

MOTION

NO. M-21-426

CITY HALL: November 18, 2021

BY: COUNCILMEMBER BANKS

SECONDED BY:

BE IT MOVED BY THE COUNCIL OF THE CITY OF NEW ORLEANS, That the report and **modified approval**, of the City Planning Commission on **ZONING DOCKET NO. 64/21 – CITY COUNCIL MOTION M-21-191** – Requesting a text amendment to incorporate certain recommendations and initiatives contained in the 2019 Billboard Study to specifically provide desired Comprehensive Zoning Ordinance text amendments contained in “Option 2: [To] provide ‘trade’ incentives allowing nonconforming billboards to digitize in exchange for removal” along with the following, additional considerations:

- Conversion of billboards with two sides/faces;
- Conversion of billboards out of residential and historic districts;
- Protections to ensure that there will not be a concentration of digitized billboards in one locations/area of the city;
- Illumination standards; and
- Density standards.

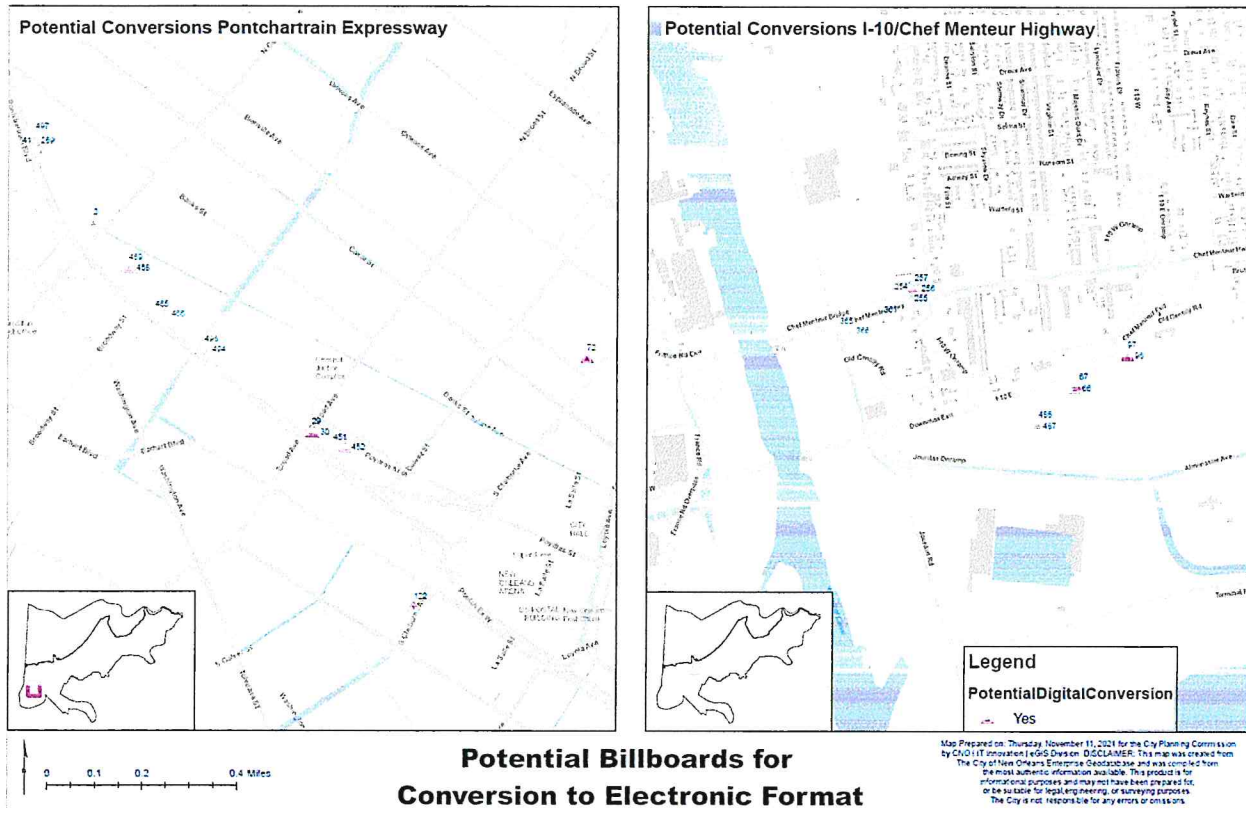
(Affecting zoning districts citywide), is hereby **approved**. Accordingly, the Applicant’s request is **granted** as provided in the City Planning report, with the following amendments:

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25.7 LEGAL NONCONFORMING BILLBOARDS CONVERSION TO ELECTRONIC
FORMAT TRADE SYSTEM

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1. Receiving locations shall only be the triangle locations shown in the map below map 25-1 below and the list that follows. Billboard numbers correspond with the City of New Orleans Billboard Inventory database.



- 1201 S. Claiborne Avenue (#122) – only the billboard facing towards the Central Business District;
- 1700 Conti Street (#72) – only the billboard facing towards the east towards drivers approaching the Central Business District;
- 4101 S. Carrollton Avenue (#2) – only the billboard facing towards the Central Business District
- 4624 D’Hemecourt Street (#497, #41, #269 only)
- 3934 Tulane Avenue (#468, #469)
- N/S 1-10 0.4 Mile E/O Carrollton Avenue F/E (#465, #466)
- Railroad – near 2800 Perdido Street (#494, #496)
- 2648 Poydras Street (#29, #30)

- 2532 Poydras Street (#451, 452)
- Danzinger Bridge downramp (#365, #366)
- Danzinger Bridge downramp (#361 only)
- 5855 Chef Menteur Highway (#254, #255, #256, #257)
- 6600 Old Gentilly Road (#96, #97, #66, #67)
- Railroad south of I-10 (#486, #487)

* * *

| Credit for Legal Nonconforming Billboards to be Removed | | | | |
|---|-------------------------------|--------------------------------|---|--|
| Size billboard to be Removed | In a Residential District | In a CBD or Mixed-Use District | In a Local or National Register Historic District | On a lot with a contributing historic structure as determined by the HDLC Director or VCC Director, as appropriate |
| 6 ft. x 12 ft. 72 square feet | 1 point | 1 point | 1 point | 1 point |
| 12 ft. x 25 ft. 300 square feet | 4 <u>5</u> points | 4 <u>5</u> points | 4 <u>10</u> points | 4 <u>10</u> points |
| 14 ft. x 48 ft. 672 square feet | 4 <u>10</u> points | 4 <u>10</u> points | 2 <u>15</u> points | 2 <u>15</u> points |

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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 City Attorney's Office for preparation of an ordinance to effectuate this request.

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

YEAS:

NAYS:

ABSENT:

AND THE MOTION WAS ADOPTED.