

**City Planning Commission Meeting  
Tuesday, December 9, 2014**

**CPC Deadline: 01/23/15  
CC Deadline: 02/24/15  
Council District: A - Guidry**

---

**PRELIMINARY STAFF REPORT**

---

**To:** City Planning Commission  
**Zoning Docket:** 117/14

**Prepared by:** Dubravka Gilic  
**Date:** November 18, 2014

**I. GENERAL INFORMATION**

**Applicant:** ACV VII, LLC

**Request:** Request for an Amendment to Ordinance No. 19,400 MCS (Zoning Docket 061/99, which established a Conditional Use to permit the residential/commercial redevelopment of an existing industrial/warehouse complex -former American Can Company) to allow modifications to the site and structure, including the addition of a raised pedestrian walkway, new signage, the modification of storefront windows for the development's retail units, and the elimination of off-street parking spaces, in an LI Light Industrial District.

**Location:** The petitioned property is located on Parcel 1B or Squares 484, 485, 498, 499, and Pt. 511, all lots, in the Second Municipal District, bounded by Orleans Avenue, North Jefferson Davis Parkway, Toulouse Street, and North Cortez Street. The municipal address is 3700 ORLEANS AVENUE. (PD4)

**Description:** The proposal involves improvements to the Orleans Avenue side of the American Can mixed-use development. The modifications are intended to improve the appearance, visibility and accessibility of the retail spaces along Orleans Avenue. The improvements involve the addition of a raised pedestrian walkway along the retail part of the building, framed with an open air, industrial style aluminum mesh paneling that outlines and unifies the commercial corridor. The frame holds new signage that identifies the commercial corridor as "*The Docks At American Can Company.*" The proposal also calls for some modifications to the storefront windows to improve access and visibility. The addition of the raised walkway will result in the elimination of nine (9) parallel parking spaces. No other changes to the development are being proposed. The American Can structure is a designated landmark and all modifications to the building exterior are subject to review and approval by the Historic District Landmarks Commission.

**Why is City Planning Commission action required?**

The City Planning Commission is required to make a recommendation on all amendments to conditional uses prior to City Council action, in accordance with **Article**

**16, Section 16.6.4.1. *Planning Commission Recommendation* and Article 16, Section 16.6.7. *Amendment* of the Comprehensive Zoning Ordinance.**

## **II. ANALYSIS**

### **A. What is the zoning of the surrounding areas? What is the existing land use and how are the surrounding areas used?**

The petitioned property is the site of the American Can Apartments, located within an LI Light Industrial District. The American Can Apartments is a former industrial building that was granted a Residential Planned Community (RPC) District overlay in 1993 to allow its adaptive reuse for multiple-family residential purposes. In 1999, the RPC District was replaced with a CU Conditional Use. Abutting the LI District is an HI District that covers several squares located across North Cortez and Toulouse Streets from the subject site. This HI District is occupied mostly by industrial structures, some of which remain used for industrial and warehousing purposes and others which are now used for various commercial purposes, including a theater, a reception facility, a catering business, and a printing business.

These LI Light Industrial and HI Heavy Industrial Districts are located within the recently established Lafitte Greenway Revitalization Corridor Interim Zoning District<sup>1</sup>. This Interim Zoning District, which includes industrially zoned properties located along the Lafitte Greenway between Basin Street and North Alexander Street, has the effect of temporarily rezoning these industrial districts to C-1A General Commercial District and MU-A Mixed Use District.

A large LRD-2 Lakewood/Parkview Two-Family Residential District is located across Orleans Avenue; the district is bounded by Orleans and City Park Avenues and Moss Street. This District and the adjacent pockets of RD-3 Two-Family Residential District are developed primarily with single- and two-family wood frame residential structures dating from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, including a number of shotgun-style residences and raised bungalows. These residences typically have front setbacks that are generally between ten and twenty feet in depth, side yards ranging from three to about ten feet in width, and rear yards of varying depth. Some of these residences provide off-street parking on driveways located within side yards while others do not provide off-street parking and rely on on-street parking.

The petitioned site is also near commercial districts that are located along North Carrollton Avenue. A B-1A Neighborhood Business District and an LB-1 Lake Area Neighborhood Business District extend along North Carrollton Avenue between Toulouse and Orleans Avenue. They include a coffee shop and several professional offices in structures originally used for residential purposes interspersed among single-

---

<sup>1</sup> The creation of the Lafitte Greenway Revitalization Corridor Interim Zoning District was considered by the Commission under Zoning Docket 011/13.

and two-family residential uses. The B-1A District is abutted by a C-1 General Commercial District which extends along squares fronting North Carrollton Avenue between Toulouse Street and Bienville Avenue. This C-1 District features a more suburban development pattern, as it is divided into large parcels that allow for a number of large scale, automobile-oriented commercial uses, including a grocery store, a vacant "big box" home improvement store, and the Mid-City Market, a multiple-unit commercial development.

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

*Zoning:* 1929 - "J" Industrial District  
1953 - "L" Heavy Industrial District  
1970 – HI – Heavy Industrial District  
Current – LI Light Industrial District; Lafitte Greenway IZD

*Land Use:* 1929 – Heavy Industrial  
1949 - Heavy Industrial  
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?**

In the past five years, there have been the following requests for zoning changes and development approvals (including conditional uses and planned developments) for properties located within five blocks of the subject site:

**Zoning Docket 34/13** was a request for a Residential Planned Community (RPC) District overlay to permit a multiple-family residential development in an existing structure in an RD-3 Two-Family Residential District. The municipal address is 635 North Scott Street. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *This site is located one (1) block from the petitioned site.*

**Zoning Docket 011/13** was a request for an amendment to Article 18 of the Comprehensive Zoning Ordinance to establish a new Interim Zoning District (IZD) to be named the Lafitte Greenway Revitalization Corridor Interim Zoning District. There are multiple municipal addresses. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *The Interim Zoning District, which was created when the City Council passed the motion proposing the district, is applied to LI Light Industrial Districts along the Lafitte Greenway between Basin Street and Jefferson Davis Parkway as well as the HI Heavy Industrial Districts and LI Light Industrial Districts along the Lafitte Greenway between Jefferson Davis Parkway and North Alexander Street. The Interim Zoning District includes the petitioned property.*

**Zoning Docket 001/10** was a request for a Residential Planned Community (RPC) District overlay to permit a residential condominium development in an existing structure in an RD-3 Two-Family Residential District. The municipal addresses are 631-33 and 635-43 North Scott Street. The City Planning Commission recommended approval of the request, which was subsequently denied by the City Council. *This site is one (1) block from the petitioned site.*

**Zoning Docket 98/09** was a request for a zoning change from an RD-3 Twp-Family Residential District to a B-1A Neighborhood Business District. The municipal address is 3901 Toulouse Street. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *This site is located one (1) block from the petitioned site.*

The above actions are not indicative of any broad pattern or trend.

\*\*\*\*\*

**Zoning Docket 61/99** was a request for a Conditional Use to permit the residential/commercial redevelopment of an industrial complex (American Can Company) and an appeal of the Mid-City Interim Zoning District in an LI Light Industrial District. The request also rescinded the RPC approved under ZD46/93, Ordinance 16,031 MCS. The municipal address is 3700 Orleans Avenue. The City Planning Commission recommended approval of the request, which was subsequently approved by the City Council. *This site is the petitioned property. The request was approved subject to the waivers and provisos, as specifically set forth in Ordinance 19,400 MCS:*

*Waivers*

1. A waiver of one (1) required off-street loading space shall be granted if the proposed location of the two off-street loading spaces on Orleans Avenue is not subsequently approved by the Department of Fire. Otherwise, if the location of the two off-street loading spaces is approved by the Department of Fire, then a waiver of one required off-street loading space is not necessary and this waiver shall not be granted and/or is null and void.

*Provisos:*

1. The current Residential Planned Community (RPC) designation for this site shall be removed from the Zoning Base Maps;
2. Modifications to the exterior of the building and all signage shall require the approval of the Historic District Landmarks Commission and the National Park Service;
3. The developers shall submit a traffic circulation on curb side usage plan to the Department of Public Works for its review and approval. The plan shall include but not be limited to directional signage, curbing, speed bumps, and loading area access control. The curb cut proposed along Toulouse Street, adjacent to the rental office,

shall be reduced to twenty-four feet (24') in width. All sidewalk restorations and curb cuts shall require the review and approval of the Department of Public Works;

4. The developer shall obtain the remaining required residential parking spaces on industrially or commercial zoned properties within 300 feet of the main use, excluding those properties located within Square 472/473 adjacent to Bayou St. John, prior to the issuance of a Use and Occupancy Certificate for this site. This provisos shall not restrict the joint use of off-site facilities in compliance with Article 15, Section 15.2.4 of the Comprehensive Zoning Ordinance;
5. The developer shall submit a drainage plan to the Sewerage and Water Board for review and approval;
6. Uses permitted within the portion of the site designated for commercial use shall be limited to uses permitted in the B-2 Neighborhood Business Districts. Alcoholic beverage service in conjunction with a standard restaurant and/or packaged liquor sales in conjunction with a use more than 2,000 square feet in floor area shall be permitted;
7. The developers shall submit a landscaping plan indicating the plant material, size and quantity. The landscaping plan shall incorporate the following elements and shall be submitted to the City Planning Commission staff for review and approval;
  - a) All parking areas abutting a public right-of-way shall be screened to a minimum height of 30" with either opaque fencing, landscaping or an earthen berm;
  - b) Landscape islands shall be provided at the end of each parking aisle and shade trees shall be provided at a rate of one (1) for every fifteen (15) parking spaces;
  - c) All plantings in the public right-of-way shall be subject to the review and approval of the Department of Parks and Parkways.
8. Details of any proposed fencing and on-site lighting shall be submitted for review and should continue the industrial theme. Opaque fencing a minimum of six feet in height shall be provided along the Bayou St. John side of the property and along the N. Cortez Street property line adjacent to residential uses;
9. The proposed dumpster location shall be relocated within the sites property line, and the area shall be screened with a six-foot opaque wall or fencing; and
10. Fast-food restaurants shall be prohibited at this site.

