





Balcony Bar



Joey K's Restaurant



Molly's Rise & Shine



Gris Gris Restaurant



Magazine & Jefferson  
Precedents



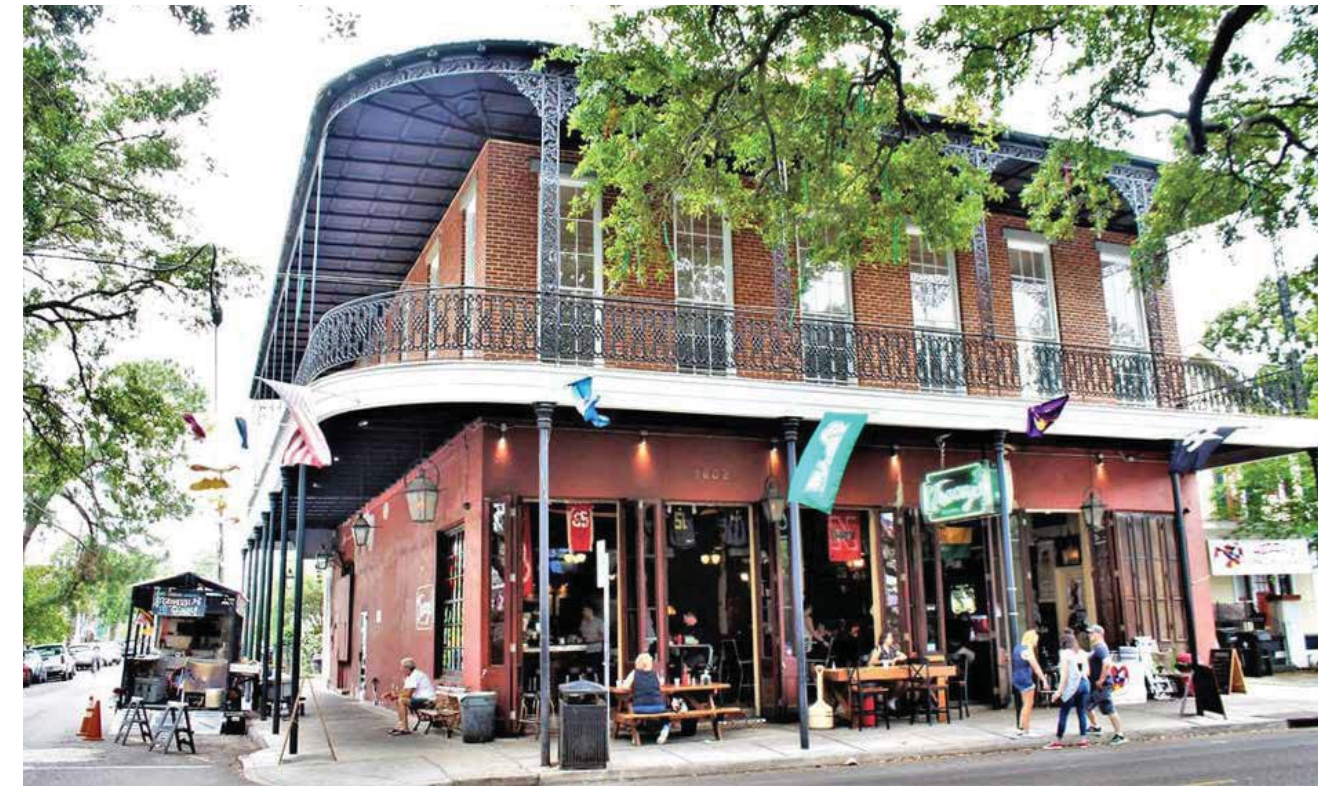
739 Elysian Fields Ave.



1000 Clouet St.



Tracey's



Magazine & Jefferson  
Precedents







Example of steel and composite rail/guard assembly (similar)



Composite guard and louver material



Composite decking material



Resilient Fiber Cement Exterior Wall Composite Panels



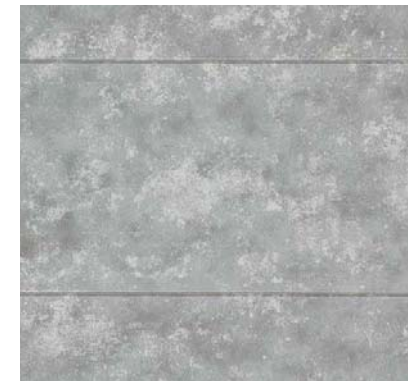
Blue Stone Paving and Coping



Black Iron Components



Clad wood IR rated doors and windows (interior side)



