

1 Introduced March 24, 2015, by Councilwoman  
2 Harbison, seconded by Councilman Borchert,  
3 (by request of Administration)

4 **Item No. 15-03-3084**

5  
6 **ORDINANCE NO. 3768**

7  
8 An ordinance amending the Code of Ordinances of the City of Slidell,  
9 Appendix A - Zoning, Part 2. Schedule of Districts, Section 2.23: Sign Regulation,  
10 Paragraph 525, Billboards.

11 Delete the entire section 525: Billboards, and replace with the following:

12 525: Billboards.

- 13
- 14 a. Billboards are prohibited in all zoning districts within the City of Slidell.
  - 15
  - 16 b. Upon request, billboard panels that are legally existing at the time of the  
17 passage of this ordinance and which are not listed in paragraph 525.c  
18 below may upgrade their status to a digital, until such a time as they are  
19 either abandoned or removed by their owner. Digital conversion is subject  
20 to the following limitations:
    - 21 1) No increase in square footage of existing billboards.
    - 22
    - 23 2) The minimum dwell (how long a single message must stay visible  
24 before changing) shall be eight seconds. Each advertisement shall be  
25 motionless for a minimum of eight seconds.
    - 26
    - 27 3) Transition between messages shall be instantaneous.
    - 28
    - 29 4) No flashing, animation, scrolling, fading or motion is permitted.
    - 30
    - 31 5) In no event shall a poster size digital billboard sign face increase  
32 nighttime ambient illumination by more than 0.3 foot-candles when  
33 measured perpendicular to the digital sign face at a distance of 150  
34 feet using a foot-candle light meter to measure.
    - 35
    - 36 6) All digital billboards shall come equipped with a light sensing device  
37 that automatically adjusts the brightness in direct correlation with  
38 ambient light conditions.  
39

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 5  
 6 c. The below billboard panels shall not be converted to digital

Billboard location (postal address)	CBS Panel #	Number Panels	Latitude	Longitude
1380 Front Street	07-16090	1	30.283	-89.78
1410 Front Street	07-16100	2	30.282	-89.781
	07-16110			
1604 Front Street	07-11300	2	30.28	-89.781
	07-11310			
2528 Front St (Front Street and Bayou Patassat)	07-12220	4	30.271	-89.786
	07-12240			
	07-12450			
	07-12700			
1495 Gause (Gause and Lakewood)	4124	2	30.285	-89.759
	4125			

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 21 d. Fees. Effective July 1, 2015 there shall be an annual fee for billboard  
 22 panels and a one-time fee if a billboard panel is converted to digital. Fees  
 23 are due by 30 June every year thereafter that the billboard remains in use  
 24 or upon application for a permit to convert a panel to digital. Billboard  
 25 fees are as follows

26 1) Annual Permit:

- 27 a) \$250.00 for each digital panel
- 28 b) \$25.00 for each non-digital panel

29  
 30 2) Conversion to Digital: \$500.00

31  
 32 The conversion fee will count as that year's annual fee. If the non-  
 33 digital fee was already paid for the year then the conversion fee will be  
 34 the fee minus the non-digital annual fee. For example, if the annual fee  
 35 has not yet been paid for that year then the conversion fee would be  
 36 \$500.00 per panel, but if the annual non-digital fee has already been  
 37 paid for the year then the conversion fee would \$475.00 per panel.  
 38  
 39

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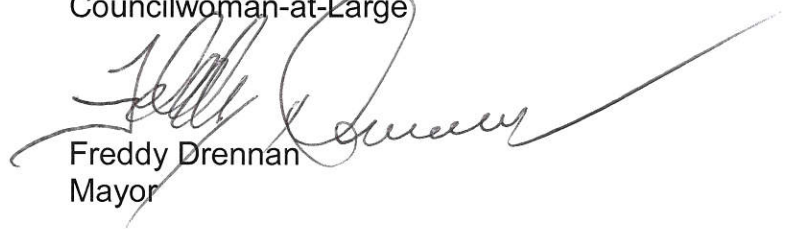
4 Panels converted after 1 July in a given year will not be pro-rated,  
5 regardless of when during the year a sign is converted.

- 6  
7 e. Public Service Announcements. During an emergency, to include but not  
8 limited to an Amber Alert, gas leak, or hazardous weather event, the City  
9 of Slidell may use one 8 second spot in the normal advertising rotation  
10 per digital panel to provide information to the public. The City will provide  
11 the public service announcement to the billboard owner for display.  
12 Given the nature of the event and the message to be conveyed, the  
13 message may differ between billboard panels.

14 **ADOPTED** this 28th day of April, 2015.

15 

16 Kim Harbison  
17 President of the Council  
18 Councilwoman-at-Large

19 

20 Freddy Drennan  
21 Mayor

22  
23  
24 

25 Thomas P. Reeves  
26 Council Administrator

DELIVERED	9:00 a.m.
4/30/15	to the Mayor
RECEIVED	1:20 pm
5/11/15	from the Mayor