City Planning Commission Meeting Tuesday, March 24, 2015 **CPC Deadline:** None

CC Deadline: 45 days from

date of receipt

Council District: D-Brossett

PRELIMINARY STAFF REPORT

To: City Planning Commission Prepared by: Valerie McMillan

Design Review: 021-15 Date: March 10, 2015

Applicant: J.M. Smucker

Request: This is an appeal of the Eastern New Orleans Urban Corridor (UC) District

Regulations, Article 10, Section 10.1B.12.1 Landscape Buffer of the Comprehensive Zoning Ordinance, to allow the new construction of an administrative building on an existing coffee plant site, without a landscape buffer

along Chef Menteur Highway.

Zoning: HI - Heavy Industrial District

Location: The petitioned site is located in the Third Municipal District, on Square F, Lot 1,

bounded by Chef Menteur Highway to the North, the Interstate 10 (I-10) to the South, Jourdan Rd. to the East and the Industrial Canal to the West. The

municipal address is 5500 Chef Menteur Hwy. (PD 9)

Proposal: The site is currently developed with four (4) buildings that are all a part of the

Folgers Coffee complex. The applicant proposes to construct a new administration building on the site within the complex. The proposed administration building has a width of approximately 120' along the Chef Menteur Hwy. side, a width of approximately 123' along the I-10 side, a depth of approximately 165' along Jourdan Road and a depth of approximately 57' along the Industrial Canal side for a total site area of approximately 22,167 sq. ft. The design and construction of the new building, as well as the layout of the property, was previously approved in Design Review 051-14. However, the applicant has chosen not to install trees along the applicable street frontage of the site as required by **Article 10, Section 10.1B.12.1** of the Comprehensive Zoning

Ordinance.

Why is City Planning Commission Action required?

Article 10, Section 10.1B.14 Appeals of the Comprehensive Zoning Ordinance requires that all variances of the Urban Corridor regulations be reviewed for recommendation by the City Planning Commission and forwarded to the City Council for final action.

I. EVALUATION

The purpose of the Eastern New Orleans (UC) Urban Corridor District is to provide for a superior environment along major suburban transportation corridors through application of an overlay district. The overlay district regulations are intended to supplement the regulations of the underlying (base) zoning districts and to provide for harmony and compatibility of development over the length of the corridor. These special regulations include provisions relative to the development of certain land uses as conditional uses, and unique provisions pertaining to accessory signs and design requirements intended to support and complement land use development and establish a positive design image.

Site Design

The petitioned site is the Folgers' coffee plant. The plant occupies the entirety of Square F. The applicant proposes to construct a new administration building on the site within the complex. The proposed administration building has a width of approximately 120' along the Chef Menteur Hwy. side, a width of approximately 123' along the I-10 Service Road side, a depth of approximately 165' along Jourdan Road and a depth of approximately 57' along the Industrial Canal for a total site area of approximately 22,167 sq. ft. As stated previously, the design and construction of the new building, as well as the layout of the property, was previously approved in Design Review 051-14. The only deviation from the previously approved plans is that the applicant requests a waiver of the landscape buffer requirement.

Landscape Buffer

According to Section 10.1B.12.1 (Special Site Design Conditions), Landscape Buffer, "all sites within the Eastern New Orleans (UC) Urban Corridor District shall provide a landscape buffer within the property line abutting the Corridor frontage. The landscape buffer shall have a depth of not less than twenty (20) feet. No parking or pavement shall be allowed in the landscape buffer except for approved accessways, pedestrian walks, and permitted detached signs. The landscape buffer shall contain trees, shrubs, and other landscape elements. Trees shall be planted at the rate of one (1) per twenty-five (25) lineal feet of street frontage, and may be spaced evenly or planted in groups or clusters. Acceptable trees shall be limited to those with ratings of 1 Excellent or 2 Good in the most current revision of the Louisiana Cooperative Extension Service bulletin, "Tree Rating for the New Orleans Area supplement to Trees for Louisiana Landscapes", subject to the review and approval of the staff of the City Planning Commission. All such trees shall have minimum trunk sizes of two-inch caliper, and have a height of twelve (12) feet, with the exception of wax myrtle and crape myrtle, which shall be a minimum of eight (8) feet. Other species may be included in the landscape buffer but they may not be counted toward fulfilling the requirements of this section. Whenever a development is intended to be phased, the required landscape buffer shall be implemented as a part of the first phase undergoing construction."

The applicant proposes to install St. Augustine sod around the entrance of the administration building, and does not propose to comply with the regulations for

providing a landscape buffer along Chef Menteur Hwy. This northern side of the site abuts an existing service road and the elevated Chef Menteur Hwy, the latter obstructs the view of any landscaping on this side due to its elevation. The site already contains foliage on the public right-of-way of the site fronting along the Jourdan Rd. side. This eastern side of the site abuts an existing service road and train tracks which substantially limit the amount of open space available to add an additional landscape buffer. This is also the most visible side of the site; however no landscaped buffer is required since Jourdan is not a major road. The southern side of the site abuts the I-10 elevated expressway and the western side of the site abuts the Industrial Canal. The location of the site is unique as it is not near a residential area and is surrounded by other industrial uses and elevated roadways, which buffer the site from view of the general public. Additionally, the frontage of the proposed site along Chef Menteur Hwy. will only be visible to Folgers' staff and visitors of the site.

II. SUMMARY

Design Review 021/15 is an appeal of the Eastern New Orleans (UC) Urban Corridor District Regulations' requirement to provide a landscape buffer within the property line abutting the Corridor frontage as required by Article 10, Section 10.1B.12.1 of the Comprehensive Zoning Ordinance. The applicant proposes to install St. Augustine sod only, around the entrance of the new administration building. This northern side of the site abuts an existing service road and the elevated Chef Menteur Hwy. The southern side of the site abuts the I-10 elevated expressway and the western side of the site abuts the Industrial Canal. Foilage screening already exists along the public right-of-way of the site fronting Jourdan Rd. This eastern side of the site also abuts an existing service road and train tracks which substantially limits the open space available to add an additional landscape buffer. The location of the site is unique as it is not near a residential area and is surrounded by other industrial uses, which buffer the site from view of the general public. Additionally, the frontage of the proposed site along Chef Menteur Hwy. will only be visible to Folgers' staff and visitors of the site. Therefore, the staff recommends approval the appeal of the Eastern New Orleans (UC) Urban Corridor District Regulations.