Fiber Cement Panels



Fiber Cement Panels



Standing Seam Metal Panel Roof



Blue Stone Paving and Coping



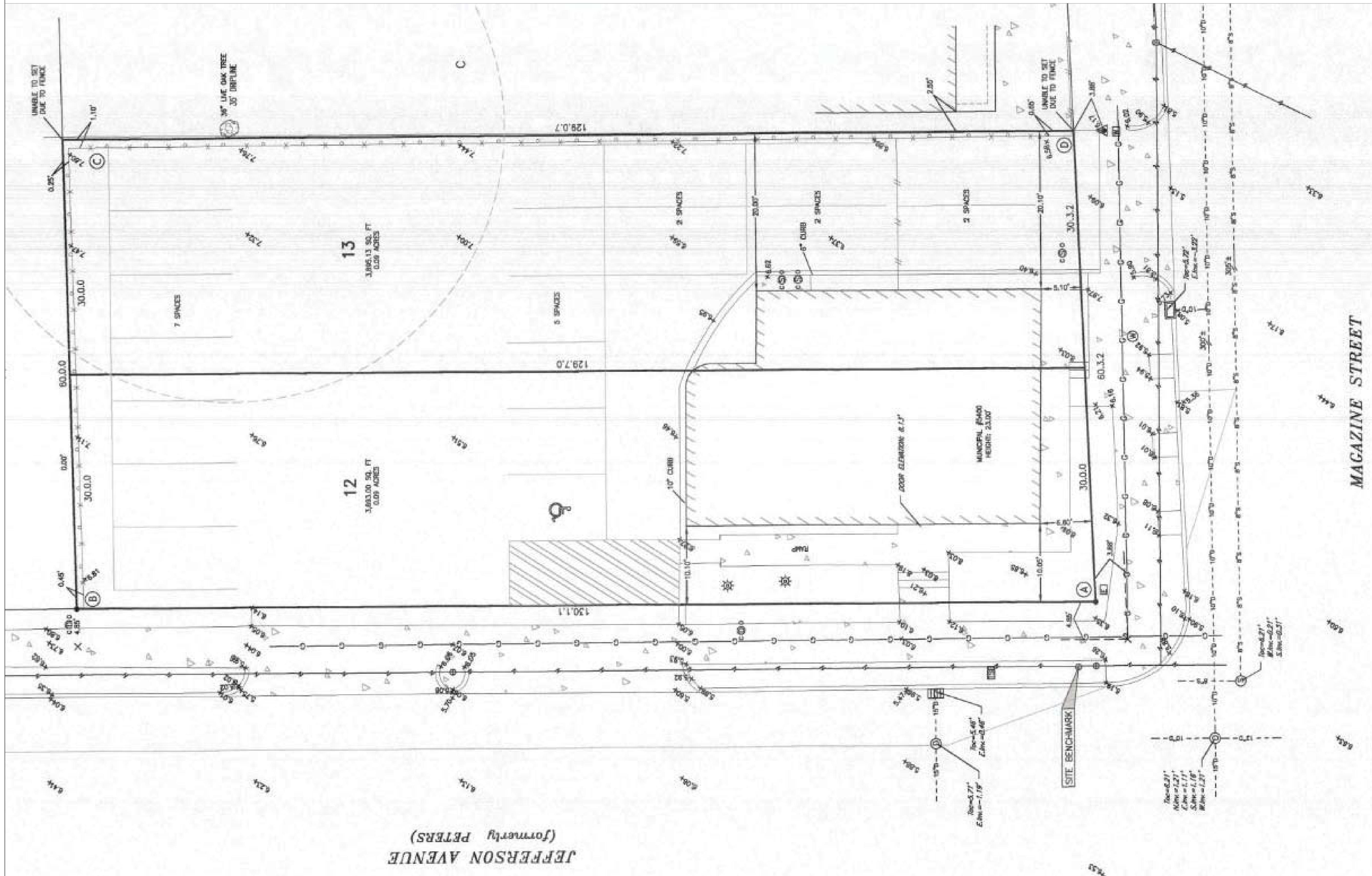
Clad wood IR rated doors and windows (interior side)



Standing Seam Metal Panel Roof

RETAIL + OFFICE  
DEVELOPMENT  
5400 MAGAZINE STREET  
NEW ORLEANS, LA 70115  
CONCEPTUAL DESIGN

**METROstudio**  
NEW ORLEANS  
architecture planning interiors



JEFFERSON AVENUE  
(formerly PETERS)

MAGAZINE STREET

ISSUED FOR REVIEW	10.27.23	
ISSUED FOR REVIEW	10.30.23	
ISSUED FOR DAC	11.20.23	
No.	Revision/Issue	Date

SEAL

NOT FOR CONSTRUCTION  
CONCEPTUAL DESIGN INFORMATION  
ONLY

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ALL CITY REQUIREMENTS.

