

City Planning Commission Meeting
Tuesday, December 9, 2014

CPC Deadline: 12/30/14
CC Deadline: N/A
Council District B: Cantrell

PRELIMINARY STAFF REPORT

To: City Planning Commission
Design Review: 148-14

Prepared by: Dubravka Gilic
Date: November 20, 2014

I. GENERAL INFORMATION:

Applicant: Campo Architects (for D-Barlo, LLC)

Request: This is an appeal of the Central Business District Height and Floor Area Ratio Interim Zoning District (IZD), as per Motion No. M-14-430 requesting an amendment to Article 18 of the Comprehensive Zoning Ordinance, to permit the construction of a new hotel in a CBD-7 Central Business District.

Maximum Permitted Height (per proposed IZD): 5-stories and 65 feet
Height Proposed by the Applicant: 8-story and 85 feet

Location: The petitioned property is located on Lots 5 and 6 and a Pt. of Lot 4, Square 180 in the First Municipal District, bounded by St. Charles Avenue, Girod, Church and Julia Streets. The municipal address is 744 St. Charles Avenue. The site is located within the Lafayette Square District Local Historic District (PD 1A).

Description: The petitioned site consists of three thru lots which front on St. Charles Avenue and Church Street, and combined measure 64 feet in width and approximately 150 feet in depth for an area of approximately 9,600 square feet. The site is currently developed with a single story vacant warehouse building.

The applicant proposes to construct a new 68,504 sq. ft. mixed-use development consisting of a 96-room hotel, three (3) condominium units, a restaurant (1,147 sq. ft.) and a retail space (840 sq. ft.). The proposed development will be 8-story and 85 feet high. On the ground floor, the site will be developed from property line to property line. Upper floors will be setback from the St. Charles Avenue and Church Street property lines a distance ranging from 10 to 20 feet. An open terrace containing approximately 793 square feet, will be located on the second floor. Main pedestrian entrances to the hotel, condominium units, restaurant and retail space will be from St. Charles Avenue. A vehicular drop-off area has been proposed within both the St. Charles Avenue and the Church Street public rights-of-way. No off-street parking would be provided on the site. Parking for thirty-six (36) vehicles will be provided via a joint use agreement within 300 feet from the petitioned property.

The project will provide one (1) off-street loading space accessible from Church Street.

Why is City Planning Commission action required?

The **Article 18.65 Central Business District Height and Floor Area Ratio Interim Zoning District (IZD)**, as proposed, requires that all appeals of the regulations of this IZD shall be acted upon in accordance with the provisions of **Section 16.4.5 (3) Appeals** of the Comprehensive Zoning Ordinance. For any waiver to be decided by the City Council, the City Planning Commission shall make a recommendation to the City Council in the manner provided in **Section 16.9.5 Review and Recommendation by City Planning Commission**. The City Council shall consider the waiver in accordance with the procedure provided in **Section 16.9.6 Review and Decision by City Council**.

II. ANALYSIS

A. What is the existing use of the site? What are the surrounding land uses and zoning?

The subject site is located within a CBD-7 Central Business District bounded generally by Camp Street on the river side, O’Keefe Street on the lake side, Lafayette Street on the downtown side, and the Ponchartrain Expressway on the uptown side. Adjacent to this CBD-7 Central Business District is a CBD-8 Central Business District between Camp Street and Convention Center Boulevard, a CBD-5 Central Business District between O’Keefe Street and Loyola Avenue, a CBD-1 Central Business District on the downtown side of Lafayette Street, and LI Light Industrial and C-1A General Commercial Districts on the uptown side of the Ponchartrain Expressway.

This proposal involves a partial demolition of the existing warehouse building and the construction of a mixed use development. Properties adjacent to and bounding the subject site are predominantly two-and three-story masonry buildings with various uses. These are mostly structures originally intended for warehousing or for commercial use on the ground floor, with residential use on the upper floors. The structures have a variety of current uses, including office space, restaurants, bars, retail establishments, and hotels. There are also many surface parking lots in the area.

B. What is the zoning and land use history of the site?

Zoning: 1929- J Industrial District
 1953- J Light Industrial District
 1970- CBD-7 Central Business District
 Current- CBD-7 Central Business District

Land Use: 1929- Industries and Warehouses, Commercial, Two-Family Residential
1949- Light Industrial, Commercial
1999- Urban Mixed Use

C. Have there been any recent zoning changes or conditional uses in the immediate area? If so, do these changes indicate any particular pattern or trend?

There have been several conditional use applications or conditional use amendment requests within the five blocks of the petitioned site in the last five years:

Zoning Docket 086/12 was a request for an amendment to the text of the Comprehensive Zoning Ordinance to establish a new Interim Zoning District (IZD) named the Lafayette Square/Warehouse District Refined Height Plan Interim Zoning District. *The request was recommended for modified approval by the City Planning Commission and was subsequently approved by the City Council.*

Zoning Docket 77/12 was a request for the rescission of Ordinance No. 23,651 MCS and a new conditional use to permit a parking garage providing non-accessory parking spaces in a CBD-5 Central Business District. The municipal address is 939 Girod Street. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *This site is located approximately three (3) blocks from the subject site.*

Zoning Docket 121/11 was a request for a conditional use to permit an increase in the height of an existing school building that was proposed for reuse as a multiple-family residential development with ground level commercial uses. The site is located in a CBD-7 Central Business District. The municipal address is 820 Girod Street. The City Planning Commission's action on the request resulted in a no legal majority vote. The City Council subsequently approved the request. *This site is located approximately two (2) blocks from the subject site.*

Zoning Docket 116/11 was a request for a conditional use to permit an amusement place with the sale of alcoholic beverages in a CBD-1 Central Business District. The municipal address is 533 Baronne Street. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *This site is located approximately five (5) blocks from the subject site.*

Zoning Docket 57/11 was a request for a conditional use to permit the sale of alcoholic beverages for consumption off-premises at a retail store in a CBD-7 Central Business District. The municipal addresses are 901 Carondelet Street and 801 Howard Avenue. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *This site is located approximately two (2) blocks from the subject site.*

Zoning Docket 52/11 was a request for an amendment to the text of the Comprehensive Zoning Ordinance to establish a new Interim Zoning District (IZD) named the CBD ABO Transfer Prohibition District, prohibiting the transfer of ABO licenses within the CBD, as provided in Article 11, Section 11.48(e) of the Comprehensive Zoning Ordinance, in all Central Business District zoning classifications. The request affects all properties within each of the CBD Central Business Districts. The request was recommended for modified approval by the City Planning Commission and was subsequently granted modified approval by the City Council. *This site is within the geographic area to which the Interim Zoning District is applied.*

Zoning Docket 16/11 was a request for a conditional use to permit a parking garage providing non-accessory off-street parking spaces and a height waiver associated with the expansion of a hotel located in a CBD-1 Central Business District. The municipal addresses are 810-20 Poydras Street and 505-51 Carondelet Street. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *This site is located approximately three (3) blocks from the subject site.*

Zoning Docket 75/10 was a request for a conditional use to permit a parking garage within an existing mixed-use development in a CBD-1 Central Business District to be used for non-accessory purposes. The municipal address is 930 Poydras Street. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *This site is located approximately four (4) blocks from the petitioned site.*

Zoning Docket 22/10 was a request for a conditional use to permit an increase in height and floor area ratio in a CBD-7 Central Business District to facilitate expansion of an existing office building. It was recommended for approval by the City Planning Commission subject to four (4) waivers and four (4) provisos. The City Council subsequently approved the request as recommended. *This site is located at 630 Camp Street, approximately two (2) blocks from the petitioned site.*

Zoning Docket 05/07 was a request for a conditional use to permit a mixed use (residential/office/retail/parking) development in a new structure over 50,000 square feet with waivers of floor area ratio and height and demolition of existing structures in a CBD-7 Central Business District. The municipal addresses are 750 Carondelet Street and 745 Julia Street. The City Planning Commission recommended modified approval of the request, which was withdrawn prior to action by the City Council. *This site is located approximately one (1) block from the subject site.*

These actions include multiple conditional use requests for development of parking garages office buildings and mixed use developments. This is reflective of the new redevelopment activity within this portion of the Central Business District.

D. What is the development proposal and how does it relate to the purpose, intent and requirements of the proposed Central Business District Height and Floor Area Ratio Interim Zoning District Interim Zoning District?

The applicant proposes to construct a new 68,504 square foot mixed-use development on the site containing a single story vacant warehouse building. The proposed development will contain 96-room hotel, three (3) condominium units, a 1,147 sq. ft. restaurant and 840 sq. ft. of retail space. A terrace containing approximately 793 sq. ft. will be located on the second floor. The main pedestrian entrances will be on St. Charles Avenue. Another entrance, with an ADA drop-off zone, will be on the Church side of the site. Access to the one off-street loading area will also be from Church Street. No off-street parking would be provided on the site. The applicant however plans to provide the required parking spaces within 300 feet from the petitioned site.

The following table indicates the program for the development:

Level	Description	Area per floor (sq. ft.)
1 st Floor	Hotel Lobby, Restaurant, Retail Space, Offices, Restrooms, Fitness and Laundry Rooms, Misc. Service Areas and one Loading Area.	9,536
2 nd -7 th Floor	16 Hotel Rooms per Floor (96 rooms total)	8,424 (per floor)
8 th Floor	3 Condominium Units, Mechanical Area	8,424
Total Gross Sq. Ft.		68,504

According to **Article 18, Section 18.65.1**, as proposed, *“The purpose of this Interim Zoning District (IZD) is to prohibit the issuance of any permits prior to design review and approval by the staff of the City Planning Commission, with the advice of the Historic District Landmarks Commission when a project is within their jurisdiction, that are in conflict with the Central Business District height and floor area ratio limitation maps as indicated on the zoning base maps of the City of New Orleans.”*

The proposed IZD sets the following height and floor to area ratio (FAR) standards for development within CBD-7 District, superseding height standards of **Article 6, Section 6.8.7**. All other standards pertaining to open space ratio (OSR), parking and loading remain in effect.

Maximum Permitted Height (IZD): 5-story and 65 feet
Proposed Height: 8-story and 85 feet

The applicant proposes a development that exceeds the stated number of floors/height standards. The area surrounding the development is characterized by warehouse and town house style structures, most of which rise to the maximum heights of three or four stories. The CPC staff believes that, despite the proposed setbacks of upper floors from the street

property line intended to minimize the appearance of the building height, the proposed building height is inconsistent with the height of the adjacent properties and with the prevalent development pattern within this section of the Lafayette Square Local Historic District. The staff believes that the proposed IZD height standards are appropriate; the exemption from these standards will result in development that diminishes the historic character of the area and sets a precedent for other potential developments.

E. What are the comments from the Historic District Landmarks Commission?

According to **Article 18, Section 18.65.4 (3) Appeals**, as proposed, any appeal of the standards of the IZD will require the Director of the Historic District Landmarks Commission to provide advice the City Planning Commission with respect to the site plan and elevations for the proposed development. The HDLC has reviewed the proposed plans and made the following comments:

The HDLC supports the restoration of the historic facade on St. Charles Ave. In regards to the design of the tower portion of the building:

- The scale of the building is much larger than the majority of the historic context.
- The horizontal banding is atypical for a building of this size and makes the floor-to-floor heights of the upper floors appear low.
- The tower seems to be neither part of nor separate from the historic facade at the street level.
- The tower lacks a coherent design.
- The space between the top of the windows and the top of the parapet is very small and does not successfully cap to top of the building.
- The design of the street facing elevations of the tower are not successful, they are neither asymmetrical enough to be interesting nor symmetrical enough to be balanced.
- The quantity, size, and prominence of the balconies are atypical of the historic urban downtown context.
- The corner windows, horizontal railings, and projecting base are typical to art deco style buildings, however, this style is not prevalent in this area, and these elements are not composed in a manner that evokes any style.
- The large expanses of blank wall on the sides of the building are not appropriate.
- The quantity, size, and spacing of the windows on the Church Street elevation is overly dense and busy. The contrast between this and the large blank wall adjacent both reinforces and highlights the negative aspects of both conditions.
- The inversion of the recessed/projecting elements that occurs between the first and upper floors of the Church St. elevation is awkward.

Based on the comments above, the HDLC is not supportive of the project design.

F. What other development standards are applicable for development within CBD-7 District?

The Central Business District Height and Floor Area Ratio Interim Zoning District (IZD) sets standards related to building height and FAR within the subject area. Other development standards Open Space Ratio (OSR), submittal of the Traffic Impact Analysis, off-street parking and loading standards within the CBD-7 District remain unchanged (see **Article 6, Section 6.8.7 Table 6.H and Section 6. 12; Article 15, Section 15. 2 and Section 15.3**). The requested FAR waiver would have to be considered by the City Council, while the others require consideration by the Board of Zoning Adjustments.

This request for appeal from the standards of the IZD also addresses compliances and non-compliances with other development standards in the District that are summarized in the table below.

Development Standards for CBD-7		
Requirements	Required	Proposed
FAR ¹	Controlled by the IZD requirements (5-stories/65 feet maximum height)	8-stories/85 feet height
Open Space Ratio ²	0.10 (685 sq. ft.)	None (793 sq. ft. terrace on the 2 nd floor is <u>not accessible</u> to all guests and residents) Waiver of OSR by the BZA needed
Off-street Parking	1/3 hotel rooms = 32 spaces 1/800 sq. ft. restaurant fl. area =2 spaces 1/600 sq. ft. retail floor area = 2 spaces	Total of 36 required off-street parking spaces will be secured ³ off-site within 300 feet distance from the site
Loading	Hotels with 10,000-100,000 sq.ft. (2 spaces)	One (1); Waiver of one (1) loading space by the BZA needed
Traffic Impact Analysis (TIA)	Required	Not submitted

Open Space Ratio (OSR). **Section 6.9.7 Table 6.H** of the Comprehensive Zoning Ordinance requires an Open Space Ratio (OSR) of 0.10 for hotel developments. The applicant is proposing approximately 793 square feet of open terrace on the second floor. This space is

¹ FAR discussion presented in Section D of this report

² *Open Space Ratio*. The open space on the lot divided by the floor area of any building or buildings on the lot.

³ The applicant has not presented a contract indicating the provision of the off-street parking within 300 feet distance from the site. Should the application be approved, the parking contract must be submitted for review and approval; otherwise, the project will require waivers from the Board of Zoning Adjustments.

accessible to guests of five hotel rooms only, therefore not meeting the definition of the Open Space as per **Standards of Article 2. (137)**⁴ of the CZO and Special Standards of **Article 15, Section 15.5** for Open Space within CBD Districts. Should this appeal of the IZD be recommended for approval, it should be subject to the following waiver being granted by the Board of Zoning Adjustments:

- A waiver of the required 685 square feet of open space as per **Article 6, Section 6.9.7 Open Space Ratio** shall be granted by the Board of Zoning Adjustments (BZA) to allow no open space for the project.

Traffic Impact Analysis (TIA). **Article 6, Section 6.12.1** of the CZO specifies procedures for the Central Business District Traffic Impact Analysis. This requirement is applicable to building renovations and additions that create 50,000 square feet or more of total aggregate floor area and generate ten (10) percent more trips than the existing development. The proposed development will be more than 50,000 square feet and the submittal of the TIA will be required.

The proposed development of the 96-room hotel with a separate restaurant and a retail use would undoubtedly result in additional traffic in the area surrounding the site. Both streets that the project will front on, St. Charles Avenue and Church Street will experience increases in traffic, particularly Church Street where the applicant is proposing to locate the loading area and the secondary vehicular drop-off for the hotel. Church Street is a minor street with two way traffic and on-street parking on both sides of the street. St. Charles Avenue provides two lanes of travel in the upriver direction with streetcar tracks and on-street parking on both sides of the street. Julia Street has two lanes of travel in the lake direction with on-street parking on both sides. Girod Street is classified as a major street adjacent to the site, and provides one lane of travel toward the river and on-street parking on both sides of the street. It is expected that all streets surrounding the site will experience certain level of traffic increase. The TIA should provide a detailed analysis of these effects and propose potential solutions for minimizing the impact. Should the requested appeal of the IZD be recommended for approval, it should be subject to the following proviso:

⁴ 137. *Open Space.*

- a. In all districts, except the Vieux Carré Districts, and except as modified in Section 15.5 for the CBD Districts, that part of a lot, including courts and yards, which:
 - (1) Is open and unobstructed from grade level upward; and
 - (2) Is accessible in total or in part to each resident on the lot without restrictions except as may be required for safety, or for division of a lot containing two or more dwelling units;
 - (3) Is not occupied by off-street parking, streets, drives or other surfaces for vehicles, except as may be required.

- The applicant shall submit a Traffic Impact Analysis (TIA) as per standards of **Article 6, Section 6.12.1** of the CZO for review and approval by the staff of the City Planning Commission and the Department of Public Works.

