

I-690 BILLBOARD OVERLAY DISTRICT

1. Purpose and Intent.

- a. Purpose and Intent. The Town recognizes that Billboards are, by their nature, different in scope and purpose from other types of signage in the Town. Among other matters, Billboards advertise or communicate goods, services or messages not conducted, sold, or generated on the lot where the Billboard is located. Billboards are significantly larger in size than other types of signage allowed in the Town and their principal purpose is to dramatically attract the attention of the travelling public. The potential impact of a Billboard on adjacent areas is significantly greater than other types of signage. Recently, more businesses desire to utilize advancements in technology which permit signs (including Billboards) to change copy electronically (e.g., utilizing an LED or digital type of sign). These newer technologies exacerbate the potential impact of a Billboard in terms of adversely dominating the environment in which they operate due to light spillover and light pollution, unless regulated in a reasonable fashion. The intent of this section is to establish size, location and operating standards and regulations for Billboards, including addressing those utilizing these newer technologies, in order to minimize the secondary effects that can accompany the unregulated display of these types of signs, preserve the character and repose of adjacent areas (with a principal focus on residential neighborhoods), protect property values in all areas of the Town, and reduce traffic and similar hazards caused by undue distractions.

2. Definitions.

- a. BILLBOARD – As defined in Article VII, Section 240-33 of the Code. Any double-faced Billboard having back to back surface display areas, no part of which is more than two (2) feet apart, is considered to be a single Billboard.
- b. DIGITAL BILLBOARD – a Billboard which incorporates, in whole or in part, an Electronic Message.
- c. ELECTRONIC MESSAGE - A Billboard or Freestanding Sign, or portion thereof, that can be electronically changed by remote or automatic means, or that appears to change or have movement caused by any method other than manually removing and replacing the Billboard or its components,
- d. FREESTANDING SIGN - As defined in Article VII, Section 240-33 of the Code.

3. Locations.

- a. **Billboards shall be limited to property with physical frontage on Interstate-690 in CB, CC, and IA Districts in the Town.**
- b. The parcels which shall be subject to this Overlay include those parcels located parallel to and abutting Interstate-690 from Tax Parcel No. 019.-01-07.1 **South East to 025.-03-01.0.**

- c. All Billboards erected pursuant to this local law shall comply with the following location requirements:
 - i. The minimum distance from other existing Billboards shall be one-thousand (1000) feet.
 - ii. The minimum distance from any and all habitable structures on a residential, Recreational and Senior Citizen Residential Overlay Districts shall be **three-hundred fifty (350) feet**. Where the Billboard is illuminated, the minimum distance from any and all residential districts shall be **five-hundred (500) feet**. Under all circumstances, light shall be shielded from such other properties.
 - iii. Billboards erected to be visible to drivers on Interstate-690 shall be no further than six-hundred sixty (660) feet from **the nearest highway boundary of Interstate-690 at a point perpendicular to the centerline of the highway**.
 - iv. Billboards shall not be erected within five-hundred (500) feet of an interchange, intersection, safety rest stop, or information center.
 - d. Billboards located on top of, cantilevered over or otherwise suspended above any building or structure are prohibited.
4. Non-Conforming Billboards.
- a. Billboards determined to be non-conforming may be continued, maintained or decorated, but shall not be physically enlarged or rebuilt.
 - b. Billboards shall correctly advertise a bona fide business, service, lessor, owner, activity conducted or product available. A Billboard displaying incorrect or no longer relevant information for more than sixty (60) days shall be deemed nonconforming.
 - c. Billboards more than six-hundred sixty (660) feet from Interstate-690 which are erected to be visible to drivers on Interstate-690 are prohibited and shall be deemed non-conforming.
5. Spacing
- a. Not more than three (3) Billboards may be located per linear mile regardless of the fact that such Billboards may be located on different sides of the roadway. The linear mile measurement shall not be limited to the boundaries of the Town where the particular roadway extends beyond such boundaries.
 - b. Billboards may not be located within one-thousand (1000) feet of another existing Billboard. Linear measurement parallel to **the centerline of Interstate-690** shall be used to determine the distance between any two Billboards.
6. Height
- a. The height of the Billboard shall not exceed thirty (30) feet above the highest level of the roadway upon which the Billboard faces or to which the message upon the Billboard is directed. In the event that the Billboard is situated upon two roadways having different levels, the height of the Billboard shall be measured from the higher roadway. **A Billboard's height, for purposes of this Section,**

