown | 1800 Bausch & Lomb Place | Rochester, NY 14604
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Phillips, Melissa A.

From: [REDACTED]
Sent: Friday, January 16, 2026 5:42 PM
To: City of Rochester Zoning Board
Subject: Fwd: variance application for billboards at 21-25 Canterbury Road

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----- Forwarded message -----

From: [REDACTED]
Date: Fri, Jan 16, 2026 at 5:36 PM
Subject: variance application for billboards at 21-25 Canterbury Road
To:
Cc: Upper Monroe Neighborhood Association [REDACTED]

As an Upper Monroe area resident and one who frequently walks and drives past the building where this Tro-Clops billboard would be located, I strongly object to this proposal and request that the Zoning Board reject it. The visual and light pollution that would be caused would be totally out of character for this neighborhood.

[REDACTED]
[REDACTED]
[REDACTED]

Phillips, Melissa A.

From: [REDACTED]
Sent: Monday, January 19, 2026 12:20 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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This project is a flagrant zoning violation, a massive waste of electricity, and a hazard to wildlife just for an eyesore that wouldn't benefit the neighborhood it would be built in. STOP THE GLOW!

Phillips, Melissa A.

From: [REDACTED]
Sent: Saturday, January 17, 2026 12:05 PM
To: City of Rochester Zoning Board
Subject: my vote is no!

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My understanding is that you're entertaining the idea of allowing the installation of a giant flashing billboard at 25 Canterbury. I live close by and would find such a sign as a constant intrusion in our neighborhood.

Please deny.

Phillips, Melissa A.

From: [REDACTED]
Sent: Friday, January 23, 2026 12:20 PM
To: City of Rochester Zoning Board
Subject: 25 Canterbury Street and Monroe Ave.

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I am writing to express my opposition to the large digital sign proposed for the above property. I think these signs are not appropriate for the character of the neighborhood, especially given the residential buildings that are nearby. I also think these signs distract drivers on both 490 and on Monroe Ave. Rochester has one of the highest rates of pedestrian/vehicle accidents in Upstate New York. This sign certainly will not help the situation.

Although I feel strongly that this sign should not be allowed I do want to commend Patrick Dutton for the amazing work he is doing to bring this property back. He has been patiently working on it for years and it is looking so much better. I believe that over time it will become a real asset to the neighborhood. Not all developers would have taken this project on. And I commend Patrick for doing so.

[REDACTED]

Phillips, Melissa A.

From: [REDACTED]
Sent: Wednesday, January 21, 2026 1:47 PM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: About: V-062-25-26 Digital Billboard

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As a long time resident and homeowner in the Monroe Ave-Park Ave neighborhood I am writing to STRONGLY OPPOSE the following:

V-062-25-26
Digital Billboard

Billboards do nothing for a neighborhood. They only generate money for the billboard owners. They add NOTHING to the neighborhood and residents. Digital billboards are even worse: they are light pollution, distractions to drivers and walkers and people who actually live near them. And they are incredibly ugly - ruining the skyline.

If the city really cares about the residents of Rochester - then you would outright say NO to billboards. Always.

These are the kinds of things that make quality of life worse and does not attract people to the neighborhood.

Does Rochester care about the residents and homeowners? If so - then just say NO - and don't let them keep coming back to propose new billboards. JUST STOP IT!

Thank you.

[REDACTED]
[REDACTED]
[REDACTED]

Case #	3
Case Type	Area Variance
File #	V-062-25-26
Address	25 Canterbury Road
Zoning District	C-2 Community Center District
Applicant	Mike Palencar, Lamar Outdoor Advertising
Purpose/Request	To construct a 60ft tall monopole within the parking lot of an double-sided, 672sf, digital advertising sign facing east and 210sf, static community board facing north, where the signs applying to all districts.

[REDACTED]

“We can all be refugees. Sometimes it only takes a day.” - Benjamin Zephaniah

Phillips, Melissa A.

From: [REDACTED]
Sent: Thursday, January 22, 2026 2:03 PM
To: City of Rochester Zoning Board
Subject: Digital billboards proposed 21-25 Canterbury

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Hello,

I wish to express my opposition to the billboard proposal at or near 21-25 Canterbury, described as "a 60' foot high metal monopole with a three-sided billboard... that would include two illuminated digital billboard signs along Rt. 490 and one conventional billboard without illumination facing northwest down Monroe Avenue."

Digital billboards are illuminated 24 hours a day, seven days a week and 365 days a year. Such lighting at night is bad for wildlife and people. During the day, giant digital billboards are just plain gaudy. The aesthetic character of a neighborhood plays quietly, though deeply, into community members' mental and emotional well-being. Billboards add no aesthetic value to their locations, nor any practical or economic advantages to the communities that bear them.

Messages projected by those two billboards would change every few seconds resulting in thousands of changes every day. We are a neighborhood, not the sidebar of a questionable internet website. We are bombarded enough in our daily lives by advertising and messages competing for our attention.

In summary, digital billboards are a source of light pollution, a distraction to drivers, and useless to the community members who live beneath their hulking stature. Please don't allow the economic interests of a few parties to erect these hideous forms of urban blight.