Off-Street Parking Requirements. In accordance with **Article 15, Section 15.2.7.3. Required Off-Street Parking Regulations: CBD-2, CBD-2B, CBD-5, CBD-6, CBD-7, CBD-8 and CBD-9** and Table 15.C of the Comprehensive Zoning Ordinance, one (1) off-street parking space is required for every three (3) dwelling units or suites in a hotel in the CBD-7 Central Business District. The restaurants needs to provide one (1) off-street parking for 800 square feet of floor area, and retail use must secure one (1) parking space per 600 square feet of area. Off-street parking for residential units is not required. Based on the size of the hotel (96 rooms), the restaurant (1,147 sq. ft.) and of the retail space (840 sq. ft.) the development must secure a total of thirty-six (36) off-street parking spaces. The applicant proposes to contract the required off-street parking spaces from a parking facility located within the required maximum distance of 300 feet. No specific parking arrangement has been presented. Because the area surrounding the site is densely developed with a mixture of residential, offices, restaurants, retail uses and other hotels, the parking demand for the hotel will have to compete for the limited amount of garage and surface level parking in the area. Should the requested appeal of the IZD be recommended for approval, it should be subject to the following proviso:

- The applicant must secure the required thirty (36) off-street parking at the facility located within the 300 feet distance from the petitioned site, subject to standards of **Article 15, Section 15.2.4 Joint Use of Off-Site Facilities** of the CZO.

Off-Street Loading. **Article 15, Section 15.3. Off-Street Loading Regulations and Table 15.G Loading Requirements** of the Comprehensive Zoning Ordinance requires the provision of two (2) off-street loading space for a hotel with a floor area between 10,000 - 100,000 square feet. The applicant proposes to provide one (1) loading space. Because the existing CZO loading requirements have been considered as excessive, the staff typically recommends a waiver of one of the required loading spaces. Should the requested appeal of the IZD be recommended for approval, it should be subject to the following waiver being granted by the Board of Zoning Adjustments (BZA):

- A waiver of standards of **Article 15, Section 15.2** requiring two (2) on-site loading spaces being granted by the Board of Zoning Adjustments (BZA) to allow one (1) loading zone for the project.

G. What effects or impacts would the proposed appeal to the IZD have on adjacent properties?

The hotel use itself should not have adverse impact on adjacent properties, as long as the project complies with the development standards of the CZO. However, as proposed, the development will require excessive variances, including building height, number of floors, OSR, and loading. If the IZD height/number of floors variance is granted, the project will still require waivers for all other above stated standards from the Board of Zoning Adjustments.

The Central Business District Height and Floor Area Interim Zoning District (IZD) has been intended to preserve the historic character and scale of the district. The analysis of the surrounding area reveals that the character and scale of the district is that of a historic warehousing neighborhood comprised predominantly of one to four story masonry structures that are now occupied by a variety of adaptive reuses. The proposed structure would extend significantly beyond the height of the adjacent structures and would clearly block some access to light at certain times. The impact of increased height adjacent to other properties and near street lines cannot be mitigated effectively through the imposition of conditions or standards as the development intensity is not appropriate for the site.

III. Is the proposed action supported by or in conflict with the policies and strategies of the Plan for the 21st Century: New Orleans 2030?

The subject request requires granting of variances for building height and a maximum permitted number of floors to allow increased height and FAR for the proposed mixed-use development within the Central Business District Height and Floor Area Ratio Interim Zoning District (IZD), as proposed.

In Zoning Docket 120-14 proposing the IZD, the City Planning Commission noted that the IZD was consistent with the Plan for the 21st Century: New Orleans 2030. Of particular relevance, the Commission noted the following goal, strategy, and action statements in the Master Plan that were supportive of the IZD:

Volume 2, Chapter 14: Land Use Plan

Goal	Strategy	Actions
Promote development that can strengthen the city’s tax and job base while serving citizen needs and preserving city character.	Make downtown a vibrant 24-hour neighborhood and commercial/entertainment district.	Using DDD’s Lafayette Square/Upper CBD refined height study as a guide, adopt clear and predictable building height limits for that portion of the Central Business District as part of the new Comprehensive Zoning Ordinance. ⁵

⁵ This action statement was recommended for adoption into the Master Plan in February of 2012 and was adopted by the

Additionally, one of the action statements noted above was also included as a bullet point in an information box titled “A 21st-century downtown marked by a unique blend of preservation and innovation” in Section 9 of *Volume 3: Content and Appendix* of the Master Plan:

- Using DDD’s Lafayette Square/Upper CBD refined height study as a guide, adopt clear and predictable building height limits for that portion of the Central Business District as part of the new Comprehensive Zoning Ordinance.⁶

It is important to note that the Master Plan does not provide specific height limits for sites within the CBD. However, based on the language above, the Plan does support the adoption of clear and predictable height limits based on the refined height plan that formed the basis of the IZD.

IV. SUMMARY

Design Review Docket 148/14 is an appeal of the proposed Central Business District Height and Floor Area Ratio Interim Zoning District (IZD) to permit construction of a new, 68,504 sq. ft. mixed-use development in a CBD-7 Central Business District. The development will consist of a 96-room hotel, three (3) condominium units, a restaurant and a small retail space. The proposed development will be 8-story and 85 feet high. On the ground floor, the site will be developed from property line to property line. The upper floors will be setback from the St. Charles Avenue and Church Street property lines a distance ranging from 10 to 20 feet. An open terrace containing approximately 793 square feet, will be located on the second floor. Main pedestrian entrances to the hotel, condominium units, restaurant and retail space will be from St. Charles Avenue. A vehicular drop-off area has been proposed within both the St. Charles Avenue and the Church Street public rights-of-way. No off-street parking would be provided on the site. According to the applicant, parking for thirty-six (36) vehicles will be provided via a joint use agreement within 300 feet from the petitioned property. The project will provide one (1) off-street loading space accessible from Church Street.

The area surrounding the site is characterized by low-rise, historic warehouse structures, and the proposed height variance would be inconsistent with the existing development pattern in the historic district. The approval of the variance will be contrary to the purpose of the Central Business District Height and Floor Area Ratio Interim Zoning District (IZD) intended to preserve the district’s character and scale. The proposed structure would extend significantly beyond the height of the adjacent structures and would clearly block some access to light at certain times. The impact of increased height adjacent to other properties

City Council in July of 2012 as a result of the first round of amendments to the Master Plan. Ordinance no. 24,914 M.C.S.

⁶ This bullet point was recommended for adoption into the Master Plan in February of 2012 and was adopted by the City Council in July of 2012 as a result of the first round of amendments to the Master Plan. Ordinance no. 24,914 M.C.S.

and near street lines cannot be mitigated effectively through the imposition of conditions or standards as the development intensity is not appropriate for the site. Furthermore, as proposed, the development will require additional variances, including OSR and loading from the Board of Zoning Adjustments. The HDLC is not supportive of project design. For all of these reasons the staff believes that the proposed appeal of the IZD standards cannot be supported.

V. PRELIMINARY STAFF RECOMMENDATION⁷

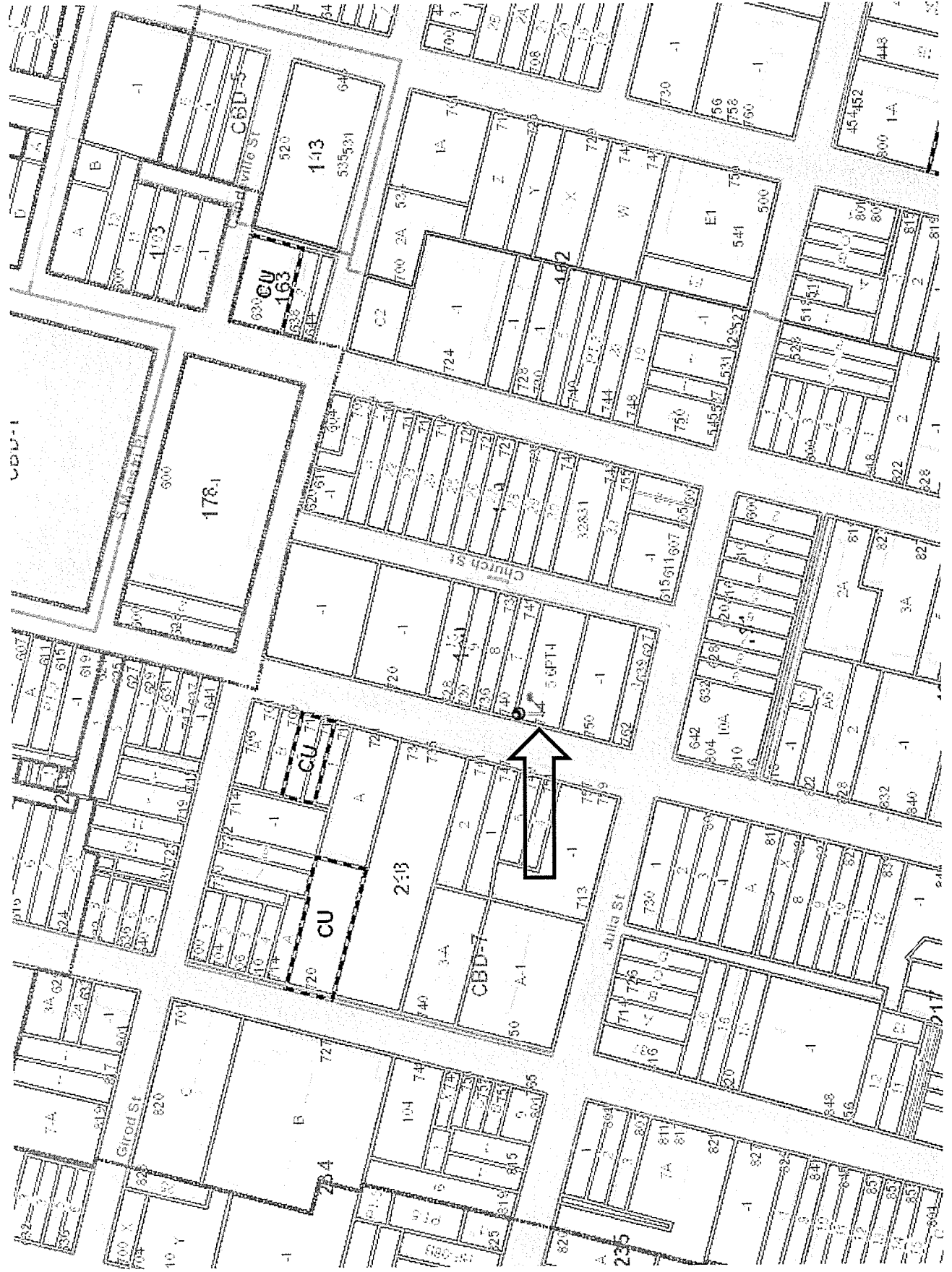
The staff recommends **DENIAL** of Design Review Docket 148/14

VI. REASONS FOR RECOMMENDATION

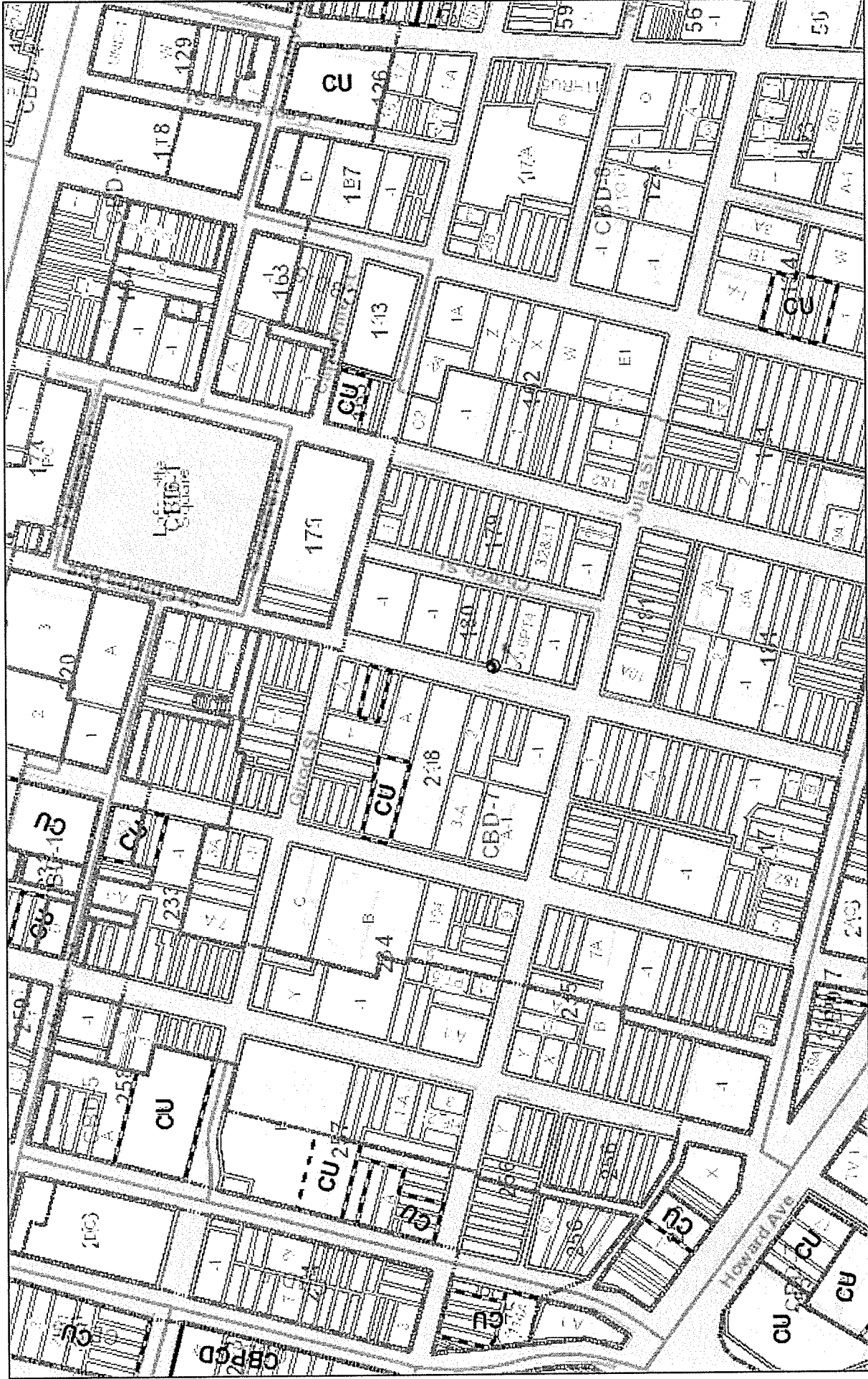
1. The height, area and bulk of the proposed structure are inconsistent with those of other structures in the area surrounding the petitioned site, and there are no circumstances which would mitigate in favor of the requested waiver.
2. The adverse impact of the height of the proposed structure on adjacent and nearby uses cannot be mitigated through the imposition of standards and conditions.
3. The Central Business District Height and Floor Area Ratio Interim Zoning District (IZD) is intended to provide for predictable height standards which respect the historic character and scale of development within these neighborhoods.
4. Proposed development requires additional waivers of open space and loading from the Board of Zoning Adjustments (BZA).