III. PRELIMINARY STAFF RECOMMENDATION¹

The staff recommends APPROVAL of Design Review 021-15 subject to one waiver.

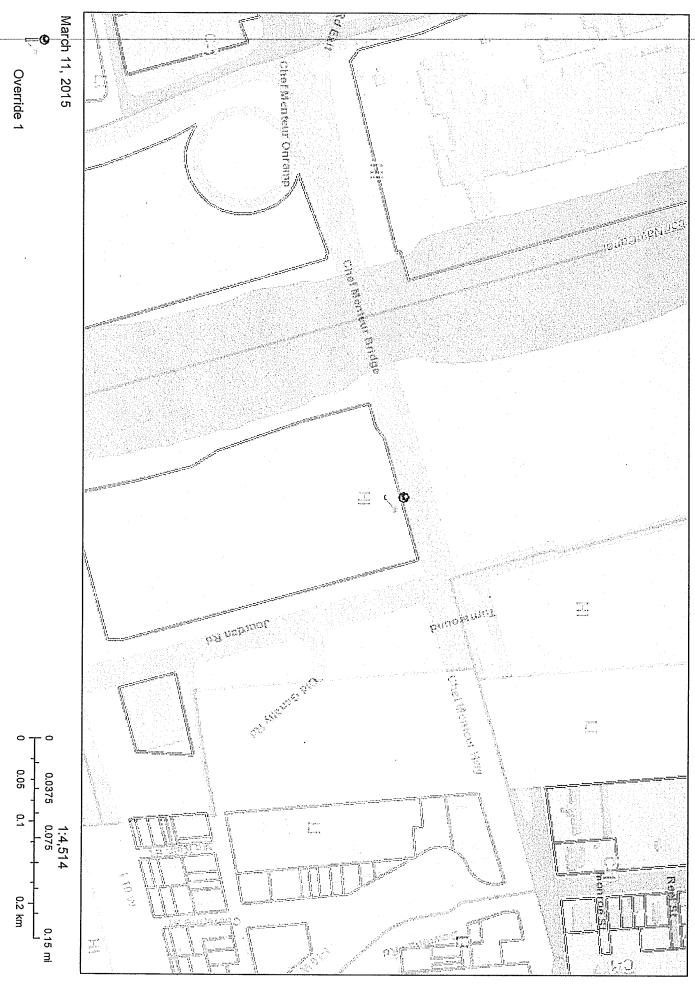
Waiver

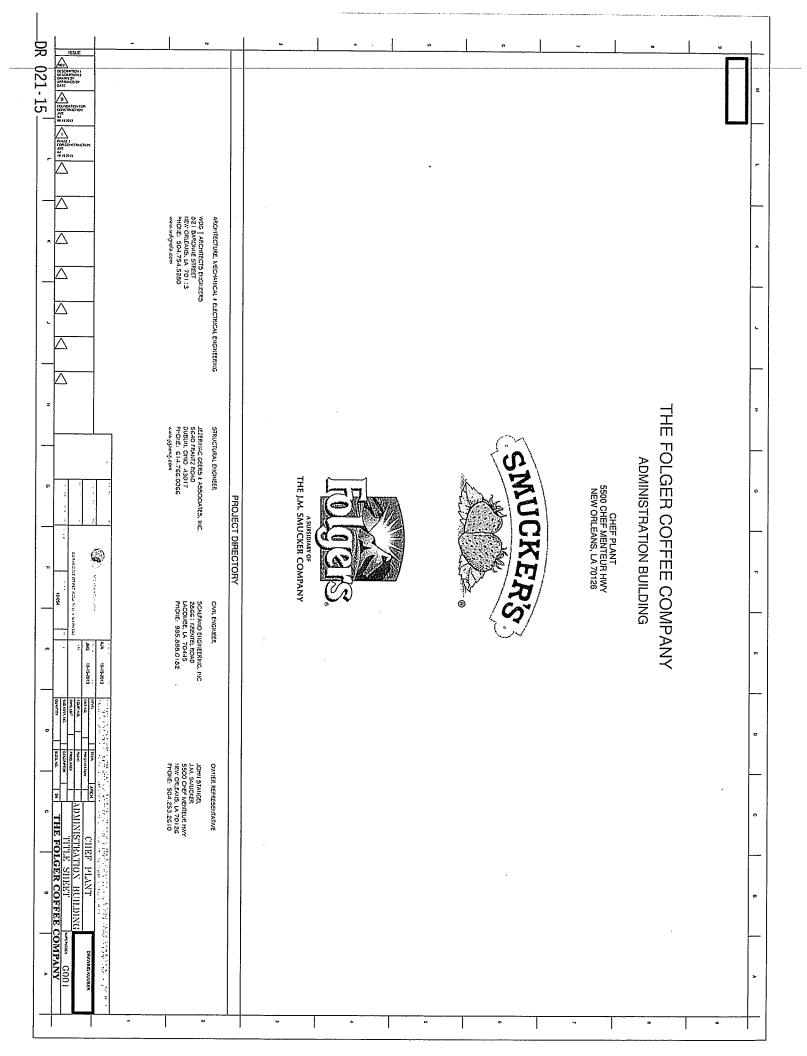
1. The applicant shall be granted a waiver of the requirements of Article 10, Section 10.1B.12.1 Landscape Buffer of the Comprehensive Zoning Ordinance.