Thank You,
[REDACTED]

Phillips, Melissa A.

From: [Redacted]
Sent: Sunday, January 25, 2026 11:41 AM
To: City of Rochester Zoning Board
Subject: Proposed Projects 25 Canterbury Road

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Dear City of Rochester Zoning Board,

I am the owner of the property at 34 Canterbury Rd., located directly across the street from the proposed "Bright" digital sign and the static community board.

I am writing to formally state my opposition to these projects. As a neighbor, I have significant concerns regarding the potential negative impacts on my property. Specifically, the brightness and size of these signs would be highly distracting and would negatively affect the residential character of the immediate area.

I urge the board to deny the approval of these projects.

Best regards,

[Redacted Signature]

Phillips, Melissa A.

From: [REDACTED]
Sent: Thursday, January 22, 2026 9:38 AM
To: City of Rochester Zoning Board
Subject: Opposition to billboard proposal

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Hello,

As a resident living close to the proposed billboard location on Canterbury, I want to again express my sincere opposition to this lighted billboard. For so many safety reasons and inevitable diminished quality of life, I oppose this billboard.

Thank you,
[REDACTED]

Sent with [Spark](#)

Phillips, Melissa A.

From: [Redacted]
Sent: Sunday, January 18, 2026 3:34 PM
To: City of Rochester Zoning Board
Cc: [Redacted]
Subject: public comment on Case #3 - File Numbers: V-062-25-26

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Hi,

I am writing to oppose the proposed variance.

I live less than a half mile from the location and in my home for more than 30 years so feel qualified to comment on its impact to the neighborhood.

There can be no denying that Monroe has gone downhill in recent years. Vacancies are way up and the quality and types of existing and new businesses have degraded. Blue lights now blink 24 hours a day at the abandoned Walgreen's at Monroe and Goodman.

Any variance by the Zoning Board should be in service of reversing this trend and bringing useful and beneficial businesses back.

Putting up not 1 or 2 but 3 billboards on Canterbury would not benefit the neighborhood in the slightest and would only serve to highlight its degradation.

There are miles of commercial properties along 390, 490 and 590 that would be much more appropriate for billboards, away from residential neighborhoods. Lamar should build there.

Thanks for your time

[Redacted signature block]

Phillips, Melissa A.

From: [REDACTED]
Sent: Saturday, January 17, 2026 10:29 AM
To: City of Rochester Zoning Board
Subject: 25 Canterbury Rd

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Hi,

I am against building a 60 ft pole. It will degrade the quality of life, housing, etc in the neighborhood. I own several properties in the area. There are too many signs already. Many of these signs encourage gambling, smoking, etc. which cost us \$\$ in the long run.

Thank you,

[REDACTED]
Merriman Properties, LLC
Surrey Hill Properties, LLC
Red Baron Properties, LLC
RKS properties, LLC

Phillips, Melissa A.

From: [REDACTED]
Sent: Wednesday, January 21, 2026 2:14 PM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: Opposition to Area Variance V-062-25-26 (25 Canterbury Road)
Attachments: Opposition to Area Variance V-062-25-26 (25 Canterbury Road).pdf

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Phillips, Melissa A.

From: [REDACTED]
Sent: Wednesday, January 28, 2026 9:56 AM
To: City of Rochester Zoning Board
Subject: Case #3, File # V-062-25-26

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I strongly object to digital advertising in my neighborhood! It is simply out of place, distracting, unattractive and a money maker for someone at expense of those who take pride in keeping their community beautiful. Thank you

[REDACTED]
[REDACTED]
Rochester, NY

Sent from my iPhone

Phillips, Melissa A.

From: [Redacted]
Sent: Friday, January 23, 2026 2:52 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: ZBA Case #V-062-25-26 (25 Canterbury Road)

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To the Members of the Rochester Zoning Board:

Yet another application for a set of huge digital billboards! I can't believe it!

In this case the proposed 60' tower will be an unsightly addition to the quiet, well-kept, desirable neighborhood of Canterbury Road and Dartmouth Street. It will be visible from blocks both north and south of I-490, east and west, too.

Then the three gigantic digital billboards on top of the 60' tower: Light everywhere, changing lights, 24 hours a day! No chance to see the stars!

Even though the proposed tower would be several blocks from where we live, we use the intersection to access Monroe Avenue and I-490, thus we are concerned about the impact on the traffic safety of the area.

This addition will cause the desirability of the neighborhood homes to spiral downward.

PLEASE do not approve this project which would be detrimental to the neighborhood.

Yours truly,

[Redacted Signature]

Rochester, NY 14607

Phillips, Melissa A.

From: [REDACTED]
Sent: Thursday, January 22, 2026 9:23 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26

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Dear Staff:

As a longtime resident of the Park Avenue neighborhood, I am writing to express my OBJECTION (in Case #V-062-25-26) to the proposed installation of a 60-foot lighted sign at the corner of Canterbury St. and Monroe Avenue. Such installation is counter to efforts to reduce environmental impact of city lights and to reduce the incidence of distracted driving. It is also an affront to a neighborhood that prides itself on its properties' appearance. Our City of Rochester values need to be prioritized over the commercial interests of the company proposing the installation.

