

ORDINANCE

CITY OF NEW ORLEANS

CITY HALL: June 4, 2026

CALENDAR NO. 35,453

NO. _____ MAYOR COUNCIL SERIES

BY: COUNCILMEMBER MCCARRON

AN ORDINANCE to amend and reordain Articles 24 and 26 of the Comprehensive Zoning Ordinance (Ordinance No. 4264 M.C.S., as amended by Ordinance No. 26,413 M.C.S. and subsequent amendments) 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 District and MU-2 High Intensity Mixed-Use District; and otherwise to provide with respect thereto.

WHEREAS, Zoning Docket Number 25/26 was initiated by Rouse Land Company and referred to the City Planning Commission; and

WHEREAS, the City Planning Commission held a public hearing on this zoning petition and recommended denial approval of the requested text amendment use in its report to the City Council dated March 23, 2026, presented in **Zoning Docket Number 25/26**; and

WHEREAS, the recommendation of the City Planning Commission was overruled, and the changes were deemed necessary and in the best interest of the City of New Orleans and the request was approved by the City Council, as stated in Motion Number M-26-170 of the Council of the City of New Orleans on April 23, 2026.

SECTION 1. THE COUNCIL OF THE CITY OF NEW ORLEANS HEREBY ORDAINS, That
Article 24 of the Comprehensive Zoning Ordinance (Ordinance No. 4264 M.C.S., as amended by Ordinance No. 26,413 M.C.S. and subsequent amendments), be, and is hereby amended and reordained to read as follows:

“ARTICLE 24. SIGNS

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24.6 Sign Dimension Computations

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24.6.A Computation of Sign Area

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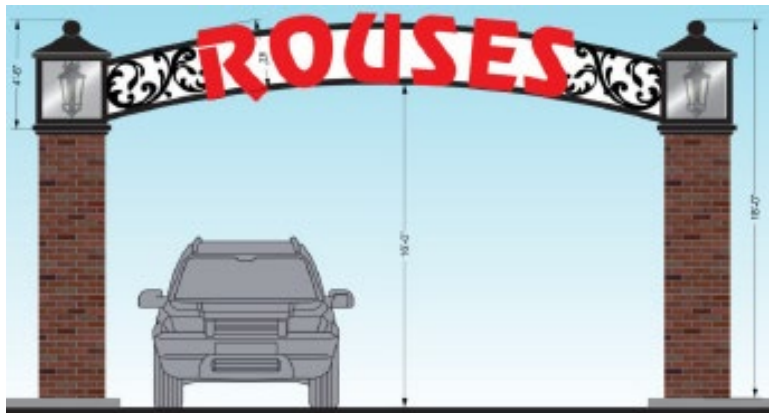
- For signs consisting of freestanding letters or logos, the sign area is calculated as the total area of each square, circle, rectangle, or triangle, or combination thereof, that encompasses each individual letter or logo. This includes signs on a canopy, driveway entry sign, or awning. Sign area does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

* * *

FIGURE 24-1: SIGN AREA COMPUTATION

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2.)



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24.12.D FREESTANDING SIGNS

- Freestanding signs are permitted for non-residential uses in the districts indicated in Table 24-2:
Freestanding Signs. Table 24-2 also contains sign area and sign height maximums for freestanding signs.
In certain districts, only monument signs may be permitted. Only one (1) freestanding sign is permitted per street frontage. Where bulletin board signs are permitted, such sign will count as a freestanding sign.

2. No part of a freestanding sign may project or otherwise encroach into a public right-of-way. All freestanding signs shall be setback five (5) feet from any lot line.
3. Freestanding monument signs may be internally or externally illuminated. Freestanding pole signs may only be internally illuminated.
4. All freestanding pole signs shall be securely built, constructed and erected upon posts that are sunk below the natural surface in a manner that will prevent the sign from overturning.
5. All driveway entry signs are restricted to sites that are more than three acres in size, consist of one or more squares, and are developed with buildings situated on sites where the front building line is set back more than 300 feet from the front property line. Use of driveway entry signs is limited to one per site.

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TABLE 24-2: FREESTANDING SIGNS

	Monument Sign				Pole Sign			Driveway Entry Sign	
District	Monument Sign Permitted	Monument Sign Maximum Area	Monument Sign Permitted Height	Pole Sign Permitted	Pole Sign Maximum Area	Pole Sign Permitted Height	Driveway Entry Sign Permitted	Driveway Entry Sign Maximum Area	Driveway Entry Sign Permitted Height
OPEN SPACE DISTRICTS									
All Districts	Yes	32sf	6'	Yes	16sf	15'	No		
RURAL DEVELOPMENT DISTRICTS									
All Districts	Yes	32sf	6'	No			No		
HISTORIC URBAN NEIGHBORHOOD									
HU-RS, HU-RD2, HU-RD2, HU-RM1, HU-RM2	Yes	32sf	6'	No			No		
HU-B1A	No			No			No		
HU-B1	Yes	8sf	6'	Yes	8sf	15'	No		
HU-MU	Yes	32sf	6'	Yes	12sf	15'	No		
SUBURBAN NEIGHBORHOOD									
S-RS, S-RD, S-RM1, S-RM2, S-LRS1, S-LRS2, S-LRS3, S-LRD1,	Yes	32sf	6'	No			No		