Drawing Title

SURVEY

1 SURVEY  
SCALE: N.T.S.

Sheet

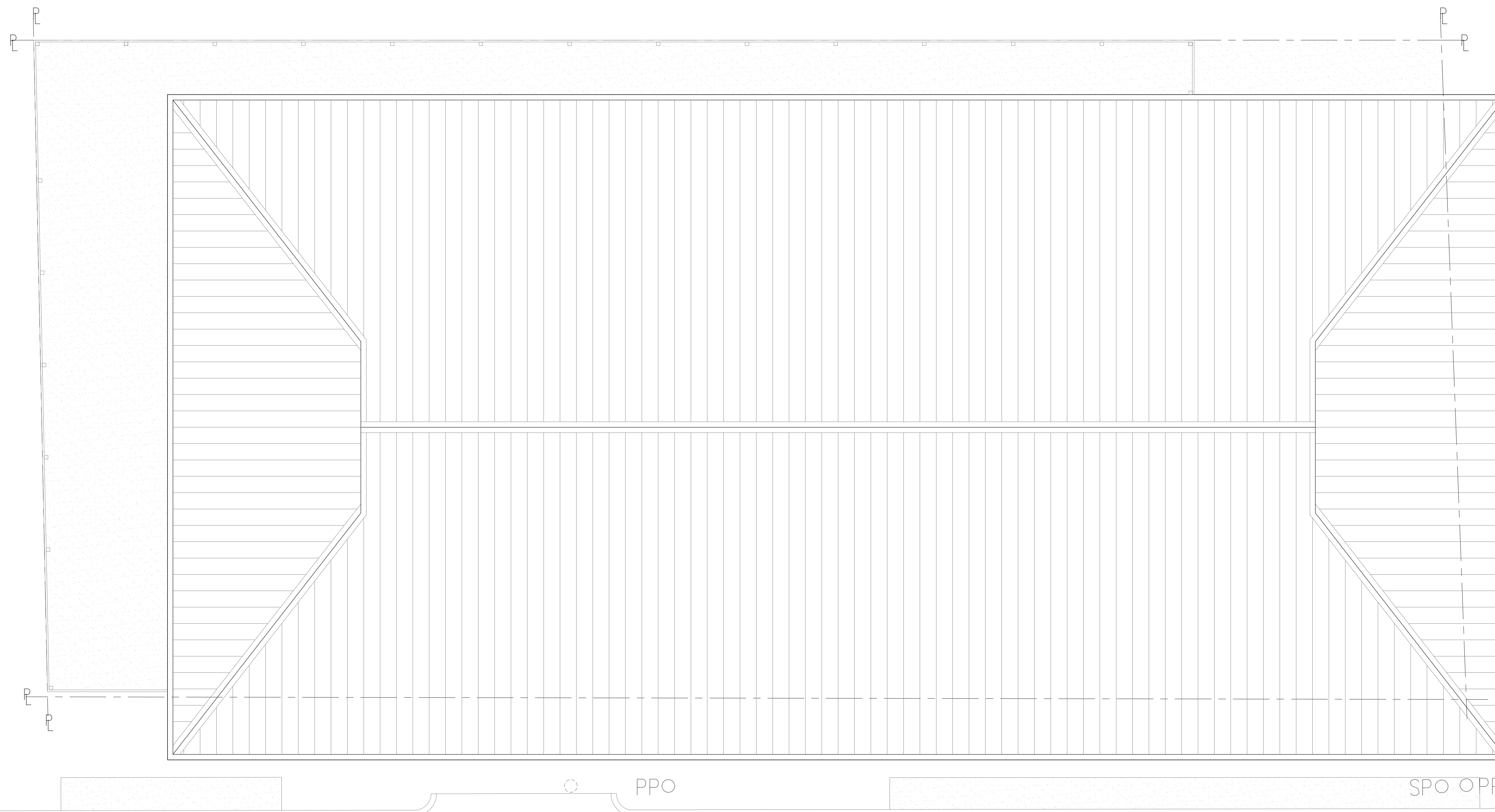
**A-000**

Scale  
AS NOTED

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NEW ORLEANS, LA 70115  
CONCEPTUAL DESIGN

