

# Chapter 16

## SIGNS

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### **Section 16.1 General**

#### **16.1.1 Purpose**

The purpose of this chapter is to:

- A. Ensure that the constitutionally guaranteed right to free speech is protected;
- B. Promote and protect the public health, safety and welfare of residents and visitors to the city and parish;
- C. Enhance effective visual communications;
- D. Protect property values;
- E. Create an attractive economic and business climate throughout the parish;
- F. Enhance and protect the physical appearance of all areas of the parish;
- G. Improve pedestrian and vehicular safety by reducing distractions, obstructions and hazards caused by the excessive number, excessive size or height, inappropriate means of illumination or movement, indiscriminate placement, overconcentration, or unsafe construction of signs; and,
- H. Enable people to identify destinations and locations.

#### **16.1.2 Findings**

In conjunction with the adoption of the purposes set forth above and the regulations in this chapter, the Metropolitan Council makes all of the following findings:

- A. Unlike oral speech, signs may cause harm by taking up space, obstructing views, distracting motorists, displacing alternative uses of land, and endangering the safety of persons or property. The parish has a substantial and compelling interest in all of the purposes set forth above and has a substantial and compelling interest in regulating signs in such a way that the harm caused by signs might be reduced and mitigated.
- B. Regulation of the size, height, number, structure, location, lighting and spacing of signs throughout the parish is necessary to protect the public safety, to ensure compatibility of signs with surrounding land uses, to enhance the economy, to protect the public investment in streets and highways, to maintain the environment of residential areas, to promote industry and commerce, to eliminate visual clutter and blight, to provide an aesthetically appealing environment, to provide ample, meaningful opportunities for persons who desire to display information by means of a sign to have their information seen and understood, and to provide for the orderly and reasonable display of advertising and other messages for the benefit of all persons in the City-Parish.
- C. These regulations do not apply to every form and instance of visual speech that may be displayed anywhere within the jurisdictional limits of the City-Parish, but are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.
- D. These regulations do not entirely eliminate all of the harms that may be created by the installation and display of signs. They strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the potential extent of the harms caused by signs.

- E. Some signage has a single targeted function that makes identifying such signs by description impossible without referring to the function. Whenever a sign is described, in part, by referring to the function it serves, the provisions of this chapter that limit such a sign are designed to be neutral with respect to the content of the speech appearing on it.
- F. These regulations are neither intended nor designed to restrict or control signs for the purpose of promoting or stifling any messages that might appear on them.

### **16.1.3 Applicability**

- A. It shall be unlawful to display, erect, place, establish, paint, or maintain a sign in the city except in conformance with the standards, requirements, limitations and procedures of this section.
- B. The effect of this section is:
  - 1. To allow a variety of types of signs in the office, commercial and industrial districts, and a limited variety of signs in other districts, subject to content neutral standards requirements and limitations; and,
  - 2. To establish standards, requirements and limitations, and a permit system that honor constitutional rights and requirements.

### **16.1.4 Substitution**

Signs containing noncommercial speech are permitted anywhere that advertising or business signs are permitted, subject to the same regulations applicable to such signs.

### **16.1.5 Content-Neutral Administration**

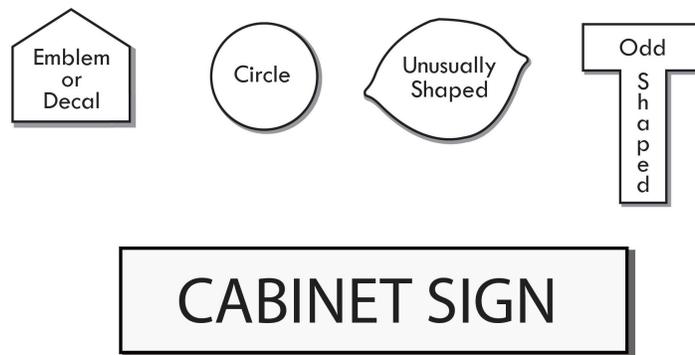
Notwithstanding any other provision of this chapter or of related standards referenced in this chapter, applications will be reviewed only with respect to sign structure or placement, or with reference to materials and excluding any reference to message, category, subject, topic, or viewpoint.

