



**INTEROFFICE MEMO
PLANNING AND COMMUNITY
DEVELOPMENT DEPARTMENT**

DATE: August 13, 2026

TO: James Corriveau, ZBA Chairperson

FROM: Joseph Albinus, Planner

SUBJECT: 1283 Arsenal Street
Parcel Number 9-22-101.111
Zoning – Commercial
Petition for an Area Variance to increase the allowed sign surface area to 246.43 square feet (SF)
File #625

This petition, presented by Allied Sign Company is for an Area Variance to increase the maximum allowable signage above the requirements of Section 310-28. According to the City Zoning Ordinance Section, 310-28 (E)(1), the maximum allowable sign surface area per occupant is two square feet (SF) for each linear foot of occupant building frontage, up to a maximum of 200 SF in the Commercial Zoning District.

The subject storefront is a former Jo-Ann Fabric that closed in 2025. That store had 221 SF of total signage. The applicant proposes two signs, a 206.79 SF building sign and a 39.64 SF sign to be placed on the existing multi-tenant monument sign located near the Arsenal Street Right-of-Way (ROW).

While the materials provided by the applicant identify the total of the square footage of the front façade sign as 228.7 SF, Planning Staff calculated it as 206.79 SF. The applicant shall be prepared to explain this discrepancy and provide Staff and the ZBA an accurate calculation of SF of signage requested, either by confirming or correcting the below calculations:

PROPOSED SIGNS:

(1)	MONUMENT sign	39.64 SF
(2)	FRONT façade building sign	206.79 SF

TOTAL PROPOSED SIGN AREA	=	246.43 SF
---------------------------------	----------	------------------

The requested aggregate, as currently calculated, is 46.32 SF, or 23.22 percent over what the Zoning Ordinance allows for a Commercially zoned parcel. Descriptions of calculations are attached.

NYS General Municipal Law, Section 239m states that projects must be referred to the County Planning Board if the property the zoning action affects is within 500 feet of the Right-of-Way of a State or County road (NYS Route 3) or within 500 feet of a municipal boundary (Town/City of Watertown boundary). The local board (ZBA) may not vote on this request but it may open discussion on this request. The applicant submitted an incomplete application and Staff is working with them to submit all required materials.

6 NYCRR Part 617 states that if an action is not listed as a Type I or Type II Action under Section 617.4 or 617.5, then the Lead Agency is to treat the application as an Unlisted Action. Unlisted Actions do not exceed the thresholds of the Type I Actions listed in Section 617.4.

As this is an Unlisted Action under SEQRA, the ZBA as the Lead Agency must complete the Short Environmental Assessment Form (EAF) prior to voting on the application. However, the SEQR review and vote on the application cannot take place until after the Jefferson County Planning Board has finished their review.

cc: Allied Signs on behalf of Shoe Dept Encore
Dana Aikins, City Code Enforcement Supervisor
Tiffany Ponce
ZBA Members
File



COVER LETTER

Shoe Dept Encore at 1283 Asenal St, Watertown, NY 13601 is seeking relief through a variance to exceed the (200) maximum square footage for a Commercial zone. In detail they would like to propose a 109.6" x 308.4" overall LED internally illuminated channel letter set and to replace the existing (2) 47.1875" x 300" pylon tenant panels at the plaza. The store is currently vacant. The proposed signage is proportionate to the building/façade and is a common standard type of signage for business recognition.

HARDSHIP TESTS

- 1) Whether an 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; *There will be no undesirable change in the character of the neighborhood. The location is a plaza and there are several signage that is similar in the area*
- 2) Whether the benefit sought by the applicant can be achieved by some method feasible for the applicant to pursue, other than an area variance; *No, The building is set back in the plaza and the façade is large. The proposed signage is proportionate to the building and façade*
- 3) Whether the requested area variance is substantial. *No the proposed signage is a spaced set which causes the square footage to be a larger number. The request is for an additional 34.73 of square footage*
- 4) Whether the proposed variance will have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district; *The proposed variance will not affect or impact the physical or environmental conditions. The proposed signage is proportionate to the building and is a standard style of signage that can be found in the surrounding area*
- 5) Whether the alleged difficulty was self-created, which consideration shall be relevant to the decision of the board of appeals, but shall not necessarily preclude the granting of the area variance. *Yes, the alleged difficulty is self-created.*



City of Watertown
AREA VARIANCE APPLICATION FORM

City of Watertown, Planning and Community Development Dept.
245 Washington Street, Room 305, Watertown, NY 13601
Phone: 315-785-7741 Email: planning@watertown-ny.gov

Application #:

Received:

Please Note: Applying for an Area Variance does not guarantee that the Zoning Board of Appeals (ZBA) will grant the request. The burden of proof is on the applicant for meeting the hardship tests and the ZBA will weigh each application on its own merits.

PROPERTY INFORMATION:

PROPERTY ADDRESS: 1283 Arsenal St
TAX PARCEL NUMBER: 9-22-101.111 ZONING DISTRICT: C-Commercial

APPLICANT INFORMATION:

APPLICANT NAME: Greg Fishel - Allied Sign Company
APPLICANT MAILING ADDRESS: 720 Erie Blvd West, Syracuse, NY 13204

PHONE NUMBER: 315-471-2771 E-MAIL: greg@alliedsigncompany.com

PROPERTY OWNER INFORMATION (if different from applicant):

PROPERTY OWNER NAME: AP 13 LLC, AP 505 LLC, and MMH Realty Associates III LLC
PROPERTY OWNER MAILING ADDRESS (if different from subject parcel): c/o Nigro Retail Properties, 120 Corporate Woods, Bunkersville, Albany, NY 12211
PHONE NUMBER: 518-436-8421 E-MAIL: nigro@nigroproperties.com

