

Chapter 16

SIGNS

Section 16.15 Off-Premise Signs

A. Purpose and Intent:

The purpose of this section is to promote the reasonable, orderly and effective display of Off-Premise Outdoor Advertising while remaining consistent with the national policy to protect the public investment in the Interstate and Federal Aid Primary highways; to promote the safety and recreational value of public travel; 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 to support and complement land use objectives in the Unified Development Code. The uncontrolled use of Off-Premise Outdoor Advertising Signs 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.

B. Off-Premise Signs Prohibited:

The following Off-Premise Outdoor Advertising Signs shall not be allowed to remain or be erected: See Section 16.5, Abandoned; Section 16.8, Maintenance; Section 16.10, Prohibited Signs; and Section 16.11, Illumination.

1. Signs that are obsolete including but not limited to out-of-date political signs and advertising of defunct businesses.
2. Signs that are illegal under laws or regulations of state or federal governments.
3. Signs that are not securely fixed upon a substantial structure as determined by the Building Official.
4. Signs that contain as part of the message mirror-like surfaces greater than two (2) square inches or any mirror-like surface that creates a traffic hazard.
5. Signs that emit smoke, vapor, particles, or odor.
6. Any sign within closer than two hundred (200) feet of to a public park or any Off-Premise Outdoor Advertising Sign located within closer than two hundred (200) feet of to the land covered by the Mississippi River levee right-of-way.
7. Any sign within closer than two hundred (200) feet of to any historic site, district, place (on the National Register of Historic Places or locally designated), or the following designated areas and rights-of-way of the following routes or rivers:

a. Routes:

Greenwell Springs Road (From Beaver Bayou northward to the E.B.R. Parish Boundary)
 Highland Road (From Chimes Street southward to I-10)
 Old Scenic Highway (From Samuel's Road northward to the E.B.R. Parish Boundary)
 River Road (From the I-10 Bridge southward to the E.B.R. Parish Boundary)

- b. Rivers:
 Amite River
 Bayou Manchac
 Comite River
 Mississippi River
- c. Areas: (See Appendix C)
 Bluebonnet Swamp
 Capitol Lake
 City Park Lake
 University Lake System
 Profit Island
 Thomas Point
 Devil Swamp
 Duncan or Conrad Point
 Manchac Swamp

~~8. Notwithstanding any other provision, and superceding any contradictory provision of this Code, all off premise signs must be setback minimum distances from the property line of any property zoned A1 — A2.7, Rural, SPUD or PUD with A1 — A2.7 land uses designated on the final development plan, in accordance with the following table:~~

Square Footage of Face	Minimum Setback
1 — 275 sq. ft.	110 feet
276 — 378 sq. ft.	165 feet
379 or more sq. ft.	250 feet

8. Any sign within two hundred (200) feet of the established boundaries of the Downtown Development District. (See Special District, Section 16.15, Off-Premise Signs)

9. Any sign along any thoroughfare, interstate, or arterial that is not designated as a major street on the official Major Street Plan for East Baton Rouge Parish.

10. Signs within any zoning district except LC, HC, C, M, and X Zoning Districts. Such zoning categories allowing Off-Premise Signs include the following: LC1, LC2, LC3, C-1, C-AB-1, HC1, HC2, C-2, C-AB-2, C-G, M-1, M-2, and X Zoning Districts.

11. Any type of scrolling or rotating vehicle billboards or signs.

C. General Provisions:

A permit shall be required from the Office of the Building Official for each off-premise outdoor advertising sign structure by an A licensed sign company. An engineering drawing for each structure shall be required and each sign or sign structure shall comply with the provisions of the building and electrical codes of the City-Parish.

1. Spacing:

Generally, Off-Premise Outdoor Advertising Signs shall be subject to the same minimum side and rear yard requirements as set forth for the zoning district in which they are located and in addition:

~~a. Off-Premise Signs shall be spaced from any A and/or R Zoning District according to the requirements set forth in Section 16.15 (b)(8)(a & b) "Off-Premise Signs Prohibited".~~

a. No two (2) signs shall be located closer than one thousand (1000) feet from each other measured along the edge of the street pavement on the same side of the street with corners included.

For the purpose of these regulations, each side of the interstate or other thoroughfare shall be considered separately.

b. No Off-Premise Outdoor Advertising Sign structure oriented to one (1) street shall be spaced less than two hundred fifty (250) feet from another Off-Premise Outdoor Advertising Sign structure oriented to an intersecting street measured in a direct line between the structures regardless of which side of the streets the signs are located on.

c. No Off-Premise Outdoor Advertising Sign shall be closer than ~~one hundred (100)~~ one hundred ten (110) feet ~~from any existing On-Premise Sign~~ measured from the center of the pole of the Off-Premise sign to the center of the pole of any existing detached On-Premise sign.

2. Number of Faces:

Off-Premise Outdoor Advertising Signs shall not contain more than two (2) faces.

a. No Off-Premise Outdoor Advertising Sign shall be constructed with more than one (1) face per side. The backs of parallel signs shall not be separated more than forty-eight (48) inches.

b. All sign faces shall be perpendicular or at an angle no less than forty-five (45) degrees to the road upon which they front.

c. No Off-Premise Outdoor Advertising Sign shall be constructed in a V-shape in excess of a forty-five (45) degree angle. For V-shaped signs, the backs shall not be separated by more than thirty-six (36) inches at the apex of the "V". Both advertising surfaces shall be the same size and shape.

