On joint motion of all Councilmembers present the following ordinance was offered:

**SUMMARY NO. 23563 ORDINANCE NO.**

An ordinance to amend Chapter 32, Signs; Chapter 33, Unified Development Code; and Chapter 40, Zoning, of the Code of Ordinances of the Parish of Jefferson, to update definitions and off-premise (billboard) regulations, to provide on- and off-premise electronic variable message sign regulations, and to perform housekeeping amendments. (Parishwide)

**WHEREAS**, Resolution No. 116163, as amended by Resolution No. 118084, was called to address the lack of regulations for on- and off-premise electronic variable message signs; and

**WHEREAS**, *Envision Jefferson 2020*, adopted as the Parish’s Comprehensive Plan, calls for reducing the number and size of signs, and reducing clutter caused by poorly designed and located signs; and

**WHEREAS**, *Jefferson EDGE 2020*, the Parish’s Comprehensive Economic Development Strategy, identifies large, out-of-scale signage and the presence of billboards along boulevards adjacent to residential neighborhoods as problems impacting the Parish’s economic development; and

**WHEREAS**, Sign Task Force II recommended including regulations for electronic variable message signs to the Council; and

**WHEREAS**, definitions need to be updated to clarify existing regulations and to accommodate electronic variable message sign regulations; and

**WHEREAS**, to create the most effective off-premise electronic variable message sign regulations all off-premise sign regulations needed to be updated; and

**WHEREAS**, to provide clarity for electronic variable message sign regulations Chapter 40, Zoning needs to be reorganized to include, among others, new sections for sign regulations; and

**WHEREAS**, a public hearing was held by the Planning Advisory Board in accordance with law. Now, therefore,

**THE JEFFERSON PARISH COUNCIL HEREBY ORDAINS:**

**SECTION I.** That CHAPTER 32 SIGNS, ARTICLE I. IN GENERAL, Sec. 32-1 Signs along rights-of-way, etc. is hereby amended to read as follows:

(a) *Prohibition.* Except as otherwise provided by law, it shall be unlawful for any person to paste, post, paint, print, nail or otherwise erect or maintain upon any curb, gutter, flagstone, tree, lamppost, awning post, telephone pole, public utility pole, public garbage bin, bus shelter, bridge abutment, parish highway, highway fence, parking meter, mail box, vehicle, traffic signal stanchion, bench, traffic barrier, hydrant, public pay phone, public building, wooden or iron railings of public buildings, or other such item or structure in any right-of-way, servitude, street, roadway, emergency lane, median, neutral ground, shoulder of a road, and/or sidewalk any sign, marker, placard, poster, handbill, notice, light, signal light, warning or direction sign, or any sign bearing any commercial advertising; nor shall any person direct or permit any agent, employee or other person under his or her control to engage in such an activity.

(1) *Exception for realtors*. Registered real estate agents may place temporary, non-illuminated signs advertising real estate for sale on a right-of-way, servitude, median, neutral ground, or shoulder of a road only between the hours of 11:00 a.m. and 5:00 p.m. on Saturdays and Sundays. This section shall not apply to realtors' signs that are posted on private property, and conform to the requirements of section 40-686.

\* \* \*

**SECTION II.** That CHAPTER 33 UNIFIED DEVELOPMENT CODE, ARTICLE 3. ZONING, Sec. 33-3.5 Zoning district regulations is hereby amended to read as follows:

\* \* \*

(c) *Commercial Mixed Use District (FC-3)*.

\* \* \*

(11) *Signs.*

\* \* \*

k. Electronic variable message (EVM) signs in accordance with Sec. 40-681 of this Code are permitted as part of an allowed monument sign under the following conditions:

1. The lot has frontage on and the sign is oriented to traffic on Severn Avenue or West Esplanade Avenue;

2. The portion of the sign which employs EVM technology shall have a maximum area of twenty-five (25) square feet; and

3. Each message or image shall have a minimum dwell time of six (6) seconds.

**SECTION III.** That CHAPTER 33 UNIFIED DEVELOPMENT CODE, ARTICLE 10. DEFINITIONS, Sec. 33-10.1 Definitions is hereby amended to delete the definitions for *monument sign*, *projector sign*, and *wall sign*; and to add a new definition for *sign definitions*, to read as follows:

\* \* \*

*Sign* definitions:

(a) *Monument sign* shall mean a freestanding sign with the entire length in contact with the ground or a pedestal that rests upon the ground. The pedestals of all monument signs shall extend from the monument sign to the ground and shall be at between one hundred (100) and one hundred twenty (120) percent as wide and deep as the sign.

(b) *Projector sign* shall mean a sign using a projector to display content on a screen or facade of a building.

(c) *Wall sign* shall mean a sign painted upon or affixed to the wall of a building and not extending more than twelve (12) inches from the wall.

\* \* \*

**SECTION IV.** That CHAPTER 40 ZONING, ARTICLE I. IN GENERAL, Sec. 40-3. Definitions is hereby amended to delete the definitions for *accessory advertising sign*, *billboard*, *bulletin board*, and *outdoor advertising signs*; to insert the definition for *sign*, and to amend the definitions for *sign definitions* and *structure*, all to read as follow:

\* \* \*

*Sign* shall mean any structure, display, device or inscription which is located upon, attached to, or painted or represented on any land, building or structure, on the outside or inside of a window, or on an awning, canopy, marquee, or similar appendage, and which displays or includes any numeral, letter work, model, banner, emblem, insignia, symbol, device, light, trademark, or other representation used, as, or in the nature of, an announcement, advertisement, attention-arrestor, direction, warning or designation of any person, firm, group, organization, place community, product service, business, profession, enterprise, or industry.

*Sign* definitions:

(1) *Animated and scintillating lights* shall mean, on a non-electronic variable message sign, lighting which flashes on and off when the sign is in use or which does not remain constant in color or intensity.

(2) *Animated sign* shall mean any sign which in part or in total rotates, revolves, or is otherwise in motion. A rotating sign shall be considered an animated sign.

(3) *Attached sign* shall mean an on-premise sign attached to or painted on a building. A sign attached to the wall of an accessory building shall not be considered an attached sign.

(4) *Canopy sign* shall mean any sign attached to or hung from the underside of a canopy or marquee.

(5) *Detached sign* shall mean an on-premise sign not attached to or painted on a building but which is affixed to the ground. A sign attached to a flat surface such as a fence or wall of an accessory building shall be considered a detached sign.

(6) *Directional sign* shall mean a sign giving direction to motorists or pedestrians regarding the location of parking areas as well as access to and egress from a building.

(7) *Double-faced sign* shall mean a sign with two (2) faces back to back, the angle between which is no greater than ninety (90) degrees.

(8) *Dwell time* shall mean the amount of time a message or image on an electronic variable message sign is required to remain displayed prior to changing to another message or image.

(9) *Electronic variable message sign* shall mean a sign with a self-luminous sign panel able to depict any kind of light, color, or message change, ranging from static images to full-motion video.

(10) *Flashing sign* shall mean a sign on which the light actually, or gives the impression of, flashes or blinks.

(11) *Flat sign* shall mean any sign attached to, and erected parallel to the face of, or erected or painted on the outside wall of a building and supported throughout its length by such wall or building and not extending more than eighteen (18) inches from the building wall. Flat signs shall include marquee signs for the calculation of sign area, but shall not include canopy signs.

(12) *Illuminated sign* shall mean any sign designed to give forth artificial light or designed to reflect from one (1) or more sources of artificial light erected for the purpose of providing light for the sign.

(13) *Indirectly illuminated sign* shall mean a sign which does not produce artificial light from within itself but which is opaque and back lighted or illuminated by spotlights or floodlights not a part of or attached to the sign itself.

(14) *Marquee sign* shall mean any sign attached to or hung from a marquee. For the purpose of this section, a marquee is a covered structure projecting from and supported by the building with independent roof and drainage provisions and which is erected over a doorway or doorways as protection against the weather.

(15) *Off-premise sign* shall mean a sign advertising a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign.

(16) *On-premise sign* shall mean a sign advertising a use, facility, service, or product that is located, sold, or manufactured on the same premises as the sign.

(17) *Portable sign* shall mean any sign display or advertising device initially designed for being moved or transported and not attached permanently to a foundation or a permanent location on the building site.

(18) *Projecting sign* shall mean a sign which is attached to and projects more than eighteen (18) inches from the face of a wall or building, but not projecting above the parapet or eave line of the building.

(19) *Roof sign* shall mean a sign above the roof of a building which is fastened to and supported by the roof of a building or an attached sign which extends above the roof line or parapet wall of a building.

(20) *Rotating sign* shall mean any illuminated or non-illuminated sign supported from a pedestal, pylon or other vertical support where the face or faces thereof slowly revolve (no more than twenty (20) revolutions per minute) and where the light source, if any, shall remain constant.

(21) *Sign panel* shall mean the display surface of a sign delineated by a frame or cabinet. The frame/cabinet and the sign’s support structure shall not be considered part of the sign panel.

\* \* \*

*Structure* shall mean anything constructed or erected, the use of which requires a location on the ground, or attached to something having a location on the ground, including but without the generality of the foregoing, on- and off-premise signs, back stops for tennis courts, fences and pergolas.

\* \* \*

**SECTION V.** That CHAPTER 40 ZONING, ARTICLE IV. BATTURE DISTRICT B-1, Sec. 40-62. Permitted uses is hereby amended to delete paragraph (2) and to renumber subsequent paragraphs accordingly.

