

City Planning Commission
Staff Report
Tuesday, March 10, 2026

Zoning Docket 025-26

Prepared by: Haley Molina

Date: March 11, 2026

Deadline for CPC action: 05/9/2026

CC Deadline: 60 Days from Receipt

City Council District: All

Applicant(s): Rouse Land Company

Request: Text amendment 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/exit points to a site in zoning districts, including the MU-1 Medium Intensity Mixed-Use District.

Location:

The proposed text amendment would affect regulations that are applied to MU-1 Medium Intensity Mixed-Use Districts.

Description

Zoning Docket 025/26 is a request by Rouse Land Company to amend Article 24 of the CZO to establish permissions, size restrictions, and additional regulations for detached signage that extends over driveways or other entry or exit points to a site in the MU-1 Medium Intensity Mixed-Use District.

The request was prompted by the applicant’s desire to install a detached sign for the Rouses grocery store located on North Carrollton Avenue in Mid-City. The proposal is driven by the site’s atypically large lot size and unique development pattern within a pedestrian-oriented mixed-use context. The site is located within an MU-1 Mixed-Use District at the intersection of North Carrollton Avenue and the Lafitte Greenway. The intent of the district is to support development built at or near the street line, with minimal setbacks and a strong emphasis on walkability. Along Carrollton Avenue, the district abuts an HU-MU Historic Urban Mixed-Use District and transitions to HU-RD2 Historic Two-Family Residential neighborhoods in the interior, requiring careful consideration of scale and compatibility.

Signage is a component of the built environment and, like building height and setbacks, should be compatible with surrounding architecture, building scale, and land uses. Urban design principles for retail areas emphasize maintaining a consistent scale and character in signage and architectural elements, and existing signage policies are intended to reduce visual clutter and reinforce pedestrian-oriented streetscapes. Allowing pole-like or entryway signage in this context would introduce auto-oriented elements that are inconsistent with these objectives and do not appropriately transition to adjacent

lower-density residential neighborhoods.

Additionally, the request is prompted by site-specific conditions and is not supported by a demonstrated citywide need. Staff seeks to maintain clarity and simplicity within the CZO and to avoid crafting regulations tailored to a small number of properties. Viable design alternatives exist that would allow the business to achieve effective site identification, including the use of architectural features to highlight site entrances and the installation of monument signage along North Carrollton Avenue consistent with nearby developments.

Reason for Commission Review

The City Planning Commission is required to make a recommendation on all amendments to the text of the Comprehensive Zoning Ordinance prior to City Council action, in accordance with **Article 4, Section 4.2.D.3 Action by City Planning Commission** of the Comprehensive Zoning Ordinance.

Analysis

Reason for text amendment

The proposal was prompted by the applicant's desire to install a detached sign for the Rouses grocery store located on North Carrollton Avenue in Mid-City. The proposal is driven by the site's atypically large lot size as well as its development pattern. The site is developed with three small retail structures along North Carrollton Avenue, the primary thoroughfare, while the grocery store itself is set back approximately 300 feet from the street.

The site was developed in the 1990s and abuts the Lafitte Greenway, which opened in 2015 as a trail along a historic transportation corridor. The 3.4-acre site was previously a vacant industrial site and was rezoned in 2015 from LI Light Industrial to MU-1 Medium Intensity Mixed-Use District, aligning its zoning and use. Along Carrollton Avenue, the MU-1 district borders an HU-MU Historic Urban Mixed-Use District, while the interior of the surrounding neighborhood consists of HU-RD2 Historic Two-Family Residential Districts. This context is critical because development at the subject site must provide appropriate transitions to adjacent lower-density residential neighborhoods.

Affected Area

The proposed text amendment would affect MU-1 Medium Intensity Mixed-Use Districts citywide, illustrated by the green sections of the maps, below.

Figure 1. Affected Sites



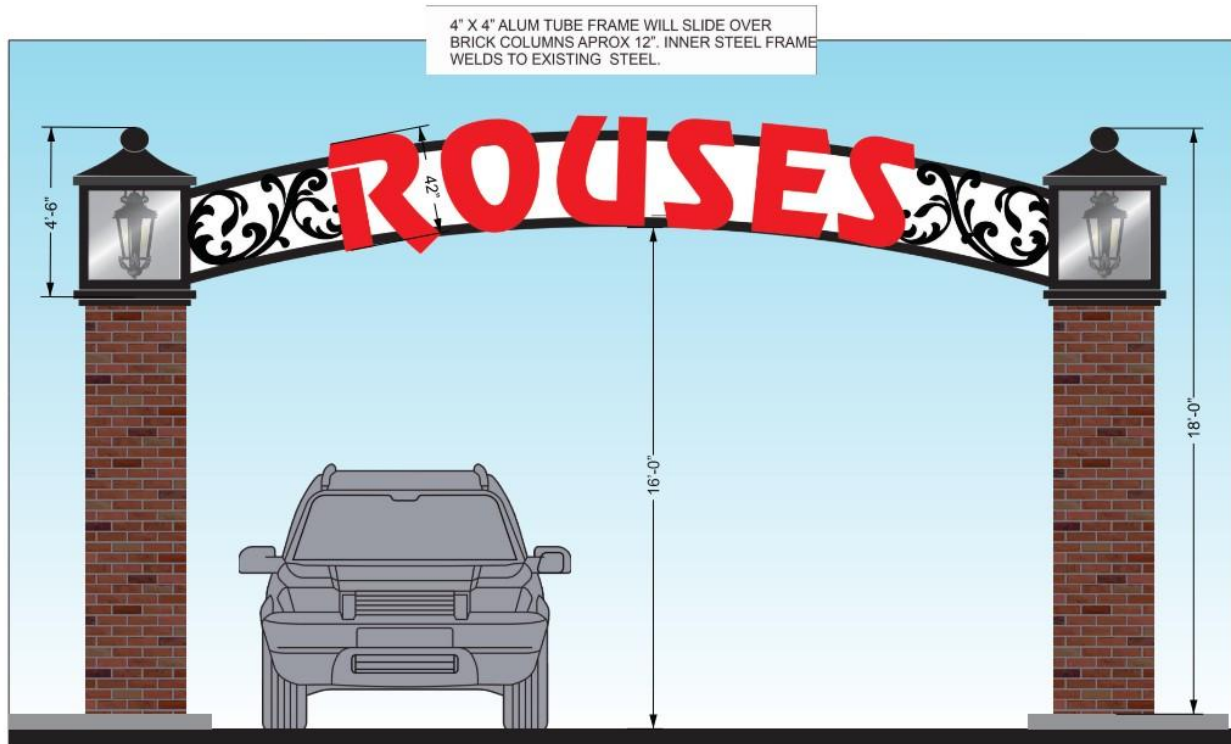
Source: ITI and PropertyViewer

Changes Proposed by Applicant

The application requests to install a trellis sign, as shown in **Figure 2**. The proposed sign would consist of two brick columns located on either side of the driveway entrance, with lantern boxes mounted atop each column. A metal arch would connect the two columns and support approximately 75 square feet of signage displaying “Rouses.” The overall height of the freestanding structure would be approximately 18 feet.

