

# CITY PLANNING COMMISSION

## DESIGN ADVISORY COMMITTEE

### MINUTES – July 19, 2023

#### CPC ITEMS:

1. The CPC representative made a motion to approve the meeting minutes from the June 21, 2023 meeting, which was seconded by the CPA representative and unanimously adopted, the motion passes.
2. **Re-Consideration:** Design Review 023/23.

**Location:** 10029 Chef Menteur Highway  
**Submitted by:** Brian E. Anderson  
**Contact:** andersonarchitectllc@gmail.com  
**Staff:** Ava Monnet  
**Contact:** [Ava.Monnet@nola.gov](mailto:Ava.Monnet@nola.gov)

This is a request for new construction on a site with over 100 ft in a CT Corridor Transformation Overlay District. This was previously considered at the June 21, Design Advisory Committee meeting.

The request is for a proposed urgent care facility as part of a medical campus development at the site. Staff summarized the orientation and landscaping of the site highlighting the concerns that have been addressed in the revised master plan materials of the campus design.

The CPC representative explains that this review focuses on phase one of the development and the master plan will be re-examined once the first phase is completed.

CPC made a motion to **APPROVE** the request subject to one (1) proviso and it seconded by HDLC and approved unanimously.

Proviso:

1. Front elevations shall show an entrance oriented towards Chef Menteur Highway

3. **Consideration:** Design Review 027/23.

**Location:** 1431 Saint Louis Street  
**Submitted by:** WD Phase II LP (Judith Moran)  
**Contact:** judith.jonesmoran@mccormackbaron.com  
**Staff:** Valerie Goines

**Contact:** [Valerie.Goines@nola.gov](mailto:Valerie.Goines@nola.gov)

Administrative design review in accordance with **Article 4, Section 4.5.F** for a new four-story multifamily residence with 45 units that is over 40,000 sq ft in area on a site with over 100 ft of frontage in GC Greenway Corridor and EC Enhancement Corridor Design Overlay Districts.

This phase is a continuation of the Iberville Redevelopment Offsite Component under the Choice Neighborhood Initiative grant awarded to the City of New Orleans and HANO.

The staff addressed concerns regarding insufficient parking as 45 units are being proposed and the 36 spaces are proposed and the proposed enclosure for the dumpster is six (6) feet, where seven (7) feet are required.

The applicant gave an overview of the project. **HDLC** and **CPA** addressed concerns related to the exterior of the building and suggested a more contemporary design such as the use of stucco rather than brick.

The applicant noted that signage is not included with this application; however, a blade sign similar to what is being used with the first phase, will be proposed at a later date. The applicant stated that they were taking advantage of the parking reduction described in **Article 28, Section 28.7. A.** The applicant agreed to increase the height of the fence to comply with the **Article 23, Section 23.13.A.** Lastly, the applicant agreed to make modifications materials used on the exterior of the building.

**HDLC** moved to **APPROVE** the request subject to one (1) proviso. **CPC** seconded the motion, and it was approved unanimously.

Proviso:

1. Modify material used on the exterior of the building for a more contemporary appearance.
4. **Consideration:** Design Review 028/23

**Location:** 2020 Calhoun Street, Loyola University New Orleans

**Submitted by:** Eskew Dumez Ripple+

**Contact:** [cdubberley@eskewdumezripple.com](mailto:cdubberley@eskewdumezripple.com)

**Staff:** Marin Stephens

**Contact:** [Marin.Stephens@nola.gov](mailto:Marin.Stephens@nola.gov)

Design Review 028/23 is a request by Loyola University New Orleans for an administrative design review in accordance with **Article 4, Section 4.5.F** for a new dormitory that is over 40,000 sq ft in area on a site within a CPC Character Preservation Corridor overlay.

This review is limited to the design and is associated with Design Review 053/22. DR053/22 amended Loyola University's Institutional Master Plan, which was approved under DR093/16, in accordance with **Article 15, Section 15.5.F** *Changes to Approved Institutional Master Plans* and **Article 15, Section 15.5.A.1** *Institutional Master Plan for EC and MC Districts - Permitted Development*. The change included the addition of an 83 feet height dormitory "Building 0-B" on the main campus.

The **CPA** and **HDLC** representatives expressed concerns about almost too minimal, the negative space could have a greater impact around the building with attention to indentations in the massing. Also, there is an opportunity for the signage on the corner to meet the ground and articulate a greater visual impact.