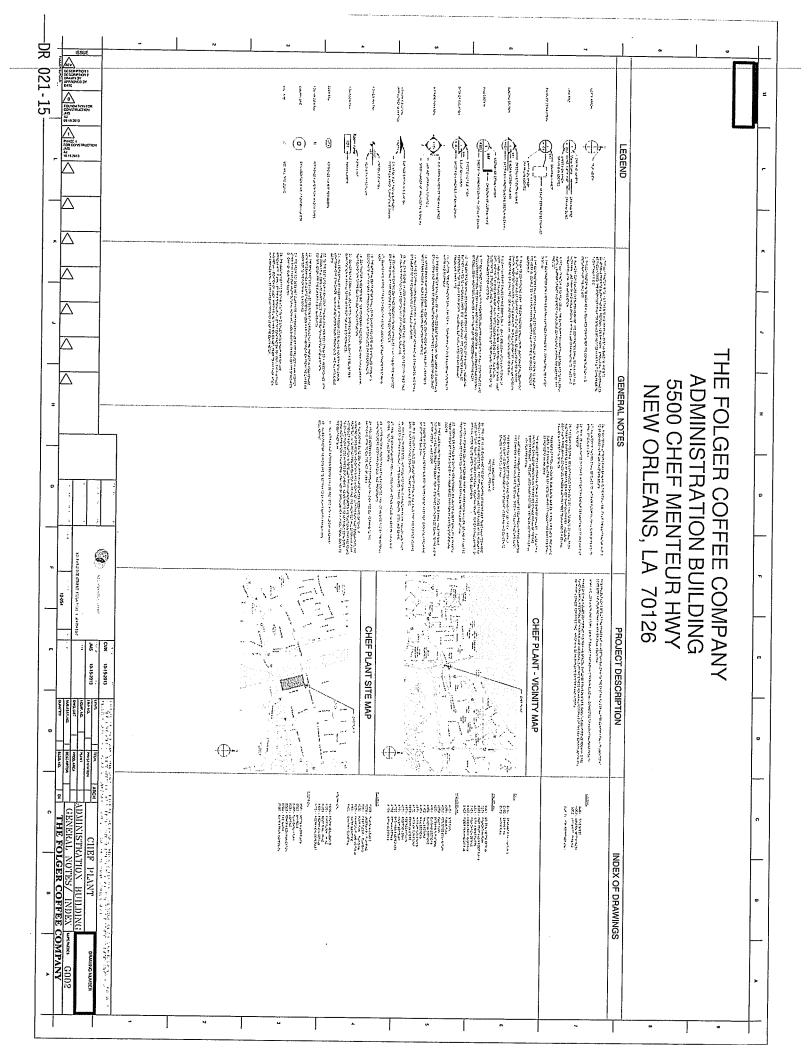
¹ Subject to modification by the City Planning Commission.