CHECKLIST (please include all of the following in addition to this application form):

- | | |
|--|--|
| ☐ Cover Letter (see Appendix A) | ☐ Metes and bounds description (property deed) |
| ☐ Record of denial | ☐ Tax Map with subject parcel highlighted |
| ☐ \$200 application fee | ☐ State Environmental Quality Review (SEQR) form (if necessary) |
| ☐ Site Sketch/Drawing | |

Applicant Signature: [Signature] Date: 6/29/2026

Property Owner Signature (if different): [Signature] Date: 7/6/26

By: Nigro Retail Properties, Managing Agent



Greig at Sign Allied Sign Company.com

APPLICATION FOR SIGN PERMIT

City of Watertown Code Enforcement Bureau, 245 Washington St., Suite 105, Watertown, NY 13601

Phone 315-785-7735

fax: 315-785-7854

www.watertown-ny.gov

TO BE FILLED OUT BY APPLICANT - PLEASE PRINT OR TYPE

DATE: April 20, 2026

PREMISES ADDRESS: 1283 Arsenal St

BUSINESS: Shoe Dept

TOTAL BUILDING FRONTAGE in Linear Feet

If corner property, SIDE:

OWNER: AP 12 LLC, AP 50 LLC, and MMH Realty Associates III LLC

40 Nigro Retail Properties, 20 Corporate Woods Blvd, Albany NY 12211

CONTRACTOR: Allied Sign Company

ADDRESS: 720 Erie Blvd West Syracuse, NY 13204

LIAB. INS. CO.:

POLICY NO.:

EXP.

COMP. INS. CO.:

Attached

POLICY NO.:

EXP.

CIRCLE

EXISTING SIGN(S): PROJECT SCOPE: *Replacement / *Removal / *Repair / *Alteration / *Reface

NEW INSTALLATIONS: SPECIFY dimensions, wording and location of ALL "On Site Business" signs BELOW

LIST REQUESTED SIGNS: Circle N for NEW and E for EXISTING

BUILDING - FLAT or PROJECTING (out) location examples: Building / Window / Door / front, side(s), etc.

SIGN #1 N / E Location: Storefront Elevation

SIGN #2 N / E Location: Existing tenant pylon

SIZE: 109.6" x 308.4" = sq ft 228.7

SIZE: 47.125" x 300" = sq ft 98.31

WORDING: Shoe Dept Encore

WORDING:

Lighted; not-lighted; sgl-face; dbl-face

Lighted; not-lighted; sgl-face; dbl-face

SIGN #3 N / E Location:

SIGN #4 N / E Location:

SIZE: = sq ft

SIZE: = sq ft

WORDING:

WORDING:

Lighted; not-lighted; sgl-face; dbl-face

Lighted; not-lighted; sgl-face; dbl-face

FREE STANDING: NEW installations or SIZE CHANGES require wind load / footer and foundation details

ENGINEERED DOCUMENTATION IS REQUIRED TO BE ATTACHED PROVIDING THE INFORMATION BELOW:

SUPPORT TYPE: pylon / pole(s) / monument / other (specify) DISTANCE from bottom of sign to ground:

Length Width Depth Height material

FOUNDATION information: Base material Length Width Depth

SIGN #1 N / E Location

A JOINT ON-SITE INSPECTION IS REQUIRED FOR LOCATION DETAILS PRIOR TO PERMIT ISSUANCE, UNLESS OTHERWISE RELEASED BY CODE OFFICIAL

WORDING:

SIZE: = sq ft

Lighted / not-lighted; sgl-face / dbl-face

PLOT DIAGRAM/SITE DETAIL INSTRUCTIONS: Show lot lines, streets, buildings & sign location, building elevations with window & door locations for signs to be attached to buildings, methods of supports or anchors. Indicate clearances and other pertinent information, such as WILL the sign overhang Walk / Street / Margin (WHICH?) or WON'T overhang vehicular or pedestrian way

(I) (WE) certify that all statements made in this application are true and correct. (I) (WE) also have read all statements, conditions, and restrictions contained in this application and agree to comply with the same, & affix or cause to be affixed (MY) (OUR) signature hereto under penalty of perjury.

PROPERTY OWNER: AP 12 LLC, B. Nigro Retail Properties, BY: (see attached)

DO NOT WRITE IN SPACE BELOW

Zoning District Allows Maximum - Building Linear Front Allows Maximum

Total # OF SIGNS REQUESTED TOTAL SF APPROVED:

PERMIT FEE IS PAYABLE UPON APPROVAL OF APPLICATION: Home Occupancy: \$ 10.00 Business: \$ 75.00 (see billboard information below)

PERMIT ISSUED NO.:

COMPTROLLER'S RECEIPT NO.:

REFUSAL EXPLANATION:

CODE ENFORCEMENT OFFICER SIGNATURE

DATE:

*Billboard or Sky Signs permitted with separate Building Permit and Planning Department Approval only

1283 arsenal st signage shoe department

External



Inbox x



Michael Compo <mcompo@watertown-ny.gov>

to me ▼

Fri, May 8, 9:29 AM



Good morning,

I have looked at the application and looks like the company id wanted over 300sf of signage; this zoning district allows up to 200sf this includes the pylon sign and the building sign. If they want the amount of signage that is on the application, they will have to apply for a variance with the ZBA board. This can be done by contacting the zoning/planning department at 315-785-7741. Thank you.

