

Lafayette Consolidated Government
Board of Zoning Adjustment
Community Development and Planning Staff Report

EXECUTIVE SUMMARY

2025-21-BOZ

Applicant: John Gilpin / Lamar Advertising of Lafayette
Location: 524 Bertrand Drive # A
Variance Request: Variance of the sign regulations in a RM-1 (Residential Mixed) Zoning District.
LDC Art., Sec., No.: Article 5 89-90(i)(3)d.3

Summary of Request:

The subject Billboard is located off of Bertrand Drive southeast of the intersection of W Congress Street.

Due to the proliferation of billboards and off-premise signs predating 2003, the Lafayette City-Parish Council deemed it to be in the best interest of the public to prohibit the future construction of billboards and off-premise signs in the City of Lafayette and the unincorporated areas of Lafayette Parish. This prohibition allowed provisions that would contain any expansion to existing signage and further reduce the number of signs if a digital conversion was proposed. Three of these provisions are applicable in this variance request.

First, for each digital sign conversion, signs located within the jurisdiction of LCG totaling at least 2 times the sign area of the proposed digital sign face being converted shall be permanently removed. However, if a billboard owner who proposes to convert a billboard to a digital face did not as of September 28, 2007 own sufficient signs to meet the aforementioned removal requirement, then 1 digital face conversion is allowed. The applicant proposes to remove in excess of an adequate amount of square footage allowing the conversion.

Secondly, the converted digital structure may be located no closer than 300 feet to a residential zoning district. Measurement is from the residential zoning district boundary to the outermost portion of each sign. The existing billboard sign is located in a RM-1 (Residential-Mixed) zoning district.

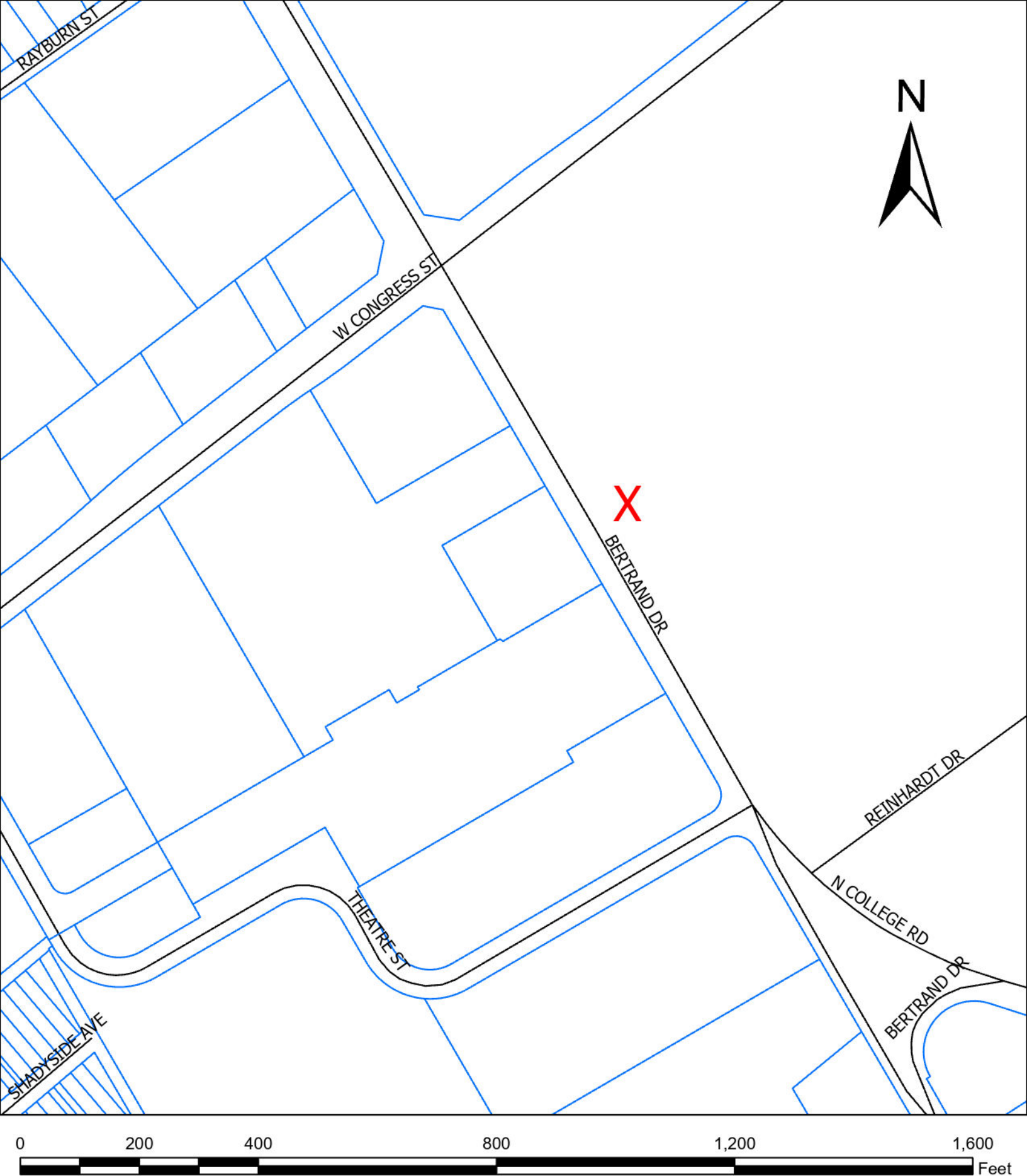
Lastly, no sign proposed for conversion may be closer than 1,500 feet to another digital billboard / off-premises advertising sign with exception to any billboard converted under subsection (i)(3)d.2.B.