**SECTION VI.** That CHAPTER 40 ZONING, ARTICLE IV. BATTURE DISTRICT B-1 is hereby amended to insert a new section titled *Sec. 40-65. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-65. Sign regulations.

(a) *Number*. One (1) on-premise sign shall be permitted for places of worship, public buildings, schools, and institutions.

(b) *Sign area*. The sign shall have a maximum area of twelve (12) square feet.

(c) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Electronic variable message signs.

(3) Off-premise signs.

**SECTION VII.** That CHAPTER 40 ZONING, ARTICLE V. SUBURBAN DISTRICT S-1, Sec. 40-77. Permitted uses is hereby amended to delete paragraph (5) and to renumber subsequent paragraphs accordingly.

**SECTION VIII.** That CHAPTER 40 ZONING, ARTICLE V. SUBURBAN DISTRICT S-1 is hereby amended to insert a new section titled *Sec. 40-80. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-80. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-65 of this Chapter.

**SECTION IX.** That CHAPTER 40 ZONING, ARTICLE VI. SINGLE-FAMILY RESIDENTIAL DISTRICT R-1A, Sec. 40-92. Permitted uses is hereby amended to delete paragraph (2) and to renumber subsequent paragraphs accordingly.

**SECTION X.** That CHAPTER 40 ZONING, ARTICLE VI. SUBURBAN DISTRICT S-1 is hereby amended to insert a new section titled *Sec. 40-95. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-95. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-65 of this Chapter.

**SECTION XI.** That CHAPTER 40 ZONING, ARTICLE VII. SUBURBAN RESIDENTIAL DISTRICT R-1B, Sec. 40-108. Special permitted uses is hereby amended to read as follows:

(a) Second culinary facility is permitted subject to the criteria delineated in Sec. 40-92(18). Second culinary facilities are not subject to the stipulations of paragraph (c) below.

\* \* \*

 (c) *Special permitted use criteria.* The following criteria shall be met before a building permit will be issued.

\* \* \*

 (5) *Signs for special permitted uses*.

a. *Number*. One (1) on-premise sign shall be permitted for places of worship, public buildings, schools, and institutions except that corner lots shall be permitted two (2) on-premise signs.

b. *Sign area*. Permitted signs shall have a maximum area of twelve (12) square feet each.

c. *Prohibited signs*. The following signs shall be prohibited:

1. Flashing signs and signs with animated and scintillating lights.

2. Electronic variable message signs.

\* \* \*

**SECTION XII.** That CHAPTER 40 ZONING, ARTICLE VIII. RURAL RESIDENTIAL DISTRICT R-1C, Sec. 40-128. Special permitted uses is hereby amended to read as follows:

(a) Second culinary facility is permitted subject to the criteria delineated in Sec. 40-92(18). Second culinary facilities are not subject to the stipulations of paragraph (c) below.

\* \* \*

 (c) *Special permitted use criteria.* The following criteria shall be met before a building permit will be issued.

\* \* \*

 (5) *Signs for special permitted uses*. Signs shall be permitted in accordance with Sec. 40-108 of this Chapter.

\* \* \*

**SECTION XIII.** That CHAPTER 40 ZONING, ARTICLE IX. RURAL RESIDENTIAL DISTRICT R-1D, Sec. 40-148. Special permitted uses is hereby amended to read as follows:

(a) Second culinary facility is permitted subject to the criteria delineated in Sec. 40-92(18). Second culinary facilities are not subject to the stipulations of paragraph (c) below.

\* \* \*

 (c) *Special permitted use criteria.* The following criteria shall be met before a building permit will be issued.

\* \* \*

 (5) *Signs for special permitted uses*. Signs shall be permitted in accordance with Sec. 40-108 of this Chapter.

\* \* \*

**SECTION XIV.** That CHAPTER 40 ZONING, ARTICLE XI. MANUFACTURED HOME DISTRICT R-1 MH is hereby amended to insert a new section titled *Sec. 40-190. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-190. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-65 of this Chapter.

**SECTION XV.** That CHAPTER 40 ZONING, ARTICLE XII. TWO-FAMILY RESIDENTIAL DISTRICT R-2 is hereby amended to insert a new section titled *Sec. 40-205. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-205. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-65 of this Chapter.

**SECTION XVI.** That CHAPTER 40 ZONING, ARTICLE XIII. THREE- AND FOUR-FAMILY RESIDENTIAL DISTRICT RR-3, Sec. 40-217. Permitted uses is hereby amended to delete paragraph (3) and to renumber subsequent paragraphs accordingly.

**SECTION XVII.** That CHAPTER 40 ZONING, ARTICLE XIII. THREE- AND FOUR-FAMILY RESIDENTIAL DISTRICT RR-3, Sec. 40-220. be amended to read as follows:

Sec. 40-220. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-65 of this Chapter.

**SECTION XVIII.** That CHAPTER 40 ZONING, ARTICLE XIV. MULTIPLE-FAMILY RESIDENTIAL DISTRICT R-3, Sec. 40-237. Permitted uses is hereby amended to delete paragraph (10) and to renumber subsequent paragraphs accordingly.

**SECTION XIX.** That CHAPTER 40 ZONING, ARTICLE XIV. MULTIPLE-FAMILY RESIDENTIAL DISTRICT R-3 is hereby amended to insert a new section titled *Sec. 40-240. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-240. Sign regulations.

(a) *Number*. No more than one (1) on-premise sign shall be permitted on a lot.

(b) *Sign area*. On-premise signs shall have a maximum area of twenty (20) square feet.

(c) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Electronic variable message signs.

(3) Off-premise signs.

**SECTION XX.** That CHAPTER 40 ZONING, ARTICLE XV. TOWNHOUSES R-1TH is hereby amended to insert a new section titled *Sec. 40-255. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-255. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-65 of this Chapter.

**SECTION XXI.** That CHAPTER 40 ZONING, ARTICLE XVI. CONDOMINIUMS R-1 CO is hereby amended to insert a new section titled *Sec. 40-269.5. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-269.5. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-65 of this Chapter.

**SECTION XXII.** That CHAPTER 40 ZONING, ARTICLE XVI.5. OLD BUCKTOWN MIXED-USE RESIDENTIAL DISTRICT OBM-1, Sec. 40-275 is hereby amended to read as follows:

Sec. 40-275. Sign regulations.

\* \* \*

(c) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Electronic variable message signs.

(3) Off-premise signs.

**SECTION XXIII.** That CHAPTER 40 ZONING, ARTICLE XVII. MEDICAL SERVICE DISTRICT H-1, Sec. 40-283. Sign regulations is hereby amended to read as follows:

(a) *Permitted signs*.

(1) *Number*. No more than one (1) on-premise sign shall be permitted on a development site except that hospitals may have more than one (1) sign.

(2) *Sign area*. On-premise signs shall have a maximum area of twenty (20) square feet except that signs for hospitals shall have a maximum area of three hundred (300) square feet.

(b) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Electronic variable message signs.

(3) Off-premise signs.

**SECTION XXIV.** That CHAPTER 40 ZONING, ARTICLE XVIII. MEDICAL SERVICE DISTRICT H-2, Sec. 40-303. Sign regulations is hereby amended to read as follows:

(a) *Permitted signs*.

(1) *On-premise signs*.

a. *Number*. No more than one (1) on-premise sign shall be permitted on a development site except that hospitals may have more than one (1) sign.

b. *Sign area*. On-premise signs shall have a maximum area of twenty (20) square feet except that signs for hospitals shall have a maximum area of three hundred (300) square feet.

(2) *Signs with supplemental criteria*.

a. *Signs for multiple-family dwellings*. Additional sign requirements for multiple-family dwellings that exceed the maximum height allowed by right are located in the height regulations of this district.

b. *Electronic variable message signs*.Electronic variable message (EVM) signs in accordance with Sec. 40-681 shall only be permitted for hospitals when the following additional criteria are met:

1. *Number*. Only one (1) detached EVM sign shall be permitted on a development site.

2. *Orientation*. An EVM sign shall be oriented to traffic on the street on which the sign fronts.

3. *Sign area*. The EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable detached sign area or fifty (50) square feet, whichever is less.

4. *Dwell time*.

i. Each message or image shall have a minimum dwell time of six (6) seconds between 6 am and 10 pm.

ii. EVM signs shall be prohibited from changing messages/images between 10 pm and 6 am.

5. *Height*.The sign shall have a maximum height of twenty (20) feet from grade.

6. *Variances*. A variance may be granted for an EVM sign under the provisions set forth in Sec. 40-792 of this Code.

 (b) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Off-premise signs.

**SECTION XXV.** That CHAPTER 40 ZONING, ARTICLE XVIII.5 OLD BUCKTOWN MIXED-USE COMMERCIAL DISTRICT OBM-2, Sec. 40-314 is hereby amended to read as follows:

Sec. 40-314. Sign regulations.

\* \* \*

(c) *Prohibited signs.* The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Electronic variable message signs.

(3) Off-premise signs.

**SECTION XXVI.** That CHAPTER 40 ZONING, ARTICLE XIX. NEIGHBORHOOD COMMERCIAL DISTRICT C-1, Sec. 40-322 Permitted uses is hereby amended to delete paragraph (36) and to renumber subsequent paragraphs accordingly.

**SECTION XXVII.** That CHAPTER 40 ZONING, ARTICLE XIX. NEIGHBORHOOD COMMERCIAL DISTRICT C-1, be amended to insert a new section titled *Sec. 40-325. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-325. Sign regulations.

(a) *Permitted signs*.

(1) *Detached and roof signs*.

a. *Number*.