**D. What are the comments from the design review section?**

The applicant proposes modifications to the site and structure which are limited to the Orleans Avenue side of the American Can mixed-use development. The modifications are intended to improve the appearance, visibility and accessibility of the retail spaces along Orleans Avenue. The improvements involve the addition of a raised pedestrian walkway along the retail part of the building. The walkway will be framed with an open air, industrial style aluminum mesh paneling that outlines and unifies the commercial section of the Orleans Avenue building frontage. The proposal also involves new signage and some modifications to the storefront windows to improve access and visibility.

The addition of the raised walkway will result in the elimination of nine (9) parallel parking spaces. No other changes to the development are being proposed. The American Can structure is a designated landmark and all modifications to the building exterior are subject to review and approval by the Historic District Landmarks Commission.

*Site Condition*

The entire American Can mixed-use development sits on multiple squares, parcels and lots. While consolidation of multiple parcels and lots was not listed under the conditions for approval of previous zoning applications, this omission should be rectified. Therefore,

- The developer shall resubdivide all associated parcels and lots into a single lot of record. The resubdivision shall be recorded in the Office of Conveyances prior to the issuance of a Certificate of Occupancy by the Department of Safety and Permits.

*Walkway Design*

The first floor of the American Can development is elevated approximately three (3) feet from the ground. Currently, commercial establishments fronting on parking lot along Orleans Avenue are accessed via a set of individual stairs and access ramps with no interconnections. The proposed raised pedestrian walkway will be a ten foot (10') wide and approximately twenty-five feet (25') long promenade in front of businesses, extending the full length of their street frontage and providing unified and continuous access. The three sets of stairs and a ramp will be positioned at an interval of approximately eight (8) feet. The proposed walkway will displace the nine (9) parallel parking spaces along the building facade.

The walkway will be framed with an open air, industrial style aluminum mesh paneling that outlines and unifies the commercial part of the development. The paneling will follow the established sequence of the existing structural elements, columns and a parapet

wall, and will allow for potential individual canopy installation. The “frame” will hold new signage that identifies the commercial corridor as “*The Docks at American Can Company.*”

### *Signage and Other Improvements*

The proposed new sign has been reviewed by the HDLC and its Architectural Review Committee who have requested its further revisions and review on the staff level. At issue is the large scale of the proposed sign. Since the American Can complex is a designated landmark, where commercial use is a secondary function the HDLC believes that the proposed sign should be subordinate to that of main building. Furthermore, according to the HDLC comments<sup>2</sup> the proposed signage “*should be responsive to the existing lettering on the building in font, weight and scale.*” In addition, all attached or detached signs for individual businesses shall be subject to review and approval by the HDLC. The proviso of the original Ordinance 19,400 MCS requires HDLC approval of all exterior modifications to the building including signage. Therefore, no new proviso is necessary to reaffirm this request.

The proposal also calls for some modifications to the storefront windows to improve access and visibility. Details of the proposed changes have been reviewed and approved by the HDLC.

### *Lighting*

The applicant has not indicated any changes to the exterior lighting. Any changes to the exterior lighting will require review and approval by the staffs of the City Planning Commission and the HDLC. The lighting plan should indicate the location, type, height, and photometrics of all lighting standards. Lighting standards should not be directed toward adjacent residential uses.

- Any modifications to the exterior lighting will require the submittal of a site lighting plan that indicates the location, type, height, and photometrics of all lighting standards, for review and approval by the staffs of the City Planning Commission and the HDLC.

**E. What is the potential traffic impact? What are the off-street parking and off-street loading requirements? Can the required number of off-street parking spaces be provided on site, or would a waiver be required?**

*Traffic Impact* - The proposed modifications to the site and to the Orleans Avenue building facade should have no impact on the existing traffic in the area. No increase to the size and type of ground floor commercial space that could generate additional traffic has been proposed. Vehicles traveling to and from the site would continue to use Orleans

---

<sup>2</sup> See HDLC letter to the architect dated September 24, 2014.

Avenue which is a two-way, four-lane major street that connects to other arterial roadways, including North Carrollton Avenue and Jefferson Davis Parkway via Moss Street. North Cortez and Toulouse Street, minor streets immediately surrounding the site, will continue to carry local traffic.

*Parking Requirement - Article 15, Section 15.2.1 Off-Street Parking Regulations* bases the number of off-street parking spaces required for each unit in a multiple-family residential development and based on the floor area and type of the commercial spaces. The original Residential Planned Community (RPC) and the subsequent Conditional Use application<sup>3</sup> authorized the redevelopment without any parking variances. Commercial and residential parking needs were to be accommodated on the site. Currently, there are seventy-six (76) off-street parking spaces designated for commercial use within the development. Off of these, forty-seven (47) are regular size, twenty-five (25) are compact, and four (4) spaces are ADA accessible. Based on the 18,955 square feet of commercial space split between retail, office and restaurant space, the original development was meeting the standards of **Article 15, Section 15.2 Off-Street Parking Regulations**.

With the proposed reduction of nine (9) standard parking spaces the total number of off-street parking will be reduced to sixty-seven (67), necessitating a waiver of this requirement. The staff believes that the loss of nine (9) parking spaces may be off-set with the addition of an equal number for bicycle parking. The site is located a block away from the Jefferson Davis bike path and a block away from the Lafitte Greenway corridor, with its bike path under construction. The American Can site currently has no bicycle parking and bicycles can be seen parked against fences and poles. If the project provides at least ten (10) bicycle parking places, the impact of the loss of off-street parking will be absorbed. Therefore, the staff recommends the following:

- A waiver of **Article 15, Section 15.2 Off-Street Parking Regulations** shall be granted to allow a total of sixty-seven (67) off-street parking spaces to serve commercial uses along the Orleans Avenue street frontage.
- A minimum of ten (10) bicycle parking spaces shall be provided within the parking area along Orleans Avenue.

*Loading requirement.* There will be no modification to the loading requirements as a result of the proposed improvements.

**F. Are there any comments from other agencies, departments or committees?**

The American Can structure is a designated landmark and all modifications to the building exterior are subject to review and approval by the Historic District Landmarks Commission (HDLC). The HDLC has granted conceptual approval to the proposal, subject to the reduction in size of the proposed signage and review of the project details

---

<sup>3</sup> Zoning Docket 061/99, Ordinance 19,400 MCS and ZD46/93, Ordinance 16,031



by its staff.

The proposal was considered by the Planning Advisory Committee at its meeting of November 19, 2014. A motion of no objection subject to further review by the City Planning Commission and the HDLC was adopted unanimously.

**G. What effects/impacts would the proposed use have on adjacent properties?**

The applicant is proposing modifications to the Orleans Avenue side of the site and modifications to the appearance of the first floor retail space of the American Can mixed-use development project originally approved as an RPC development project (ZD 46/93, Ordinance No. 16,031 MCS) and subsequently amended and replaced with the Conditional Use approved under ZD 061/99, Ordinance No. 19,400 MCS. The petitioned amendment to the conditional use does not propose any modifications to the number of residential units nor to the size of commercial space(s). The project involves improved pedestrian access to the business via an elevated walkway connecting all commercial uses on the first floor. The building's Orleans Avenue façade will be modified to include aluminum mash panels outlining the commercial area of the development. These industrial style mash panels with a new signage will frame the commercial section of the site giving it a distinct visual presence and identity. Other changes to the storefront windows will be minor in nature.

With the proposed modifications to the site and to the building exterior, the operational characteristics of the residential and commercial development would be essentially unchanged. The proposed changes will not generate levels of noise, litter, traffic, parking demand, and other activity that would be greater than what is currently present on the site. The loss of nine (9) off-street parallel parking spaces is the only impact associated with the proposed improvements. The CPC staff believes that the benefits of the proposed improvement to the Orleans Avenue façade outweigh the potential negative effects of the elimination of nine (9) off-street parking spaces. With the recommended provision of bicycle parking, the staff believes that the proposed modifications will improve visibility, accessibility and appearance of this neighborhood commercial center.

**III. Are the proposed actions supported by or in conflict with the policies and strategies of the *Plan for the 21<sup>st</sup> Century: New Orleans 2030*?**

“Chapter 14: Land Use Plan” of the Master Plan designates the future land use of the petitioned site as **Mixed-Use Medium Density**. The goal, range of uses and development character for this designation are copied below:

**MIXED-USE MEDIUM DENSITY**

**Goal:** Create medium-density neighborhood centers to enhance walkability and serve as focal points within neighborhoods. Proximity to transit encouraged.

**Range of Uses:** Medium-density single-family, two-family and multifamily residential and commercial uses. Limited light industrial uses (craft and value added industry and passive warehousing and storage) may be allowed in some areas.

**Development Character:** Height/mass, and density of new development varied to ensure proper transitions to surrounding lower density residential neighborhoods. Many structures will feature ground floor retail with residences on upper floors.

The purpose of the project is to improve access, appearance and visibility of the commercial section of an existing mixed-use development. The proposal is in keeping with Goal of the Master Plan of increasing neighborhood convenience and walkability, by improving access, and visibility of an existing neighborhood commercial center. For these reasons, the proposed amendment is **consistent** with the Master Plan.

#### IV. SUMMARY

Zoning Docket 117/14 is a request for an Amendment to the Conditional Use authorizing the residential\commercial redevelopment of an existing industrial/warehouse complex (former American Can Company) in an LI Light Industrial District to allow modifications to the site and structure. The modifications will include the addition of a raised pedestrian walkway, new signage, changes to the storefront windows, and the elimination of nine (9) off-street parking spaces. The proposal is limited to improvements to the Orleans Avenue side of the American Can mixed-use development. The modifications are intended to improve the appearance, visibility and accessibility of the retail spaces along Orleans Avenue. The American Can structure is a designated landmark and all modifications to the building exterior are subject to review and approval by the Historic District Landmarks Commission (HDLC). The HDLC has granted conceptual approval to the proposal, subject to the reduction in size of the proposed signage and review of the project details by its staff.