shall be measured from the natural grade at the base of the sign structure to the highest point of the sign structure.

7. Size; Surface Area.

- a. The Surface display area of any side of a Billboard shall not exceed seven-hundred (700) square feet.
- b. The surface display area of a Billboard shall be measured to include the entire area within a regular geometric form or combinations thereof comprising all of the display area of the Billboard, including all of the elements of the matter displayed. Frames and structural members, excluding necessary supports or uprights, shall be included in computation of surface display area. In the case of a sphere, spheroid, or similarly shaped Billboard (e.g. a ball), the total surface display area shall be divided by two for determining the maximum surface display area permitted.
- c. Tandem or stacked Billboards are prohibited.
- d. Vee style Billboards are permitted.
- e. Billboards exceeding **four-hundred forty (440) sq. feet** in area may not be double-faced, abutting and facing the same direction. **Any Billboard with a single sign face divided into separate advertisements, and any Billboards which stand flush to one another (on any side) shall be considered double-faced.**

8. Illumination.

- a. All Billboards with standard illumination shall be equipped with a timer so as to only illuminate such Billboard for the time period between one half-hour prior to sunset and one half-hour after sunrise.
- b. All Digital Billboards shall be equipped with a mechanism to automatically adjust the brightness in response to ambient conditions and to produce a distinct reduction in the level of illumination for the time period between one half-hour prior to sunset and one half-hour after sunrise. Such Billboards shall also be equipped with a means to immediately turn off the display or lighting if they malfunction, and the Billboard owner shall immediately turn off the Electronic Messages or lighting when notified by the Town that it is not in compliance with this local law.
- c. The maximum brightness levels of all Billboards shall not exceed .2 (two tenths) foot-candles over ambient light levels measured within one-hundred fifty (150) feet of the source.

9. Digital Billboards

- a. Location.
 - i. The minimum distance from other existing Digital Billboards shall be two-thousand (2000) feet. **The minimum distance between any two Digital Billboards shall be two-thousand five-hundred (2500) feet where both such Digital Billboards are visible at the same time.**

- ii. The minimum distance of any Digital Billboard from any and all Residential, Recreational or Senior Citizen Residential Overlay Districts shall be seven-hundred fifty (750) feet.
 - b. Electronic Images and Messages.
 - i. Format.
 - 1. Digital Billboards shall contain only a single, contiguous Electronic Message on each Billboard face.
 - 2. Images and messages displayed on Digital Billboards shall be static or still images. Animation, video streaming, moving images, or other pictures and graphics displayed in a progression of frames that give the illusion of motion or moving objects is prohibited.
 - 3. Sequential messaging as part of an Electric Message is prohibited. The images and messages displayed on all Digital Billboards shall be complete within themselves without continuation in content to the next image or message or to any other Billboard.
 - ii. Size.
 - 1. Every line of copy and graphics in an Electronic Message shall be at least twelve (12) inches in height. If there is insufficient room for copy and graphics of this size within the actual copy and graphic area of a Billboard, then no Electronic Message shall be permitted.
 - iii. Duration
 - 1. The display or message on a Digital Billboard may change no more frequently than once every eight (8) seconds.
 - 2. The transition from one static image or message to another shall be instantaneous, without delay or special effects.
 - iv. **Emergency and Public Messages**
 - 1. **Digital Billboards shall be made available to the Town, County, and State emergency services in case of emergency or for such matters as Amber Alerts.**
 - c. Safety Technology
 - i. Electronic Messages shall be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions, and the Billboard owner must immediately stop the electronic message when notified by the Town that it is not complying with the standards of this section. Prior to issuing any necessary permits for an Electronic Message, the applicant shall submit to the Town written verification from the manufacturer that the Digital Billboard is so designed and equipped.
10. Construction and Maintenance.

