

RESOLUTION RECOMMENDING MODIFICATION OF DRYDEN'S SIGN ORDINANCE TO ALLOW EXISTING NON-CONFORMING BILLBOARD SIGNS TO BE REPLACED WITH ELECTRONIC BILLBOARD SIGNS

WHEREAS, there are a number of billboard signs (signs) along Rt 13 in Dryden that were installed prior to the Sign Ordinance and are not compliant with the Ordinance, primarily due to size; and

WHEREAS, two of the aforementioned signs must be removed and possibly relocated as part of the Rail Trail Route 13 Bridge Project; and

WHEREAS, the owner of the signs approached the Town with a request to replace existing non-conforming signs with smaller, electronic signs; and

WHEREAS, potential benefits of allowing replacement of existing, non-conforming signs with electronic signs include reduction in the number of signs and ability to use the signs to display public service content,

WHEREAS, the purpose of this recommendation is to provide an outline for a narrowly defined modification to the Sign Ordinance to allow replacement of existing, non-conforming billboard signs with electronic signs, subject to review and approval using the town's Special Use Permit process; and

WHEREAS, the Planning Board recommends the following criteria be included in the ordinance modification and used to evaluate SUP applications:

1. The SUP application should reduce the number of non-conforming signs. The Planning Board recommends a minimum ratio of four existing, non-conforming signs be removed to allow one electronic sign to be installed.
2. The total number of electronic signs allowed in the town should be capped, for example, at two.
3. Electronic signs should only be allowed in the town's commercial/industrial zones.
4. The density of electronic signage should be limited, for example to no more than one sign per mile of roadway.
5. The application should include a data security plan to prevent unwanted content from being displayed on the sign.
6. The signs should be monument style with appropriate landscaping.
7. The signs should be located in areas with a minimum number of other roadway distractions such as cross traffic.

NOW, THEREFORE, BE IT RESOLVED that the Planning Board recommends to the Town Board that the Sign Ordinance be modified to allow existing, non-conforming billboard signs to be replaced with electronic signs.

Approved by a vote of 4-3 at the May 26, 2022 Planning Board Meeting

5/27/22 jak draft#1