Town of West Seneca
Building & Plumbing Department

100. 00 Electronic Message Signs

The location of such signs must be in a commercial zoning (C-1; C-2; M-1; M-2). The sign shall not change text any quicker than thirty (30) seconds.

The placement of an Electronic Sign shall be subject to prior approval by the Town Board which shall consider the following criteria in making its determination as to whether to permit the placement of an Electronic Sign:

- Submitting a letter requesting the sign be installed on their property with a rendering of what is requested;
- The sign should be on a main thoroughfare and not be adjacent to within any residential property 500' away;
- Any proposed electronic message center must be equipped with automatic dimming that detects ambient light levels as to not cause glare to residential properties;
- The sign operation shall be limited to 6am to 10pm when within 1000' from an adjoining residential zoning;
- All the sign shall also hold messages for 30 seconds, the sign software must have the ability to factory set the hold time;
- When a property is allowed a electronic message board there will be no temporary or A-Frame signs allowed;
- The owner of any electronic message board shall be willing to participate in town emergencies and events: ie. Driving bans; amber alerts, lock downs and road closures, and consider placing community events and items of interest on its Electronic Sign;
- Any other factor the Town Board deems relevant in its decision as to whether to permit an Electronic Sign;

The Town of West Seneca's intent is to allow businesses to enhance their patronage, while maintaining consideration for adjoining landowner and the community as a whole

The main thoroughfares include: Union Rd, Seneca St, Clinton St, Center Rd, Ridge Rd, Harlem Rd, West end of Michael Rd, Orchard Park Rd, Slade Ave and Lein Rd.