[REDACTED]

[REDACTED]

14610

Phillips, Melissa A.

From: [REDACTED]
Sent: Thursday, January 22, 2026 12:26 PM
To: City of Rochester Zoning Board
Subject: Case #3 - File Numbers: V-062-25-26

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Re: Case #3 - File Numbers: V-062-25-26

Dear City of Rochester Zoning Board:

Please be advised that I am contacting you to voice my recommendation to disallow the variance for **Case #3 - File Numbers: V-062-25-26**. This variance seeks to construct a 60ft tall monopole within the parking lot of an office-building, which includes a double-sided, 672sf, digital advertising sign facing east and west bound traffic on I-490, and a 210sf, static community board facing north, where the signs do not meet certain requirements applying to all district at 25 Canterbury Road and facing the Monroe Ave bridge over 490.

I reside in the Upper Monroe neighborhood and frequently use the area of Monroe Avenue, on foot and by car. Near the billboard, I walk and drive to the library, coffee shops, restaurants, stores, and friends' houses. If there were a billboard, it would be like walking on a highway to visit a friend at the coffee shop.

The neighborhood does clean sweeps, decorates the storefronts, adds new plantings and shrubs, and cares for what is there in order to make the residential and stores in the neighborhood more welcoming. A bike path was added from Cobbs Hill to the community garden and surrounds to create more of a greenway. We want more community members to care for and reside in this neighborhood. Adding a billboard is ugly and unwelcoming, an eyesore not needed near residential areas and quaint shops.

As for automobiles, adding a billboard will make that intersection more unsafe. Currently, the 490 exit ramp to Monroe Avenue in front of the proposed billboard area is at an angle, meaning that to take a left, one must make a sharp, not wide, left turn. Bicyclists and walkers need to turn to see if an oncoming vehicle is oncoming. Vehicles on Monroe Avenue do not look left and right when crossing the bridge. I am concerned that any glare from a billboard could get into drivers' eyes and cause more accidents. Also, having a billboard would distract drivers on Monroe Ave, and perhaps even 490, particularly if this billboard changes colors and lights.

This billboard would be unsightly in our residential neighborhood and make the area of quaint stores look like a highway. The intersection already has faults, and adding a billboard would make it more unsafe. Based on the above, I respectfully request that the Board deny the variance.

Sincerely,



Rochester, NY 14620

Phillips, Melissa A.

From: [REDACTED]
Sent: Monday, January 26, 2026 11:06 AM
To: City of Rochester Zoning Board
Subject: File #V-062-25-26 (illuminated sign at 25 Canterbury Road)

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I am informed by the Park Avenue Neighborhood Association that there will be a public hearing on February 25 during which a proposal to construct an enormous double digital billboard at 25 Canterbury Road will be considered. An identical (or nearly identical) proposal was rejected almost exactly a year ago and I am quite disappointed to see it resurface.

I am strongly opposed to this. The subject property abuts a quiet, historically significant residential neighborhood comprising largely well-maintained, high-quality early 20th century one and two-family homes. The people who live here (and pay probably the highest property taxes in the city of Rochester, btw), particularly the people who live on or adjacent to Canterbury Road, should not be subject to perpetually flashing signs whose sole purpose is to cram advertising down the throats of drivers on I-490 (whose attention would be better spent on driving).

Even replacing an existing static sign with a variable digital sign is a bad idea; human perception is drawn much more strongly to motion and variation than it is to an unchanging image. This exacerbates both the irritation to those who live nearby and the distraction to those who drive past.

There are sometimes valid reasons for upsetting the quality of a neighborhood but this proposal doesn't remotely approach justifiability.

[REDACTED]
[REDACTED]
Proud Rochester homeowner and taxpayer for 12 years.

Burkhardt, Cael

From: [REDACTED]
Sent: Sunday, February 1, 2026 9:23 AM
To: City of Rochester Zoning Board
Subject: File # V-062-25-26 Address: 25 Canterbury Road

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Hello,

I am a business owner on Park Avenue. I drive to work everyday going through Monroe Ave. and Canterbury Road. I am truly disturbed that digital signs are even being considered in our beautiful city, especially within the residential neighborhoods. Our city's charm lies in it's quaint, historical vibe. A massive, illuminated, digital sign would irreversibly damage the beauty that draws people that area.

In addition, digital signs are inherently distracting to drivers and the area being considered is heavily populated with pedestrians, including families, children and cyclists.

Introducing a large, attention-grabbing digital display into these neighborhoods creates unnecessary risk and undermines public safety.

I hope it will not take a tragedy to make you realize that this proposal is a mistake!!!

Thank you for your time.

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, February 12, 2026 5:17 PM
To: City of Rochester Zoning Board
Subject: Comment on Area Variance case

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Hello,

I am writing to comment on File V-062-25-26 the case for area variance on 25 Canterbury Road/ Zoning district C-2.

I am a long term resident of the ABC Streets neighborhood, residing in the same house for over 15 years now on Park Avenue. Our beautiful neighborhood, and in general, the Park avenue area, has undergone so much revival and wonderful development in the past 10 years. We love the walkability, the history, the bike rides and the nature, especially on Canterbury road. We would NOT welcome a 60 foot tall monopole with a double sided digital advertising sign towering over and causing light pollution in our beautifully preserved historic neighborhood.