S-LRD2, S-LRM1, S-LRM2									
S-B1, S-B2, S-LB1, S-LB2, S-LC	Yes	32sf	6'	No			No		
S-LP	Yes	32sf	6'	No			No		
S-LM	Yes	32sf	6'	No			No		
COMMERCIAL CENTER & INSTITUTIONAL CAMPUS DISTRICTS									
C-1	Yes	32sf	6'	Yes	32sf	20'	No		
C-2	Yes	44sf	6'	Yes	32sf	20'	No		
C-3	Yes	44sf	6'	Yes	32sf	20'	No		
MU-1	Yes	44sf	6'	No			Yes	75sf	20'
MU-2	Yes	44sf	6'	No			Yes	75sf	20'
EC	Yes	44sf	6'	Yes	32sf	20'	No		
MC	Yes	44sf	6'	Yes	32sf	20'	No		
MS	Yes	44sf	6'	Yes	32sf	20'	No		
LS	Yes	44sf	6'	Yes	32sf	20'	No		
CENTER FOR INDUSTRY									
LI	Yes	44sf	6'	Yes	50sf	25'	No		
HI	Yes	44sf	6'	Yes	50sf	25'	No		
MI	Yes	44sf	6'	Yes	50sf	25'	No		
BIP	Yes	44sf	6'	Yes	32sf	25'	No		
CENTRAL BUSINESS DISTRICT									
CBD-1	Yes	44sf	6'	No			No		
CBD-2	Yes	44sf	6'	No			No		
CBD-3	Yes	44sf	6'	No			No		
CBD-4	Yes	44sf	6'	No			No		
CBD-5	Yes	44sf	6'	No			No		
CBD-6	Yes	44sf	6'	No			No		
CBD-7	Yes	44sf	6'	No			No		

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SECTION 2. THE COUNCIL OF THE CITY OF NEW ORLEANS HEREBY ORDAINS, That

Article 26 of the Comprehensive Zoning Ordinance (Ordinance No. 4264 M.C.S., as amended by Ordinance No. 26,413 M.C.S. and subsequent amendments), be, and is hereby amended and reordained to read as follows:

“ARTICLE 26. DEFINITIONS

* * *

SECTION 26.6 DEFINITIONS

8 **Sign, Driveway Entry.** A pole-supported sign containing only freestanding letters or logos that extends over
9 a driveway or pedestrian entrance or exit point that identifies a business or development.

10 * * *”

ADOPTED BY THE COUNCIL OF THE CITY OF NEW ORLEANS _____

PRESIDENT OF THE COUNCIL

DELIVERED TO THE MAYOR ON _____

APPROVED:
DISAPPROVED: _____

MAYOR

RETURNED BY THE MAYOR ON _____ **AT** _____

CLERK OF COUNCIL

ROLL CALL VOTE:

YEAS:

NAYS:

ABSENT:

RECUSED:

MOTION

NO. M-26-170

CITY HALL: April 23, 2026

BY: COUNCILMEMBER MCCARRON

SECONDED BY: COUNCILMEMBER KING

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:

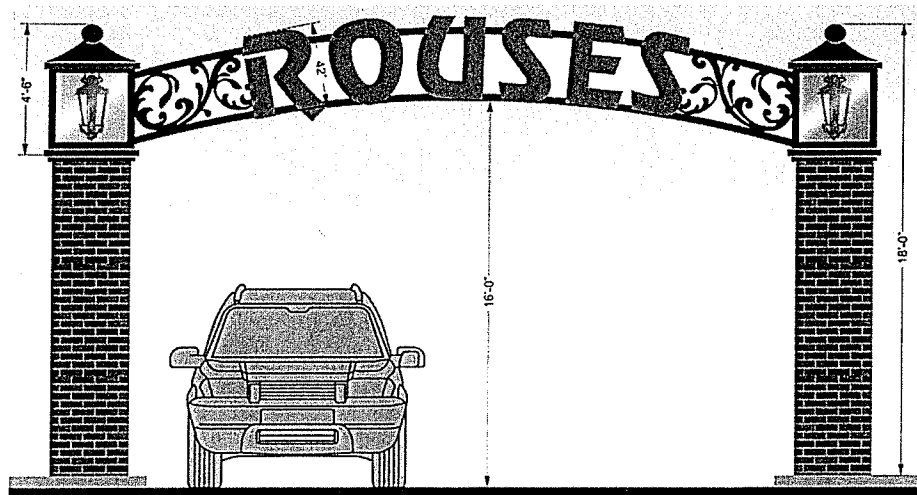
“2. For signs consisting of freestanding letters or logos, the sign area is calculated as the total area of each square, circle, rectangle, or triangle, or combination thereof, that encompasses each individual letter or logo. This includes signs on a canopy, driveway entry sign, or awning. Sign area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

(Figure 24-1)

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2.)

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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: Green, Harris, Hughes, King, McCarron, Morrell, Willard - 7

NAYS: 0

ABSENT: 0

RECUSED: 0

THE FOREGOING IS CERTIFIED
TO BE A TRUE AND CORRECT COPY



CLERK OF COUNCIL

AND THE MOTION WAS ADOPTED.

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