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MAGAZINE



JEFFERSON

PPO

SPO OPP

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Drawing Title

CONCEPTUAL SITE/ROOF PLAN

1 CONCEPTUAL SITE/ROOF PLAN  
SCALE: 3/16" = 1'-0"

Sheet

**A-001**

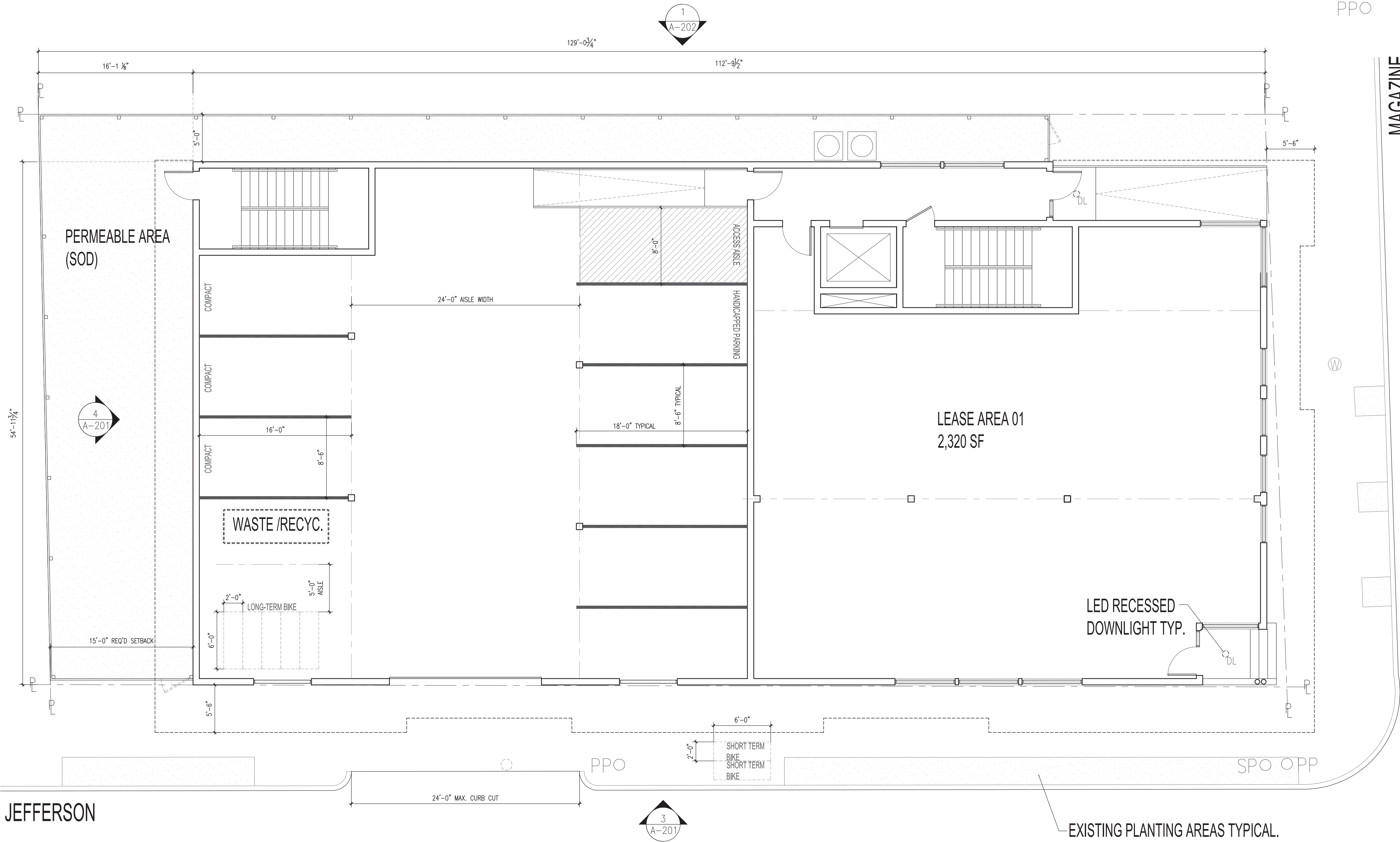
Scale  
AS NOTED



TOTAL SITE AREA: 7,788 SF  
 TOTAL REQ'D OPEN PERMEABLE AREA (10% OF SITE AREA): 779 SF  
 TOTAL OPEN PERMEABLE PROVIDED: 1,294 SF

