

City Planning Commission
Tuesday, July 28, 2015

CPC Deadline: 30 days from receipt
CC Deadline: 45 days from date of receipt from CPC
Council District: E-Gray

PRELIMINARY STAFF REPORT

To: City Planning Commission
Design Review: 068/15

Prepared by: Cameron D. Bonnett
Date: July 15, 2015

Applicant: Capital Signs on behalf of Public Storage Income Fund

Request: The applicant is requesting an appeal pursuant to **Article 10, Section 10.2.8(1) Accessory Signs** via **Article 10, Section 10.2.13 Appeals** of the Comprehensive Zoning Ordinance (CZO).

Zoning: C-1 General Commercial District and Eastern New Orleans Renaissance Corridor (ENORC) District overlay

Location: The petitioned lot is located within the Third Municipal District, in Square 1, Lot 3A3C, bounded by the I-10 Service Road, Read Boulevard, Wright Road and Lake Forest Boulevard. (PD 9)

Proposal: This applicant is building a storage facility on an interior lot that faces I-10 Service Road. Currently, the applicant is approved for one attached sign to be installed on the front facade of the building. The applicant wishes to install a second attached sign on the building facade that faces Read Boulevard (see Figure 1. Approved and Proposed Sign Placement). However, only one (1) attached sign per street frontage up to (70) seventy square feet is permitted pursuant to **Article 10, Section 10.2.8.1 Accessory Signs** of the ENORC District overlay in the CZO. The applicant is appealing these regulations to allow the second sign.

Why is City Planning Commission Action required?

The applicant's building is not on a corner lot; therefore, installing a second attached sign on a building with only one (1) street frontage will exceed the maximum number of attached signs permitted. The applicant requests a waiver pursuant to **Article 10, Section 10.2.13 Appeals** of the CZO to install a second attached sign. The request is first submitted to the City Planning Commission (CPC) for review and recommendation; it is subsequently considered by the City Council.

I. EVALUATION

Background. The purpose of this C-2 General Commercial District is to provide locations for a wide variety of commercial, miscellaneous service activities, and multiple-family uses. Buildings are permitted without height limitation and no front yards are required. In addition, the Eastern New Orleans Renaissance Corridor District overlay's purpose is to provide for a superior environment along major urban transportation corridors in Eastern New Orleans through special regulations. These special regulations include building design, landscaping, and signage requirements intended to create a positive design image.



Figure 1. Approved and Proposed Sign Placement

The petitioned lot is within New Orleans East near Read Boulevard. On its Read Boulevard lot side is a vacant building with a parking lot. On its Wright Road lot side is a Days Inn hotel. Other hotels, fast food establishments, gas stations, a big box home improvement store, a pharmacy and other commercial businesses operate within a one block radius of the petitioned lot. Some of these businesses (Knights Inn, Avalon Hotel, and Lowes) are on interior lots and have two or more attached signs. One of the three businesses sign appears to have existed prior to the adoption of the overlay. Another business has two attached signs. One sign is permitted and the other is legally nonconforming per Design Review 024/14 docket and therefore is permitted. The newly constructed Days Inn hotel next to the petitioned site meets the signage regulations of the overlay.

Existing Condition (Land and Structure). The petitioned lot is an interior lot. It fronts the I-10 Service Road for two hundred and eight (208) feet in width, is three hundred and fifty-seven (357) feet in depth on the Read Boulevard lot side, and is three hundred and seventy-one (371) feet in depth on its Wright Road lot side. The proposed building is to front the I-10 Service Road for one hundred and thirty-five (135) feet and five (5) and one-half (1/2) inches.

Existing Condition (Signage). The building is under construction (see Figure 1. Approved and Proposed Sign Placement). It qualifies for one (1) attached sign no greater than seventy (70) square feet pursuant to **Article 10, Section 10.2.8(1.b)** of the CZO. The applicant has received administrative approval to install one (1) attached sign measuring sixty-four point four (64.4) square feet to be placed on the I-10 Service Road facade of the building (see Figure 1. Approved and Proposed Sign Placement). The staff has determined, upon installation, the approved attached sign would be clearly visible when approaching the building from both directions on the I-10 Service Road. The applicant was also approved for two (2) directional signs that met **Article 10, Section 10.2.8(3)** of the CZO. The applicant wishes to install a second attached sign on the building facade facing Read Boulevard measuring sixty-four point four (64.4) square feet. This would only be allowed if the one sign limit is waived.