## Section 16.2 General Requirements for Signs

### 16.2.1 Sign Calculation Standards

#### A. Sign Area

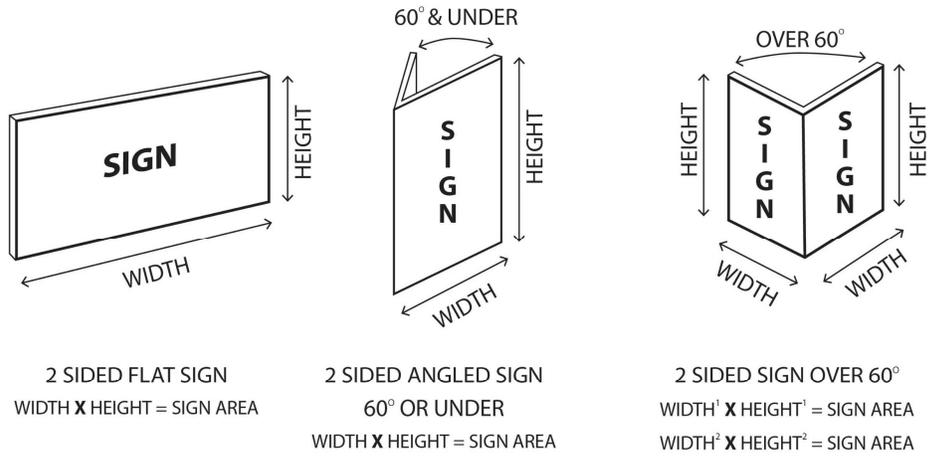
1. The entire area within a single, continuous perimeter of regular geometric form enclosing the extreme limits of sign display together with any frame of other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, excluding poles, supports or uprights.
  - a. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or face of the sign.
  - b. Any backlit area shall be considered part of the face of the sign.
  - c. Where a sign consists of individual letters, words or symbols attached to a surface, building, canopy, awning, wall or window, the sign area shall be the area of the smallest rectangle which completely encompasses all such letters, words or symbols and any accompanying background of a color different than the natural color of the wall.



- d. For channel letter signs, mounted logos, and similar devices, the wall area between multiple elements shall not count as sign area.

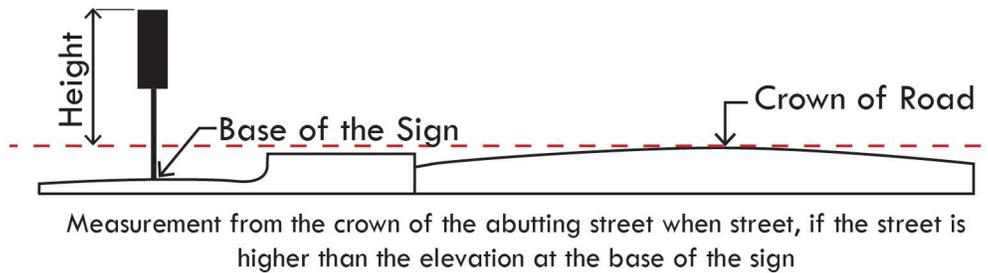
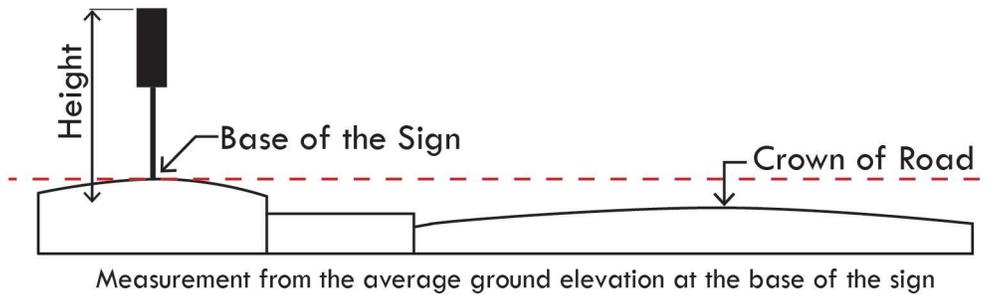


2. Where a sign has two or more faces, the area shall be computed as the largest area projected on the vertical plane.
3. Signs with multiple sign faces placed in such a manner to ensure that the angle at which the two sign faces are placed does not exceed 60 degrees, shall be considered as a single face.



**B. Sign Height**

The height of a sign shall be computed as the distance from the base of the sign to the top of the highest component of the sign. Measurement shall be from the average ground elevation at the base of the sign or the crown of the abutting street, if the street is higher than the abutting site.



**C. Frontage**

For purposes of calculating sign area, each street frontage on which a property faces shall be considered separately.

**16.2.2 Illumination**

- A. Signs may be illuminated from within or from an external source, but such illumination shall be in a manner which avoids glare or reflection which in any way interferes with traffic safety.
- B. Sign lighting shall not be detrimental to adjacent residential property as determined by any artificial light greater than two footcandles falling eight feet outside the boundaries of the property upon which the outdoor luminaire is installed.
- C. Unless otherwise permitted within this ordinance, signs shall not be illuminated by moving lights, flickering lights, or a string of lights placed around the sign.

### **16.2.3 Design, Construction and Maintenance**

- A. Signs shall be constructed of permanent materials and permanently affixed to the ground or building except for those signs that, by their nature, are considered temporary.
- B. Permanent signs shall be maintained in good condition at all times and shall be kept free of cracked or peeling paint, missing or damaged sign panels or supports, and weeds, grass or vegetation that obscures the view of the sign message.

### **16.2.4 Placement of Signs**

Signs shall be located so as not to block sight distance triangles, windows, doors, or other means of ingress and egress.

### **16.2.5 Changeable Copy on Signs, Excluding Electronic Message Centers**

Changeable copy shall be allowed only on signs that are in nonresidential districts or are associated with nonresidential uses in a residential district, subject to the following:

- A. In residential districts no more than 50 percent of the area of a sign shall be devoted to changeable copy.
- B. In all districts except residential districts, no more than 80 percent of the area of a sign shall be devoted to changeable copy.
- C. Displayed copy shall not be animated, blinking, chasing, flashing, or have other moving effects. This provision shall not restrict the copy from changing from one message to another.