PARKING AT 1:500 SF  
 TOTAL LEASE AREA: 6,553 SF  
 LESS FIRST 5,000 SF WAIVED: 1,553 SF  
 TOTAL PARKING REQUIRED: 3 SPACES  
 TOTAL PARKING PROVIDED: 8 SPACES

BIKE PARKING AT 1:5,000 SF  
 TOTAL SHORT TERM PROVIDED: 2  
 TOTAL LONG TERM PROVIDED: 5



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Drawing Title

CONCEPTUAL FLOOR 01

Sheet

**A-101**

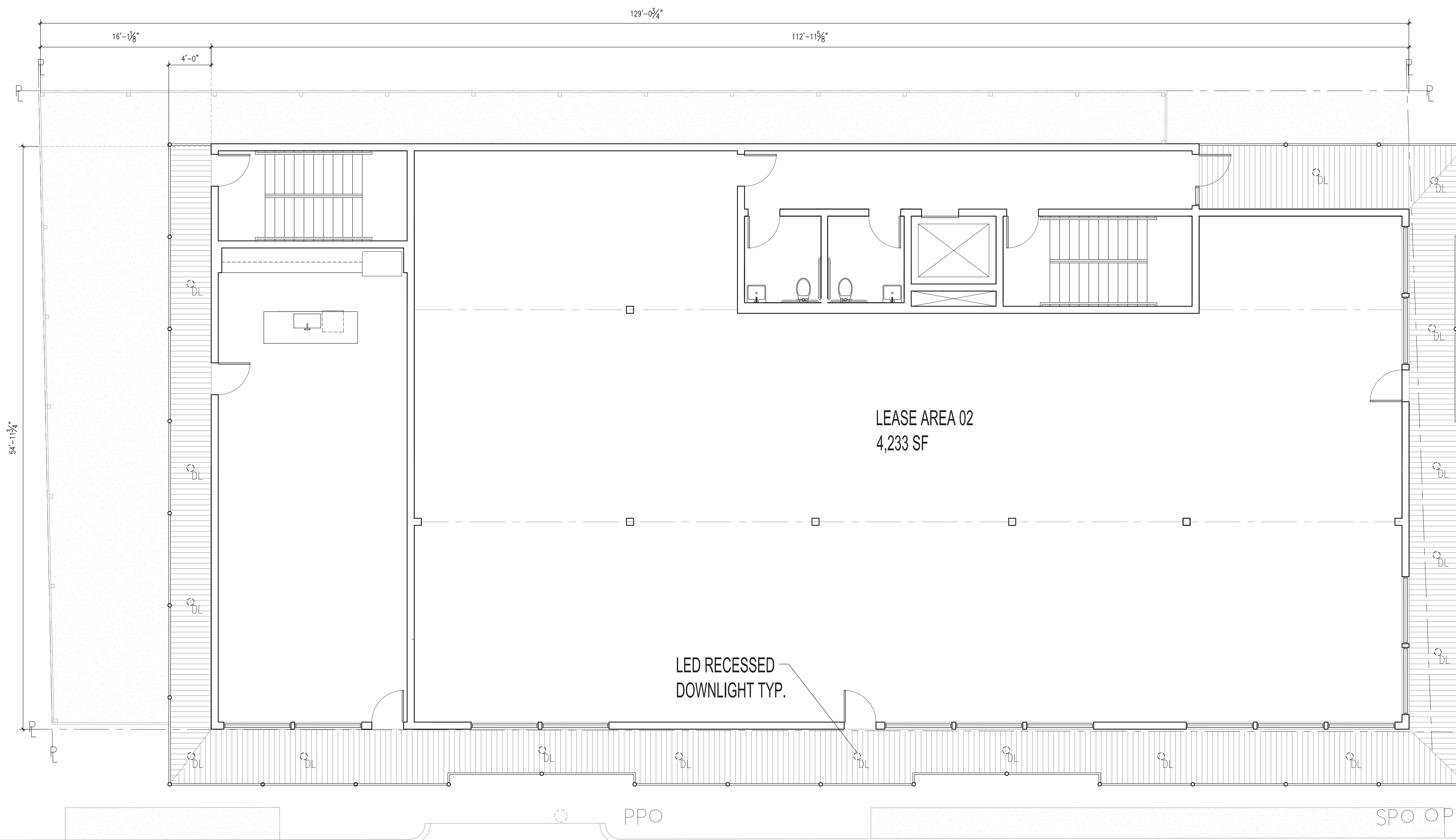
Scale  
 AS NOTED

1 CONCEPTUAL FLOOR 01  
 SCALE: 3/16" = 1'-0"

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MAGAZINE



LEASE AREA 02  
4,233 SF

LED RECESSED  
DOWNLIGHT TYP.