- a. A Billboard shall be constructed in such a fashion that it will withstand all wind and vibration forces that can normally be expected to occur in the vicinity and in compliance with all applicable codes.
- b. A Billboard shall be maintained so as to assure proper alignment of structure, continued structural soundness and continued readability of message.

11. Other Applicable Laws.

- a. A Billboard must comply with all applicable provisions of Federal and State law, and all other relevant regulations and ordinances of the Town.

12. Validity.

- a. If any part or provision of this local law or the application thereof to any person or circumstance be adjudged invalid by any court of competent jurisdiction, such judgment shall be confined in its operation to the part or provision or application directly involved in the controversy in which such judgment shall have been rendered and shall not affect or impair the validity of the Town Board of the Town of Geddes hereby declares that it would have passed this Local Law or the remainder thereof had such invalid application or invalid provision been apparent.

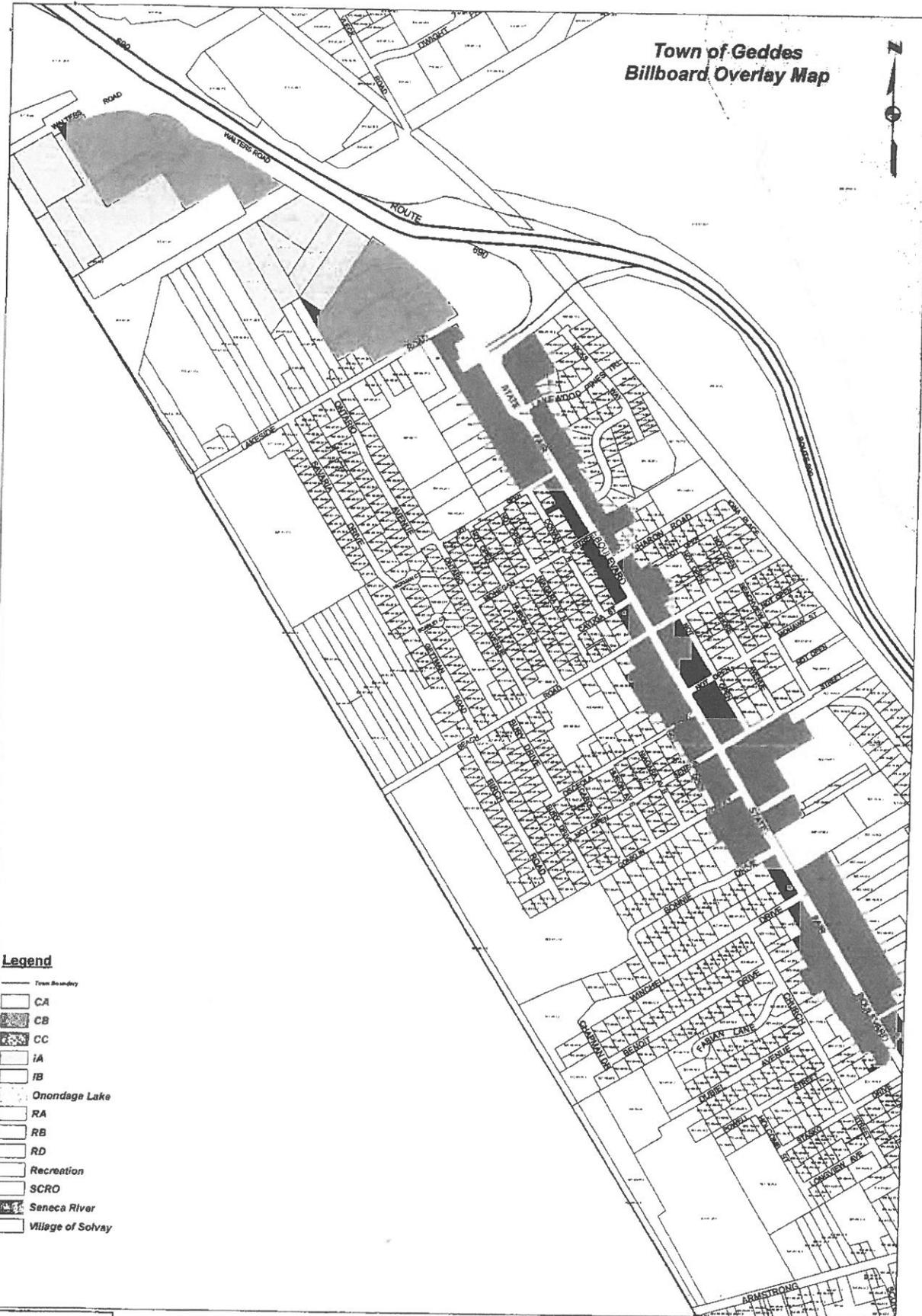
13. Repeal.

