

Phillips, Melissa A.

From: Mike Palencar <[REDACTED]>
Sent: Wednesday, February 18, 2026 9:30 AM
To: Grooms, Charles W.; Phillips, Melissa A.
Cc: Patrick Dutton; Daniel Brennan; Brett DeLola
Subject: 21 & 25 Canterbury Rd ZBA hearing
Attachments: Alison Livada Support Letter.pdf; Charlie Maikis Support Letter.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.

Good morning Wes and Melissa,

As Melissa suggested at the site plan review meeting on December 30, 2025, I followed up yesterday with the neighbors who opposed our application for the digital conversion at 1881 East Ave back in September 2025. I wanted to see whether their perspectives had changed now that the installation has been completed and is fully operational.

Of the ten individuals I was able to meet with in person, two have acknowledged that Lamar implemented the mitigation measures outlined in our ZBA presentation and that the digital billboard has not created the impacts they originally anticipated. Five others verbally shared similar sentiments but were hesitant to provide written statements. Three individuals continue to stand by their original position.

I've attached testimony letters from the two residents who are now supportive, along with copies of their original opposition letters. I also anticipate submitting additional letters as they become available.

We are on the agenda for the February 25th ZBA hearing. Would you please add these to the file so the zoning board members are aware?

Thank you both for your continued cooperation — it's sincerely appreciated.

Best regards,
Mike P



Mike Palencar / Real Estate Manager
Lamar Advertising of Rochester

mpalencar@lamar.com

C: 585-750-2100 / O: 585-244-5330 x2264

55 Rockwood Street, Rochester NY 14610

lamar.com/rochester

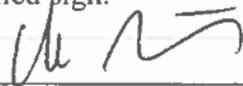


I, Charlie Maikis, am submitting this statement regarding the digital advertising sign installed by Lamar Advertising following the Zoning Board of Appeals meeting held on September 25.

At the time of the meeting, I expressed concerns that converting one side of the existing static billboard to digital advertising could result in increased light pollution, distraction to drivers, and negative impacts to my neighborhood and quality of life, including light shining into my home.

Since the sign has been installed and operational, I acknowledge that Lamar Advertising implemented the mitigation measures described during the approval process, including the installation of louvers to control light direction. Based on my observations, the light from the digital display is not visible from my residence and does not create the impacts I initially anticipated.

This statement is provided voluntarily and reflects my current understanding and experience with the installed sign.

Signed: 

Name: Charlie Maikis

Date: 02/17/26



Phillips, Melissa A.

From: nancy pagano <[REDACTED]>
Sent: Tuesday, August 26, 2025 10:00 PM
To: City of Rochester Zoning Board
Subject: illuminated dynamic digital LED sign request for 1881 East Avenue

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.

To it may concern:

I live at [REDACTED], which at one time was a pleasant residential street leading to the old Brighton Cemetery, an historical landmark. We are located above & behind the business applying for more light pollution to our neighborhood. It certainly can't be good for the traffic either. It is beyond my comprehension that more light will improve the business and it will certainly will have a negative impact on our street. As I have said before when the business indicated it needed more light for its signage, I don't believe that will improve business. The original business there had a wooden sign out front on East Avenue and people came from all around to eat there because the food was so good.

I would appreciate it if you would consider how it will effect the residents on our street with additional light pollution.

Thank you,
Nancy Pagano

I, Alison Luada, am submitting this statement regarding the digital advertising sign installed by Lamar Advertising following the Zoning Board of Appeals meeting held on September 25.

At the time of the meeting, I expressed concerns that converting one side of the existing static billboard to digital advertising could result in increased light pollution, distraction to drivers, and negative impacts to my neighborhood and quality of life, including light shining into my home.

Since the sign has been installed and operational, I acknowledge that Lamar Advertising implemented the mitigation measures described during the approval process, including the installation of louvers to control light direction. Based on my observations, the light from the digital display is not visible from my residence and does not create the impacts I initially anticipated.

This statement is provided voluntarily and reflects my current understanding and experience with the installed sign.

Signed: Alison Luada

Name: Alison Luada

Date: 02/14/26



Phillips, Melissa A.

From: Alison Roby [REDACTED]
Sent: Friday, August 22, 2025 5:15 AM
To: City of Rochester Zoning Board
Subject: Re: Lit billboard 1881 east ave

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.