Michael Compo

Senior Code Enforcement Officer

City of Watertown

245 Washington Street, Suite 105

Watertown, New York 13601

Office phone: 315-785-7735

mcompo@watertown-ny.gov

SHOE DEPT. ENCORE

Sales: Chris Pierce
Project Manager: Jennifer Hagemeyer

1283 Arsenal Street
Watertown, NY 13601

Table of Contents

- Page 1 -Cover Page
- Page 2 -Site Plan
- Page 3 -Exterior Elevation
- Page 4 -Interior Elevation
- Page 5 -Tenant Elevation
- Page 6 -42” Direct Mount Channel Letters
- Page 7 -Large Kid’s Sign
- Page 8 -Tenant Panel

Revision Notes

- Rev #1** - SEO 8-6-26 Added more measurements to channel letters and tenant panel.
- Rev #2** - SEO 8-10-26 Added more measurements to channel letters.



SIGN COMPANY LLC.

731-925-4448 800-953-3744 • Fax 731-926-2022
www.designteam.net



SHOE DEPT. ENCORE

42" Direct Mount Channel Letters

SHOE DEPT. ENCORE

47.1875" x 300" Tenant Panel

Rev 1:
Rev 2
Rev 3
Rev 4
Rev 5
Rev 6



Designer: SEO	Date: 3-31-26
Client: Shoe Dept Encore - Watertown, NY	
File Path: Z:\Retail\Shoe Dept Encore\NY\WATERTOWN\1283 ARSENAL STREET (13601)\SIGN PACKAGE	

- ☐ Proof Is Approved. Proceed With Production Of Order
- ☐ Proof Is Approved With Corrections. Make Corrections As Indicated And Proceed With Production Of Order

Signature: _____
I have reviewed this proof in regard to: Sign type, order quantity, and accuracy of icons, symbols, and text (e.g. spelling capitalization, punctuation).
Print Name: _____
Date: _____



These plans are the exclusive property of Design Team Sign Company and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Design Team Sign Company a product manufactured according to these plans. Distribution or exhibition of the plans to anyone other than employees of your company, or use of these plans to construct a product similar to one embodied herein, is expressly forbidden. In the event that exhibition or construction occurs, Design Team Sign Company expects to be reimbursed \$500 in compensation for time and effort entailed in creating these plans.

A 42" Direct Mount Channel Letters

Rev 1
Rev 2
Rev 3
Rev 4
Rev 5
Rev 6



Designer: SEO	Date: 3-31-26
Client: Shoe Dept Encore - Watertown, NY	
File Path: Z:\Retail\Shoe Dept Encore\NY\WATERTOWN\1283 ARSENAL STREET (13601)\SIGN PACKAGE	

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Print Name: _____

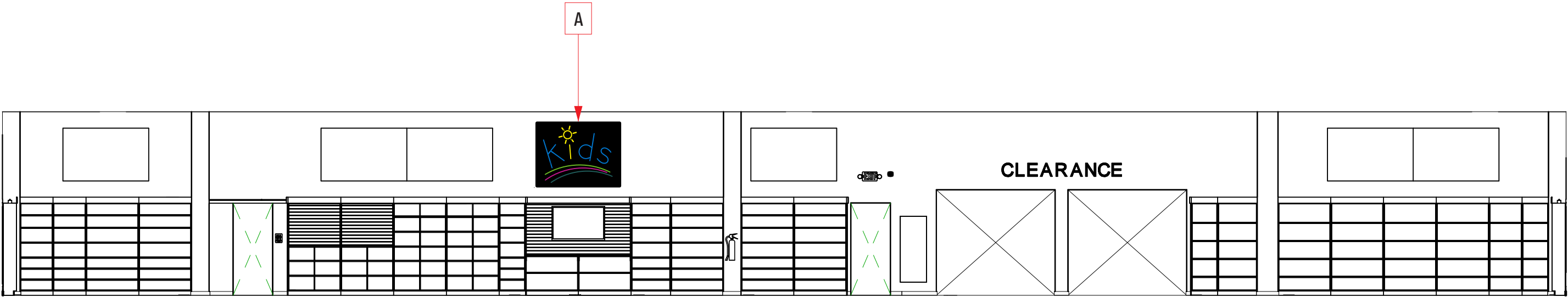
Date: _____



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A Large Kids Sign

Rev 1
Rev 2
Rev 3
Rev 4
Rev 5
Rev 6



Designer: SEO	Date: 3-31-26
Client: Shoe Dept Encore - Watertown, NY	
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A 47.1875" x 300" Tenant Panel

