

**THE CITY OF GRETNA  
PLANNING AND ZONING COMMISSION  
MEETING**

**740 Second Street, Gretna, LA 70053**

**Council Chamber, second floor.**

**September 3, 2025 - 5:30 PM**

**AGENDA**

**AGENDA ITEM(S):**

- 1. Call to Order/Roll Call**
- 2. Unified Development Code (UDC) Text Amendments: (Recommendation to Council)**
  - (1) The Planning and Zoning Commission to review amendments to the Unified Development Code (UDC), Chapter 58; Article IV. -Site Development and Design Standards; Division 3. -Signs; by amending Sec. 58-191 through Sec. 58-202, by edit, addition, clarification and modification with recommendations by City Administration Staff. (Per attachment).
- 3. Other Matters:**
- 4. Meeting Adjournment.**

## Proposed Edits to UDC Division 1. Signs

### 1. Edit Section 58-192 Findings as follows to support specific regulations for political and licensed disaster recovery business signs.

#### Sec. 58-192 Findings

The City Council, after due and careful study and deliberation, and in full consideration of comments received from interested members of the general public, hereby find and declare:

- (a) That the people of the City have a primary interest in controlling the erection, location and maintenance of signs in a manner designed to protect the public health and safety, and to promote the public welfare;
- (b) That the poorly regulated signs create conflicts between advertising signs themselves and between traffic regulating devices and advertising signs, which by their primary purpose draw mental attention to them potentially to the detriment of safe driving practices;
- (c) That it is necessary to the public safety that official traffic regulating devices be easily visible and free from such nearby visual obstructions as blinking signs, distracting signs, as excessive number of signs, or signs in any way resembling official signs;
- (d) That it is necessary to provide equity and equality in displaying identification signs by establishing regulations on size and location of such signs to afford local businesses equal and fair opportunity to advertise and promote their products and services;
- (e) That the construction, erection and maintenance of large outdoor signs, suspended from or placed on top of buildings, walls or other structures constitute a direct danger to pedestrian traffic below such signs, especially during periods when winds of high velocity are prevalent;
- (f) That the uncontrolled erection and maintenance of large or distracting signs seriously detracts from the enjoyment City's character, and the fact that such signs are intended to command visual contact grants them a proportionately greater role than other structures in determining the overall aesthetic and visual quality of the community;
- (g) That there is a compelling public interest in promoting active participation in the democratic process and elections ~~is essential for good governance~~ through the allowance of temporary signs that exceed the number and area allowed for other temporary signs;
- (h)

(i) That these sign provisions are enacted to provide for fair and equal treatment of all sign users and for a reasonable period of time for the elimination of non-conforming signs, to assure that sign users who erected signs prior to this code shall not have an unfair advantage over sign users who conform to this code; and

(ii) That this code shall apply to the design, quality of materials, construction, location, electrification, illumination, and maintenance of all signs and sign structures to be located within the City.

## 2. Edit Section 58-197 (e) Detached Signs as follows to provide greater flexibility for pole signs on lots abutting the West Bank Expressway only.

### Sec. 58-197 Sign Design Standards.

#### (e) Detached Signs.

(1) Except as provided in paragraph (e)(12) of this section for pole signs along the West Bank Expressway, Detached signs shall be limited to one (1) square foot of sign area for each linear foot of building frontage up to a maximum sign area and height dictated in Sec. 58-198, sign requirements by zoning district.

(2) One (1) detached sign shall be allowed per development site, unless otherwise noted in this section, for sites with multiple street frontage. To reduce visual clutter, multi-tenant developments shall not be allowed individual signs on a development site and shall share the detached sign allotted the development site.

(3) All detached signs shall have a surface or facing of material in accordance with the standard Building Code as adopted and amended by the City.

(4) No detached on-premises sign shall be allowed to project into the line of vision of any traffic control sign from any point in a moving traffic lane within fifty (50) feet of the signal.

(5) The total depth of the detached sign shall not exceed five (5) feet, excluding the base of a monument sign.

(6) Except as provided in paragraph (e)(12) of this section for pole signs along the West Bank Expressway, detached signs shall be located within landscaped islands of twenty-five (25) square feet or more with sufficient barriers to protect the sign from damage by vehicles.