Thank you for your support!

[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Sunday, February 1, 2026 8:30 PM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: Comment on project at 25 Canterbury Road (V-062-25-26)

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I am strongly opposed to the construction of a three-sided partially-digital billboard at 25 Canterbury Road. Billboards like this bring absolutely no benefit to the people who live, work, or otherwise spend time in Rochester. They create light pollution, block residents' views of the sky, and distract drivers, both on I-490 and on the nearby surface streets. The specific location of this billboard threatens the residential character of the adjoining neighborhood; there is no reason to sacrifice this character so that some private company can profit. I urge the Zoning Board of Appeals to reject this application for a variance.

Burkhardt, Cael

From: [Redacted]
Sent: Monday, February 16, 2026 2:03 PM
To: City of Rochester Zoning Board
Cc: [Redacted]
Subject: File # V-062-25-26

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Hello,
This is in reference to permit # SP-032-25-26, B-25-8617, Z-25-2611; 25 Canterbury Road.

I am strongly against billboards, especially digital ones and more strong against a 60 foot one. I chose to live in Rochester a few years due to the fact that Rochester promoted keeping the night sky dark-we are in bird migrating path, keeping trees for shade and canopy and for its lack for digital billboards, actually, any billboards.

Does Rochester want to become just another urban city without beauty; billboards are unsightly. Digital signs will not go with the existing atmosphere of Monroe/Park neighborhoods. Please vote against this! Thank you.

Best regards,
[Redacted]
Scarborough House
[Redacted]
[Redacted]

"Until you make the unconscious conscious, it will direct your life and you will call it fate." Carl Jung.
This message may contain confidential and proprietary information that is intended for the person or entity to whom it was originally addressed. Any use by others is strictly prohibited. Thank you.

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, February 16, 2026 12:44 PM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: 21-25 Canterbury Road Proposed Billboards

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To whom it may concern:

I am a resident of the Upper Monroe Neighborhood and would like to voice my concerns regarding the proposed billboards at 21-25 Canterbury, and express my full opposition to the proposal. I believe there is significant risk to driver safety if these digital billboards are installed as they will likely serve as significant visual distractions. We already live in a world of constant electronic stimulation via screens. Drivers should be focused on one thing: keeping themselves, fellow drivers and pedestrians safe while traversing our city's roads; not being distracted by flashing signs advertising some ambulance chasing lawyers or the prize pot for the next big lottery drawing.

As a 12 year resident of the city, having lived on Dartmouth St, Monroe Ave, and now Rosedale St, I personally feel that the proposed billboards would be a terrible eyesore and a very tacky addition to what is otherwise a very nice building, especially considering recent renovations. We should be adding value to our community, not cheapening it for the sake of advertising dollars. I have to wonder if this proposal has considered the impact to nearby property values. My sympathies will go out to my neighbors who will be forced to live in the line of sight of these eyesores should this proposal be enacted.

I sincerely hope the zoning board will see reason and reject these proposed billboards.

Sincerely,
[REDACTED]

|

Burkhardt, Cael

From: [REDACTED]
Sent: Tuesday, February 17, 2026 7:15 PM
To: City of Rochester Zoning Board
Subject: 25 Canterbury Road

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To Melissa Phillips,

As a resident of the nearby Swillburg neighborhood I am opposed to the proposed billboard. I feel that the lighting from the billboard will be distracting for the residents that live nearby. The light pollution is bad not only for our neighbors but also for the natural wildlife. In addition, the billboard on Canterbury Road will take away from the beauty of this historical neighborhood.

Thank you,
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, February 16, 2026 1:42 PM
To: City of Rochester Zoning Board
Subject: Opposition to Digital Billboards at 21-25 Canterbury

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Dear Zoning Board Members,

I am writing to urge you to **reject the application for digital billboards at 21-25 Canterbury.**

As a neighbor whose windows would face this sign directly, I am deeply concerned about the "light trespass" into my home and the overall degradation of our neighborhood's character. Furthermore, the distraction to drivers represents a tangible safety hazard.

Crucially, this proposal offers no positive impact or benefit to the Upper Monroe neighborhood itself. There is no compelling reason to bypass established zoning laws for a project that serves only third-party advertising interests at the expense of resident well-being.

Please consider the residents of Upper Monroe and deny this application.