The applicant is requesting the following variances:

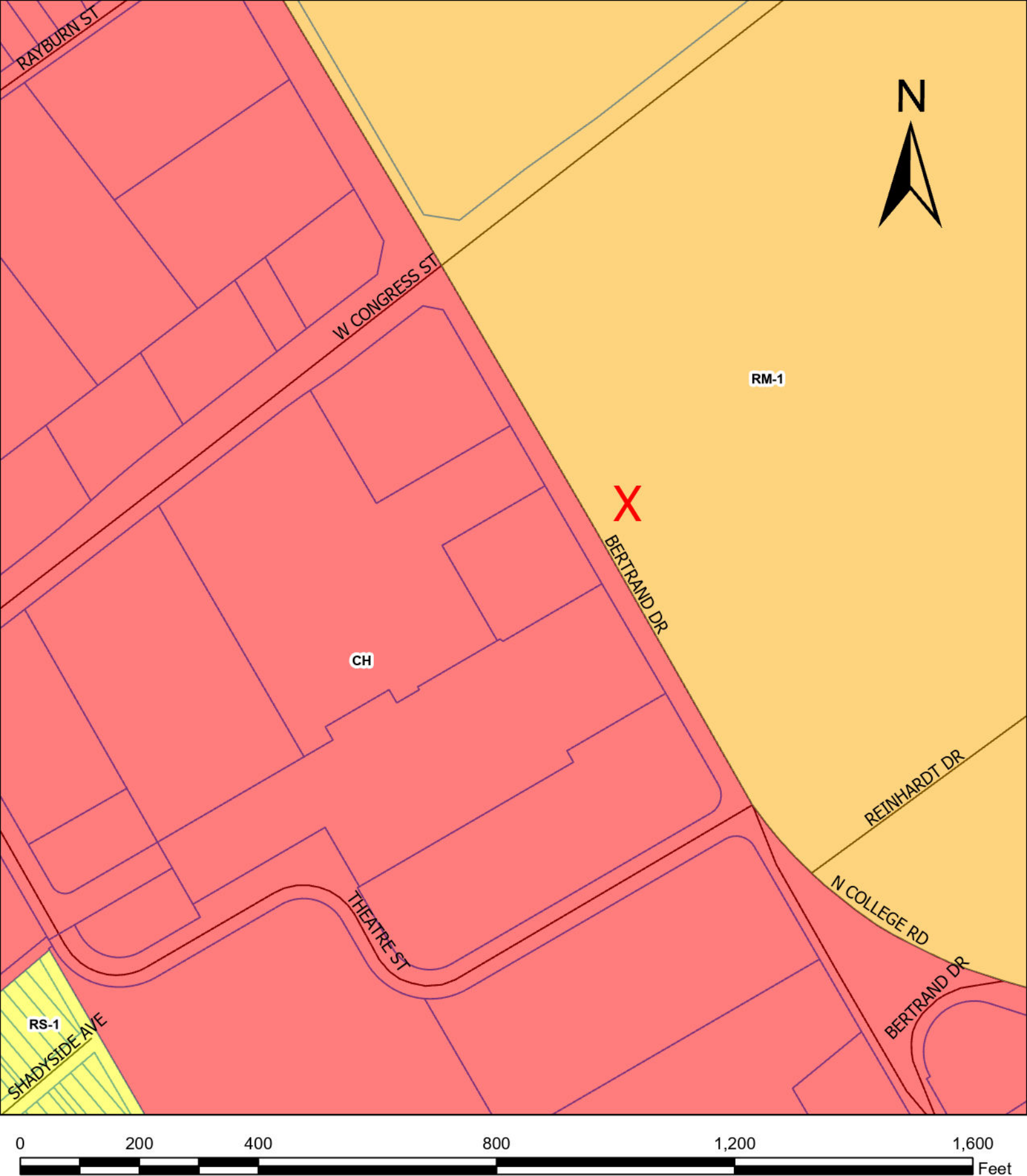
- A variance of the distance requirement for a digital readerboard/off-premise sign to a residential zoning district from 300 feet to 0 feet proposed.
- A variance of the spacing requirement to another digital billboard from 1500 feet to 647 feet proposed.