### **16.2.6 Electronic Message Centers (EMC)**

Signs that utilize computer-generated messages or some other electronic means of changing copy (such as incandescent lamps, LEDs, LCDs or a flipper matrix) shall be allowed only on signs that are in nonresidential districts or are associated with nonresidential uses in a residential district, subject to the following:

- A. In residential districts no more than 50 percent of the area of a sign shall be devoted to changeable copy.
- B. In all districts except residential districts, no more than 80 percent of the area of a sign shall be devoted to changeable copy.
- C. The maximum area for an EMC is as provided in Section 16.5 Permitted Signs, or 300 square feet, whichever is smaller.
- D. Changes of message shall comply with the following:

1. Each message shall be displayed for a minimum of 8 seconds in nonresidential zoning districts and 20 seconds in residential and Rural zoning districts.
  2. Changes of message shall be accomplished within two seconds.
  3. Changes of message shall occur simultaneously on the entire sign face.
  4. No flashing, dimming, or brightening of message shall be permitted except to accommodate changes of message.
- E. Displayed copy shall not be animated, blinking, chasing, flashing, or have other moving effects. This provision shall not restrict the copy from changing from one message to another.
- F. EMC Illumination shall comply with the following:
1. Measurement Criteria.  
The night-time illuminance of an EMC shall be measured with an illuminance meter set to measure foot candles accurate to at least two decimals. Illuminance shall be measured with the EMC off, and again with the EMC displaying a white image for a full color-capable EMC, or a solid message for a single-color EMC. All measurements shall be taken as close as practical to a perpendicular plane of the sign at the distance determined by the total square footage of the EMC as set forth in Table 16.A, Measurement Distance by Sign Area of an Electronic Message Center.
  2. Limits.  
The difference between the off and solid-message measurements using the EMC Measurement Criteria shall not exceed 0.3 foot candles at night.
  3. Dimming Capabilities.  
All permitted EMCs shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3-foot candle measurements.

**Table 16.A  
Measurement Distance by Sign Area of an Electronic Message Center**

<b>Area of Sign (sq. feet)</b>	<b>Distance (in feet) for Measurement</b>
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100
110	105
120	110
130	114
140	118
150	122
160	126
170	130
180	134
190	138
200	141
220	148
240	155
260	161
280	167
300	173

**16.2.7 Nonconforming Signs**

Signs that were lawful as of the effective date of this Ordinance but are not in conformance with current requirements shall be permitted to be maintained as nonconforming signs.

**Section 16.3 Prohibited Signs**

The following signs shall be prohibited, and may neither be erected nor maintained:

**16.3.1 Rotating Signs**

Rotating or revolving signs.

**16.3.2 Windblown or Inflated Signs**

Fluttering, spinning, windblown or inflated devices including pennants, propeller discs, which do not conform to the requirements of this Ordinance unless associated with a temporary sign as defined in Section 16.6, Temporary Signs.

### **16.3.3 Portable Signs**

Any sign not permanently attached to the ground or other permanent structure, including but not limited to signs:

- A. With attached wheels.
- B. Converted to A- or T-frame signs.
- C. A-frame sandwich board signs. This provision shall not apply to approved moveable sidewalk signs permitted in the Downtown, Urban and Walkable Character Areas.

### **16.3.4 Obsolete Signs**

The structure for a sign that is not allowed under this chapter if such structure cannot be used for a legal use or does not comply with the height, size, or other physical requirements of the chapter.

### **16.3.5 Dilapidated or Damaged Signs**

A sign that has missing or broken panels, broken or damaged supports or frame, or otherwise displays inadequate maintenance, dilapidation, obsolescence or abandonment.

### **16.3.6 Signs Constituting Traffic Hazards**

Any sign which constitutes a hazard to traffic including, but not limited to, signs located within the sight distance triangle of an intersection.

### **16.3.7 Signs Located in the Public Right-of-Way**

Except as expressly allowed in Section 16.4, Signs Allowed in Right-of-Way, all signs, including supports, frames, and embellishments, that are located within a public right of way or attached, affixed, or painted on any utility pole, light standard, utility box or pedestal, tree, rock, or other natural object located within the public right of way or on public property, except as expressly permitted by the Development Director.

### **16.3.8 All Other Unlisted Signs**

All other signs that are not expressly permitted under this Chapter.

## **Section 16.4 Signs Allowed in Right-of-Way**

### **16.4.1 General**

The following signs may be allowed within the public right-of-way in all zoning districts. Where such signs are permanent signs, they shall require a license agreement approved by the Development Director. Signs allowed in right-of-way shall meet all other applicable requirements of this Chapter.

- A. Awning, marquee, projecting and suspended signs.
- B. Emergency warning signs erected by a government agency, utility company, or a contractor doing work in a public right-of-way.
- C. Public signs erected by or on behalf of any governmental entity.
- D. Signs erected pursuant to a temporary use permit issued by the Development Director, subject to such ordinances or regulations as may apply.