1. Either one (1) detached sign or one (1) roof sign shall be permitted on a development site, but not both.

2. On corner lots, one (1) additional sign of the same type as the first may be allowed when at least one (1) of the lot lines abutting the street right-of-way exceeds three hundred (300) linear feet.

b. *Sign area*. The maximum detached sign area shall be calculated at a ratio of one and one-half (1.5) square feet per linear foot of property frontage or three hundred (300) square feet, whichever is less. The maximum sign area of the second sign on a corner lot shall be calculated in the same manner.

 (2) *Attached signs*.

a. *Sign area*. Signs on windows and awnings shall be included in the total attached sign area.

1. The maximum attached sign area shall be calculated at a ratio of three (3) square feet per linear foot of an establishment’s primary building frontage or fifteen (15) percent of the primary building frontage elevation area, whichever is less.

2. For sites with more than one street frontage, the site may be granted additional attached sign area. The maximum additional attached sign area shall be calculated at a ratio of one and one-half (1.5) square feet per linear foot of an establishment’s secondary building frontage or seven and one-half (7.5) percent of the secondary building frontage elevation area, whichever is less.

b. *Location*. Attached signs may be located on any building elevation.

(3) *Signs with supplemental criteria*.

a. *Freestanding marquees*. Freestanding marquees shall only be permitted for theaters and shall have a maximum area of two hundred (200) square feet.

b. *Roof signs*. The structure of a roof sign shall not be exposed.

c. *Electronic variable message signs*. Electronic variable message (EVM) signs in accordance with Sec. 40-681 of this Chapter shall meet the following additional criteria:

1. *Number*. Only one (1) detached EVM sign shall be permitted on a development site.

2. *Orientation*. An EVM sign shall be oriented to traffic on the street on which the sign fronts.

3. *Sign area*. The EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable detached sign area or fifty (50) square feet, whichever is less.

4. *Residential proximity*. An EVM sign shall be located a minimum of one hundred fifty (150) feet from any residential district.

5. *Dwell time*. Each message or image shall have a minimum dwell time of six (6) seconds.

6. *Variances*. A variance may be granted for an EVM sign under the provisions set forth in Sec. 40-792 of this Code.

(b) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Off-premise signs.

(c) *Large development sites*. When the area of C-1 zoning exceeds ten (10) acres, the requirements for C-2 zoning shall take effect except that off-premise signs shall still be prohibited.

**SECTION XXVIII.** That CHAPTER 40 ZONING, ARTICLE XX. GENERAL OFFICES GO-1, Sec. 40-345 Sign regulations is hereby amended to read as follows:

(a) *Permitted signs.*

(1) *Detached signs.*

a. *Number*. Each development site shall be permitted one (1) detached sign.

b. *Sign area*. The detached sign area shall be calculated at a ratio of one (1) square foot of sign area per linear foot of development site frontage or one hundred (100) square feet, whichever is less.

c. *Height*. Detached signs shall have a maximum height of twenty (20) feet above grade.

(2) *Attached signs*.

a. *Number*. Each tenant having direct access from the exterior of the building shall be permitted one (1) attached sign.

b. *Sign area*. The attached sign area shall be calculated at a ratio of one and one-half (1.5) square feet of sign area per linear foot of the building front or individual tenant front, or one hundred (100) square feet, whichever is less.

c. *Sign spacing*. An attached sign shall not be greater than eighty (80) percent of the length of the tenant front or the length of the building frontage for single tenant buildings.

(3) *Signs with supplemental criteria*.

a. *Directional signs.*

1. Each directional sign shall have a maximum area of six (6) square feet.

2. Directional signs may be either attached or detached. However, detached directional signs shall have a maximum height of six (6) feet from grade.

3. Directional signs shall be excluded from the sign area calculation for both permitted attached and detached signs.

b. Electronic variable message (EVM) signs in accordance with Sec. 40-681 shall meet the following additional criteria:

1. *Number*. Only one (1) detached EVM sign shall be permitted on a development site.

2. *Orientation*. An EVM sign shall be oriented to traffic on the street on which the sign fronts.

3. *Sign Area*. The EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable detached sign area or fifty (50) square feet, whichever is less.

4. *Dwell time*.

i. Each message or image shall have a minimum dwell time of six (6) seconds between 6 am and 10 pm.

ii. EVM signs shall be prohibited from changing messages/images between 10 pm and 6 am.

5. *Variances*. A variance may be granted for an EVM sign under the provisions set forth in Sec. 40-792 of this Code.

(b) *Prohibited signs*. The following signs shall be prohibited:

(1) Roof signs.

(2) Flashing signs and signs with animated and scintillating lights.

(3) Off-premise signs.

**SECTION XXIX.** That CHAPTER 40 ZONING, ARTICLE XXI. GENERAL OFFICES GO-2, Sec. 40-365 Sign regulations is hereby amended to read as follows:

(a) *Permitted signs*.

(1) *Detached signs.*

a. *Number*. Each development site shall be permitted one (1) detached sign.

b. *Sign area*.

1. Each development site may have a twenty (20) square foot detached sign.

2. The maximum detached sign area shall be calculated at a ratio of one-half (0.5) a square foot of sign area per linear foot of development site frontage or fifty (50) square feet, whichever is less.

c. *Height*. Detached signs shall have a maximum height of fifteen (15) feet above grade.

(2) *Attached signs.*

a. *Number*. Each tenant having direct access from the exterior of the building shall be permitted one (1) attached sign.

b. *Sign area*. The maximum attached sign area shall be calculated at a ratio of one and one-half (1.5) square feet of sign area per linear foot of the building front or individual tenant front, not to exceed fifty (50) square feet in area per sign.

c. *Sign spacing*. An attached sign shall not be greater than eighty (80) percent of the length of the tenant front or the length of the building frontage for single tenant buildings.

(3) *Signs with supplemental criteria*. Directional signs meeting the following criteria shall be permitted:

a. Each directional sign shall have a maximum area of six (6) square feet.

b. Directional signs may be either attached or detached. However, detached directional signs shall have a maximum height of six (6) feet from grade.

c. Directional signs shall be excluded from the sign area calculation for both permitted attached and detached signs.

(b) *Prohibited signs*. The following signs shall be prohibited:

(1) Roof signs.

(2) Flashing signs and signs with animated and scintillating lights.

(3) Electronic variable message signs.

(4) Off-premise signs.

**SECTION XXX.** That CHAPTER 40 ZONING, ARTICLE XXII. CORE DISTRICT-RESIDENTIAL CD-R, Sec. 40-382 Permitted uses is hereby amended to delete paragraph (13) and to renumber subsequent paragraphs accordingly.

**SECTION XXXI.** That CHAPTER 40 ZONING, ARTICLE XXII. CORE DISTRICT-RESIDENTIAL CD-R is hereby amended to insert a new section titled *Sec. 40-385 Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-385. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-240 of this Chapter.

**SECTION XXXII.** That CHAPTER 40 ZONING, ARTICLE XXIII. BUSINESS CORE DISTRICT BC-1, Sec. 40-405. Sign regulations is hereby amended to read as follows:

(a) *Permitted signs.*

(1) *Detached and roof signs.*

a. *Number*.

1. Either one (1) detached sign or one (1) roof sign shall be permitted on a development site, but not both.

2. On corner lots, one (1) additional sign of the same type as the first sign may be allowed when at least one of the lot lines abutting the street right-of-way exceeds three hundred (300) linear feet.

b. *Sign area*. The maximum detached sign area shall be calculated at a ratio of one and one-half (1.5) square feet per linear foot of property frontage or three hundred (300) square feet, whichever is less. The area of the second sign on a corner lot shall be calculated in the same manner.

(2) *Attached signs*.

a. *Sign area*. Signs on windows and awnings shall be included in the total sign area.

1. The maximum attached sign area shall be calculated at a ratio of three (3) square feet per linear foot of an establishment’s primary building frontage or fifteen (15) percent of the primary building frontage elevation area, whichever is less.

2. Corner developments with more than one street frontage may be granted additional attached sign area. The maximum additional sign area shall be calculated at a ratio of one and one-half (1.5) square feet per linear foot of an establishment’s secondary building frontage or seven and one-half (7.5) percent of the secondary building frontage elevation area, whichever is less.

b. *Location*. Attached signs may be located on any building elevation.

(3) *Signs with supplemental criteria*.

a. *Freestanding marquee signs*. Freestanding marquees shall only be permitted for theaters and shall have a maximum area of two hundred (200) square feet.

b. *Signs for multiple-family dwellings*. Additional sign requirements for multiple-family dwellings that exceed the maximum height allowed by right are located in the height regulations of this district.

c. *Electronic variable message signs*. Electronic variable message (EVM) signs in accordance with Sec. 40-681 shall meet the following additional criteria:

1. *Number*. Only one (1) detached EVM sign shall be permitted on a development site.

2. *Orientation*. An EVM sign shall be oriented to traffic on the street on which the sign fronts.

3. *Sign area*. The EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable detached sign area or fifty (50) square feet, whichever is less.

4. *Residential proximity*. EVM signs shall be located a minimum of one hundred fifty (150) feet from any residential district.

5. *Dwell time*. Each message or image shall have a minimum dwell time of six (6) seconds.

6. *Variances*. A variance may be granted for an EVM sign under the provisions set forth in Sec. 40-792 of this Code.

(b) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Off-premise signs.

