

CITY OF ST. GEORGE

ORDINANCE NO. 2026-020

TO AMEND TITLE 7, UNIFIED DEVELOPMENT CODE, TO
UPDATE REGULATIONS FOR SIGNS AND BILLBOARDS
AND PROVIDE FOR RELATED MATTERS.

WHEREAS, on July 23, 2024, the St. George City Council adopted Ordinance No. 2024-002, in part, adopting the EBR Unified Development Code (with some changes) as the City's interim Unified Development Code ("UDC"); and

WHEREAS, the UDC has been incorporated into the St. George Code of Ordinances as Title 7; and

WHEREAS, the City, in Ordinances Nos 2024-002 and 2025-038 established and extended a moratorium on the installation of new billboards in the City; and

WHEREAS, the City's planning staff has studied the size and placement of signs and billboards in the City and has recommended the updates and changes to the sign and billboard regulations attached as an exhibit to this Ordinance; and

WHEREAS, a public hearing was held on the proposed changes on June 1, 2026, before the City of St. George Zoning Commission; and

WHEREAS, the Zoning Commission recommended approval of the text amendments.

NOW THEREFORE, BE IT ORDAINED by the St. George City Council, State of Louisiana, as follows:

Section 1: That the deletions and additions to the UDC set forth in Exhibit 1 attached hereto are hereby adopted.

Section 2: That the moratorium on new billboards established and extended in Ordinances Nos 2024-002 and 2025-038 is hereby declared expired.

Section 3: The specific terms and conditions of this Ordinance shall prevail against other existing ordinances of the City to the extent that there may be any conflict.

Section 4: Severability. If any provision of this Ordinance is declared invalid by any court of competent jurisdiction, the other provisions shall remain in full force and effect.

Section 5: Effective Date. This ordinance shall be effective upon publication.

This ordinance having been submitted to a vote; the vote thereon was:

For: Cook, Edmonds, Himmel, Monachello, Murrell, Talbot

Against:

Absent: Dellucci

Adopted this 23rd day of June, 2026

Signed this 23rd day of June, 2026

Delivered to the Mayor on the 24th day of June, 2026

Lorraine Beaman
Lorraine Beaman, City Clerk

Approved:

Dustin Yates
Dustin Yates, Mayor

Received from the Mayor on the 24th day of June, 2026

Lorraine Beaman
Lorraine Beaman, City Clerk

Adopted Ordinance published in The Advocate on the 3rd day of July, 2026

EXHIBIT 1

NOTE: Underlined text is new. ~~Strike-through text is deleted.~~ [notes provide instructions]

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CHAPTER 6 - ENFORCEMENT

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Sec. 7:6.7. Violations and Penalties**Sec. 7:6.7.1. Generally**

* * *

C. In the event the City of St. George incurs the expense of correcting a violation, the City of St. George shall be entitled to a privilege and lien upon the property for the costs of correcting the violation.

* * *

CHAPTER 7 - NONCONFORMITIES

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Sec. 7:7.2. Nonconformities Defined

A nonconformity shall be any use, lot, improvement, or structure that was legally established but, as a result of adoption of or amendments to this ordinanceUDC, does not meet the current standards of the ordinanceUDC.

* * *

C. *Nonconforming Structure.* A nonconforming improvement or structure shall be any legally established building or structure that fails to meet current ordinanceUDC standards for setback, height, or similar factors.

D. Nonconforming Improvement. A nonconforming improvement shall be any legally established improvement, including but not limited to landscaping, parking, lighting, and signs, that does not meet the current standards of the UDC.

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Sec. 7:7.4. Nonconforming Uses**A. Continuation**

* * *

3. A nonconforming billboard:

- a. Shall not be structurally altered beyond 50% of its replacement value; and
- b. May be rebuilt if it is destroyed by an act of God such as a storm, hurricane, or otherwise.

* * *

Sec. 7:7.7. Nonconforming Improvements

A nonconforming improvement may remain and continue, subject to the following:

- 1. No action shall be taken which increases the degree or extent of the nonconformity.
- 2. Where this UDC requires an improvement to come into conformance with this UDC, those requirements shall apply in addition to the regulations in this chapter.
- 3. A nonconforming sign structure may remain so long as it supports a sign that is maintained in good condition. If the property on which the sign structure is located is vacant for any period longer than 24 months, the sign structure shall be removed.

CHAPTER 8 - ZONING DISTRICTS

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Sec. 7:8.3.3. Bluebonnet Overlay (BO)

* * *

Sec. 7:8.3.3.1. BO North

A. Uses.

- 1. ~~of Publicly Owned Land.~~ On publicly owned lots, the use shall be limited to green space or access to a publicly dedicated right of way.
- 2. Billboards are prohibited.

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C. Signage

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2. Prohibited Signs.