### **16.4.2 Moveable Signs on Sidewalk**

- A. A moveable sign shall not be permanently attached in any way to the sidewalk, and shall not be chained or attached in any way to street furniture, other signs, street trees, other landscaping, or other fixtures or appurtenances on or in the sidewalk.
- B. A-frame sandwich board signs may be located within the street right-of-way in the Downtown, Urban and Walkable Character Areas and shall not require a permit.
- C. Standards
  - 1. Only one moveable sign may be allowed per building street frontage.
  - 2. The sign shall be located no more than ten feet from the main pedestrian entrance. This distance may be increased only by the minimum amount necessary to achieve the minimum width for pedestrian clearance as established in #3, below.
  - 3. The moveable sign shall be placed to allow at least five feet of sidewalk width for unrestricted pedestrian movement.
  - 4. Each sidewalk sign shall not exceed two and one half feet in width and four feet in height.

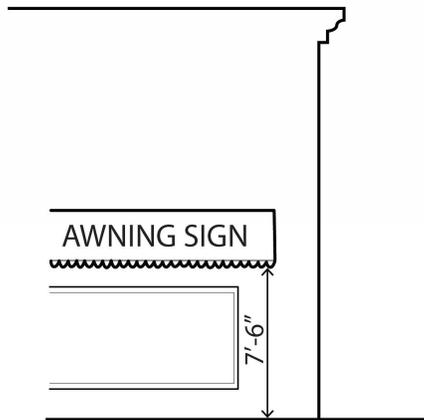
**Section 16.5 Permitted Signs**

**16.5.1 General**

- A. Upon issuance of a sign permit the following signs shall be allowed subject to the specified requirements.
- B. Sites within the Rural zoning district shall be considered as being residential unless they are recognized as industrial or commercial sites in Chapter 8.

**16.5.2 Awning Signs**

- A. Defined.  
A sign that is painted, sewn, or affixed on an awning.



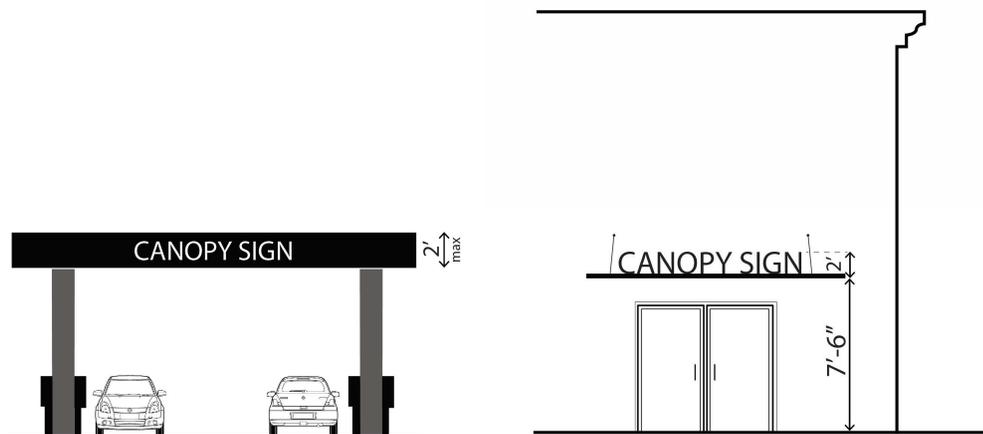
- B. Standards.  
Awning signs shall be permitted for multifamily uses in all districts, nonresidential uses in residential zoning districts and in all nonresidential zoning districts subject to the following requirements:

1. The sign shall be flat against the surface of the awning.
2. The sign shall maintain a clearance of seven feet six inches above a public right-of-way or required front yard.
3. The sign shall not be closer than two feet, measured in horizontal distance, from the curb line of any street.
4. The sign shall not extend more than five feet into the right-of-way unless a license agreement has been issued.
5. Any fabric awning valance may not extend more than one foot below the rigid mount of the awning.
6. The maximum sign area shall be 50 percent of the awning.
7. Only one sign may be permitted over each door or window.
8. The area of all permitted awning signs shall be included in the area of all wall signs.

### 16.5.3 Canopy Signs

A. Defined.

A sign on a permanent, decorative porch or walkway cover other than an awning which is attached to a building or supported by columns extending to the ground.



B. Standards.

Canopy signs shall be permitted for multifamily uses in all districts, nonresidential uses in residential zoning districts and in all nonresidential zoning districts subject to the following requirements:

1. The maximum sign area per canopy face shall be 50 percent of the canopy area.
2. The height of the canopy sign shall be a maximum of two feet unless a larger sign is approved by the Development Director.

3. In no case shall the sign extend beneath the vertical edge of the canopy to which it is attached.
4. The sign area used for the computation of sign size shall be deducted from the allowable square footage for wall signs.

#### **16.5.4 Directional Signs**

A. Defined.

Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

B. Standards.

The maximum sign area per directional sign shall be six square feet.

1. The height of the directional sign shall be a maximum of eight feet.
2. Directional signs may have internal or external illumination.

**16.5.5 Freestanding Signs**

**A. Generally**

1. Freestanding signs may be either monument or pylon signs.
2. Only one freestanding sign shall be permitted per street frontage unless additional freestanding signs are expressly permitted. A billboard located on a property shall not preclude the ability to erect one additional freestanding sign on the frontage on which the billboard is located.