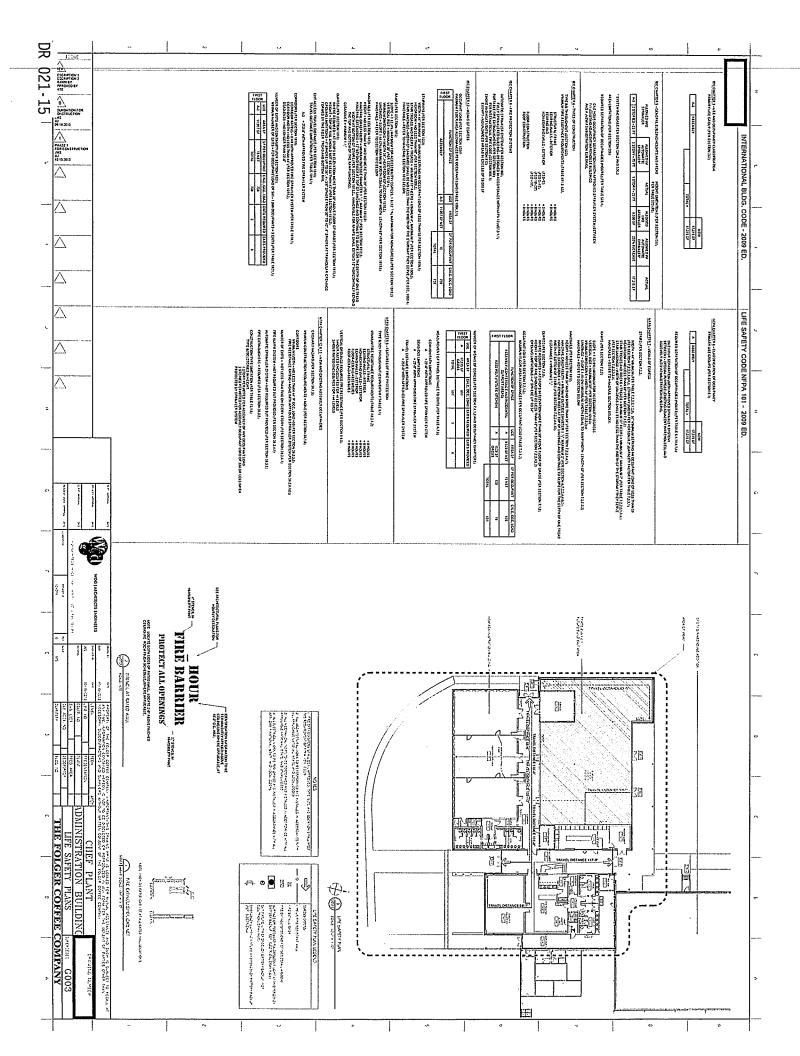
IV. REASONS FOR RECOMMENDATION

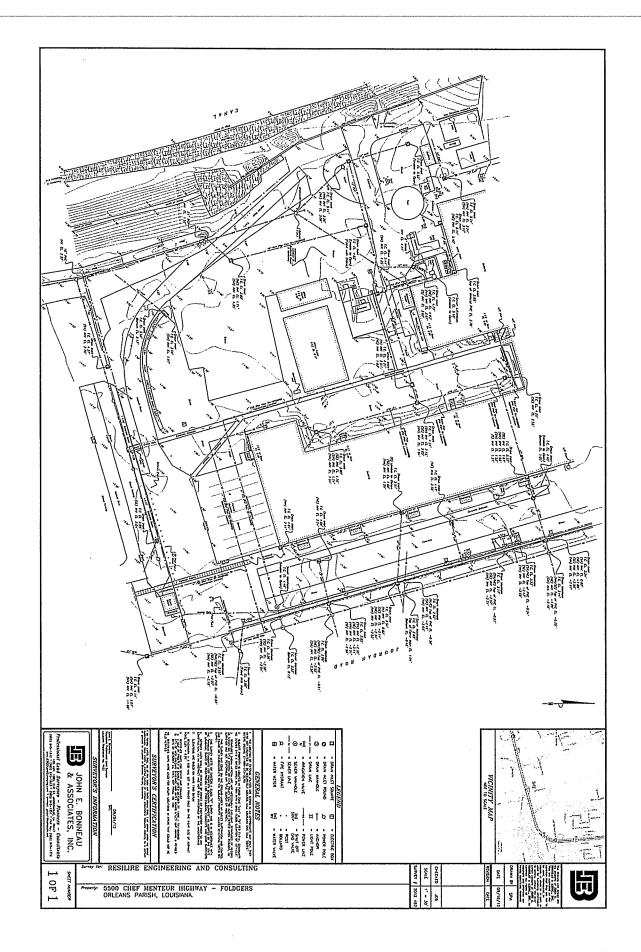
- 1. The frontage of the proposed site along Chef Menteur Hwy. will only be visible to Folgers' staff and visitors of the site.
- 2. The site already contains foliage along the public right-of-way of the site fronting along Jourdan Rd. This eastern side of the site also abuts an existing service road and train tracks which substantially limits the open space required to add an additional landscape buffer.
- 3. The location of the site is unique as it is not near a residential area and is surrounded by other industrial uses, which buffer the site from view of the general public.
- V. 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.

