

OPTION 2

DEFINITIONS

~~**Billboards**—Any structure or portion thereof consisting of outdoor advertising signs which advertise, promote, or otherwise disseminate information an which are considered off-premise, or not related to the business use on the particular lot on which the billboard is placed.~~

~~Off-Premise Outdoor Advertising —See “Billboard.”~~

Off-Premises Sign. Any outdoor sign, display, figure, painting, drawing, message, 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 traveled way of any thoroughfare in the city; but does not include on-premises signs advertising or identifying activities conducted on or products sold on the property upon which they are located.

BILLBOARD/OFF-PREMISES ADVERTISING SIGN. An outdoor advertising sign that directs the attention of the public to a business activity conducted, or product sold or offered for sale at a location not on the same premises where the sign is located. This does not include:

- (1) any sign erected and maintained by the State of Louisiana, Department of Transportation and Development, or any other entity authorized by the state, oriented to and visible from a street, or
- (2) any sign permitted, authorized or contracted for by a state, parish or municipal governing authority pursuant to RS § 32:236.C, or
- (3) an approved sign located on the site of an integrated business center, and owned and operated by a tenant of the business center.

STATIC BILLBOARD. A billboard which displays a single visual image that does not change more frequently than once per 24-hour period and does not include LED or functionally electronic equivalent technology.

BILLBOARD/OFF-PREMISES ADVERTISING SIGN, ELECTRONIC (DIGITAL). A billboard or off-premises sign capable of displaying words, symbols, figures or images that can be electronically changed by remote or automatic means.

13.1.9 Off-premise signs. - Delete A-E and G.

- A. The billboard regulations are applicable to signs within the city limits of Hammond, Louisiana.
- B. Construction: All signs must be designed and constructed in compliance with applicable building and electrical codes. Signs must be constructed of durable materials and ermanently attached to the ground. Plywood, particleboard, and paper are not allowed for

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permanent signs. Permits are required prior to construction and reviewed through sign and building permit application process.

- C. Maintenance: Signs must be kept clean and in good repair.
- D. Illegality: Signs that are illegal under state laws or regulations are prohibited.
- E. Traffic Interference: Signs that attempt to regulate or direct traffic or that interfere with official traffic signs are not permitted.
- F. Panels: A billboard shall be limited to a single sign panel on each side. Each sign panel shall be of equal size and shape, and no portion of the back of the opposite sign shall be visible. Billboard structures shall be perpendicular or V-shape with no more than 60-degree angle.
- G. Persons who own property or business within the C-N, C-H, or industrial zones may use this property to advertise other property or businesses which they own but which are in a different location. Such off-premise signs shall be limited to forty (40) square feet in area (per sign face) and do not need to meet the spacing requirements of subsection (e) above.

STATIC BILLBOARDS	
Locations	C-N, C-H, I-L, and I-H zoning districts
Sign Face, minimum	72 sq. ft.
Sign Area, maximum	300 sq. ft. per face (panel)
Maximum Height	45 ft.
Setbacks	Equal to minimum setback of contiguous structures. If contiguous lots are not developed, 20 ft. from Public ROW
Distance from other billboards	500 1,000 linear ft. on same side of road. At intersection 500 ft measured radially.
Setback from nearest residential zoning district, single family house or subdivision	300 ft measurement from residential to the outermost portion of the sign
Sign Panels	Perpendicular or interior angle not greater than 60 degrees
Sign owner Identification plaque	Required - 200 sq. inches or less
"Piggy-backing" (stacking)	"Piggy-backing" (stacking) not allowed
Lighting	May be externally illuminated. Internal illumination is not permitted. The light shall be directed toward the face of the billboard and shielded so as not to produce excessive light or glare on to adjacent properties or the street. Flashing devices, revolving or rotating beams or beacons of light are prohibited.
Conversion of Static to Digital billboard	C-N, C-H, I-L, I-H. Must permanently remove one or more existing billboards whose cumulative area is a minimum of 2x the square footage of sign area of the digital billboard in Hammond city limits before permit for digital sign is issued. Reversion to static billboard prohibited.

