

CITY
PLANNING
COMMISSION
DESIGN ADVISORY COMMITTEE

Minutes – July 20, 2016

Members Attending

Bryan Lee, Arts Council
Daniel McElmurray, P&PW
Eleanor Burke, HDLC
Elliott Perkins, HDLC
Miriam Lemann, CPA
Tyler Antrup, CPC
William Gilchrist, Place-Based Planning

Presenters/Guests (*See sign in sheets at the end of the meeting minutes)

Allan Lupton, Lupton Raush Architects
Alphouse Pousou, North Kenilworth
Avery Foret, Sherman Strategies
Brittany DesRocher, CPC
Cameron Bonnett, CPC
Carrol Denesse, North Kenilworth
Jacque Williams, Breaux Mart
Marcia McWilliams, North Kenilworth
Mike Eugene, North Kenilworth
Nicolette Jones, CPC
Stephen Caplinger, Edwards Communities

1. **Consideration:** Minutes from July 6, 2016, DAC meeting. Approved

CPC ITEMS:

2. **Consideration:** **DESIGN REVIEW 074-16** – Installation of a mural in the character preservation corridor design overlay district
Location: 3233 Magazine St
Submitted by: Jacque Williams, Jay Breaux
Contact: Jacque@breauxmart.com

The applicant presented the project explaining that they would like to have a mural painted on the Toledano Street side of their Magazine Street store. There is an existing mural on the Pleasant Street side of the store and the proposed mural would be by the same artist. The mural would depict “making groceries in early New Orleans.”

The committee questioned whether or not the mural would be in color and the applicant confirmed that it would be. The committee agreed that the content of the mural was appropriate for this location.

Motion:

A motion for **Approval** of the project was made by PPW, seconded by the Arts Council and adopted.

NON-CPC ITEMS:

3. **Consideration: Consideration:** North Kenilworth Sign – installation of neighborhood sign in public r-o-w

Location: Crowder Boulevard at Morrison Road

Submitted by: Carroll Denesse, Hailey Bowen (PPW)

Contact: cadsilverfox@yahoo.com, hdbowen@nola.gov

The applicants presented the project explaining that they would like to have a neighborhood sign installed in the neutral ground. The proposal included a granite plaque; however, it may be cost prohibited so the applicant is considering other alternatives.

The committee agreed that the granite is not necessary and that larger letters inscribed in the concrete may be a better option. Overall the proposed structure seemed appropriate. The representative of Parks and Parkways suggested that they work with the applicant to finalize the design of the text and the committee agreed.

Motion:

A motion for **Approval** of the project, subject to revisions to the text to be reviewed by Parks and Parkways, was made by P&PW, seconded by the HDLC and adopted.

CPC ITEMS:

4. **Consideration: ZONING DOCKET 065-16** – New construction of a planned development in the greenway corridor design overlay district with over 100' of frontage

Location: 401 N Cortez St, 3601 Conti St

Submitted by: Hope Sherman, Edwards Communities Development Company

Contact: hope.sherman@edwardscdc.com

The applicant presented the project stating that they have made some modifications based on feedback received at the June 8th DAC meeting and that they were looking for additional feedback. The modifications included increasing the mass, adding more windows, removing some of the traditional elements to simplify the design and flattening the roof. Additionally, five foot deep balconies were added to break up the façade. The exposed parking structure would be screened with a green wall and additional landscaping.

The representative from Place-Based Planning stated that the applicants needed to acknowledge the scale of the building and move towards a true industrial typology as opposed to what is being proposed which is a confusing mix of typologies. The industrial details are being applied to a structure that still has a residential language. Additionally, it was stated that the applicant cannot depend on landscaping to hide the parking structure and that the structure should be designed in a way that complements the rest of the design. Further, the representative from the Mayor's Office questioned if the ground level conditions needed to be the same on all sides and stated that he felt the building did not have a base which is problematic as it does not respond to the greenway. He suggested that the applicant explore a semi-public transition space between the greenway and the residential spaces on the ground level. There needs to be some type of physical expression at that level which is not there currently. If closeness to the greenway is a value-add of the project then it should be reflected in the design of the greenway facing side of the structure.

A representative from the HDLC stated that the project was moving in the right direction; however, it still needs work. The "gaps" in buildings are unsuccessful and are not commonly seen. The buildings with the larger facades work better. It was suggested that the balconies be set into the building in order to not break up the massing. He also felt that the parking deck was reading similar to the balconies and that the roof was not successful.

The representative from Parks and Parkways felt that the roof was the biggest issue. The pitch of the roof is so low that it reads as flat from the street level; therefore, he suggested that it be flat.

A representative from the HDLC stated that the major issue was "DNA confusion." The building is trying to be two things and it needs to move all the way in one direction. She asked the applicant about material selection and the applicant said it would be a combination of brick and stucco. She suggested that they explore using brick patterning to break up massing. Additionally, she suggested the applicant look at contemporary examples of balconies for design guidance.

There was further discussion about how the building will open up to the greenway and how this edge will transition from private to semi-public to public. It was suggested the applicant explore of idea of having the courtyards open to the greenway instead of being completely internalized. The representative from the Arts Council suggested that the applicant look at the work of Julie Eisenber.

Overall the committee agreed that the project was moving in the right direction; however, it needed to continue moving towards a more industrial aesthetic. Additionally, the design needed to respond more thoughtfully to the greenway.

Motion:

A motion for **Deferral** of the project, pending the applicant's response to the comments made by the committee, was made by Place-Based Planning, seconded by HDLC and adopted.

OTHER MATTERS: None

DESIGN ADVISORY COMMITTEE MEETING

JULY 20, 2016

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