JEFFERSON

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	ISSUED FOR REVIEW	10.30.23
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Drawing Title

CONCEPTUAL FLOOR 02

Sheet

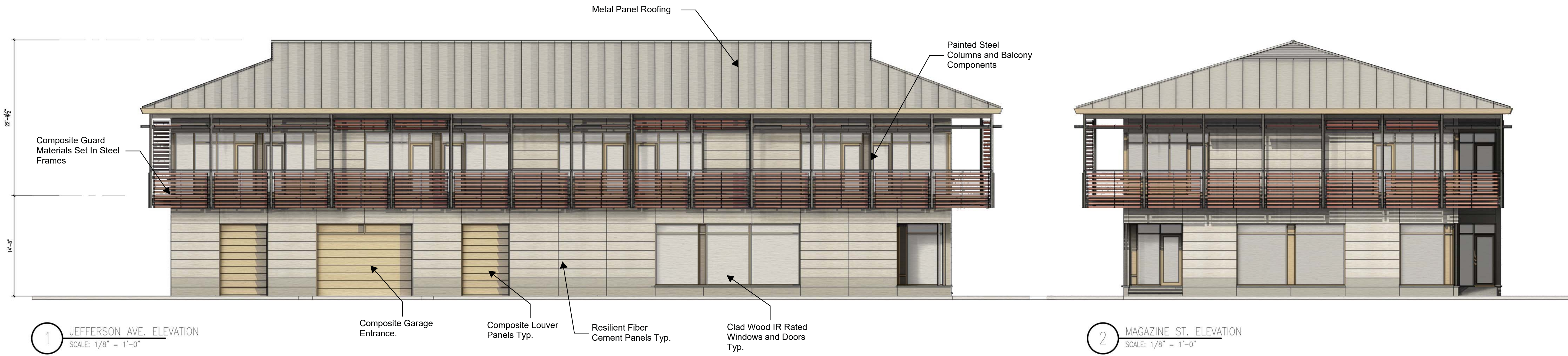
**A-102**

Scale  
AS NOTED

1 CONCEPTUAL FLOOR 02  
SCALE: 3/16" = 1'-0"

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Drawing Title

CONCEPTUAL FLOOR 02

Sheet

**A-201**

Scale

AS NOTED

# Silvio LED Flushmount

By Huxe



Call Us (877) 445-4486

Silvio LED Flushmount  
By Huxe

## Product Options

Finish: Black,  
Width: 5 in

## Dimensions

5 in Option Canopy: Diameter 5"  
5 in Option Fixture: Height 0.75", Diameter 5", Weight 0.85Lbs

## Lighting

5 in

Lamp Type	LED Built-in
Total Lumens	875
Total Watts	13.00
Volts	120
Color Temp	3000 (Soft White)
Average Lifespan (Hours)	35,000
CRI	90
Equivalent Halogen, CFL or LED Bulb Can Be Used	No



Notes:

Prepared by:

Prepared for:  
Project:  
Room:  
Placement:  
Approval:

## Additional Details

Product URL:  
<https://www.lumens.com/silvio-led-flushmount-by-huxe-MXG1933070.html>  
Rating: ETL Listed Wet

ITEM#: MXG1933070



To: CPC STAFF/DAC Design Narrative  
From: Ken Gowland RA, NCARB for *MetroStudio, LLC*  
Re: DAC Application 5400 Magazine St., New Orleans LA  
Date: 11.29.2023

To Whom it may concern:

In accordance with application requirements our office is submitting the following design narrative demonstrating compliance with the requirements of the “Character Preservation Corridor” overlay requirement of the Comprehensive Zoning Ordinance of New Orleans.

### **18.14.B Design Review Approval Standards of the “Character Preservation Corridor”**

As per the CZO the following approval standards shall be considered:

1. Design shall be compatible in scale, materials, street level uses, and spatial relationships with existing development in historic districts that retain unique character.
2. Design shall preserve the rhythm of the street, doorways, and windows, although minor variations to add interest are allowed.
3. Street façades shall be articulated with no blank walls along the street.
4. All sides and areas of structures visible to the public shall be treated with materials, finishes and architectural details appropriate to primary street-facing façades.

#### **Compliance with Standard 1**

Standard one requires that the “Design shall be compatible in scale, materials, street level uses, and spatial relationships with existing development in historic districts that retain unique character.”