⁷ Subject to modification by the City Planning Commission

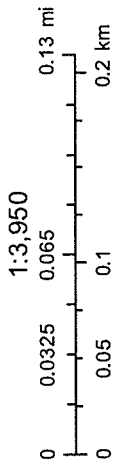
744 St. Charles Avenue



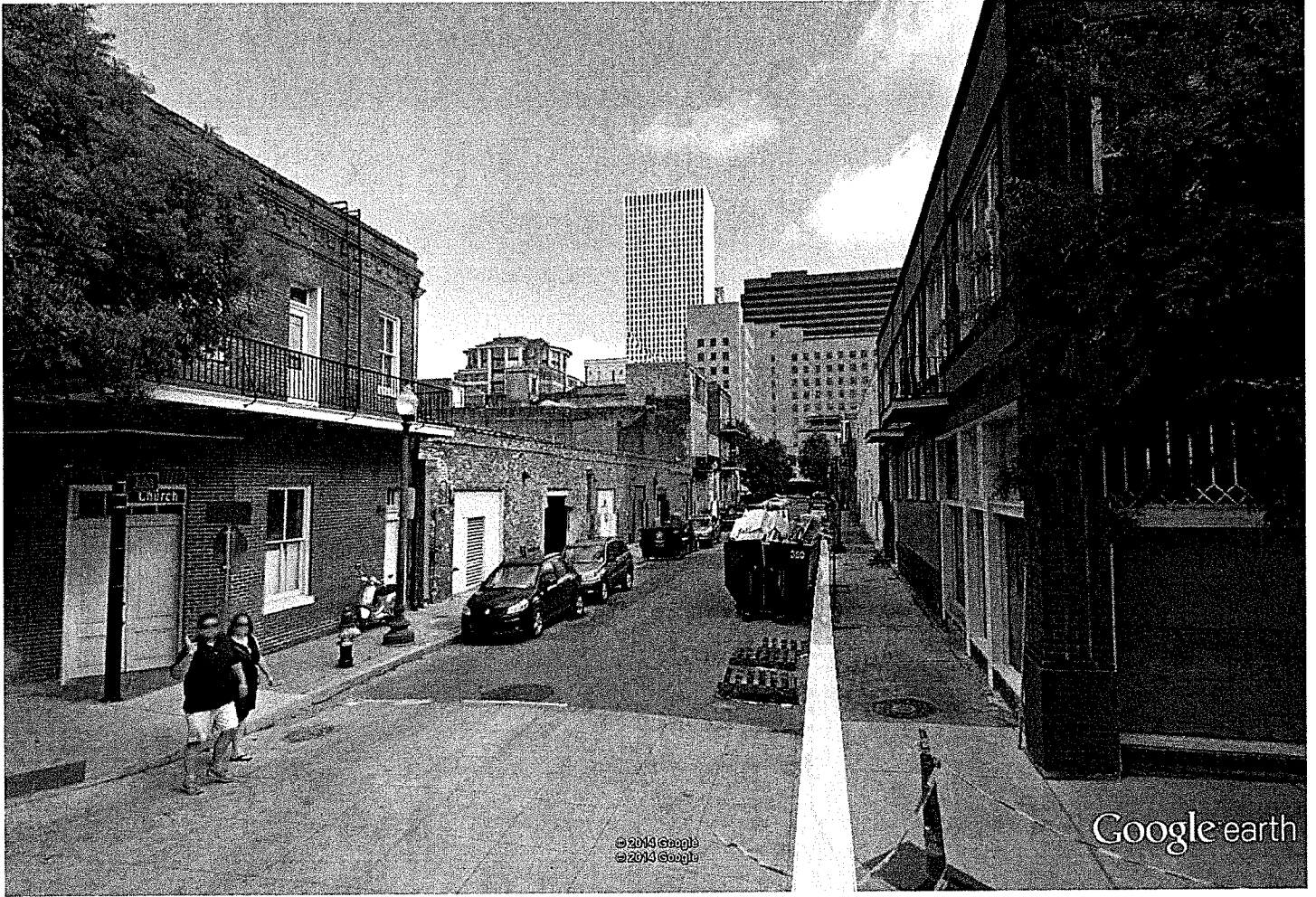
City of New Orleans Property Viewer



November 20, 2014



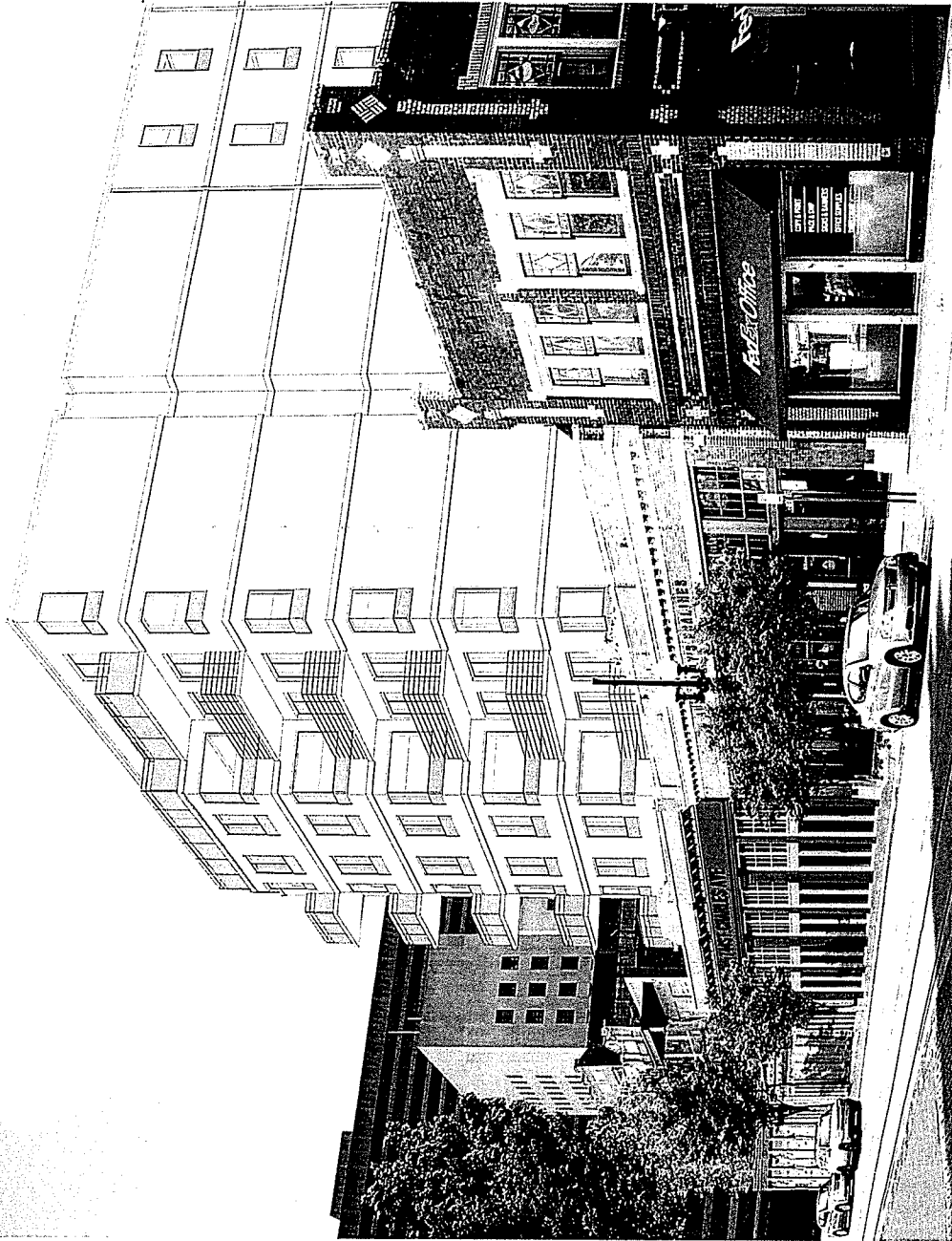
Override 1



Google earth



744 ST. CHARLES AVE.



SEPTEMBER 19, 2014

CAMPO ARCHITECTS

400 POYDRAS ST

SUITE 1410

NEW ORLEANS, LA 70180



"Transform downtown from a series of individual destinations into a cohesive, interconnected, and well managed destination..."
 —UNOP DISTRICT 1 REPORT 1.

Subject Property Measures:
 Approx. 64 feet on St. Charles Avenue and Church Street
 Approx. 149 feet 2 inches deep street to street
 The Walkability score for this Subject Property is: 86 out of 100
 and it is directly across the street from an Uptown-bound St. Charles streetcar stop.

- Developing this site will accomplish several goals set out by the Future Land Use City Planning Document:
- A hotel in this location will enhance the interface between private and public spaces to make this area more pedestrian-friendly.
 - Creating a place for visitors to stay in this part of the CBD will bring lively ground-floor activities to the downtown areas as well as support commercial growth in these districts.
 - The scale of the proposed development will establish gradual transitions between small-scale and larger-scale development along St. Charles Ave reinforcing it as a main artery for the City of New Orleans.
 - Ensure harmonious infill by strategies such as respecting scale and massing.
 - Design new neighborhoods by integrating them into existing street grids; establishing transitions in scale and density from surrounding areas

MIXED-USE DOWNTOWN CORE NEIGHBORHOOD:
 Goal: Encourage and support a compact, walkable, transit-oriented, mixed-use neighborhood at the core of the city.
 Range of Uses: A mix of residential, office, commercial, hotel, retail, and service uses.

CURRENT ZONING:
 ZONING DISTRICT: CBD-7 - Central Business District
 INTERIM ZONING DISTRICT: Lafayette Square/Warehouse District Refined Height Plan Interim Zoning District HI-5 District.

- HI-5 REQUIREMENTS:**
1. Height limit 65 feet
 2. 5-stories in 65 feet

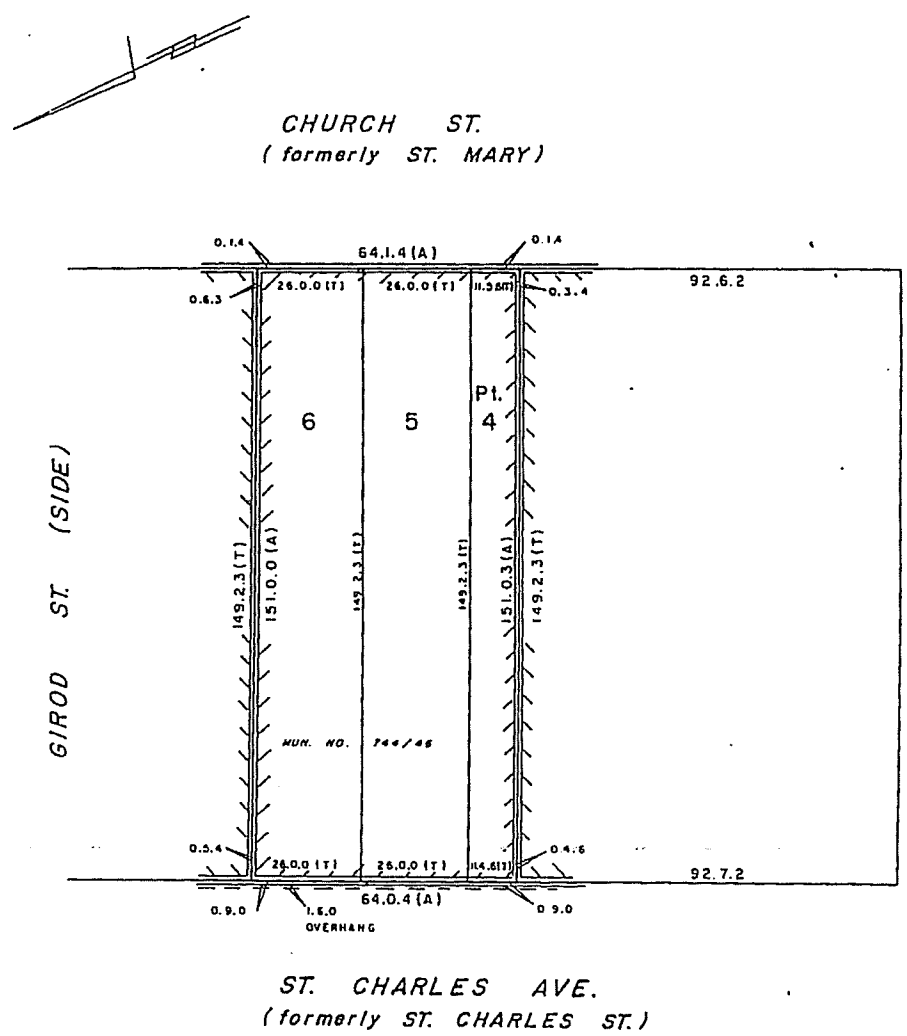
IZD WAIVER REQUEST

1. An additional 20 feet of height to 85 feet
2. An additional 3-stories for a total of 8-stories in 85 feet
3. The City of New Orleans Master Plan recommends: "A mix of residential, commercial, hotel, retail, and service uses" for the 'Downtown Core Neighborhood'. This proposed project contains four of these uses. This proposed development would be happy to build within the 5 story, 65 foot limit but those standards do not yield an economically feasible project. This is not because the land costs are too high. It is because the lot sizes available within the HI-5 District cannot yield enough buildable area to make the development economics work. Developers are finding out that given the property sizes available in the HI-5 District, 7 and 8 stories are required to make a project bankable. Therefore, there is a flow in the IZD logic. If the City of New Orleans wants to encourage economic development to create a vibrant downtown core it needs to allow slightly more buildable square footage in the HI-5 District for a project to be feasible. The request for 85 feet still meets the intent of the Lafayette Square Upper CDB Height Study.

SURVEY
 744 ST. CHARLES | NEW ORLEANS
 SEPTEMBER 19, 2014

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LEGEND: (A) = ACTUAL
 (T) = TITLE



SURVEY



HEIGHT AREA & BULK REQUIREMENTS FOR CBD-7

1. Section 6.8 - table 6.H outlines a Maximum FAR for Mixed Buildings of (8) (PER ZONING VERIFICATION FROM CITY OF NEW ORLEANS ZONING ADMINISTRATION)

Ground Floor including Site	=	9,536
Floors 2 thru 8 (8,424 each)	=	68,968
Total Square Footage	=	68,504
FAR (68,504/9,536)	=	7.2
2. Section 6.8 - table 6.H outlines a minimum rear building setback of lowest residential floor of 20 ft. Letia Manoucheht, Assistant Zoning Administrator, from the Department of Safety and Permits waived the rear yard setback since the site abuts two rights-of-way.
3. Section 6.8 - table 6.H outlines a required open space of 0.10.
 - a. No open space is required on the ground floor, however a roof-top courtyard is provided on the second floor equalling 793 square feet.
 - b. **Open Space (9,536/793) = .1203**
 - c. **Lafayette Square / Warehouse District Refined Height Plan IZD (HT-5 District):**
 - d. **5-stories in 65 feet**

OFF-STREET PARKING REGULATIONS FOR CBD-7

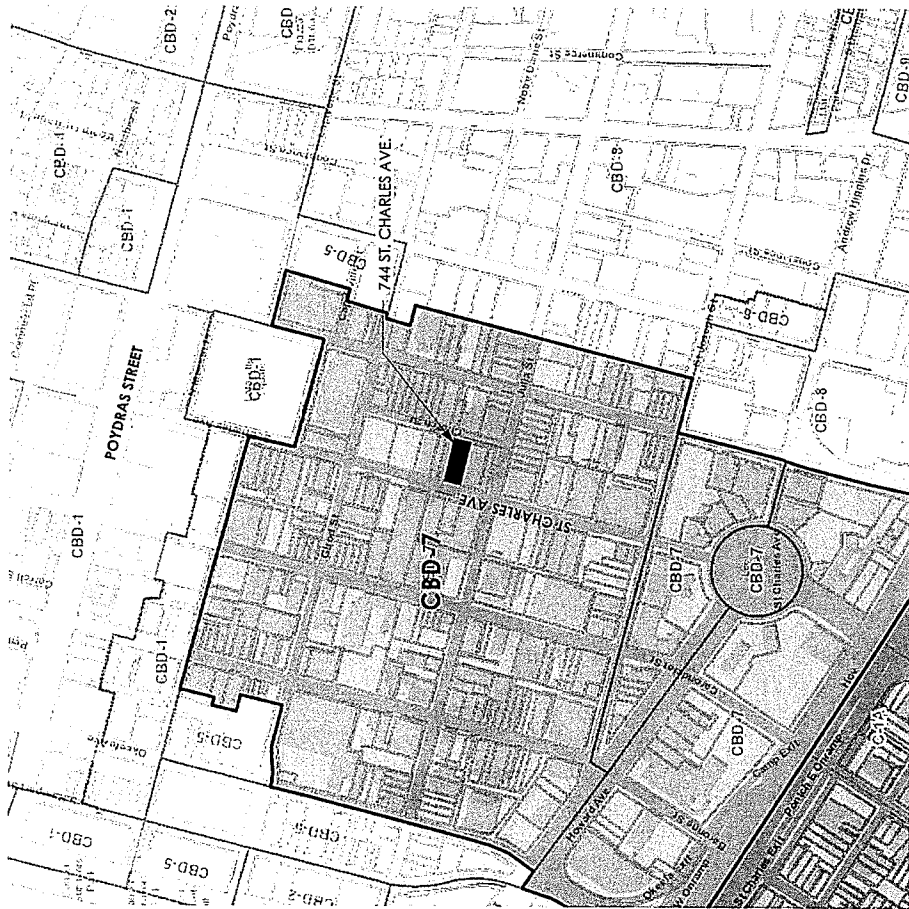
1. Section 15.2 - table 15.C outlines for Hotels, motels, motor lodges, or tourist homes (1) parking space per (3) dwelling units or suites is required.
 - a. The proposed hotel currently holds 96 guestrooms
 - b. **Required Off-Street Parking (96/3) = 32**
 - c. In order to provide 32 parking spaces the hotel will utilize Joint Use and Off-Site Facilities.
 - d. All parking spaces required will be located within 300 feet (Section 15.2.4) of the main building.
2. Section 15.2 - table 15.C outlines for Two, Three, & Four-Family Dwelling no parking spaces are required.
3. Section 15.2 - table 15.C outlines for Restaurant or other establishment for consumption of food or beverages on the premises (1) parking space per 800 sq. ft. of floor area.
 - a. The proposed Restaurant is 1,147 sq. ft.
 - b. **Required Off-Street Parking (1,147/800) = 2**
 - c. In order to provide 2 parking spaces the hotel will utilize Joint Use and Off-Site Facilities.
 - d. All parking spaces required will be located within 300 feet (Section 15.2.4) of the main building.
4. Section 15.2 - table 15.C outlines for Retail store or personal service establishment and banks (1) parking space per 600 sq. ft. of floor area is required.
 - a. The proposed Shop is 840 sq. ft.
 - b. **Required Off-Street Parking (840/600) = 2**
 - c. In order to provide 2 parking spaces the hotel will utilize Joint Use and Off-Site Facilities.
 - d. All parking spaces required will be located within 300 feet (Section 15.2.4) of the main building.
5. **Total spaces required = 36. Offsite parking has been secured. (see page 10)**

