

5-11-72
ORDINANCE NO. 67 OF 19 72

BY: MAYOR L. CALHOUN ALLEN, JR.

AN ORDINANCE TO REGULATE ALL ON-PREMISE
EXTERIOR SIGN ADVERTISING SO AS TO PRO-
TECT HEALTH, SAFETY, MORALS AND PUBLIC
WELFARE.

WHEREAS, lack of control has caused dangerous conflicts be-
tween on-premise advertising signs on the one hand and street and traffic
control signs on the other, thus destroying the effectiveness of both.
The great increase in automotive traffic has greatly aggravated this danger.
There should be no dispute over the priority in importance as between
traffic signs and controls and advertising signs; and

WHEREAS, on-premise outdoor signs suspended from or placed on
top of structures and otherwise erected above ground frequently are
dangerous to the public, especially during storm conditions; and

WHEREAS, the uncontrolled use of on-premise 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 bill-
boards shall be constructed, erected and maintained, in accordance with
the following provisions of this ordinance, TO WIT:

1. No on-premise outdoor advertising display, sign or billboard, except those described in Section 12 herein below, 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.
2. Approved on-premise outdoor advertising displays, signs or billboards may be constructed, erected and maintained only in commercial and industrial 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.
3. Any building or land use not conforming to the zoning ordinance provisions for the zone in which it is located shall, nevertheless, comply with all of the provisions of this ordinance for the conforming zone.
4. No sign shall project beyond the front or side street property line except where the location complies with the B-4 classification of the zoning ordinance. In such cases they shall not project more than eight (8) feet beyond the building or property line and no closer than 2 feet from the back of the curb line and must have a minimum clearance of 8 feet above ground or sidewalk level and 15 feet above public driveways and alleys.
5. In all other approved zoning ordinance locations, as they now exist and may hereafter exist, the following requirements shall apply:
 - (a) Ground or pole type signs, advertising a place of business, shall be restricted to one such sign per business location. The display, surface area of all such signs shall provide a minimum of five (5) feet set back or clearance from any street property line and a minimum height of ten (10) feet from the bottom of the sign display area to the grade surface.
 - (b) Any person aggrieved by any of the requirements of Item (a) above, or any other items of this ordinance, may make a written request to the Building Director stating the reason or reasons for the specific need. The Building Director, the Traffic Engineer, the Planning Director and the City Engineer are hereby directed and authorized as a committee with full powers to act in the review of all such requests. Any three members of said

committee shall constitute a quorum. All decisions of the committee shall be made in writing and all denials shall state the reasons for such denial. All decisions of the committee shall be final except as provided for by State laws.

6. All signs shall comply with the pertinent requirements of the Building Code and if illuminated, the Electrical Code as well, of the City of Shreveport, including the permit fees stipulated therein.
7. No sign shall be erected, altered or relocated without first securing a permit from the Building Director. Such permit shall contain the location of the sign structure, the name and address of the sign owner and of the sign erector which shall be obtained from such drawings showing the design and location of the sign and such other pertinent information as the Building Director may require to insure compliance with all ordinances of the City of Shreveport.
8. Electrical permits for illuminated signs shall be obtained from the Electrical Inspector after the approval and the issuance of the building permit by the Building Director.
9. All pole signs hereafter erected, constructed, altered, or maintained, for which a permit is required shall be plainly marked with the name of the person, firm or corporation erecting and/or maintaining such sign and shall have affixed on the front thereof the date and number of the permit issued by the Building Director for such sign.
10. Strictly prohibited are signs which:
 - (a) Contain statements, words or pictures of an obscene, indecent or immoral character that will offend public morals or decency.
 - (b) Contain or are an imitation of an official traffic sign or signal or contain the words "stop", "go slow", "caution", "danger", "warning" or similar words.
 - (c) Are of a size, location, movement, content, coloring or manner of illumination which may be confused with or construed as a traffic control device or which hides from view any traffic or street sign or signal.
 - (d) Are not permanently or securely attached to a building or approved sign poles or structures.

11. Illuminated signs shall be constructed and located so as to protect the general welfare of all citizens and the safety of the motoring public as follows:

- (a) The light from any illuminated sign shall be so shaded, shielded or directed that the light intensity or brightness will not be hazardous or objectionable to the adjacent or surrounding areas.
- (B) No sign shall have blinking, flashing or fluttering lights or other illuminating device. Beacon or revolving lights shall not be permitted.
- (c) No colored lights shall be used at any location or in any manner so as to be confused with or construed as traffic control devices.
- (d) Neither the direct nor the reflected light from primary light sources shall create a traffic hazard to operators of motor vehicles on public thoroughfares.
- (e) No exposed reflective type bulbs and no strobe lights or incandescent lamps exceeding 15 watts shall be used on the exterior surface of any sign so as to expose the face of the bulb, light or lamp, to any public street or adjacent property; however, illuminated signs which indicate such customary public services as time, date, temperature or other similar information may be permitted.