Hi,
I am the owner of [REDACTED] Rochester, NY 14610 and strongly oppose the establishment of a flashing lit up billboard on east avenue. I do not think the city should encourage or allow further light pollution. Additionally I think the city should prioritize residents over commercial interests in this setting. The gain from converting a billboard to a flashing board is not equally distributed amongst the community, but everyone in the neighborhood will have to reckon with the distraction and disruption of the new billboard.

Thank you for considering my view point,

Alison Roby Livada →



February 20, 2026

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

RE: 25 Canterbury Road - File Number: V-062-25-26

Dear Members of the Rochester Zoning Board of Appeals:

The Upper Monroe Neighborhood Association (UMNA) opposes the application referenced above that requests special approval to vary dramatically from the legal limits required by long-established Rochester City Zoning Code.

OVERVIEW

UMNA cannot responsibly support allowing special permissions to exceed, modify or otherwise be exempted from the legal limits set under applicable provisions of the Rochester City Zoning Code requested in this application for the proposed monopole and three-sided commercial advertising sign structure featuring two illuminated digital billboards and one conventional billboard sign proximate to, and within sight of, the Upper Monroe neighborhood, Lock 66 neighborhood, Park Avenue neighborhood, East Avenue neighborhood and Cobbs Hill Park area.

Further, UMNA does not support a variance that provides special permission for the placement of technology intentionally targeting drivers with illuminated messages that change every few seconds when the placement and design of these devices do not allow drivers any practical option to avoid the risks associated with exposure.

QUALITY OF LIFE, PROPERTY VALUES, HISTORIC CHARACTER, ENVIRONMENTAL HARM

The ZBA should give great weight to the inappropriate design and scale of these commercial structures, apart from other undesirable aspects of the application. These structures are too big, too wide, too numerous, and too tall for a location in the midst of dense city neighborhoods with strong historical characteristics. In the case of massive commercial advertising billboards placed high above densely packed residential neighborhoods - signs that relentlessly broadcast new messages every few seconds day and night, 365 days a year, *forever* - it is irresponsible to approve this variance.

With respect to the *particular* location under review at the corner on Canterbury Road and Monroe Avenue, this massive, non-conforming structure is entirely at odds with the longstanding character of its proposed site. A structure of the size and magnitude requested would loom over

the nearby historic neighborhoods, detracting from property values and adding an undesirable, outsized commercial advertising structure to an otherwise neighborhood-scaled urban landscape. Even if all the billboard signs were conventional - even if all the signs were not lit at all - the construction of a 60' tall three sided commercial advertising structure would detract from the very nature of this particular location.

Imagine living near one of these monsters. Now imagine trying to sell your home in sight of a 60+ foot high, three-faced behemoth. This billboard project is so far out of character it cannot help but drag values and the quality of life down.

Worst of all, approval of this variance sends a powerful message: If you don't like these billboards, move away. Who will replace those that move? How far down will values have to fall to attract buyers willing to live with a massive billboard at their doorstep? Why should neighbors literally pay the price for this massive, over-the-top three-sided digital commercial advertising project?

Those who suggest commercial billboards are somehow historically appropriate fail to acknowledge billboards weren't even contemplated by building developers when these structures were designed and built. Billboards were added later, much to the dismay of nearby residents unprotected for lack of municipal code addressing such things.

The City of Rochester and area residents have been fighting a rearguard action to remove billboard blight for decades as evidenced by the current and longstanding zoning code that seeks removal of existing signs and to strictly control new structures.

Perhaps most shockingly, the digital billboard looking westward from the proposed site will be visible from the steps of the Monroe Branch Library, a building identified by the City of Rochester as historically significant. Even a conventional sign of the proposed height, size and configuration would be an affront to the City of Rochester's intent to protect properties identified as of historic value.

Despite representations made in the application, spillover illumination onto the Monroe Branch Library, the bridge on Monroe Avenue over Rt. 490 and the hundreds of residences in proximity to these digital commercial advertising signs is likely given the direction and proximity of the proposed digital billboards. Since illumination spillover at this location and in this configuration cannot be determined with any accuracy at this time, prudence demands the ZBA either deny the variance or, at minimum, forestall a decision that will be irreversible if practical impacts become apparent after installation.

The current zoning code is packed with requirements to protect human habitation including peaceful sleep. The ZBA should stand by those requirements in cases like these that pierce the darkness with disruptive artificial illumination. Recent scientific research into the effects of light intrusion during human sleep cycles has been clear in its conclusion; light intrusion during a sleep cycle can contribute to sleep disorders and disrupt the natural circadian rhythm. Light from digital commercial advertising billboards are a source of such disturbance. We owe it to our community to adhere to the current zoning code while these important questions are sorted out instead of assuming no harm will result.