Formatted: Font: Bold

Formatted: Font: Bold

Formatted: Indent: Left: 0.13", Hanging: 0.38"

(7) Except ~~as provided in paragraph (e)(12) of this section~~ for ~~pole signs on~~ sites in the BC-2 and C-2 districts ~~that are larger than one acre and that abut the expressway~~West Bank Expressway, **all detached signs shall be monument signs.**

Formatted: Font: Bold

(8) The detached sign shall be affixed to a substantial support structure permanently attached to the ground and wholly independent of any building. Footing, anchoring, wind loads, or other construction detail shall meet minimum requirements of the Building Code as adopted and amended by the City. All detached signs shall be mounted on a base constructed of the same material matching the facade of the principal use (brick, stone, stucco or wood) or similar quality material, color and texture as the primary materials used in the exterior finish of the primary structure on the site.

(9) Developments employing a monument style sign may have up to twenty-five (25) percent more of attached sign area if the following conditions are met:

- a. The height of the monument sign is a maximum of twelve (12) feet.
- b. All other requirements for detached signs set in this article are met.

Formatted: Indent: Left: 0.5", Hanging: 0.25"

(10) Lots with multiple frontage ~~(ie corner or through lots)~~ may be permitted one additional detached sign located on a secondary street frontage provided the following conditions are met:

Formatted: Indent: Left: 0.13", Hanging: 0.38"

- a. That street frontage associated with the secondary sign is situated on a collector or higher order street and not located on a residential street, to protect residential development from the intrusion of additional signage.
- b. The additional detached sign is no larger than one-half the allowable area of the primary detached sign.
- c. The sign area for any additional detached sign taken independently does not exceed the square footage allowed for the primary detached sign.
- d. A landscaping area with an identical square footage to the additional detached sign area is provided on that side of the property on which the additional sign is located. Landscape areas shall include protection from damage by vehicles.

Formatted: Indent: Left: 0.5", Hanging: 0.25"

(11) All detached signs, including ~~pylon pole~~ and monument signs shall be located within landscaped islands ~~of twenty-five (25) square feet or more~~ with minimum six (6) inch barrier curbs that ~~is~~ are planted in accordance with the requirements of Division 9 of this article:

a).- Monument signs shall be located within a landscaped area of 25 square feet or more.

b)-Pole signs shall be located within a landscaped area of 100 square feet or more.

Formatted: Indent: Hanging: 0.37"

(12) **Pole Signs Along the West Bank Expressway**

Formatted: Font: Bold

a. **Applicability.** Pole signs are authorized in the BC-2 and C-2 zoning districts for non-residential uses **ONLY** on lots that abut the West Bank Expressway [and/or] have West Bank Expressway addresses subject to the conditions in this paragraph (e)(12).

Formatted: Font: Bold

Formatted: English (United States)

b. **Pole Sign Location.** Pole signs shall be located between the front building line and the right-of-way of the West Bank Expressway and may not be located within 100 feet of another pole sign unless designed to allow both pole signs to be visible to automotive traffic along the upper deck of the West Bank Expressway. Supporting poles shall not obstruct visibility of traffic **entering or** exiting the site; if located to the left of traffic exiting the site, poles shall be set back at least ten (10) feet from the driveway and ten (10) feet from the West Bank Expressway right-of-way.

Formatted: Font: Bold

Formatted: English (United States)

c. **Pole Sign Height.** Pole signs shall not exceed forty (40) feet in height from grade to the highest point of the sign, except that regional commercial centers on sites of 25,000 square feet or more may have one pole sign up to a maximum height of 60 feet.

Formatted: Font: Bold

d. **Pole Sign Area.** The area of the upper pole sign face may not exceed two-hundred (200) square feet, except that this may be increased to up to three-hundred square feet for regional commercial centers on sites of 25,000 square feet or more. For signs that are thirty-five (35) feet or taller, a secondary sign face not exceeding seventy-five (75) square feet may be established if the top of the secondary sign face does not exceed twenty (20) feet in height.

Formatted: Font: Bold

e. **Pole Sign Design.** Pole signs shall have permanent decorative cladding of brick, stucco, or other durable material approved by the Planning Director that extends from grade to twenty (20) feet or the bottom of a secondary sign face. The decorative cladding shall extend **at** least eight (8) inches beyond the outside diameter of the pole.