Rev 1
Rev 2
Rev 3
Rev 4
Rev 5
Rev 6

Proposed Elevation



Existing Elevation



Designer: SEO	Date: 3-31-26
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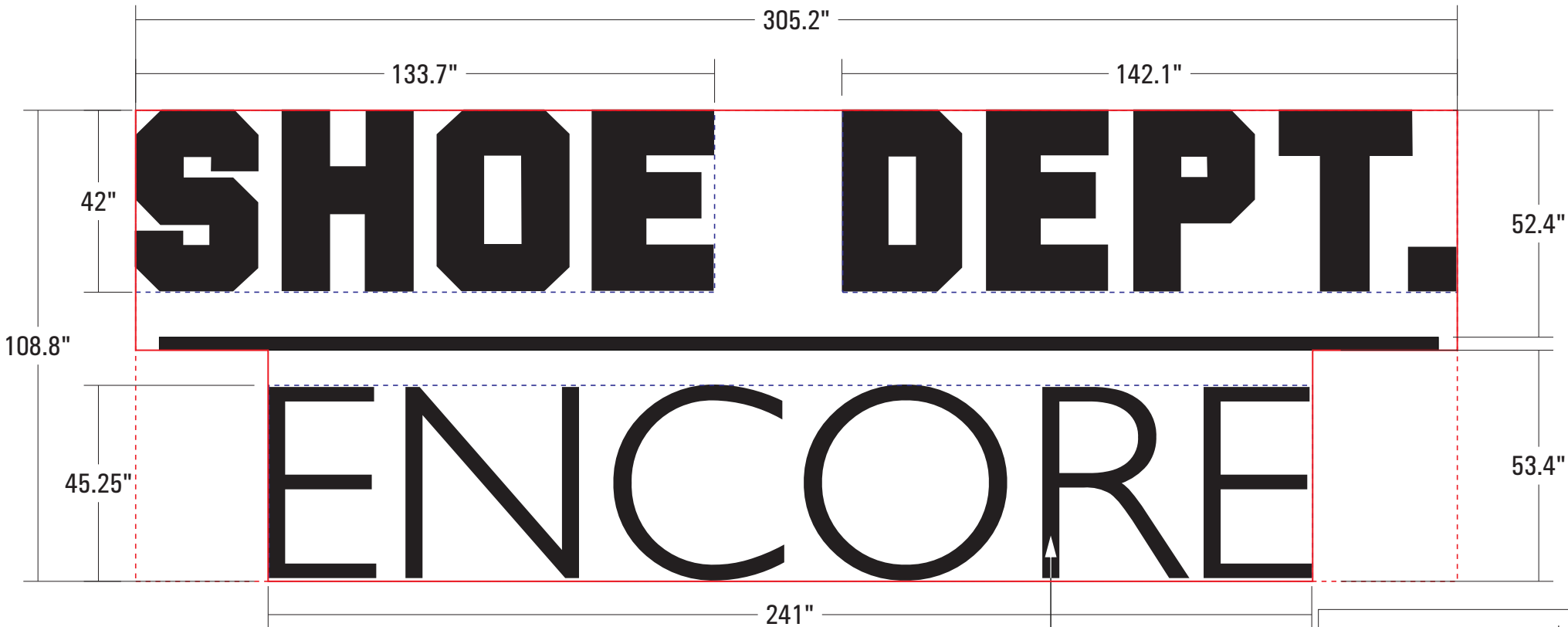
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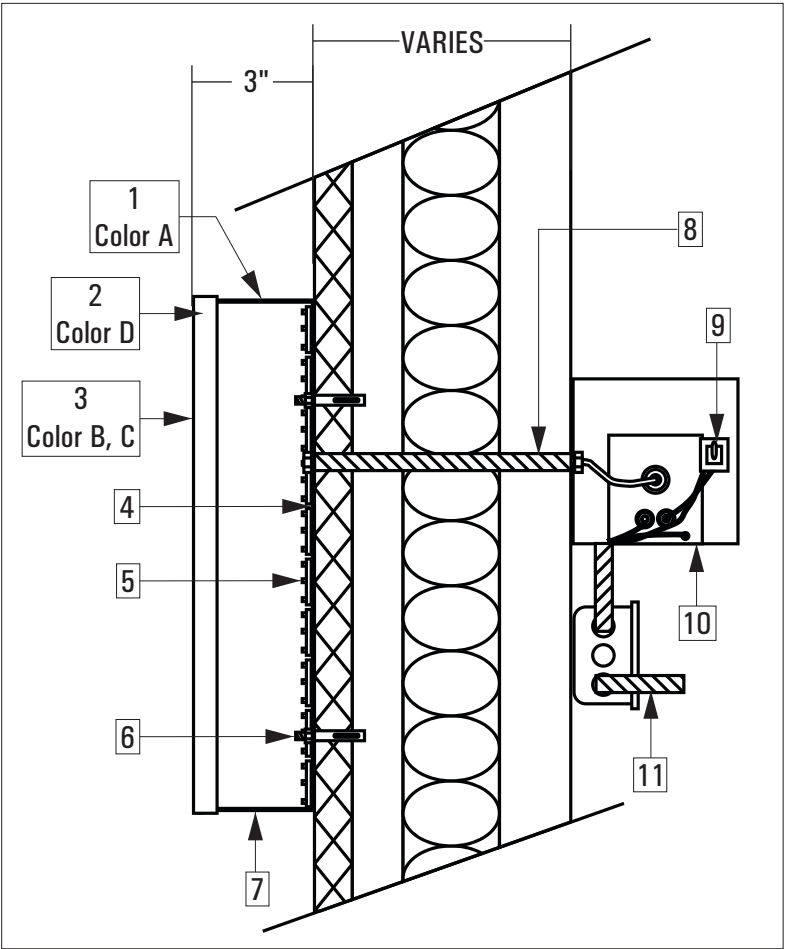
Direct Mount Channel Letters

STOCK CODE
SDE-V3-CLDM42-B-C



Individual Letter SQ FT = 83.4
Actual Boxed SQ FT = 160.8
Total SQ FT = 228.7

B,C



Materials	
1	.040 Prefinished Aluminum Returns
2	1" Trimcap
3	3/16" Acrylic Face
4	.090 Aluminum Back
5	White LED Module
6	Mounting Hardware
7	1/4" Weep Hole
8	1/2" Flex Conduit
9	Toggle Switch Mounted to Box
10	Power Supply
11	Primary Electrical Leads

Colors & Finishes	
A	Gloss Black Returns
B	2447 White Acrylic Faces
C	Black Perforated Vinyl
D	1" Black Trimcap

Rev # 1 - SEO 08-06-26 Added more measurements
Rev # 2 - SEO 08-10-26 Added more measurements
Rev # 3 -
Rev # 4 -
Rev # 5 -
Rev # 6 -