**B. Monument Signs**

1. Defined.  
A free-standing sign, generally having a low profile where the base of the sign structure is no more than 12 inches above the lowest point of the ground adjacent to the sign, creating the appearance of a solid base



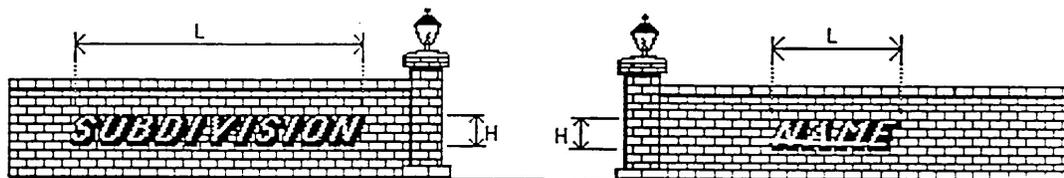
2. Standards.  
Monument signs shall be permitted for multifamily uses in all districts; nonresidential uses in residential zoning districts; in all nonresidential zoning districts; and as subdivision entryway signs in residential and nonresidential districts, subject to the following requirements:

- a. Monument Sign Requirements by District are shown in Table 16.B, Monument Sign Requirements by District.

**Table 16.B  
Monument Sign Requirements by District**

District	Number	Maximum Area	Maximum Height	Maximum Length
Residential districts Nonresidential use only Neighborhood districts	One	24 square feet	6 feet	10 feet
Residential district Multifamily use	One per street frontage	32 square feet	6 feet	14 feet
All other districts	One per street frontage	64 square feet	6 feet or the highest sign height allowed in the district	14 feet

- b. Sign face.  
Two sign faces shall be permitted per sign.
  - c. Planting requirements.
    - (1) Plant material must cover the area within two feet from the sign base on sides parallel to the face.
    - (2) All landscape must be maintained in good condition, and free and clear of trash and weeds.
3. Additional Provisions for Permanent Entryway Signs



- a. Number and area of Permanent Entryway signs permitted are shown in Table 16.C, Number and Area of Permanent Entryway signs.

**Table 16.C**  
**Number and Area of Permanent Entryway Signs**

District	Maximum Number	Maximum Area
Residential district	Up to two freestanding signs at each entrance may be placed within ten feet of the perimeter of an approved, recorded residential subdivision	36 square feet
Nonresidential district	One nonresidential entryway sign may be permitted for every 1,000 linear feet of street frontage	<ul style="list-style-type: none"> <li>• 36 square feet if the frontage is less than 150 linear feet</li> <li>• 80 square feet if the frontage is 150 linear feet or more</li> </ul>

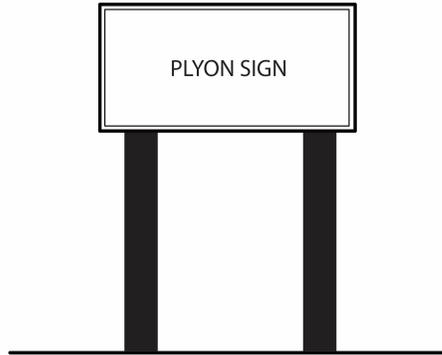
- b. Permanent Entry Signs in Non-Residential Subdivisions
  - (1) Non-residential subdivision entry signs shall be for a unified development, as demonstrated through an approved recorded nonresidential subdivision, a development plan or approved site plan(s), even if the property has various owners.

- (2) A sign shall be allowed only at the entry to the development, and within ten feet of public right-of-way that serves as internal access to the development.

### C. Pylon Signs

1. Defined.

A sign that is supported by uprights, braces, columns, poles or other vertical members that are not an integral part of a building or structure.



2. Standards.

Pylon signs are not permitted in the Downtown Character Area or Neighborhood or Office districts. Pylon signs may be permitted in all other nonresidential zoning districts subject to the following requirements:

a. Generally

(1) Setback

(a) For signs with sign areas of 32 square feet or less, a minimum setback of five feet from all property lines shall be required, except that a minimum setback of 12 feet from abutting residentially zoned properties shall be required.

(b) For signs with sign areas of more than 32 square feet, a minimum setback of ten feet from all property lines shall be required, except that a minimum setback of 20 feet from the property line of abutting residentially zoned properties shall be required.

(2) Sign face

Two sign faces may be permitted per sign.

b. Additional requirements by district are shown in Table 16.D, Additional Pylon Sign Requirements by District.

**Table 16.D  
Additional Pylon Sign Requirements by District**

District	Number of signs	Maximum Height	Maximum Area
Neighborhood districts	None	NA	NA
General Office district	None	NA	NA
Commercial and Industrial districts	1 per street front	0 to 200 linear feet of frontage	150 square feet
201 to 500 linear feet of frontage		300 square feet	
501 or more linear feet of frontage		400 square feet	

c. Height exemption

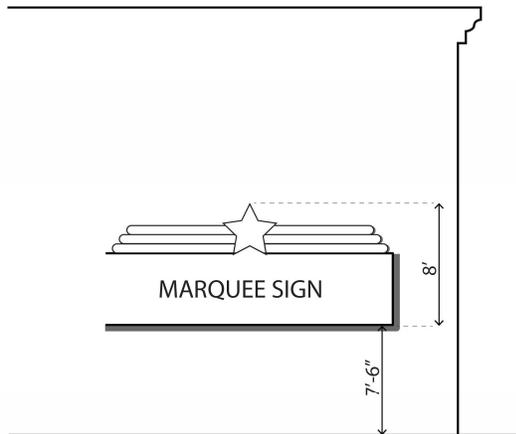
A pylon sign up to 50 feet in height may be permitted when:

- (1) The property is within 400 feet of the right-of-way of a controlled access highway;
- (2) The property is either adjacent to, or within 150 feet of, an interchange providing access to the controlled access highway; and
- (3) The property is no closer than 200 feet of a residential district.