Summary of Public Comment:

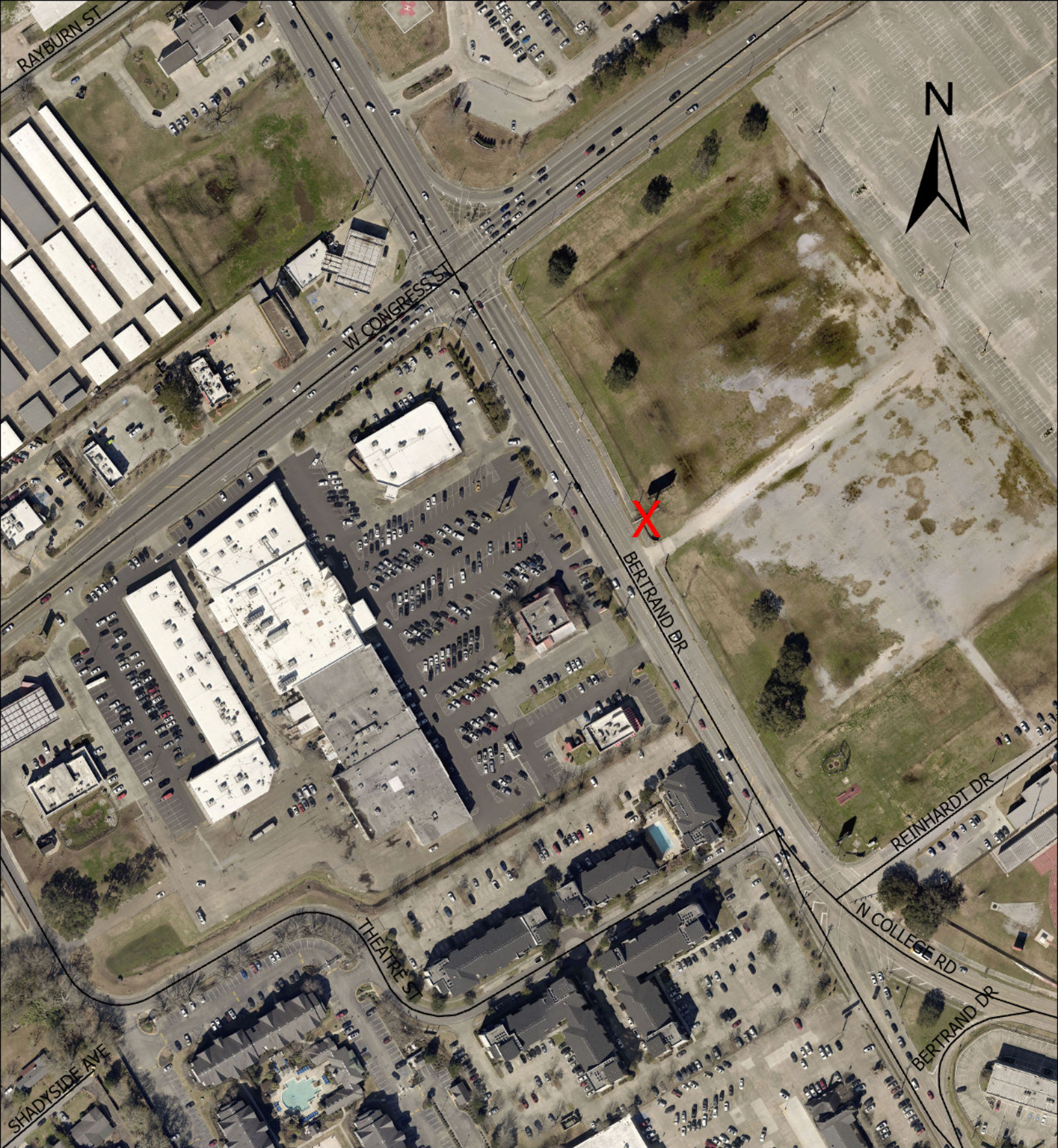
At the time of preparation of the preliminary report, staff has not received any letters/emails in support or opposition.