Formatted: Font: Bold

f. **Pole Sign Landscaping.** The base of the sign shall be located within a landscaped area not less than one-hundred (100) square feet, with a minimum depth and width of not less than five (5) square feet. Pole sign landscaping may not result in the reduction of required parking for a site. Plantings shall include at least one (1) class B tree and four (4) shrubs, and comply with applicable provisions of Division 9 of this Chapter.

Formatted: Font: Bold

Formatted: Indent: Left: 0.5", Hanging: 0.25"

**3. Edit Section 58-197 (l) Temporary Signs as follows to base temporary sign area on building frontage.**

Formatted: Font: 14 pt, Bold

(l) **Temporary Signs.** Temporary signs are used for a broad range of purposes in all zoning districts and are subject the following criteria. All temporary signs shall be removed within forty-eight (48) hours of the event or completion of the purpose for which the temporary sign is posted.

- (1) In residential districts, one (1) free-standing or attached temporary sign that is no larger than eight (8) square feet. For political signs, a single sign is allowed for each candidate or issue upon a local ballot in lieu of another temporary sign.
- (2) In business core, commercial and manufacturing districts, the following rules shall apply to attached temporary signs:
  - a. Temporary signs shall be allowed per building or per business for multi-tenant businesses and shall be maintained in good condition for the duration of its use.
  - b. Each business shall be allowed to display temporary signs not more than two (2) times per calendar year for not more than thirty (30) days at a time, provided, however that this time period may be extended for up to ninety (90) days for properties that are for lease, for sale or are using the temporary sign in lieu of a permanent sign for which the applicant has obtained a sign permit.
- c. Temporary signs shall not exceed thirty-two (32) square feet or ~~one (1) square foot of sign area for each linear foot of building tenant frontage up to a maximum~~ the attached sign area allowed by Sec. 58-198, sign requirements by zoning district, whichever is greater.
  - d. Temporary shall not be longer than eighty (80) percent of the length of the tenant space or the length of the building frontage for single tenant buildings. Temporary signs shall not cover more than twenty-five (25) percent of façade windows.
  - e. Signs shall be safely and securely attached to a wall, building or other such structure so as to sufficiently withstand weight load and imposed wind loads according to the Building Code adopted and amended by the City. The Building Official may require all sign permit applications to be accompanied by supporting design calculations by a registered, professional civil engineer.
  - f. Temporary signs shall not extend over or into any street, alley, sidewalk or other public thoroughfare, and it shall not be placed, nor shall it project, over any wall opening.

- g. No temporary sign shall be erected that prevents free ingress to or egress from any door, window, or fire escape. No sign shall be attached to any standpipe or fire escape.
  - h. Temporary signs must be located a minimum of ten (10) feet from a public right-of-way so as not to obstruct the view of traffic or negatively impact ingress and egress.
- (3) In business core, commercial and manufacturing districts, Detached temporary political signs shall not exceed thirty-two (32) square feet per candidate or issue on the ballot.
  - (4) Permits for Temporary Signs. A sign permit shall be required for an attached temporary sign in a business core, commercial or manufacturing district.

(Ord. # 4938, 7-14-2021)

**4. Edit Section 58-198 Sign Requirements by Zoning District as follows to be consistent with the revised pole sign regulations along the West Bank Expressway.**

**Sec. 58-198 Sign Requirements by Zoning District.**

**Exhibit 58-198** establishes sign number, area, and height requirements by zoning district. The requirements are subject to the additional standards and regulations established in all other sections of this article.

**Exhibit 58-198: Sign Requirements by Zoning District**

Zoning District	Section #	Sign Requirement
<b>Single-Family Residential District (R-1)</b>  <b>Two-Family Residential District (R-2)</b>  <b>Multiple-Family Residential Districts (R-3)</b>	(a)	1. One institutional use sign may be permitted up to a maximum of twelve (12) square feet in area with said sign being a monument sign.
		2. One multi-lot development monument sign shall be permitted up to a maximum of 50 square feet in area and 12 feet in height.
		3. One street address sign shall be required with a minimum font lettering height of 3.5 inches for one- and two-family dwellings and 6 inches for multiple family structures.
		4. Institutions such as schools and religious institutions shall be allowed a temporary sign up to a maximum of 32 square feet in area.
<b>Business Core District (BC-1)</b>	(b)	1. One detached <a href="#">monument</a> sign shall be permitted up to a maximum of 50 square feet in area and 12 feet in height.