~~(a) Billboards~~

~~(b) Electronic message centers~~ changeable copy

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CHAPTER 9 - USE REGULATIONS

ARTICLE 9.1. ALLOWED USES

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Sec. 7:9.1.3. Use Table

* * *

Table 7:9.1.3.A.
Uses Allowed in Residential, Mixed Use, and Business Base Zoning Districts

Use	Residential						Mixed Use				Business			Specific Use Standards (if L, C, A, T) Sec. 7:...
	RC	R-1	R-4	R-6	R-9 ¹	R-29 ¹	MX-1 ¹	MX-2	MX-3	MX-4	B-1	B-2	B-3	
				*		*	*							
MISCELLANEOUS														
				*		*	*							
Billboard	-	-	-	-	-	-	-	-	P L	P L	-	P L	P L	9.2.5
				*		*	*							

ARTICLE 9.2. SPECIFIC USE STANDARDS

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Sec. 7:9.2.5. Billboard

A. Intent and Purpose. The uncontrolled use of billboards and their location, density, size, shape, motion, illumination, and demand for attention can be injurious to traffic safety and to the well-being of the public and destructive to adjacent property values and the purposes of this section. It is understood that these conditions can be relieved, prevented, and often eliminated through planned and properly enforced regulations, thereby resulting in the overall enhancement of the general health, safety, and welfare of the people of the City of St. George. The purposes of this section are to:

1. 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. Promote the safety and recreational value of public travel;
3. Promote and enhance the beauty, order, and attractiveness of the City of St. George to residents, tourists, and visitors;
4. Positively influence the economic prosperity of the area; and
5. Support and complement the land use objectives of this UDC.

B. Permit and Inspections Required. A billboard permit with inspections is required before any billboard is erected or replaced. If electrical work is involved, a separate electrical permit is required. An application for a billboard permit:

1. Shall be submitted to and decided upon by the Building Department;
2. May only be submitted by a licensed billboard company;
3. Shall include:
 - a. A site plan;
 - b. Engineered structural drawings;
 - c. A lighting plan; and
 - d. Property owner consent; and

4. For a new billboard, may only be approved if an existing billboard is removed, with the existing billboard permit surrendered prior to issuance of a new permit. If the surrendering party does not have a location ready to build, the surrendered permit will be held as a credit by the permit office for future use for 36 months. If not used within this time period, the credit will expire.

C. Where Allowed and Prohibited

1. Allowed only in the base zoning districts indicated in Table 7:9.1.3.A when also within 200 feet of an:
 - a. Arterial that is designated as a major street on the Major Street Plan; or
 - b. Interstate; and
2. Prohibited, as measured in a straight line from the billboard pole, within:
 - a. 2,000 feet of another billboard;
 - b. 500 feet of an interstate on- or off-ramp or continuous interstate ramp; and
 - c. 200 feet of:
 - (1) The property line of any property developed with a residential use;
 - (2) Any school, public park, or public building;
 - (3) The Mississippi River levee right-of-way;
 - (4) Any historic site, district, or place;
 - (5) The following Overlay Zoning Districts:
 - (a) City Center Character Area Overlay; and
 - (b) Bluebonnet Overlay;
 - (6) The following roads:
 - (a) Highland Road west of I-10; and
 - (b) River Road;
 - (7) The following waterways:
 - (a) Amite River;
 - (b) Bayou Manchac;
 - (c) Comite River; and
 - (d) Mississippi River; and
 - (8) The following areas:
 - (a) Bluebonnet Swamp (Figure 7:9.2.5.A); and
 - (b) Manchac Swamp (Figure 7:9.2.5.B).