**SECTION XXXIII.** That CHAPTER 40 ZONING, ARTICLE XXIV. BUSINESS CORE DISTRICT BC-2, Sec. 40-425. Sign regulations is hereby amended to read as follows:

(a) *Permitted signs.*

(1) *Detached and roof signs.*

a. *Number*.

1. Either one (1) detached sign or one (1) roof sign shall be permitted on a development site, but not both.

2. On corner lots, one (1) additional sign of the same type as the first may be allowed when at least one (1) of the lot lines abutting the street right-of-way exceeds three hundred (300) linear feet.

b. *Sign area*. The maximum detached sign area shall be calculated at a ratio of three and one-half (3.5) square feet per linear foot of property frontage or four hundred fifty (450) square feet, whichever is less. The area of the second sign on a corner lot shall be calculated in the same manner.

c. *Sign spacing*. There shall be a minimum distance of three hundred (300) feet between two (2) detached signs on the same site.

d. *Large development sites*. For developments located on property exceeding ten (10) acres, an additional three hundred (300) square feet of sign area is permitted provided the total area of both signs does not exceed seven hundred fifty (750) square feet.

(2) *Attached signs*.

a. *Sign area*. Signs on windows and awnings shall be included in the total attached sign area.

1. The maximum attached sign area shall be calculated at a ratio of three (3) square feet per linear foot of an establishment’s primary building frontage or fifteen (15) percent of the primary building frontage elevation area, whichever is less.

2. For sites with more than one street frontage, the site may be granted additional attached sign area. The maximum additional attached sign area shall be calculated at a ratio of one and one-half (1.5) square feet per linear foot of an establishment’s secondary building frontage or seven and one-half (7.5) percent of the secondary building frontage elevation area, whichever is less.

b. *Location*. Signs may be located on any building elevation.

(3) *Signs with supplemental criteria*.

a. *Signs for multiple-family dwellings*. Signs for multiple-family dwellings that exceed the maximum height allowed by right shall conform to Sec. 40-448 of this Chapter or the sign regulations of this section, whichever is more restrictive.

b. *Electronic variable message signs*. Electronic variable message (EVM) signs in accordance with Sec. 40-681 shall meet the following additional criteria:

1. *Number*. Only one (1) detached EVM sign shall be permitted on a development site.

2. *Orientation*. An EVM sign shall be oriented to traffic on the street on which the sign fronts.

3. *Sign area*. The EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable detached sign area or one hundred (100) square feet, whichever is less.

4. *Residential proximity*. EVM signs shall be located a minimum of one hundred fifty (150) feet from any residential district.

5. *Dwell time*. Each message or image shall have a minimum dwell time of six (6) seconds.

6. *Variances*. A variance may be granted for an EVM sign under the provisions set forth in Sec. 40-792 of this Code.

(b) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Off-premise signs.

**SECTION XXXIV.** That CHAPTER 40 ZONING, ARTICLE XXV. MIXED USE CORRIDOR DISTRICT, Sec. 40-442. Definitions and district composition is hereby amended to read as follows:

\* \* \*

(e) *Site plan review*.

(1) Development in the Mixed Use Corridor District that contains any of the uses listed in subsection (b), Permitted Uses, shall require one (1) of two (2) levels of site plan review:

\* \* \*

b. Level 2 site plan review shall apply to all mixed-use developments containing residential dwellings as well as non-residential developments which do not fully meet the Mixed Use Corridor District regulations and request a variance. Such development shall be required to undergo site plan review through the planning department via development review procedures delineated in section 40-449. Public hearings on the development proposal shall be held by the planning advisory board and the Jefferson Parish Council. Variances in the Mixed Use Corridor District regulations shall be approved by the Jefferson Parish Council, upon recommendation by the planning department and the planning advisory board, provided the following criteria are met:

\* \* \*

5. The Jefferson Parish Council shall not grant a variance or exception to the off-premise sign regulations for the Mixed Use Corridor District.

\* \* \*

**SECTION XXXV.** That CHAPTER 40 ZONING, ARTICLE XXV. MIXED USE CORRIDOR DISTRICT, Sec. 40-448. Sign regulations is hereby amended to read as follows:

(a) *General.* The following sign regulations supersede those of and take precedence over regulations specified in Article XXXVI, General Sign Regulations, of the Comprehensive Zoning Ordinance. However, for regulations on signs not addressed in this subsection of the Mixed Use Corridor District, Article XXXVI, General Sign Regulations, shall apply. For the purpose of this section, "development" refers to a site which is a lot or lots considered as a unit for development purposes. Sign regulations are designed such that all signs in the Mixed Use Corridor District shall be harmonious and in proportion to the development and structures served, particularly as far as height and size of the building(s). The following signs shall be permitted in the Mixed Use Corridor District:

(b) *Permitted signs.*

(1) *Attached signs.* Each use shall be allowed either one (1) attached flat sign or one (1) projecting sign subject to the following provisions:

a. *Permitted sign area.*

1. The allowable sign area shall be computed at one (1) square foot per linear foot of building width or individual tenant space width along the wall on which the business has its main entrance. In no case shall the area for any flat or projecting sign be greater than one hundred (100) square feet. Illuminated signs inside of windows and within five (5) feet of such windows shall be included in the computation of aggregate sign area and in addition shall be limited to ten (10) percent of the total glass area of the window in which the signs are placed. Neon tubing outlining a show window, shall be included in the sign area and measured by multiplying the length of the tubing by six (6) inches.

2. Larger developments with a gross floor area of twenty-five thousand (25,000) square feet or more, meeting the following minimum setback schedule shall be allowed a larger attached sign area:

LARGE DEVELOPMENT

ATTACHED SIGN AREA SCHEDULE

BUILDING

|  |  |  |
| --- | --- | --- |
| Minimum Area(sq. ft.) | Minimum Setback (feet) | Minimum Attached Sign Area (sq. ft.) |
| 25,000 | 200—299 | 150 |
| 25,000 | 300—399 | 200 |
| 25,000 | 400+ | 300 |

b. *Signs on lots with multiple frontage.* One (1) additional attached sign located on a secondary building face shall be allowed on property with more than one (1) building frontage provided the following conditions are met:

1. That the property is located at the intersection of a major or minor arterial as defined by the Jefferson Parish Thoroughfare Plan and excluding streets serving adjacent residential property, to protect such development from the intrusion of additional signage;

2. The total attached sign area for the project is no more than one hundred fifty (150) percent of that allowed for the attached sign on the primary building face, as set in Sec. 40-448(b)(1);

3. The sign area for any attached sign taken independently does not exceed the square footage allowed for attached sign located on the primary building face as set in Sec. 40-448(b)(1);

4. A corresponding amount of landscaping in identical square footage to the additional attached sign area is provided on that side of the property on which the additional attached sign is located, in addition to the basic landscaping requirements delineated in Sec. 40-446, Landscape and Buffer Requirements.

c. *Permitted dimensions.* In every case the height of any flat or projecting sign measured from the bottom to the top shall be no greater than one-half (½) the width from one (1) side to the other. No projecting sign shall extend more than five (5) feet from the face of the building.

d. *Permitted height.* No sign shall be erected above the parapet level of the main building.

(2) *Awning and marquee signs.* Awning or marquee sign area shall not exceed twenty (20) square feet per sign except that where an awning or marquee sign is used in place of an attached flat sign or a projecting sign, the awning or marquee sign shall not exceed the lesser of the allowable attached or projecting sign, or forty (40) percent of the vertical area of the awning or marquee on which the sign is located.

(3) *Detached signs.* Each development shall be allowed one (1) on premise detached sign except as noted in subsection d. below, subject to the following provisions:

a. *General design criteria for detached signs.* Detached sign regulations for the Mixed Use Corridor District shall be intended to increase visibility for individual projects and developments in the corridor in general by minimizing the size, height and number of detached signs and reducing competition among signs in the corridor. Low "eye level" monument type signs mounted on earth berms shall be encouraged and preferred over signs mounted on standard poles. Identification of particular projects may be emphasized by incorporating the detached sign within required landscaping and with unique, creative architectural features including but not limited to clock towers and waterscapes, such as water fountains and waterfalls.

b. *Permitted sign area.* The allowable sign area shall be computed at one (1) square foot per linear foot of street frontage (being the width of the lot or development site along the adjacent public right-of-way) up to two hundred (200) square feet. Multi-tenant developments may add an additional twenty (20) square feet of detached signage per tenant up to a maximum of 300 square feet.

c. *Secondary signs on through lots.* A second sign may be erected on the second front of a through lot provided the following additional provisions are met:

1. The maximum area of the second sign is seventy (70) square feet.

2. The maximum area of the second sign is twenty (20) square feet if the through lot is located across from, adjacent to or within seventy-five (75) feet of a residential development or district.

3. The second sign must be incorporated into a landscaping bed of at least sixty (60) square feet.

4. The landscaping bed shall consist of shrubs, ground cover (excluding grass) and/or other suitable plant materials, and exclude any impervious surface.

d. *Permitted height.*

1. *Standard height.* The height of a detached sign shall be a maximum of twenty (20) feet, with a minimum ten-foot setback from the lot line.

2. *Conditional additional height.* Additional height shall be permitted for a detached sign up to a maximum of thirty (30) feet provided an additional one-foot setback for every foot of height over twenty (20) feet is provided. The sign shall be located within a landscaped area of twenty-five (25) square feet or more.

3. *Monument type detached sign.* If a monument type detached sign is employed, a twenty-five (25) percent increase in the permitted attached sign area shall be allowed. For the purpose of this ordinance, a monument sign shall be limited to six (6) feet in height and not more than sixty (60) square feet and incorporated within a landscaped area.