The ZBA may not be aware that Cobbs Hill Park is one of only three Rochester parks designated as an “Important Bird Area” by the National Audubon Society. (Yes, it’s a big deal.) Around 150 species of birds have been identified in Cobbs Hill Park, including lots of migrating birds. The proposed digital billboards would surely have a negative effect on migrating birds who will be flying in the vicinity of Cobbs Hill Park, including the area associated with this digital billboard. We hope this information brings some needed attention to the profound impacts light disruption can have on our wildlife population.

For every study that concludes digital billboards do not have spillover or negative environmental impacts there are other studies - such as those noted above - that come to the opposite conclusion. Clearly the scientific jury is hung. Given this uncertainty the ZBA is called upon to take reasonable caution and care before any decision that grants irrevocable permission.

MORE DANGER TO DRIVERS

Digital advertising billboards with messages that change every few seconds are more dangerous than what is allowed under the current zoning code.

If concerns around lower property values, reduced quality of life, disruptive environmental effects and negative impacts on the historic character of the area aren’t reasons enough to sustain the current code, then the heightened risks and likely negative impacts foisted upon innocent, often unsuspecting or unprepared drivers, who would find themselves visually distracted to a degree greater than currently exists and to a degree that exceeds the well-founded limitations allowed by the current code, should give members of the ZBA reason to deny this application.

The variance application that requests your permission to allow two digital advertising billboards with messages that are illuminated day and night - with advertising messages that change every few seconds (resulting in thousands of changes every day) - put motorists at greater risk. They undermine the safety of drivers in a section of road where high speed travel is the norm; where the density of traffic is at a maximum and, as a result, when driver safety is needed most.

The applicant would have members of the ZBA believe the proposed, dramatically larger commercial advertising digital billboards that change their message every few seconds are as distracting as the current static signs or otherwise not “too” distracting. What?? This logic defies prima facie evidence.

If illuminated digital billboards didn’t get even more attention than traditional signs, would the applicant be spending more resources and asking members of the ZBA for special permissions and exemptions from current legal requirements? Would advertisers pay more for the privilege of placement on those signs? Of course not! Billboards that are bigger and taller, that can be seen at greater distances and have more surface area with messages that change every few seconds can hardly be safer by comparison to what is allowed under the current zoning code.

Advertising works because it demands the attention of viewers. In this case the targeted viewers are driving cars, trucks, buses, vans, tractor trailers, and motorcycles at the fastest legally allowable rate of speed (including a fair number who exceed the legal limits) and on some of the

most heavily congested sections of road within City limits. Many of those vehicles will be carrying loved ones.

During deliberations ZBA members should be mindful of all the other factors that make road crashes more likely when combined with digital billboards' illumination and ever-changing messages. Today's drivers are bombarded with a growing number of distractions that zoning cannot control: weather conditions; driver speeding; NYS warning signs now found in this stretch of Rt. 490; driver lane changing; texts and text alerts; music and radio programs; two-way commercial radio communication; mapping and related audible commands; phone alerts and phone calls; needy children; vehicle breakdowns; emergency vehicles; crashes; road construction; personal grooming; eating & drinking and all the other things drivers experience. The argument that digital billboard technology is not objectively more dangerous than what is allowed under the current zoning code ignores the synergistic effects of multiple, overlapping contributing factors.

It is not at all surprising when an applicant cites studies that minimize the impact from digital billboard technology by blaming DRIVERS. First, ask yourself if this variance increased the danger to drivers. Then ask yourself, how can we blame drivers when these signs can't be avoided except by drivers closing their eyes or looking away from the road. Drivers are the *victims* when they are forced to look at illuminated digital advertising signs with messages that change every few seconds.

At a strategic level, it is concerning that illuminated digital billboards actually introduce risks and hazards that are inherent to their intention and embedded in their design. Getting more attention (than traditional billboards that are allowed under the current rules) is clearly *purposeful* and *premeditated*. The ZBA should not allow special permissions and exemptions in locations where people need to focus intently on more important matters like staying alive while driving home to be with their loved ones.

All this begs the question: Why would the ZBA grant special approval to override the current zoning code on a project that will clearly increase risks and danger?

2034 VISION PLAN

Any suggestion that illuminated digital billboards might improve Rochester by projecting a "modern" aesthetic is self-interested wishful thinking at best and mindfully misleading at worst.

