

BILLBOARDS

AN ORDINANCE RELATING TO THE CONSTRUCTION AND LOCATION OF BILLBOARDS PROVIDING FOR LICENSING THE OWNERS THEREOF, AND PRESCRIBING PENALTIES FOR VIOLATION.

Be it ordained by the Council of the Town of Buffalo, Iowa:

SECTION 1. It shall be unlawful to construct or maintain or cause to be constructed or maintained any billboard without first securing a license therefor from the mayor and strictly complying with the provisions of this ordinance.

SECTION 2. The license for each and every billboard shall be an annual license of twenty cents for each space twenty-four inches by thirty eight inches or major fraction thereof. All licenses shall be due and payable on the first day of July of each year for any billboards now in place or hereafter constructed the license shall be a pro rate amount of the regular license to the succeeding first day of July.

Note: A one sheet bill is twenty-four by thirty-eight inches and in above section this is made unit for license. Most cities make the license at so many cents per running foot. You can change this section to meet your own ideas.

SECTION 3. Every person, firm, or corporation engaged in the business of constructing and maintaining billboards shall file with the clerk a bond with surety to be approved by the mayor in the sum of five thousand (\$5,000.00) dollars conditioned that such person, firm, or corporation shall hold the municipality free from all damages, loss, expense, or decrees which may be secured against the municipality on account of the construction or maintenance of any billboard.

SECTION 4. It shall be unlawful to construct or maintain, or cause to be constructed or maintained, any billboard in such a manner as to

- a. Obstruct the free use of the streets, alleys, or sidewalks.
- b. Be dangerous to the public by falling or by blowing down.
- c. Unable to stand a pressure of at least forty pounds per square foot of advertising space.
- d. Exceed five hundred (500) square feet in area.
- e. Obstruct the view of railroad crossings or street crossings.
- f. Other than of fire proof construction.
- g. Increase the danger or loss by fire or to increase the rate for fire insurance.
- h. Less than three feet in height above the ground.
- i. Exceed sixteen feet in height above the ground.
- j. Approach nearer than six feet to any building or to the side line of any lot, or nearer than two feet to any billboard.

(Note: Each of the above provisions have been sustained by some court and have been held reasonable provisions in relations to billboards.)

SECTION 5. It shall be unlawful to construct or maintain any billboard in any location in which one half of the buildings on both sides of the street are used exclusively for residence purposes without first obtaining the consent in writing of the owners, or duly authorized agents of said owners, owning a majority of the frontage of the property on both sides of the street in the block in which such billboard is to be constructed or maintained. Such written consent shall be filed with the mayor before a license

shall be granted for such location. The word "block", used in this section, means that part of a street which lies between the two nearest intersecting streets, one on either side thereof.

SECTION 6. The name of the person or corporation owning or controlling each billboard shall be placed and maintained on such billboard or signboard so as to be easily read.

SECTION 7. Every person, firm, or corporation maintaining a billboard for the purpose of displaying advertising shall file with the mayor within thirty (30) days after the passage and publication of this ordinance a full and complete report of the location, size, and construction of all existing billboards.

SECTION 8. This ordinance shall apply to billboards already existing and all such billboards must conform to the provisions of this ordinance within sixty (60) days after its passage and publication.

SECTION 9. This ordinance shall not apply to billboards or signboards attached to the surface of a permanent building and designed to give publicity to any business carried on in such building or to billboards used to advertise the sale or lease of the property upon which they shall be erected and not exceeding thirty-six square feet in area.

SECTION 10. Anyone violating any of the provisions of this ordinance, shall, upon conviction, be subject to imprisonment not exceeding thirty (30) days, or to a fine not exceeding one hundred (\$100.00) dollars. Whenever the fine and costs imposed for the violation of this ordinance are not paid, the person convicted may be committed to jail until the fine and costs are paid, not to

exceed thirty (30) days.

SECTION 11. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

SECTION 12. This ordinance shall be in force and effect from and after its passage and publication as provided by law.

Passed and approved *March 22nd 1933*

John A. Prignitz Mayer