Criteria for Evaluation. Appeals of **Article 10, Section 10.2.8(1) Accessory Signs** of the CZO must be evaluated by criteria found in **Article 10, Section 10.2.13 Appeals** of the CZO. The criteria are in italics below. Responses follow each in normal text.

- 1. The granting of the variance is not inconsistent with the general provisions, intent and design requirements.* Granting a second sign would contradict the general provisions of the overlay that allow one (1) attached sign. An approval would also not meet the design requirement of one (1) attached sign. Also, an approval for one (1) additional attached sign would increase total signage in the corridor thereby continuing to perpetuate signage as a dominant visual element, contradicting the intent of the overlay to reduce the total amount of signage in the district.
- 2. Harmony and compatibility with adjacent land uses would not be adversely affected.* This standard is not met. The approval would allow the petitioned site more signs causing it to become more visually dominant than the nearby newly constructed structures which have complied with the signage regulations. This visual dominance would be to the detriment of the adjacent structures.
- 3. Special conditions and circumstances exist which are peculiar to the land, structures, or buildings and which are not applicable to other land, structures, or buildings in the same district.* This standard is not met. It is possible for the applicant to comply with the sign regulations and have only one attached sign. No special conditions or circumstances specific to the site exist to justify a waiver.

II. SUMMARY

Design Review 068/15 is an appeal of **Article 10, Section 10.2.8(1) Accessory Signs** in the ENORC District overlay of the CZO for a second attached sign for a storage facility under construction. This interior lot faces I-10 Service Road and is near Read Boulevard. The applicant has received administrative approval to install one (1) attached sign, but is appealing to install a second one.

Appeals of **Article 10, Section 10.2.8(1) Accessory Signs** in the ENORC District overlay of the CZO should be granted only if they meet all three (3) criteria in **Article 10, Section 10.2.13 Appeals** of the CZO. Staff believes the request fails all three criteria per **Article 10, Section 10.2.13** of the CZO. Thus, staff recommends **DENIAL** of Design Review 068/15.

III. PRELIMINARY STAFF RECOMMENDATION

The CPC staff recommends **DENIAL** of design review 068/15.

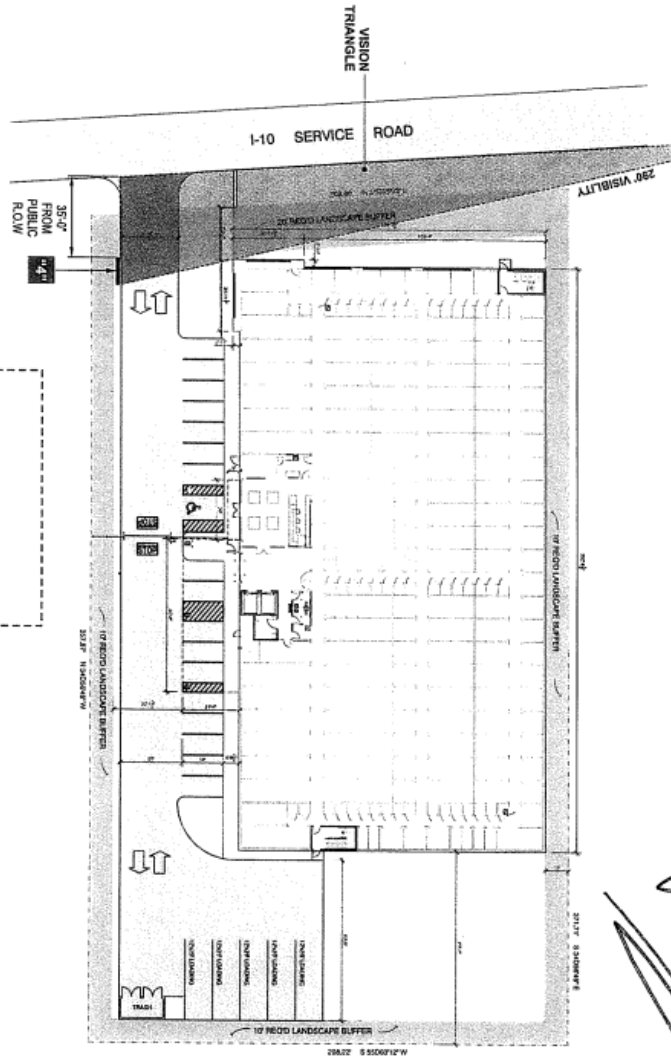
IV. REASONS FOR RECOMMENDATION

Appeals of **Article 10, Section 10.2.8(1) Accessory Signs** in the ENORC District overlay of the CZO should be granted only if they meet all three (3) criteria in **Article 10, Section 10.2.13 Appeals** of the CZO. Staff believes the request fails all three criteria per **Article 10, Section 10.2.13** of the CZO in that:

- a. A second attached sign would not meet **Article 10, Section 10.2.8(1) Accessory Signs**.
- b. A second attached sign would not be in harmony with the overlay's intent and would contradict its purpose, to promote a superior environment and positive design image.
- c. It is possible for the applicant to comply with the sign regulations and have only one sign. No special conditions or circumstances specific to the site exist to justify a waiver for a second sign.

Rec'd
6-3-15

Variance



Public Storage
 CHANNEL LETTERS - LED ILLUM.
 SCALE: 1/8" = 1'-0"
 AREA: 64.4 SF



image national signs
 in
 ...empowering your message to light!

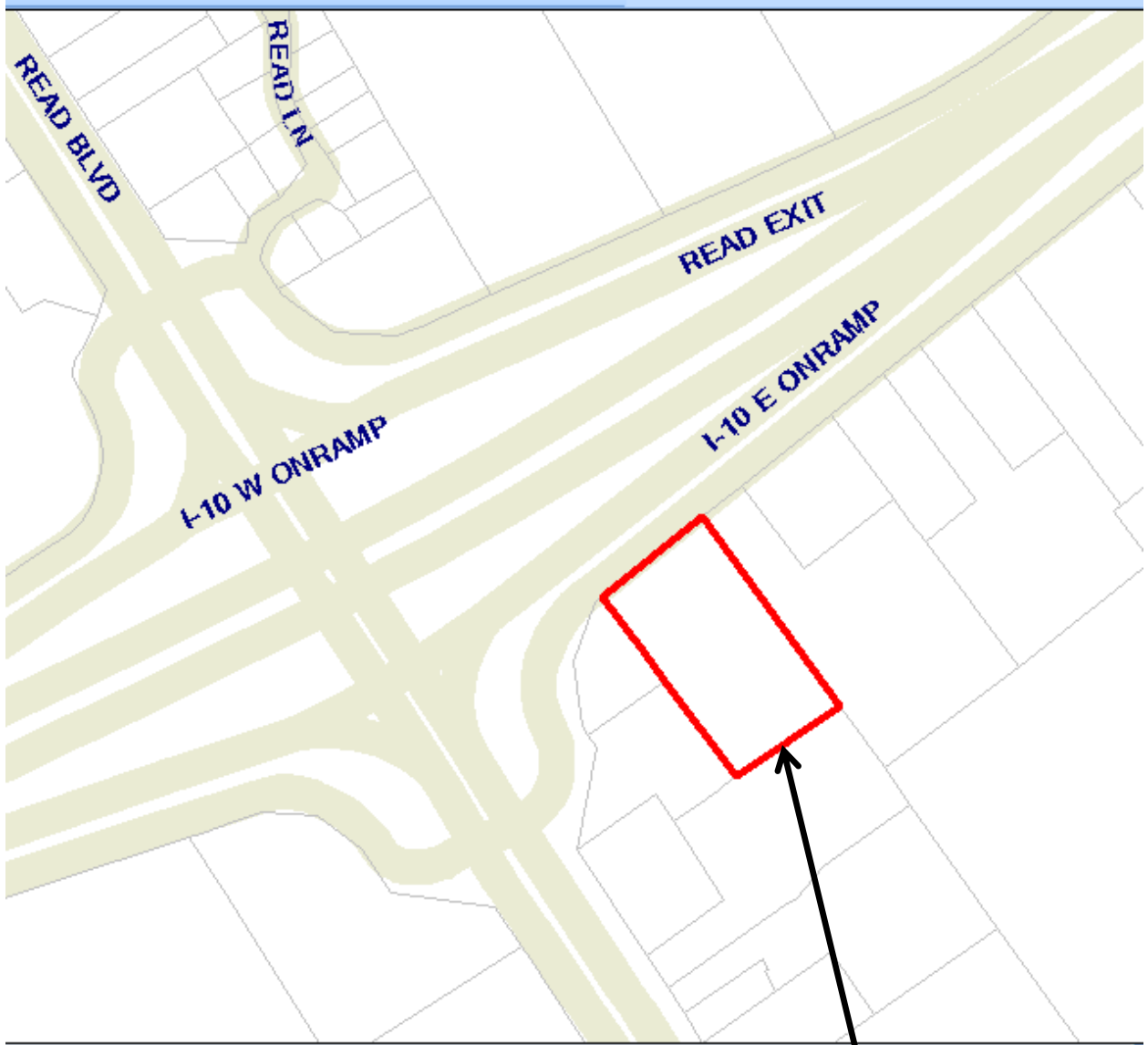
Public Storage

SITE FTBD
 100110-110 Service Rd
 New Orleans, LA

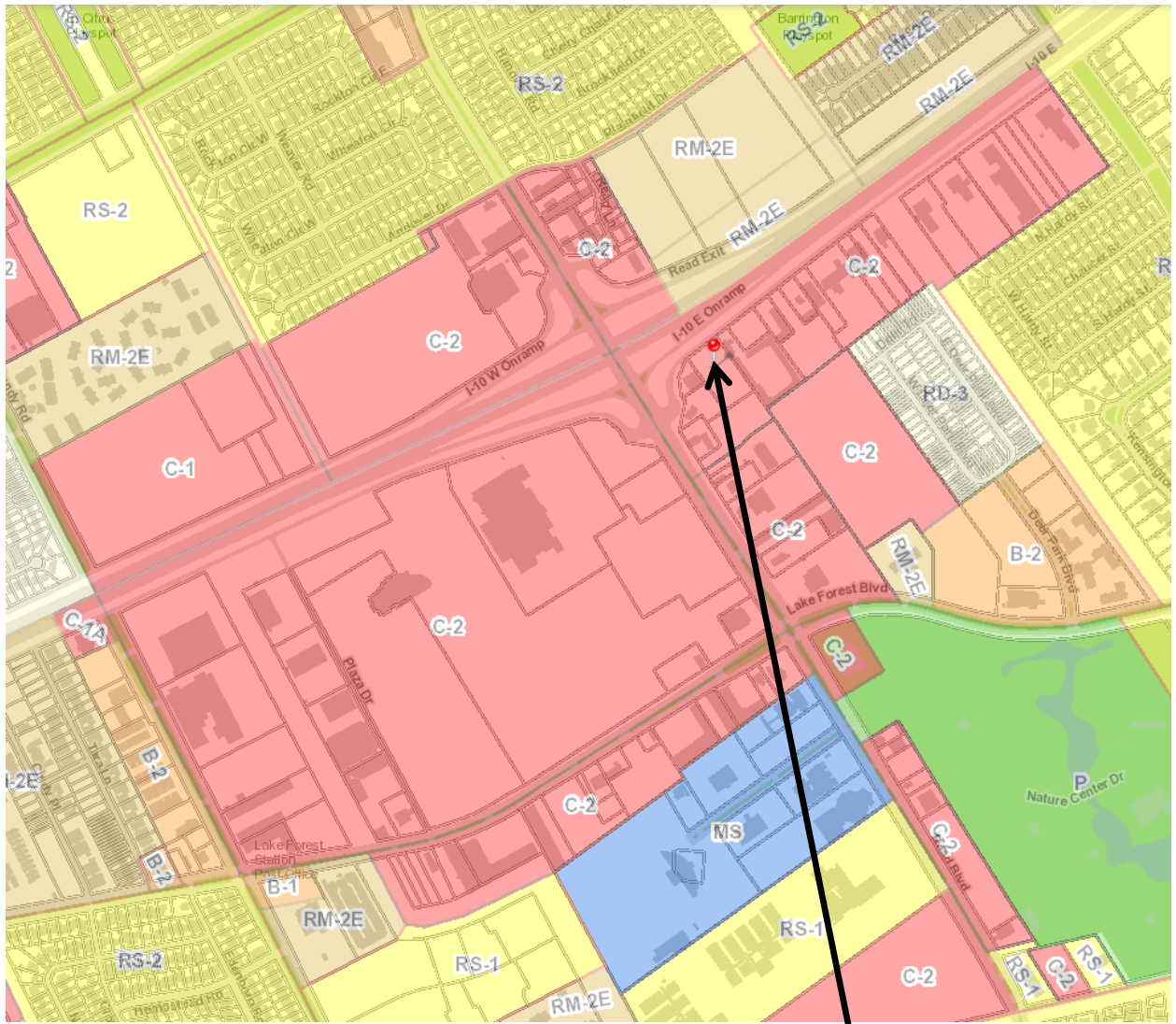
16266 Star Road Nampa, ID 83887 toll free: 800.592.8058 tele: 208.345.4020 fax: 208.336.9886 www.imagegenational.com