**16.5.6 Marquee Signs**

A. Defined.

A sign attached to or painted on a marquee.



B. Standards.

Marquee signs may be permitted in all non-residential districts and for multi-family uses in residential districts subject to the following requirements:

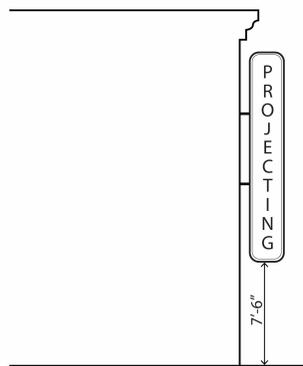
1. The marquee shall maintain a vertical clearance over a sidewalk of at least seven feet six inches.

2. The marquee shall be no closer than two feet, measured in horizontal distance, from the curb line of any street.
3. The message area may extend the full length of the marquee.
4. The message area shall not exceed eight feet in height.
5. The message area shall not exceed 200 square feet in area.
6. Only one marquee sign shall be allowed per establishment.

### 16.5.7 Projecting Signs

A. Defined.

A sign attached to a building and extending away from the building face by more than 12 inches.



B. Standards.

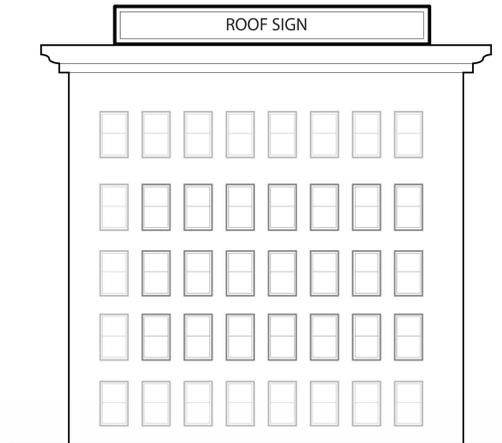
Projecting signs may be permitted on all nonresidential and multi-family uses, subject to the following requirements:

1. The sign shall not extend above the top of the wall to which it is attached, except that a sign 18 inches or less in width and perpendicular to such wall may extend up to a maximum of two feet beyond the top of the wall.
2. The sign shall maintain a clearance of seven feet six inches above a public right-of-way or required front yard.
3. The sign shall not extend into a required front yard more than six feet or into a public right-of-way more than four feet six inches unless a license agreement has been issued.
4. The sign shall not exceed 48 square feet in area.
5. Only one sign shall be permitted per establishment, except that an establishment in the Downtown Character Area with more than one street frontage may have one sign per street frontage.

### 16.5.8 Roof Signs

A. Defined.

A sign that is wholly or partially fastened to and supported by or on the roof of a structure and which extends above the highest point of the roof line or parapet.



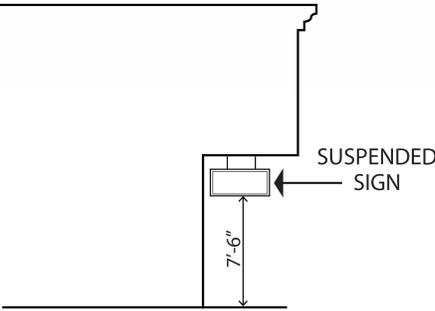
B. Standards.

Roof signs may be permitted in the Central Business District and in Regional Centers and Employment Centers as designated on the comprehensive plan's future land use map, subject to the following requirements:

1. A conditional use permit shall be required.
2. Roof signs may be permitted only on buildings of 80 feet or more in height.
3. Only one roof sign shall be permitted per structure.
4. The maximum sign area shall be 15 percent of the largest building façade or 600 square feet in area, whichever is smaller.
5. The amount of sign area devoted to roof signs shall be deducted from the allowable wall sign square footage.
6. Roof signs shall not contain changeable copy or Electronic Message Centers.

**16.5.9 Suspended Signs**

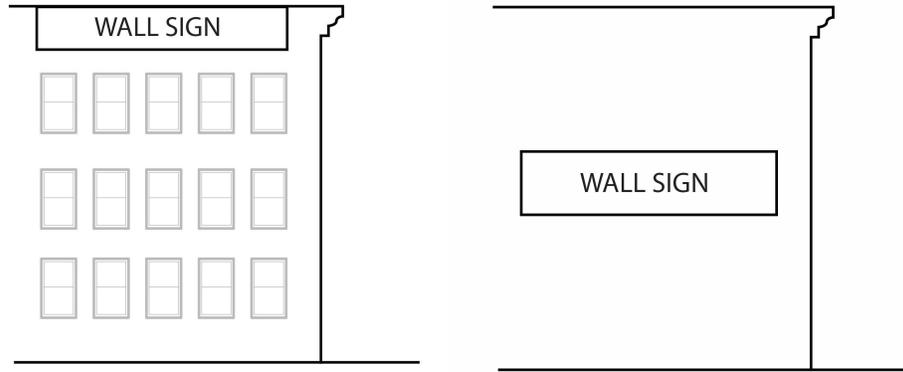
- A. Defined.  
A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.