Notes



Designer: SEO	Date: 3-31-26
Client: Shoe Dept Encore - Watertown, NY	
File Path: Z:\Retail\Shoe Dept Encore\NY\WATERTOWN\1283 ARSENAL STREET (13601)\SIGN PACKAGE	

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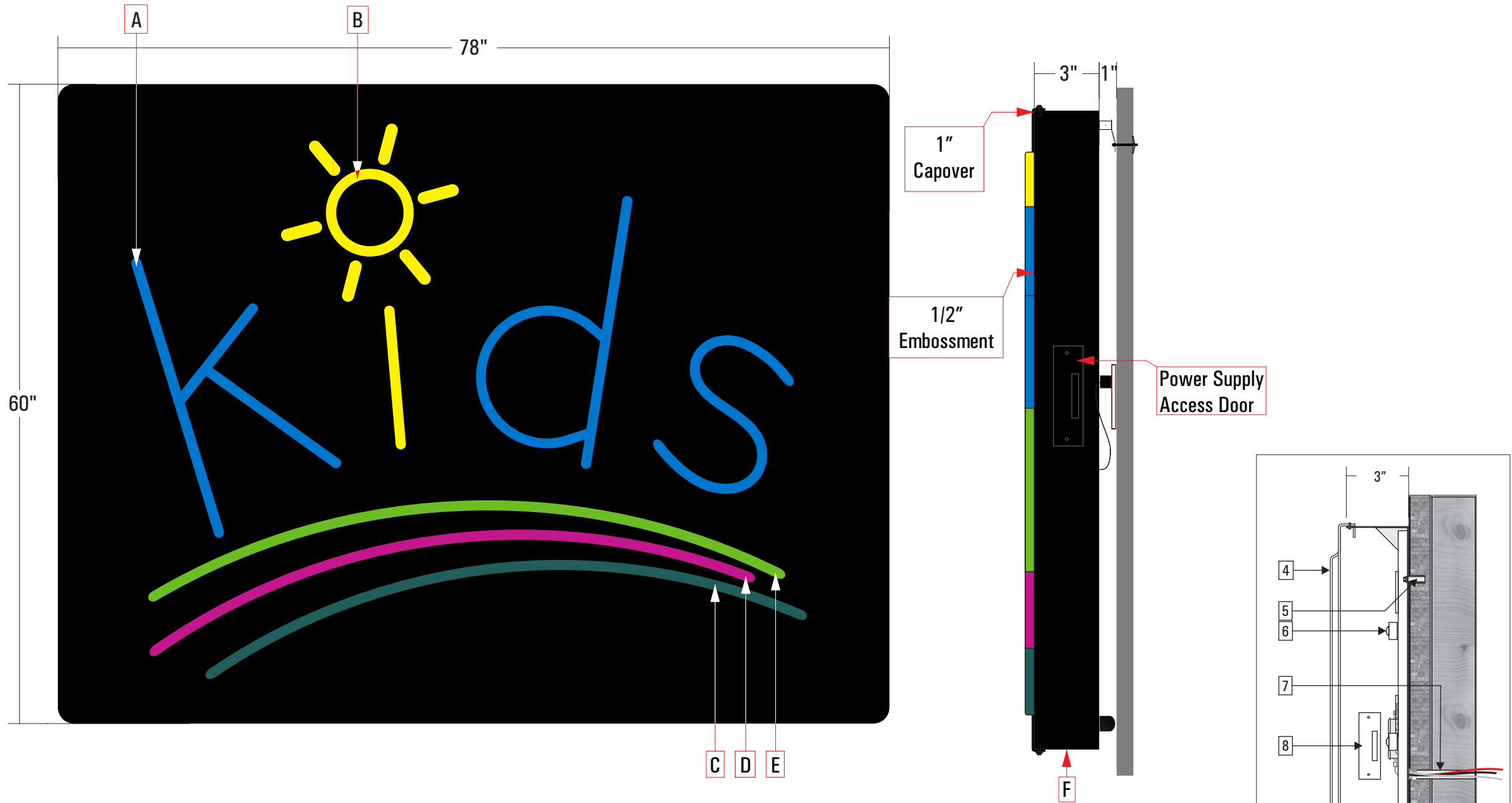
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STOCK CODE
SS-V3-WS60X78C0



Materials	
4	.177 Clear Lexan Face Panformed & Embossed (Painted 2nd Surface)
5	Non-Corrosive Mounting Hardware Included
6	White LED
7	Primary Wiring Entrance
8	Power Supply Access Door
9	Aluminum Gussets - as needed

Colors & Finishes	
A	Ptd to Match 3630-97 Bristol Blue
B	Ptd to Match 3630-25 Sunflower Yellow
C	Ptd to Match 8500-063 Teal
D	Ptd to Match 3630-1091 Pink
E	Ptd to Match 3630-246 Green
F	Matte Black Faces and Returns

Rev 1: MBJ 07-15-20 Updated Stock Code
Rev 2: JH 02-18-25 Revised cabinet depth
Rev 3:
Rev 4:
Rev 5:

Notes

Designer: BAW	Date: 6-26-19
Client: Shoe Dept. Encore	
File Path: z/Retail/SDE/Standards	