2354 W Congress Street



2354 W Congress Street



2354 W Congress Street

PANEL #5219

📍 E/S BERTRAND DR. S/O W. CONGRESS F/N

Location #1



ADVERTISING STRENGTHS: Targets traffic heading to the Cajundome, ULL Sports Complexes, Rouse's Grocery and Albertson's Grocery and other local retail.

WEEKLY IMPRESSIONS: 105,780*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

LAT/LONG: [30.21383 / -92.04597](#)

MARKET: LAFAYETTE

GEOPATH ID: 368721

PANEL SIZE: [View Spec Sheet](#)

FACING/READ: North West / Left

ILLUMINATED: YES

SHIPPING ADDRESS: 100 Plantation Rd
Lafayette, LA 70508



PANEL #5220

E/S BERTRAND DR. S/O W. CONGRESS F/S

Location #1



ADVERTISING STRENGTHS: Targets traffic heading to the Cajundome, ULL Sports Complexes, Rousse's Grocery and Albertson's Grocery and other local retail.

WEEKLY IMPRESSIONS: 84,549*

MEDIA TYPE/STYLE: Permanent Bulletin • Regular

LAT/LONG: [30.21383 / -92.04597](#)

MARKET: LAFAYETTE

GEOPATH ID: 368722

PANEL SIZE: [View Spec Sheet](#)