- B. Standards.  
Suspended signs may be permitted in all non-residential districts and for multi-family uses in residential districts subject to the following requirements:
  1. The sign shall be no closer than two feet, measured in horizontal distance, from the curb line of any street.
  2. The sign shall maintain a vertical clearance over a sidewalk of at least seven feet six inches.
  3. The sign area shall not exceed three square feet.
  4. Only one sign shall be allowed per establishment or per exterior wall per establishment.

**16.5.10 Wall Signs**

- A. Defined.  
A sign applied to or mounted on the wall, window or door of a building or a structure, the display surface of which is approximately parallel to the wall; a sign mounted on the roof of a building that does not project above the highest point of the roofline.
- B. Standards.  
Wall signs may be permitted in nonresidential uses in residential and rural districts; multifamily uses in all zoning districts; and all uses in nonresidential districts subject to the following requirements:



1. Generally

Wall signs shall be subject to the following requirements:

- a. The total sign area shall be the sum of all signs on the wall including signs on the wall surface, signs affixed to the wall parallel and in the same plane as the wall, signs on awnings or canopies, window signs, door signs, signs on the lower slopes of roofs or canopy roofs, and signs on parapets above roofs.
- b. Painting on the wall shall not be considered a sign.
- c. The sign shall not extend more than 12 inches from the wall of the building,
- d. The sign may not block any window, door, fire escape, or architectural detail.
- e. Permitted sign area is shown in Table 16.E, Sign Area for Wall Signs.

**Table 16.E  
Sign Area for Wall Signs**

<i>Uses and Districts</i>	<i>Wall Area Permitted</i>
<ul style="list-style-type: none"> <li>▪ Nonresidential uses in residential and rural districts</li> <li>▪ Multifamily uses in all zoning districts</li> <li>▪ All uses in Neighborhood Districts</li> </ul>	Wall sign may not exceed 15 percent of the wall area; however, a minimum of 32 square feet of sign area shall be allowed
Commercial, Office, Transitional and Industrial Districts	The sign may not exceed 30 percent of the wall area; however, a minimum of 32 square feet of sign area shall be allowed

**Section 16.6 Temporary Signs**

**16.6.1 Temporary Signs Defined**

A sign that is not permanently installed in the ground or affixed to any structure or building, and which is erected for a limited period of time.

**16.6.2 Standards**

- A. Number.  
No more than two signs shall be allowed per lot.
- B. Sign Area.
  - 1. In residential districts the aggregate sign area for temporary signs shall not exceed 24 square feet per lot.
  - 2. In nonresidential districts the aggregate sign area for temporary signs shall not exceed 48 square feet per lot.

## **Section 16.7 Billboards**

### **16.7.1 Purpose and Intent**

- A. The purpose of this section is:
  - 1. To promote the reasonable, orderly and effective display of billboards while remaining consistent with the national policy to protect the public investment in the Interstate and Federal Aid Primary highways;
  - 2. To promote the safety and recreational value of public travel;
  - 3. To promote and enhance the beauty, order and attractiveness of the City-Parish to residents, tourists, and visitors; to positively influence the economic prosperity of the area; and
  - 4. To support and complement land use objectives in the Unified Development Code.
- B. The uncontrolled use of billboards and their location, density, size, shape, motion, illumination, and their demand for attention can be injurious to traffic safety and to the well-being of the public and destructive to adjacent property values and objectives stated above. It is understood that these conditions can be relieved, prevented, and often eliminated through planned and properly enforced Unified Development Code, thereby, resulting in the overall enhancement of the general health, safety, and welfare of the people of East Baton Rouge Parish.

### **16.7.2 Standards**

- A. Defined.  
A large outdoor advertisement (typically 300 square feet) for which rent is charged according to:
  - 1. The amount of traffic that passes its location;
  - 2. Its visibility; and,
  - 3. Its size.
- B. Permit Required  
A permit shall be required from the Development Director for each billboard structure by a licensed sign company. An engineering drawing for each structure shall be required and each billboard or billboard structure shall comply with the provisions of the building and electrical codes of the City-Parish.

C. Measurements

All measurements for billboards shall be measured between the closest extremities, including the base structure, of the billboards. The only exception to this regulation shall be when the measurement is being made between billboards as provided in Section 16.6.2.F., Spacing.

D. Number of Faces

1. Billboards shall not contain more than two faces.
2. No billboard shall be constructed with more than one face per side. The backs of parallel faces shall not be separated more than 48 inches.
  - a. All billboard faces shall be perpendicular or at an angle no less than 45 degrees to the road upon which they front.
  - b. No billboard shall be constructed in a V- shape in excess of a 45-degree angle. For V-shaped billboards, the backs shall not be separated by more than 36 inches at the apex of the "V". Both advertising surfaces shall be the same size and shape.