- a. All ordinances, local laws and parts thereof inconsistent with this Local Law are repealed.

14. Effective Date.

- a. This local law shall take effect immediately upon filing in the office of the New York State Secretary of State in accordance with Section 27 of New York State's Municipal Home Rule Law.

Town of Geddes Billboard Overlay Map



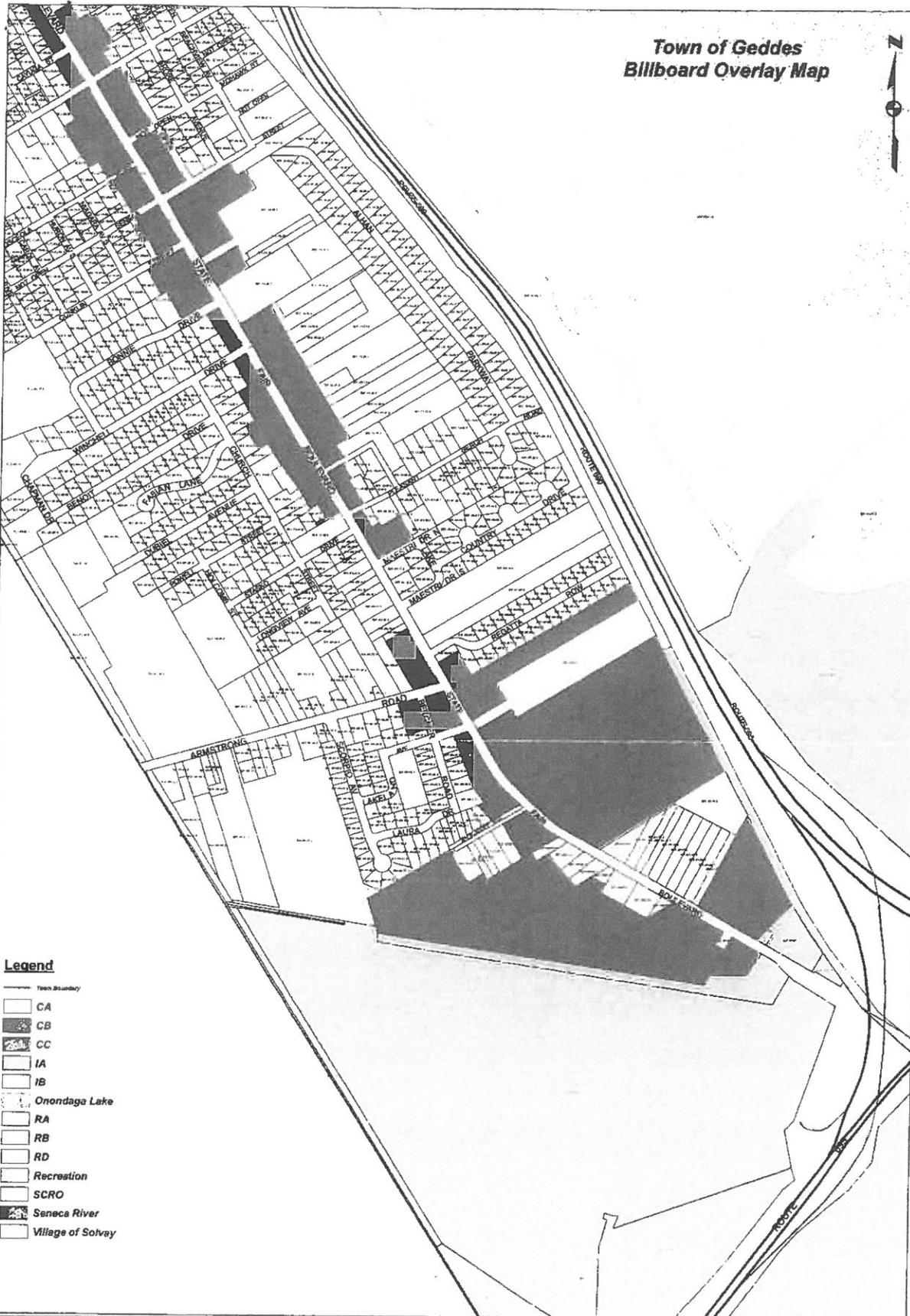
Legend

- Town Boundary
- CA
- CB
- CC
- IA
- IB
- Onondaga Lake
- RA
- RB
- RD
- Recreation
- SCRO
- Seneca River
- Village of Solvay



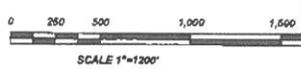
0 250 500 1,000 1,500 Feet
 SCALE 1"=1200'
 This map is drawn from maps prepared by the Syracuse Onondaga County Planning Agency and adopted as the Town of Geddes Official Zoning Map on October 28, 1987.
 Changes made since that date are shown in the table above.

Town of Geddes Billboard Overlay Map



Legend

- Town Boundary
- CA
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- CC
- IA
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- Onondaga Lake
- RA
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- Recreation
- SCRO
- Seneca River
- Village of Solvay



This map is drawn from maps prepared by the Syracuse Onondaga County Planning Agency and adopted as the Town of Geddes Official Zoning Map on October 23, 1987.
 Changes made since that date are shown in the table above.

SCALE 1"=1200'