The applicant did not provide specific ordinance text to permit this signage type. Upon review, the Department of Safety and Permits determined that the proposed trellis sign would be classified as a pole sign under the existing definitions of the CZO. Therefore, the Neighborhood Participation Program (NPP) notification sent by the applicant requested that pole signs be permitted within the MU-1 Medium Intensity Mixed-Use District, consistent with the size and height shown on the submitted plans.

Figure 2. Proposed Sign at Rouses, 400 North Carrollton Avenue



Problem to be addressed

The proposal is driven by the site’s atypically large lot size as well as its development pattern. Large commercial sites that feature buildings with large setbacks from the public right-of-way generally benefit of freestanding signage like pole or monument signs in order to have better visibility from vehicles travelling on the right-of-way. That type of commercial development, however, is typically found in auto-oriented commercial districts such as the C-1 General Commercial District, C-2 Auto-Oriented Commercial District or C-3 Heavy Commercial District, where pole signs are permitted. The petitioned site, while considerably setback from North Carrollton Avenue, is located within a MU-1 Medium Intensity Mixed-Use District, which is intended for pedestrian oriented development abutting the right-of-way. While pole signs are not permitted in the MU-1 District, monuments signs are.

Recommendation

Although staff ultimately recommends denial of the proposed text amendment, staff considered an alternative approach that could allow the applicant to achieve a similar design outcome. That alternative would include a new signage type for a detached entryway sign that spans a driveway or entry/exit point. The detached entryway sign would be allowed in the following locations and be subject to the following size restrictions.

- Permissions

- Permit the signage type only in zoning districts where monument signs are otherwise allowed, including the MU-1 Medium Intensity Mixed-Use District.
- Limited to sites more than three acres in size.
- Property consists of one or more squares.
- Building situated on a site with the front building line set back more than 300 feet from the front property line.
- Size Restrictions
 - Maximum sign area varies by district, with approximately 75 square feet within the MU-1 District.
 - Maximum height varies by district, with approximately 18 feet within the MU-1 District.
 - Limited to one freestanding sign per site.

It should be noted that expanding permissions to zoning districts where monument signs are allowed would greatly expand allowable locations, including, all Rural Development Districts, Residential Districts within Historic Urban Neighborhoods, all Suburban Neighborhoods, and all CBD Districts.

The staff recommends denial of the proposed text amendment based on the following:

- Existing policies to reduce visual clutter: the CZO and Master Plan emphasize limiting the proliferation of freestanding signage in mixed-use areas to maintain pedestrian-oriented streetscapes.
- Lack of citywide need: there is not a demonstrated need for this signage type across MU-1 districts or other zoning districts citywide.
- Simplicity of the zoning ordinance: the staff prefers to keep the text of the CZO straightforward and avoid crafting regulations targeted at a small number of properties.
- Viable alternatives exist: the grocery store can highlight entrances through architectural design features without text, and the business can utilize a monument sign along North Carrollton Avenue, like those used by nearby and comparable developments.

Evaluation of approval standards

The City Planning Commission recommendation and the City Council decision on any zoning text amendment are matters of legislative discretion. In making their recommendation and decision, the City Planning Commission and the City Council are required to consider the standards in **Table 4-1: Standards for Zoning Amendments** of the Comprehensive Zoning Ordinance. In this section, the staff evaluates the application using those standards.

The proposed amendment is compatible with the Master Plan and Future Land Use Map.

This standard is not met. The MU-1 Districts are primarily applied to areas with a "Mixed-Use Medium Density" future land use map (FLUM) designation. Allowing pole-like entryway signage in this context would introduce auto-oriented elements that do not promote walkability and do not appropriately transition to adjacent lower-density residential neighborhoods.

MIXED USE MEDIUM DENSITY

Goal: Create medium-density neighborhood centers to enhance walkability and serve as focal

points within neighborhoods. Proximity to transit encouraged.

Range of Uses: Medium-density single-family, two-family and multifamily residential and commercial uses. Limited light industrial uses (small food manufacturers, craft and value added industry and passive warehousing and storage) may be allowed in some areas. Agricultural, stormwater management, and supporting public recreational and community facilities are allowed. Transit and transportation facilities are allowed.

Development Character: Height, mass and density of new development varied to ensure proper transitions to surrounding lower density residential neighborhoods. Many structures will feature ground floor retail with residences on upper floors. Allow the adaptive reuse of historic non-residential structures with densities higher than the surrounding neighborhood through the planned development process. Allow higher residential densities when a project is providing significant public benefits such as long-term affordable housing. Incorporate risk reduction and adaptation strategies in the built environment.

The staff reviewed the goals, strategies, and actions outlined within *Chapter 13, Land Use Plan* of the Master Plan. The following goals and principles are related to signage:

- Goal 1, Strategy 1.B. Promote walkable, mixed-use environments and transit oriented development.
 - Action 11. For large mixed-use sites, create development-specific design guidelines that address building appearance, streetscape, signage and utilities, parking design, landscape, sustainability, and materials.
- Goal 3, Strategy 3.E. Provide for a comprehensive review and study of all signage and billboard issues for the city.
 - Action 1. Utilize results of the study to inform revisions to the CZO to reduce visual intrusions to the urban landscape and to ensure design compatibility.
- F. Urban design principles - retail areas.
 - Maintain a consistent scale and character in signage and overhangs (e.g., awnings, balconies, etc.).

The Master Plan speaks to signage issues in separate contexts, but the general concept is to support thoughtful signage plans based on the site context. For example, the proposed auto-centric pole sign would not be compatible with the mixed-use neighborhood that prioritizes development for pedestrians as well as other types of transportation.

The proposed amendment is compatible with the place designations of this Ordinance.

This standard is met. The proposed amendment is limited in its scope and does not affect the place designations in the zoning ordinance.

The proposed amendment promotes the public health, safety and welfare of the City.

This standard is not met. The purpose of **Article 24 Signage** is to promote and protect the health, safety, and welfare of the City by ensuring the compatibility of signs with surrounding architecture, including the scale of buildings, and land uses. Allowing pole-like entryway signage in this context would introduce auto-oriented elements that are inconsistent with this standard and do not appropriately transition to adjacent

lower-density residential neighborhoods.

