

ORDINANCE NO. 62P OF 1972

BY: MAYOR L. CALHOUN ALLEN, JR.

AN ORDINANCE RELATIVE TO THE CONTROL OF
OUTDOOR ADVERTISING IN AREAS ADJACENT TO
THE NATIONAL SYSTEM OF INTERSTATE AND
DEFENSE HIGHWAYS AND THE FEDERAL-AID
PRIMARY SYSTEM.

WHEREAS, the purpose of this ordinance 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 and to preserve natural beauty; and

WHEREAS, THE UNCONTROLLED USE OF off-premise outdoor advertising signs and their location, density, size, shape, motion, color, illumination and their insistent and distracting demand for attention can be injurious to traffic safety and to the well-being of the public and can be destructive to adjacent property values and to natural beauty; and

WHEREAS, it has now become common knowledge that these conditions can be relieved, in a measure prevented and often eliminated through planned and properly enforced ordinances, thereby resulting in the upgrading of conditions and an overall enhancement of the general health, safety and welfare of the people of the City of Shreveport.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Shreveport, Caddo Parish, Louisiana, in legal and regular session convened, that hereafter all outdoor advertising displays, signs and billboards shall be constructed, erected and maintained, in accordance with the following provisions of this ordinance, TO WIT:

1. "Interstate system" means that portion of the national system of interstate and/or defense highways located within this City as officially designated, or as may hereafter be so designated, by the Department of Highways and approved by the Secretary of Commerce.
2. Major thoroughfare means any street, expressway, freeway or highway

prescribed in the Master Plan for major streets and roads and/or listed in the zoning ordinance of the City of Shreveport as said plan and ordinance now exist or are amended from time to time.

3. "Off-premise Outdoor Advertising" means any outdoor sign, display, figure, painting, drawing, message, plaque, poster, billboard, or any other thing which is designed, intended or used to advertise or inform, any part of which advertising or information content is visible from any place on the main travel way of the interstate system or any major thoroughfare in the City. The term "off-premise outdoor advertising", however, does not include signs advertising or identifying on-premise activities, and such on-premise advertising or identifying structures shall not be considered "outdoor advertising" structures for any purpose of this ordinance.
4. No off-premise outdoor advertising display, sign or billboard, shall be permitted in any residentially zoned area, as defined by the zoning ordinance and the official zoning map as it now exists and may hereafter exist of the City of Shreveport.
5. Approved off-premise outdoor advertising displays, signs or billboards may be constructed, erected and maintained only in commercial and industrial zoned areas as defined by the zoning ordinance and the official zoning map, as it now exists and may hereafter exist of the City of Shreveport.
6. Size of Signs:
 - A. The maximum area of the face of any one off-premise sign shall be twelve hundred (1200) square feet, with a maximum height of the face of twenty-five (25) feet and a maximum length of sixty (60) feet, inclusive of any border and trim but excluding the base or supports and other structural members.
 - B. When two off-premise signs are placed back-to-back or V-type on the same structure with an angle between them of not more than ninety (90) degrees, each sign facing shall conform to the maximum size limitations. Except as hereafter provided, two signs shall be permitted in any one facing provided they are on the same structure and only one side or one sign is visible at a time.
 - C. The highest point of any sign except roof signs, shall not extend more than sixty feet measured from either the ground level at

its supports or the nearest edge of the right of way of the interstate or primary highway, whichever is higher in elevation.

7. Spacing of Signs:

Property facing on the interstate system and major thoroughfares and all other property within 660 feet of the nearest edge of the right-of-way of said roads or streets which is zoned so as to permit the construction and maintenance of outdoor advertising signs, shall be subject to the following spacing restrictions:

- A. For the purpose of these regulations, each side of the interstate system or major street shall be considered separately.
- B. V-type or back-to-back signs on the same structure with an angle between them of not more than ninety (90) degrees shall be considered one sign.
- C. On the interstate system, no two off-premise outdoor advertising structures shall be spaced less than 500 feet apart.
- D. The maximum distance between structures shall be measured along the nearest edge of the pavement between points directly opposite the signs on each side of the highway and shall apply only to structures located on the same side of the highway.