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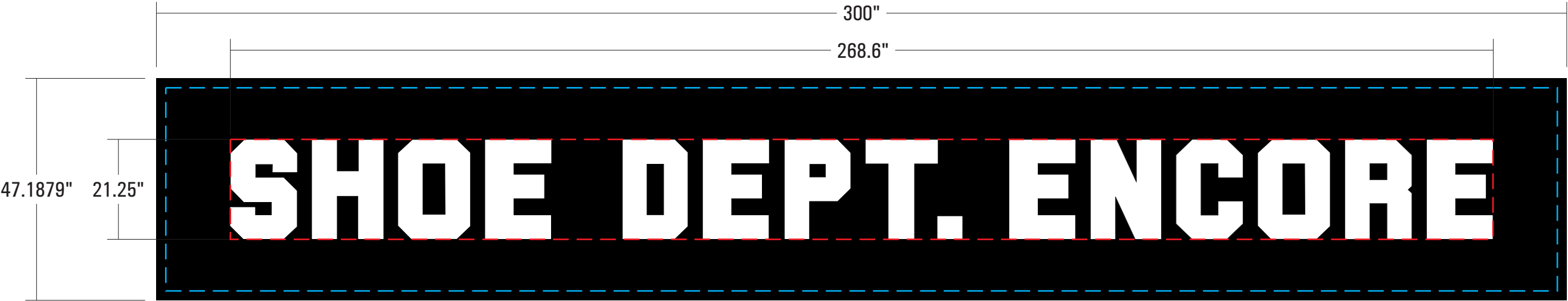
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Visual Opening = 43.1875" x 296"
Letter SQ FT = 39.6372
Qty: 2

Materials		
1	Existing Acrylic Panel	

Colors & Finishes		
A		Matte Black Vinyl - 3M 3630-22
B		3M 3630-121 Silver

Rev #1: CM 6-8-17 Revised Vinyl Color
Rev #2: MEB 8-17-18 Added call-outs
Rev #3: SEO 08-06-26 Added more measurements
Rev #4:
Rev #5:
Rev #6:

Notes
Monument is existing



Designer: SEO	Date: 3-31-26
Client: Shoe Dept Encore - Watertown, NY	
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Town Of
Watertown

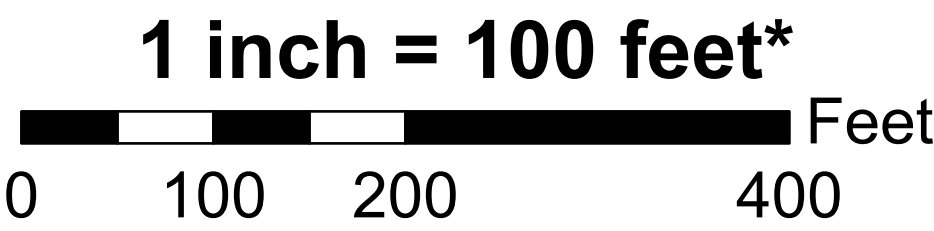
Prepared by
City of Watertown GIS
For
City of Watertown
Assessment Department

For Tax Purposes Only
Not to be Used for Conveyance

NAD 83 STATE PLANE
CENTRAL ZONE, US FEET

Parcel	Date
9-22-101.200	12/01/2018

- Property Line
 - Historic Property Line
 - Building Outline
 - Railroad
 - City Boundary
 - School District Boundary
- Coordinate Grid
- Parcel ID
Assessment ID
(indicates
informally
combined parcels)



Tax Map
City Of Watertown
Jefferson County, NY

Section 09 Block 22

Printed Date: 6/3/2024

Fidelity National Title Insurance Company

Issued by

SMPR TITLE AGENCY, INC.

SCHEDULE A DESCRIPTION

Parcel 1

ALL THAT TRACT OR PARCEL OF LAND situate in the City of Watertown, County of Jefferson, State of New York and being further described as follows:

BEGINNING at a 3/4 inch iron pipe found at the intersection of the southerly highway limits of Arsenal Street (N.Y.S. Route 3) and the easterly highway limits of Interstate Route 81;
THENCE S. 89 deg. 31 min. 24 sec. E., along the southerly highway limits of Arsenal Street (N.Y.S. Route 3) a distance of 263.91 feet to a 5/8 inch rebar with N.Y.S.D.O.T. cap found;
THENCE S. 00 deg. 13 min. 26 sec. W., along the highway limits of Arsenal Street (N.Y.S. Route 3) in part, passing through a rebar found at 136.19 feet and continuing, a total distance of 159.01 feet to a point;
THENCE S. 89 deg. 57 min. 26 sec. E., along the southerly highway limits of Arsenal Street (N.Y.S. Route 3), a distance of 153.68 feet to a point;
THENCE N. 20 deg. 19 min. 11 sec. E., along the highway limits of Arsenal Street (N.Y.S. Route 3), a distance of 138.54 feet to a point;
THENCE S. 81 deg. 48 min. 06 sec E., along the southerly highway limits of Arsenal Street (N.Y.S. Route 3) a distance of 29.47 feet to a point;
THENCE S. 20 deg. 25 min. 51 sec. W., along the highway limits of Arsenal Street (N.Y.S. Route 3), a distance of 140.61 feet to a point;
THENCE S. 84 deg. 28 min. 19 sec. E., along the southerly highway limits of Arsenal Street (N.Y.S. Route 3) in part, passing through a 1/2 inch iron pipe found at 184.94 feet and continuing a total distance of 385.17 feet to a 1/2 inch iron pipe with cap set;
THENCE S. 06 deg. 37 sec. 07 min. W., a distance of 350.18 feet to a 1/2 inch iron pipe with cap set;
THENCE S. 82 deg. 50 min. 10 sec. E., a distance of 108.49 feet to a 1/2 inch iron pipe found;
THENCE S. 84 deg. 27 min. 57 sec. E., a distance of 347.22 feet to a railroad spike found in the westerly street margin of Haney Street;
THENCE S. 20 deg. 23 min. 49 sec. W., along the westerly street margin of Haney Street, a distance of 79.95 feet to a point;
THENCE N. 84 deg. 27 min. 57 sec. W., passing through a 1/2 inch pipe with cap set at a distance of 0.30 feet and continuing a total distance of a distance of 343.46 feet to a 3/4 inch iron pipe found;
THENCE S. 19 deg. 50 min. 01 sec. W., a distance of 543.08 feet to a 3/4 inch iron pipe found in the northerly street margin of Mather Street;
THENCE S. 85 deg. 38 min. 00 sec. W., along the northerly street margin of Mather Street, a distance of 356.00 feet to a 3/4 inch iron pipe found at the intersection of the northerly street margin of Mather Street and the easterly street margin of Whitford Street;
THENCE N. 20 deg. 25 min. 11 sec. E., along the easterly street margin of Whitford Street, a distance of 56.82 feet to a 3/4 iron pipe found at the northeasterly terminus of Whitford Street;
THENCE S. 88 deg. 18 min. 07 sec. W., in part along the northerly terminus of Whitford Street, a distance 297.50 feet to a 3/4 inch iron pipe found at a northeasterly corner of the parcel of land conveyed by Arsenal Street Associates Limited Partnership to Works of Life International Ministries, Inc. by deed recorded in the Jefferson County Clerk's Office as File Number 2008-20789 on December 29, 2008;
THENCE N. 73 deg. 21 min. 53 sec W., along the northerly boundary line of said Arsenal Street Associates Limited Partnership to Works of Life International Ministries, Inc. conveyance, a distance of 494.22 feet to a 1/2 inch iron pipe with cap set in the highway limits of Interstate Route 81;
THENCE generally northeasterly along the easterly highway limits of Interstate Route 81, along a curve to the left at a radius of 15150 feet, a distance of 242.66 feet to a 1/2 inch iron pipe with cap set, said iron pipe being