FACING/READ: South East / Right

ILLUMINATED: YES

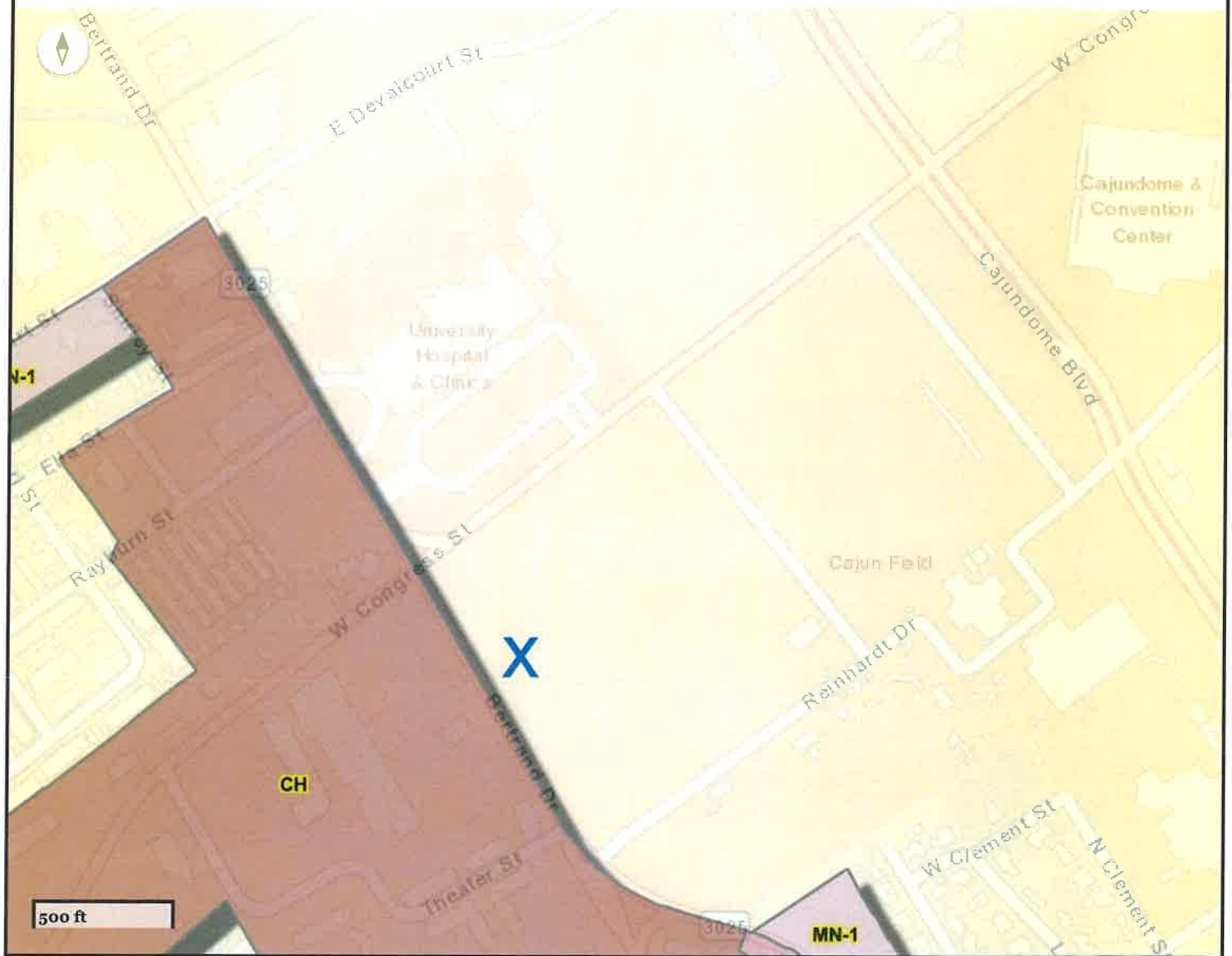
SHIPPING ADDRESS: 100 Plantation Rd
Lafayette, LA 70508



*Impression values based on: Total Population



City of Lafayette Development Zoning



Esri, HERE, Garmin, INCREMENT P, Intermap, NGA, USGS

Conversion to Digital

Panel # for Conversion	Current Face Size	Current Face Sq. Ft	New Digital Face Size	# of Faces	New Digital Face Sq. Ft.	2 times	Difference	Sq. Ft. Takedown Required
5219/30351	14x48/3x48	816	10.6x35.5	1	376.3	752.6	439.7	312.9
5220	14x48	672 sq. ft	10.6x35.5	1	376.3	752.6	295.7	456.9

TAKEDOWN

Panel #	Current Face Size	# of Faces	Square Footage Takedown
10766 (Junior Poster)	6x12	1	72
10814 (Junior Poster); 10815 (Junior Poster)	6x12	2	144
12215 (Junior Poster); 12216 (Junior Poster)	6x12	2	144
10743 (Junior Poster); 10741 (Junior Poster)	6x12	2	144
12200 (Junior Poster); 12197 (Junior Poster); 12198 (Junior Poster); 12199 (Junior Poster)	6x12	4	288