OFF-STREET LOADING REGULATIONS FOR CBD-7

1. Section 15.3 - table 15.G outlines for apartment buildings, apartment hotels, hotel offices, or office buildings, hospital or similar institutions, places of public assembly between 10,000-100,000 square feet (2) loading spaces are required.
 - a. Minimum size for a loading space shall be 540 square feet, with a minimum width of twelve (12) feet, and a minimum depth of thirty-five (35) feet, and a vertical clearance of at least fourteen and one-half (14.5) feet.
 - b. **One (1) loading space is provided. A waiver of one (1) loading space will be requested from the City.**

TRAFFIC IMPACT ANALYSIS (TIA) FOR CBD-7

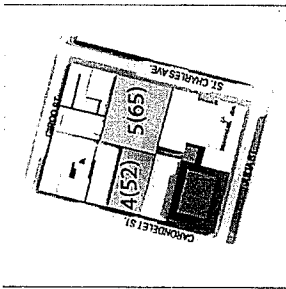
1. Section 6.12.1 requires a building renovation and addition that creates 50,000 square feet or more of total aggregate floor area and generate ten (10) percent more trips than the existing development, provide a TIA.
 - a. The overall building square footage added equals 58,968 square feet. Therefore, a TIA will be required.
 - b. **TIA is scheduled to commence once construction on Grad St. has been completed**



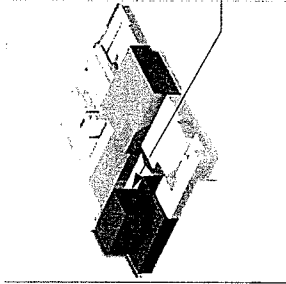
ZONING CBD-7
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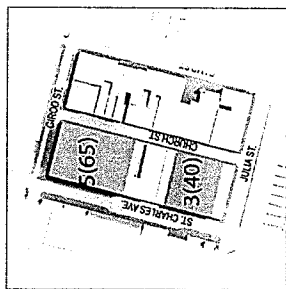


BLOCK 26 - PLAN

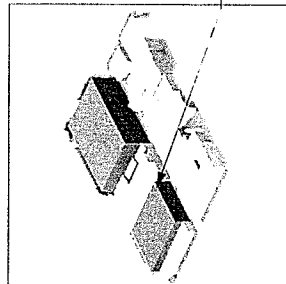


BLOCK 26 - 3D

PROPERTY GRANDFATHERED IN IS ALLOWING AT CURRENT ZONING REGULATION OF 125'

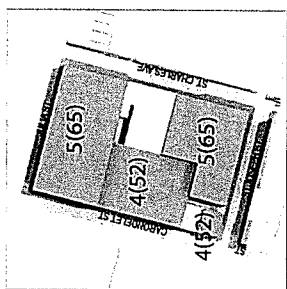


BLOCK 27 - PLAN

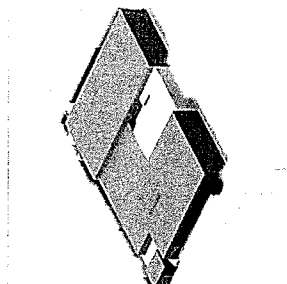


BLOCK 27 - 3D

SUBJECT PROPERTY



BLOCK 35 - PLAN



BLOCK 35 - 3D

The images on this sheet are directly from the Lafayette Square Upper CBD Height Study. In the "Policy Recommendations," the Task Force recommended a "contextual height strategy" for future development. Illustrated on this page are Blocks 26, 27, 35. Block 27 is the block of the subject property. Blocks 26 & 35 are adjacent blocks. Blocks 16 & 17 are not shown as these blocks are developed and already contain buildings in excess of 10 stories (see pages 05,06,07). These images are being shown in this submittal in order to evidence the assumptions made by the Lafayette Square Upper CBD Height Study (the source document for the Lafayette Square Warehouse District Refined Height Plan IZD) and to assist the City of New Orleans Planning Commission in better understanding what the future neighborhood will look like. The height assumptions of both the Lafayette Square Upper CBD Height Study and the Lafayette Square Warehouse District Refined Height Plan IZD are illustrated on Page 09. Page 09 clearly illustrates the proposed development will be contextually in conformance with the future height, area, and bulk of the immediate neighborhood.

Furthermore, as mentioned, the Lafayette Square Upper CBD Height Study Task Force recommended a "contextual height strategy" for future development. However, when the Lafayette Square Warehouse District Refined Height Plan IZD ordinance was enacted it contained a uniform height of 5 stories 65 feet. This is in direct contrast to another concern of the Lafayette Square Upper CBD Height Study Task Force which concluded that the massing studies based on the Unified New Orleans Plan (UNOP) were too uniform.

In response to the "UNOP Citizen Provided" massing study the report stated:

"The task force appreciated this level of detail, but was still disappointed by how the massing variety and texture of the study area's core was lost in the lingering "broad sweep" approach within the large zoning areas that comprised much of the two historic districts. Potential build-out of the area, they feared, would produce a product that was too homogeneous for what will hopefully become a vibrant and active district."

In response to the UNOP Published massing study the report stated:

"Drawbacks to this approach were, once again, a sense of 'vast uniformity that could take place in a full build-out scenario as well as a seeming incompatibility between the Warehouse District and the heights shown in that area."

The Lafayette Square Upper CBD Height Study Task Force recommends in:

Section 3.4.9 Urban Character:

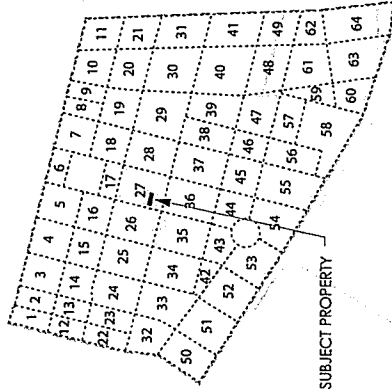
"Urban character should be enhanced through a diversity and juxtaposition of building types, heights, architectural details and materials. Vibrant urban places can take any number of tones, moods or formal expressions. The City of New Orleans, possibly more than any other in the country, celebrates and applauds the diversity of its residents and its cultural legacy. This attitude is reflected in the city's built environment as well as it is not uncommon to see buildings of completely different periods, very often with much different massing strategies occupying the same block face. This type of diversity and juxtaposition is somewhat unique to New Orleans and should be promoted. Juxtapositions of 2-3 stories between adjacent buildings are common throughout the study area and, as such, have been retained in the proposed heights."

Section 3.3.4 Design Guidelines:

Design guidelines should be authored that oversee massing articulation, lot and block patterns, and quality of construction and materials. This is a complementary effort to this study and one that will assure the district that the new development it will receive will be of high quality and respectful to the vibrancy and history of the area. A well-designed building can, generally, be significantly taller while still managing a contextual appearance. Height recommendations made in this proposal assumed well-designed, quality development.

Section 3.4.1.6. Minimum Height:

No new structures less than three stories tall (40' approx.) should be allowed within the study area. Structures of two stories or less are not able to meet the typological needs of a vibrant and active urban neighborhood, nor do they contribute to a more active streetscape.



SUBJECT PROPERTY

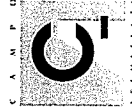
KEY BLOCK MAP

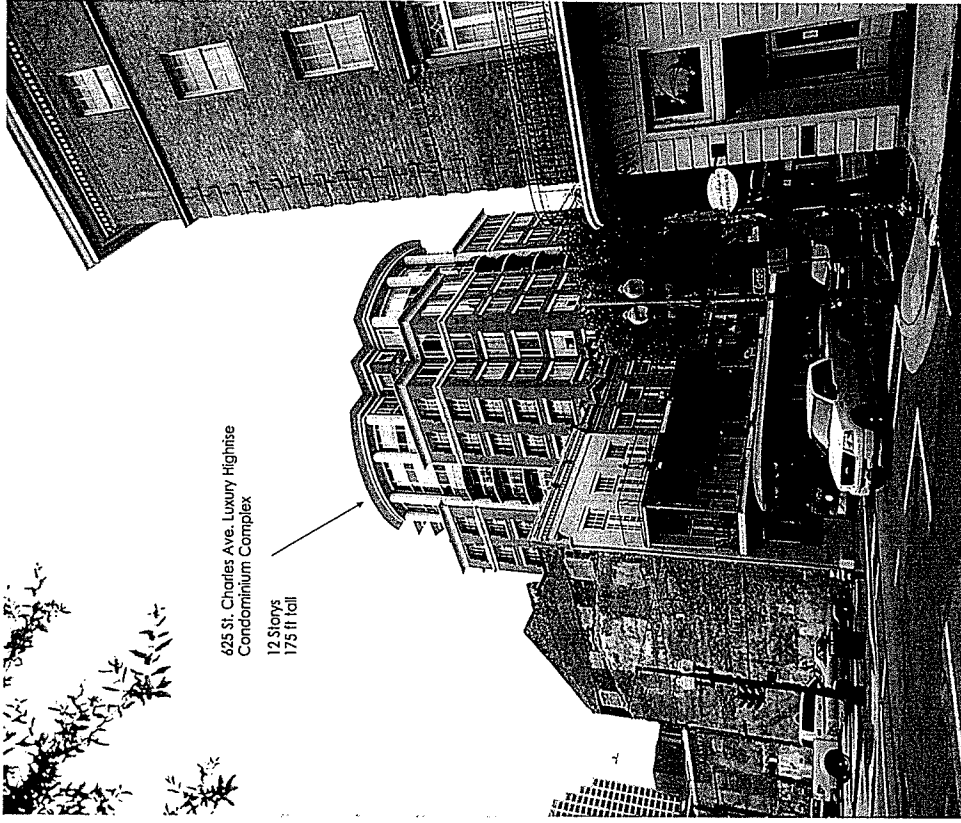
LAFAYETTE SQUARE UPPER CBD HEIGHT FINAL TASK FORCE RECOMMENDATIONS

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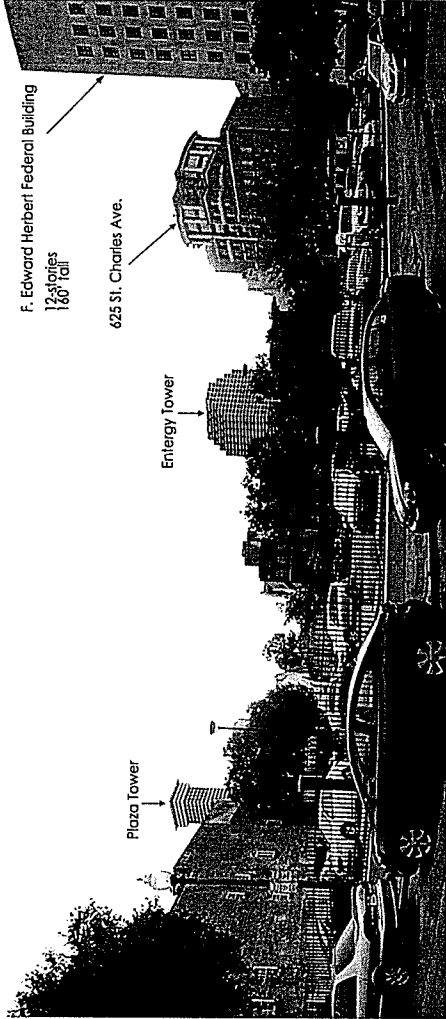
SEPTEMBER 19, 2014

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625 St. Charles Ave. Luxury Highrise
Condominium Complex
19 Stories
175 ft tall



F. Edward Herbert Federal Building
12 stories
180' tall

625 St. Charles Ave.

Energy Tower

Plaza Tower

Taller buildings exist in this area of the IZD and are a part of the neighborhood character



The immediate neighborhood around 744 St. Charles Ave is a dynamic mixture of scales and transitions. A variety of rhythm, proportion, scale. An interplay of modern and historic fabric. A gumbo of styles.

NEIGHBORHOOD CONTEXT IMAGES

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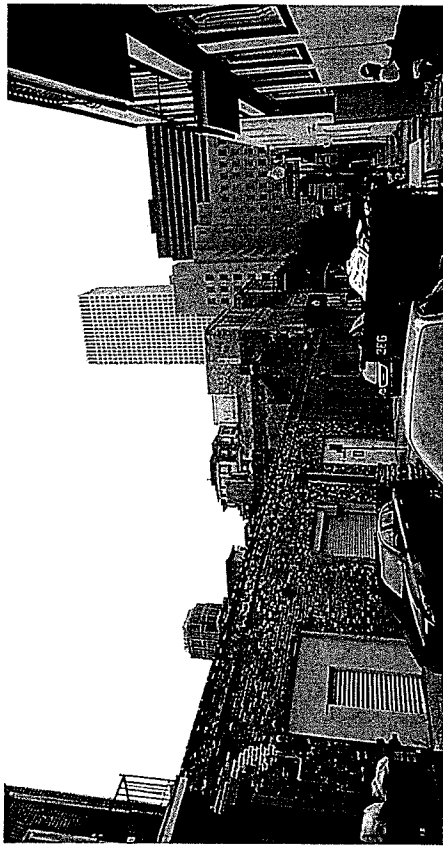


625 St. Charles Ave. Luxury Highrise
Condominium Complex

12-stories
175' tall



Taller buildings exist in this area of the IZD and are a part of the neighborhood character.

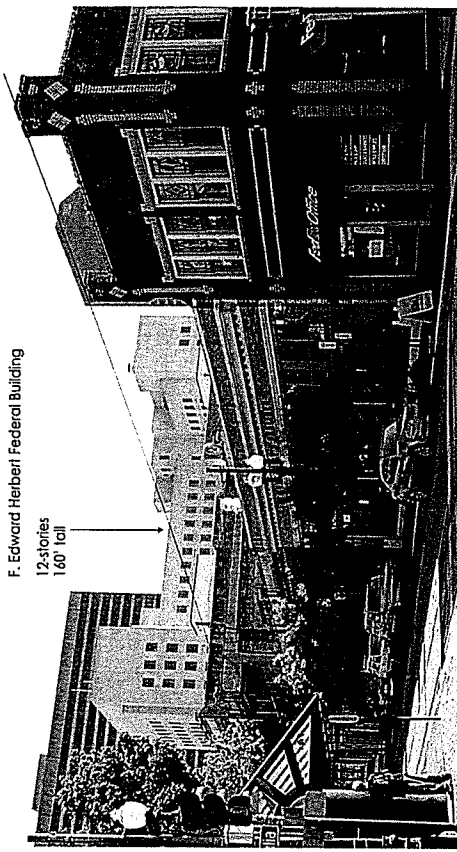


The urban fabric and business in the area will benefit from the rehabilitation of the existing building.



F. Edward Herbert Federal Building

12-stories
160' tall



This stretch of St. Charles serves as the connective tissue between the Central Business District and the Arts District of Downtown New Orleans. Developing this area will reinforce St. Charles Ave as a main thoroughfare and connect visitors with these destinations.

