

**MOTION**

**NO. M-26-170**

**CITY HALL: April 23, 2026**

**BY: COUNCILMEMBER MCCARRON**

**SECONDED BY:**

**BE IT MOVED BY THE COUNCIL OF THE CITY OF NEW ORLEANS,** That the City Planning Commission's report and recommendation of **denial** for **ZONING DOCKET 25/26 – Rouse Land Company**, requesting to amend Article 24 of the Comprehensive Zoning ordinance to create permissions, size restrictions, and other regulations for detached signage that extends over driveways or other entry or exit points to sites in zoning districts, including the MU-1 Medium Intensity Mixed-Use Districts, is overruled and the request is **APPROVED with the following modifications**, as considered by Commission staff on pages 4 and 5 of the report:

1. Create a driveway entry signage type, *Driveway Entry Sign*, that is (i) defined as a pole-supported sign containing only freestanding letters or logos that extends over a driveway or pedestrian entrance or exit point that identifies a business or development, and (ii) is restricted as follows:
2. Restrict the use of *Driveway Entry Signs* to:
  - i. MU-1 Medium Intensity Mixed-Use District and MU-2 High Intensity Mixed-Use District zoning districts;
  - ii. Sites that are more than three acres in size;
  - iii. Property consists of one or more squares; and
  - iv. Building situated on site where the front building line is set back more than 300 feet from the front property line.

3. Limit permitted maximum size by area of detached entryway to 75 square feet.
4. Limit permitted maximum size by height of detached entryway sign is limited to 20 feet.
5. Limit permitted use of Driveway Entry Sign to one per site.

**BE IT FURTHER MOVED,** That Article 24, Section 6.A.2 be amended as follows:

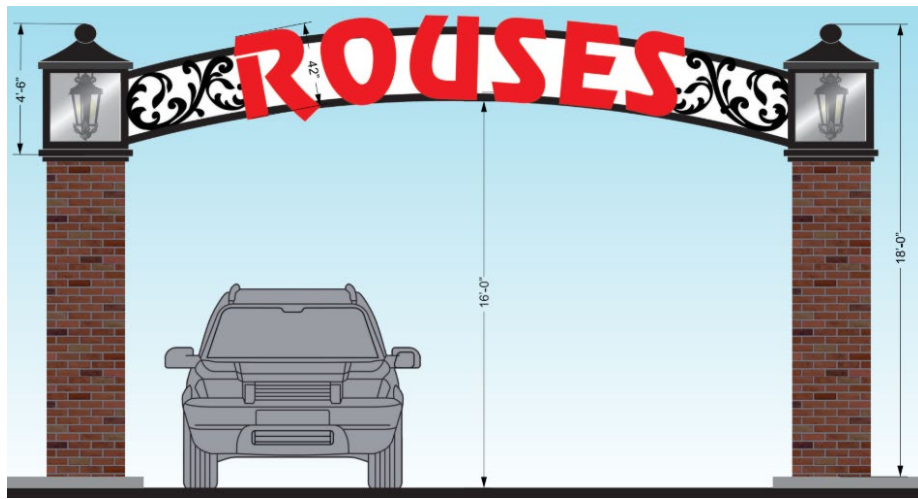
“2. For signs consisting of freestanding letters or logos, the sign area is calculated as the total area of each square, circle, rectangle, or triangle, or combination thereof, that encompasses each individual letter or logo. This includes signs on a canopy, **driveway entry sign,** or awning. Sign area does not include any supports or bracing.

(Figure 24-1)

\* \* \*

2.)

\* \* \*



\* \* \*

**BE IT FURTHER MOVED,** That the Clerk of Council shall forward copies of this motion and the report of the City Planning Commission to the Law Department, which is directed to prepare an ordinance to effectuate this motion and is granted the flexibility to make any changes necessary to achieve the will of the Council as set forth in this motion.

**THE FOREGOING MOTION WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF, AND RESULTED AS FOLLOWS:**

**YEAS:**

**NAYS:**

**ABSENT:**

**RECUSED:**

**AND THE MOTION WAS ADOPTED.**