Lafayette
Application for Variance/Appeal (Board
of Zoning Adjustment)

Online Request #: 2931201

Project #: 2025-21-BOZ

Submitted by:
John Gilpin
jgilpin@lamar.com
(337) 233-7220

Location: **524 Bertrand Drive**

City: **Lafayette** State: **LA** Zip: **70506**

Contact Information

Applicant's Contact Information

Title: First Name: **John** Last Name: **Gilpin** Suffix:

Business Name: **Lamar Advertising of Lafayette**

Mailing Address: **100 Planatation Road**

City: **Lafayette** State: **LA** Zip: **70508**

Email Address: **jgilpin@lamar.com**

Cell Phone: Work Phone: Home Phone: **(337) 233-7220**

Owner's Contact Information

Title: First Name: _ Last Name: Suffix:

Business Name:

Mailing Address:

City: State: **LA** Zip:

Email Address:

Cell Phone: Work Phone: Home Phone:



You can complete this application and view updates online at [MGO Connect](#)

Agent's Contact Information

Title: _____ First Name: _ Last Name: _____ Suffix: _____
Business Name: _____
Mailing Address: _____
City: _____ State: _ Zip: _____
Email Address: _____
Cell Phone: _____ Work Phone: _____ Home Phone: _____

Additional Contact's Contact Information

Title: _____ First Name: _ Last Name: _____ Suffix: _____
Business Name: _____
Mailing Address: _____
City: _____ State: _ Zip: _____
Email Address: _____
Cell Phone: _____ Work Phone: _____ Home Phone: _____

Applicant 2's Contact Information

Title: _____ First Name: _ Last Name: _____ Suffix: _____
Business Name: _____
Mailing Address: _____
City: _____ State: _ Zip: _____
Email Address: _____
Cell Phone: _____ Work Phone: _____ Home Phone: _____

Application Questionnaire (* denotes required question)

Application for Variance/Appeal

Address & Legal Description of Property: *

524 Bertrand Drive Lafayette, LA 70506E/S
BERTRAND S/O CONGRESSEC 68 T9S R4E



You can complete this application and view updates online at [MGO Connect](#)

Application Type (Must be set by staff prior to accepting an online application.) *

What Type of application is this for? *

Variance

Cite LDC Article, Section and Subsection *

Article 5, 89-90,(i)(3)d.3,4

Detail specific zoning requirement(s) proposed to be varied *

Distance. The converted digital structure may be located no closer than 300 feet to a residential zoning district, single-family residence, or platted residential subdivision. Measurement is from the residential zoning district, single-family residence property or platted residential subdivision boundary to the outermost portion of each Billboard. No Billboard proposed for conversion may be closer than 1,500 feet to another digital Billboard. A Billboard converted under subsection (i)(3)d.2.B. above is not subject to this spacing requirement. Measurement is from the outermost portion of each Billboard.

Describe the practical difficulty or unnecessary hardship hindering compliance with the Lafayette Development Code *

We have had many requests from local businesses wanting to advertise in this area. If this is not allowed, local businesses will not be able to advertise their products. Therefore, causing a reduced ability to properly and effectively market the area to potential customers causing these businesses to have reduced revenues which will negativity impact the community, local businesses, and the university. We have to permanently remove 2 times the square footage of each new sign face.



You can complete this application and view updates online at [MGO Connect](#)

Cite LDC Article, Section and Subsection *

Detail specific administrative decision/interpretation which is being appealed *

Describe *

How the underlying decision was based on an erroneous interpretation of this Chapter, or how the decision is needed to avoid a violation of constitutional rights or to provide a reasonable accommodation of rights granted under federal law

Summary of Request *

Distance: Variance of the minimum distance from a residential zoning district from 300' to 0' (sign is located within Residential Mixed zoning), and Billboard proposed for conversion may be closer than 1,500 feet to another digital Billboard. A Billboard converted under subsection (i)(3)d.2.B. above is not subject to this spacing requirement. Measurement is from the outermost portion of each Billboard.