The CPC staff believes that the benefits of the proposed improvement to the Orleans Avenue façade outweigh the potential negative effects of the elimination of nine (9) off-street parking spaces. With the recommended provision of bicycle parking, the staff believes that the proposed modifications will improve visibility and appearance of this neighborhood commercial center. No negative impact of the proposed modifications on the adjacent residential properties and neighborhoods are anticipated. The proposal is consistent with the goals of the Master Plan.

## V. PRELIMINARY STAFF RECOMMENDATION<sup>4</sup>

The staff recommends approval of Zoning Docket 117/14, a request for an amendment to Ordinance No. 19,400 MCS, to allow modifications to the site and structure, subject to two (2) waivers and fourteen (14) provisos:

New language is shown as **bold and underlined**, while the existing waivers and provisos (shown in regular font) are to remain as per Ordinance No. 19,400 MCS.

### *Waivers*

1. A waiver of one (1) required off-street loading space shall be granted if the proposed location of the two off-street loading spaces on Orleans Avenue is not subsequently approved by the Department of Fire. Otherwise, if the location of the two off-street loading spaces are approved by the Department of Fire, then a waiver of one required off-street loading space is not necessary and this waiver shall not be granted and/or is null and void.
2. **A waiver of Article 15, Section 15.2 Off-Street Parking Regulations shall be granted to allow a total of sixty-seven (67) off-street parking spaces to serve commercial uses along the Orleans Avenue street frontage.**

### *Provisos*

1. **No City department shall issue permits or licenses for this project until final development plans are approved by the City Planning Commission and recorded with the Office of Conveyances. Failure to complete the conditional use process by properly recording plans within a one year time period or failure to request an administrative extension as provided for in Article 16, Section 16.9.11 of the Comprehensive Zoning Ordinance will void the conditional use approval.**
2. **The developer shall submit a resubdivision application to the City Planning Commission. The resubdivision shall be recorded in the Office of Conveyances prior to the issuance of a Certificate of Occupancy by the Department of Safety and Permits.**
3. **Any modifications to the exterior lighting will require the submittal of a site lighting plan that indicates the location, type, height, and photometrics of all lighting standards, for review and approval by the staffs of the City Planning Commission and the HDLC.**

---

<sup>4</sup> Subject to modification by the City Planning Commission

4. **A minimum of ten (10) bicycle parking spaces shall be provided within the parking area along Orleans Avenue.**
5. The current Residential Planned Community (RPC) designation for this site shall be removed from the Zoning Base Maps.
6. Modifications to the exterior of the building and all signage shall require the approval of the Historic District Landmarks Commission and the National Park Service.
7. The developers shall submit a traffic circulation on curb side usage plan to the Department of Public Works for its review and approval. The plan shall include but not be limited to directional signage, curbing, speed bumps, and loading area access control. The curb cut proposed along Toulouse Street, adjacent to the rental office, shall be reduced to twenty-four feet (24') in width. All sidewalk restorations and curb cuts shall require the review and approval of the Department of Public Works.
8. The developer shall obtain the remaining required residential parking spaces on industrially or commercial zoned properties within 300 feet of the main use, excluding those properties located within Square 472/473 adjacent to Bayou St. John, prior to the issuance of a Use and Occupancy Certificate for this site. This provisos shall not restrict the joint use of off-site facilities in compliance with Article 15, Section 15.2.4 of the Comprehensive Zoning Ordinance.
9. The developer shall submit a drainage plan to the Sewerage and Water Board for review and approval.
10. Uses permitted within the portion of the site designated for commercial use shall be limited to uses permitted in the B-2 Neighborhood Business Districts. Alcoholic beverage service in conjunction with a standard restaurant and/or packaged liquor sales in conjunction with a use more than 2,000 square feet in floor area shall be permitted.
11. The developers shall submit a landscaping plan indicating the plant material, size and quantity. The landscaping plan shall incorporate the following elements and shall be submitted to the City Planning Commission staff for review and approval.
  - a) All parking areas abutting a public right-of-way shall be screened to a minimum height of 30" with either opaque fencing, landscaping or an earthen berm;
  - b) Landscape islands shall be provided at the end of each parking aisle and shade trees shall be provided at a rate of one (1) for every fifteen (15) parking spaces;
  - c) All plantings in the public right-of-way shall be subject to the review and approval of the Department of Parks and Parkways.

12. Details of any proposed fencing and on-site lighting shall be submitted for review and should continue the industrial theme. Opaque fencing a minimum of six feet in height shall be provided along the Bayou St. John side of the property and along the N. Cortez Street property line adjacent to residential uses.
13. The proposed dumpster location shall be relocated within the sites property line, and the area shall be screened with a sit-foot opaque wall or fencing, and
14. Fast-food restaurants shall be prohibited at this site.

## **VI. REASONS FOR RECOMMENDATION**

1. The proposed modifications to the site and the building façade will improve the appearance, visibility and accessibility of the commercial spaces along Orleans Avenue.
2. The proposal is consistent with the goals of the Master Plan.

- VII.** Should the applicant desire changes to any recommended waivers or provisos, the applicant is encouraged to bring any proposed alternative language for discussion at the meeting.



# CITY OF NEW ORLEANS PROPERTY VIEWER

SEARCH

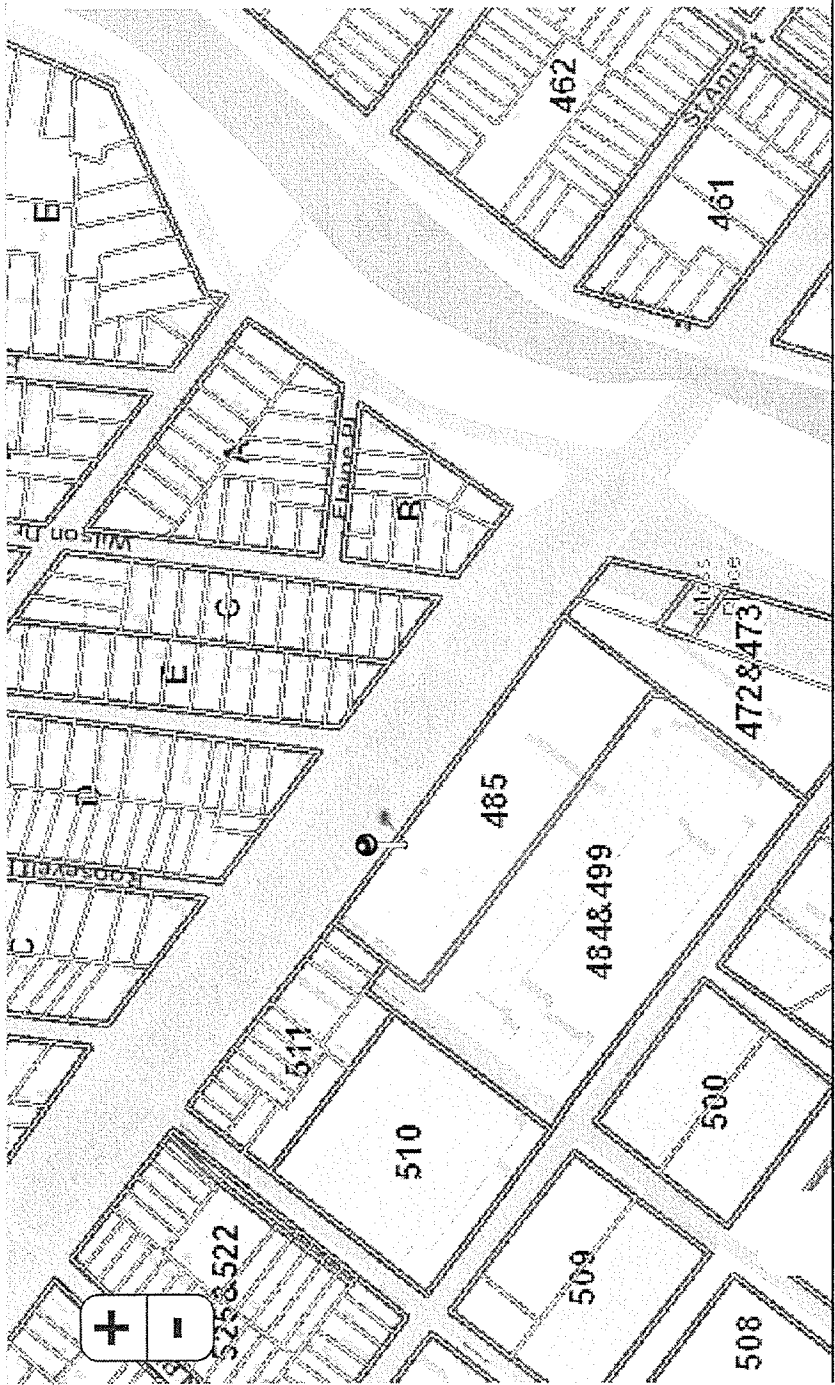
MEASURE

LAYERS

BASEMAP

PRINT

HELP



## PROPERTY INFORMATION

Site Address: 3700 ORLEANS AVE, LA, 70119

First Owner Name: ACV VII LLC

Mailing Address: 6525 THE CORNERS PARKWAY STE 216

Mailing City: NORCROSS

Mailing State: GA

Mailing Zip 5: 30092

Property Description: SQS 484 485 498 499 & PT 511 PT 511 ORLEANS AND N SCOTT PARCEL 1B.608X474 SQS 484 485 498 499 & PILOT AGREEMENT

## CONDITIONAL USE/EXCEPTIONAL USE/PLANNED DEVELOPMENT

A land-use that is allowed to operate subject to design and/or operational requirements thru a review and approval process.

Zoning Action Type: RPC

Zoning Docket Number: 46

Zoning Docket Year: 1993

Ordinance Number: 16,031

Some ordinances may be found by accessing Municode. All ordinances are available from the Clerk of Council's office in City Hall.