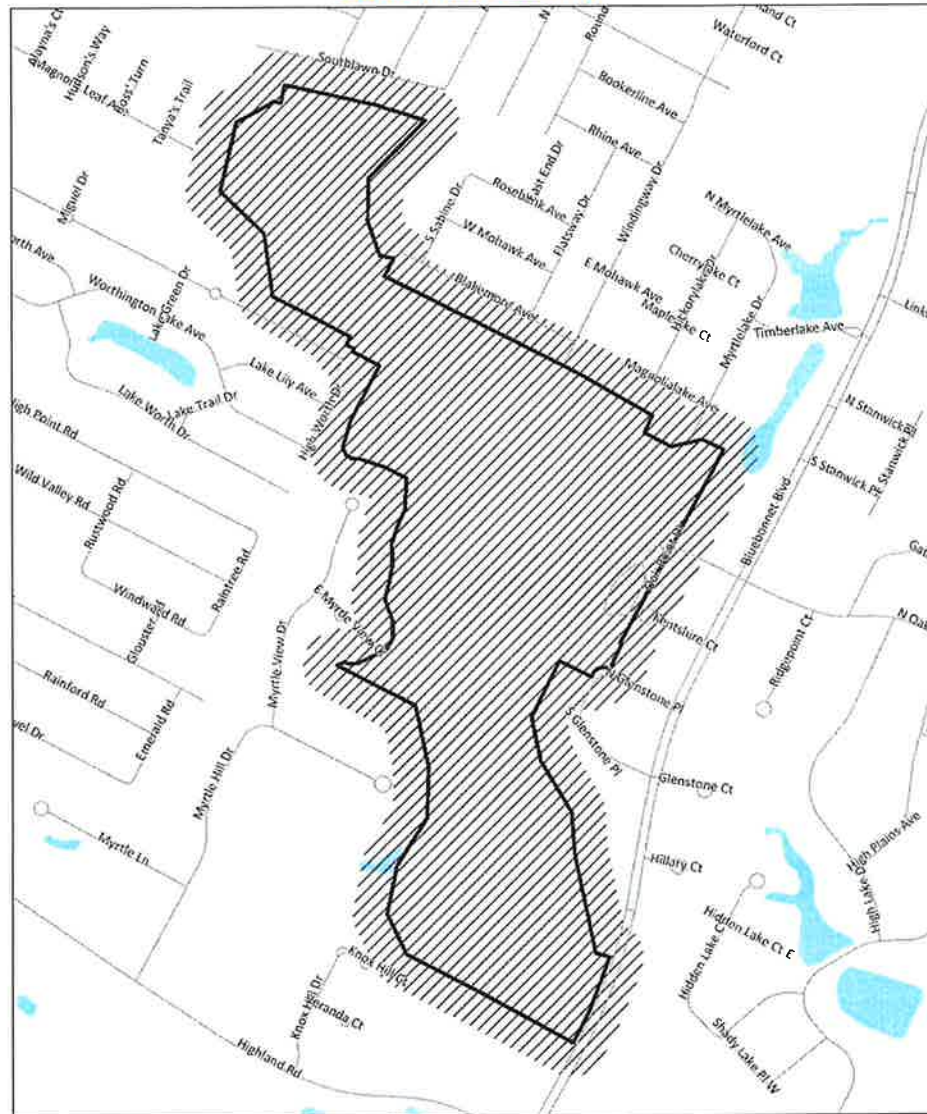
D. Standards

1. Design and Construction. Billboards shall:
 - a. Be designed to meet applicable building codes, including for wind pressure and dead load;
 - b. Be securely fixed upon a substantial surface;
 - c. Not contain any mirror-like surfaces greater than two (2) square inches or that create a traffic hazard;
 - d. Not contain, depict, or provide a digital link to obscene material; and
 - e. Not emit smoke, vapor, particles, or odor.

2. Setbacks, Minimum. All the following minimum setbacks shall apply, which shall be measured from the extremities of the billboard excluding embellishments:
 - a. Yard requirements of the base zoning district;
 - b. Distance from residentially zoned or used property, when the billboard face is:
 - (1) Less than 275 square feet, 110 feet;
 - (2) 276 to 378 square feet, 165 feet; or
 - (3) 379 or more square feet, 250 feet;
 - c. Ten (10) feet from a right-of-way; and
 - d. Distance from electrical utility lines or other facilities in compliance with appropriate and applicable codes and regulations, including the National Electrical Safety Code, with additional clearance required on a case-by-case basis.
3. Height and Clearance. No portion of a billboard, including embellishments, may be:
 - a. Higher than 50 feet above the nearest road centerline; or
 - b. Closer than ten (10) feet to the ground, excluding the structural pole.
4. Size
 - a. Surface area, per billboard face, is:
 - (1) Minimum 72 square feet; and
 - (2) Maximum, excluding embellishments, for:
 - (a) Static billboards, 1,100 square feet; or
 - (b) Digital billboards, 672 square feet.
 - b. Maximum face dimensions, per side, including embellishments, are:
 - (1) Height, 25 feet; and
 - (2) Width, 52 feet.
5. Stacking. No billboard may be stacked or placed one above another.
6. Faces
 - a. A billboard shall have no more than:
 - (1) Two (2) faces; and
 - (2) One (1) face per side.
 - b. All billboard faces shall be, in relation to the road upon which they front, either:
 - (1) Perpendicular; or
 - (2) No less than a 45-degree angle.
 - c. When a billboard has two (2) sides:
 - (1) Both sides shall be the same size and shape, except for embellishments, so that no substantial portion of the back of the opposing billboard shall be visible; and
 - (2) Those sides shall be either, in relation to each other:
 - (a) Parallel and separated by no more than 48 inches; or
 - (b) No more than a 45-degree angle and separated by no more than 36 inches at the apex.

7. Embellishments. Embellishment may be added as a temporary extension:
 - a. Comprising no more than 15% of the face; and
 - b. Extending from the face no more than:
 - (1) Five (5) feet above;
 - (2) Two (2) feet to either side; or
 - (3) One (1) foot below.
 8. Illumination and Changing Messages
 - a. A static billboard may be illuminated only by a reflected or internal light source oriented or otherwise controlled to prevent glare towards any part of a residentially used or zoned property, or a public street or highway.
 - b. A digital billboard shall comply with the following:
 - (1) Maximum luminance shall comply with recognized industry standards;
 - (2) Brightness shall automatically adjust based on ambient light;
 - (3) Messages may not change more frequently than once every 8 seconds; and
 - (4) Brightness shall automatically adjust based on ambient light.
 9. 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.
- E. Maintenance, Continued Use, and Enforcement
1. 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.
 2. In the event the use of any billboard has been discontinued for a period of ninety (90) days or more, as determined by the Building Official, said billboard shall be deemed abandoned. The Engineering 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:
 - a. Submit documentation to the Engineering Director to establish that the billboard has not been abandoned as provided in this section; or
 - b. 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 of St. George may remove the billboard and the support structure and the City of St. George 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 of St. George.
 3. See Chapter 6 - Enforcement and Chapter 7 - Nonconformities of this UDC.