The proposed amendment is compatible with the intent and general regulations of this Ordinance.

This standard is not met. **Figure 3** includes an illustration of site development standards for pedestrian-oriented uses in commercial center districts from **Article 15, Section 15.3, Site Design Standards** of the CZO. As depicted, these districts are intended for low-rise mixed-use development built to or near the street line, with minimal front yard setbacks. These standards emphasize pedestrian-oriented design, active ground-floor uses, and appropriate transitions to surrounding lower-density residential neighborhoods. The regulations prioritize walkability while accommodating multiple modes of transportation and relies on building placement, scale, and signage that reinforce a cohesive streetscape rather than auto-oriented site features (such as the proposed pole sign).

Figure 3. Illustration of site development standards for commercial center and institutional campus districts pedestrian-oriented commercial (Article 15, Section 15.3 Site Design Standards of the CZO).

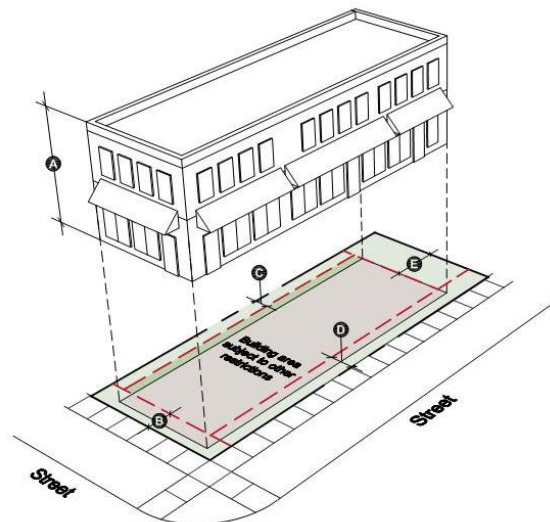


Illustration of site development standards



The proposed amendment corrects an error or omission, adds clarification to existing requirements, or reflects a change in policy.

This standard is not met. The proposal is to add pole signs in a mixed-use context. This is not supported by existing policies that aim to reduce visual clutter and ensure compatibility and consistency in the built environment.

The proposed amendment benefits the citizens of the City as a whole.

This standard is not met. The proposed amendment to allow pole signs in a mixed-use context would be incompatible with existing development and walkability goals.

The proposed amendment provides a more workable way to achieve the intent and purposes of this Ordinance and the Master Plan.

This standard is not met. Existing policies to reduce visual clutter are reflected in the CZO and the Master Plan, which emphasize limiting the proliferation of freestanding signage in mixed-use areas in order to maintain pedestrian-oriented streetscapes. The Master Plan speaks to signage issues in separate contexts, but the general concept is to support thoughtful signage plans that prioritize pedestrians as well as other types of transportation.

The proposed amendment does not create a significant number of nonconformities.

This standard is met. Pole signs are not prevalent or characteristic of the mixed-use neighborhoods. The proposal is to allow pole signs, so any pole signs that may exist would be brought into conformity.

Staff Recommendation

The staff recommends **DENIAL** of Zoning Docket 025/26.

City Planning Commission Meeting (March 10, 2026)

The staff summarized the application and presented its recommendation of denial. Jack Gremion spoke on behalf of the applicant in support of the application. There were no comments in opposition or support.

Commissioner Flick mentioned that the proposal is consistent with signage across the street. The staff responded that this signage was built prior to the current ordinance. Commissioner Jordan stated that he is not against this signage type at the location. However, the proposal would proliferate an undesirable signage type across the proposed zoning district. Commissioner Joshi-Gupta reiterated this concern about broader implications.

Commissioner Poche made a motion for denial. Commissioner Steeg seconded the motion, which was unanimously adopted.

MOTION:

ZD 025/26


BE IT MOVED BY THE CITY PLANNING COMMISSION THAT ZONING DOCKET 025/26 IS HEREBY RECOMMENDED FOR DENIAL. BE IT FURTHER MOVED THAT THE EXECUTIVE DIRECTOR IS HEREBY AUTHORIZED TO NOTIFY THE CITY COUNCIL OF SAID ACTION.

YEAS: Flick, Jordan, Joshi-Gupta, Poche, Steeg, Witry

NAYS: None

ABSENT: Kepper

Legend

 MU-1 Medium Intensity Mixed-Use District



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PROJECT INFORMATION

CLIENT: Rouses

CONTACT:

PHONE:

ADDRESS:

CITY, STATE:

SALES REP:

DESIGNER:

DATE:

FILE NAME:

UL MEETS OR EXCEEDS U.L. SPECIFICATIONS & WILL BEAR U.L. SEAL OF APPROVAL

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DATE: ___/___/___

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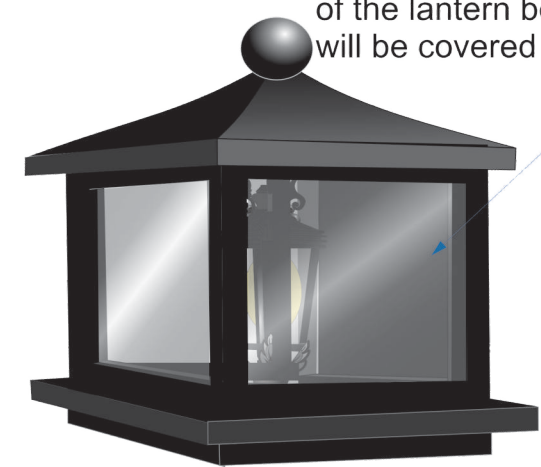


