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NOV 29 2010

November 24, 2010

Village of Central Square Zoning
Board of Appeals
Village Place, Route 49
Post Office Box 509
Central Square, New York 13036

Kevin Caraccioli, Esq.
Caraccioli & Nelson, PLLC
120 East First Street, Suite 300
Oswego, New York 13126

**Re: Signage at 673-75 South Main Street (Applicant - Donald V. Penoyer/Dignity Plus, Inc.)
Tax Map No. 276.10-01-05**

Dear Members of the ZBA and Mr. Caraccioli:

Enclosed please find a final additional submission with regard to the area variance application relating to the above-referenced matter. This submission relates to any potential impact of the variance and the sign to the character of the neighborhood and to surrounding property values.

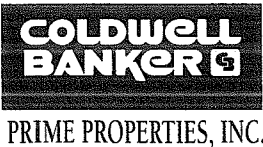
It is my understanding that this matter will next be considered at the Board's meeting on December 7, 2010 for a public hearing for the area variance.

Very truly yours,

COSTELLO, COONEY & FEARON, PLLC

John R. Langey
John R. Langey

JRL/dl
Enclosure
cc: Donald Penoyer, Dignity Plus, Inc.



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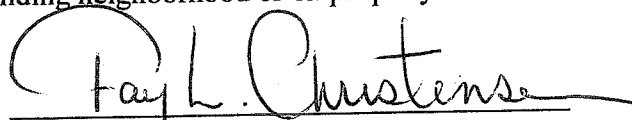
November 22, 2010

To Whom It May Concern:

I have been a Central Square resident since 1978 and have sold Real Estate in this area since 1986 as an Agent for Longley-Jones Inc. I became an Associate Broker in 1988 and moved on to Coldwell Banker Prime Properties when Longley-Jones Inc. sold the company. I have sold properties in southern Oswego County and Northern Onondaga for over 24 years. I have sold commercial and residential properties over the years. As a result, I am very familiar with the valuation of properties in the area.

I was recently asked to offer my opinion regarding any impacts the lighted sign on the Penoyer building has had on property values or the character of the neighborhood in the Village of Central Square. The sign has been there for a number of years and I have been advised that it exists by way of a previous approval of the Village Zoning Board of Appeals. I have been further advised that there has been an objection to the types of messages the sign is now displaying. In my opinion, the sign has been a benefit to some of the local and surrounding small businesses due to the fact that they can now let people know they are in the Village. I don't believe the sign has caused any traffic issues in the past and it does appear to bring us into the 21st Century.

Further, I have seen no adverse growth due to this sign in the past and don't see that it will be a problem in the future. It has not had an adverse impact on sales in the area. Any change to the messages it displays should not be a factor and have not been a factor. Further, this area of the Village does contain many signs of different types and styles. It is my professional opinion that the sign as it currently exists (and with the additional advertising of off-site businesses) has not had a negative impact on the character of the surrounding neighborhood or on property values.


Fay L. Christensen

Subscribed and sworn to before me
this 22 day of November, 2010.


Notary Public

Michael Peter Asterino
Notary Public - State of New York
No. 01-AS462980
Qualified in Onondaga County
My Commission Expires February 28, 2011

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