4. *No detached signs.* If no detached sign of any kind is employed on the development site, a twenty-five (25) percent increase in the permitted attached sign area shall be allowed.

g. *Permitted materials.* The sign shall be constructed of metal or wood, or encased in a wood frame or other such materials which compliment and coordinate with the architectural style of the development.

h. The total depth of the detached sign shall not exceed five (5) feet.

(4) *Menu boards*. Menu boards servicing drive-up (drive-through) restaurants shall be permitted provided that:

a. *Number*. Only one (1) menu board shall be permitted per drive-through lane.

b. *Landscaping required*. The menu board shall be in a landscaped bed of sixty (60) square feet and located in association with the drive-through service lanes.

c. *Visibility from street right-of-way*. The menu board shall not be visible from the street right-of-way from which the primary access to the premises is obtained.

d. *Setbacks*.

1. The menu board shall not be located within the first twenty (20) feet of the front of the development site.

2. The menu board shall be located a minimum of twenty (20) feet from any lot line abutting residential property.

e. *Sign area*. The menu board shall have a maximum area of forty-eight (48) square feet.

f. *Sign height*. The menu board shall have a maximum height of eight (8) feet.

g. *Sound system*. The sound system associated with a menu board shall be oriented and adjusted in such a way that resulting noise does not intrude into surrounding development in compliance with the applicable provisions of Sec. 20-102. Noise, of the Code of Ordinances of Jefferson Parish.

(5) *Temporary signs.* Temporary signs shall be governed by general regulations set forth in Article XXXVI, General Sign Regulations.

(6) *Directional signs.*

a. Directional signs shall be excluded from the sign area calculation for both permitted attached and detached signs.

b. Each directional sign shall have a maximum area of six (6) square feet.

c. Detached directional signs shall have a maximum height of eight (8) feet above grade.

d. Directional signs may be illuminated but shall not flash, blink or fluctuate.

e. A directional sign shall not be an animated sign.

(7) Nonconforming signs.

a. All signs not in conformance with the provisions of this district, including off-premise signs erected prior to the enactment of this district but not in compliance with zoning regulations then in force, shall be terminated as provided in subsection b. below. Such signs may continue in operation and be maintained after the placement or effective date of the Mixed Use Corridor District provided that the burden of establishing that the sign is legally nonconforming rests entirely with the person claiming such status for a sign and subject to the following:

b. All illegally erected off-premise signs and all nonconforming signs not in conformance with the provisions of the Mixed Use Corridor District shall be terminated as follows:

1. Abandonment of thirty (30) days shall immediately terminate the right to maintain such sign.

2. Whenever such sign is damaged, destroyed or becomes obsolete for any cause whatsoever, including Acts of God, the right to maintain such sign is immediately terminated.

(8) *Electronic variable message signs*. Electronic variable message (EVM) signs in accordance with Sec. 40-681 shall meet the following additional criteria:

a. *Number*. Only one (1) detached EVM sign shall be permitted on a development site.

b. *Orientation*. An EVM sign shall be oriented to traffic on the street on which the sign fronts.

c. *Sign area*. The EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable detached sign area or one hundred (100) square feet, whichever is less.

d. *Residential proximity*. EVM signs shall be located a minimum of one hundred fifty (150) feet from any residential district.

e. *Dwell time*. Each message or image shall have a minimum dwell time of six (6) seconds.

f. *Variances*. A variance may be granted for an EVM sign under the provisions set forth in Sec. 40-792 of this Code.

(c) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Off-premise signs.

(d) *Conditions for sign compliance to MUCD.*

(1) All signs not in conformance with the provisions of this section, including off-premise signs, shall be subject to the conditions stated in conditions for sign compliance, below. The burden of establishing a sign as legally nonconforming rests entirely with the person claiming such status for a sign.

(2) *Conditions for sign compliance.*

a. Existing signs which undergo a total replacement or change in height or area shall fully conform to Sec. 40-448, Sign Regulations. Normal maintenance of existing signs or changes in the face are not included under this provision.

b. Whenever a nonconforming sign is replaced it shall comply with the MUCD regulations.

c. Signs relocated on the same or different premises within the MUCD shall comply with the MUCD regulations.

(e) Nothing in this ordinance shall be construed so as to allow any illegal sign in a MUCD to be considered a nonconforming sign.

**SECTION XXXVI.** That CHAPTER 40 ZONING, ARTICLE XXVI. COMMERCIAL PARKWAY OVERLAY ZONE, Sec. 40-477 is hereby amended to read the following:

\* \* \*

(b) *Permitted signs.*

\* \* \*

(6) *Directional signs*.

a. Directional signs shall be excluded from the sign area calculation for both permitted attached and detached signs.

b. Each directional sign shall have a maximum area of six (6) square feet.

c. Detached directional signs shall have a maximum height of eight (8) feet above grade.

d. Directional signs may be illuminated but shall not flash, blink or fluctuate.

e. A directional sign shall not be an animated sign.

(7) *Menu boards*. Menu boards servicing drive-up (drive-through) restaurants shall be permitted provided that:

a. *Number*. Only one (1) menu board shall be permitted per drive-through lane.

b. *Landscaping required*. The menu board shall be in a landscaped bed of sixty (60) square feet and located in association with the drive-through service lanes.

c. *Visibility from street right-of-way*. The menu board shall not be visible from the street right-of-way from which the primary access to the premises is obtained.

d. *Setbacks*.

1. The menu board shall not be located within the first twenty (20) feet of the front of the development site.

2. The menu board shall be located a minimum of twenty (20) feet from any lot line abutting residential property.

e. *Sign area*. The menu board shall have a maximum area of forty-eight (48) square feet.

f. *Sign height*. The menu board shall have a maximum height of eight (8) feet.

g. *Sound system*. The sound system associated with a menu board shall be oriented and adjusted in such a way that resulting noise does not intrude into surrounding development in compliance with the applicable provisions of Sec. 20-102. Noise, of the Code of Ordinances of Jefferson Parish.

(8) *Portable signs*. Portable signs are prohibited in the CPZ.

\* \* \*

(10) *Nonconforming signs*.

a. All signs not in conformance with the provisions of this overlay zone, including off-premise signs erected prior to the enactment of this overlay zone, shall be subject to the provisions stated in subsections 1., 2., and 3. below. Such signs may continue in operation and be maintained after the placement or effective date of the Commercial Parkway Overlay Zone, CPZ, provided the height and area of the sign is not increased. The burden of establishing such signs as legally nonconforming rests entirely with the person claiming such status for a sign and subject to the following:

1. Whenever a non-conforming sign is replaced it shall comply with the provisions of this section.

2. Signs relocated on the same or different premises within the CPZ shall comply with the provisions of this section.

3. All signs on public rights-of-way, whether state or parish, shall be removed at owner's expense within three (3) years from the effective date of this ordinance and the provisions of this ordinance shall repeal any and all permits and/or council resolutions previously issued for such signs on public rights-of-way.

(11) *Electronic variable message signs*. On-premise electronic variable message (EVM) signs shall meet the standards of the underlying district.

(c) *Prohibited signs*. The following signs shall be prohibited:

(1) Flashing signs and signs with animated and scintillating lights.

(2) Animated signs.

(3) Off-premise signs.

**SECTION XXXVII.** That CHAPTER 40 ZONING, ARTICLE XXVI. COMMERCIAL PARKWAY OVERLAY ZONE, Sec. 40-478. Site plans is hereby amended to read as follows:

\* \* \*

(b) Site plan requirements. Site plans shall contain the following information:

\* \* \*

(2) Complete site plans indicating but not limited to the following:

\* \* \*

g. *Signs.*

\* \* \*

3. Other signs - directional, canopy and marquee.

\* \* \*

**SECTION XXXVIII.** That CHAPTER 40 ZONING, ARTICLE XXVI. COMMERCIAL PARKWAY OVERLAY ZONE, Sec. 40-480. Site plan review is hereby amended to read as follows:

\* \* \*

(b) *Site plan review criteria.* Variances to the CPZ requirements may be granted by the Jefferson Parish Council through the site plan review process, upon recommendation by the planning department and planning advisory board, provided the following minimum criteria are met:

\* \* \*

(5) The Jefferson Parish Council shall not grant a variance or exception to the off-premise sign regulations of the Commercial Parkway Overlay Zone.

\* \* \*

**SECTION XXXIX.** That CHAPTER 40 ZONING, ARTICLE XXVII. GAMING AND ENTERTAINMENT DISTRICT, Sec. 40-501 Signs is hereby amended to read as follows:

Sec. 40-501. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-448 of this Chapter.

**SECTION XL.** That CHAPTER 40 ZONING, ARTICLE XXVIII. GENERAL COMMERCIAL C-2, Sec. 40-522 Permitted uses is hereby amended to delete paragraphs (19) and (26) and to renumber subsequent paragraphs accordingly.

**SECTION XLI.** That CHAPTER 40 ZONING, ARTICLE XXVIII. GENERAL COMMERCIAL C-2 is hereby amended to insert a new section titled *Sec. 40-525. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-525. Sign regulations.

(a) *On-premise signs*.

(1) *Detached and roof signs*.

a. *Number*.

1. Either one (1) detached sign or one (1) roof sign shall be permitted on a development site, but not both.

2. Corner lots shall be permitted one (1) additional sign when at least one of the lot lines abutting the street right-of-way exceeds three hundred (300) linear feet.