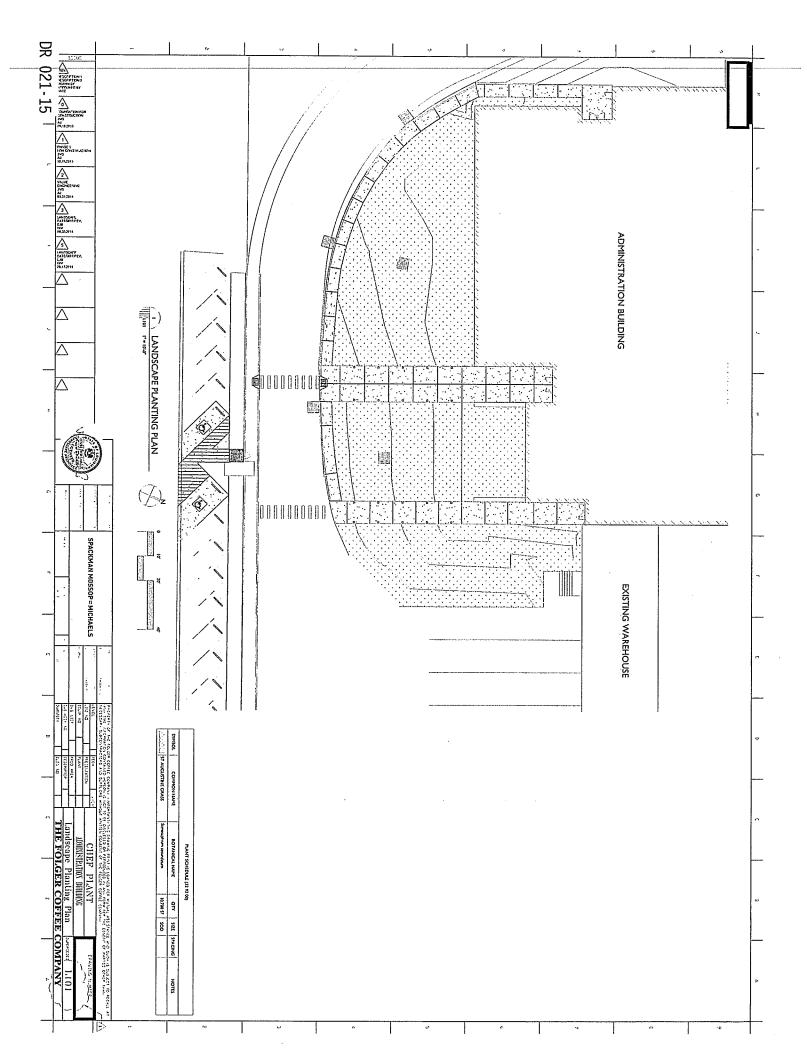


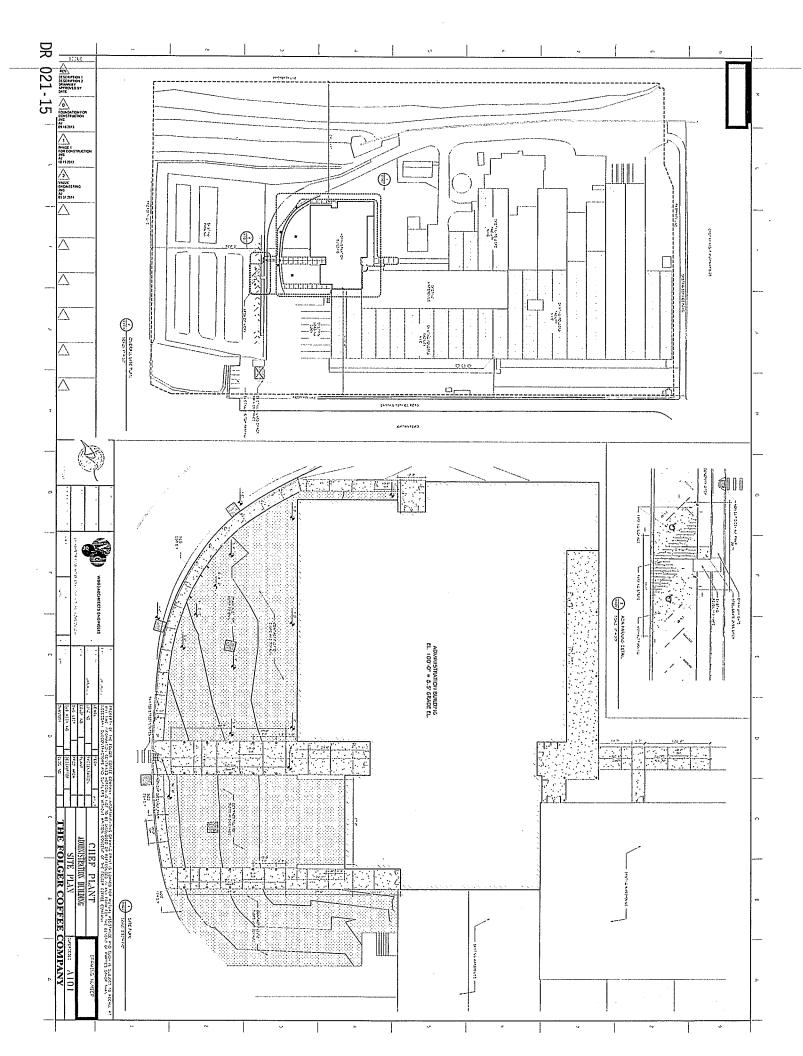


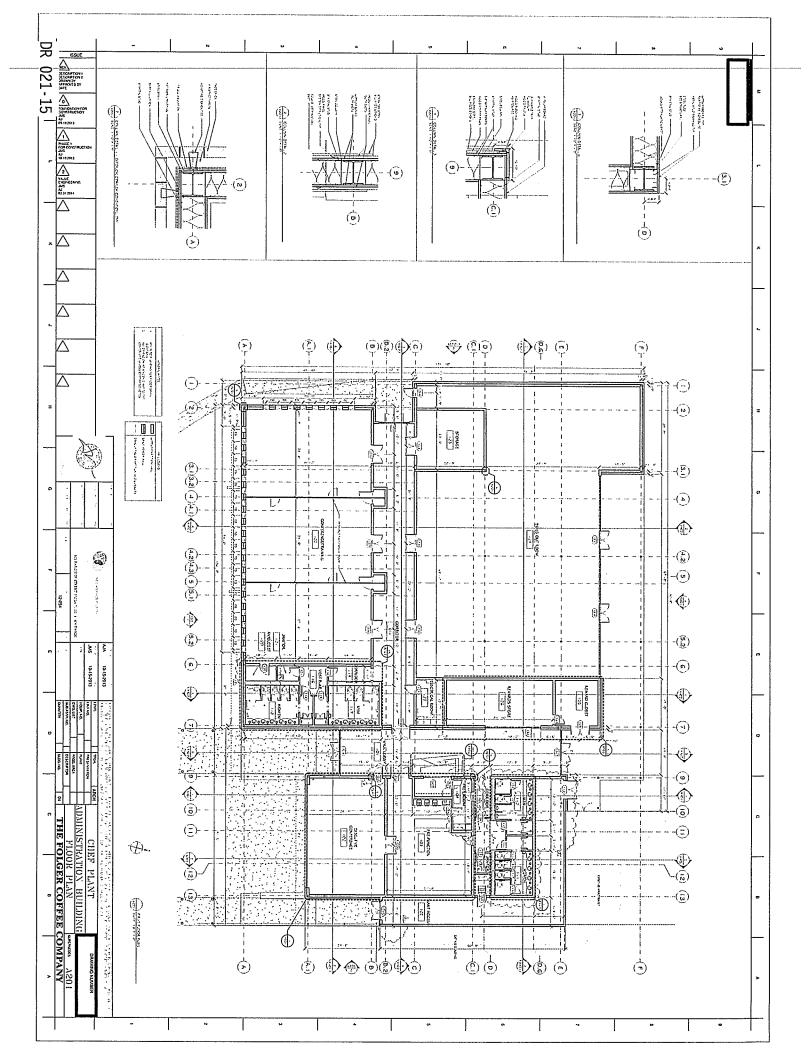