The proposed design solution meets this standard by drawing from the unique urban corner building form as it’s topological analogue. Corner building sites along the Magazine Street Corridor and elsewhere throughout the historic districts of the city utilize a unique building configuration that is a character defining feature of the city. An analysis of these building types demonstrates the prevalence of the following architectural features that are integral to the expression of these buildings and site conditions:

- Corner Buildings typically have commercial ground floor uses with their main entrances oriented to the intersecting adjacent streets. These corner entrances are a key feature of the typology and are a primary character defining feature within this corridor.
- Corner buildings typically include second floor exterior spaces in the form of covered cantilevered balconies or column supported galleries that extend along street facing building frontages and extend around the corner over the entrance area below.
- Corner buildings typically include larger showcase or storefront style expanses of glazing at first floor commercial areas. These glazing units are larger in scale and differentiated from more residential scaled conditions and details.
- Corner building roof forms tend to be simple geometric configurations such as hips, gables and Dutch gables. The Dutch gable and hip roof types also serve to reduce the perception of building height along building frontages.
- Corner building materiality displays a wide range of expression all within the typical palate of building materials historically employed within the corridor. Wood, plaster, exposed masonry, fiber cement siding, metal panels, painted iron/steel, are all included with the range



Building/Construction  
Related Permit



Date _____	Received by _____
Tracking Number _____	

## DEVELOPMENT PLAN AND DESIGN REVIEW APPLICATION

**Covid-19 Submittal Protocol: Please submit complete applications via email to CPCinfo@nola.gov. Applicants without the ability to submit via email should contact (504) 658-7100 to make alternative arrangements. Incomplete applications will not be accepted and will be returned to the applicant. Review time depends on the complexity of the project and can take up to 90 days.**

Type of application:    Design Review    Interim Zoning Districts Appeal    Moratorium Appeal

Property Location \_\_\_\_\_

### APPLICANT INFORMATION

Applicant Identity:                          Property Owner                          Agent

Applicant Name \_\_\_\_\_

Applicant Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Applicant Contact Number \_\_\_\_\_ Email \_\_\_\_\_

### PROPERTY OWNER INFORMATION                          SAME AS ABOVE

Property Owner Name \_\_\_\_\_

Property Owner Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Property Owner Contact Number \_\_\_\_\_ Email \_\_\_\_\_

### PROJECT DESCRIPTION

### REASON FOR REVIEW (REQUIRED FOR DESIGN REVIEW)

<b>Design Overlay District Review</b> Character Preservation Corridor Riverfront Design Overlay Enhancement Corridor Corridor Transformation Greenway Corridor Others as required	<b>Non-Design Overlay District Review</b> Development over 40,000 sf Public Market CBD FAR Bonus Wireless Antenna/Tower Educational Facility	Changes to Approved Plans DAC Review of Public Projects Others as Required
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### ADDITIONAL INFORMATION

Current Use \_\_\_\_\_ Proposed Use \_\_\_\_\_

Square Number \_\_\_\_\_ Lot Number \_\_\_\_\_ Permeable Open Space (sf) \_\_\_\_\_

New Development?    Yes    No                          Addition?                          Yes    No                          Tenant Width \_\_\_\_\_

Existing Structure(s)?    Yes    No                          Renovations?                          Yes    No                          Building Width \_\_\_\_\_

Change in Use?                          Yes    No                          Existing Signs?                          Yes    No                          Lot Width (sf) \_\_\_\_\_

New Sign(s)?                          Yes    No                          Lot Area (sf) \_\_\_\_\_ Building Area (sf) \_\_\_\_\_



Date _____	Received by _____
Tracking Number _____	

## DEVELOPMENT PLAN AND DESIGN REVIEW APPLICATION

### REQUIRED ATTACHMENTS (One digital copy)

#### 1. SITE PLAN

- North arrow, scale, and date of plan
- Location, dimensions, and area of permeable open space
- Name, address of the professional who prepared the plan
- Legend of symbols, patterns, and abbreviations used
- The entire lot(s), including area and property lines dimensioned (including gross area of the site)
- Curb cuts, interior streets, driveways, and parking and loading areas with dimensions and total area (sf)
- Location and dimensions of buildings and structures, including total floor area and distance from property lines
- Location of refuse storage locations
- Proposed right-of-way improvements including sidewalks and plantings, and pedestrian walkways
- Fence location, height, and materials

#### 2. FLOOR PLAN

- Indicating the dimensions and square footage of proposed development
- Room use
- Location of all walls, doors, and windows
- Location of all plumbing fixtures
- Location of major appliances/mechanical equipment
- Stairway location
- Firewall location (if applicable)

#### 3. ARCHITECTURAL ELEVATIONS

Architectural elevations of each side of the proposed structure drawn to scale indicating height, architectural elements, materials, colors, and textures proposed for any structures.