The subject of this variance is not only factually noncompliant with the Rochester City Zoning Code it also does not substantially align with the City of Rochester's stated long term aspirations as described in the City's 2034 Vision Plan.

Along these lines, increasing the cumulative & synergistic effects of additional artificial illumination from all sources in Rochester and increasing the city's overall carbon footprint are recognized as undesirable in the 2034 Vision Plan; a plan we hasten to mention was derived from years of public engagement and review by every department at City Hall. Digital billboards in urban areas worsen a situation the people of Rochester and the City administration are striving to improve.

MANY COSTS OUTWEIGH PERCEIVED BENEFIT

Messages that promote causes associated with social benefits do not yield net positive outcomes when they contribute to the losses suffered by city residents and greater risks described in detail above. In light of the determinants associated with this proposal, such an argument is shamefully cynical. In no way should such a modest benefit outweigh the many significant negative outcomes associated with approving this variance.

OTHER AREAS TO CONSIDER

No attempt was made to reach out to long established, widely known neighborhood groups, including the Upper Monroe Neighborhood Association, prior to developing the variance application you are reviewing. These groups are not at all hard to find.

It is impossible to argue the community's views on this matter were unknown since neighbors explicitly voiced their strong opposition to a similar variance application at this address in 2025; an application that required *fewer* special permissions than the current one. If the application were as beneficial to the community and if the application did not pose any risks, the application would have benefited from a thorough & complete review with opportunities for fully informed input from residents in advance; at little or no cost to any but the various neighborhood groups who are all well equipped to organize such engagement. But that's not what happened.

Instead, a mailing was sent to hand-picked addresses with a link to a carefully constructed, self-serving promotional webpage that offered visitors simulated computer generated images of a finished project with a wishlist of amenities sure to appeal to their target but without explicitly describing any of the plans for the massive three-sided commercial advertising structure with two digital billboards that would be illuminated all day, every day with messages that change every few seconds associated with this variance; creating a classic marketer's misdirection followed by a slight-of-hand designed to confuse the vary neighbors who would be victimized by this variance proposal, if it is approved.

This information should give members of the ZBA pause to grant special permissions and privileges associated with variances when there has been so little regard for the many thousands of residents who would be impacted and who you represent.

Any argument that suggests "hardship" associated with a property located in one of Rochester's finest neighborhoods; within sight of some of the area's most expensive & exclusive properties and at a location that has been home to long-established businesses should be disregarded on its face. At worst, the condition and performance of the site in question is average or better as compared to its nearby commercial cohorts.

There is one final point worthy of just a few more sentences: precedent.

Your past decisions created momentum that have led to this application. Your decisions on these applications cannot and should not be decided without consideration of the implications going forward. A city with illuminated digital billboards at regular intervals is both undesirable and at

odds with residents' interests. Any decision that will allow this applicant special permissions to exceed, modify or otherwise be exempted from the legal limits set under applicable provisions of the Rochester City Zoning Code risks resonating into the future and around our city to our great detriment.

UMNA requests you apply the current zoning code in this instance exactly as it is written.

Yours sincerely,

Rome Celli (*he, him, his*)
President, UMNA

[Upper Monroe Neighborhood Association \(UMNA\)](#)

You've got friends in Upper Monroe!

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

Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

February 23, 2026

To the Members of the Zoning Board of Appeals:

Before addressing the legal failures of this application, do not be fooled by the applicant's focus on "shielding technology." The introduction of light-blocking baffles is an admission of harm. The applicant knows this project creates significant light pollution; otherwise, they wouldn't be attempting to "hide" it. Technology cannot fix a fundamental zoning conflict.

1. Baffles may hide the glare from specific angles, but they cannot eliminate **"Skyglow."** Unless the lights are off, over 1,344 square feet of high-intensity LED light will reflect into the sky, creating a permanent artificial glow over our neighborhood. The higher the sign, the farther that light travels. (5)
2. We ask this Board to focus strictly on the Code established by the City to protect Rochester's citizens. Our zoning laws weren't written for the convenience of developers or billboard companies; they were written to protect the character and equity of our neighborhoods.

While we can debate studies and statistics indefinitely, the bottom line is simple: no one on this Board would want a 6-story industrial tower in their own backyard. That is exactly why our city code prohibits it. We urge the Board to look past the technology and uphold the code.

The applicant fails to meet the six factors required for this Board to grant relief:

1. The Benefit vs. Harm: The applicant claims the benefit of funding "long-deferred building improvements" outweighs the detriment to the neighborhood.