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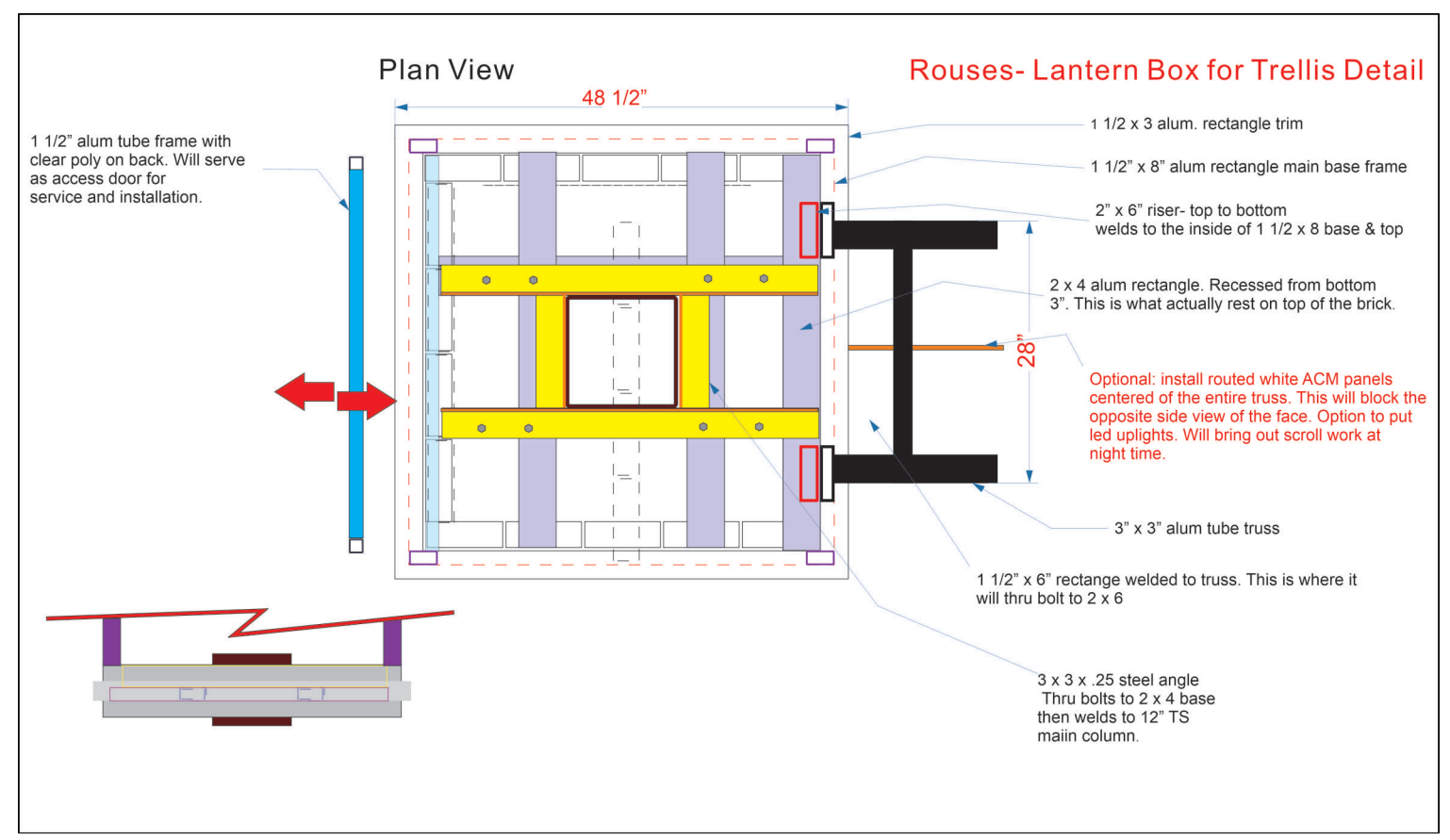


remove scroll work behind letters

clear Polycarbonate faces on the face sides and outside of the lantern box. Truss side will be covered with sheet metal.



Back





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CLIENT: Rouses

CONTACT:

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CITY, STATE:

SALES REP:

DESIGNER:

DATE:

FILE NAME:

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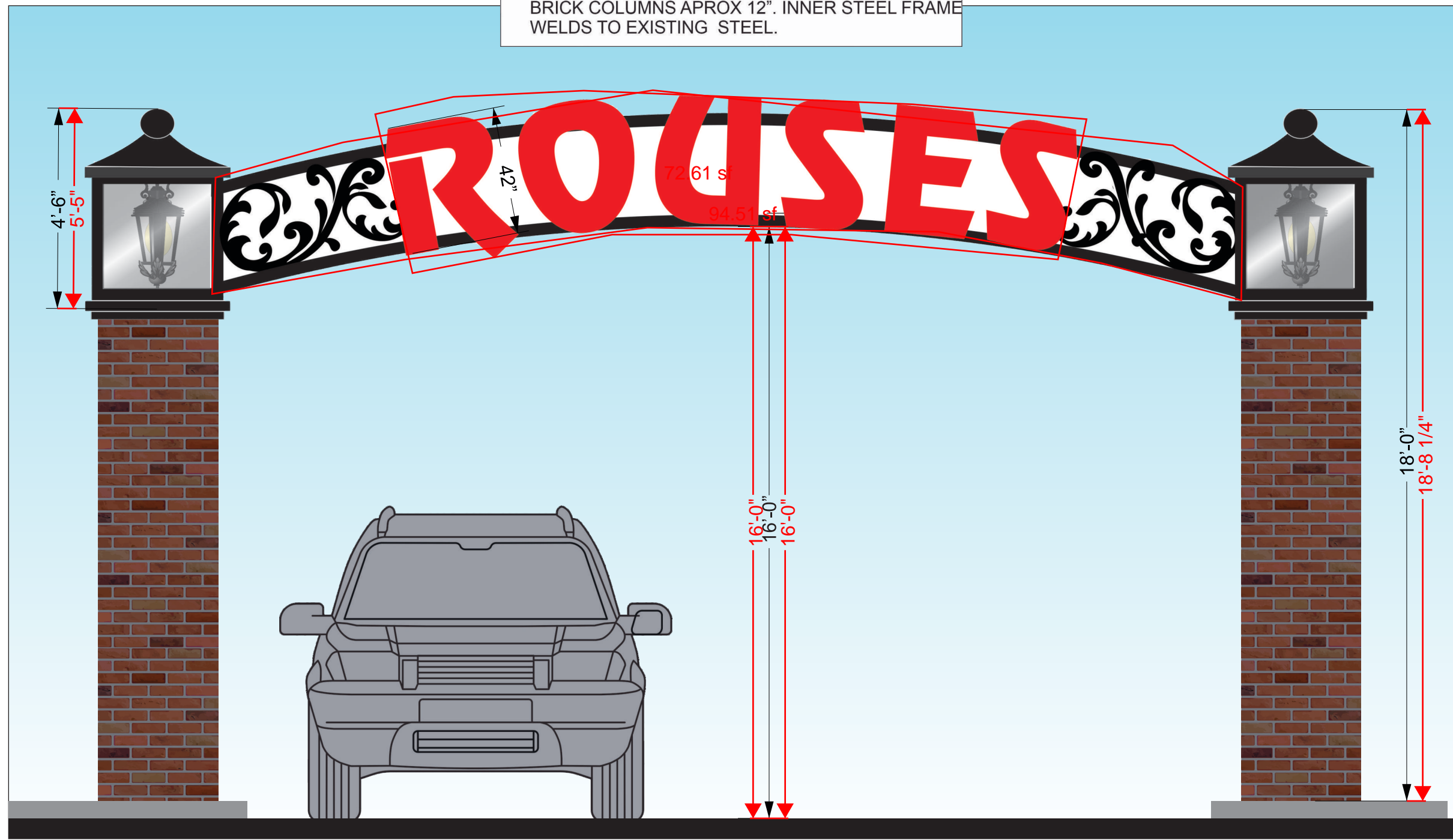
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4" X 4" ALUM TUBE FRAME WILL SLIDE OVER BRICK COLUMNS APPROX 12". INNER STEEL FRAME WELDS TO EXISTING STEEL.