Best regards,

[REDACTED]
Resident of the Upper Monroe Neighborhood

Burkhardt, Cael

From: [REDACTED]
Sent: Friday, February 6, 2026 5:11 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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To Whom It Should Concern:

Dear Zoning Board,

I'm writing to ask you to please DENY the application of Lamar Outdoor Advertising and Dutton Properties to ignore our zoning laws by installing three massive electronic billboard displays on a 60-foot industrial monopole-- 30% over the legal height limit-- which would threaten traffic safety, harm the surrounding neighborhoods, and negatively impact wildlife and the environment. The alarm all of us feel living within even a mile's radius of the proposed installation includes, at minimum, the following:

- The threat to drivers would constantly impact traffic, distracting drivers' attention on I-490 East and West as well as down the busy Monroe corridor and thus creating a high risk of accidents.
- The permanent "Sky Glow" over the neighborhood, strobing rhythmically every 10 seconds day and night, would erase the night sky, disrupt local bird migration, and pulse at high intensity into residential bedrooms and backyards 24 hours a day. This is an outrageously destructive and unfair penalty to impose upon home owners, both for daily life and for their home's re-sale value, without their consent.
- When it's been shown that one digital billboard consumes as much energy as 15-30 average homes, so that this "triple threat" would consume the energy equivalent of some 90 homes, the project would permanently contradict the City's sustainability goals.

This proposed, enormous eye-sore would be entirely for the purpose of commercial profit from a regional highway audience but would offer zero benefit to local residents. If such a request for a variance so far beyond legal height and size limits is allowed by the Zoning Board to move forward, then we will know for a fact that the zoning code in this city has no meaning.

We are living in hope that your action will realize the Zoning Board's mission for the protection of all Rochesterians. Please fulfill our trust by denying this proposal!

Sincerely,

The Rev. Gail Ricciuti



Rochester 14610

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, February 12, 2026 11:05 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Dear Members of the Zoning Board,

I am writing to oppose the variance request for the 60-foot digital billboard at 25 Canterbury Road due to serious health and accessibility concerns.

I live at 20 Vick Park A and use the 490/Monroe/Canterbury intersection multiple times daily. I suffer from vestibular disorders, including extreme light sensitivity. Screens and flickering lights already interfere with my daily life, making navigation of public spaces more difficult. This winter, after crashing my 2008 vehicle, it took me two months to find a car that did not make me physically ill because of dashboard and console light.

A constantly changing, high-intensity LED billboard at this intersection would create a similar, unavoidable barrier. For residents with neurological or light-sensitive conditions, such features can materially impair safe navigation of public spaces, interfere with daily routines, and decrease usability of the intersection.

I urge the Board to consider the accessibility implications of approving this structure. Residents with health sensitivities should not be forced to contend with preventable hazards in public areas.

Sincerely,

[REDACTED]
Resident & Landlord Park Ave Historic District



"Life is either a daring adventure or nothing at all"

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, February 12, 2026 1:00 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Dear Members of the Zoning Board,

I strongly oppose the variance request for the proposed 60-foot digital billboard at 25 Canterbury Road due to public safety concerns.

The 490/Monroe/Canterbury intersection is a high-traffic area with complex merges for vehicles and pedestrians. A digital billboard that changes images every 10 seconds—over 17,000 transitions per day—would create a continuous visual distraction. Independent research has shown that digital displays are associated with higher crash rates compared to static signs.

Introducing such a high-intensity, attention-grabbing display at this junction prioritizes private profit over public safety. The potential for distracted driving, accidents, and injuries is substantial. The Board has a duty to protect the community and prevent hazards at critical intersections.

For these reasons, I urge the denial of this variance request.

Sincerely,

[REDACTED]
Resident & Landlord Park Ave Historic District



"Life is either a daring adventure or nothing at all"

Burkhardt, Cael

From: [REDACTED]
Sent: Friday, February 13, 2026 8:00 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Dear Members of the Zoning Board,

I oppose the variance request for 25 Canterbury Road because it threatens the character and integrity of our historic district.

Park Avenue is a designated historic district that attracts residents, visitors, and small businesses due to its architectural character, walkability, and human-scale environment. This corner functions as a gateway to the district. A 60-foot illuminated highway-style billboard is incompatible with the scale, design, and spirit of the neighborhood.

As the owner of multiple buildings within the district, I have invested in preserving its character and ensuring the community remains livable and economically stable. Approving this industrial-scale digital display undermines these efforts, diminishes the neighborhood's historic charm, and sets a dangerous precedent for future development.

Please protect the integrity and character of our community by denying this variance.

Sincerely,

[REDACTED]
Resident & Landlord Park Avenue Historic District



"Life is either a daring adventure or nothing at all"

Burkhardt, Cael

From: [REDACTED]
Sent: Thursday, February 5, 2026 10:20 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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I object to Case #V-062-25-26 (25 Canterbury Road) this is triple the size allowed by zoning, 60 ft high. 3 sided to distract anyone driving down 490 or Monroe Ave. Permanent light in the sky will be visible from Cobbs Hill Park. It will lower value of homes in the area, destroy any walkable feeling in a space zoned for "community" and consumes as much electricity as about 20 homes.

Burkhardt, Cael

From: [REDACTED]
Sent: Tuesday, February 17, 2026 10:25 AM
To: City of Rochester Zoning Board
Subject: 25 Canterbury Road, THREE SIDED combination of billboards

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Zoning board,

I live and own a home in the Upper Monroe Neighborhood. I am writing in dispute to the variance application for Lamar Outdoor Advertising constructing large 3 sided digital billboards on the buildings on the corner of the above location on Monroe Ave and Canterbury Road.