Zoning District	Section #	Sign Requirement			
and non-residential properties in Historic Preservation Districts regardless of underlying district		2.	The detached sign may have an additional 10 square feet in sign area per tenant up to a total maximum sign area of 100 square feet for a multi-tenant development.		
		3.	Attached signs shall be permitted up to a maximum of 50 square feet in total area per building or business. Additional attached signage shall be permitted on a secondary street frontage, up to a maximum of half of the area allowed for the primary building face.		
		4.	A street address sign shall be required at a minimum of 6 inches in height.		
		5.	One temporary sign per building or business shall be permitted up to a maximum of 32 square feet but not exceeding 1 square foot per linear foot of building frontage.		
Business Core District (BC-2)	(c)	1.	a. For parcels that are larger than one (1) acre and abut the U.S. 90, one (1) pole sign shall be allowed up to a maximum of 200 square feet in area and a height of 20 feet. However, total height for a detached sign may be increased to 30 feet if an additional one-foot setback for every foot over 20 feet in height is provided. Regional commercial centers on sites of 25,000 square feet or more and abutting U.S. 90 may have one detached sign up to a maximum height of 60 feetSee Sec. 58-197 (e)(12) for dimensional standards for pole signs along the West Bank Expressway.		
			b. For other parcels, detached signs are limited to monument signs meeting the following standards for sign area and sign height:		
			Site Area (sq.ft.)	Maximum Sign Area (sq.ft.)	Maximum Sign Height (ft.)
			<25,000	100	10
			25,000-50,000	150	12
			>50,000	200	16
		2.	The allowed detached sign for developments with multiple tenants may have an additional 20 square feet in area per tenant up to a maximum of 300 square feet in area.		
			3. One electronic message sign may be allowed up to a maximum of 40 square feet in area as part of the allowed detached sign or in the attached signage and shall be included in the respective detached or attached allowable sign area.		
			4. One marquee sign shall be allowed up to a maximum of 30 percent of the allowable attached or detached signage.		
			5. One (1) additional detached sign shall be permitted under the following circumstances:  On a secondary street frontage, up to a maximum of half of the area of the primary sign and at the same height restrictions as the primary detached sign.  On an arterial road with at least 275 feet of frontage on U.S. 90 or Belle Chase Highway, a second detached sign may be established provided that there is at least 200 feet of separation between the signs.		



Zoning District	Section #	Sign Requirement		
	6.	Attached signs shall be allowed up to a maximum of 100 square feet. However, larger developments that meet minimum area and setback requirements listed below may have larger attached signs:		
		Minimum Site Area (sq.ft.)	Minimum Setback (ft.)	Maximum Attached Sign Area (sq.ft.)
		25,000	200—299	150
		50,000	300—399	200
		100,000	400+	300
	7.	Additional attached signage shall be permitted on a secondary street frontage, up to a maximum of half of the area allowed for the primary building face.		
	8.	A street address sign shall be required at a minimum of 3.5 to six inches in height.		
	9.	One temporary sign shall be permitted up to a maximum of <u>1 square foot per linear foot of building frontage but not exceeding or 10032 32</u> square feet, <u>whichever is greater</u> .		