3. Developments which exceed four hundred (400) linear feet of frontage along a major or minor arterial or exceed five (5) acres in total area shall be permitted to have one (1) additional detached sign for each four hundred (400) linear feet of street frontage or fraction thereof in excess of four hundred (400) linear feet.

b. *Sign area*. The maximum detached sign area shall be calculated at a ratio of three and one-half (3.5) square feet per linear foot of property frontage or four hundred fifty (450) square feet, whichever is less. The sign area for any additional detached signs allowed shall be calculated in the same manner as the first sign.

(2) *Attached signs*.

a. *Sign area*. Signs on windows and awnings shall be included in the total sign area.

1. The maximum attached sign area shall be calculated at a ratio of three and one-half (3.5) square feet per linear foot of an establishment’s primary building frontage or twenty (20) percent of the primary building frontage elevation area, whichever is less.

2. For sites with more than one street frontage, the site may be granted additional attached sign area. The maximum additional attached sign area shall be calculated at a ratio of one and three-quarters (1.75) square feet per linear foot of an establishment’s secondary building frontage or ten (10) percent of the secondary building frontage elevation area, whichever is less.

3. When an attached sign is located two hundred (200) feet or more from the nearest street right-of-way, the maximum sign area shall be calculated at a ratio of seven (7) square feet per linear foot of an establishment’s primary building frontage or twenty (20) percent of the primary building frontage elevation, whichever is less.

b. *Location*. Attached signs may be located on any building elevation.

(3) *Signs with supplemental criteria*.

a. *Freestanding marquees*. Freestanding marquees shall only be permitted for theaters and shall have a maximum area of four hundred (400) square feet.

b. *Roof signs*. The structure of a roof sign shall not be exposed.

c. *Flat signs*. For flat signs located above the fourth floor of a building, the permitted sign area shall be increased one hundred (100) square feet for each additional story the sign is above.

d. *Electronic variable message signs*. Electronic variable message (EVM) signs in accordance with Sec. 40-681 shall meet the following additional criteria:

1. *Number*. Only one (1) detached EVM sign shall be permitted on a development site.

2. *Orientation*. An EVM sign shall be oriented to traffic on the street on which the sign fronts.

3. *Sign area*. The EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable detached sign area or one hundred (100) square feet, whichever is less.

4. *Residential proximity*. EVM signs shall be located a minimum of one hundred fifty (150) feet from any residential district.

5. *Dwell time*. Each message or image shall have a minimum dwell time of six (6) seconds.

*6. Variances*. A variance may be granted for an EVM sign under the provisions set forth in Sec. 40-792 of this Code.

(b) *Off-premise signs*. Off-premise signs meeting the standards in Article XXXVI. General Sign Regulations shall be permitted.

**SECTION XLII.** That CHAPTER 40 ZONING, ARTICLE XXIX. OFFICE-WAREHOUSE DISTRICT OW-1, Sec. 40-541. Description is hereby amended to read as follows:

The purpose of this district is to provide sufficient space in appropriate locations for certain types of business and wholesaling relatively free from offense, in modern landscaped buildings, to make available more attractive locations for these businesses and industries, and to provide opportunities for employment closer to places of residence with corresponding reduction of travel time from home to work. Certain commercial uses are permitted, primarily for service to employees in the district. Typical development in the district would be that which is commonly known as an Office-Warehouse Park.

**SECTION XLIII.** That CHAPTER 40 ZONING, ARTICLE XXIX. OFFICE-WAREHOUSE DISTRICT OW-1 is hereby amended to insert a new section titled *Sec. 40-545. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-545. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-525 of this Chapter.

**SECTION XLIV.** That CHAPTER 40 ZONING, ARTICLE XXX. INDUSTRIAL DISTRICT M-1 is hereby amended to insert a new section titled *Sec. 40-565. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-565. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-525 of this Chapter.

**SECTION XLV.** That CHAPTER 40 ZONING, ARTICLE XXXI. INDUSTRIAL DISTRICT M-2 is hereby amended to insert a new section titled *Sec. 40-585. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-585. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-525 of this Chapter.

**SECTION XLVI.** That CHAPTER 40 ZONING, ARTICLE XXXII. INDUSTRIAL DISTRICT M-3 is hereby amended to insert a new section titled *Sec. 40-605. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-605. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-525 of this Chapter.

**SECTION XLVII.** That CHAPTER 40 ZONING, ARTICLE XXXII.5. INDUSTRIAL DISTRICT M-4 is hereby amended to insert a new section titled *Sec. 40-615. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-615. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-525 of this Chapter.

**SECTION XLVIII.** That CHAPTER 40 ZONING, ARTICLE XXXII.5. INDUSTRIAL DISTRICT M-4, Sec. 40-616 Site plan review is hereby amended to read as follows:

Sec. 40-617. Site plan review.

(1) Variances to the requirements in Sec. 40-616, Landscape and Buffer Requirements, may be granted by the Jefferson Parish Council, upon recommendation by the Planning Department and Planning Advisory Board, provided the following criteria are met:

\* \* \*

**SECTION XLIX.** That CHAPTER 40 ZONING, ARTICLE XXXIV. UNRESTRICTED DISTRICT U-1 is hereby amended to insert a new section titled *Sec. 40-645. Sign regulations* and to renumber subsequent sections accordingly, to read as follows:

Sec. 40-645. Sign regulations.

Signs shall be permitted in accordance with Sec. 40-525 of this Chapter.

**SECTION L.** That CHAPTER 40 ZONING, ARTICLE XXXVI. GENERAL SIGN REGULATIONS is hereby amended read as follows:

Sec. 40-681. Measurements.

(1) *Sign spacing*. Detached sign spacing shall be measured radially as the shortest horizontal distance between any part of one (1) sign and any part of a second sign.

(2) *Setbacks*. Setbacks shall be measured radially as the shortest horizontal distance between any part of a sign and any perimeter lot line for the development site on which the sign is located.

(3) *Residential proximity*. Residential proximity shall be measured radially as the shortest horizontal distance between any part of a sign and any lot line of a residentially zoned property.

(4) *Sign area calculations*. The sign area shall comprise the area within a line including the outer extremities of all letters, figures, characters, and delineations, or within a line including the outer extremities of the framework or background of a sign, whichever line includes the larger area.

a. *Double-faced sign*. The area of one (1) face shall be the sign area.

b. *Cylindrical sign*. The area of a cylindrical sign shall be one-half (1/2) of the circumference multiplied by the height of the sign.

c. *Individual characters*. The area of a sign made from individually cut out letters or symbols shall be the sum of the area of rectangles and triangles necessary to enclose each character.

(5) *EVM sign lighting*. An EVM sign’s lighting shall be measured using one (1) of the following methods:

a. *Illuminance measurement using a light meter*.

i. The distance (rounded to the nearest foot) from which the illuminance is to be measured shall be calculated using the following formula:

|  |
| --- |
| $$x= \sqrt{\frac{L∙A}{10.76∙∆I}}$$ |

Where

x = Measurement distance in feet

*L* = Allowable luminance of the sign = 500 cd/m2

*A* = Area of the sign in square feet

*∆I* = Change in illuminance = 0.46 fc

ii. Based on the measurement distance calculated above, the illuminance shall be measured at a corresponding distance perpendicular to the center of the EVM sign face. See Figure 40.681.1, Measurement point (plan view).

EVM sign panel

measurement point

Fig. 40.681.1 ***Measurement point (plan view)***

measurement distance

illustration not to scale

iii. The light meter’s photocell shall be set up at the measurement point at a height of five (5) feet above grade. The photocell shall be oriented to face the EVM sign panel. See Figure 40.682.2, Photocell orientation (elevation view).

EVM Sign Panel

Height of photocell from grade: 5 ft

light meter photocell (located at the measurement point)

Fig. 40.681.2 ***Photocell orientation (elevation view)***

illustration not to scale

iv. With the EVM sign displaying a solid white message, a measure of the illuminance shall be taken. For displays which utilize one (1) color only, the message shall be the solid color of the display.

v. With the EVM sign off, a measure of the illuminance shall be taken.

vi. The illuminance of the sign shall be measured as the change in illumination and shall be calculated using the following formula:

|  |
| --- |
| $$∆I=I\_{max}-I\_{min}$$ |

Where

∆*I* = Change in illuminance

*Imax* = Illuminance measured with the sign on

*Imin* = Illuminance measured with the sign off

b. *Luminance measurement using a nit gun*. An EVM sign’s luminance shall be measured as the brightest part of the sign.

i. The measurement point shall be located at a distance far enough from the EVM sign that individual LEDs (or other light-emitting source) are not distinguishable but close enough such that only the EVM sign panel is visible in the nit gun’s eyepiece (LEDs are grouped in threes: one (1) red, one (1) blue, (1) green. If these are individually distinguishable the measurement point must be located further away).

ii. The nit gun’s target area shall be focused on the brightest part of the sign, as determined by the director of inspection and code enforcement or the director’s designee, and a measurement shall be taken. See Figure 40.681.3, Target area.

EVM sign panel

area of view through the nit gun’s eyepiece

Fig. 40.681.3 ***Target area***

target area

illustration not to scale

Sec. 40-682. Regulations of general applicability.

Requirements herein shall be applicable to both on- and off-premise signs.

(1) *Setback requirements*. Unless otherwise specified in this Chapter, all signs shall comply with the yard requirements of the district in which they are located.

(2) *Height requirements*. Unless otherwise specified in this Chapter, all signs shall meet the height requirements of the district in which the sign is located.