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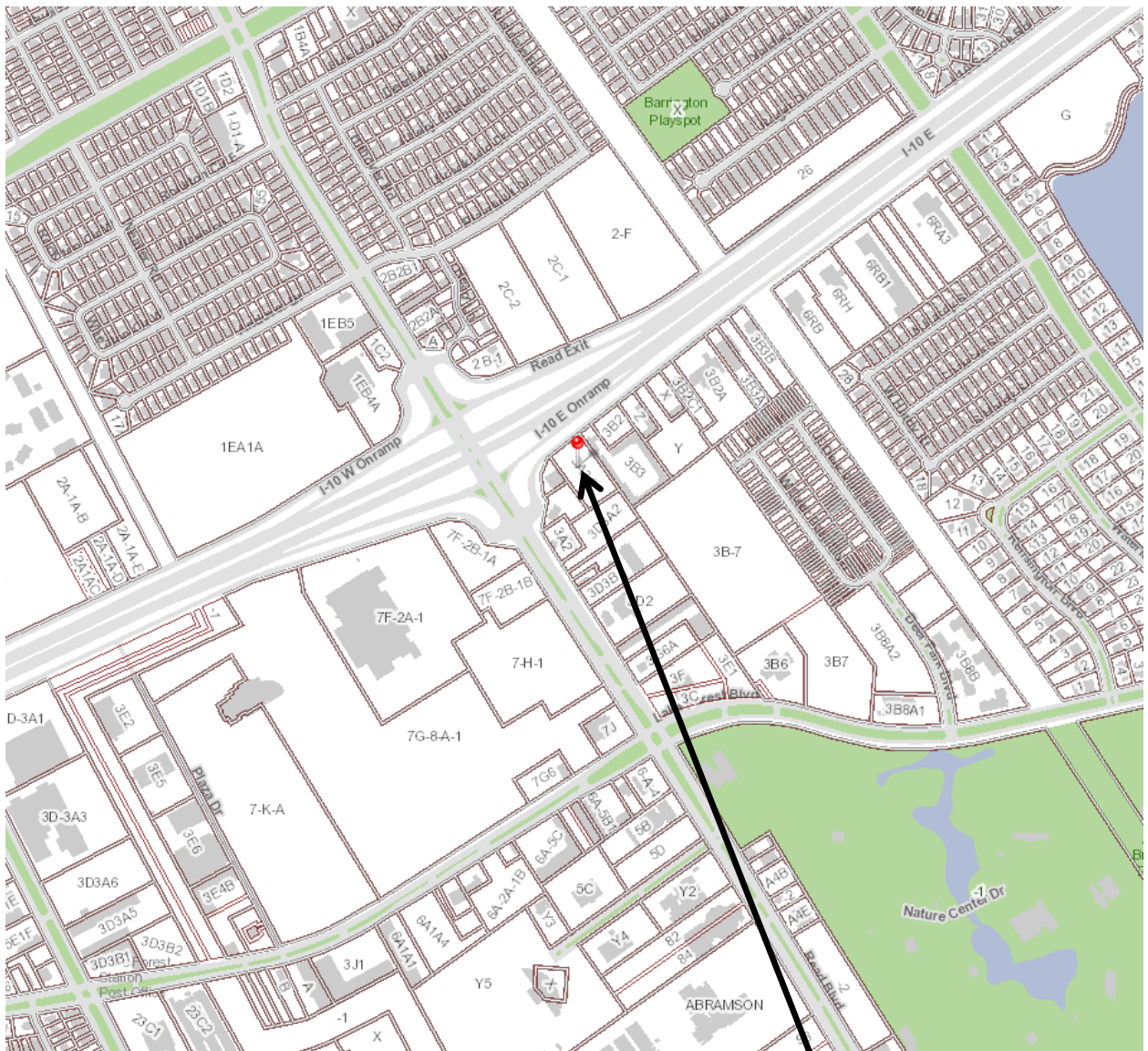
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DR 068-15



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