Zoning District	Section #	Sign Requirement			
Neighborhood Commercial District (C-1)	(f)	1.	One detached sign shall be permitted up to a maximum of 50 square feet in area and 12 feet in height.		
		2.	A detached sign for developments with multiple tenants may have an additional ten square feet in sign area per tenant up to a total maximum sign area of 100 square feet for the entire development.		
		3.	Attached signs shall be permitted up to a maximum of 50 square feet in area. Additional attached signage shall be permitted on a secondary street frontage, up to a maximum of half of the area allowed for the primary building face.		
		4.	A street address sign shall be required at a minimum of 3.5 to six inches in height.		
		5.	One temporary sign shall be permitted up to a maximum 1 square foot per linear foot of building frontage but not exceeding 100 or 32square feet, whichever is greater. One temporary sign shall be permitted up to a maximum of 32 square feet, but not exceeding 1 square foot per linear foot of building frontage.		
		6.	Businesses located in a C-1 district and located on U.S. Highway 90 may have one detached sign up to a maximum height of 50 feet		
General Commercial District (C-2)	(g)	1.	a. See Sec. 58-197 (e)(12) for dimensional standards for pole signs along the West Bank Expressway. For parcels that are larger than one (1) acre and abut the US- 90, one (1) pole sign shall be allowed up to a maximum of 200 square feet in area and a height of 20 feet. However, total height for a detached sign may be increased to 30 feet if an additional one-foot setback for every foot over 20 feet in height is provided.		
			b. For other parcels, detached signs are limited to monument signs meeting the following standards for sign area and sign height:		
			Site Area (sq.ft.)	Maximum Sign Area (sq.ft.)	Maximum Sign Height (ft.)
			<25,000	100	10
		25,000-50,000	150	12	
		>50,000	200	16	
		2.	A detached monument sign for developments with multiple tenants may have an additional 20 square feet in area per tenant up to a maximum of 300 square feet in area.		
		3.	One electronic message sign may be allowed up to a maximum of 40 square feet in area as part of the primary detached sign or in the attached signage and shall be included in the respective detached or attached allowable sign area.		
4.	One marquee sign shall be allowed up to a maximum of 30 percent of the allowable attached or detached signage.				
5.	One (1) additional detached sign shall be permitted in the following circumstances: On a secondary street frontage, up to a maximum of half of the area of the primary sign and at the same height restrictions set for the primary detached sign.				

Zoning District	Section #	Sign Requirement		
		On an arterial road with at least 275 feet of frontage on U.S. 90 or Belle Chase Highway, a second detached <del>monument</del> sign may be established provided that there is at least 200 feet of separation between the signs.		
		Attached signs shall be allowed up to a maximum of 100 square feet. However, larger developments that meet minimum area and setback requirements listed below may have larger attached signs:		
		6.	Minimum Site Area (sq.ft.)	Minimum Setback (ft.)
			25,000	200—299
			50,000	300—399
			100,000	400+
		7.	Additional attached signage shall be permitted on a secondary street frontage, up to a maximum of half of the area allowed for the primary building face.	
		8.	A street address sign shall be required at a minimum of 3.5 to six inches in height.	
		9.	One temporary sign shall be permitted up to a maximum <del>1 square foot per linear foot of building frontage but not exceeding 100</del> <u>of 32 or 32</u> square feet, <u>whichever is greater</u> .	
		<del>10.</del>	<del>Businesses located in a C-2 district and located adjacent to U.S. Highway 90 may have one detached pole sign up to a maximum height of 50 feet in lieu of an allowed monument sign for sites of one acre or larger.</del>	
Industrial District (M-1)	(h)	1.	One detached sign shall be allowed up to a maximum of 200 square feet in area and a height of 20 feet. However, total height for a detached sign may be increased to 30 feet if an additional one-foot setback for every foot over 20 feet in height is provided.	
		2.	A detached sign for developments with multiple tenants may have an additional 20 square feet in area per tenant up to a maximum of 300 square feet in area.	
		3.	One electronic message sign may be allowed up to a maximum of 40 square feet in area as part of the primary detached sign or in the attached signage and shall be included in the respective detached or attached allowable sign area.	
		4.	One marquee sign shall be allowed up to a maximum of 30 percent of the allowable attached or detached signage.	
		5.	One additional detached sign shall be permitted on a secondary street frontage, up to a maximum of half of the area of the primary sign and at the same height restrictions set for the primary detached sign.	
		6.	Attached signs shall be allowed up to a maximum of 100 square feet. However, larger developments that meet minimum area and setback requirements listed below may have larger attached signs:	
		7.	Additional attached signage shall be permitted on a secondary street frontage, up to a maximum of half of the area allowed for the primary building face.	
		8.	A street address sign shall be required at a minimum of 3.5 to six inches in height.	