The **HDLC** representative made a motion to **APPROVE** subject to one (1) proviso. **CPA** seconded the motion, and it was unanimously approved.

Proviso:

1. The design of the new dormitory is subject to modification of the materials to reflect a more modern design that fits within the context of the Loyola Master Plan. The following design modification will consider the following:
  - 1.) Unify the massing by using same color and materials,
  - 2.) Consider modification by creating division by glazing store front windows to relate more to the rest of the campus design,
  - 3.) Consider modifying the reveals go further back to articulate a more pronounced visual impact,
  - 4.) Consider coping at those reveals modified to follow the indentation,
  - 5.) Consider negative space at the corner by adding windows or modifying the signage to reach the ground and resolve the corner programming.
  
5. **Re-Consideration:** Design Review 024/23.

**Location:** 1351 Tchoupitoulas Street, 1411 Tchoupitoulas Street, 1451 Tchoupitoulas Street, and 801 Euterpe Street

**Submitted by:** Laura Barth

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**Staff:** Sarah King

**Contact:** [Sarah.king@nola.gov](mailto:Sarah.king@nola.gov)

This is an administrative design review in accordance with **Article 4, Section 4.5.F and Article 18, Section 18.24.B** for TopGolf, a new commercial outdoor amusement facility that is over 40,000 square feet in area on a site within a CCN Convention Center

Neighborhood Overlay District. This was previously considered at the May 17, Design Advisory Committee meeting.

The site encompasses two city squares along Tchoupitoulas Street. The applicant proposes a three-story structure fronting Euterpe Street with ground floor retail and lobby area, two story bar and restaurant, event space, roof top terrace, and outdoor patio. The applicant proposes a surface parking lot containing 471 parking spaces that would be located across Melpomene Street. The remainder of the site includes a driving range with hitting bays and the perimeter of the site would include tall netting poles ranging from 90 to 170 feet.

Site plans show two TopGolf logo signs on the front elevations located on Euterpe that would require variances for excessive size and a wall sign on the rear elevation. The wall sign on the rear elevation would require a variance because it's not facing a street. The applicant is proposing to request a variance to use EIFS materials which is prohibited in the district.

The applicant summarized what change were made from the previous DAC meeting. The applicant explains the modification of the sidewalk designated for pedestrian and golf cart use.

The applicant shows matte board material and matching brick as potential alternatives for EIFS.

The CPC representative asked how the loading area will work along with the drop-off area and ADA parking.

**Question:** Will the loading area be screened?

**Answer:** There will be street trees and the loading area will not be as "visible" from the frontage. Neighbors will only see the curtain wall.

CPC representative expressed concerns about the orientation of the building's lack of a rectangular shape which could better be expressed by an emphasis along the main thoroughfare long Tchoupitoulas. Additionally, there is an overemphasis of the vehicle by having (2) parking areas fronting Euterpe Street and a covered parking area or screened parking area may work as a solution to address the corner programming. The revisions have not quite addressed the previous comments; however, improvements have been made to buffer the lighting although it is not fully described on the renderings. DAC is pushing for a functional pedestrian plaza including shade elements. Lastly, the closure of Melpomene Street details have not been described.

CPA representative explains that the presentation does not clearly address previous comments.

**Applicant** states that the requested design modifications have been challenging due to the building operations.

**HDLC** representative states that the designs have not been made to be read at the pedestrian scale and appear to still interact as a “off-the-highway” appearance that does not mimic the surrounding urban development.

**CPA** representative is concerned about the separation of the loading zone not being integrated with the drop-off area.

**CPC** made a motion to **DEFER** this item to the August 16th DAC meeting upon review of the following comments for consideration:

- 1.) Consider rectangular shape fronting Euterpe and focusing on grid-like context that fits with surrounding developments.
- 2.) Engage the corner at Tchoupitoulas and Euterpe with seating area, outdoor dining, and edge conditions.
- 3.) Consider alternative materials for the façade, like stucco or other material for primary elevation.
- 4.) Consider lighting that shows vantage points and what’s being done to mitigate illumination from multiple perspectives surrounding the site, particularly at the pedestrian level.
- 5.) Consider landscape around the perimeter of the site with added native planting.
- 6.) Consider removal or minimizing neon lighting at the Euterpe facing side.

Motion was seconded by the **HDLC** representative and unanimously approved.

**NON-CPC ITEMS: N/A**