I believe these giant signs would not be beneficial for the neighborhood and cause unwanted light and flashing lights constantly. These billboards will be illuminated 24 hr a day 7 days a week and 365 days a year. This is a distraction to traffic that is already congested and take away from the natural character of the neighborhood. Currently the City of Rochester Zoning Code does not permit such billboards in this configuration and of this size at this location. I do not think this would add anything positive to our neighborhood and I request this variance be denied.

Home owners in our neighborhood have been denied variances to upgrade and update things on their own property. Letting a wealthy company come in and change the area drastically like this making it a large corporate advertizing eyesore seems pretty unfair to the people who own and live here. I don't know how this will add anything beneficial to our neighborhood and give back to anyone who lives here.

I respectfully request you denie this variance.

Thank you,
[REDACTED]
[REDACTED]

Rochester NY 14620

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, February 7, 2026 8:17 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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Dear Board,

I am a resident of the Cobbs Hill Neighborhood, and drive down 490 and Monroe Ave most days of the week. I raised my kids at the Monroe Y and biked to the Monroe Library. The neighborhood feels like a neighborhood, a walkable one!

I strongly urge you NOT to approve the digital sign proposed for 25 Canterbury Rd.

Those signs grab eyes because our brains are wired to see sudden changes and owners know it. If I'm biking on Monroe, I don't want a driver distracted by a flashing sign. If I'm driving down Monroe I'm aware of the narrowing traffic lanes right after the bridge, and the street parking, and a decent number of pedestrians. I don't want to be distracted by lights and I don't want other drivers near me distracted.

I have friends on Crosman Terrace and Laburnam Crescent and the night sky of those houses will be lit by this sign. They are lovely preserved old houses. I don't want homes in this area to lose value because of the monster sky light.

I walk in Cobbs Hill park and enjoy the view of the city. That will be marred by a digital sign. Cobbs Hill has Washington Grove, a unique old growth forest with many non-human residents. Birds will be distracted by this sign.

The sign grabs eyes even in the daytime; it takes effort to resist looking at them, and they are visible for over 1/4 mile away.

There is an elementary school nearby on Field Street. Those children will see this sign on their way to and from school; this is not a thing I want normalized in a walkable neighborhood. This sign will not provide any meaningful business traffic or income to the many small businesses along Monroe or Park Ave; they wouldn't be able to afford the costs of advertising.

I'll stop with one more point: We have a zoning code for the protection and aesthetics of the city. What is the point if we allow a sign triple the allowed size to pollute a large non-industrial neighborhood ?! Where will this stop?

Please reject this sign, and all future digital signs.

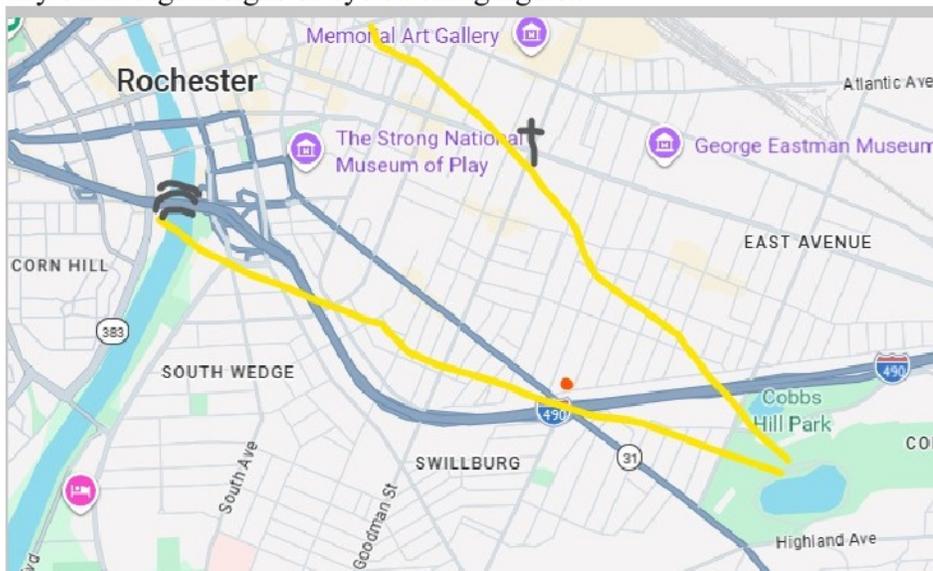
Thank you
 [REDACTED]
 [REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Sunday, February 8, 2026 7:09 PM
To: City of Rochester Zoning Board
Subject: Re: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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I went up to the "vantage point" at Cobbs Hill Reservoir tonight at dusk to see what the sight lines are. I could see the new arch bridge downtown, and I could see the tower of the Lutheran Church at East and Goodman. The red dot is the proposed sign, at the edge of the viewshed, but definitely viewable! I did not see any other digital signs or eye catching lights..



Melissa

On Sat, Feb 7, 2026 at 8:17 PM [REDACTED] wrote:

Dear Board,

I am a resident of the Cobbs Hill Neighborhood, and drive down 490 and Monroe Ave most days of the week. I raised my kids at the Monroe Y and biked to the Monroe Library. The neighborhood feels like a neighborhood, a walkable one!

I strongly urge you NOT to approve the digital sign proposed for 25 Canterbury Rd.