ORDINANCE

CITY OF NEW ORLEANS

CITY HALL: SEPTEMBER 2, 1999

CALENDAR NO.: 22,719

NO. 19400 MAYOR COUNCIL SERIES

BY: COUNCILMEMBER TERRELL

AN ORDINANCE, To provide for the establishment of a conditional use to permit the residential\commercial redevelopment of an existing industrial/warehouse complex (former American Can Company), and an appeal of the Mid-City Development/Redevelopment Prohibition Interim Zoning District, including a waiver of one (1) required off-street loading space, in an LI Light Industrial District, on Parcel 1B, formerly Squares 484, 485, and 499, in the Second Municipal District, bounded by Orleans Avenue, North Cortez, North Genois, and Toulouse Streets; and otherwise to provide with respect thereto.

WHEREAS, Zoning Docket Number 61\99 was initiated by 3700 Orleans, LLC, and referred to the City Planning Commission; and

WHEREAS, the City Planning Commission held a public hearing on this zoning petition and recommended approval, subject to one (1) waiver and ten (10) provisos in the report dated August 13, 1999, to the City Council on the conditional use and appeal presented in Zoning Docket Number 61/99; and

WHEREAS, the recommendation of the City Planning Commission was upheld and the changes deemed to be advisable and necessary and in the best interest of the City and were approved, by Motion M-99-573 of the Council of the City of New Orleans on October 7, 1999.

SECTION 1. THE COUNCIL OF THE CITY OF NEW ORLEANS HEREBY ORDINANS, That a conditional use to permit the residential\commercial redevelopment of an existing industrial\warehouse complex (former American Can Company), and an appeal of the Mid-City Development\Redevelopment Prohibition Interim Zoning District, including a waiver of one (1) required off-street loading space, in an LI Light Industrial District, on Parcel 1B, formerly Squares 484, 485, 498, and 499, in the Second Municipal District, bounded by Orleans Avenue, North Cortez, North Genois, and Tjoulouse Street; in accordance with Motion M-99-573 of the Council of the City of New Orleans on October 7, 1999 is hereby authorized and approved, subject to the following waivers and provisos, as specifically set forth herein:

WAIVER:

1. A waiver of one (1) required off-street loading space shall be granted if the proposed location of the two off-street loading spaces on Orleans Avenue is not subsequently approved by the Department of Fire. Otherwise, if the location of the two off-street loading spaces are approved by the Department of Fire, then a waiver of one required off-street loading space is not necessary and this waiver shall not be granted and/or is null and void.

PROVISOS:

No person shall use any of the properties described herein or permit another to use any of those properties described herein for the use authorized by this ordinance, unless the following requirements are met and continue to be met:

1. The current Residential Planned Community (RPC) designation for this site shall be removed from the Zoning Base Maps;
2. Modifications to the exterior of the building and all signage shall require the approval of the Historic District Landmarks Commission and the National Park Service;
3. The developers shall submit a traffic circulation on curb side usage plan to the Department of Public Works for its review and approval. The plan shall include but not be limited to directional signage, curbing, speed bumps, and loading area access



control. The curb cut proposed along Toulouse Street, adjacent to the rental office, shall be reduced to twenty-four feet (24') in width. All sidewalk restorations and curb cuts shall require the review and approval of the Department of Public Works;

4. The developer shall obtain the remaining required residential parking spaces on industrially or commercial zoned properties within 300 feet of the main use, excluding those properties located within Square 472/473 adjacent to Bayou St. John, prior to the issuance of a Use and Occupancy Certificate for this site. This provisos shall not restrict the joint use of off-site facilities in compliance with Article 15, Section 15.2.4 of the Comprehensive Zoning Ordinance;

5. The developer shall submit a drainage plan to the Sewerage and Water Board for review and approval;

6. Uses permitted within the portion of the site designated for commercial use shall be limited to uses permitted in the B-2 Neighborhood Business Districts. Alcoholic beverage service in conjunction with a standard restaurant and/or packaged liquor sales in conjunction with a use more than 2,000 square feet in floor area shall be permitted;

7. The developers shall submit a landscaping plan indicating the plant material, size and quantity. The landscaping plan shall incorporate the following elements and shall be submitted to the City Planning Commission staff for review and approval;

a) All parking areas abutting a public right-of-way shall be screened to a minimum height of 30" with either opaque fencing, landscaping or an earthen berm;

b) Landscape islands shall be provided at the end of each parking aisle and shade trees shall be provided at a rate of one (1) for every fifteen (15) parking spaces;

c) All plantings in the public right-of-way shall be subject to the review and approval of the Department of Parks and Parkways.

8. Details of any proposed fencing and on-site lighting shall be submitted for review and should continue the industrial theme. Opaque fencing a minimum of six feet in

height shall be provided along the Bayou St. John side of the property and along the N. Cortez Street property line adjacent to residential uses;

9. The proposed dumpster location shall be relocated within the site's property line, and the area shall be screened with a six-foot opaque wall or fencing; and

10. Fast-food restaurants shall be prohibited at this site.

SECTION 2. Whoever does anything prohibited by this Ordinance or fails to do anything required to be done by this Ordinance shall be guilty of a misdemeanor and upon conviction shall be subject to a fine or to imprisonment or both, such fine and/or imprisonment set by Section 1-13 of the 1995 Code of the City of New Orleans, or shall alternatively be subject to whatever civil liabilities, penalties or remedies the law may prescribe. Conviction shall be cause for the immediate cancellation of the Use and Occupancy permit of the premises.

SECTION 3. This ordinance shall have the legal force and effect of authorizing this conditional use only after all the provisos listed in Section 1 of this Ordinance which impose a one-time obligation have been completely fulfilled and complied with, and only after all the provisos listed in Section 1 which impose a continuing or on-going obligation shall have begun to be fulfilled, as evidence by the Planning Commission's approval of a final site plan (which shall be incorporated into this ordinance by reference) and its subsequent recordation, and no use or occupancy certificates or permits (other than the building permits needed to fulfill the provisos) shall be issued until all the provisos which impose a one-time obligation have been completely fulfilled and complied with, and only after all the provisos listed in Section 1 which impose a continuing or ongoing obligation shall have begun to be fulfilled, as evidence by the Planning Commission approval of final set plan (which shall be incorporated in to this ordinance by reference) and its subsequent recordation.

ADOPTED BY THE COUNCIL OF THE CITY OF NEW ORLEANS OCTOBER 7, 1999.

EDDIE L. SAPIR

PRESIDENT OF THE COUNCIL

DELIVERED TO THE MAYOR OCTOBER 8, 1999

APPROVED: OCTOBER 14, 1999

MARC H. MORIAL

MAYOR

RETURNED BY THE MAYOR ON OCTOBER 15, 1999 AT 2:05 P.M.

EMMA J. WILLIAMS

CLERK OF COUNCIL

ROLL CALL VOTE:

YEAS: Carter, Glapion, Hazeur-Distance, Sapir, Singleton, Terrell, Thomas - 7

NAYS: 0

ABSENT: 0

NEW ORLEANS HISTORIC DISTRICT LANDMARKS COMMISSION  
CENTRAL BUSINESS DISTRICT HISTORIC DISTRICT LANDMARKS COMMISSION

Mitchell J. Landrieu  
MAYOR

CITY OF NEW ORLEANS

C. Elliott Perkins  
EXECUTIVE DIRECTOR

September 24, 2014

Jack Sawyer  
365 Canal St. Suite 3150  
New Orleans, LA 70130

**Re: 3700 Orleans Avenue**  
**Reference Code: 3QQZYV**

Dear Jack Sawyer:

This letter confirms the actions of the Architectural Review Committee (ARC) of the New Orleans Historic District Landmarks Commission at its meeting of Tuesday, September 23, 2014, concerning your application for the following work: Permit for modifications/upgrades to the American Can building retail facade at ground level facing Orleans Ave.

The ARC agreed that, although the proposal is much improved, there is still issue with the proposed large scale signage. As this is a designated landmark and retail is a secondary function, the new signage should be subordinate to that of main building. This new signage should be responsive to the existing lettering on the building in font, weight and scale.

The ARC recommended conceptual approval with the details to be worked out at the Staff level. Please submit one set of final detailed drawings reflecting the recommendations of the Architectural Review Committee. A list of required drawings and details has been included for your use. Be sure to include all pertinent drawings and details listed. Following review, we will contact you regarding any errors, omissions, or changes. All drawings should be submitted to Staff electronically. Once approved, these drawings will then be transmitted internally to Safety & Permits for their review and permitting. As such, it is important that the final drawings are sufficient for review by both Departments. A list of required drawings and details has been enclosed.

1300 PERDIDO STREET, ROOM 7W03 | NEW ORLEANS, LOUISIANA | 70112  
PHONE 504.658.7040 | FAX 504.658.7211  
[WWW.NOLA.GOV](http://WWW.NOLA.GOV)