Figure 7:9.2.5.A.
Bluebonnet Swamp

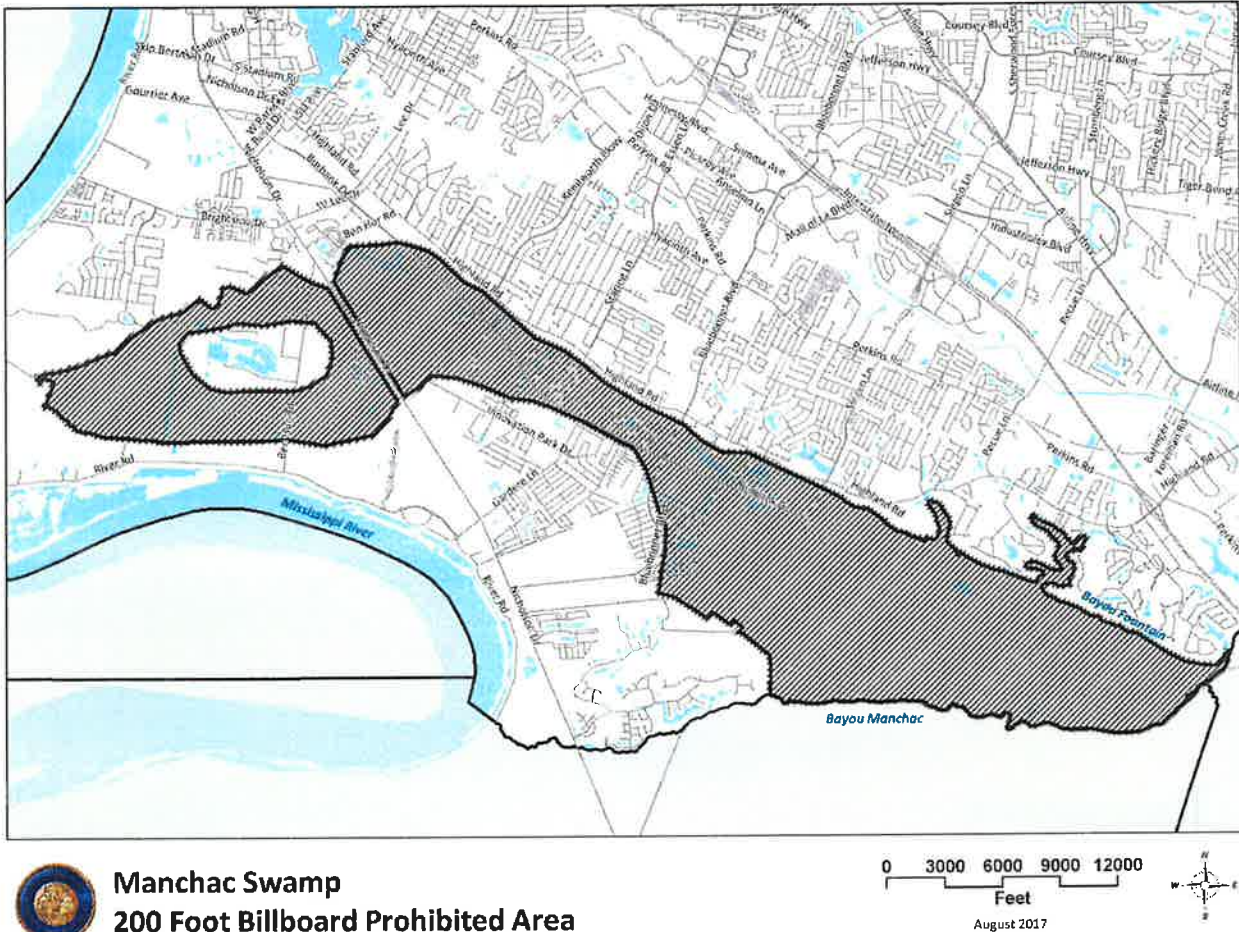


Bluebonnet Swamp
200 Foot Billboard Prohibited Area

0 250 500 750 1000
 Feet
 August 2017



**Figure 7:9.2.5.B.
Manchac Swamp**



Sec. 7:9.2.56. Cemetery/Columbarium/Mausoleum

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[Renumber subsequent sections and correct references to the renumbered sections, including in the Specific Use Standards column of Table 7:9.1.3.A.]

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CHAPTER 10 - GENERAL DEVELOPMENT STANDARDS

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ARTICLE 10.6. SIGNS AND GRAPHICS

[Delete the contents of this article (Secs. 7:10.6.1 to 7:10.6.2) and replace with the following, which is new but is not underlined for ease of reading.]

Sec. 7:10.6.1. Purpose and Findings**A. Purpose.** The purpose of this article is to:

1. Ensure that the constitutionally guaranteed right to free speech is protected;
2. Promote and protect the public health, safety and welfare of residents and visitors to the city and parish;
3. Enhance effective visual communications;
4. Protect property values;
5. Create an attractive economic and business climate throughout the parish;
6. Enhance and protect the physical appearance of all areas of the parish;
7. 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
8. Enable people to identify destinations and locations.

B. Findings. The St. George City Council finds that:

1. 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 City has a substantial and compelling interest in:
 - a. The purposes set forth above; and
 - b. Regulating signs in such a way that the harm caused by signs might be reduced and mitigated;
2. Regulation of the size, height, number, structure, location, lighting, and spacing of signs throughout the city is necessary to:
 - a. Protect the public safety;
 - b. Ensure compatibility of signs with surrounding land uses;
 - c. Enhance the economy;
 - d. Protect the public investment in streets and highways;
 - e. Maintain the environment of residential areas;
 - f. Promote industry and commerce;
 - g. Eliminate visual clutter and blight;
 - h. Provide an aesthetically appealing environment;
 - i. Provide ample, meaningful opportunities for persons who desire to display information by means of a sign to have their information seen and understood; and
 - j. Provide for the orderly and reasonable display of advertising and other messages for the benefit of all persons in the city;
3. These regulations do not:
 - a. Apply to every form and instance of visual speech that may be displayed anywhere within the city, but are intended to regulate those forms and instances that are most likely to meaningfully affect the purposes of this article; or
 - b. Entirely eliminate all 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 harm caused by signs;

4. Some signage has a single targeted function that makes identifying such signs by description impossible without referring to function. Whenever a sign is described, in part, by referring to the function it serves, the provisions of this part that limit such a sign are designed to be neutral with respect to the content of the speech appearing on it; and
5. 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.