Joanne M. Mahoney
County Executive

Onondaga County Planning Board

RESOLUTION OF THE ONONDAGA COUNTY PLANNING BOARD

Meeting Date: December 02, 2015

OCPB Case # Z-15-420

- WHEREAS, the Onondaga County Planning Board, pursuant to General Municipal Law, Section 239 l, m and n, has considered and reviewed the referral for a LOCAL LAW from the Town of Geddes Town Board at the request of Town of Geddes for the property located Townwide along Interstate Route 690; and
- WHEREAS, General Municipal Law Section 239-m allows the County Planning Board to review the adoption or amendment of a zoning ordinance or local law; and
- WHEREAS, the applicant is proposing to create an I-690 Billboard Overlay District, in order to permit the limited construction of billboards on select properties contiguous to I-690 in the Town of Geddes; and

NOW THEREFORE BE IT RESOLVED, that the Onondaga County Planning Board has determined that this referral is INCOMPLETE for the reasons listed below.

The Board does not have sufficient information to evaluate the proposed local law, as required by New York State General Municipal Law Section 239-m. Comments from the New York State Department of Transportation and Syracuse-Onondaga County Planning Agency staff have been transmitted to Town Board counsel under separate cover.

Douglas B. Morris, Chairman
Onondaga County Planning Board
Transmittal Date: 12-03-2015