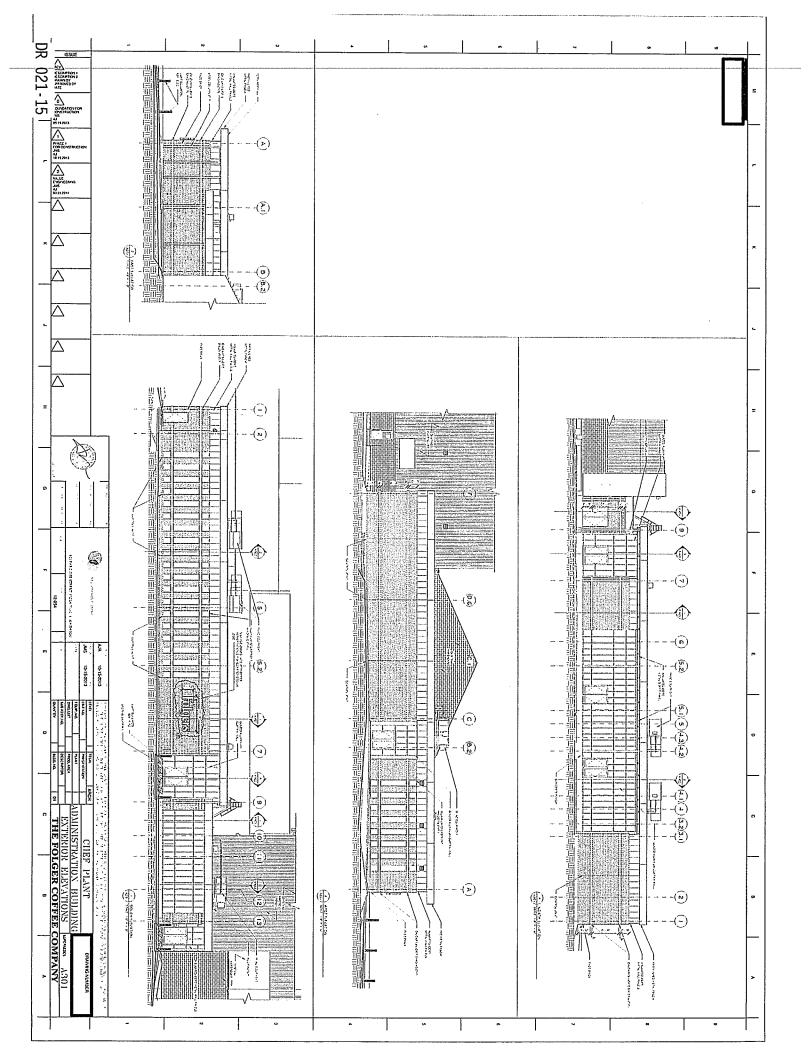


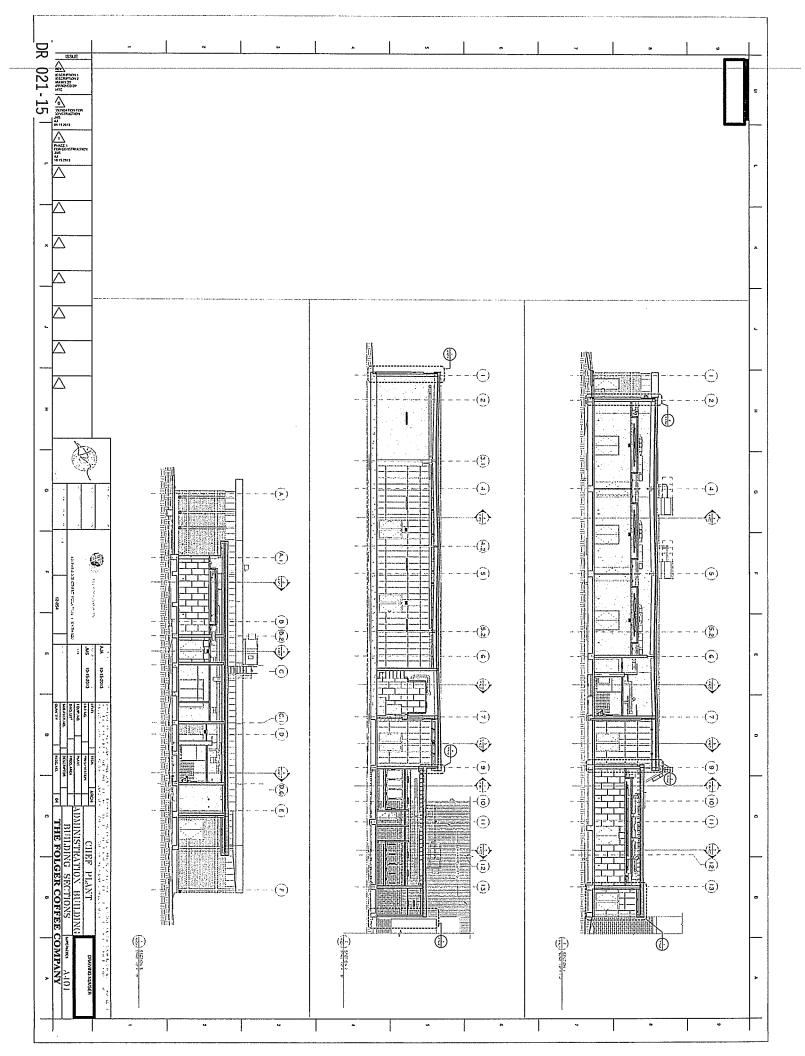


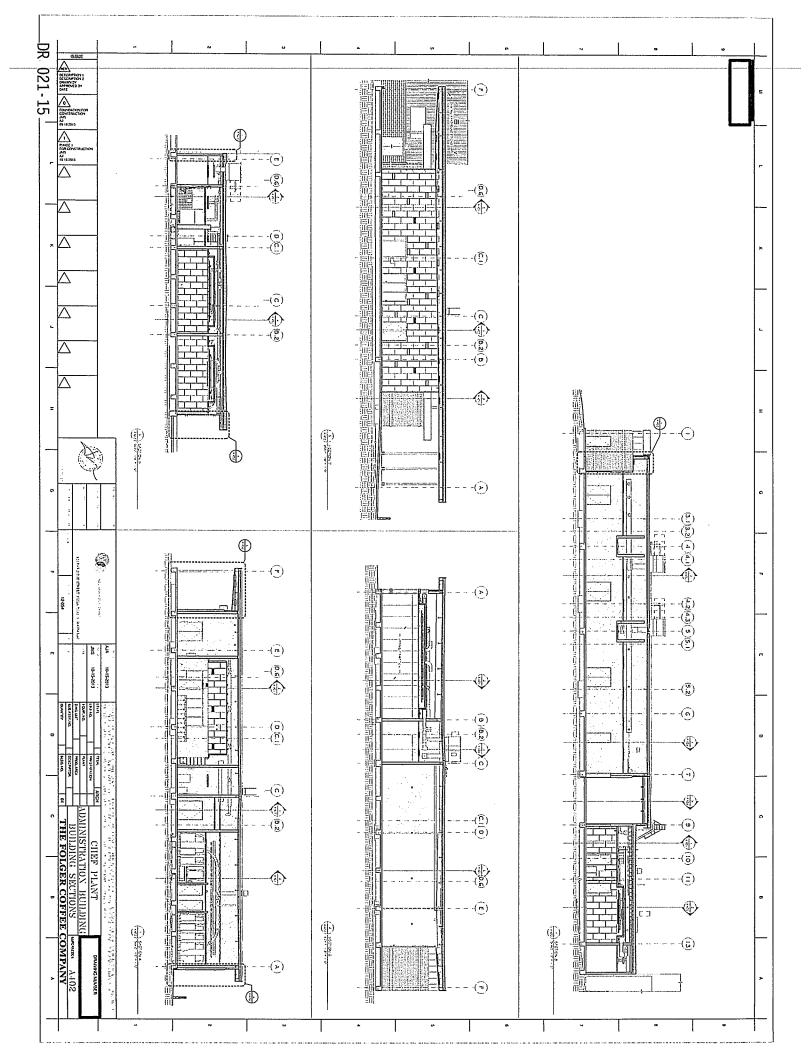