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DESIGNER:

DATE:

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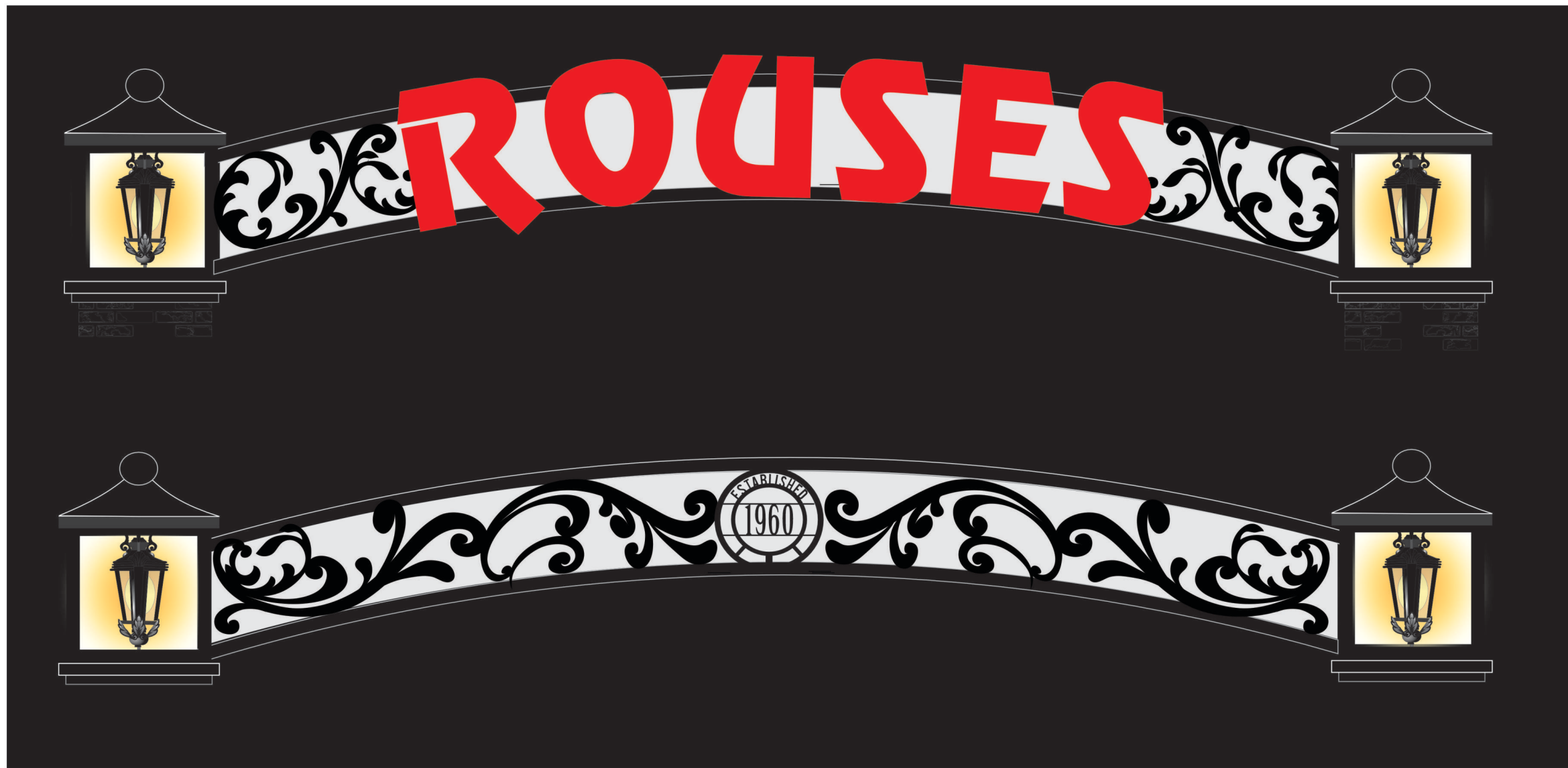
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Night View with Led Illuminated back lights on recessed ACM panels





Re: Fw: Article 24 text amendment

From Kimberly Gremillion <kimberly@gulfsouthsigns.com>

Date Mon 1/26/2026 9:10 AM

To Ava Monnet <Ava.Monnet@nola.gov>

Cc Stephen K. Kroll <skroll@nola.gov>

Ava,

When I spoke with Haley Delery, she told me to turn it in blank because no one showed up to my zoom meeting. She told me to stay in for an hour and still no one joined. Do I need to get with her again for the approval letter? Also, will the email to CPC be okay for the proof of email?

Thanks,

Kimberly Gremillion

On Fri, Jan 23, 2026 at 3:51 PM Ava Monnet <Ava.Monnet@nola.gov> wrote:

Good Afternoon,

Please find attached the invoice for your land use application. But your application is incomplete. You added a blank NPP sign in sheet, we need a complete NPP packet in order to continue processing your application. That will include the notification emails, NPP Summary, approved NPP letter, etc. Please forward this information.

Thank you,

Ava Monnet

Senior City Planner | New Orleans City Planning Commission

Office of Business and External Services

[1300 Perdido Street, 7th Floor | New Orleans, LA 70112](#)