- Funding a private landlord's roofing and plumbing repairs is a private financial benefit, not a public one. The ZBA is not a financing agency for deferred maintenance.
- Offering a rotating community display is a distraction. A neighborhood does not need a 6-story electronic screen to showcase art; it needs protected property values and a skyline free of intrusion. (2)

2. Essential Character of the Area: The C-2 District is a "Community Center" zone designed for pedestrian-scale commerce and residential compatibility. A 60-foot industrial monopole is the complete opposite of this character. It is a massive structure being forced into a neighborhood setting. No amount of screening can mitigate the sheer physical mass of a 6-story steel tower supporting **over 1300 square feet** of flashing LED signage.

3. The Variance is Substantial: The applicant dismisses the size as "industry standard." We expect the ZBA to follow **City Standards**, not Advertising Industry Standards. A request for 60

feet in a 20-foot zone is a 300% violation. This represents a total abandonment of the zoning code. (2)

4. Feasible Alternatives: The applicant claims they have "no other remedy" to fund repairs. This is an admission of a business problem, not a land problem. The feasible alternative is standard property management and traditional financing. The need for highway visibility is a profit-driven preference, not a legal necessity.

5. Physical and Environmental Conditions: Contrary to the applicant's claim of "no harm," the detriments are documented:

- **Skyglow:** Baffles do not stop atmospheric scattering. (5)
- **Energy/Cooling:** These units require 24/7 power and industrial HVAC cooling, (1) contradicting the City's Greenhouse Gas reduction goals. (3) The City's 2026 Climate Action Plan explicitly calls for a reduction in non-essential industrial energy consumption.
- **Equity:** Neighbors face a documented loss in home equity. The benefit to the developer comes directly out of the pockets of the homeowners. (4)
- **Safety:** The I-490/Monroe Avenue merge is a high-conflict traffic zone. Introducing a pulsing, digital distraction creates a documented public safety risk inconsistent with Vision Zero. (6)

6. The Difficulty is Self-Created: The applicant purchased a C-2 property with full knowledge of the zoning restrictions. The need for building repairs is an ownership obligation. Seeking an illegal 300% variance to solve a maintenance budget is the definition of a self-created financial hardship.

Conclusion: The applicant is asking the Board to trade the integrity of our Zoning Code for a maintenance subsidy and a community display. There is no legal or community justification for this violation. We urge the Board to deny this application in its entirety.

Sincerely,

Thomas Pastecki, President
ABC Streets Neighborhood Association

[REDACTED]
Rochester, NY [REDACTED]

FOOTNOTES /LINKS(1) [Environmental Impacts](#) (2) [Community Impacts](#) (3) [Billboard Facts](#) (4) [Beyond Aesthetics: Property Value Study](#) (5) [Billboards in the Sky: Light Pollution](#) (6) [Traffic Safety Analysis](#)

Harvey M. & Susan Jacobs

Rochester, NY

24 February 2026

Dear Members of the Zoning Board,

I write on behalf of myself and my spouse. We write to ***strongly oppose the variance requested by Patrick Dutton, Dutton Properties for a two-sided digital billboard at 25 Canterbury Road.***

I am a retired professor of urban planning from the University of Wisconsin-Madison. My academic specialty was zoning; its development, administration, interpretation, etc.

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.

As you know, variances are exceptions to the stated rules of zoning. Assuming zoning district guidelines have been carefully considered a variance should be granted only as absolutely necessary and the standard is that it is to be granted to the minimum extent necessary.

Digital billboards are entirely inappropriate for this area. They do not fit the character of the adjacent neighborhoods and would only bring negative impacts. Among the negative impacts that have been discussed with regard to this proposal are:

- *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.
- *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.
- *Light Pollution and Disruption:* Digital billboards are designed to operate 24/7. The constant light is likely to spill into nearby homes, possibly 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).
- *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.

Thank you for your consideration.

Harvey M. Jacobs

Burkhardt, Cael

From: Roger Brown [REDACTED]
Sent: Friday, February 20, 2026 9:09 AM
To: City of Rochester Zoning Board
Subject: Case#V-062-25-26 (25 Canterbury Road)

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 is written to inform you of my objection to the above Case (proposed monopole with its double sided electronic sign) and to request that you deny it on the following

reasons:

1. It is a safety hazard to all drivers.
2. It is intrusive and damaging to the surrounding pedestrian focused neighborhood.
3. It will destroy the aesthetic gateway into the surrounding neighborhood.
4. Disrupts the pedestrian character of the neighborhood.
5. Opens up the door for future such disruptive signage.
6. Creates blighting "sky glow" to the neighborhood.