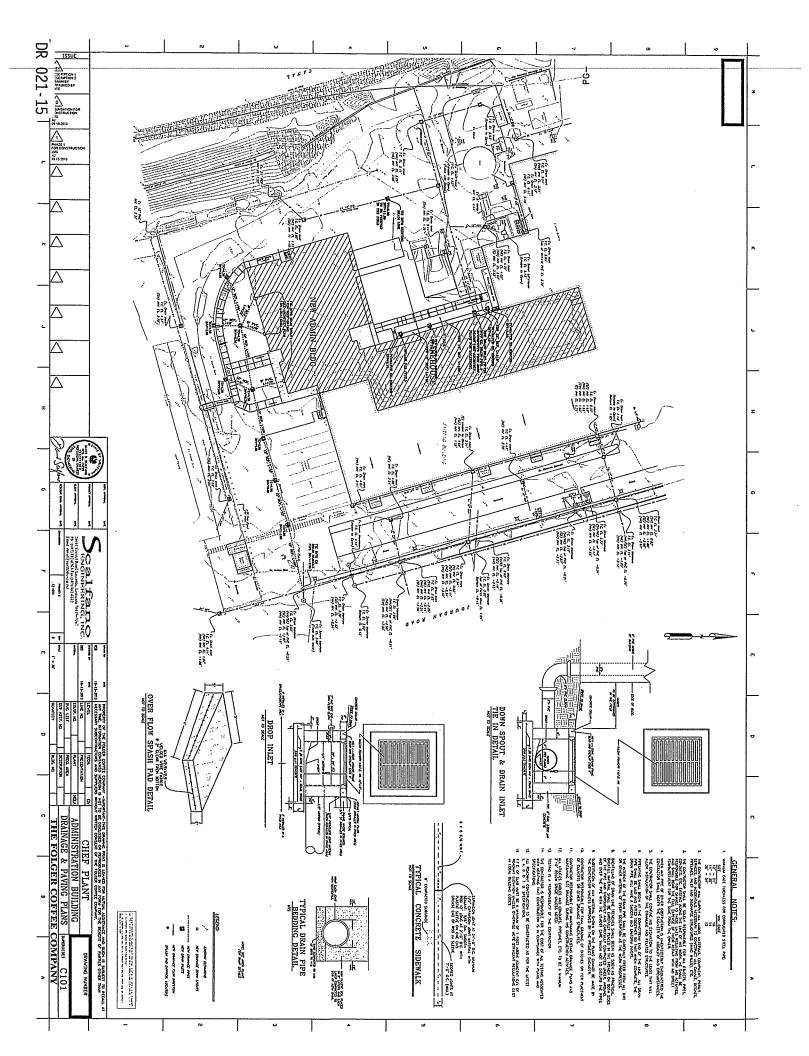


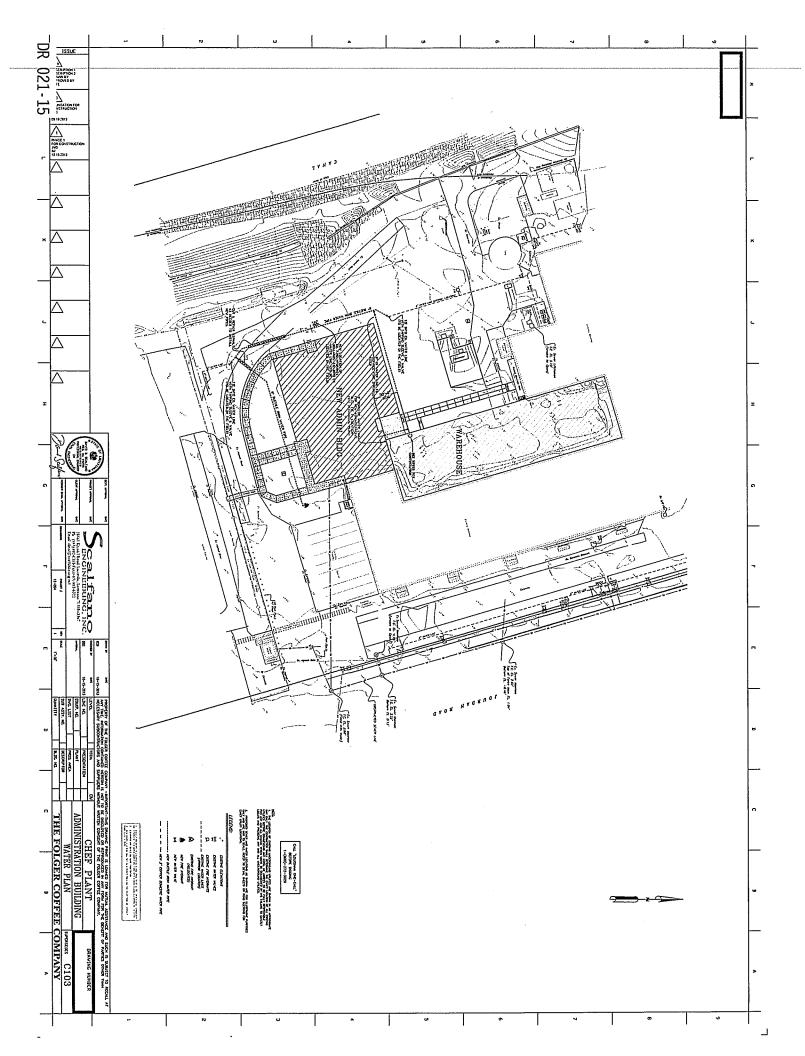


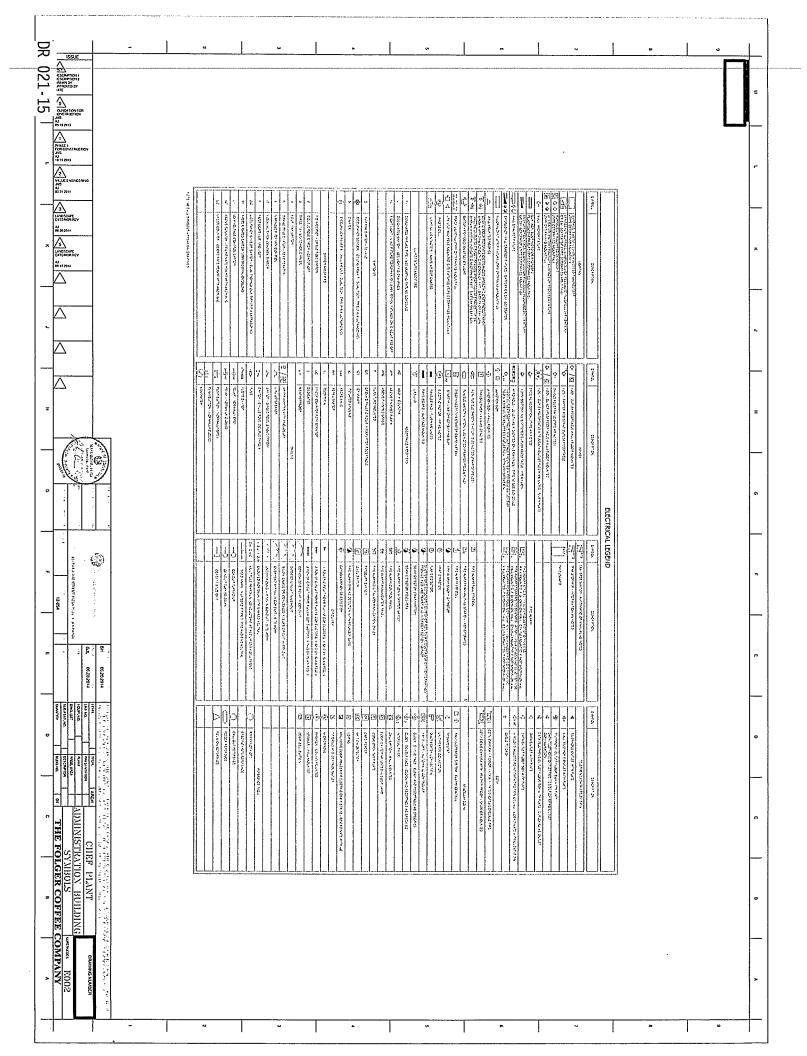