Those signs grab eyes because our brains are wired to see sudden changes and owners know it. If I'm biking on Monroe, I don't want a driver distracted by a flashing sign. If I'm driving down Monroe I'm aware of the narrowing traffic lanes right after the bridge, and the street parking, and a decent number of pedestrians. I don't want to be distracted by lights and I don't want other drivers near me distracted.

I have friends on Crosman Terrace and Laburnam Crescent and the night sky of those houses will be lit by this sign. They are lovely preserved old houses. I don't want homes in this area to lose value because of the monster sky light.

I walk in Cobbs Hill park and enjoy the view of the city. That will be marred by a digital sign. Cobbs Hill has Washington Grove, a unique old growth forest with many non-human residents. Birds will be distracted by this sign.

The sign grabs eyes even in the daytime; it takes effort to resist looking at them, and they are visible for over 1/4 mile away.

There is an elementary school nearby on Field Street. Those children will see this sign on their way to and from school; this is not a thing I want normalized in a walkable neighborhood. This sign will not provide any meaningful business traffic or income to the many small businesses along Monroe or Park Ave; they wouldn't be able to afford the costs of advertising.

I'll stop with one more point: We have a zoning code for the protection and aesthetics of the city. What is the point if we allow a sign triple the allowed size to pollute a large non-industrial neighborhood?! Where will this stop?

Please reject this sign, and all future digital signs.

Thank you

[REDACTED]
[REDACTED]

Burkhardt, Cael

From: [REDACTED]
Sent: Friday, February 6, 2026 11:36 AM
To: City of Rochester Zoning Board
Subject: Digital Billboard Hearing Feb 25

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To Whom It May Concern,

I am a resident in the Swillburg neighborhood, close to the location of the proposed digital TRI-colps billboard along Rt 490. I feel that this billboard would look incongruous within the neighborhood and do not support its approval by the board.

I also feel that adding light pollution to our already bright city goes against the responsible outdoor lighting advocated by Dark Sky International, whose initiatives I support.

Thank you for your consideration.

Sincerely,

[REDACTED]
[REDACTED]
Rochester, NY 14620

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, February 9, 2026 9:51 PM
To: City of Rochester Zoning Board
Subject: Public Comment Opposing Variance for Route 490 Digital Billboard

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To the City of Rochester Zoning Board of Appeals,

I am writing as a concerned Rochester resident to formally oppose the pending variance application that would allow the construction of a 60-foot metal monopole with three billboards along Route 490, including two illuminated digital billboards operating 24 hours a day, seven days a week.

This proposal poses serious and avoidable harm to our local ecosystem, public health, and the surrounding neighborhoods, particularly the Park Avenue and Upper Monroe areas near Cobbs Hill Park. It also represents a troubling departure from responsible urban planning and environmental stewardship.

First, the environmental impact of continuous digital illumination cannot be overstated. Artificial light at night disrupts natural ecosystems, especially for birds, pollinators, and nocturnal wildlife that rely on darkness for navigation, feeding, and reproduction. The area surrounding this proposed site serves as an ecological corridor connected to Cobbs Hill Park and nearby green spaces. Introducing intense, year-round digital lighting into this environment would fragment habitats and undermine biodiversity in an already stressed urban ecosystem.

Second, protecting darkness is not an aesthetic preference. It is a public health issue. Research consistently shows that excessive nighttime light contributes to sleep disruption, increased stress, and adverse mental and physical health outcomes for humans. Residents in nearby neighborhoods should not be subjected to unnecessary light pollution from digital billboards that operate through the night, particularly when those residents have no meaningful ability to mitigate the exposure.

Healthy cities are not just brightly lit cities. They are places where darkness is intentionally preserved to support rest, safety, and ecological balance. Many forward-thinking cities are actively reducing light pollution through dark-sky initiatives, recognizing that constant illumination is neither necessary nor beneficial. Approving this variance would move Rochester in the opposite direction, toward increased environmental degradation and diminished quality of life.

Additionally, the visual intrusion of a 60-foot billboard structure in proximity to established neighborhoods and parkland is incompatible with the character of the surrounding area. This proposal prioritizes commercial advertising over community well-being, environmental integrity, and long-term urban health.

Finally, approving this variance would set a precedent that undermines existing zoning protections designed to balance development with livability. Variances should be rare and justified by true hardship and not used to bypass standards that protect residents and shared natural resources.

I urge the Zoning Board of Appeals to reject this application and to affirm Rochester's commitment to responsible development, environmental stewardship, and the protection of neighborhood character. We deserve infrastructure decisions that reflect long-term community health and not short-term advertising revenue.

Thank you for the opportunity to provide public comment and for your consideration of these concerns.

Sincerely,

[Redacted signature line]

[Redacted signature line]

Rochester, NY 14620

[Redacted signature line]

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, February 16, 2026 5:20 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26

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I am writing in reference to the proposed electronic billboard installation at 25 Canterbury Rd. With a proposed height well in excess of the legal limit (300%!), this electronic signage would adversely disrupt the area's residential skyline. Nearly 700 square feet of high-intensity LEDs would have an adverse impact in the neighborhood, creating an artificial twilight glow and a flicker effect as the images flip. This light pollution in a residential area is counter to prevailing efforts to limit such effects. Exposing a regional highway audience to digital advertising in an already congested high-traffic area is of no benefit to the neighborhood.