Sec. 7:10.6.2. Administration

A. Content-Neutral

1. Notwithstanding any other provision of this article or of related standards referenced in this article, 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.
2. Signs containing non-commercial speech are permitted anywhere that advertising or business signs are permitted, subject to the same regulations applicable to such signs. Nothing in this article shall be construed to favor commercial speech over non-commercial speech, or one non-commercial message over another non-commercial message.

B. Definitions. See Chapter 19 – Definitions and Measurements of this UDC.

C. Sign Calculation Standards. See Chapter 19 – Definitions and Measurements of this UDC.

Sec. 7:10.6.3. Applicability, Permits, and Standards

A. It shall be unlawful to display, erect, place, establish, paint, or maintain a sign except in conformance with this article. The effect of this article is to:

1. 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. Establish standards, requirements and limitations, and a permit system that honor constitutional rights and requirements.

B. Permit Required

1. A sign permit shall:
 - a. Be required to erect, substantially modify, or relocate all signs permitted by this article; and
 - b. Not be required for:
 - (1) Temporary signs for any use in a residential base zoning district; or
 - (2) Repainting, cleaning, or other normal maintenance to prolong the life of a sign as originally permitted.
2. In addition to a sign permit, the following permits shall also be required for any sign:
 - a. Requiring electricity, an electrical permit; or

- b. Located in the public right-of-way, a license agreement in accordance with Sec. 7:10.6.8.
- 3. When a sign requires footings, it shall require a footing inspection which may only be performed by an individual with the appropriate state license.
- 4. An applicant shall submit a complete sign permit application to the Building Official, who shall be the deciding authority.
- C. *Standards*. All signs shall comply with the allowances, standards, and prohibitions in:
 - 1. Permitted Sign Types and Allowances in Sec. 7:10.6.4;
 - 2. Standards for All Signs in Sec. 7:10.6.5;
 - 3. Standards for Specific Sign Types in Sec. 7:10.6.6; and
 - 4. Prohibited Signs in Sec. 7:10.6.7.

Sec. 7:10.6.4. Permitted Sign Types and Allowances

- A. *Sign Types*. Types of permitted signs include:
 - 1. *Permanent*. Signs that are permanently installed in the ground or affixed to a structure, and erected for an extended period of time (generally years).
 - 2. *Temporary*. Signs that are not permanent.
- B. *Allowances*. See the following Tables:
 - 1. 7:10.6.4.A. Permitted Sign Types, Maximum Number;
 - 2. 7:10.6.4.B. Freestanding Sign Maximum Dimensions;
 - 3. 7:10.6.4.C. Attached Sign Maximum Dimensions; and
 - 4. 7:10.6.4.D. Directional and Temporary Signs Maximum Dimensions.
- C. *Notes to Tables 7:10.6.4.A, 7:10.6.4.B, 7:10.6.4.C, and 7:10.6.4.D*
 - 1. Per street frontage, except for subdivision entryways which shall be, for:
 - a. Residential districts, at each subdivision entrance; or
 - b. Nonresidential districts, for every 1,000 linear feet of street frontage.
 - 2. Not permitted in the City Center or Urban Character Area Overlays or the MX-1, MX-2, or B-1 base zoning districts.
 - 3. Per establishment, except for:
 - a. Projecting signs, in the City Center Character Area Overlay, per street frontage per establishment; or
 - b. Suspended signs, per exterior wall per establishment.
 - 4. No maximum number, provided maximum sign area is not exceeded, which shall include 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.
 - 5. Per structure, but only permitted with a conditional use permit on buildings of 80 feet or more in height in Regional Centers and Employment Centers as designated on the future land use map.
 - 6. No maximum.
 - 7. One (1) freestanding sign, either monument or pylon.
 - 8. Maximum sign area is per sign, unless otherwise specified.

9. One (1) square foot for every linear foot of frontage of the subdivision on the street on which the sign is proposed, or 36 sqft, whichever is greater.
10. In the Suburban and Rural Character Area Overlays, may be 20 feet if set back at least 20 feet from any road right-of-way or private access servitude.
11. A pylon sign's maximum area or height may be increased as follows:
 - a. Maximum area:
 - (1) 201 to 500 linear feet of street frontage, 150 sqft; or
 - (2) 501 or more linear feet of street frontage, 200 sqft.
 - b. Maximum height:
 - (1) 501 or more linear feet of street frontage, 40 ft; or
 - (2) 50 feet when the property is:
 - (a) Within 400 feet of the right-of-way of a controlled access highway;
 - (b) Either adjacent to, or within 150 feet of, an interchange providing access to the controlled access highway; and
 - (c) No closer than 200 feet to a residential district.
12. Maximum sign area is the sum of all signs of this sign type.
13. Maximum wall sign area shall be reduced by the area of any roof sign.
14. May be 15% of the wall area.
15. The smaller of:
 - a. 15% of the largest wall area; or
 - b. 600 sqft.
16. May be 30% of the wall area.