E. Setbacks

1. Billboards shall comply with the minimum yard requirements of the zoning district in which the billboard is located, except that they shall be setback from the property line of any property residentially zoned, or any Planned Development with residential land uses, in accordance with Table 16.F, Billboard Setbacks:

**Table 16.F  
Billboard Setbacks**

Square Footage of Face	Minimum Setback
Less than 275 sq. ft.	110 feet
276 – 378 sq. ft.	165 feet
379 or more sq. ft.	250 feet

2. Billboards shall be located a minimum of ten feet (excluding embellishments) from any right-of-way line.
3. Billboards shall be located so that the minimum distance from electrical utility lines or other facilities complies with all appropriate and applicable codes and regulations including those latest editions of the National Electrical Safety Code and meets at least the minimum requirements. The foregoing is intended to be minimum requirements and additional clearance may be required on a case-by-case basis. In no case shall any portion of the billboard extend into or over any right-of-way or utility servitude.

F. Spacing

1. No two billboards shall be located closer than 1,000 feet from each other measured along the edge of the street pavement on the same side of the street with corners

included.

2. No billboard structure oriented to one street shall be spaced less than 250 feet from another billboard structure oriented to an intersecting street measured in a direct line between the structures regardless of which side of the streets the billboards are located on.

G. Height Restrictions

Except as otherwise specified in this Unified Development Code, no portion of a billboard shall be higher than 50 feet including embellishments nor lower than ten feet from existing grade level at site including embellishments.

H. Size

1. Surface area

- a. Minimum: 72 square feet per billboard face.
- b. Maximum: 672 square feet per face excluding embellishments.

2. Maximum face height per side shall be 25 feet including embellishments.

3. Maximum face length per side shall be 52 feet including embellishments.

4. When double faced, both sides shall be of equal size and shape (except for temporary embellishment) so that no substantial portion of the back of the opposing billboard shall be visible.

5. Embellishment may be added as a temporary extension comprising 15 percent of the face. The limits of the embellishment shall not extend more than five feet above the face, two feet on either side of the face, or one foot below the face.

I. Stacking

Stacking shall be prohibited.

J. Illumination

A billboard may be illuminated only by a reflected or internal light source. The source of light shall be oriented or otherwise controlled to prevent glare towards any part of an existing residence, a residential area or district, or a public street or highway.

K. Identification:

Every billboard shall have the name of the installer and manufacturer and the voltage of any electrical apparatus used marked on it in a conspicuous place.

L. Maintenance

All billboards together with all their structures and components shall be kept in good repair and be maintained in a safe condition. The site upon which they are located shall be maintained in a neat, clean and attractive condition. The display surface of all billboards shall be kept neatly painted or posted.

M. Nonconforming Billboards

In the event the use of any billboard has been discontinued for a period of ninety days or more, as determined by the Building Official said billboard shall be deemed abandoned. The Development Director shall notify the owner of the property on which the billboard is located as well as the owner of the billboard if not the same,

15 days written notice to:

1. Submit documentation to the Development Director to establish that the billboard has not been abandoned as provided in this section; or
2. Remove the billboard as well as any support structure; upon the failure of the owner of a billboard to remove the it and any support structure, the City-Parish may remove the billboard and the support structure and the City-Parish shall be entitled to a privilege and lien upon the property for the costs of removal; in the event the owner of a billboard fails to remove the billboard and any support structure as requested, a penalty in the amount of 250 dollars per day may be imposed upon the record owner of the billboard until the date of removal as well as any costs of removal incurred by the City-Parish.

### **16.7.3 Areas Permitted**

- A. Billboards may be permitted within commercial or industrial zoning districts
- B. Billboards may be permitted only along thoroughfares, interstates, or arterials that are designated as a major street on the Major Street Plan.

### **16.7.4 Billboards Prohibited**

The following billboards shall not be allowed to remain or be erected:

- A. Those billboards that are not securely fixed upon a substantial structure as determined by the Building Official.
- B. Those billboards that contain as part of the message mirror-like surfaces greater than two square inches or any mirror-like surface that creates a traffic hazard.
- C. Those billboards that emit smoke, vapor, particles, or odor.
- D. Any billboard within 200 feet of:
  1. Any public park;
  2. The Mississippi River levee right-of-way;
  3. Any historic site, district, or place listed on the National Register of Historic Places;
  4. The Downtown Character Area;
  5. The following roads:
    - a. Central Throughway;
    - b. Greenwell Springs Road (From Beaver Bayou northward to the parish boundary);
    - c. Highland Road (From Chimes Street southward to I-10);
    - d. Old Scenic Highway (From Samuel's Road northward to the parish boundary); and
    - e. River Road (From the I-10 Bridge southward to the parish boundary).

6. The following waterways:
  - a. Amite River;
  - b. Bayou Manchac;
  - c. Comite River; and
  - d. Mississippi River.
  
7. The following areas: (Described in Appendix C)
  - a. Bluebonnet Boulevard Overlay;
  - b. Bluebonnet Swamp;
  - c. Capitol Lake;
  - d. City Park Lake;
  - e. Devil Swamp;
  - f. Duncan or Conrad Point;
  - g. Government Street Overlay;
  - h. Manchac Swamp;
  - i. Nicholson Drive, Old South Baton Rouge Overlay – West McKinley Street and Garner Street
  - j. Old Hammond Highway Overlay;
  - k. Profit Island;
  - l. Thomas Point; and
  - m. The University Lake system.