(504) 658-7033 (office) / ava.monnet@nola.gov

Text Amendment Meeting - NPP25-1652

From Kimberly Gremillion <kimberly@gulfsouthsigns.com>

Date Wed 12/10/2025 11:05 AM

To kimberly@gulfsouthsigns.com <kimberly@gulfsouthsigns.com>

Bcc: deborah70114@gmail.com <deborah70114@gmail.com>; kfooster@algierseconomic.com <kfooster@algierseconomic.com>; adunn@entergy.com <adunn@entergy.com>; seaspinwall@gmail.com <seaspinwall@gmail.com>; asdunnsr@gmail.com <asdunnsr@gmail.com>; lj4adotcomdan@gmail.com <lj4adotcomdan@gmail.com>; agnanola@gmail.com <agnanola@gmail.com>; robz@abbeyprinting.com <robz@abbeyprinting.com>; Lesli.Harris@nola.gov <Lesli.Harris@nola.gov>; ronicka.briscoe@gmail.com <ronicka.briscoe@gmail.com>; glennshomeoffice@gmail.com <glennshomeoffice@gmail.com>; kyle.franklin@gmail.com <kyle.franklin@gmail.com>; ester.wensink@gmail.com <ester.wensink@gmail.com>; markreenehome@cox.net <markreenehome@cox.net>; slippert3@aol.com <slippert3@aol.com>; ccharles12@cox.net <ccharles12@cox.net>; Haley M. Delery <hdelery@nola.gov>; LDUPONT@PSSNOLA.COM <LDUPONT@PSSNOLA.COM>; capano@hotmail.com <capano@hotmail.com>; info@oldalgiersmainstreet.org <info@oldalgiersmainstreet.org>; jennie_mcintosh@yahoo.com <jennie_mcintosh@yahoo.com>; adunn@entergy.com <adunn@entergy.com>; dmercer5@cox.net <dmercer5@cox.net>; jleepva@cox.net <jleepva@cox.net>; nfsnick4@yahoo.com <nfsnick4@yahoo.com>; stclairgardens@gmail.com <stclairgardens@gmail.com>; nfsnick4@yahoo.com <nfsnick4@yahoo.com>; eydie_acosta@hotmail.com <eydie_acosta@hotmail.com>; jedmason@bellsouth.net <jedmason@bellsouth.net>; gcrowden@bellsouth.net <gcrowden@bellsouth.net>; lesaellison@aol.com <lesaellison@aol.com>; info@walnutbendno.org <info@walnutbendno.org>; yvonnemg@aol.com <yvonnemg@aol.com>; eric@pickeringandassociates.com <eric@pclawfirm.com>; fsjr07@gmail.com <fsjr07@gmail.com>; andre@asanihf.org <andre@asanihf.org>; wapsupplies@msn.com <wapsupplies@msn.com>; mfcraig@bellsouth.net <mfcraig@bellsouth.net>; dj@broadcommunityconnections.org <dj@broadcommunityconnections.org>; bunnyfriendassoc@gmail.com <bunnyfriendassoc@gmail.com>; neworleansburbankgardens@gmail.com <neworleansburbankgardens@gmail.com>; bywaterpresident@gmail.com <bywaterpresident@gmail.com>; cobbsuzi@yahoo.com <cobbsuzi@yahoo.com>; cpna1852@yahoo.com <cpna1852@yahoo.com>; claibornereborn@gmail.com <claibornereborn@gmail.com>; wayneben06@yahoo.com <wayneben06@yahoo.com>; wmbick@yahoo.com <wmbick@yahoo.com>; tyrone.220.f15@gmail.com <tyrone.220.f15@gmail.com>; enonac2009@gmail.com <enonac2009@gmail.com>; secretary@enonac.org <secretary@enonac.org>; EnolaCivic@GMail.com <EnolaCivic@GMail.com>; epoa@yahoo.com <epoa@yahoo.com>; edgewoodheights@gmail.com <edgewoodheights@gmail.com>; edgewoodpark@yahoo.com <edgewoodpark@yahoo.com>; marvalmitchell@bellsouth.net <marvalmitchell@bellsouth.net>; shawnantee@yahoo.com <shawnantee@yahoo.com>; ertca.nola@gmail.com <ertca.nola@gmail.com>; presidentfna@gmail.com <presidentfna@gmail.com>; ftboard@hotmail.com <ftboard@hotmail.com>; celfam2@yahoo.com <celfam2@yahoo.com>; flta2200@gmail.com <flta2200@gmail.com>; contact@faubourgmarigny.org <contact@faubourgmarigny.org>; president@faubourgmarigny.org <president@faubourgmarigny.org>; president@fsjna.org <president@fsjna.org>; robert@fsria.org <robert@fsria.org>; filmore.gardens@yahoo.com <filmore.gardens@yahoo.com>; brittany@fqba.org <brittany@fqba.org>; support@fqba.org <support@fqba.org>; info@frenchquartercitizens.org <info@frenchquartercitizens.org>; info@lafittegreenway.org <info@lafittegreenway.org>; voscovillenwa@gmail.com <voscovillenwa@gmail.com>; gwenhawk59@yahoo.com <gwenhawk59@yahoo.com>; ghenazb@yahoo.com <ghenazb@yahoo.com>; debjoecatering@att.net <debjoecatering@att.net>; presidentgentillyterracegarden@gmail.com <presidentgentillyterracegarden@gmail.com>; gentwoods1951@outlook.com <gentwoods1951@outlook.com>; tievy@pelhughes.com <tievy@pelhughes.com>; stoshkozi@yahoo.com <stoshkozi@yahoo.com>; lebranelogicfoundation@yahoo.com <lebranelogicfoundation@yahoo.com>; president@hfta.org <president@hfta.org>; ljackson_9w@hotmail.com <ljackson_9w@hotmail.com>; telephoneman19@yahoo.com <telephoneman19@yahoo.com>; kenilworthNOLA@gmail.com <kenilworthNOLA@gmail.com>;

tgullentp@att.net <tgullentp@att.net>; kingswood.homeowners@yahoo.com
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<lakewillowhomeownerassociation@gmail.com>; emobley@coxmail.com <emobley@coxmail.com>;
libertyterracehomeowners@yahoo.com <libertyterracehomeowners@yahoo.com>;
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CPCInfo@nola.gov <cpcinfo@nola.gov>; Roy, Marion <Peter.Roy@rouses.com>; Jack Gremillion
<jack@gulfsouthsigns.com>

2 attachments (7 MB)

Meeting Letter To Neighbors.docx; Rouses - NOLA #29 - Drawings.pdf;

Good morning,

My name is Kimberly Gremillion and I work for Gulf South Signs LLC. Currently, we are trying to get a sign permitted with the City of New Orleans for the Rouse's located at 400 N. Carrollton Ave.

You are currently invited to a meeting to talk about why we are wanting a Text Amendment to try to get our sign approved with the City.

You have made the list of recipients for this email because you are a neighboring property.

Please see the attached letter with details and instructions for the meeting if you would like to attend. I have also attached what sign we are proposing for this property.