Table 7:10.6.4.A. Permitted Sign Types, Maximum Number

Base Zoning District and Use	Permanent							Temporary
	Freestanding ¹		Attached				Directional ⁶	
	Monument	Pylon ²	Projecting ³	Suspended ³	Wall ⁴	Roof ⁵		
Residential Districts								
Nonresidential	1	-	-	1	P	-	P	2
Residential, multi-unit dwelling	1	-	1	1	P	-	P	2
Subdivision entryway	2	-	-	-	-	-	-	-
All other uses	-	-	-	-	-	-	-	2
Nonresidential Districts								
All uses, except below	1 ⁷	1 ⁷	1	1	P	1	P	2
Subdivision entryway	1	-	-	-	-	-	-	-

Table 7:10.6.4.B. Freestanding Sign Maximum Dimensions

Base Zoning District and Use	Monument		Pylon	
	Area ⁸ (sqft)	Height (ft)	Area ⁸ (sqft)	Height (ft)
Residential Districts				
Nonresidential	24	6	N/A	N/A
Residential, multi-unit dwelling	32	6	N/A	N/A
Subdivision entryway	36 ⁹	6	N/A	N/A
Nonresidential Districts				
All uses in MX-1, MX-2, B-1	24	6	N/A	N/A
All uses in all other districts	64	10 ¹⁰	100 ¹¹	35 ¹¹
Subdivision entryway	36 ⁹	6	N/A	N/A

Table 7:10.6.4.C. Attached Sign Maximum Dimensions

Base Zoning District and Use	Area ⁸ (sqft)			
	Projecting	Suspended	Wall ^{12,13}	Roof ¹³
Residential Districts				
Nonresidential	48	N/A	32 ¹⁴	N/A
Residential, multi-unit dwelling	48	3	32 ¹⁴	N/A
Nonresidential Districts				
All uses in MX-1, MX-2, B-1	48	3	32 ¹⁴	Note ¹⁵
All uses in all other districts	48	3	32 ¹⁶	Note ¹⁵

Table 7:10.6.4.D. Directional and Temporary Signs Maximum Dimensions

Base Zoning District and Use	Directional		Temporary
	Area ⁸ (sqft)	Height (ft)	Area ⁸ (sqft)
Residential Districts			
Nonresidential	6	8	24 ¹²
Residential, multi-unit dwelling	6	8	24 ¹²
All other uses	N/A	N/A	6
Nonresidential Districts			
All uses	6	8	48 ¹²

Sec. 7:10.6.5. Standards for All Signs**A. Placement**

1. Signs shall be placed so as not to block:
 - a. Sight distance triangles;
 - b. Windows, doors, or other means of ingress and egress; or
 - c. Architectural detail.

2. No sign shall be:
 - a. Permitted on a site without a building; or
 - b. Allowed on public property, except in accordance with Sec. 7:10.6.8.
- B. *Design, Construction, and Maintenance.* Signs shall be:
 1. Designed to meet applicable building codes, including for wind pressure and dead load;
 2. Constructed of durable materials; and
 3. Maintained in good condition at all times and kept free of:
 - a. Cracked or peeling paint;
 - b. Missing or damaged sign panels or supports; and
 - c. Vegetation that obscures the view of the sign message.
- C. *Illumination*
 1. Any sign, except not temporary signs, may be illuminated in a manner that:
 - a. Avoids glare or reflection which in any way interferes with traffic safety; and
 - b. Is not detrimental to adjacent residential property, as determined by any artificial light greater than two (2) footcandles falling eight (8) feet outside the boundaries of the property where the illuminated sign is located.
 2. Unless otherwise permitted by this UDC, signs shall not be illuminated by moving lights, flickering lights, or a string of lights placed around the sign.
- D. *Changeable Copy, Manual or Electronic*
 1. Changeable copy shall be allowed only on signs, except not roof signs, that are:
 - a. For a nonresidential use in a residential zoning district; or
 - b. In a nonresidential zoning district.
 2. The area of a sign devoted to changeable copy shall, for:
 - a. Electronic changeable copy, be limited to no more than 100 percent; or
 - b. Manual changeable copy, be:
 - (1) Limited to, in:
 - (a) Residential zoning districts, no more than 50 percent; or
 - (b) Nonresidential zoning districts, no more than 80 percent; and
 - (2) Protected by a locked, vandal-proof cover.
 3. Changes of message shall comply with the following:
 - a. Each message shall be displayed for at least, in:
 - (1) Residential zoning districts, twenty (20) seconds; or
 - (2) Nonresidential zoning districts, eight (8) seconds.
 - b. Changes of message shall:
 - (1) Be accomplished within two (2) seconds; and
 - (2) Occur simultaneously on the entire sign face.
 - c. No flashing, dimming, or brightening of message shall be permitted except to accommodate changes of message.
 4. Electronic changeable copy shall:
 - a. Not have displayed copy that is animated, blinking, chasing, or flashing, or has other moving effects;

- b. Be programmed with a static default message or image so that, if a malfunction occurs, the default message shall freeze the electronic changeable copy in one position;
- c. Have high-definition resolution displays that do not pixelate;
- d. Either:
 - (1) Have an automatic dimmer that limits the brightness based on ambient light conditions; or
 - (2) Be adjustable to comply with the 0.3-footcandle measurements; and
- e. Not increase night-time ambient illumination by more than 0.3 footcandles when measured perpendicular to the electronic changeable copy face at a distance (feet) equal to the square root of the sign area (square feet) multiplied by ten (10) (Distance in feet = $\sqrt{\text{Sign Area in square feet}} \times 10$) using an illuminance meter set to measure footcandles accurate to at least two (2) decimals, with the burden of proving compliance with this standard on the property owner.

Sec. 7:10.6.6. Standards for Specific Sign Types

A. *Permanent, Freestanding Signs.* Each sign may have up to two (2) sign faces.

1. *Monument*

- a. Shall have plantings:
 - (1) Covering the area within two (2) feet from the sign base on sides parallel to the face; and
 - (2) Maintained in good condition, and free and clear of trash and weeds.
- b. For subdivision entryway use:
 - (1) Shall only be allowed:
 - (a) At the entry to the development; and
 - (b) Within ten feet of public right-of-way that serves as internal access to the development; and
 - (2) For nonresidential subdivisions, 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. *Pylon.* See Table 7:10.6.6.A for minimum setbacks.

