

2022 Regular Session

HOUSE BILL NO. 1032

BY REPRESENTATIVE ZERINGUE

ADVERTISING: Provides relative to outdoor advertising

1 AN ACT

2 To enact R.S. 48:461.26(E)(3), relative to outdoor advertising; to provide an exception to
3 outdoor advertisement for an institution of postsecondary education, an institution
4 of higher education, or a foundation affiliated with the institution; and to provide for
5 related matters.

6 Be it enacted by the Legislature of Louisiana:

7 Section 1. R.S. 48:461.26(E)(3) is hereby enacted to read as follows:

8 §461.26. Designation of state parkways; outdoor advertising prohibited; screening
9 required; exceptions

10 * * *

11 E.

12 * * *

13 (3) The provisions of Subsection B of this Section shall not apply to any
14 advertising on property owned by an institution of postsecondary education as
15 defined by R.S. 17:3092, an institution of higher education, or a foundation affiliated
16 with the institution. Such advertisements shall be limited to the promotion of the
17 educational and cultural welfare of the institution.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 1032 Reengrossed

2022 Regular Session

Zeringue

Abstract: Provides an exception for outdoor advertising on property owned by an institution of postsecondary education, an institution of higher education, or a foundation affiliated with the institution.

Present law designates certain areas as a parkway.

Present law provides that no off-premise outdoor advertising can be erected or maintained within visual observation of the main-traveled way of any parkway designated unless authorized.

Proposed law adds a provision that exempts any outdoor advertising on property owned by an institution of postsecondary education as defined by present law, an institution of higher education, or a foundation affiliated with the institution from the application of present law. Further provides such advertisements be limited to the promotion of the educational and cultural welfare of the institution.

(Adds R.S. 48:461.26(E)(3))

Summary of Amendments Adopted by House

The Committee Amendments Proposed by House Committee on Transportation, Highways and Public Works to the original bill:

1. Make a technical change.

The House Floor Amendments to the engrossed bill:

1. Make a technical change.
2. Modify proposed law by limiting institution advertisement to the promotion of the educational and cultural welfare of the institution.