(3) *Electronic variable message signs*. Electronic variable message (EVM) signs shall meet the following criteria:

a. *Sign area*. An EVM sign may be a portion of a sign or may comprise the entire area of a sign. Only one (1) sign panel per sign face may utilize EVM technology.

b. *Display*. The EVM sign shall display static messages/images only and the transition from one static message or image to the next shall be instantaneous.

c. *Malfunction display lock*. The sign shall be programmed with a static default message or image. If a malfunction occurs:

1. The default message or image shall freeze the sign in one (1) position; and

2. The maximum light intensity shall be automatically set at five hundred (500) candelas per square meter or the sign’s illumination shall be turned off.

d. *Lighting*. The sign shall be equipped with light sensors in accordance with the following:

1. *Controls*. Ambient light sensors shall be installed prior to the sign’s erection on a site and shall automatically adjust the light intensity of the sign based on ambient light conditions.

2. *Certification*. At the time of application for a sign permit, written certification from the sign manufacturer shall be provided certifying that:

i. Ambient light sensors are installed;

ii. The light intensity of the sign has been preset to not exceed the levels established by this section; and

iii. The preset intensity is protected from end user manipulation by password protected software or other approved method.

3. *Nighttime lighting*. Between sunset and sunrise, as determined by the National Oceanic and Atmospheric Administration, the maximum light intensity shall not exceed five hundred (500) candelas per square meter, or forty-six one hundredths (0.46) of a foot-candle above ambient light levels.

e. *Prohibited EVM signs*. EVM signs are prohibited as a sign on a vehicle, a temporary sign, a portable sign, or an animated sign.

f. *Conversion*.

1. Existing, legally conforming signs may be converted to an EVM sign when all applicable requirements are met.

2. Nonconforming signs shall be prohibited from converting to an EVM sign unless such conversion shall cause the EVM sign to come into full compliance with all applicable regulations of this Code.

g. *Glare*. Lighting on an EVM sign shall not cause glare which impairs the vision of the driver of a motor vehicle or to otherwise interfere with the safe operation of a motor vehicle.

h. *EVM signs in existence prior to January 1, 2013*. All EVM signs erected prior to January 1, 2013 shall be required to meet the display standard and nighttime lighting requirement of this section and the dwell time standard for the district in which the sign is located by January 1, 2013.

i. *Variances*. Variances to the EVM sign regulations shall only be granted for the sign’s height or, for on-premise signs, to allow one (1) attached EVM sign in place of a detached EVM sign.

j. *Exceptions*. Pedestrian-oriented directory and menu signs shall not be considered an EVM sign when the following criteria are met:

1. *Number*. For the site, only one (1) directory sign or one (1) menu sign shall be permitted to use EVM technology.

2. *Sign area*. The sign shall have a maximum area of three (3) square feet.

3. *Location*. The sign shall be attached to the wall within four (4) feet of the building’s entrance.

4. *Copy changes*. The sign’s copy does not change more than once per day.

j. *Enforcement procedure for nighttime lighting requirements*. The Department of Inspection and Code Enforcement shall use one (1) of the following procedures to issue citations for an EVM sign’s lighting during nighttime hours:

1. *Illuminance measure using a light meter*. EVM sign owners and/or operators shall be required to cooperate with the Department of Inspection and Code Enforcement when testing the sign.

i. Upon receiving a complaint about an EVM sign’s lighting at night, the Department of Inspection and Code Enforcement shall send a letter to the property owner. The letter shall include the following information:

A. A summary of Jefferson Parish’s sign lighting requirements for nighttime hours.

B. Date and time a Code Enforcement officer will perform the inspection.

C. Requirement that the sign owner/operator be present for the inspection of the EVM sign’s lighting.

D. Requirement that a solid white message (for monochrome displays, the message shall be the solid color of the display) be prepared prior to and available during the inspection.

ii. During the inspection, the director of inspection and code enforcement or the director’s designee shall take three (3) measures of the EVM sign’s illumination, following the procedure set forth in Sec. 40-681 of this article. The average of the three (3) measures shall be the sign’s illumination.

2. *Luminance measure using a nit gun*. During the inspection, the director of inspection and code enforcement or the director’s designee shall take three (3) measures of the EVM sign’s illumination, following the procedure set forth in Sec. 40-681 of this article. The average of the three (3) measures shall be the sign’s lumination.

(4) The following signs shall be prohibited and no variance or special exception shall be granted authorizing such signs:

a. Signs of any size mounted on trailers.

b. Other portable signs with an area on one (1) side in excess of ten (10) square feet.

Sec. 40-683. On-premise sign regulations.

(a) *Location*. Detached signs in the following districts may be erected in the required front yard when located a minimum of seventy-five (75) feet from a 1-, 2-, 3-, or 4-family district:

(1) Multiple-Family Residential District R-3

(2) Medical Service Districts H-1 and H-2

(3) General Offices Districts GO-1 and GO-2

(4) Business Core Districts BC-1 and BC-2

(5) Neighborhood Commercial District C-1

(6) General Commercial District C-2

(7) Office Warehouse District OW-1

(8) Industrial Districts M-1, M-2, and M-3

(9) Unrestricted District U-1

(10) Commercial Parkway Overlay Zone CPZ

(11) Mixed Use Corridor District MUCD

(b) *Number*.

(1) Unless otherwise stated in this Chapter, no more than one (1) on-premise detached sign shall be erected on a development site.

(2) A second on-premise detached sign may be erected on a through lot provided the following additional criteria are met:

a. The sign is located in the second front yard.

b. The sign is located in one of the following districts:

1. Medical Service Districts H-1 and H-2

2. Business Core Districts BC-1 and BC-2

3. Neighborhood Commercial District C-1

4. General Commercial District C-2

5. Office Warehouse District OW-1

6. Industrial Districts M-1, M-2, and M-3

7. Unrestricted District U-1

8. Commercial Parkway Overlay Zone CPZ

9. Mixed Use Corridor District MUCD

c. *Sign area*.

1. The maximum sign area shall be seventy (70) square feet.

2. If the through lot is located across from, adjacent to, or within seventy-five (75) feet of a residential development or district, the maximum sign area shall be twenty (20) square feet.

3. The maximum height of the sign shall be twelve (12) feet.

d. The sign shall be incorporated into a landscaping bed of at least sixty (60) square feet.

e. The sign shall be set back from the lot line a distance at least equal to the height of the sign.

(c) *Height*. On-premise signs within one hundred (100) feet of Interstate Highway 10 (I-10) where a sound wall has been erected shall be permitted an additional fifteen (15) feet of height over the height by right of the zoning district or sixty (60) feet in height, whichever is less.

(d) *Sign area*. Signs within one hundred (100) feet of Interstate Highway 10 (I-10) where a sound wall has been erected shall be permitted an additional twenty (20) percent to the permitted sign area for a permitted detached sign for nonresidential uses.

(e) *Signs with supplemental criteria*.

(1) *Illuminated signs*. Flashing signs and signs with animated and scintillating lights are permitted only in the C-2 General Commercial District or less restrictive districts. Lights for such signs shall be limited to eleven (11) watts of illumination.

(2) *Beacon lights*. Beacon lights are permitted only as required by the Federal Aviation Administration or other governmental agencies.

(3) *Roof signs*. Roof signs on buildings shall not project more than six (6) feet above the highest point of the main structure except on the West Bank Expressway.

(f) *Prohibited Signs*. Pennants, banners, streamers, and other fluttering, spinning or similar type signs and advertising devices shall be prohibited except:

(1) National flags; flags of political subdivisions of the United States; and flags of bonafide civic, charitable fraternal, religious and welfare organizations provided that no more than three (3) flags that carry the name and/or logo of a company or business which is located on the premises where the flags are displayed.

(2) During nationally recognized holiday periods or a special civic event, such as Mardi Gras, pennants, banners, and streamers pertaining to said period or events may be displayed on a temporary basis upon resolution of the Parish Council.

Sec. 40-684. Off-premise sign regulations.

(a) *Location*.

(1) Off-premise signs shall be permitted only in the following districts:

a. General Commercial District C-2.

b. Office Warehouse District OW-1.

c. Industrial Districts M-1, M-2, M-3 and M-4.

d. Unrestricted District U-1.

(2) No off-premise sign shall be permitted within:

a. One hundred (100) feet of a residential district as measured radially from the farthest projection of the sign nearest the residential district.

b. Five hundred (500) feet of an interstate highway as measured radially from the farthest projection of the sign nearest the adjacent interstate right-of-way.

(b) *Sign faces*. Each off-premise sign shall be single- or double-faced and shall consist of one (1) sign panel per sign face.

(c) *Orientation*. For an off-premise sign located on a corner lot, the sign shall be oriented to traffic on one (1) street only.

(d) *Sign area*.

(1) The maximum sign area shall be six hundred seventy-two (672) square feet.

(2) The maximum sign face width shall be forty-eight (48) feet.

(3) The maximum sign face height shall be fourteen (14) feet.

(e) *Height*. The maximum height of off-premise signs shall be sixty-five (65) feet.

(f) *Setback regulations*.

(1) Unless otherwise stated in this Chapter, off-premise signs shall meet the yard setbacks of the district in which they are located.

(2) Off-premise signs located in the General Commercial District C-2 shall have a minimum front and rear yard setback of twenty (20) feet and a minimum side yard setback of ten (10) feet.

(g) *Spacing*. There shall be a minimum distance of five hundred (500) feet measured radially between off-premise signs.

(h) *Supplemental criteria*.