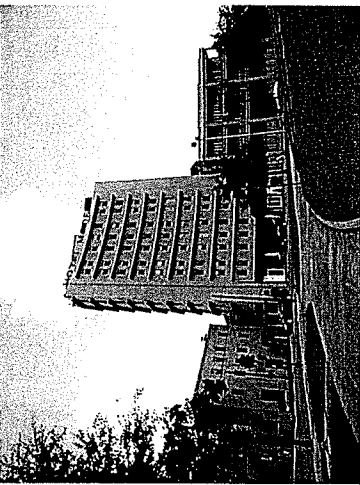
NEIGHBORHOOD CONTEXT IMAGES

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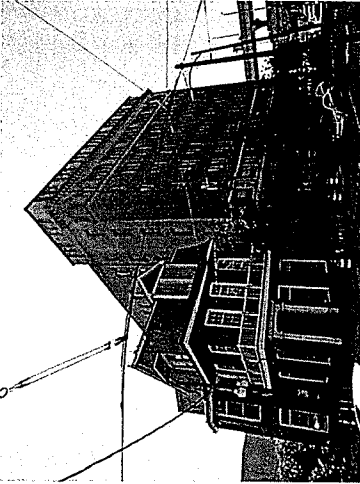
SEPTEMBER 19, 2014

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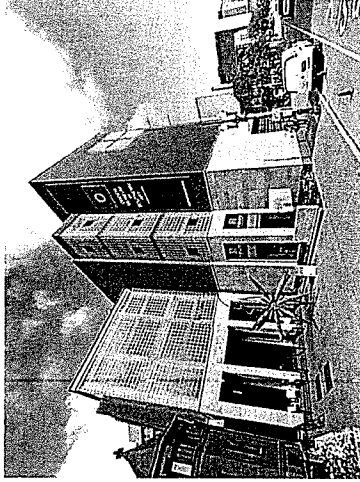




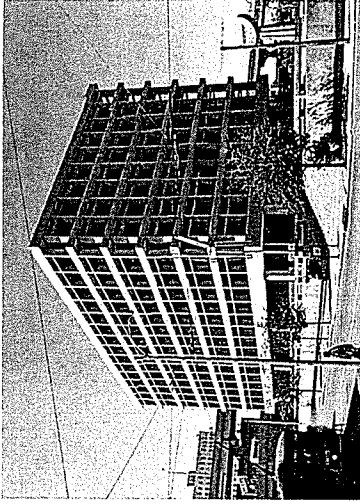
Hotel Modern
Number of Floors: 10
Height: 129 ft



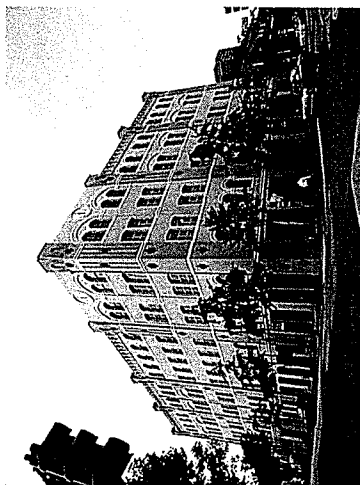
Tivoli Place Apartments
Number of Floors: 8
Height: 105 ft



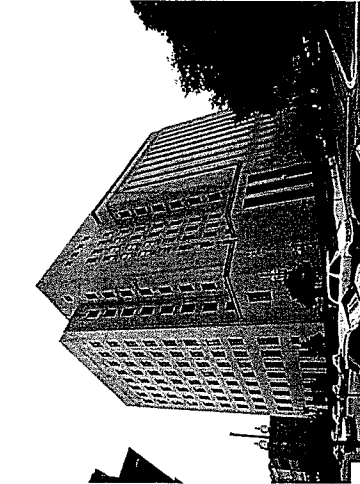
The Odgen Museum
Number of Floors: 5
Height: 60 ft



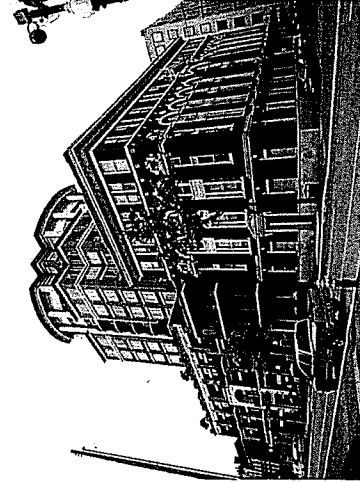
K&B Plaza
Number of Floors: 8
Height: 90 ft



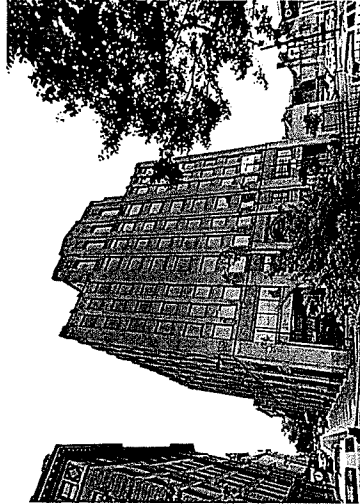
Lo Bell Creole Factory
Number of Floors: 5
Height: 65 ft



Edward Hebert Federal Building
Number of Floors: 12
Height: 166 ft



625 St. Charles Avenue
Number of Floors: 12
Height: 175 ft



600 Carondelet St.
Number of Floors: 9
Height: 122 ft

(FOR LOCATION OF BUILDINGS SEE PAGES 6 & 8)

NEIGHBORHOOD CONTEXT IMAGES

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Note:

These properties are also identified in the Lafayette Square/Upper CBD Height Plan

Properties highlighted in purple are currently for sale and will be developed.

Properties highlighted in teal are prime locations for ground up development that will strive for the 65' height maximum or greater.

****Please Refer Back to Pages 3 and 9**



POTENTIAL NEW DEVELOPMENTS UP TO 65'
POTENTIAL ADDITIONS TO EXISTING BUILDINGS UP TO 65'

AERIAL VIEW TO UPTOWN

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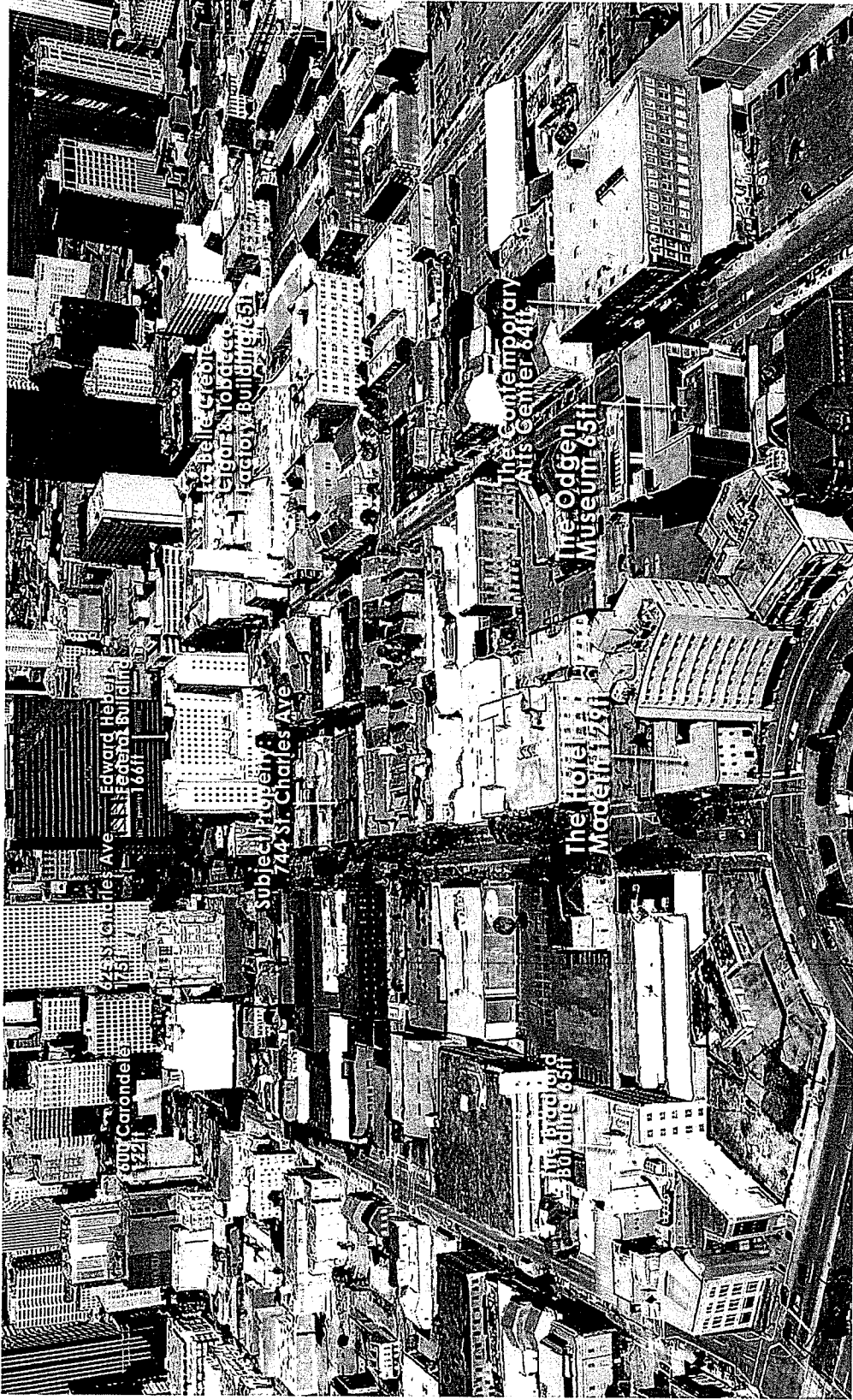
Note:

These properties are also identified in the Lafayette Square/Upper CBD Height Plan

Properties highlighted in purple are currently for sale and will be developed.

Properties highlighted in teal are prime locations for ground up development that will strive for the 65' height maximum or greater.

****Please Refer Back to Pages 3 and 9**



POTENTIAL NEW DEVELOPMENTS UP TO 65'
POTENTIAL ADDITIONS TO EXISTING BUILDINGS UP TO 65'

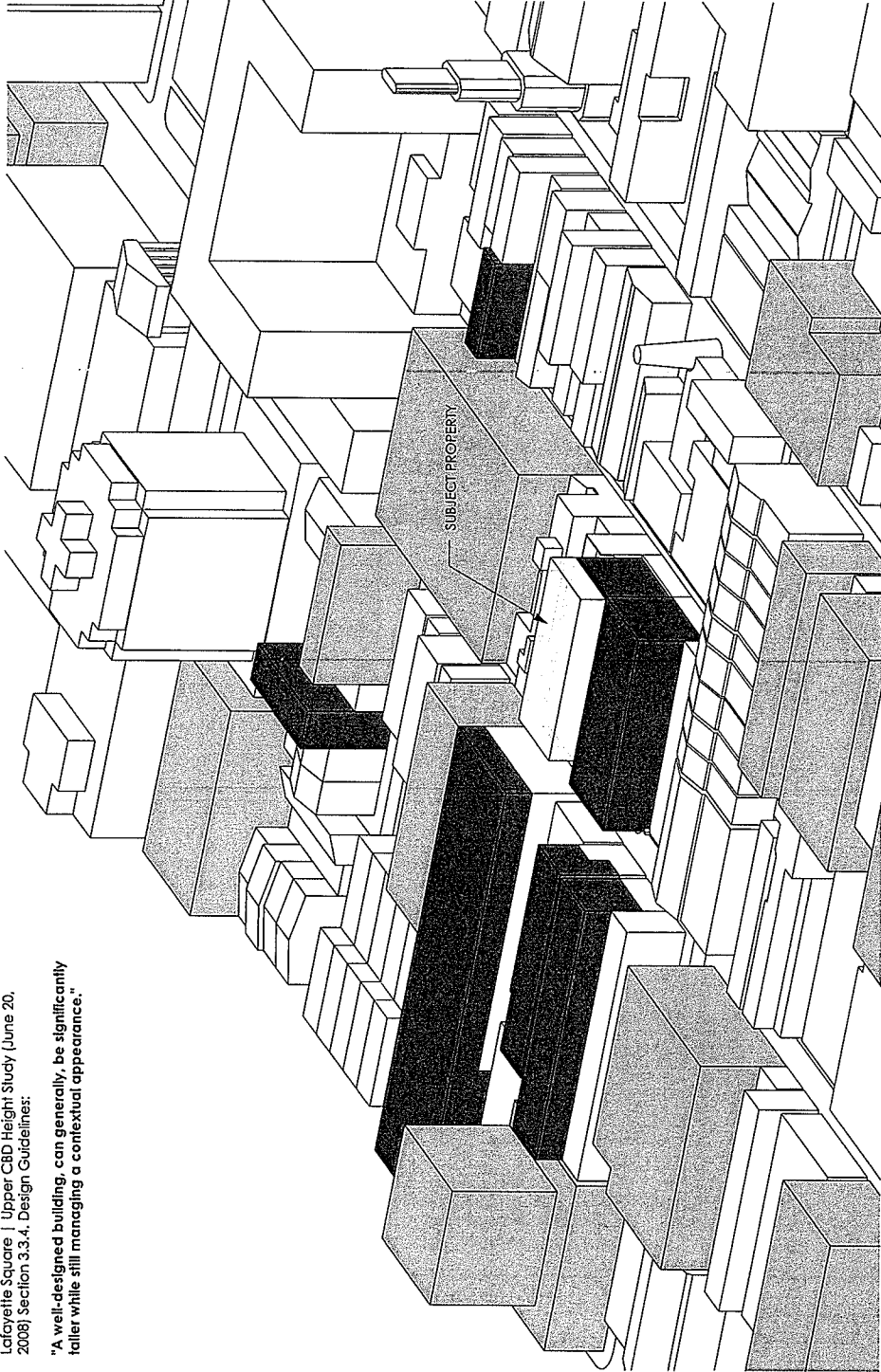
AERIAL VIEW TO DOWNTOWN

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"A well-designed building, can generally, be significantly taller while still managing a contextual appearance."



EXISTING BUILDING HEIGHTS
 POTENTIAL NEW DEVELOPMENTS UP TO 65'
 POTENTIAL ADDITIONS TO EXISTING BUILDINGS UP TO 65'
 REQUESTED 20' HEIGHT VARIANCE
 (SEE NARRATIVE ABOVE & PAGE 3)

MASSING STUDY OF PROPOSED & POTENTIAL FUTURE DEVELOPMENT

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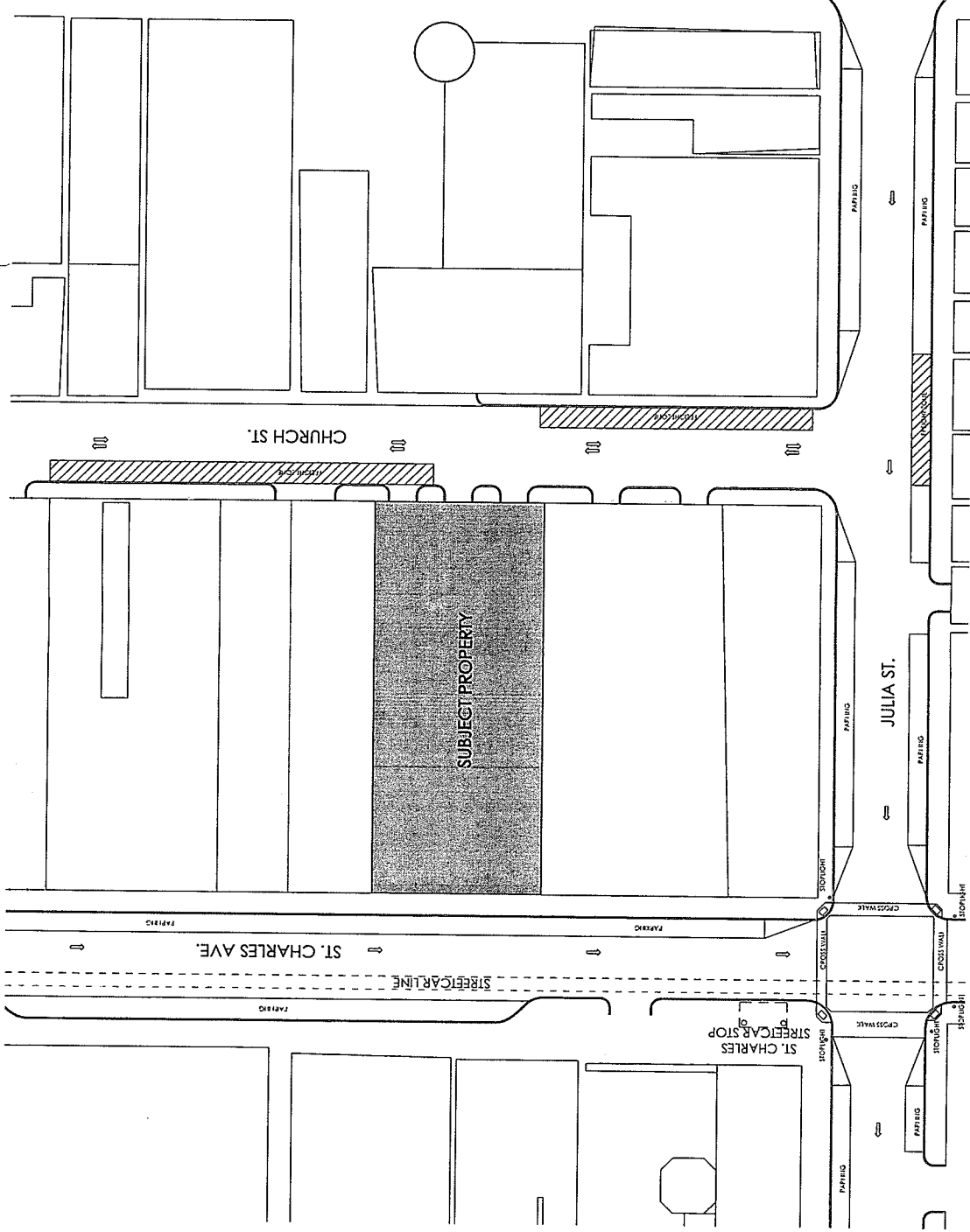
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The source of the new building massing illustrated on this sheet are based on the following:

1. Assumptions presented in the Lafayette Square Upper CBD Height Study (the source document for the Lafayette Square/Warehouse District Refined Height Plan IZD) or properties that would likely be subject to new development at some time in the near future.
2. Properties that are currently on the market for sale.
3. Proposed developments "in progress" at the time of this submittal.
4. Note also that the Lafayette Square Upper CBD Height Study recommended a block by block contextual approach to the Lafayette Square/Warehouse District Refined Height Plan IZD (See Page 03 of the waiver request). However, when the Lafayette Square/Warehouse District Refined Height Plan IZD ordinance was enacted it contained a uniform height of 5 stories 65 feet. The allowed building heights of the actual Lafayette Square/Warehouse District Refined Height Plan IZD are illustrated in this 3d massing diagram.