8. Non-freeway Federal-aid Primary Highways:

- A. Outside of incorporated villages, towns and cities, no two structures shall be spaced less than 300 feet apart.
- B. Within incorporated villages, towns and cities, no two structures shall be spaced less than 100 feet apart.

9. No off-premise outdoor advertising structure shall be located in such a manner as to obscure or otherwise physically interfere with the effectiveness of an official traffic sign, signal or device, or obstruct or physically interfere with the driver's view of approaching, merging or intersecting traffic.

10. Lighting:

Signs may be illuminated, subject to the following restrictions;

- A. No revolving or rotating beam or beacon of light that simulates any emergency light or device shall be permitted as part of any sign. Flashing devices shall not be permitted upon a sign; however, illuminated signs which indicate such customary public service as time, date, temperature or other similar information shall be permitted.

- B. External lighting, such as flood lights, thin line and goose neck reflectors are permitted provided the light source is directed on the face of the sign and is effectively shielded so as to prevent beams or rays of light from being directed into any portion of the main travel way of the interstate highway.
 - C. No sign shall be permitted to project into the direct line of vision of any official traffic control signal from any point in a moving traffic lane of an interstate highway within 660 feet of an approaching such signal.
11. The following signs shall not be permitted to remain or be erected:
- A. Signs which are obsolete including billboards that have been blank for six (6) months, structures not meeting construction standards, out-of-date political billboards and advertising of defunct business, and signs or structures which have been erected without a building permit having been issued therefor and thus are illegal.
 - B. Signs which are illegal under state laws or regulations.
 - C. Signs which are not clean and in good repair.
 - D. Signs that are not securely fixed on a substantial structure.
 - E. Signs which attempt or appear to attempt to regulate, warn or direct the movement of traffic which interferes with, imitates or resembles any official traffic sign, signal or device.
 - F. Signs which are erected or maintained upon trees or painted or drawn upon rocks or other natural features.
 - G. Signs which are not consistent with the standards in this section.
 - H. Signs located on public property, unless placed thereon under lease arrangements or otherwise permitted by legal authority.
12. The Building Director is hereby authorized and directed to enforce all the provisions of this code. Upon presentation of proper credentials, he or his authorized representative may enter any building, structure or premises in the City of Shreveport to perform any duty imposed upon him by this ordinance.

13. The Building Director may order the removal of any sign erected or maintained in violation of this ordinance. He shall give ten (10) days notice in writing to the owner of such sign or of the building, structure or premises on which such sign is located, to remove the sign or to bring it into compliance. He may remove a sign at cost to the owner immediately, and without notice, if in his opinion which shall be final, the sign presents an immediate threat of danger to the safety of the public.
14. In the absence of just compensation, all existing non-conforming signs, billboards, and advertising matter according to the provisions of this ordinance shall be discontinued and removed within ten (10) years of the effective date of this ordinance except that proper maintenance shall be permitted.
15. If any part of this ordinance is found to be invalid, then all other parts that are severable from the invalid parts shall remain in effect.
16. Any person who violates this ordinance shall be guilty of a misdemeanor and upon conviction shall be punishable by a fine of not more than \$500, or imprisonment of not more than thirty (30) days, or by both.

April 25, 1972 - REad by title and as read, passed first reading by the following vote: Ayes; Mayor Allen, Commissioners Burton, D'Artois, Collins and Hathaway 5. Nays:None.

May 23, 1972 - Having passed first reading on April 25, 1972 - was read by title and on motion, ordered passed to third reading. REad the third time in full and as read, adopted by the following vote: Ayes; Mayor Allen, Commissioners Burton, D'Artois, Collins and Hathaway 5. Nays: None.

Gladys S. Witte
Clerk of Council

Mayor

Secretary-Treasurer

