Nonconforming Signs
Hurricane Katrina Video
Hurricane Rita Sign Damage
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Louisiana’s Guide to handling natural disasters

- Develop an Action Plan
- Assign someone to evaluate sign damage ASAP after the disaster
- Know your area (an accurate sign inventory is a great aid)
- Take pictures of destroyed signs
- Determine which can be repaired using the formula and definition of your state. (assessment valuation form provided)
Louisiana’s Guide to handling natural disasters

- Reach out to Sign owners as soon as a determination is made.
- Handle each sign independently
- **Lesson Learned!** Louisiana is moving towards the use of GPS technology for sign location.
C. MONPOLE SIGNS

1. ESTIMATED COMPONENT VALUE

Monopole signs typically have separate foundation, pole, and sign framing.

<table>
<thead>
<tr>
<th>Component</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign Face</td>
<td>15%</td>
</tr>
<tr>
<td>Sign Face Framing</td>
<td>16%</td>
</tr>
<tr>
<td>Pole</td>
<td>32%</td>
</tr>
<tr>
<td>Foundation</td>
<td>32%</td>
</tr>
<tr>
<td>Miscellaneous items (lights, ladders, walkways, etc)</td>
<td>5%</td>
</tr>
</tbody>
</table>
FHWA’s guidance on destroyed signs

- “Nonconforming signs that were destroyed by the hurricanes could not be rebuilt.”

Additionally, FHWA noted:

- LaDOTD was proactive in their reaction
- scheduled a meeting with the outdoor advertising industry
- explained federal and state policies
- provided guidelines on rebuilding signs
- provided each owner pictures of their signs that were impacted
- informed them which signs could and could not be rebuilt.

Unfortunately,...some outdoor advertising companies repaired damage prior to LaDOTD’s assessment.
LaDOTD wins NAHBA’s 2010 Award of Excellence

“Streamlining & Integration in Outdoor Advertising Control”

- Policy was written to give guidance in the application of procedures
- Guidance included information pertaining to State and Federal Laws;
  - estimated component value;
  - damage evaluation criteria, including both major and minor damage examples;
  - damage assessment; permitting; and deadlines. Information provided was specific to various types of signs.
LaDOTD wins NAHBA’s 2010 Award of Excellence

New Orleans area for Katrina 70 signs affected.
- 35 illegal, and could not be rebuilt.
- 35 nonconforming (18 could be rebuilt under maintenance, 17 could not because the maintenance was more than 33%)

Overall Louisiana effectively addressed nearly 200 nonconforming signs that were damaged.
- Nearly 65% were rebuilt under maintenance.
- 35% could not be rebuilt under maintenance.
LaDOTD wins NAHBA’s 2010 Award of Excellence

As a result:

- There were no lawsuits filed relative to hurricane damaged storms.
- Sign companies were satisfied that there was objective criteria for the evaluation and were willing to participate in the process.
- In 2008 when Hurricane Gustav hit Louisiana had an assessment plan in action.
Closing
Questions ?
Recognize La Field Staff

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