This massing diagram clearly illustrates the proposed development will be contextually in conformance with the future height, area, and bulk of the immediate neighborhood.
 (SEE STREET ELEVATIONS PAGES 16 & 17)

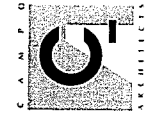
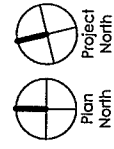




EXISTING VEHICULAR TRAFFIC PATTERNS
 744 ST. CHARLES | NEW ORLEANS
 SEPTEMBER 19, 2014

SCALE: 1" = 40'-0"
 PAGE 10

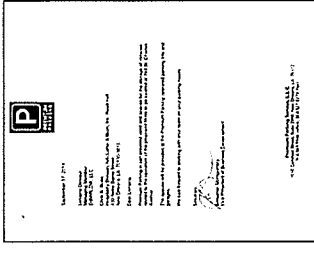
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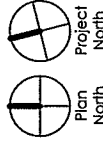
Campe Architects conducted preliminary discussions with the City of New Orleans Department of Public Works (DPW) regarding the vehicular needs for the project. One concept proposed to DPW is to utilize Church Street as the primary vehicular and passenger drop off and pick-up zone (variety) and to use St. Charles Avenue as a limited passenger drop-off zone. However, DPW stated they would not approve this plan and recommended utilizing the existing parking area along St. Charles Avenue with the loading zone in the rear.

The plan illustrated on this sheet follows that recommendation. The adjacent plan provides for vehicular & passenger drop-off and pick-up within the property lines on St. Charles Avenue. Also on St. Charles the plan proposes to assign a two space taxi cab zone on the opposite side of the street toward Girod. This taxi zone would service the entire block (including the proposed 6 story condominium by another developer).

On Church Street a loading zone and a secondary passenger drop-off with ADA compliance are proposed. The project proposes to provide a loading dock internally but it was viewed impractical for trucks to be backing in on the narrow Church Street and blocking the street so an on-street loading zone at the existing curb cut is proposed. Additionally, it is proposed that there be no curb between the street and sidewalk to facilitate ADA drop-off and on-street loading.



OFFSITE PARKING LETTER
SECURED



Plan North
Project North

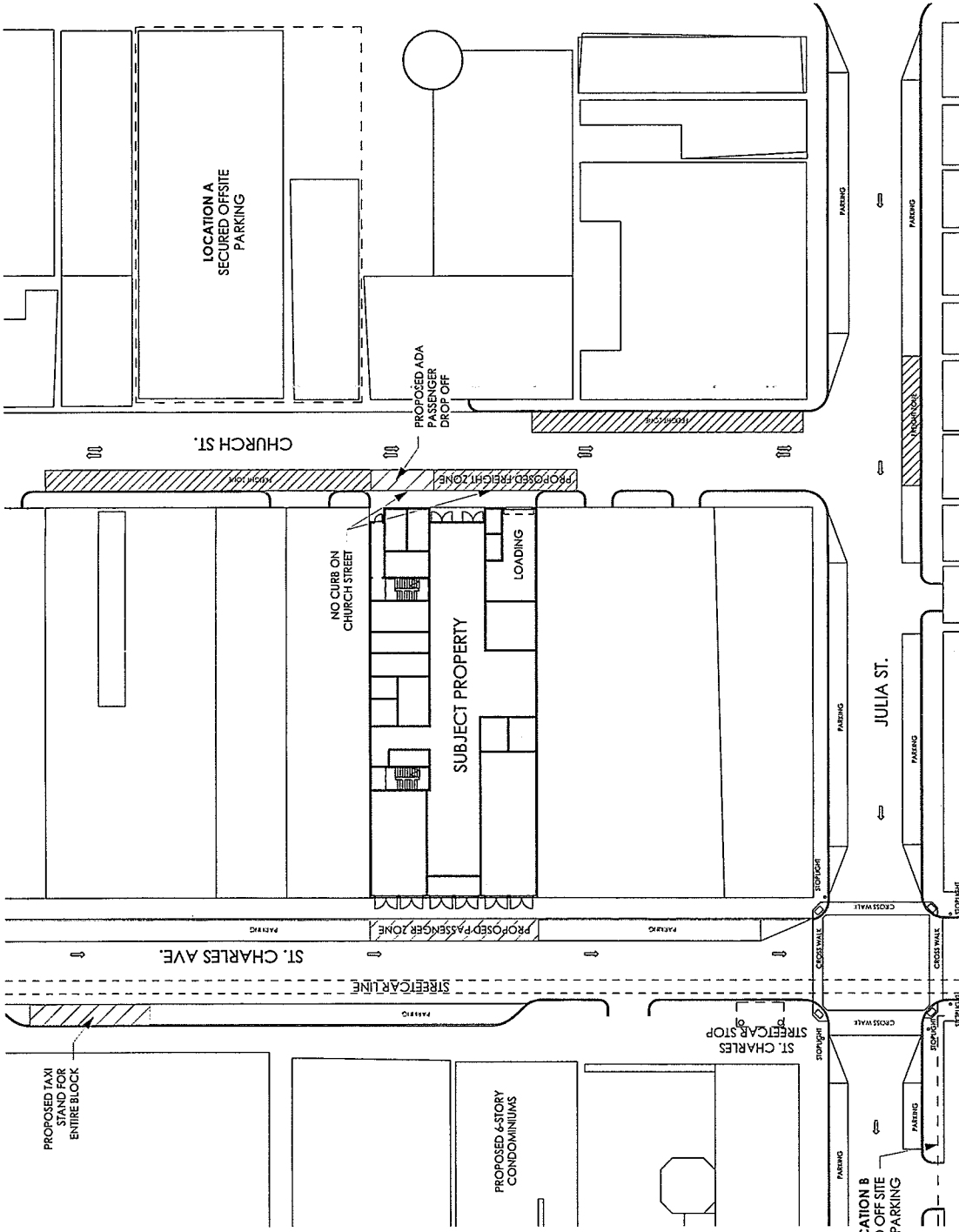
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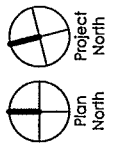
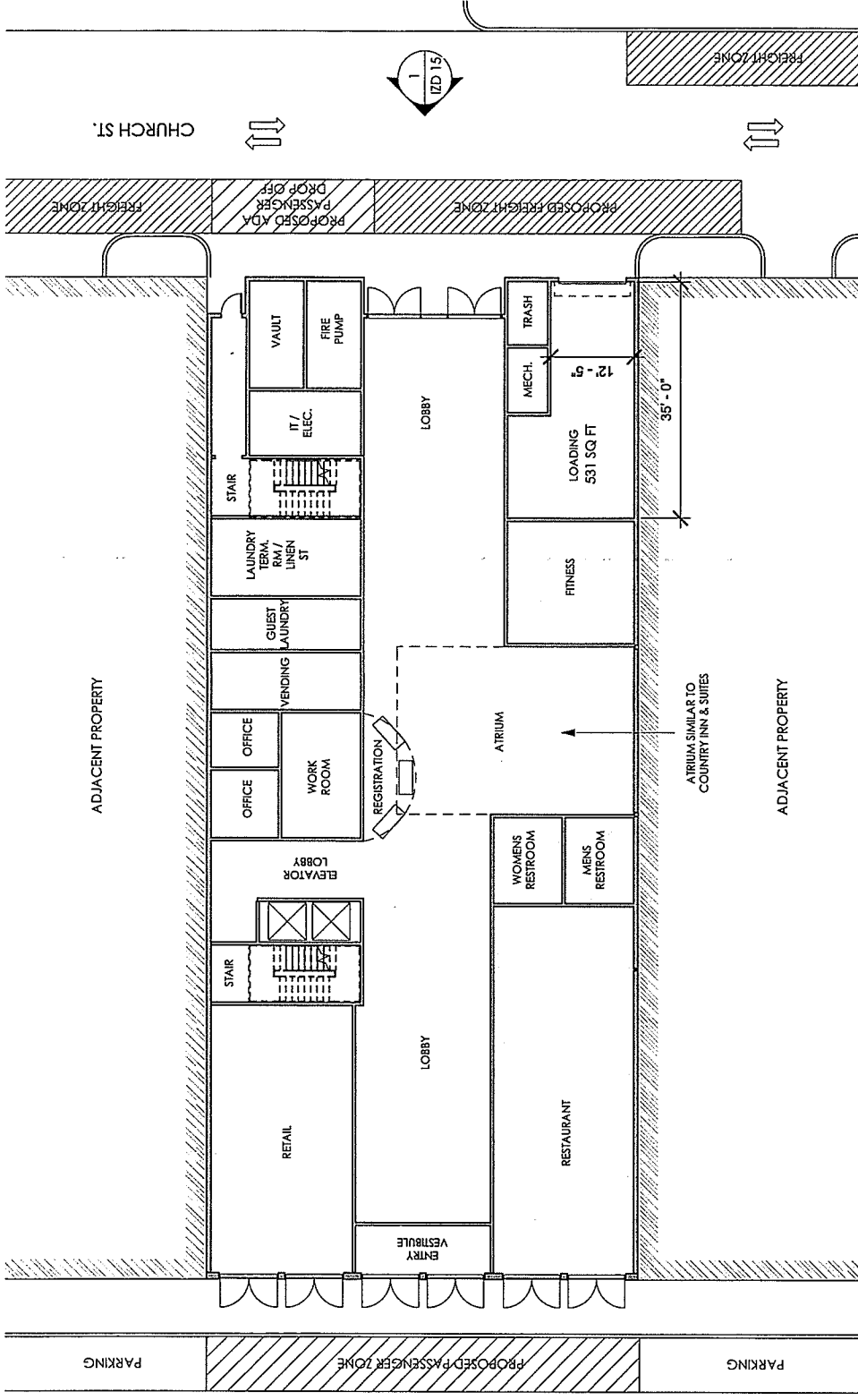
PROPOSED VEHICULAR TRAFFIC FLOWS

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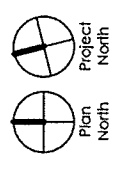
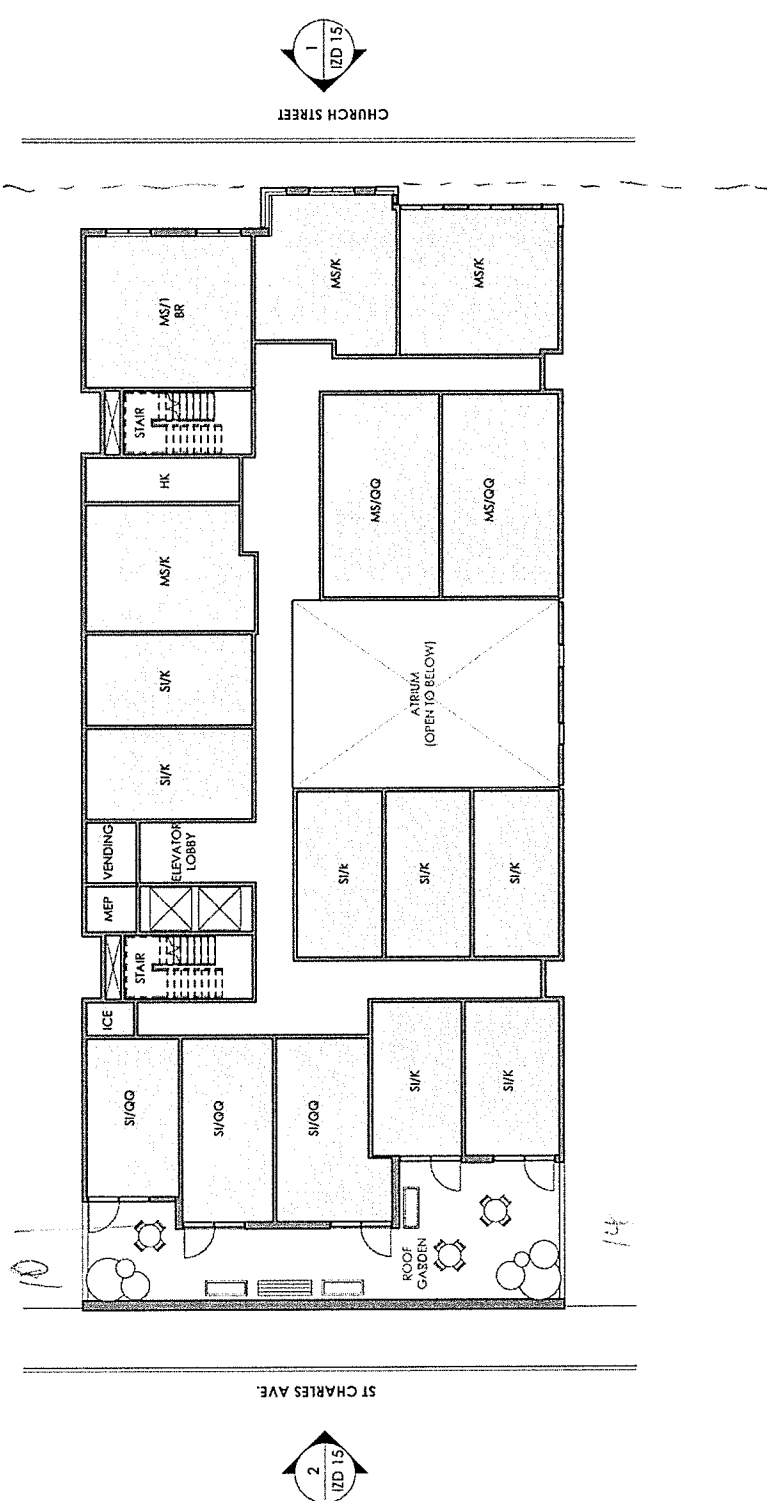
SCALE: 1/16" = 1'-0"

PAGE 12

- LEGEND
- BOH
 - CIRCULATION
 - PUBLIC

GROUND FLOOR PLAN
 744 ST. CHARLES | NEW ORLEANS
 SEPTEMBER 19, 2014

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LEGEND

- BOH
- CIRCULATION
- PUBLIC
- GUESTROOM

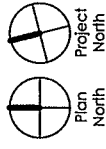
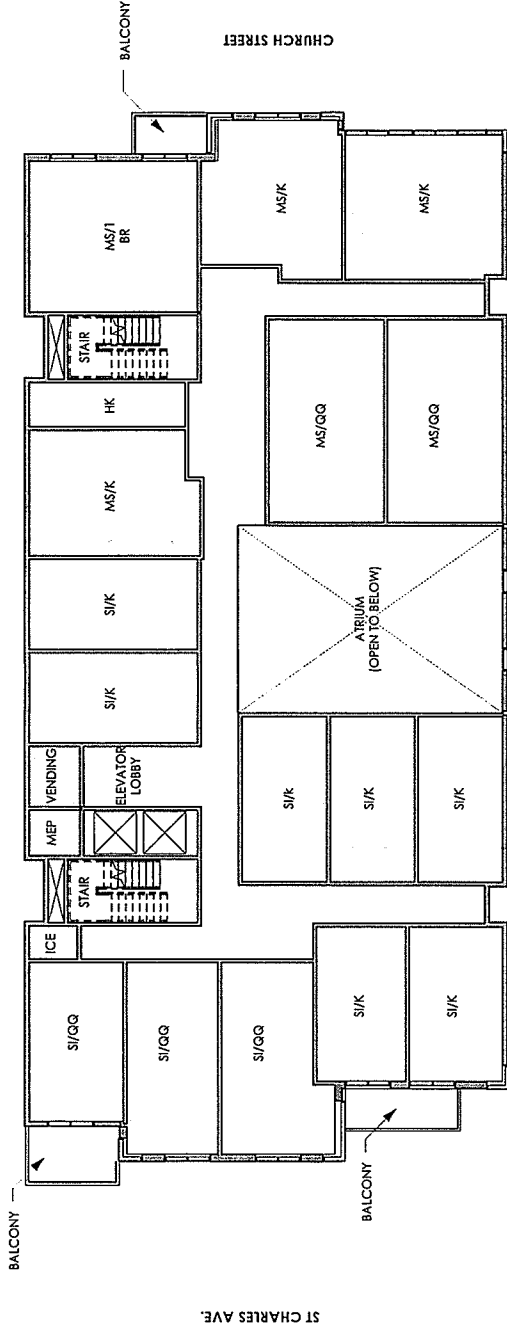
2ND FLOOR PLAN