3. Setback:

a. Off-Premise Outdoor Advertising Signs shall be located a minimum of ten (10) feet (excluding embellishments) from any right-of-way line.

~~b. Setbacks from side and rear property lines shall comply with minimum yard requirements as set forth for the zoning district in which the sign is located. Such signs shall be located according to the minimum distances from any A and/or R Zoning District according to the requirements set forth in Section 16.15 (B)(8)(a & b), "Off Premise Signs Prohibited".~~

b. Notwithstanding any other provision, and superseding any contradictory provision of this Code, all off premise signs must be setback minimum distances from the property line of any property zoned A1 – A2.7, Rural, SPUD or PUD with A1 – A2.7 land uses designated on the final development plan, in accordance with the following table:

Square Footage of Face	Minimum Setback
<u>1 - 275 sq. ft.</u>	<u>110 feet</u>
<u>276 – 378 sq. ft.</u>	<u>165 feet</u>
<u>379 or more sq. ft.</u>	<u>250 feet</u>

c. Setbacks from side and rear property lines shall comply with minimum yard requirements as set forth for the zoning district in which the sign is located.

d. Any Off-Premise Outdoor Advertising Sign 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 sign extend into or over any utility easement or right-of-way.

4. Measurements:

All measurements for Off-Premise Outdoor Advertising Signs shall be measured ~~between the closest extremities of the two (2) signs. When the base structure of one (1) sign is the extremity of a sign, the base structure shall be used to measure the distance to the extremity of another sign. The only exception to this regulation is when the measurement is being made between signs as provided in Section 16.15, Off Premise Signs, C. General Provisions, 1. Spacing (c)~~ from the center of the pole to the center of the pole of any two (2) signs.

5. Height Restrictions:

Except as otherwise specified in this Unified Development Code, no portion of an Off-Premise Outdoor Advertising Sign shall be higher than fifty (50) feet including embellishments nor lower than ten (10) feet from existing grade level ~~at site including embellishments~~ of the shoulder of the road located directly in front of the sign.

6. Size:

a. Sign surface area:

- (1) Minimum: Seventy-two (72) square feet per sign face. See certification requirements in Section 16.16, Administration, C. Licensing and Certification, 2. Certification, (c).
 - (2) Maximum: Six hundred seventy-two (672) square feet per face excluding embellishments.
 - b. Maximum sign face height per side shall be twenty-five (25) feet including embellishments. Maximum sign face length per side shall be fifty-two (52) feet including embellishments. 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 sign shall be visible.
 - c. Embellishment may be added as a temporary extension comprising fifteen (15) percent of the existing and/or permitted sign face. The limits of the embellishment shall not extend more than five (5) feet above the sign face, two (2) feet on either side of the sign face, or one (1) foot below the sign face.
7. Stacking:
- a. Placement of an On-Premise or another Off-Premise Sign with an Off-Premise Sign or any part thereof is prohibited.
 - b. Stacking of all other signs is prohibited.
8. Illumination:
- a. Illuminated Signs that indicate such customary public service as time, date, and temperature shall be allowed.
 - b. An Off-Premise Outdoor Advertising Sign 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. Illuminated Signs shall be constructed in accordance with all applicable codes.
9. Maintenance:

All signs together with all their structures and components shall be kept in good repair and be maintained in a safe condition. All signs and the site upon which they are located shall be maintained in a neat, clean and attractive condition. Signs shall be kept free from excessive rust, corrosion, peeling paint, or other surface deterioration. The display surface of all signs shall be kept neatly painted or posted.

No person required to obtain a sign permit under this chapter shall scatter, daub, or leave any paint, paste, glue, or other substance used for painting or affixing advertising matter or scatter, throw, or allow to be scattered or thrown any bills, waste matter, paper, cloth, or materials of whatsoever kind removed from signs on any public street, sidewalk, or private property.

No person constructing, erecting, owning, or controlling an Off-Premise Outdoor Advertising Sign shall fail, refuse, or neglect to remove all weeds, rubbish, or

flammable waste or material within a distance of ten (10) feet on each side of the base of such structure or fail to keep the sign and its structural supports in good repair and safe condition. Failure to comply with this section may result in action by the Building Official to rescind the permit with subsequent removal of the entire structure.

10. Identification:

Every Off-Premise Outdoor Advertising Sign shall have the name of the sign's installer and manufacturer and the voltage of any electrical apparatus used marked on it in a conspicuous place.

11. Construction:

All Off-Premise Outdoor Advertising Signs must be in compliance with the provisions of the Standard Building Code and the Electrical Code as adopted by the City-Parish. (See Southern Building Code Congress International, "SBCCI" Chapter 23, Signs and Outdoor Displays, Section 2301-2304.4 and 1205.4-1205.4E)

D. Special District:

The Downtown Development District as defined in Chapter 2, Definitions, shall not permit an Off-Premise Outdoor Advertising Sign structure to be erected nor shall an Off-Premise Outdoor Advertising Sign be permitted to be erected within two-hundred (200) feet of its established boundaries.