Schedule A – Legal Description – Page 1 of 2

SMPR Order No.: A-0142389

Fidelity National Title Insurance Company – SMPR Title Agency, Inc. Date: September 13, 2023

**LEGAL
DESCRIPTION**

Fidelity National Title Insurance Company

Issued by

SMPR TITLE AGENCY, INC.

situate a direct tie of N. 17 deg. 31 min. 12 sec. E., 242.66 feet from the previously described pipe;
THENCE N. 20 deg. 03 min. 56 sec. E., along the easterly highway limits of Interstate Route 81, a distance of 366.00 feet to a 1/2 inch iron pipe with cap set;
THENCE N. 25 deg. 02 min. 56 sec. E., along the easterly highway limits of Interstate Route 81, a distance of 305.00 feet to a 1/2 inch iron pipe with cap set;
THENCE N. 32 deg. 39 min. 56 sec. E., along the easterly highway limits of Interstate Route 81, a distance of 168.32 feet to the POINT OF BEGINNING. FOR DESCRIPTION PURPOSES ONLY, NOT INSURED
CONTAINING 25.59 acres of land, more or less.

Parcel 2

All that piece or parcel of property designated as Map No. 223 Parcel No. 239, situate in the City of Watertown, County of Jefferson, State of New York, appropriated by The People of the State of New York by Notice of Appropriation recorded in the Jefferson County Clerk's Office June 9, 2005 as File No. 2005-00008488 and described as follows:

PARCEL NO. 239

Beginning at a point on the division line between the property of Norman Peckham (reputed owner) on the east, and the property of Arsenal Street Associates Limited Partnership (reputed owner) on the west, at the southwesterly corner of Parcel No. 238 of proposed Map No. 222, said point being 13.7+/- meters distant southerly measured at right angles from station 4+681.4+/- of the hereinafter described survey baseline for the reconstruction of a portion of the City of Watertown, Arsenal Street, state highway FAC 52-4; thence southerly along said division line 42.8+/- meters (140+/- feet) to its intersection with the division line between the property of Norman Peckham (reputed owner) on the north, and the property of Arsenal Street Associates Limited Partnership (reputed owner) on the south, said point being 53.4+/- meters distant southerly measured at right angles from station 4+665.5+/- of said baseline; thence easterly along said division line 25.0+/- meters (82+/- feet) to a point 56.518+/- meters distant southerly measured at right angles from station 4+690.360+/- of said baseline; thence through the property of Norman Peckham (reputed owner) the following two courses and distances: (1) North 13 deg. 15 min. 35 sec. East, 43.863+/- meters (143.91+/- feet) to a point 19.140 meters distant southerly measured at right angles from station 4+713.312 of said baseline, said point being the southeast corner of said Parcel No. 238; (2) South 81 deg. 26 min. 45 sec. West, 32.4+/- meters (106+/- feet) along the southerly boundary of said Parcel No. 238 to the point of beginning. FOR DESCRIPTION PURPOSES ONLY, NOT INSURED being 1177.5+/- square meters (12,674+/- square feet), more or less.

The above mentioned survey baseline is a portion of the 1998 survey baseline (NAD 83-92) for the reconstruction of a portion of the City of Watertown, Arsenal Street, state highway FAC 52-4, as shown on a map and plan on file in the Office of the New York State Department of Transportation and described as follows: Beginning at baseline station 4+613.251; thence North 71 deg. 42 min. 28 sec. East to baseline station 4+818.982. All bearings referred to True North at the 76 deg. 35 min. Meridian of West Longitude.

Short Environmental Assessment Form

Part 1 - Project Information

Instructions for Completing

Part 1 – Project Information. The applicant or project sponsor is responsible for the completion of Part 1. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification. Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information.