Zoning District	Section #	Sign Requirement		
	9.	One temporary sign shall be permitted up to a maximum of <del>1 square foot per linear foot of building frontage but not exceeding 12032</del> or 32 square feet, <del>whichever is greater.</del>		
Special Industrial District (M-2)	1.	One detached sign shall be allowed up to a maximum of 200 square feet in area and a height of 20 feet. However, total height for a detached sign may be increased to 30 feet if an additional one-foot setback for every foot over 20 feet in height is provided.		
	2.	A detached sign for developments with multiple tenants may have an additional 20 square feet in area per tenant up to a maximum of 300 square feet in area.		
	3.	One electronic message sign may be allowed up to a maximum of 40 square feet in area as part of the primary detached sign or in the attached signage and shall be included in the respective detached or attached allowable sign area.		
	4.	One marquee sign shall be allowed up to a maximum of 30 percent of the allowable attached or detached signage.		
	5.	One additional detached sign shall be permitted on a secondary street frontage, up to a maximum of half of the area of the primary sign and at the same height restrictions set for the primary detached sign.		
	6.	Attached signs shall be allowed up to a maximum of 100 square feet. However, larger developments that meet minimum area and setback requirements listed below may have larger attached signs:		
		Minimum Site Area (sq.ft.)	Minimum Setback (ft.)	Maximum Attached Sign Area (sq.ft.)
		25,000	200—299	150
		50,000	300—399	200
		100,000	400+	300
	7.	Additional attached signage shall be permitted on a secondary street frontage, up to a maximum of half of the area allowed for the primary building face.		
	8.	A street address sign shall be required at a minimum of 3.5 to six inches in height.		
	9.	<del>One temporary sign shall be permitted up to a maximum of 1 square foot per linear foot of building frontage or 32 square feet, whichever is greater. One temporary sign shall be permitted up to a maximum of 1 square foot per linear foot of building frontage but not exceeding 12032 square feet.</del>		
Planned Development (PD)	1.	All signs serving the PD development shall incorporate the architectural theme of the development in materials and style.		
	2.	No "pole type" signs shall be permitted. Detached signage shall consist of a low level monument type signs no greater than ten feet in height and no greater than 100 square feet in area.		
	3.	Attached signage shall be no greater than ten percent in area of the primary face of the structure it serves.		
	4.	The content of PD signage shall be limited to identification of the primary business served. No slogans or product and service advertisement shall be permitted.		

Zoning District	Section #	Sign Requirement
	5.	No off-premises advertising shall be permitted.
	6.	No blinking or movement of the sign or its contents shall be permitted.
	7.	Directional signage shall be no greater than 6 feet in height and no greater than two square feet in area.
	8.	A street address sign shall be required at a minimum of 3.5 to 6 inches in height.

**5. Edit Section 58-201(d) Limits on Non-conforming Signs to amortize non-conforming pole signs in any zoning district by January 1, 2030.**

**Sec. 58-201 Non-conforming Signs.**

**(d) Limits on Non-conforming Signs.**

- (1) Change of Business or Use. Any non-conforming sign advertising, identifying or pertaining to a business on the premises on which it is located shall be removed upon any change in the business name or change in the use advertised by the sign.
- (2) Limitations. A non-conforming sign may not be:
  - a. Changed to another non-conforming sign.
  - b. Structurally altered in any way including conversion to LED or other electronic or mechanical enhancements.
  - c. Expanded in height, width, depth or weight.
  - d. Reestablished after a business is discontinued for thirty (30) days, unless the sign is in a state of good condition and repair and is actively marketed as set in Sec. 58-202, then the new sign panel may remain for up to a maximum of one year in search of a new occupant for the business.
  - e. Reestablished after damage or destruction of more than fifty (50) percent of its value, as determined by the Building Official.
  - f. No new sign shall be approved for a site, structure, building or use that contains a sign or signs prohibited by this article unless such prohibited signs are removed or modified to conform with the provisions of this article. For multi-tenant developments, a non-conforming detached sign advertising for multiple tenants does not need to be brought into compliance unless the

tenant requesting a new sign has advertising that comprises twenty-five (25) percent or more of the area of a non-conforming sign.

- g. Nothing in this section shall be interpreted to exclude routine maintenance, repair or renovation which does not extend, increase or enlarge the non-conforming sign.
- h. No building permit shall be issued for any structures, building expansions or new building construction that contains a sign or signs prohibited by this article unless all signs are brought into conformance with the provisions in this article. This does not include interior alterations which do not substantially change the character or intensity of the site.
- i. Nothing in this section shall be construed so as to allow any illegal sign to be considered a non-conforming sign.
- j. Signs that are non-conforming due to exceeding the permitted height, width or area by ten percent or less shall not be subject to removal under this section.
- k. The burden of proving the legal non-conforming status of a particular sign shall be the responsibility of the owner of said sign.
- l. Non-conforming signs that lose their non-conforming status under subsections (d)(2)d and e of this section shall be removed within thirty (30) days after the date of the loss of non-conforming status.