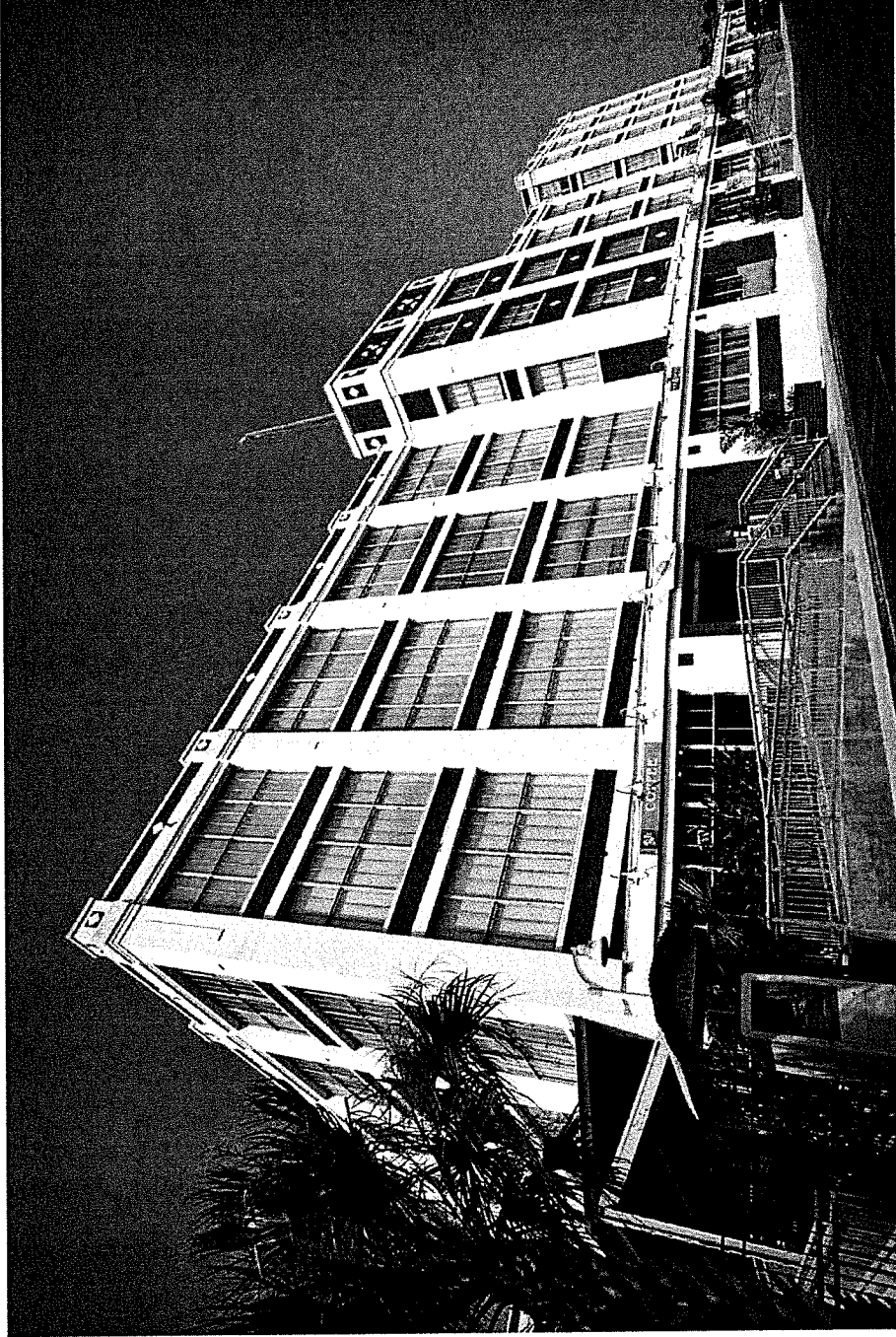
Should you have any questions concerning this matter, feel free to contact me at (504) 658-7048 or [bdblock@nola.gov](mailto:bdblock@nola.gov).

Sincerely,

Bryan D Block  
Building Plans Examiner

Approved\_\_\_\_C. Elliott Perkins, Executive Director

cc: ACV VII LLC

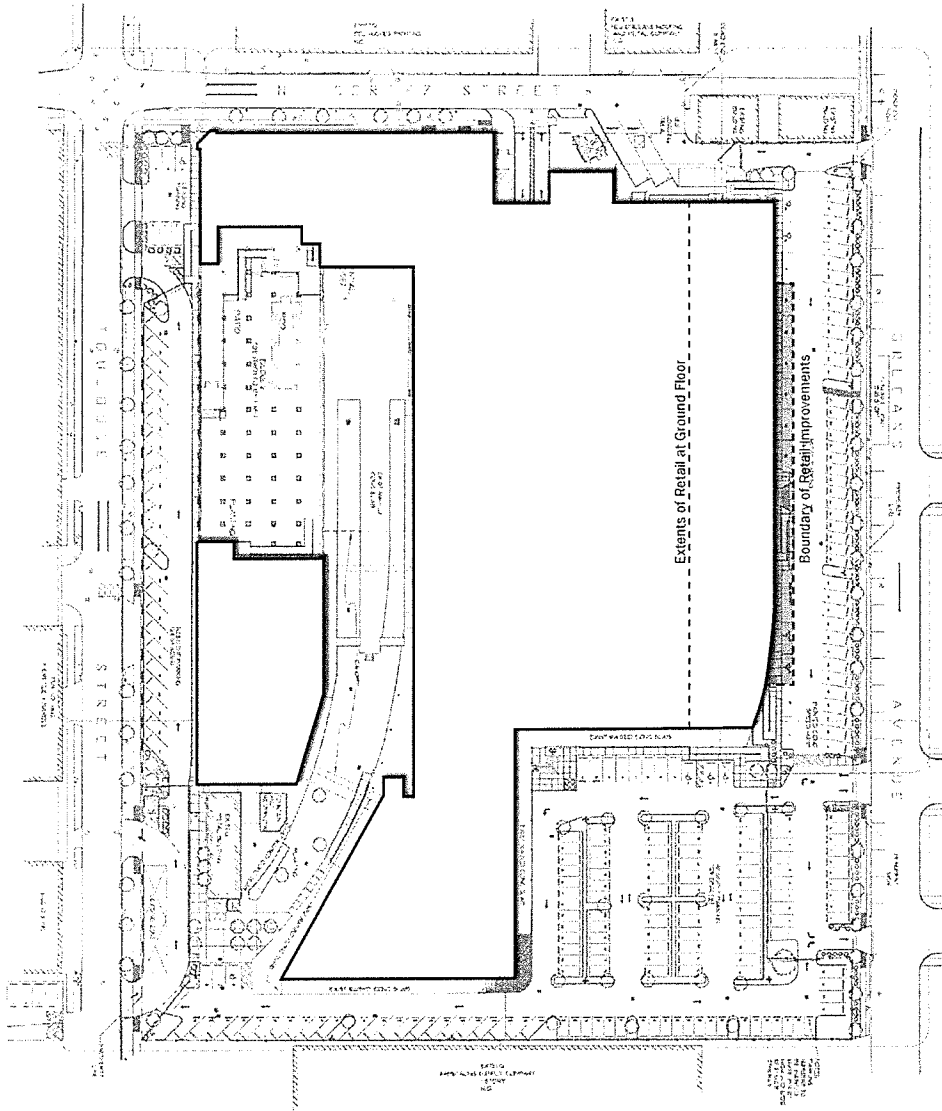


AMERICAN CAN APARTMENTS  
3700 ORLEANS AVENUE



EXISTING CONDITIONS  
RETAIL FACADE  
1

**AMERICAN CAN RETAIL FACADE**  
HDLR ARCHITECTURAL REVIEW COMMITTEE REVIEW  
24 JUNE 2014

Eskew-Dumez-Ripple  
INTERIOR ENVIRONMENTS  
ARCHITECTURE  
URBAN STRATEGIES



**LEGEND**

-  BUILDING PERIMETER
-  BOUNDARY OF RETAIL IMPROVEMENTS

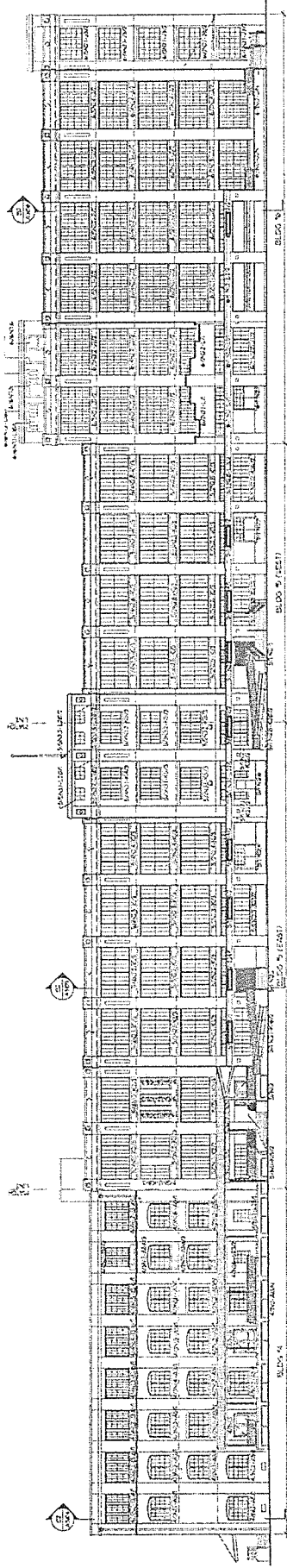
EXISTING BUILDING: 436,706 SF  
 EXISTING RETAIL: 18,955 SF (INCLUDED ABOVE)

NOTE: There are no proposed changes to the roof plan with respect to the project.

1 Key Plan

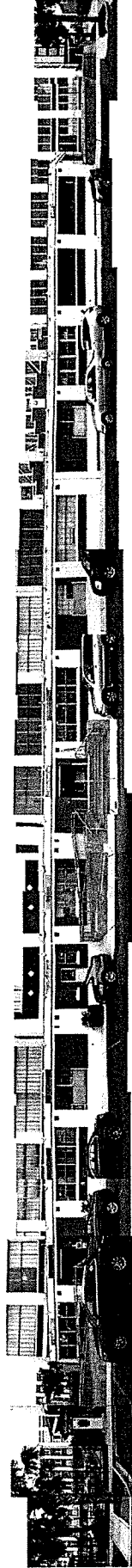
**AMERICAN CAN RETAIL FACADE**  
 SCHEMATIC DESIGN - CPC SUBMISSION  
 17 OCTOBER 2014