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ELECTRONIC / DIGITAL BILLBOARDS	
Locations	C-N, C-H, I-L, I-H zoning districts
Sign Area, Minimum	72 sq. ft. per face
Sign Area, Maximum	300 sq. ft. per face (panel)
Maximum Height	45 ft. within city limits. 65 ft. on I-12 or I-55 or interstate access road.
Distance from other Billboards	1,000 linear ft. on same side of road. At intersections 500 ft measured radially.
Setbacks	Minimum setback of contiguous structures. If contiguous lots not developed, 20 ft. from the public ROW
Setback from nearest residence or residential zoning district	300 500 feet
Sign Panels	Perpendicular or interior angle not greater than 60 degrees
Sign owner identification plaque	Required - 200 square. inches or less
Minimum Dwell Time (motionless)	8 seconds
Change of Message	Instantaneous over entire sign
Motion Restrictions	No flashing, animation, twirl, scrolling, fading, change color, or motion
Automatic Dimmer control and photocell	Light sensing device that automatically adjusts to natural ambient light conditions.
Default mechanism to freeze sign if malfunction occurs	Required
Display emergency information such as Amber alert, road closures, evacuations, or as authorized by Local Emergency Management.	Required
Lighting	Lighting shall be shielded so as not to produce excessive light or glare on to adjacent properties or the street.
Provide evidence of applicable and active LA DOT permit in progress	Required
"Piggy-backing" (stacking)	"Piggy-backing" (stacking) not allowed
Conversion of Static to Electronic/Digital billboard	C-N, C-H, I-L, I-H. Must permanently remove one or more existing billboards whose cumulative area is a minimum of 2x the square footage of sign area of the digital billboard in Hammond city limits before permit for digital sign is issued. Reversion to static billboard prohibited. See Sec. I and J.

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Billboards fronting Interstate Corridors or LA DOTD designated Service Road	
Locations	Interstate corridor including all properties fronting on the interstate or on a LA DOTD designated service road abutting I-12 and/or I-55
Sign Area, Maximum	300 sq. ft. per face (panel)
Distance from any other Billboards	3,000 ft. measured radially
Setback from Interstate roadway	300 ft. from centerline of interstate roadway
Setback from interstate or service road ROW	25 feet
Setback from nearest residence applicable to constructed, erected, placed or replaced	300 feet measured from residential zoning district boundary to outermost portion of each sign
Minimum Ground Clearance	8 feet
Maximum Height	State (DOTD) requirements applicable to site or 65 feet, whichever is lower. See 13.1.8 D

- H. Permits: The sign permit application for a digital billboard shall include construction plans certified by an engineer licensed in the state of Louisiana who shall certify that the structure complies with the adopted building code and shall submit sufficient data to enable the Building Official to determine whether the digital billboard complies with City zoning and construction requirements. The Digital Billboard owner shall grant reasonable access by the Building Official for periodic inspections to ensure compliance with regulatory requirements.
- I. Conversion to Digital Billboard: When converting an existing nonconforming static billboard to a digital billboard, the applicant requesting a sign permit for a billboard conversion must identify the locations and total display face area of the existing billboards to be removed and their status as either conforming or nonconforming, and obtain a demolition permit for each billboard to be removed prior to issuance of the sign permit for the new billboard. Each of the billboards identified for demolition must be completely removed prior to the conversion of the billboard. Each of the billboard structures identified to be removed must be demolished and the entire structure completely removed to grade level prior to the construction or installation of the new billboard, including the support structure, electrical connections, catwalk (if any), and special grading, and all post holes must be completely covered.

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Existing UDC regulations in Article 13 listed are applicable to billboards are:

13.1.5 Prohibited Signs

The following signs are prohibited in all zones:

- B. Signs employing confusing motion; which employ motion in such a manner as to obstruct or interfere with a driver's view of approaching, merging or intersecting traffic, or a traffic signal, device or sign.
- C. Signs with flashing, blinking, or traveling lights, regardless of wattage, which are located within twenty (20) feet from the edge of the street pavement. Signs or devices which utilize intense flashing lights, spotlights, floodlights or any type of light which may impair vision, cause excessive glare, or otherwise interfere with any driver's operation of a motor vehicle will be prohibited in any location.
- G. Signs which are considered unsafe or abandoned.
- J. Billboards and off-premise signs not meeting the requirements of Section 13.1.9.

13.1.7 Abandoned, Unsafe, or Damaged Signs.

13.1.12 Non-conforming signs; schedule of removal.

2024 Louisiana Laws Revised Statutes

Title 32 - Motor Vehicles and Traffic Regulation

§32:236. C. A public body, such as a parish or municipal governing authority maintaining a highway or street, may authorize and adopt rules to regulate advertising on convenience facilities such as benches, shelters, and kiosks, located within the public rights of way at designated stops of a public transit system, as designated or contracted for by the governing authority.