#### 4. LIGHTING PLAN

- Location of all exterior lighting, including those mounted on poles and walls
- Types, style, height, and the number of fixtures
- Manufacturer's illustrations and specifications of fixtures

#### 5. SIGNAGE PLAN

- Proposed Signage with overall height, width, and materials
- Building Elevation (including building width and height)
- Site plan showing the location of all proposed detached sign(s) along with setback dimensions.

#### 6. LANDSCAPE PLAN

- Name and address of professional who prepared the plan.
- Landscape plans shall be prepared by a registered landscape architect licensed by the Louisiana Horticulture Commission
- All landscape plans shall meet the minimum requirements of site plans
- Legend defining all symbols, patterns, and abbreviations used
- Location, quantity, size, name, and condition (both botanical and common) of all existing and proposed plant materials and trees.
- Description of all tree preservation measures on-site and in the public right-of-way
- Width, depth, and area of landscaped area(s)
- Proposed right-of-way improvements and pedestrian walkways

*Planting proposed in the right-of-way must have Parks and Parkways approval*

#### 7. PHOTOS

- Photographs of the subject site and/or building

#### 8. NARRATIVE

Narrative addressing compliance with applicable Comprehensive Zoning Ordinance requirements and design goals

#### 9. COLOR ELEVATIONS/RENDERING (DAC ONLY)

Color elevations and/or renderings are required for projects that trigger review by the Design Advisory Committee

### FEES

Compliant Plan	\$225
CBD Demolitions	\$500
Moratorium Appeals	\$1,000

- of examples. It is important to note that while materiality may vary each building embodies a consistent formal language and urban configuration.

The proposed design included in this application utilizes this building form as a means to achieve compatibility in scale, materials, street level uses, and spatial relationships with the historic development patterns of the Magazine Street corridor. The proposed design includes all of the relevant features and forms represented in this unique typology. As such it is wholly consistent with the language and character of the context.

### **Compliance with Standard 2**

Standard two requires that the “Design shall preserve the rhythm of the street, doorways, and windows, although minor variations to add interest are allowed.”

As discussed above the proposed design includes doorways and windows that are in direct relation to the street and embody the character defining features of the corridor. The proposed Magazine Street and Jefferson Ave. elevations include larger expanses of glazing that are in keeping with the showcase/storefront style of glazing prevalent at these building conditions. The design also includes a recessed corner entry feature that is in keeping with the architectural features of similar sites. These features result in a street level façade condition that is consistent with the character defining features of the corridor.

### **Compliance with Standard 3**

Standard three requires that the “Street façades shall be articulated with no blank walls along the street.” As discussed above the proposed design includes doors, windows, recessed entries, and other design features that articulate the street facing facades of the project.

The included renderings clearly demonstrate that the proposed design includes openings and articulations that eliminate any blank walls and provide opacity in line with standard proportions demonstrated at historic building examples along the corridor. The project clearly responds to and complies with this standard.

### **Compliance with Standard 4**

Standard four requires that “All sides and areas of structures visible to the public shall be treated with materials, finishes and architectural details appropriate to primary street-facing façades.” As mentioned, previously the proposed design complies with these requirements through the following means:

- The proposed design utilizes steel balcony components that are in keeping with historic iron balcony and railing designs employed at historic examples.
- The building utilizes blue stone paving and copings at exterior stairs and landings consistent with the use of stone materials employed similarly at historic examples.
- The proposed decking materials and soffit materials match the scale and texture of materials typically employed at historic examples. The building does not utilize or employ details that embody extreme contemporary building forms and materials that are inappropriate and out of place in the area.
- Given the site location along the Uptown parade route special attention was made to select ground floor materials that are highly resilient and vandal resistant. The proposed resilient fiber cement panels recall the textures and features of façade elements expressed in historic examples while utilizing a high-performance building material that can stand up to the abuse endured along a high traffic/impact condition. The panels also address the unique challenges of the local climate through its moisture, rot and termite resistance. The proposed design utilizes a 2-color pattern at the base to respond to the water table detailing employed at historic examples.



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Should you have any questions or require additional information please contact this office.

Best Regards,

Mr. Kenneth Gowland RA, NCARB  
for MetroStudio, LLC