B. *Permanent, Attached Signs*

1. *All.* An attached sign and its structure shall:

- a. Not be closer than two (2) feet, measured in horizontal distance, from the curb line of any street;
- b. When above any space that may be used by a pedestrian, bicycle, or vehicle, have a vertical clearance of seven feet six inches to the ground; and
- c. When in a public right-of-way:
 - (1) Extend no more than five (5) feet into the right-of-way; and
 - (2) Require a license agreement approved by the Engineering Director in accordance with Sec. 7:10.6.8.

2. *Projecting*. Shall not extend:
 - a. 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 two (2) feet beyond the top of the wall; and
 - b. Into a required front yard more than six (6) feet.
3. *Wall*
 - a. *Awning*. Only one sign allowed over each door or window, and:
 - (1) Shall be flat against the surface of the awning; and
 - (2) May cover up to half of the awning.
 - b. *Canopy*. Sign:
 - (1) May cover up to half of the canopy;
 - (2) Maximum height of two (2) feet unless a larger sign is approved by the Engineering Director; and
 - (3) Shall not extend beneath the vertical edge of the canopy to which it is attached.
 - c. *Marquee*. Only one per establishment. Sign:
 - (1) May extend the full length of the marquee;
 - (2) Shall not exceed eight (8) feet in height; and
 - (3) Shall not exceed 200 square feet.
 - d. *Wall, All Other*. Sign shall not extend more than 16 inches from the wall to which it is attached.
- C. *Temporary Signs*
 1. Shall remain in good condition during the display period, with corrective action taken immediately for any problems with appearance, condition, or maintenance of the sign or support hardware.
 2. *Moveable Signs on Sidewalks*. Shall:
 - a. 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. Be limited to no more than one (1) per building street frontage;
 - c. Be located no more than ten (10) feet from the main pedestrian entrance, increased only by the minimum amount necessary to achieve the minimum width for pedestrian clearance established in "d" below;
 - d. Be placed to allow at least five (5) feet of sidewalk width for unrestricted pedestrian movement; and
 - e. Not exceed, in:
 - (1) Width, two and one half (2.5) feet;
 - (2) Height, four (4) feet; and
 - (3) Area, 6 sqft per sign face.
 3. *All Other*. Shall be displayed for no more than three (3) continuous months with a maximum period of two (2) per year and a minimum of seven (7) days between each period or 14 days after the event concludes.

Table 7:10.6.6.A. Pylon Sign Minimum Setbacks

Abutting Property	Sign Area	
	32 sqft or less	More than 32 sqft
Residentially Zoned	12 feet	20 feet
All Other, including Right-of-Way	5 feet	10 feet

Sec. 7:10.6.7. Prohibited Signs

It shall be unlawful to erect, construct, maintain, or display the following signs:

1. *Dilapidated or Damaged*. Signs that have missing or broken panels, broken or damaged supports or frame, or otherwise display inadequate maintenance, dilapidation, obsolescence, or abandonment.
2. *Illegal*. Signs that have not received required permits, do not comply with a valid permit, and other signs that fail to comply with this article. See Sec. 7:10.6.10.
3. *Located in Public Right-of-Way*. Except as expressly allowed in Sec. 7:10.6.8, all signs, including supports, frames, and embellishments, that are in a public right-of-way, whether on their own sign structure or attached, affixed, or painted on any object. These prohibited signs shall be considered litter.
4. *Obscene*. Signs containing, depicting, or providing a digital link to obscene material.
5. *Obsolete*. The structure for a sign that is not allowed if such structure cannot be used for a legal use or does not comply with the height, size, or other physical requirements of this UDC, unless the sign structure is associated with a nonconforming sign.
6. *Portable*. Signs designed or intended to be readily relocated and not permanently affixed to the ground or to a building, including "A-" or "T-" frame signs, signs on wheels, trailers, truck beds, or any other device intended to be moved from one location to another, unless allowed as an exempt sign.
7. *Rotating*. Signs that have rotating or moving parts that revolve more than seven (7) revolutions per minute.
8. *Unsafe*. See Sec. 7:10.6.10.A.3.
9. *Windblown or Inflated*. Fluttering, spinning, windblown, or inflated devices, such as balloons, feather flags, pennants, and propeller discs, which do not conform to the requirements of this UDC, unless associated with a permitted temporary sign.
10. *All Other Unlisted*. All other signs that are not expressly permitted by this article.

Sec. 7:10.6.8. Signs in Public Right-of-Way

A. The following signs may be allowed in the public right-of-way:

1. Awning, marquee, projecting and suspended signs;
2. Moveable signs on sidewalks;
3. Emergency warning signs erected by a government agency, utility company, or a contractor doing work in a public right-of-way;
4. Public signs erected by or on behalf of any governmental entity; and

5. Signs erected pursuant to a temporary use permit issued by the Engineering Director, subject to such ordinances or regulations as may apply.
- B. When the sign is a permanent sign, it shall require a license agreement approved by the Engineering Director.

Sec. 7:10.6.9. Nonconforming Signs

See Chapter 7 – Nonconformities of this UDC.