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SCALE: 1/16" = 1'-0"



SCALE: 1/16" = 1'-0"

PAGE 13

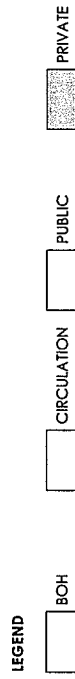
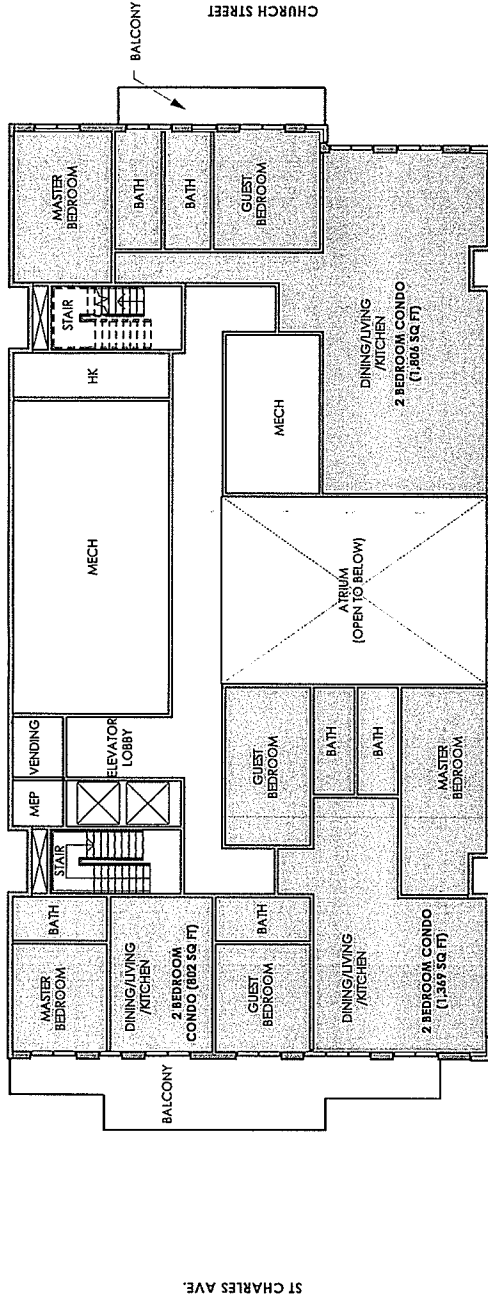
- LEGEND
- BOH
 - CIRCULATION
 - PUBLIC
 - GUESTROOM

TYPICAL FLOOR PLAN

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8TH FLOOR PLAN

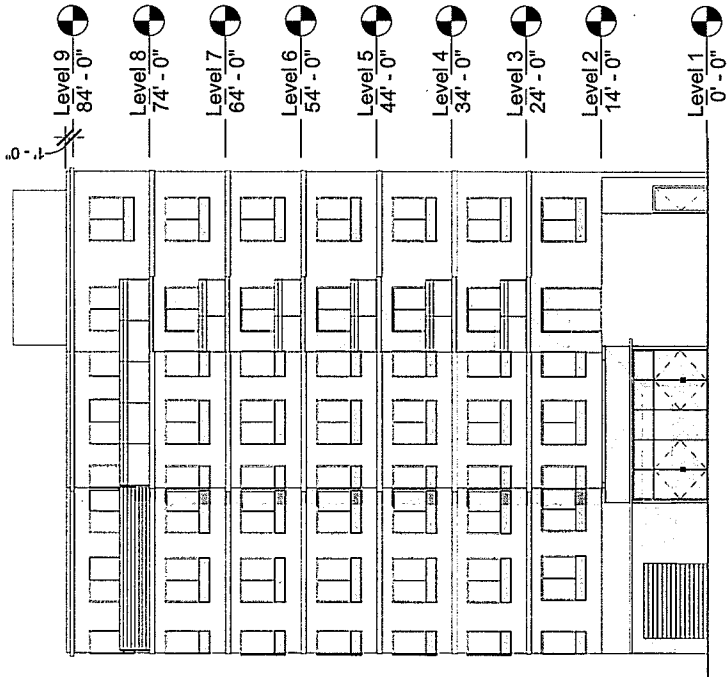
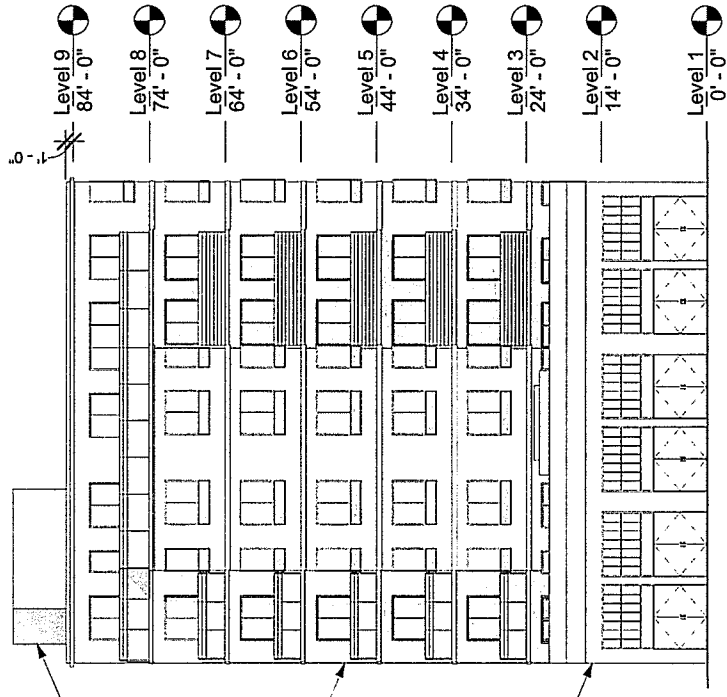
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SCALE: 1/16" = 1'-0"

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CHURCH STREET ELEVATION

ST CHARLES AVE ELEVATION

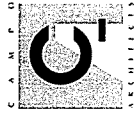
EXTERIOR ELEVATIONS

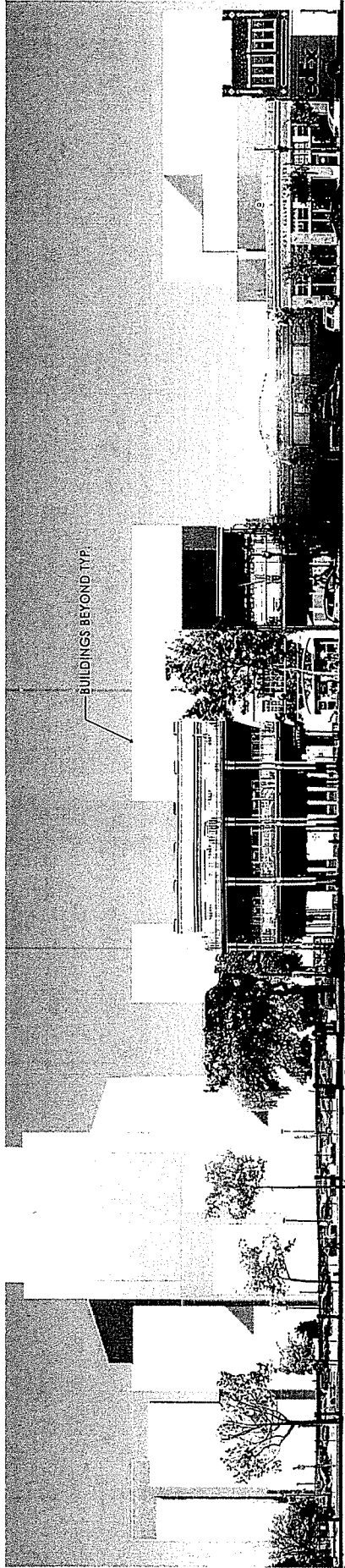
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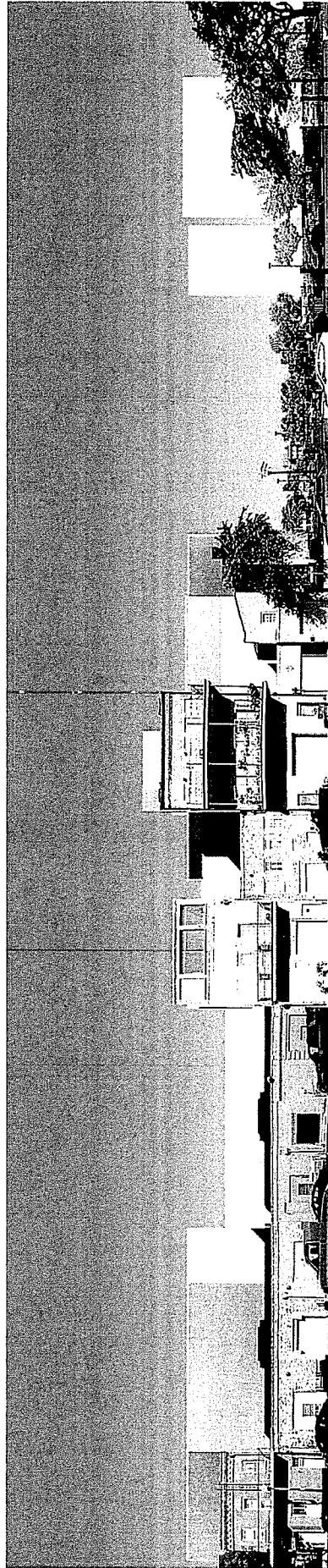
SCALE: 1/16" = 1'-0"

PAGE 15





ST CHARLES STREET ELEVATION



CHURCH STREET ELEVATION

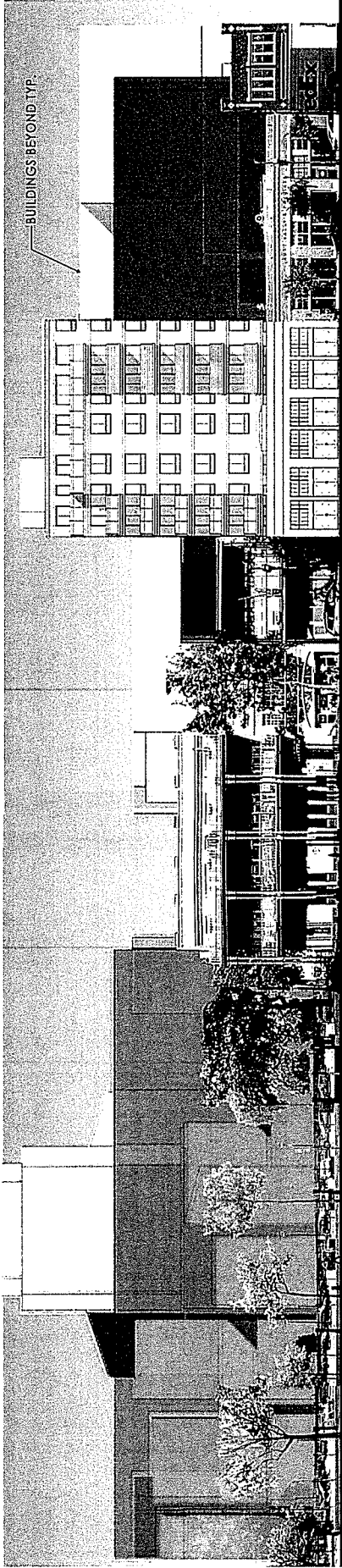
EXISTING STREET ELEVATIONS

744 ST. CHARLES | NEW ORLEANS

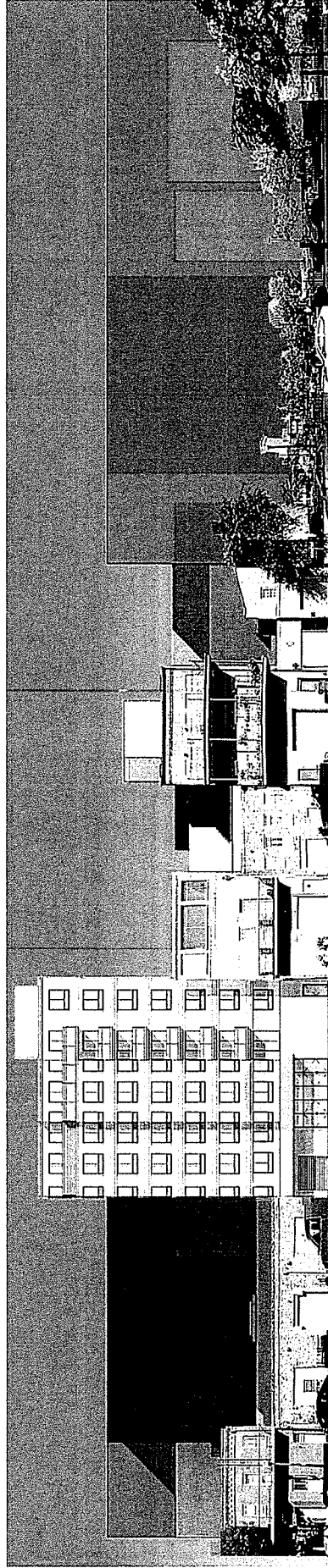
SEPTEMBER 19, 2014

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ST CHARLES STREET ELEVATION



CHURCH STREET ELEVATION

 POTENTIAL NEW DEVELOPMENTS UP TO 65'
 POTENTIAL ADDITIONS TO EXISTING BUILDINGS UP TO 65'

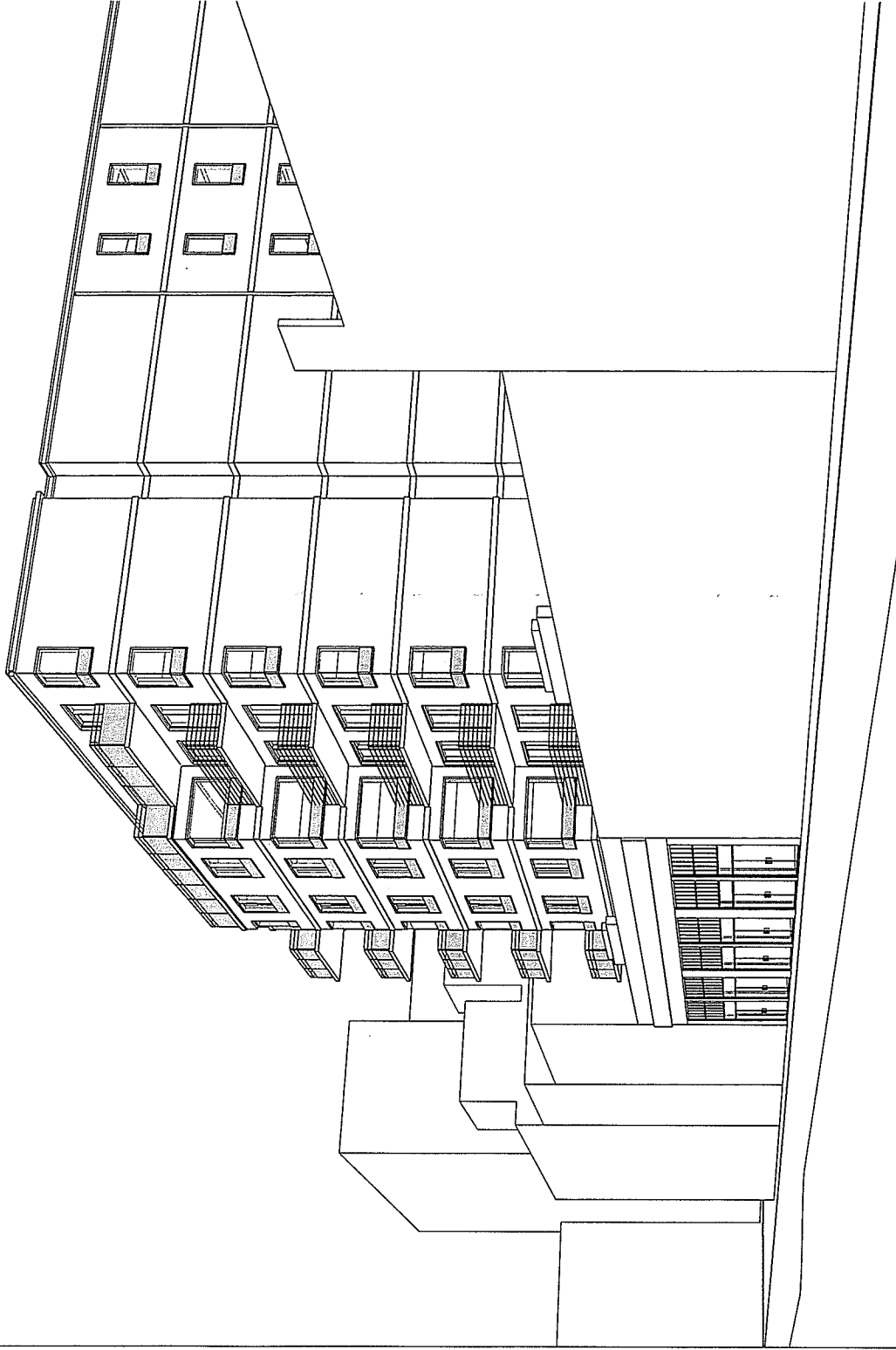
STREET ELEVATIONS OF PROPOSED & POTENTIAL FUTURE DEVELOPMENT (SEE NARRATIVE ON PAGE 9)