Summary of Public Comment:

Applicant: *

Lamar Advertising of Lafayette

File Number:

Applicant: *

File Number: *

Summary of Request: *



You can complete this application and view updates online at [MGO Connect](#)

Summary of Public Comment: *

Documents Uploaded

The following documents are attached to the Application.

bertrand @ congress digital.pdf

Certification and Agreement

bertrand @ congress digital cert.pdf

Copy of mailing labels

lafayetteparishla-20250809-30c4d8dc9508498c8cfdd75d048f9138.pdf

Site Plan

bertrand @ congress digital site plan.pdf



You can complete this application and view updates online at [MGO Connect](#)

THE



COMPANIES

This Instrument Prepared by:

James R. McIlwain

5551 Corporate Boulevard

Baton Rouge, Louisiana 70808

FILE NO.

03-011138

James R. McIlwain

LOUIS J. PERRET
CLERK OF
COURT RECORDER

James R. McIlwain

Lease #7339-01, 02, 03 & 04

LAFAYETTE, LA.
FILED AND RECORDED

2003 MAR -7 PM 2:07

MEMORANDUM OF LEASE AGREEMENT

The undersigned (hereinafter referred to as "Lessor") has executed and delivered to **THE LAMAR COMPANIES** (hereinafter referred to as "Lessee") a **LEASE AGREEMENT** dated January 29, 2003, leasing a portion of the premises located in the Parish of **LAFAYETTE**, State of **LOUISIANA** more particularly described as follows:

(7339-03) E/S Bertrand Dr. S/O West Congress

WHEREAS, said **LEASE AGREEMENT** (hereinafter referred to as "Lease"), provided for a term of Ten (10) years and provides that the Lease may be continued in force thereafter in accordance with the provision set out as well as other rights and obligations of the parties thereto.

NOW, THEREFORE, for the consideration set out in the Lease, Lessor hereby grants, leases and lets to Lessee all rights as specified therein in and upon the said premises, subject to all of the provisions and conditions set out in the Lease for all purposes and the Lease is made a part hereof to the same extent and with the same force and effect as though the same were fully and completely incorporated herein.

IN WITNESS WHEREOF, this instrument is duly executed on the date hereinabove specified.

EXECUTED BY LESSOR IN THE PRESENCE OF:

Patrice Trahan

Emmanuel Taylor

University of Louisiana at Lafayette

Rep: Dr. Ray P. Authement

LESSOR PRINTED NAME

Ray P. Authement
LESSOR'S SIGNATURE

EXECUTED BY LESSEE IN THE PRESENCE OF:

Patrice Trahan

Emmanuel Taylor

THE LAMAR COMPANIES

[Signature]
OFFICER'S SIGNATURE

Lane Parker, VP/General Manager
OFFICER'S PRINTED NAME & TITLE

CERTIFICATION AND AGREEMENT

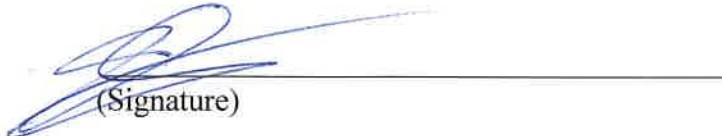
1. The applicant/owner declares that the statements on this application are true and correct.
2. The owner's signature is certification that he/she is the owner of the subject property and consents to the submission of the application for a variance, even if a non-owner applicant submits the request.
3. By filing a petition for a variance, the applicant/owner consents to allow the appropriate City-Parish employees to enter the property described in this variance request for the purposes of inspection and to photograph the site.
4. The owner and applicant acknowledge that the actions of the Board of Zoning Adjustment have no effect on any existing private Subdivision Restrictions or Covenants. Compliance with any applicable private regulations is a civil matter and the responsibility of the property owner.

Signed this 11 day of August, 2022⁵

Owner Lamar Advertising of Lafayette
(Print Name)


(Signature)

Applicant Lamar Advertising of Lafayette
(Print Name)


(Signature)