**Eskew+Dumez+Ripple**  
 ARCHITECTURE  
 INTERIOR ENVIRONMENTS  
 URBAN STRATEGIES



2 Existing Elevation

EXISTING SIGNAGE



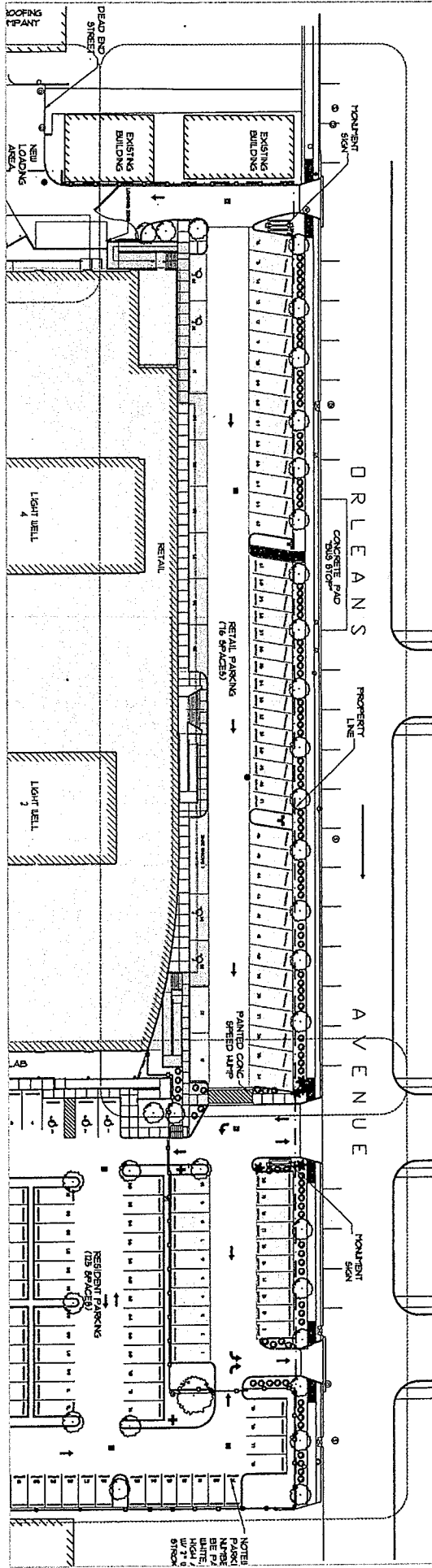
1 Existing Photo Elevation

**Eskew+Dumez+Ripple**

ARCHITECTURE  
INTERIOR ENVIRONMENTS  
URBAN STRATEGIES

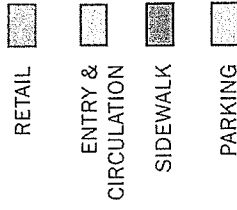
**AMERICAN CAN RETAIL FACADE**  
SCHEMATIC DESIGN- CPC SUBMISSION  
17 OCTOBER 2014





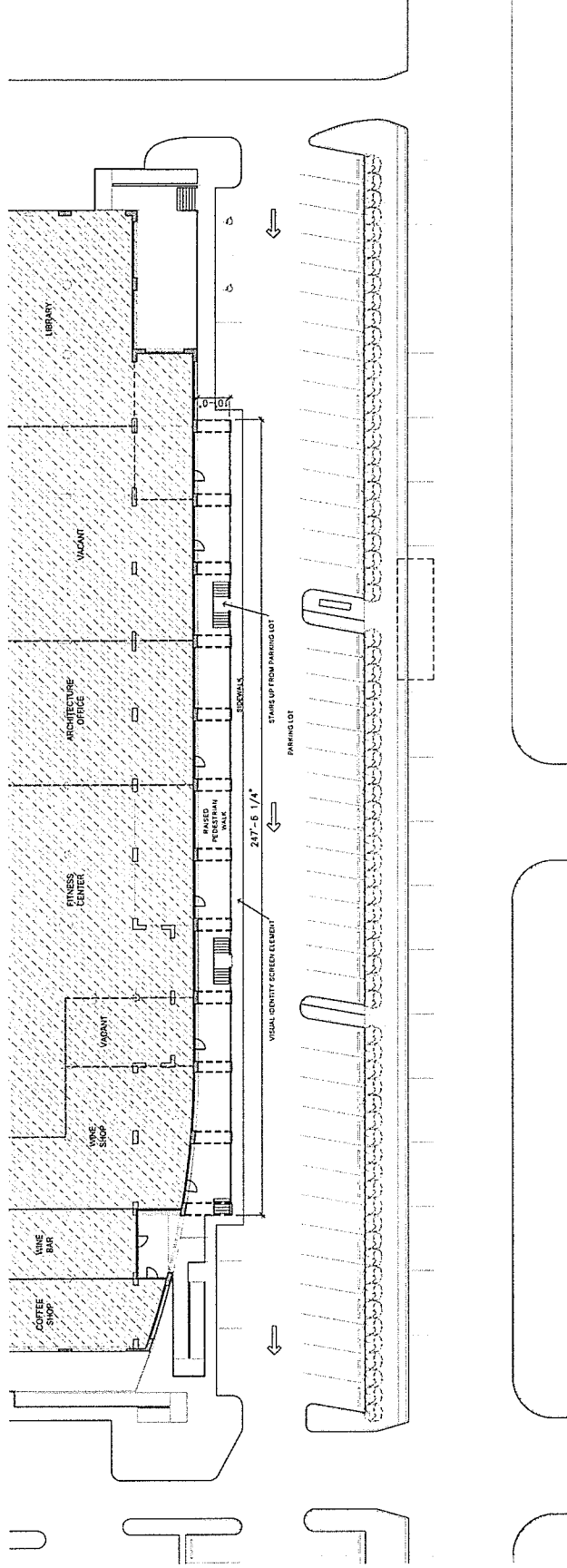
**EXISTING PARKING**

RETAIL: 18, 955 SF  
 PARKING: 76 TOTAL  
 REGULAR: 47  
 COMPACT: 25  
 ADA: 4  
 STREET PARKING: +20

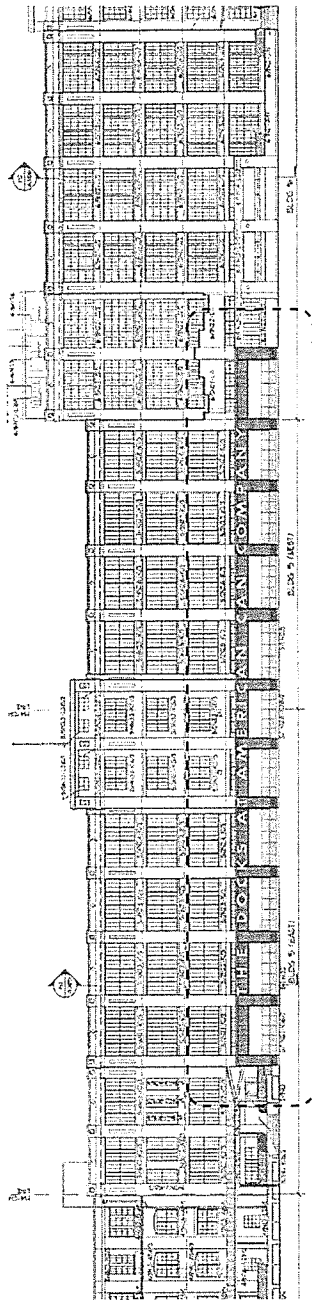


**AMERICAN CAN RETAIL FACADE**  
 HDLC ARCHITECTURAL REVIEW COMMITTEE REVIEW  
 24 JUNE 2014

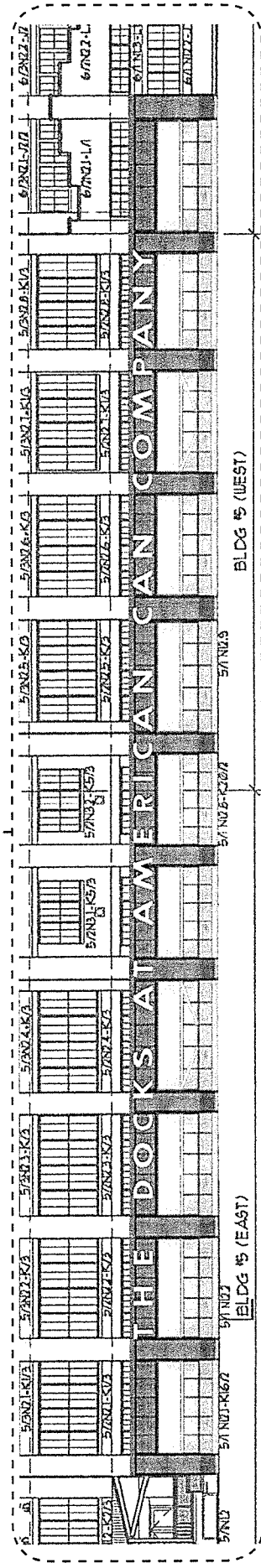
**Eskew+Dumicz+Ripple**  
 INTERIOR ENVIRONMENTS  
 ARCHITECTURE  
 URBAN STRATEGIES