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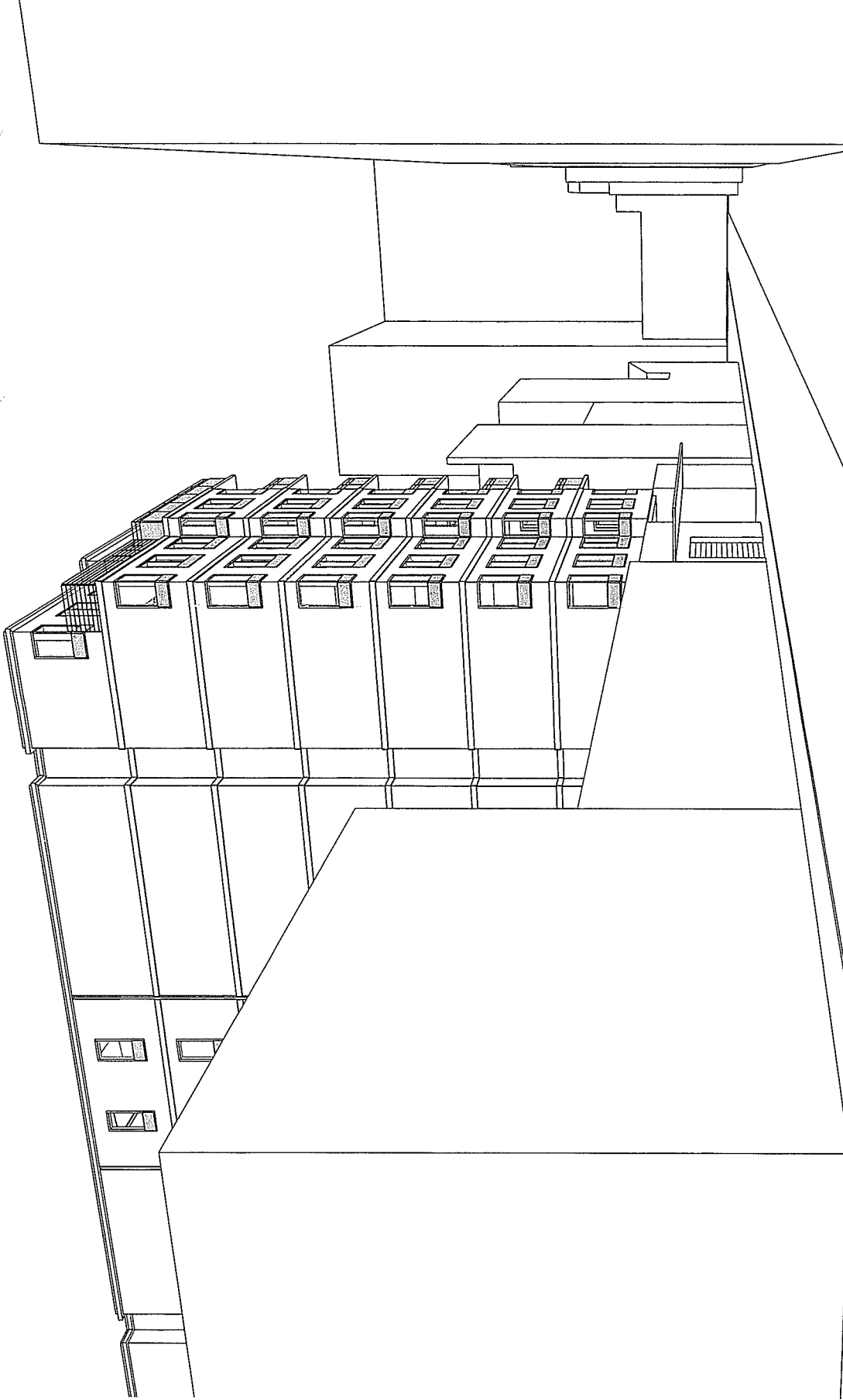
ST CHARLES AVE. PERSPECTIVE

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CHURCH ST. PERSPECTIVE

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210 120/14

MOTION

NO. M-14-430

CITY HALL: October 2, 2014

BY: COUNCILMEMBER CANTRELL 

SECONDED BY:

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 to consider an amendment to the text of Article 18 of the Comprehensive Zoning Ordinance No. 4264 M.C.S., as amended, and the designation of such on the corresponding zoning base maps of the City of New Orleans, to consider the establishment of the *Central Business District Height and Floor Area Ratio Interim Zoning District*, to prohibit the issuance of any permits within the above referenced Interim Zoning District, prior to design review and approval by City Planning Commission Staff, with the advice of the Historic District Landmarks Commission when a project is within their jurisdiction, subject to appeal to the City Council, that are in conflict with the figures attached hereto and incorporated by reference, for the area generally bounded by South Claiborne, the Pontchartrain Expressway, the Mississippi River and Iberville Street.

BE IT FURTHER MOVED BY THE CITY COUNCIL OF THE CITY OF NEW ORLEANS, That in the process of studying and reviewing the *Central Business District Height and Floor Area Ratio Interim Zoning District*, the City Planning Commission staff is directed to consider the following additional standards for incorporation into their recommendation:

- o The maximum building height on a lot is indicated in Attachment A: Maximum Building Height.
- o Those lots that are not subject to building height limits are subject to maximum floor area ratio (FAR) limits and are indicated in Attachment B: Maximum FAR.
- o The height designation of "75/125 ft & 6/10 Stories" in Attachment A is interpreted as follows: a height limit of six (6) stories and seventy-five (75) feet applies within twenty (20) feet of all property lines adjacent to any public right-of-way, and a height limit of ten (10) stories and one hundred twenty-five (125) feet applies to all other portions of the lot.

BE IT FURTHER MOVED BY THE CITY COUNCIL OF THE CITY OF NEW ORLEANS, That in the process of studying and reviewing the *Central Business District Height and Floor Area Ratio Interim Zoning District*, the City Planning Commission staff is directed and granted the flexibility to make all appropriate changes to the proposed regulations and any existing corresponding regulations in the Comprehensive Zoning Ordinance No. 4264 M.C.S., as amended, to establish consistency and continuity with the format of the existing zoning code, to add references wherever references are customary, needed and/or appropriate, to make the appropriate adjustments to clarify any ambiguities or mistakes, and to make adjustments deemed necessary in light of public testimony resulting from this study and review.

BE IT FURTHER MOVED, That in accordance with Article 16, Section 4.4(3) of the Comprehensive Zoning Ordinance, no agency of City Government shall accept applications for permits or licenses that are in conflict with the intent and provisions of the proposed *Central Business District Height and Floor Area Ratio Interim Zoning District* for properties contained within the aforesaid area during the consideration of this matter. Any such property that received a City permit or license prior to the passage of this Motion, however, shall not be subject to the provisions herein. The Interim Zoning District shall be in effect for a period of one year and is subject to extension as provided by Section 3-126 of the City Code. Any appeals shall be to the City Council in accordance with Article 16, Section 16.4.5(3) of the Comprehensive Zoning Ordinance.

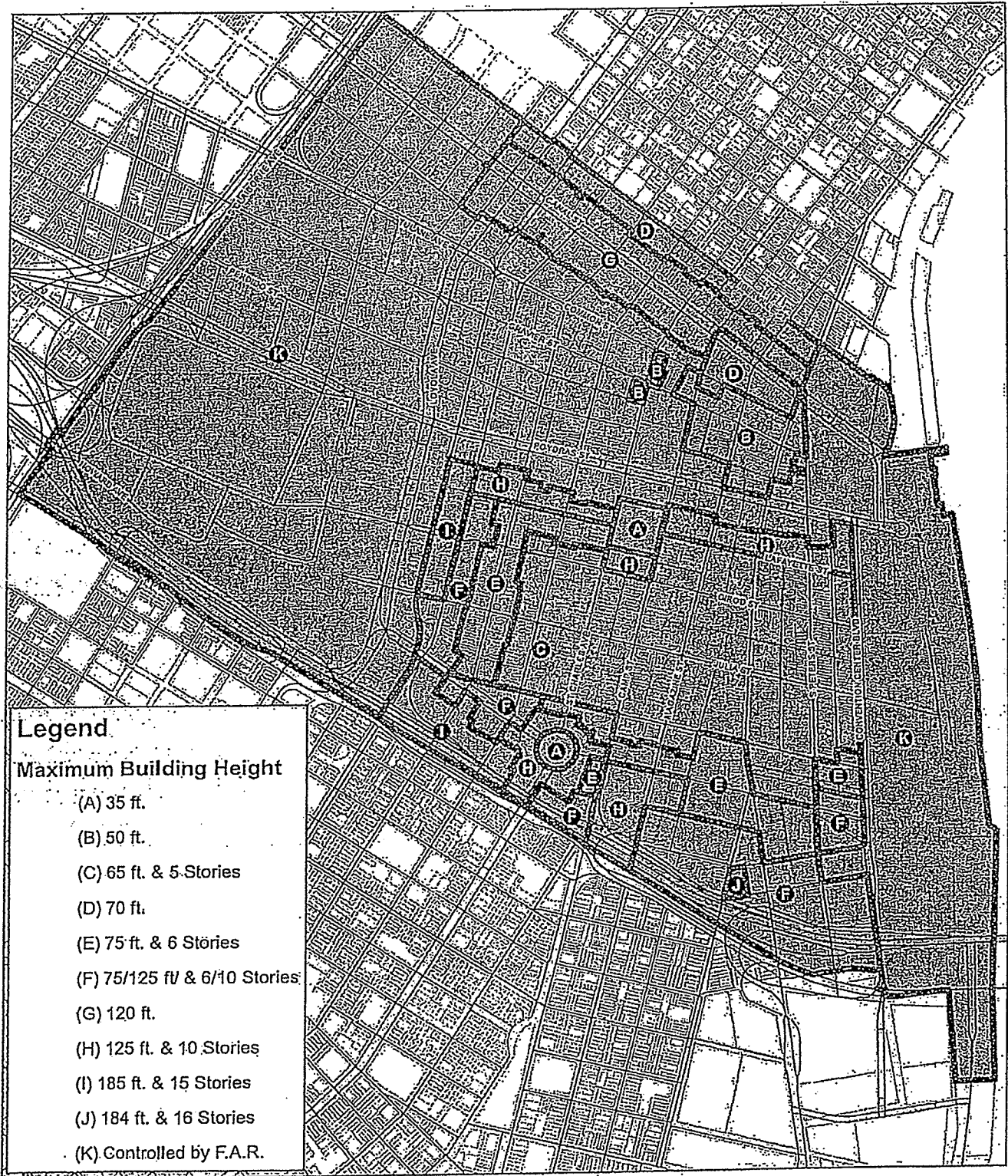
THE FOREGOING MOTION WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION OF THEREOF AND RESULTED AS FOLLOWS:

YEAS:

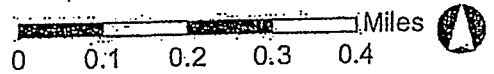
NAYS:

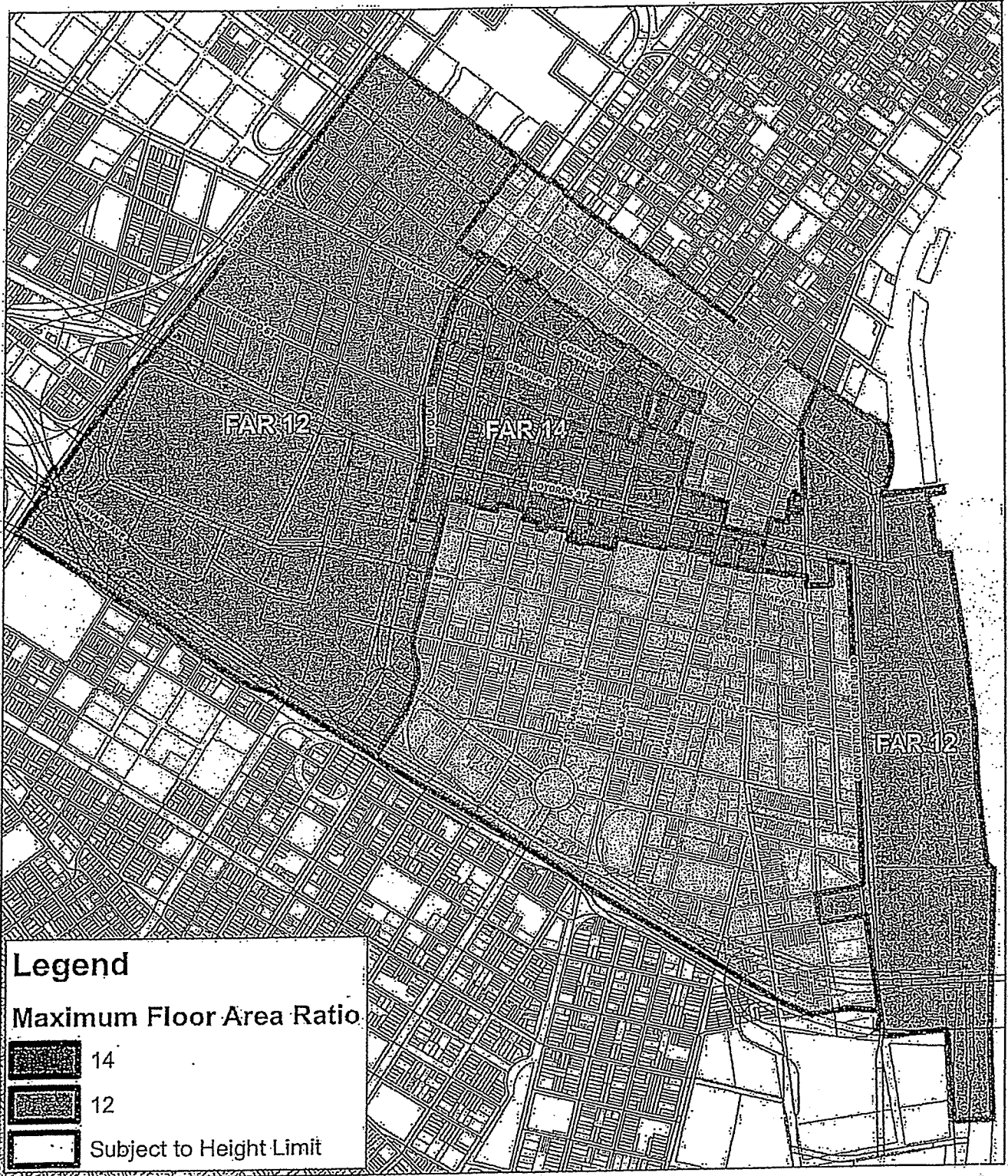
ABSENT:

AND THE MOTION WAS ADOPTED.

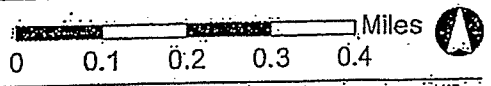


Maximum Building Height





Maximum Floor Area Ratio



B