Sec. 7:10.6.10. Enforcement, Violations, and Penalties

- A. *Enforcement.* The Building Official shall have the authority to enforce this article and to order the maintenance or removal of a sign or its supporting structure which constitutes a hazard to safety, health, or public welfare if the Building Official finds that the sign is:
 1. Inadequately maintained, dilapidated, or damaged (e.g. faded, torn, broken, or weathered);
 2. Abandoned or obsolete, including any sign which:
 - a. For a period of 60 days or more:
 - (1) Remains without a message; or
 - (2) The use of which has been discontinued;
 - b. Pertains to a time, event, or purpose which no longer applies; or
 - c. Remains after:
 - (1) Demolition of a principal structure; or
 - (2) The business to which it pertains is no longer in operation;
 3. Unsafe, including but not limited to signs:
 - a. Preventing free ingress to or egress from any door, window, or fire escape;
 - b. Located in sight triangles;
 - c. Containing reflective materials which may cause glare; or
 - d. Which obstruct the view of or may be confused with a traffic control or safety sign;

or
 4. Illegal.
- B. *Violations and Penalties.* See Chapter 6 – Enforcement of this UDC.

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CHAPTER 16 – SIGNS RESERVED

[Delete the contents of this chapter (Secs. 7:16.1 to 7:16.7.5) and reserve the chapter.]

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CHAPTER 19 – DEFINITIONS AND MEASUREMENTS

ARTICLE 19.1. DEFINITIONS

* * *

Sec. 7:19.1.2. Defined Terms

* * *

Billboard: a large format outdoor advertising structure designed to attract attention to goods, services, or messages which are not located on the same lot as the structure for which rent is charged according to:

- A. The amount of traffic that passes its location;
- B. Its visibility; and,
- C. Its size.

Billboard, Digital: a billboard that displays digital images that are periodically changed by a computer.

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Billboard Embellishment (for purposes of Chapter 16, Signs, only): the area of design made as a cutout that extends beyond the basic rectangular space of an advertising sign billboard.

* * *

Height, Building: the vertical distance from grade to (a) the top level of a flat roof; (b) the deck line of a mansard roof; or (c) the average height between eaves and ridge for gable, hip and gambrel roofs.

Height, Sign: the vertical distance from grade, street pavement, or building facade, as applicable, to the highest point of the sign.

Height, Tower: the distance from grade to the top of the tower structure or any attached wireless transmission or relay equipment.

* * *

Obscene Material: material that appeals to prurient interests, is patently offensive, and lacks serious literary, artistic, political, or scientific value, as set forth in Louisiana Revised Statutes 14:106.

* * *

Pennant: a sign, with or without a logo or words, made of flexible material that is suspended from one or two corners and typically used in combination with other such signs to attract attention.

* * *

Prurient Interests: abnormal, unhealthy, shameful, or morbid interest in sex, nudity, or excretion, as defined by the U.S. Supreme Court in *Miller v. California*, 413 U.S. 15 (1973), when the material:

1. Appeals to the prurient interest, applying contemporary community standards;
2. Depicts or describes sexual conduct in a patently offensive way; and
3. Lacks serious literary, artistic, political, or scientific value.

* * *

Sign: any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, structures, designs, trade names, or trademarks by which anything is made known, used to designate, or used to attract attention to an individual, firm, association, corporation, profession, business, commodity, or product that is legible from any public right-of-way or adjacent property, including the structure (other than a wall) on which the sign message is displayed. This definition does not include flags or trade dress, architectural features identified with a product or business, or billboards.

Sign, Abandoned: ~~a sign or sign structure that remains in a state of disrepair or on which the sign face remains without content for a period of six months. Such signs shall be removed or repaired within 90 days of being issued a citation:~~

Sign Area: ~~the entire area within a single, continuous perimeter of regular geometric form enclosing the extreme limits of sign display together with any frame or 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:~~

Sign, Awning: a sign that is painted, sewn, or affixed on an awning.

Sign, Canopy: 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.

Sign, Changeable Copy: ~~a sign that is that is permanently affixed to a site and is designed to allow the changing of copy through manual, mechanical, or electrical means:~~

Sign, Directional: ~~a sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic serves to guide people to the location of facilities intended to serve the public, such as restrooms, public telephones, public walkways, parking areas, and other similar facilities.~~

Sign Face: the entire area of a sign upon, against, or through which copy is placed.

Sign, Freestanding: a sign anchored directly to the ground or supported by one or more posts, columns, or other vertical structures or supports, and not attached to or dependent for support from any building.

Sign, Marquee: a sign attached to or painted on a marquee.

Sign, Monument: ~~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 and an opaque base extending to the ground or integrated into landscaping creating the appearance of a solid base.~~

Sign, Portable: ~~any sign designed or intended to be readily relocated and not permanently affixed to the ground or to a building, including "A-" or "T-" frame signs, signs on wheels, trailers, truck beds, or any other device intended to be moved from one location to another:~~

Sign, Projecting: a sign attached to a building and extending away from the building face by more than 12 inches, generally visible at right angles to the building.

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

Sign, Roof: ~~is~~ 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.

~~**Sign Setback:** the horizontal distance between any property line and the outermost point of a sign or sign structure situated on premises.~~

Sign Structure: any structure that supports, has supported or is capable of supporting a sign, including any decorative cover for the sign structure.

~~**Sign, Subdivision:** any sign designed to identify a subdivision, neighborhood, or multi-family developments.~~

Sign, Suspended: a sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

~~**Sign, Temporary:** 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.~~

Sign, Wall: 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. Painting on the wall is not a wall sign.

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ARTICLE 19.2. MEASUREMENTS

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Sec. 7:19.2.5. Signs

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E. Wall Area for Wall Sign Allowance. See Figure 7:19.2.5.E.

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Figure 7:19.2.5.E.
Wall Area Illustration