Feel free to reach out to me or Jack with any questions.
Thanks,

Kimberly Gremillion
Gulf South Signs, LLC
5836 Nature Trail Dr
Baton Rouge, LA 70817
(985)662-0770 office
(225)235-7332 cell
(225)412-3833 fax



***** PLEASE NOTE: WE WILL BE CLOSED DECEMBER 24TH THROUGH JANUARY 2ND. WE WILL BE BACK IN THE OFFICE JANUARY 5TH. EMERGENCY CALLS WILL BE ON A CASE TO CASE BASIS*****

Name

Algiers Community Concerns Association
Algiers Economic Development Foundation
Algiers Neighborhood Improvement Association
Algiers Point Association
Algiers Riverview Association
Aurora Civic Association
Aurora Gardens Neighborhood Association
Aurora Gardens Neighborhood Associations
Aurora West Civic Association
English Turn Property Owners Association
Heritage-Carriage Lanes Association
Huntlee Village Aurora Oaks Neighborhood Association
Lakewood Estates Homeowners Association
Lennox Blvd. Homeowners Association
Lower Algiers Neighborhood Civic Association
Lower Coast Algiers
Mardi Gras Neighborhood Association
Old Algiers Main Street Corporation
Pakenham Oaks Homeowner's Association
Park Place Subdivision
Park Timbers Homeowners Association
Real Timbers Property Owners' Association, Inc.
Saint Claire Gardens Neighborhood Association
St. Claire Gardens Subdivision
Steeple Chase / DeBattista Civic Association
Tall Timbers Extension Civic Association
Tall Timbers Homeowner's Association
Tunisburg Square Homeowners Civic Association
Walnut Bend Association
Walnut Bend Association
Woodland Heights Neighborhood Association
A.P. Tureaud Ave. Improvement Association
A'sani Heartbeat Foundation
Bancroft Park Civic Association
Briarwood
Broad Community Connections - Broad Street Main Street
Bunny Friend Neighborhood Association
Bunny Friend Neighborhood Association Incorporated
Burbank Gardens Neighborhood Association
Bywater Neighborhood Association
Bywater Neighborhood Association
Castle Manor Subdivision
City Park Neighborhood Association

City Park-Parkview Neighborhood Association
Claiborne Reborn
De Saix Area Neighborhood Association
Decatur Street Merchant Association
DeSaix Area Neighborhood Association
Donna Villa
Donna Villa Neighborhood Association
East New Orleans Neighborhood Advisory Commission (ENONAC)
East New Orleans Neighborhood Advisory Commission (ENONAC)
Eastern New Orleans Civic Association
Eastover Residents Association
Edgewood Heights Neighborhood Association
Edgewood Heights Neighborhood Association
Edgewood Park Neighborhood Association
Edgewood Park Neighborhood Association
Esplanade Ridge / Treme Civic Association
Fairgrounds Neighborhood Association
Fairgrounds Triangle Neighborhood Association
Faubourg Homeowners Neighborhood Association
Faubourg Lafitte Tenants Association
Faubourg Marigny Improvement Association
Faubourg Marigny Improvement Association
Faubourg St. John Neighborhood Association
Faubourg St. John Neighborhood Association
Faubourg St. Roch Improvement Association
Faubourg St. Roch Improvement Association
Filmore Gardens Neighborhood Association
French Quarter Business Association
French Quarter Citizens, Inc.
Friends of Laffite Greenway
Gentilly Heights / Voscoville Neighborhood Watch
Gentilly Heights East Neighborhood Association
Gentilly Sugar Hill Neighborhood Association
Gentilly Terrace & Garden Improvement Association
Gentilly Terrace & Gardens
Gentilly Woods Subdivision Association
Greater Mid-City Business Association
Havana Place Neighborhood Association
Historic 7th Ward Neighborhood Improvement Association
Historic Faubourg Treme Association
Historic Lower Ninth Neighborhood Association
Holy Cross Neighborhood Association
Idlewood / Parkwood Homeowner's Association
Kenilworth Civic & Improvement Association

Kingswood Homeowner Association
Kingswood Improvement District Association
Lake Barrington Homeowner's Association
Lake Bullard Homeowner & Neighborhood Improvement Association
Lake Carmel Subdivision Improvement District
Lake Carmel Subdivision Improvement District/Homeowner Association
Lake Catherine Neighborhood Association
Lake Catherine Neighborhood Association
Lake Forest Estate Home Owner's Association
Lake Forest Estates Improvement Association
Lake Forest Estates Improvement Association
Lake Oak Civic Association
Lake Terrace Property Owners Association
Lake Vista Property Owners Association
Lake Vista Property Owners Association
Lake Willow Homeowner's Association
Lake Willow Homeowner's Association
Lakewood East Security and Neighborhood Improvement District
Liberty Terrace Homeowners Association
Lincoln Beach Neighborhood Association
Lincoln Beach Neighborhood Association
Little Wood Homeowner's / Neighborhood Association
Lower 9 Neighborhood Association
Lower Ninth Ward Neighborhood Association
Mary Queen of Vietnam
Melia Neighborhood Association
Melia Subdivision Association
Milneburg Neighborhood Association
Milneburg Neighborhood Association
Mirabeau Gardens Neighborhood Association
Neighbors First for Bywater
Neighbors First for Bywater
New Marigny Neighborhood Association
New Marigny South 7th Ward Neighborhood Association
New Orleans East Business Association
New St. Claude Association of Neighbors
North Kenilworth Homeowners Association
North Rampart Main Street
Oak Island Homeowners Association
Oak Park Civic Association
Paris Oaks / Bayou Vista Neighborhood Association
Parkview Neighborhood Association
Pilotland Neighborhood Association
Pine Village Neighborhood Homeowner's Association

Pontchartrain Park Neighborhood Association
Pontchartrain Park Neighborhood Association
Pontilly Neighborhood Association Incorporated
Pressburg East Homeowners Association
Pressburg East Homeowners Association
Rosedale Homeowners Association
Rosedale Neighborhood Association
Seabrook Neighborhood Association
Seabrook Neighborhood Association
Seventh Ward Neighborhood Association
Seventh Ward Neighborhood Association
Sherwood Forest
Sherwood Forest Improvement Association of New Orleans
Spring Lake Neighborhood Association
Spring Lake Neighborhood Association
St. Bernard-N. Rampart Business and Residential Alliance, Inc.
Tamaron Estates/Subdivision Improvement District
Upper 9th Ward Florida Association, Incorporated
Upper Ninth Ward Community Association
Vascoville Neighborhood Association
Venetian Isles Civic & Improvement Association
Versailles Protective Association
Vieux Carre Property Owners, Residents & Associates
Vieux Carre Property Owners, Residents & Associates INC
Villa Sites/South Shores Neighborhood Association
Villa Sites/South Shores Subdivision
Village De L'Est Improvement Association
Virgil Park Neighborhood Association
Vista Park Civic and Improvement Neighborhood Association
Warwick East Neighborhood Organization
Warwick West
Willowbrook Neighborhood Association
WIMBLEDON
Faubourg Tulane Gravier Neighborhood Alliance
Lakeshore Property Owner's Association
Lakeshore Property Owner's Association
Lakeview Civic Improvement Association
Lakeview Civic Improvement Association
Lower Mid-City Neighborhood Association
Mid City Neighborhood Organization
Mid City Neighborhood Organization
Phoenix of New Orleans
123 Walnut Street Association
Audubon Area Zoning Association

