


MOTION

NO. M-18-319

CITY HALL: July 26, 2018

BY:  COUNCILMEMBER WILLIAMS

SECONDED BY: COUNCILMEMBER GIARRUSSO

WHEREAS, billboard regulations were not fully addressed during the 2015 Comprehensive Zoning Ordinance (CZO) amendment process; and

WHEREAS, the City Planning Commission has recently suggested that a comprehensive review of billboard regulations may be desirable; and

WHEREAS, the City Council prefers a complete consideration of billboard regulations to a "piecemeal" approach; **NOW THEREFORE**

BE IT MOVED BY THE CITY COUNCIL OF THE CITY OF NEW ORLEANS,
That the City Planning Commission is directed to conduct a public hearing and study to examine the existing billboard regulations within the Comprehensive Zoning Ordinance (CZO) and provide recommendations for potential amendments.

BE IF FURTHER MOVED, That the study shall include, but is not limited to, the following:

- a. Provide an overview of existing regulations, with a determination of the number and locations of sites where the development of billboards is currently permitted;
- b. Identify aspects of the existing regulations that are problematic because the regulations do not reflect best practices, city priorities, or because they are linked to geographic areas that cannot feasibly be defined or interpreted, such as the currently outlined view sheds and travel corridors;
- c. Update the existing city-wide inventory of billboard locations, including locations relative to Master Plan designations, zoning districts, historic district boundaries, city- and state-owned property, and prohibited locations in the CZO;

- d. Develop a more thorough policy related to billboards in historic districts;
- e. Research appropriate design standards for billboards, including their structural supports;
- f. Identify potential modifications to the CZO to ensure that the current regulations allow billboards in minimally impactful areas, while prohibiting billboards in sensitive areas;
- g. Identify any potential changes to regulations regarding electronic billboards that may be deemed advisable;
- h. Identify modifications to permitting and licensing processes as may be needed to implement new regulations in the CZO; and
- i. Identify modifications to the City Code that may be needed to implement new regulations in the CZO.

BE IT FURTHER MOVED, That in the process of conducting a public hearing and study as provided herein, the City Planning Commission and staff are directed and granted the flexibility to expand the scope of the study and make any and all legal and appropriate recommendations deemed necessary in light of study, review, and public testimony resulting from this Motion.

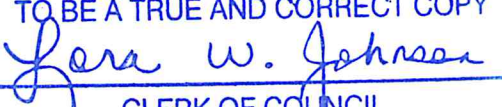
THE FOREGOING MOTION WAS READ IN FULL, ROLL WAS CALLED ON THE ADOPTION THEREOF, AND RESULTED AS FOLLOWS:

YEAS: Banks, Brossett, Giarrusso, Gisleson Palmer, Moreno, Nguyen, Williams - 7

NAYS: 0

ABSENT: 0

AND THE MOTION WAS ADOPTED.

THE FOREGOING IS CERTIFIED
TO BE A TRUE AND CORRECT COPY

CLERK OF COUNCIL