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

Part 1 – Project and Sponsor Information			
Name of Action or Project: Shoe Dept Encore - Watertown, NY			
Project Location (describe, and attach a location map): 1283 Arsenal St, Watertown, NY 13601			
Brief Description of Proposed Action: Installation of (1) 109.6" x 308.4" LED internally illuminated channel letter set & Replacement of (2) 47.1875" x 300" pylon tenant panels for business recognition			
Name of Applicant or Sponsor: Greg Fishel - Allied Sign Company		Telephone: 315-471-2771	
Address: 720 Erie Blvd West		E-Mail: greg@alliedsigncompany.com	
City/PO: Syracuse		State: NY	Zip Code: 13204
1. Does the proposed action only involve the legislative adoption of a plan, local law, ordinance, administrative rule, or regulation? If Yes, attach a narrative description of the intent of the proposed action and the environmental resources that may be affected in the municipality and proceed to Part 2. If No, continue to question 2.			NO ☒
2. Does the proposed action require a permit, approval or funding from any other government Agency? If Yes, list agency(s) name and permit or approval:			YES ☒
3. a. Total acreage of the site of the proposed action?		25.7 acres	
b. Total acreage to be physically disturbed?		228.75 acres	
c. Total acreage (project site and any contiguous properties) owned or controlled by the applicant or project sponsor?		_____ acres	
4. Check all land uses that occur on, are adjoining or near the proposed action:			
☒ Urban ☐ Rural (non-agriculture) ☐ Industrial ☒ Commercial ☒ Residential (suburban)			
☐ Forest ☐ Agriculture ☐ Aquatic ☐ Other(Specify):			
☐ Parkland			

		NO	YES	N/A
5. Is the proposed action,				
a. A permitted use under the zoning regulations?		☐	☒	☐
b. Consistent with the adopted comprehensive plan?		☐	☒	☐
6. Is the proposed action consistent with the predominant character of the existing built or natural landscape?			NO	YES
		☐	☒	
7. Is the site of the proposed action located in, or does it adjoin, a state listed Critical Environmental Area?			NO	YES
If Yes, identify:		☒	☐	
8. a. Will the proposed action result in a substantial increase in traffic above present levels?			NO	YES
		☒	☐	
b. Are public transportation services available at or near the site of the proposed action?		☐	☒	
c. Are any pedestrian accommodations or bicycle routes available on or near the site of the proposed action?		☐	☒	
9. Does the proposed action meet or exceed the state energy code requirements?			NO	YES
If the proposed action will exceed requirements, describe design features and technologies:		☒	☐	
10. Will the proposed action connect to an existing public/private water supply?			NO	YES
If No, describe method for providing potable water: <u>Action is for a sign variance & no water/waste water will be involved</u>		☒	☐	
11. Will the proposed action connect to existing wastewater utilities?			NO	YES
If No, describe method for providing wastewater treatment: <u>Action is for a sign variance & No water/waste water will be involved.</u>		☒	☐	
12. a. Does the project site contain, or is it substantially contiguous to, a building, archaeological site, or district which is listed on the National or State Register of Historic Places, or that has been determined by the Commissioner of the NYS Office of Parks, Recreation and Historic Preservation to be eligible for listing on the State Register of Historic Places?			NO	YES
		☒	☐	
b. Is the project site, or any portion of it, located in or adjacent to an area designated as sensitive for archaeological sites on the NY State Historic Preservation Office (SHPO) archaeological site inventory?		☐	☒	
13. a. Does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other waterbodies regulated by a federal, state or local agency?			NO	YES
		☐	☒	
b. Would the proposed action physically alter, or encroach into, any existing wetland or waterbody?		☒	☐	
If Yes, identify the wetland or waterbody and extent of alterations in square feet or acres: _____				

14. Identify the typical habitat types that occur on, or are likely to be found on the project site. Check all that apply:		
☐ Shoreline ☐ Forest ☐ Agricultural/grasslands ☐ Early mid-successional ☐ Wetland ☒ Urban ☐ Suburban		
15. Does the site of the proposed action contain any species of animal, or associated habitats, listed by the State or Federal government as threatened or endangered?	NO ☐	YES ☒
16. Is the project site located in the 100-year or 500-year flood plain?	NO ☒	YES ☐
17. Will the proposed action create storm water discharge, either from point or non-point sources? If Yes,	NO ☒	YES ☐
a. Will storm water discharges flow to adjacent properties?	☒	☐
b. Will storm water discharges be directed to established conveyance systems (runoff and storm drains)?	☒	☐
If Yes, briefly describe:		
18. Does the proposed action include construction or other activities that would result in the impoundment of water or other liquids (e.g., retention pond, waste lagoon, dam)?	NO ☒	YES ☐
If Yes, explain the purpose and size of the impoundment:		
19. Has the site of the proposed action or an adjoining property been the location of an active or closed solid waste management facility?	NO ☒	YES ☐
If Yes, describe:		
20. Has the site of the proposed action or an adjoining property been the subject of remediation (ongoing or completed) for hazardous waste?	NO ☐	YES ☒
If Yes, describe: <i>The property has not been the subject of remediation for hazardous waste, but the NYS Dec environmental site database includes parcels in the Geneva vicinity that have been the subject of remediation for hazardous waste</i>		
21. Is the project located within, or within 1/2 mile of, a disadvantaged community?	NO ☐	YES ☒
If No, could impacts from the project affect a disadvantaged community?	☒	☐
If Yes to either question in 21, answer the following question.		
a. Identify the potential pollution impacts of the project, either direct or indirect, that may occur within the disadvantaged community (e.g., wastewater discharges, air emissions, noise, odors, solid or hazardous waste generation or management): <i>There would be no direct or indirect potential pollution impacts from this signage project</i>		
I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE		
Applicant/sponsor/name: <i>Greg Fishel - Allied Sign Company</i> Date: <i>7-16-2026</i>		
Signature: <i>[Signature]</i> Title: <i>7-16-2026</i>		