

June 15, 2023

Ray Burger – Planning Director/Zoning Officer

Language for consideration

- Billboards determined to be non-conforming will be grandfathered and can remain in place. These billboards can be maintained but not enlarged or rebuilt
- Billboards located 200+ feet from the centerline of the road are allowed to be 300+ sq. ft. but not greater than 450 sq. ft.. This will assist in “right-sizing” the panels. With the extended distance, the larger panel will compensate for the longer distance view.
- **270-8.3 Billboard overlay district**
- **J. Electronic images and messages**
- **(suggested language)** *Billboard operator will make every effort to design copy lines 12”+ minimum. There are instances where legal/fine print is required. Ie: Political, Alcohol, NYS Department of Health etc... Therefore, Billboard operator will make every effort to use minimum font size of 12”*
- **(3) Duration**
- **(suggested language)** *The display or message on a digital billboard may change no more frequently than once every :08 seconds. This is an industry standard*
- **Section B**
- **B. Cap and Replace**
- **(suggested language)** *In order to construct a new digital billboard panel, one static panel must be surrendered. This is calculated on a 1:1 basis. There is no inventory surrender requirement for new static billboard panels.*
- **Section C**
- **A. Location and Spacing**
- **(suggested language)** *Minimum distance from other static billboards shall be 500’. Minimum distance from other Digital billboards shall be 2,500 feet or visible from either billboard. Per NYSDOT, these distances are measured linearly and same side of roadway as other billboards*
- **Section F**
- **(3) (suggested language)** *per LRC (Lighting Research Center) The Maximum brightness shall not exceed 5,000 candles per sq. meter during the daytime or 280 candles per sq. meter during the nighttime*