

June 7, 2023

Submitted to Town of Dryden - Ray Burger – Planning Director/Zoning Officer

Suggested Language for consideration from Park Outdoor Advertising:

- 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 400 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.**

- **G. Height.** (suggested language) The height of the Billboard shall not exceed 30ft. HAGL (Height Above Ground Level)

- **J. Electronic images and messages**
- **2. Size.**
(suggested language) *Billboard operator will make every effort to design copy lines 12”+ minimum. There are instances where legal/fine print is required. I.e.: Political, Alcohol, NYS Department of Health etc....*

- **(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 and **DOT** standard.*