Submitted from:

Roger Brown

[REDACTED]
Rochester, New York
[REDACTED]

Sent from my iPhone

Burkhardt, Cael

From: Christina [REDACTED]
Sent: Monday, February 23, 2026 10:40 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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 Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

TO WHOM IT MAY CONCERN,

I am a resident of the Cobbs Hill Neighborhood, and own my home. My family has lived here for 3 generations. I am strongly opposed to a new 3 sided billboard on Canterbury/Monroe. The billboard proposed is triple the size allowed by zoning, 60 ft high. 3 sided, and incredibly distracting to anyone driving down 490 or Monroe Ave!

Permanent light in the sky will be visible from Cobbs Hill Park, taking away from the charm and value of the area, and making it feel more ickily commercialized.

I am concerned about the impact on property value, distraction to drivers, light pollution's impact on our already waning firefly population, neighborhood feel, as well as the electricity it consumes.

We do not need another form of advertising displayed in our neighborhood at the cost of neighbors, and at the behest of one of the biggest advertising companies in town that makes off with tons of cash from our community to advertise to us. We all know they operate at a monopoly and charge abhorrent pricing to small business owners that most can't even afford. The billboards we already have from them in the East Ave/S. Winton Rd area are an eyesore. It would be a shame to continue in this direction when it is NOT what the community & neighborhood wants! The Monroe Ave area is already suffering as it is, we need to resist any additions that give it more of a "slummy" atmosphere.

I have written in a total of four times now regarding different billboard proposals, and it is frustrating to see the zoning board continue to allow these proposals to push through despite us making our voices heard. Lamar is now contacting neighbors who've spoke out to ask for them to change their mind which is highly inappropriate. PLEASE document my family's objection thoroughly and stand up against commercial monopolization of Rochester.

Sincerely,
Glassman's

Burkhardt, Cael

From: James Kieliszek [REDACTED]
Sent: Sunday, February 22, 2026 4:17 PM
To: City of Rochester Zoning Board
Subject: Digital billboards proposed for 21-25 Canterbury

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 Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

My name is James Kieliszek I own [REDACTED], where I live with my wife.

Do not grant a variance for the digital billboards on Canterbury. Our neighborhood does not need an eyesore producing light pollution constantly. In fact, no one needs this thing. Shame on the folks at lamar advertising for even suggesting it.

Burkhardt, Cael

From: Patrick Hughes [REDACTED]
Sent: Sunday, February 22, 2026 11:02 AM
To: City of Rochester Zoning Board
Subject: Public comment on 25 Canterbury Road Case #3 - File Numbers: V-062-25-26

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.

Hello,

I'm writing to oppose the variance for 25 Canterbury Road Case #3 - File Numbers: V-062-25-26. As a homeowner on Barrington Street I believe these billboards will negatively impact our neighborhood. The area of the sky that the billboards would occupy is clearly visible from Monroe, Westminster and Canterbury. Digital signage is bright and vibrant in a way that commands attention. As a person who walks that area regularly for health and relaxation having my attention forced on advertising is a violation I cannot not condone.

The changes requested are invasive and obnoxious. Larger, brighter flashing signs would degrade property values in one of Rochester's nicest neighborhoods.

Thank you
Patrick Hughes

Burkhardt, Cael

From: Deborah Fox [REDACTED]
Sent: Saturday, February 21, 2026 12:24 AM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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.

To whom it may concern,

I live in the Cobbs Hill neighborhood, and am writing to voice my objection to any kind of digital billboard along 490 near Canterbury. Apparently this is triple the size allowed by zoning, 60 ft high. It will be distracting to anyone driving down 490 or Monroe Ave. Permanent light in the sky will be visible from Cobbs Hill Park. It will lower the value of homes in the area, and destroy any walkable feeling in a space zoned for “community”. In addition it will consume huge amounts of electricity, which is simply unconscionable these days. I mean really, why do we really need it? Objection!

thank you--
Deborah Fox

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

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 Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

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

Phillips, Melissa A.

From: Daniel Herberger [REDACTED]
Sent: Monday, February 23, 2026 8:41 PM
To: City of Rochester Zoning Board
Subject: Proposed Digital Billboard at 25 Canterbury Road

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 Members of the Zoning Board,

I am writing to express my opposition to the proposed digital billboard at 25 Canterbury Road.