1 Proposed Site Plan/ Floor Plan



2 Proposed Building Elevation



1 Proposed Enlarged Building Elevation

**AMERICAN CAN RETAIL FACADE**  
 SCHEMATIC DESIGN - CPC SUBMISSION  
 17 OCTOBER 2014

**Eskew+Dumez+Ripple**  
 ARCHITECTURE  
 INTERIOR ENVIRONMENTS  
 URBAN STRATEGIES

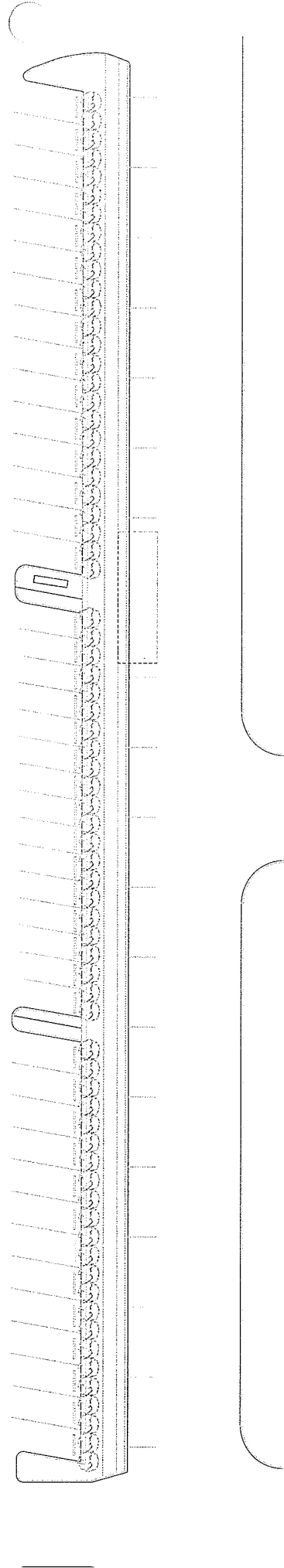
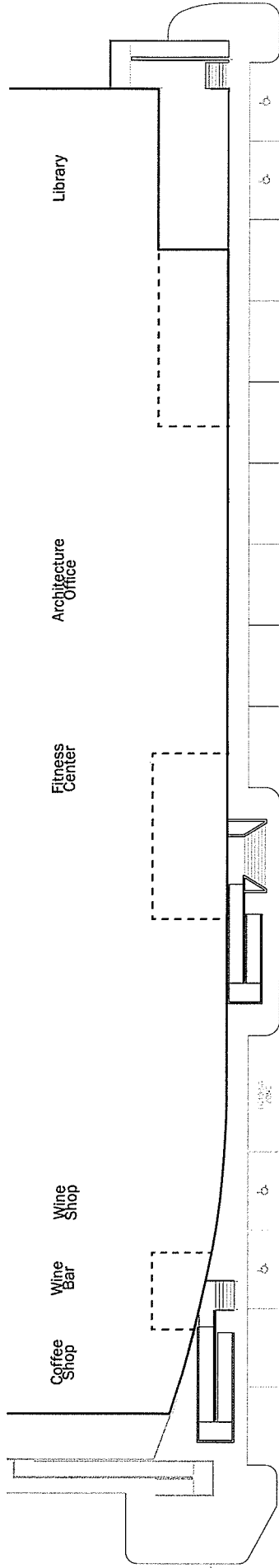
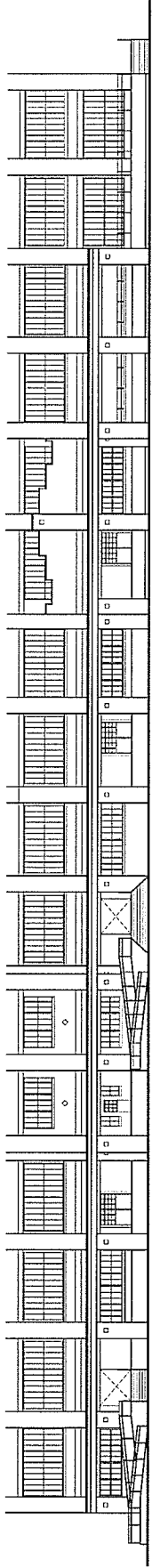


1 Proposed Rendering  
N:13

**Eskew+Dumez+Ripple**  
ARCHITECTURE  
INTERIOR ENVIRONMENTS  
URBAN STRATEGIES

**AMERICAN CAN RETAIL FACADE**  
SCHEMATIC DESIGN - CPC SUBMISSION  
17 OCTOBER 2014

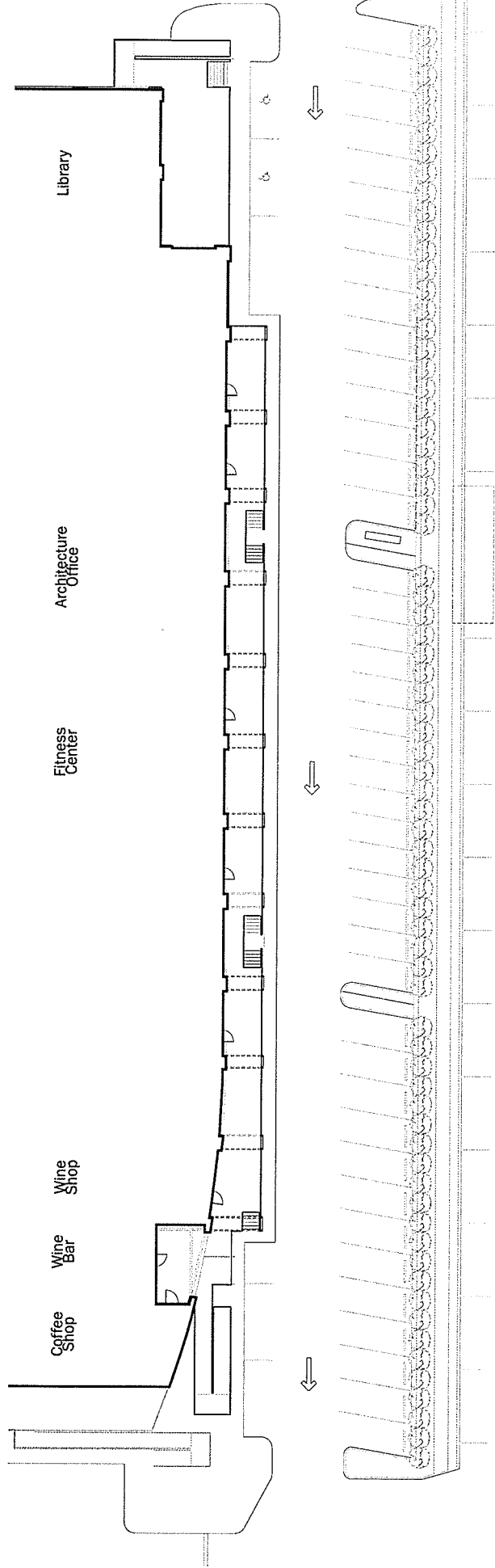
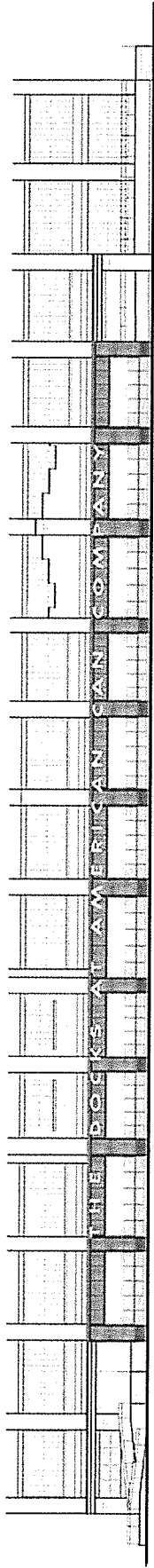
EXISTING



# AMERICAN CAN RETAIL IMPROVEMENTS

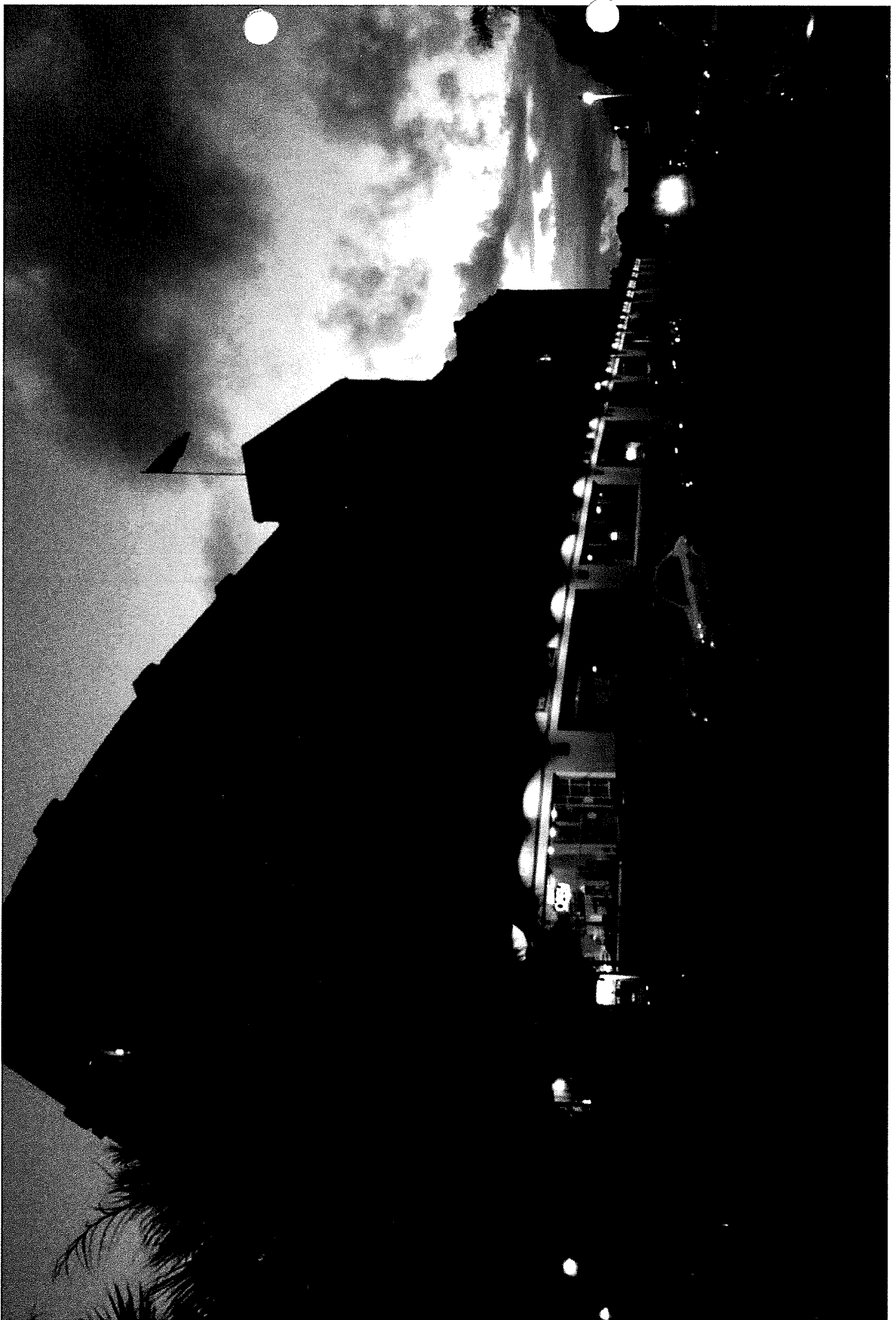
Eskew+Dumez+Ripple Architecture, Interior Environments, Urban Strategies