12. The following signs, when complying with structural and safety requirements herein may be permitted anywhere within the City of Shreveport in which such signs are approved, as herein provided, and shall not require a permit:

- (a) Construction signs identifying the architects, engineers, contractors, owners and other individuals or firms involved but not including any advertisement of any product.
- (b) Street signs, banners and streamers suspended over or above dedicated streets or alleys are prohibited.
- (c) All signs described in Section (a) above shall be removed within fourteen (14) days after the intended use of said signs.
- (d) Public signs of a non-commercial nature and in the public interest erected by or on the order of a public officer in the performance of his public duty, such as safety, danger, trespassing, traffic, memorial, historical interest and the like

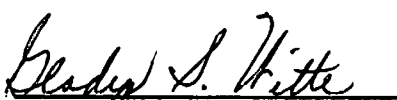
are hereby exempted from all of the provisions of this ordinance except for structural and safety regulations required by the Building and Electrical Codes of the City of Shreveport.

13. All signs existing at the time of the enactment of this ordinance that are not conforming to the provisions therein shall be regarded as non-conforming signs. Such signs may be continued in use when properly and safely maintained for a period of two years from the date of the enactment of this ordinance. At the end of the two years, they shall be made to conform with the provisions of this ordinance or they shall be removed by the owner or persons having beneficial use of such sign.
14. Any existing sign that is in violation of Section II of this ordinance shall be removed, altered or repaired to correct such violation within six (6) months after the effective date of this ordinance.
15. Non-conforming signs which are structurally altered, relocated or replaced shall comply immediately with all of the provisions of this ordinance.
16. Signs or display advertising mounted on trailers or skids, with or without wheels, for use with or without changeable lettering, illuminated or non-illuminated, shall comply with the following requirements:
 - (a) All such signs shall not exceed ten (10) feet in total height and sixteen (16) feet in total length.
 - (b) All such signs shall be equipped with outriggers or other devices to comply with wind load requirements of the Building Code of the City of Shreveport.
 - (e) When illuminated, all such signs shall comply with the requirements of the Electrical Code of the City of Shreveport.
 - (d) All such signs shall comply with the requirements of Sections one (1) through five (5) of this ordinance, except that such signs shall be set back a minimum of twenty (20) feet from the corner of any dedicated vehicular or street right-of-way.
 - (e) No such sign shall be placed upon any location or relocated to any other location before a permit has been issued therefor by the Building Director.

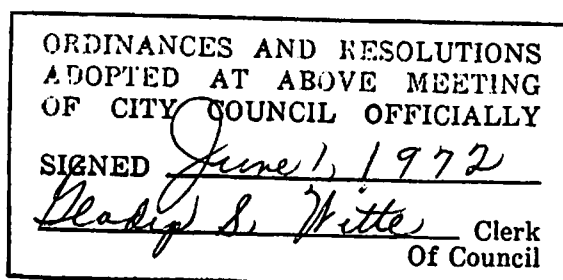
17. Any sign or billboard not used for advertising purposes for a period of six (6) months shall be deemed to be in excess of requirements and abandoned. Such signs shall be removed by the owner within thirty (30) days after written notice from the Building Director. If such order is not complied with, the Building Director shall cause such sign or billboard to be removed at the expense of the owner thereof. For sale, lease, rent notices or signs shall not be deemed as advertising.
18. 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.
19. The Building Director may order the removal of any sign erected or maintained in violation of this ordinance. He shall give thirty (30) 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 with notice if in his opinion which shall be final, the sign presents an immediate threat of danger to the safety of the public.
20. 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
21. 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 both.

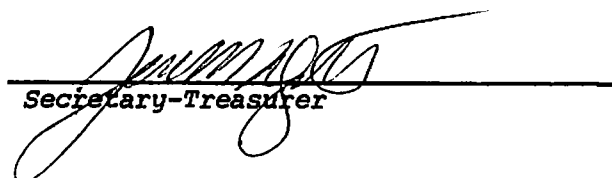
April 25, 1972 - Read by title and as read, passed first reading by the following vote: Ayes; Mayor Allen, Commissioners Burton, D'Artois, Collins and Hathaway 5. Nays: None.

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.


Clerk of Council


Mayor




Secretary-Treasurer