(1) *Parking spaces*. Off-premise signs shall not be located so as to reduce the legal existing number of parking spaces on the premises. No variance or exceptions to this provision shall be granted by the Board of Zoning Adjustments, the Jefferson Parish Council, or any Parish board, commission, department or administrative agency.

(2) *Off-premise electronic variable message signs*. The use of electronic variable message (EVM) technology in off-premise signs shall be permitted subject to the following additional criteria:

a. *Sign spacing*.

1. The minimum distance between off-premise EVM signs shall be two thousand (2,000) feet.

2. The minimum distance between an off-premise EVM sign and an existing non-EVM off-premise sign shall be five hundred (500) feet.

b. *Residential proximity*. Off-premise EVM signs shall be located a minimum of three hundred (300) feet (measured radially) from any residentially zoned district.

c. *Dwell time*. Each message or image shall have a minimum dwell time of eight (8) seconds.

d. *Variances*. No variance or exception to the following shall be granted for an off-premise EVM sign by the Parish Council or any Parish board, commission, department or administrative agency:

1. The minimum required distance between off-premise EVM signs; and

2. The minimum required distance between an off-premise EVM sign and any residential district.

(i) Applications for permits to erect, construct, relocate, or convert off-premise signs shall be submitted to the Department of Inspection and Code Enforcement. No application shall be accepted unless all of the following minimum information is submitted in addition to the application requirements found in Sec. 40-685 of this Chapter:

(1) A legal description of the property.

(2) Present name, address and phone number of the property owner and applicant.

(3) A signed statement from the owner of the property acknowledging that an agreement has been reached with the applicant for the location of an off-premise sign on his property.

(4) Two (2) copies of a current survey indicating all existing improvements of the property by a registered Louisiana land surveyor showing the lot, square, subdivision name, north point, scale, distance to the nearest intersecting street, the location of the proposed sign, distance of the sign structure (including catwalks) from each property line.

(5) Certification by a registered Louisiana land surveyor indicating that the proposed sign complies with the minimum requirements for sign spacing and residential proximity stated in this section. All newly-erected off-premise signs must meet these requirements.

(6) Two (2) copies of a plot plan, drawn to scale, showing any improvements on the property, including the location of the proposed sign, and any existing parking spaces.

(7) The proposed off-premise sign shall meet all other applicable requirements of the Jefferson Parish Building Code.

(8) No utilities shall be released in connection with the erection, construction or relocation of an off-premise sign until two (2) copies of a certified as-built survey by a registered Louisiana land surveyor have been submitted to the Department of Inspection and Code Enforcement which shows that the sign complies with the requirements of this ordinance and the Jefferson Parish Building Code.

Sec. 40-685. General sign permit and inspection regulations.

The following regulations apply generally to all signs and are in addition to the regulations contained elsewhere in this Code:

(1) No sign unless herein excepted shall be erected, constructed, posted, painted, altered, maintained, or relocated until a permit has been issuedby the Director of Inspection and Code Enforcement.

a. Before any permit is issued, an application shall be filed, including two (2) sets of dimensioned drawings and/or specifications (one (1) set to be returned to the applicant) prepared by a licensed architect or engineer and bearing his seal and statement to the effect that the drawings and/or specifications were prepared by him or under his supervision as may be necessary to fully advise and acquaint the Director with the following:

1. Location of the sign;

2. Method of construction and type of materials;

3. Manner of illumination;

4. Types of securings or fastenings;

5. Number of signs applied for; and

6. Wording of the sign or advertisement to be carried on the sign except in the case of the following:

i. Off-premise signs.

ii. On-premise signs where the copy or advertising is anticipated to be changed periodically and where such wording or advertising is not needed in computing the area of the sign.

iii. On-premise signs with an area of less than twenty (20) square feet.

b. All signs which are electrically illuminated, by any method, shall require a separate electrical permit, electrical inspection, and shall obtain a Seal of Approval from the Underwriters Laboratories, Inc.

c. All signs shall be erected on or before the expiration of six (6) months from the date of issuance of the permit; the permit shall become null and void if the sign has not been erected within that period of time, and a new permit shall be required.

d. Each sign requiring a permit shall be clearly marked with the permit number and name of the person or firm placing the sign on the premises. Such markings shall be placed on the sign or support structure no higher than six (6) feet above finish grade of the site.

e. Fees for all sign permits shall be per the Building Code of the Parish of Jefferson.

(2) Structural and safety features and electrical systems shall be in accordance with the requirements of the building code of the parish. No sign shall be approved for use unless it has been inspected by the department issuing the permit and is found to be in compliance with all the requirements of this ordinance and other applicable technical codes.

Sec. 40-686. Exceptions from these provisions.

The following signs are exempt from the provisions of this Chapter and may be erected or constructed without a permit when in accordance with the structural and safety requirements of the Building Code:

(1) Signs erected or required to be erected by a government agency in furtherance of public safety, including official traffic signs, provisional warning signs, and temporary signs indicating danger.

(2) Temporary non-illuminated signs, not more than eight (8) square feet in area advertising real estate for sale or lease or announcing contemplated improvements of real estate, and located on the premises, one (1) such sign for each street frontage.

(3) Except in R-1, R-2, and RR-3 Districts, temporary non-illuminated signs not more than sixty-four (64) square feet in area erected in connection with the new construction work and displayed on the premises during such time as the actual construction work is in progress, one (1) such sign for each street frontage.

(4) Cornerstone or tablet of bronze, brass or other non-combustible material when built into or attached to the wall of a building or structure, which states only the name of the building or structure, its use, the date of erection, names of owner, architect, municipal number, public officials or which gives information commemorating a person or event.

(5) Sign on a truck, bus, or other operable vehicle which is used in the normal course of business, provided that such vehicle is not used as a permanent identification or to circumvent other parts of this ordinance.

(6) Signs necessary for address identification.

(7) Temporary political signs, maximum thirty-two (32) square feet.

(8) A sign limited to the identification of the structure located on a building site in an R-3 Multiple-Family Residential zone may be permitted in the front yard area provided such sign does not exceed twenty (20) square feet in area.

(9) Directional signs limited in area to ten (10) square feet each shall be permitted and shall not be included in any calculation of sign area.

Sec. 40-687. Temporary permits.

(a) The director of inspection and code enforcement, upon application as required in this section may issue temporary permits for the following signs and displays for a period of not exceeding thirty (30) days, when in his opinion the use of such signs and displays would be in the public interest and would not result in damage to private property.

(b) Signs advertising a special civic or cultural event such as a fair or exposition, play, concert or meeting, sponsored by a government or charitable organization.

(c) Special decorative displays used for holidays, public demonstrations, or promotion of non-partisan civic purposes.

(d) Special sales promotion displays in a district where such sales are permitted, including displays incidental to the opening of a new business.

Secs. 40-688—40-695. Reserved.

**SECTION LI.** That CHAPTER 40 ZONING, ARTICLE XXXIX. EXCEPTIONS AND MODIFICATIONS, Sec. 40-749, Regulations for the enclosing of private canals on commercial property with public drainage servitude is hereby amended read as follows:

\* \* \*

(b) *Criteria for review:*

\* \* \*

(10) *Signs*. No signs will be permitted on any portion of the enclosed, modified or relocated canal or maintenance servitude except for parking directional signs. Directional signs will be subject to the requirements of Sec. 40-477 of this Chapter.

\* \* \*

**SECTION LII.** That CHAPTER 40 ZONING, ARTICLE XLII. BOARD OF ZONING ADJUSTMENTS, Sec. 40-792. Powers of the Board is hereby amended read as follows:

\* \* \*

 (3) *Variances*. In accordance with standards, hereafter prescribed, to grant variances from the provisions of Chapter 40, Zoning in the following instances:

\* \* \*

h. Permit a variance to the electronic variable message (EVM) sign regulations to allow for one (1) attached EVM sign in place of a detached EVM sign.

(4) *Additional conditions and restrictions*. May impose such conditions and restrictions upon the premises benefited by a variance or exception as may be necessary to comply with the standards set forth in this section to reduce or minimize any injurious or adverse effects of such variance or exception upon other property in the neighborhood, and to better carry out the general intent of this ordinance, including the following conditions and restrictions:

\* \* \*

c. *Electronic variable message signs*. If the Board of Zoning Adjustments grants a variance to the electronic variable message (EVM) sign regulations all the following criteria shall be met:

1. *Sign Area*.

i. For signs in the General Offices GO-1, Medical Service H-2, Business Core BC-1, and Neighborhood Commercial C-1 districts, the EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable attached sign area or fifty (50) square feet, whichever is less.

ii. For signs in the Business Core BC-2 and less restrictive districts, including the Mixed-Use Corridor District, the EVM portion of the sign shall comprise no more than fifty (50) percent of the allowable attached sign area or one hundred (100) square feet, whichever is less.

2. No detached signs shall be permitted for the site;

3. The attached EVM sign shall meet all criteria listed in Sec. 40-682(3) of this Code; and

4. The attached EVM sign shall meet the criteria for residential proximity and dwell time for the district in which the sign is located.

The foregoing ordinance having been submitted to a vote, the vote thereon was as follows:

**YEAS:** **NAYS:** **ABSENT:**

The ordinance was declared to be adopted on this the 29th day of August, 2012, and shall become effective as follows, if signed by the Parish President, ten (10) days after adoption; thereafter, upon the signature by the Parish President, or, if not signed by the Parish President, upon expiration of the time for ordinances to be considered finally adopted without the signature of the Parish President, as provided in Section 2.07 of the Charter. If vetoed by the Parish President and subsequently approved by the Council, this ordinance shall become effective on the day of such approval.