(3) Amortization of Non-Conforming Pole Signs. Pole signs in any zoning district that do not comply with the provisions of this Division shall be removed by January 1, 2030.

Formatted: Indent: Left: 0.25", Hanging: 0.25"



**DEPARTMENT OF PLANNING & CITY DEVELOPMENT  
UNIFIED DEVELOPMENT CODE TEXT CHANGES: PROPOSED SIGN ORDINANCE UPDATES**

**STAFF REPORT TO PLANNING AND ZONING COMMISSION**

**August 28, 2025**

**Summary**

Planning and City Development staff are proposing changes to the Unified Development Code (UDC) Division 1. Signs section regarding pylon (pole) signs and temporary signage. Current sign ordinance limits pole signs by height and minimum site area of 1 acre on the Westbank Expressway (WBE) only. Proposed changes will allow for more appropriate height limits for pole signs on the Expressway, require landscaping and architectural details at the street level, and eliminate the minimum site size requirement. Proposed changes to temporary signage will allow for more appropriate size limits for larger sites.

**Purpose and Need**

Pole signs are a frequent compliance issue for new businesses coming into the City of Gretna, due to the UDC requirement that non-compliant signs must be removed when a business changes name or a new business is being established – legacy signs must be removed and cannot be re-used even in a cabinet style sign.

The current requirement that only sites that are 1 acre or larger may have a pole sign limits the amount of sites that can retain or build new pole signs when businesses change. Further, the height restriction of 20 feet does not align with the height of the overhead expressway (approximately 35 feet), limiting the effectiveness of a pole sign.

Temporary signs are allowed for 30 days at a time but limited to 32 square feet regardless of site / development scale.

**Proposed UDC Sign Ordinance Changes**

In summary, the proposed text changes are as follows (see attached for details):

1. Remove 1-acre minimum site size for pole signs on the WBE.
2. Change height limit to 40 feet for pole signs on the WBE.
3. Change landscaping requirement from 25 to 100 square feet of landscaping required at base of sign.
4. Add requirement for architectural details to cover the steel pole from ground to 20 feet in height.
5. Change temporary sign area limit to align with sign area allowed for attached signs per zoning district, or 32 square feet, whichever is larger.
6. Other clarifying language as recommended for detached signage and temporary signage.
7. Clarifying language added to prohibited signs list to include moving inflatables (sky dancers) and other inflatables.

8. Revised seasonal business section to require same compliance regarding prohibited signs as permanent businesses to be consistent and fair across all business types.
9. Amortization of Non-Conforming Pole Signs. Pole signs in any zoning district on the Westbank Expressway that do not comply with the provisions of this Division shall be removed by January 1, 2030.

### **Criteria for Approval**

**UDC Section 58-61 (h): Approval Criteria for Text Amendments.** In its review of an application for a UDC text amendment, the Hearing Bodies shall consider the following criteria. No single factor is controlling; instead, each must be weighed in relation to the other standards.

- (1) Consistency. The text amendment shall be consistent with the adopted Comprehensive Plan.
- (2) Health, Safety, and Welfare. The amending ordinance must bear a substantial relationship to the public health, safety, or general welfare, or protect and preserve historical cultural places and areas.
- (3) Public Policy. Certain public policies in favor of the text amendment may be considered. Examples include a need for work-force housing, economic development, mixed-use development, or sustainable environmental features, which are consistent with the city, area, neighborhood, or specific plans.
- (4) Other Factors. The hearing\_body may consider any other factors relevant to a text amendment application under state law.
- (5) Impacts. The hearing bodies shall not regard as controlling any advantages or disadvantages to the individual requesting the change, but shall consider the impact of the proposed amendment on the public at large

### **Staff Recommendations**

Please see attached redlined proposed changes to the sign ordinance sections of the UDC that pertain to pole signs and temporary signs. Proposed changes are consistent with the intent of the sign ordinance, promote efficient use of space, minimize visual impacts, enable local economic development, and meet the criteria for approval.

Sincerely,



Amelia Pellegrin, AICP  
Director of Planning & City Development