I frequently drive along 490 from the east and exit at Monroe Avenue. It strikes me every time that what I see along the stretch of highway after coming through the interchange with 590 and heading west past Winton Rd. is park land on my left and the backs and roofs of historic homes on my right. As I approach the Monroe Ave exit I see the historic library and (former) YMCA buildings ahead of me; commercial buildings are a few stories high. There is virtually no visual pollution as I enter this preservation district. Please don't allow the aesthetics of this historically significant area to be damaged by a 60 foot looming, glaring commercial installation that is of no neighborhood benefit.

Burkhardt, Cael

From: [REDACTED]
Sent: Sunday, February 15, 2026 11:37 AM
To: City of Rochester Zoning Board
Cc: Upper Monroe Neighborhood Association
Subject: Digital billboards proposed 21-25 Canterbury

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Hello,

I am a concerned resident of the Upper Monroe Neighborhood and I strongly disagree with the proposed digital billboards at 21-25 Canterbury. I do not think the risk to driver safety is worth the advertising. I am also concerned as I live in a row of houses whose windows would look out at this illuminated sign flashing into our home. I encourage you to withdraw this application and consider the safety and wellbeing of the community of Upper Monroe as you do so.

[REDACTED]
Treasurer - Upper Monroe Neighborhood Association

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, February 14, 2026 11:37 AM
To: City of Rochester Zoning Board
Cc: [REDACTED]
Subject: 60ft high ad monopole at 25 Canterbury Road

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Dear Zoning Board Members,

My wife and I are strongly opposed to the construction of a 60ft high monopole at 25 Canterbury Road bearing digital advertising signs illuminated 24/7. This structure would disfigure a neighborhood known for its architectural beauty, bring permanent light pollution to the surrounding properties and have a very negative impact on the renovation of the 21-25 Canterbury Road city block building (also under review by the City of Rochester) into an esthetically and commercially appealing part of this residential neighborhood.

[REDACTED]
[REDACTED]
Rochester 14607

Burkhardt, Cael

From: [REDACTED]
Sent: Monday, February 2, 2026 3:00 PM
To: City of Rochester Zoning Board
Subject: Comment on V-062-25-26 at 25 Canterbury Road

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This Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

[REDACTED]
[REDACTED]
Rochester, NY 14607
[REDACTED]

Dear Zoning Board,

I am writing to express my opposition to the proposed billboard at the intersection of Monroe and Canterbury. Billboards add nothing of value to the local community, and only serve to enrich private companies. The proposed billboards will be lit 24/7, adding light pollution and glare to a residential neighborhood which will see no benefit in return. In addition, this is already a complex intersection which requires heightened driver attention; adding massive billboards will increase the likelihood of accidents, which may cause significant harm to local residents.

Thank you!

Burkhardt, Cael

From: [REDACTED]
Sent: Saturday, February 14, 2026 11:29 PM
To: City of Rochester Zoning Board
Subject: No billboard on Monroe and Canterbury

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Hello,

My name is [REDACTED] and I live at [REDACTED] which is off of Monroe Avenue. I've been a city resident for over 15 years. Myself and many of the other community members who reside on Monroe Avenue strongly oppose a billboard being added to Monroe and Canterbury. We request that the city refrain from adding a billboard to this location.

Thank you,
[REDACTED]

[Sent from Yahoo Mail for iPhone](#)

Burkhardt, Cael

From: [Redacted]
Sent: Sunday, February 15, 2026 4:00 PM
To: City of Rochester Zoning Board
Subject: 25 Canterbury Road: OPPOSE

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As a resident of the directly adjacent neighborhood, on Westminster Rd close to Canterbury, I strongly oppose the proposed monopole project.

Personally, the light from the sign at night will be a huge distraction, and potentially keep us awake. In addition, a general commercial eyesore is not emblematic of the upper Monroe and park Ave neighborhood and feels extremely tacky and out of place.

More specially to Monroe Ave - currently Monroe is struggling to be a safe and wholesome neighborhood. Instead it's being burdened by empty store fronts, unhoused persons, and is caught in a downward spiral of public sentiment. The last thing it needs is another soulless billboard that further condemns it to be just a stopping point instead of a neighborhood.

Strongly oppose the addition of this project

[Redacted]

[Redacted]

Phillips, Melissa A.

From: [REDACTED]
Sent: Wednesday, February 18, 2026 8:28 PM
To: City of Rochester Zoning Board
Subject: Public Comment re: 25 Canterbury Road

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Project Address: 25 Canterbury Road

I **do not approve** of special permission to move forward with the proposed three sided billboard at 25 Canterbury Road. These restrictions are in place for a reason - we already do not approve of these sorts of projects in and close to our neighborhood. They are too prominent, too large, and too bright. The area is already marred by the highway - we don't need another garish project detracting from the neighborhood we're trying to build here.

Regards,

[REDACTED]
[REDACTED]
[REDACTED]
Rochester, NY 14620