Digital billboards are not appropriate for this location. They are inconsistent with the character of our historic neighborhood, create distractions for drivers, and introduce significant light pollution that would impact nearby homes, particularly at night. In addition, digital billboards are not currently permitted under the zoning code for this area.

For these reasons, I respectfully ask the Board to deny approval for this proposal.

Thank you for your time and consideration.

Sincerely,
Daniel Herberger

Phillips, Melissa A.

From: Andrew Altoft [REDACTED]
Sent: Tuesday, February 24, 2026 10:31 AM
To: City of Rochester Zoning Board
Subject: 25 Canterbury Road - Case #4

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 Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

To the Members of the Board,

I am writing to you today both as a licensed architect and as a resident of the Washington Grove Neighborhood. I am deeply concerned by the recent proliferation of digital signage in our area—installations that represent a significant departure from the established character of our community and the safety standards of our streets.

As a professional trained in the relationship between the built environment and human experience, I wish to highlight four critical points of contention:

1. Architectural Incompatibility with Historic Fabric

Rochester’s historic neighborhoods are defined by their human-scale proportions and tactile materials. The introduction of high-intensity LED displays creates a jarring "visual noise" that undermines the architectural integrity of our historic streetscapes. These billboards do not harmonize with the environment; they dominate it, effectively devaluing the aesthetic heritage the City has worked so hard to preserve.

2. Public Safety and Driver Distraction

The primary function of a digital billboard is to capture attention through high-contrast movement and light. By definition, this creates a hazardous distraction for motorists. In an urban environment with frequent pedestrian crossings and complex intersections, forcing drivers to compete with commercial luminosity is a documented safety risk that our zoning should actively mitigate, not permit.

3. Light Pollution and Residential Wellness

Unlike traditional static signage, digital displays emit "active" light. For those of us living in the immediate vicinity, this results in significant light trespass. At night, the lumen output of these boards penetrates residential interiors, disrupting circadian rhythms and stripping away the "quiet enjoyment" of our homes. For example, in our neighborhood, we can see the billboard by Midtown Athletic Club at all hours, day and night. It is a terrible blight on our historic district, and a constant nuisance to all those in its vicinity.

4. Direct Violation of Current Zoning Code

Most importantly, the current City of Rochester Zoning Code **does not permit these installations** in our specific district for the very reasons mentioned above. Allowing these billboards to persist or expand via variances sets a dangerous precedent. It suggests that the Code is a suggestion rather than a protective framework designed to ensure the health, safety, and welfare of the public.

I urge the Board to uphold the existing zoning protections and deny any further applications for digital signage in our historic and residential corridors. We should be investing in the permanent beauty of Rochester's architecture, not the transient flicker of electronic advertisements.

Respectfully,

Andrew Altoft, AIA

Phillips, Melissa A.

From: Peter Gaffney [REDACTED]
Sent: Tuesday, February 24, 2026 9:43 AM
To: City of Rochester Zoning Board
Subject: Billboard from Case 4 today!

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,

My name is Peter Gaffney and I live at [REDACTED] I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties for a two-sided digital billboard at 25 Canterbury Road.

Our Cobb's Hill neighborhood has just recently been designated as a historic area and this billboard conflicts with the status and protections of such designation.

This billboard benefits no one except the financial interests of Dutton Properties and there are no valid grounds to have this variance approved. These statutes have been in place to preserve the beauty of Rochester and should be upheld with vigor.

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.

Peter Gaffney

Phillips, Melissa A.

From: Jennifer Brisson [REDACTED]
Sent: Tuesday, February 24, 2026 8:28 AM
To: City of Rochester Zoning Board
Subject: Comment on Proposed Digital Billboard

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,

My name is Jenn Brisson and I live at [REDACTED] I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties 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.

Phillips, Melissa A.

From: Jen Robertson [REDACTED]
Sent: Monday, February 23, 2026 9:58 PM
To: City of Rochester Zoning Board
Subject: Comment for Tuesday

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,

My name is Jen Robertson and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties 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.
Jen Robertson and Mike Volpe

[Sent from Yahoo Mail for iPhone](#)

Phillips, Melissa A.

From: Leah Wojda [REDACTED]
Sent: Monday, February 23, 2026 9:06 PM
To: City of Rochester Zoning Board
Subject: Variance Request

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 Leah Wojda and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties for a two-sided digital billboard at 25 Canterbury Road. I'm tired of writing these letters!

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.

--

leah k. wojda
[REDACTED]

Phillips, Melissa A.