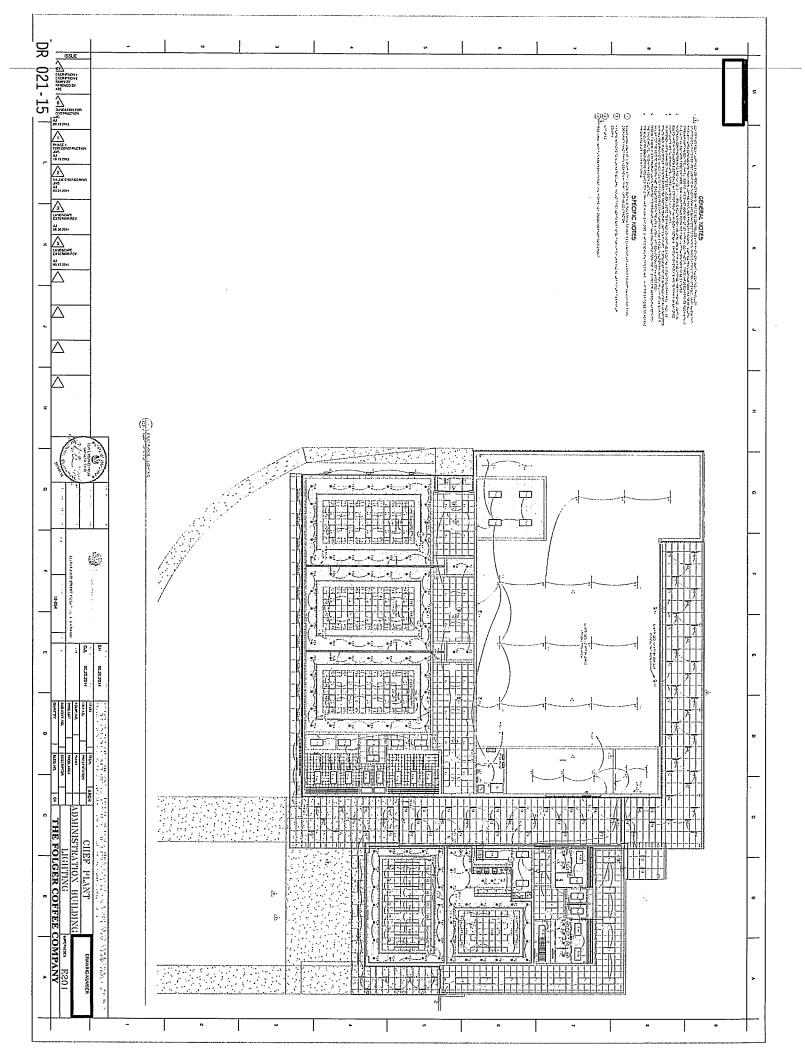


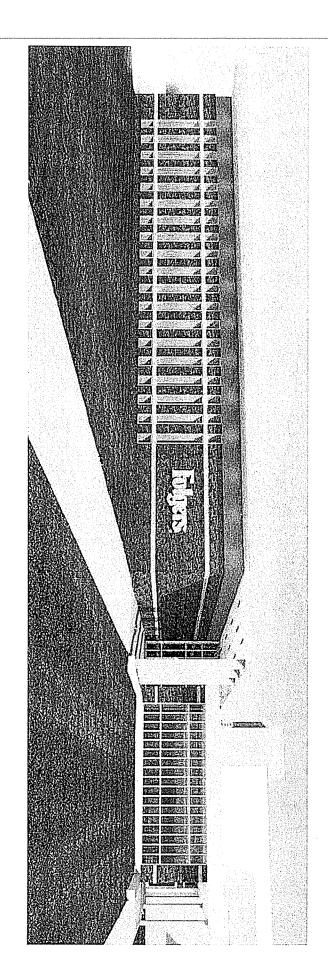














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