PROPOSED



# AMERICAN CAN RETAIL IMPROVEMENTS

Eskew+Dumez+Ripple Architecture, Interior Environments, Urban Strategies









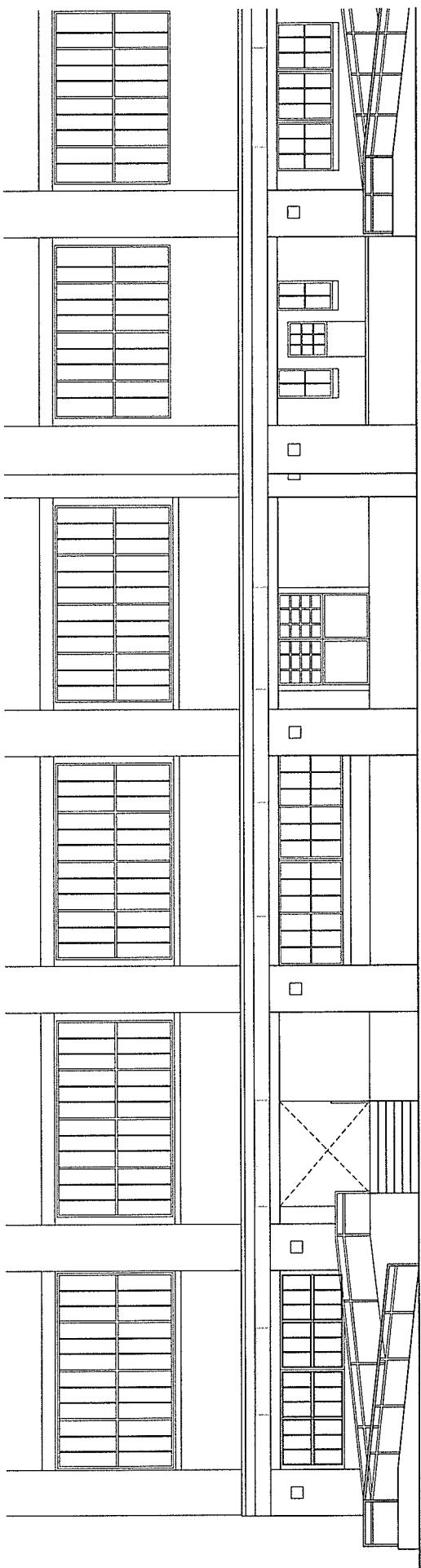


## AMERICAN CAN RETAIL IMPROVEMENTS

Eskew+Dumez+Ripple Architecture, Interior, Environments, Urban Strategies

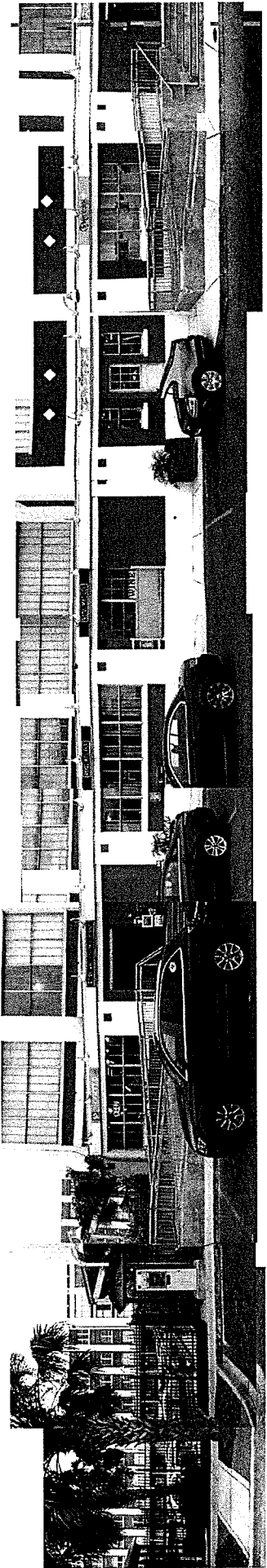
PRESENTATION BOARD USED AT NPP MEETING





EXISTING SIGNAGE LOCATIONS

MATCH LINE |

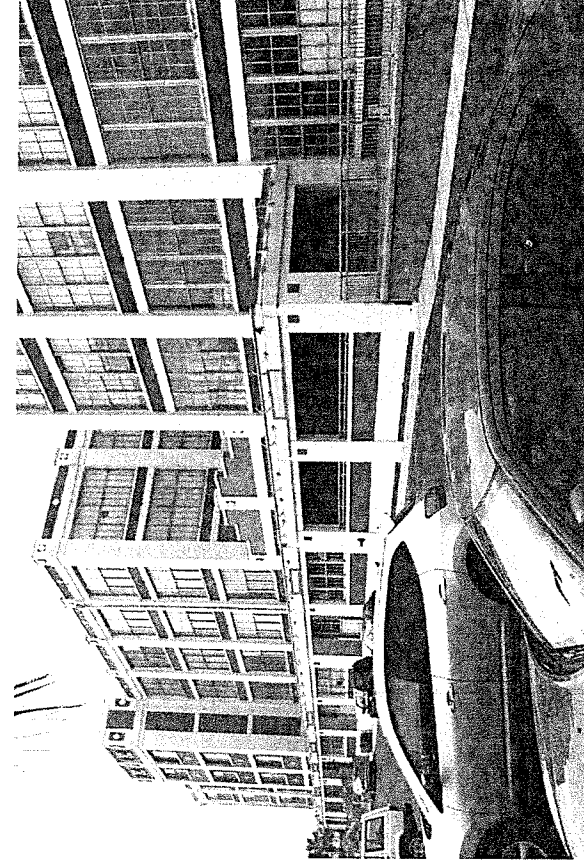
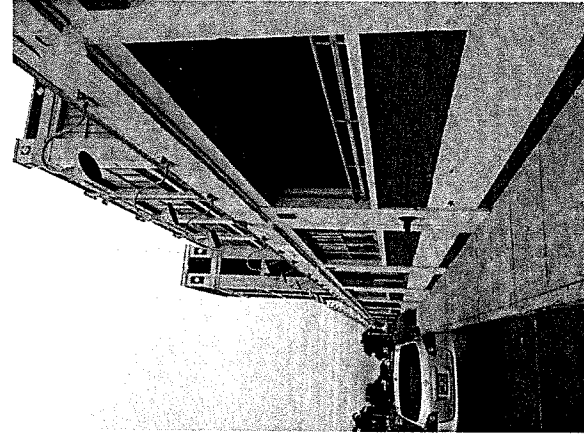


LEFT HALF |

EXISTING CONDITIONS  
RETAIL FACADE

**AMERICAN CAN RETAIL FACADE**  
HDLG ARCHITECTURAL REVIEW COMMITTEE REVIEW  
24 JUNE 2014

Eskew-Dumézis+Ripple  
INTERIOR ENVIRONMENTS  
ARCHITECTURE  
URBAN STRATEGIES



| MATCH LINE

| EXISTING SIGNAGE LOCATIONS

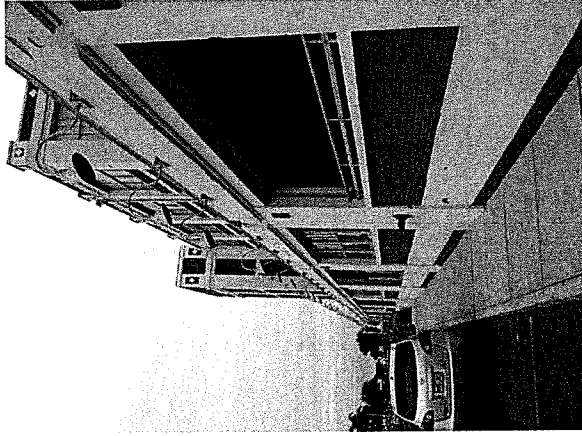


| RIGHT HALF

Eskew+Dumézil+Ripple  
INTERIOR EXHIBITMENTS  
ARCHITECTURE  
URBAN STRATEGIES

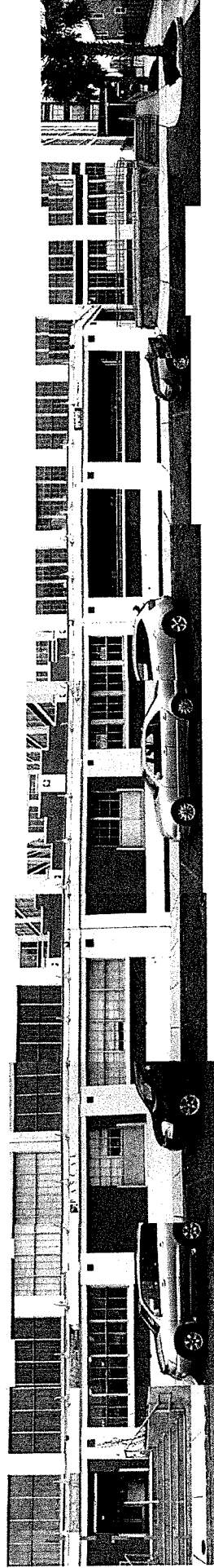
**AMERICAN CAN RETAIL FACADE**  
HDLR ARCHITECTURAL REVIEW COMMITTEE REVIEW  
24 JUNE 2014

EXISTING CONDITION  
RETAIL FACADE



EXISTING SIGNAGE LOCATIONS

I MATCH LINE



I RIGHT HALF

**Eskew+Dumez-Ripple**

INTERIOR ENVIRONMENTS  
ARCHITECTURE  
URBAN STRATEGIES

**AMERICAN CAN RETAIL FACADE**  
HDLC ARCHITECTURAL REVIEW COMMITTEE REVIEW  
24 JUNE 2014

EXISTING CONDITIONS  
RETAIL FACADE