Audubon Boulevard Neighborhood Association
Audubon Riverside Neighborhood Association
Audubon Riverside Neighborhood Association
Baronne Street Neighborhood Association
Bouligny Improvement Association
Bouligny Improvement Association
Broadmoor Improvement Association
Broadmoor Improvement Association
Carrollton Area Network
Carrollton Riverbend Neighborhood Association & Carrollton United
Carrollton United
Carrollton/Riverbend Neighborhood Association
Central Carrollton Association
Central Carrollton Association
Central City Faubourg Livaudais Neighborhood Association
Central City Faubourg Livaudais Neighborhood Association
Climana Neighborhood Association
Climana Neighborhood Association
Country Club Gardens Association Inc.
Country Club Gardens Association Inc.
Delachaise Neighborhood Association
Delachaise Neighborhood Association
Downtown Development District
Faubourg Avart Neighborhood Association (FANA)
Faubourg Avart Neighborhood Association (FANA)
Faubourg Delachaise Neighborhood Association
Faubourg Delachaise Neighborhood Association
Faubourg Delassize Neighborhood Association
Faubourg Lafayette Community Association
Faubourg Marengo Neighborhood Association
Faubourg Marengo Neighborhood Association
Fontainebleau Improvement Association
Fontainebleau Improvement Association
Freret - Milan Neighbors United
Freret Business and Property Owner Association- New Freret
Garden District Association
Guste Homes Resident Management Corporation
Harmony Oaks Neighborhood Association
Hoffman Triangle Neighborhood Association
Hoffman Triangle Neighborhood Association
Hollygrove Neighbors
Hollygrove Neighbors
Hollygrove-Dixon Neighborhood Association
Hollygrove-Dixon Neighborhood Association

Hurstville Neighborhood Association
Irish Channel Neighborhood Association
Irish Channel Neighborhood Association
Lafayette Square Association
Lake Marina Towers Condominium Association
Lakewood Crime Prevention and Improvement District
Lakewood Property Owners Association
Lakewood Property Owners Association
Louisiana Avenue Neighborhood Association
Lower Garden District Association
Lower Garden District Association
Magazine St. Merchants Association
Maple Area Residents Association
Maple Area Residents Inc (MARI)
Maple Street Business Association
Marlyville Neighborhood
Marrero Commons
Milan Neighborhood Association
Neighborhood Coalition
New Zion City Preservation Association
NorthWest Carrollton Civic Association
Oretha Castle Haley Blvd. Merchants & Business Association
Palm Air Improvement Association
Pensiontown of Carrollton Neighborhood Association
Riverside Ortiz Neighborhood Association
The Corridor Neighborhood Association
Together Gert Town Neighborhood Association
Together Gert Town Neighborhood Association
Touro-Boulogny Neighborhood Association
Twinbrook Neighborhood Association
University Neighborhood Association
Upper Audubon Association
Upper Hurstville Residents Association
Uptown Triangle Association
Uptown Triangle Association
Voices of Experience, Inc.
Warehouse District Neighborhood Association
Warehouse District Neighborhood Association
West End Boathouse Owner's Association
Bocage Civic Association

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Building/Construction
Related Permit



Received by _____
Sign Provided <input type="checkbox"/> Date _____
Tracking Number _____

LAND-USE REQUEST APPLICATION

Please submit complete applications via email to CPCInfo@nola.gov or in person at 1300 Perdido St., 7th Floor, New Orleans, LA 70112. Incomplete applications will not be accepted and will be returned to the applicant.

Type of application: Text Amendment Zoning Change Conditional Use/Planned Development

Address of Property for which this application is being filed, 400 N. Carrollton Ave.

APPLICANT INFORMATION

Applicant Identity: Property Owner Agent

Applicant Name Gulf South Signs LLC

Applicant Address 5836 Nature Trail Dr.

City Baton Rouge State LA Zip 70817

Applicant Contact Number 225-235-7332 Email Kimberly@gulfsouthsigns.com

PROPERTY OWNER INFORMATION SAME AS ABOVE

Property Owner Name Rouse's

Property Owner Address P.O. Box 5358

City Thibodaux State LA Zip 70302

Property Owner Contact Number 985-447-5998 Email info@rouses.com

SPECIFIC ZONING REQUEST

text amendment to install trellis sign

PROPERTY LOCATION

Square Number(s) N/A Lot Number(s) N/A

Bounding Streets Conti St. N Scott St.

Zoning MU-1 Municipal District N/A

Tax Bill Number N/A Planning District N/A

DESCRIPTION OF PROJECT (Attachments are acceptable)

see attached drawings



Building/Construction
Related Permit



Received by	_____
Sign Provided <input type="radio"/>	Date _____
Tracking Number	_____

LAND-USE REQUEST APPLICATION

ACKNOWLEDGMENTS

I (we) hereby affirm that ownership and property information presented on this application is current and accurate and, further, that the undersigned meet the requirements of Article 16 of the Comprehensive Zoning Ordinance to submit this application. I (we) acknowledge that inaccurate or incomplete ownership, improper authorization, or property identification will make this application and resulting actions null and void. I (we) the undersigned owner and authorized agent of the area of land described above, hereby submit for your approval the above stated request.

Owner Signature Rouse Land Company Date 1-14-26

Agent Signature Ally Eschete Date 1/14/26

If ownership is joint, each owner must be listed. If ownership is a partnership, the Partnership Agreement must be included. If ownership is a corporation, Articles of Incorporation (full document filed with the Secretary of State) and a Board Resolution authorizing an individual or agent to sign on its behalf must be included. If ownership is a LLC, Articles of Organization (full document filed with the Secretary of State) and legal documentation authorizing an individual or agent to sign on its behalf must be included. If necessary, submit proof of ownership documents, such as copies of the recorded act of sale, act of exchange, act of donation, cash sale or deed.

STATE OF LOUISIANA, PARISH OF ORLEANS

Before me, the undersigned authority, personally appeared the person(s) whose signature are affixed above, all of the full age of the majority, who declared under oath to me, Notary, that they are the owners or authorized agents of the property described above, and that their signatures were executed freely and voluntarily and that they are duly qualified to sign.

Sworn to and subscribed before me this 14 day of January, 2026

My Commission expires @ Death



ABBY A. ESCHETE
Notary Public
Notary ID No. 151712
Terrebonne Parish, Louisiana