From: Melissa Carlson [REDACTED]
Sent: Monday, February 23, 2026 3:38 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)
Attachments: Lamar Feb 18_002.jpg

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 Board,

I am a member of the Mennonite Fellowship on Hillside Drive. One of our neighbors on Hillside got the attached letter and signature page from Lamar from a gentleman wanting him to sign it on the spot. He did not sign.

I am thinking that Lamar will be using these letters to justify installing more digital billboards throughout the city, such as the one at Canterbury. They do not mention it as motivation for collecting signatures, but marketing is not always transparent.

I do appreciate their efforts to downgrade the glaring lights but it does not justify installing more and more signs. This is at least the third time that they have pushed for digital signs near me.

Our Fellowship's denomination values living simply. Advertising pushes consumption, which is not sustainable for life on earth. There is no reason that zoning has to comply with the wishes of those who want immediate profit, and ongoing degradation of Earth. I think we'd all rather have healthy food, cleaner air, and engaged community instead of immediate profit shuffled among the currently wealthy. I do not see any ads for local small businesses on these signs.

Please say no to these digital billboards, especially the construction of new ones where there are none now.

Thank you,
Melissa Carlson

[REDACTED] and member of Mennonite Fellowship on Hillside Ave

Phillips, Melissa A.

From: Ashley Springsteen [REDACTED]
Sent: Monday, February 23, 2026 6:59 PM
To: City of Rochester Zoning Board
Subject: OBJECTION: Case #V-062-25-26 (25 Canterbury Road)

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.

Hello,

I am writing to oppose the proposed electronic billboard at 25 Canterbury Rd. The proposed billboard is triple the size allowed by zoning and will act to distract anyone driving down 490 or Monroe Ave. It will harm locals and wildlife alike in acting as permanent light in the sky will be visible from Cobbs Hill Park, a well established outdoor area. 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. I wholeheartedly object to proposed billboard. Please contact me with further questions.

Sincerely,
Ashley L. Springsteen, Esq

Phillips, Melissa A.

From: Marc Porosoff [REDACTED]
Sent: Monday, February 23, 2026 6:33 PM
To: City of Rochester Zoning Board
Subject: Digital Billboard at 25 Canterbury Road

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 Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

Dear Zoning Board,

My name is Marc Porosoff and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties 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.

Phillips, Melissa A.

From: Brenda Lennon [REDACTED]
Sent: Monday, February 23, 2026 6:14 PM
To: City of Rochester Zoning Board
Subject: Digital Billboards

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,

My name is Brenda Lennon and I live at [REDACTED] I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties 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.

Brenda Lennon
Sent from my iPhone

Phillips, Melissa A.

From: Christina [REDACTED]
Sent: Monday, February 23, 2026 5:49 PM
To: City of Rochester Zoning Board
Subject: Feedback on variance request for 25 Canterbury Road

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 Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

Dear Zoning Board,

My name is Christina Zeck and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties for a two-sided digital billboard at 25 Canterbury Road. Digital billboards are entirely inappropriate for this historic city neighborhood area. The negative impacts to the neighborhood include:

- **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.
- **Property Value:** As a licensed real estate salesperson, I understand how a billboard detracts from property value. A digital billboard will shine light into the backyards and bedrooms of homes in that area. There is no place for such infringement on dense residential property neighborhoods and their owners.

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

Thank you,

Christina Zeck

Phillips, Melissa A.

From: Lindsay Marchetti [REDACTED]
Sent: Monday, February 23, 2026 5:47 PM
To: City of Rochester Zoning Board
Subject: Proposed Digital Billboard at 25 Canterbury Road

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 Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

Dear Zoning Board,

My name is Lindsay Marchetti and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties for a two-sided digital billboard at 25 Canterbury Road.

Digital billboards are entirely inappropriate for this area which is largely residential. 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,
Lindsay Marchetti

Phillips, Melissa A.

From: Ashley Danyew [REDACTED]
Sent: Monday, February 23, 2026 5:31 PM
To: City of Rochester Zoning Board
Subject: Opposition to Variance Request for 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,

My name is Ashley Danyew, and I live at [REDACTED]. I'm writing to strongly oppose the variance requested by Patrick Dutton, Dutton Properties, for a digital billboard at 25 Canterbury Rd.

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

- **Light Pollution and Disruption:** The 24/7 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)
- **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 detract from the unique character of a residential area and contribute to commercialization, prioritizing advertising over the peace and tranquility that residents expect in their neighborhoods.

Other neighbors and I have written letters like this before, sharing our concerns about Lamar Advertising's digital billboards. 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,
Ashley