

# DEPARTMENT OF PLANNING JEFFERSON PARISH, LOUISIANA

## DESIGN REVIEW REPORT

<b>DOCKET NO:</b> CPZ-66-16	<b>ADVERTISING DATES:</b>	11/30/16 12/07/16 12/14/16
<b>SUMMARY NO.:</b>		
<b>COUNCIL DISTRICT:</b> 5: Jennifer Van Vrancken	<b>PAB PUBLIC HEARING:</b>	12/22/16
<b>COUNCIL AT LARGE:</b> A: Christopher L. Roberts B: Cynthia Lee-Sheng	<b>COUNCIL HEARING:</b>	
	<b>LAST MEETING DATE FOR COUNCIL ACTION:</b>	04/05/17

### LOCATION

2121 Airline Dr., Lots H-1 and H-2, Labarre Division Subdivision, Jefferson Parish, LA; bounded by Labarre Rd., Manley Ave., and Ridgewood Dr. (Figure 1)

### OWNER/APPLICANT

Airline-NOLA, LLC/Stephanie Calamari of Verges Rome Architects.

### ZONING

C-2 General Commercial/CPZ Commercial Parkway Overlay Zone (Figure 2)

### FUTURE LAND USE

HIC High Intensity Commercial

### REQUEST

Variance to the attached sign regulations of the CPZ Commercial Parkway Overlay Zone

### FINDINGS

1. The development site is comprised of two lots. Lot H-1 contains a parking lot and has 147.5 ft. of frontage on Airline Dr., an average width 169 ft., average depth of 507 ft., and an approximate site area of 85,620 sq. ft. Lot H-2 contains a six-story building and has 477.6 ft. of frontage on Airline Dr., an average width of 401 ft., average depth of 486 ft., and an approximate site area of 205,277 sq. ft. In total, the development site has 625.05 ft. of frontage along Airline Dr., an average width of 571 ft., an approximate average depth of 500 ft., and a site area of 290,897 sq. ft. (Figure 3)
2. An existing "Cox" attached sign is located on the western façade at 88 sq. ft. in area. The applicant has stated that Cox will remain a tenant of the building (Figure 4).
3. The applicant now proposes two additional attached signs, one on the western-side facade and one over the building's main entrance, each at 72.7 sq. ft., for a total sign area of 233.4 sq. ft. including the existing Cox sign (Figures 5 & 7).
4. Sec. 40-477(b)(1) states that each use shall be allowed one (1) attached sign to be computed at three (3) sq. ft. per lineal foot of primary building frontage elevation on which the sign is to be located, not to exceed 300 sq. ft. The building will contain two uses; therefore, it is allowed two signs, not to exceed 300 sq. ft.
5. Section 40-480 states that variances to the CPZ requirements may be granted provided the following criteria are met (Figures 6 & 7):
  - a) *The proposal complies with CPZ requirements to the maximum extent possible and taking into account space limitations of existing structures.* The proposal is not necessitated by any space limitation affecting the existing structure.
  - b) *The proposal enhances the general quality of commercial and office corridors by providing buffers to neighboring residences and other commercial uses; increases public safety by guiding traffic; minimizes the impact of development and structures on drainage; and coordinates with greenspace and signage in the corridor.* The proposed signage will help to guide traffic from both directions of Airline Dr.

- c) *The proposal does not adversely affect the harmony or compatibility of the surrounding land uses.* The additional attached signage would be oriented towards the Airline Dr. corridor, a major commercial corridor where signage is common, and combined with the permitted signage, is significantly below the total square footage allowed.
  - d) *Special conditions and circumstances exist peculiar to the land, structures or buildings which are not applicable to other land, structures, or buildings in the same zone.* The building is not parallel with Airline Dr., thus limiting visibility of the front façade sign to westbound traffic on Airline Dr.
6. This request has been reviewed by the administrative departments and is opposed by ICE-Building regarding the proposed variances, and Public Works for the dedication of a 20 ft. sewer servitude. There are no building code or zoning code violations.

**DEPARTMENT COMMENTS**

**Public Works** is **OPPOSED** to this Case for the following reasons: CPZ-66-16 The Department of Public Works (on 10/31/16) requires the dedication of a 20 ft. sewer servitude centered on the sewer line along the southern property line and copies of the servitude dedication documents. Traffic Engineering Division finds that the sight triangles are not an issue at this time and a TIA is not currently required.

**ICE - Building** is **OPPOSED** to this Case for the following reasons: 1. Only (1) attach sign per use is allowed as per Sec. 40-477 (b)(1). Proposed plans show an existing sign and 2 new signs. 2. The total allowable sign area as per Sec. 40-477 (b)(1)(a)(1) is 300 square feet. Proposed total signage including existing sign is 331 sq. ft. Existing Monument Sign not included in this review.

**ICE - Site Plan** is **NOT OPPOSED** to this Case

**Eastbank Consolidated Fire** is **NOT OPPOSED** to this Case.

**Environmental Department** is **NOT OPPOSED** to this Case but has the following Stipulations: No Position on this case.

**Parish Attorney** is **NOT OPPOSED** to this Case but has the following Stipulations: We defer to the other departments for comments.

**CONCLUSIONS:**

- The newly branded building would benefit from one attached sign over the main entrance, and the second sign that faces west on Airline Dr., which together would not negatively impact this commercial streetscape, while providing enhanced visibility of the use from both directions of this major corridor.

**CONSISTENCY WITH COMPREHENSIVE PLAN:**

The proposed sign variance is consistent with Objective 2.2.5 of the Comprehensive Plan, which aims to “Encourage high quality signage that is attractive, appropriate for the location and balances visibility with aesthetic needs.”

**PLANNING DEPARTMENT RECOMMENDATION:**

The Planning Department recommends Approval.

**PLANNING ADVISORY BOARD RECOMMENDATION:**

**TABLE 1: C-1/CPZ SIGN INFORMATION**

<b>Criteria</b>	<b>Required/Permitted</b>	<b>Proposed</b>	<b>Compliant?</b>
Attached signs, number, max.	2	3	N
Attached signs, area, max.	300 sq. ft.	Sign 1: 72.7 sq. ft. Sign 2: 72.7 sq. ft. Sign 3: 88 sq. ft. Total: 233.4 sq. ft.	Y

**TABLE 1: C-1/CPZ SIGN INFORMATION**

<b>Criteria</b>	<b>Required/Permitted</b>	<b>Proposed</b>	<b>Compliant?</b>
Attached signs, height	Cannot be above the roof ridge line	Not above the roof ridge line	Y



# 2121 Airline Drive

## Variances to the Sign Regulations of the CPZ

**SUMMARY NO.**

**DOCKET NO.**

CPZ-66-16

**COUNCIL DISTRICT**

5

Aerial

Petitioned Property



FIGURE 1



# 2121 Airline Drive

## Variances to the Sign Regulations of the CPZ

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**COUNCIL DISTRICT**  
5

**Zoning**  
**Petitioned Property**

**CPZ**

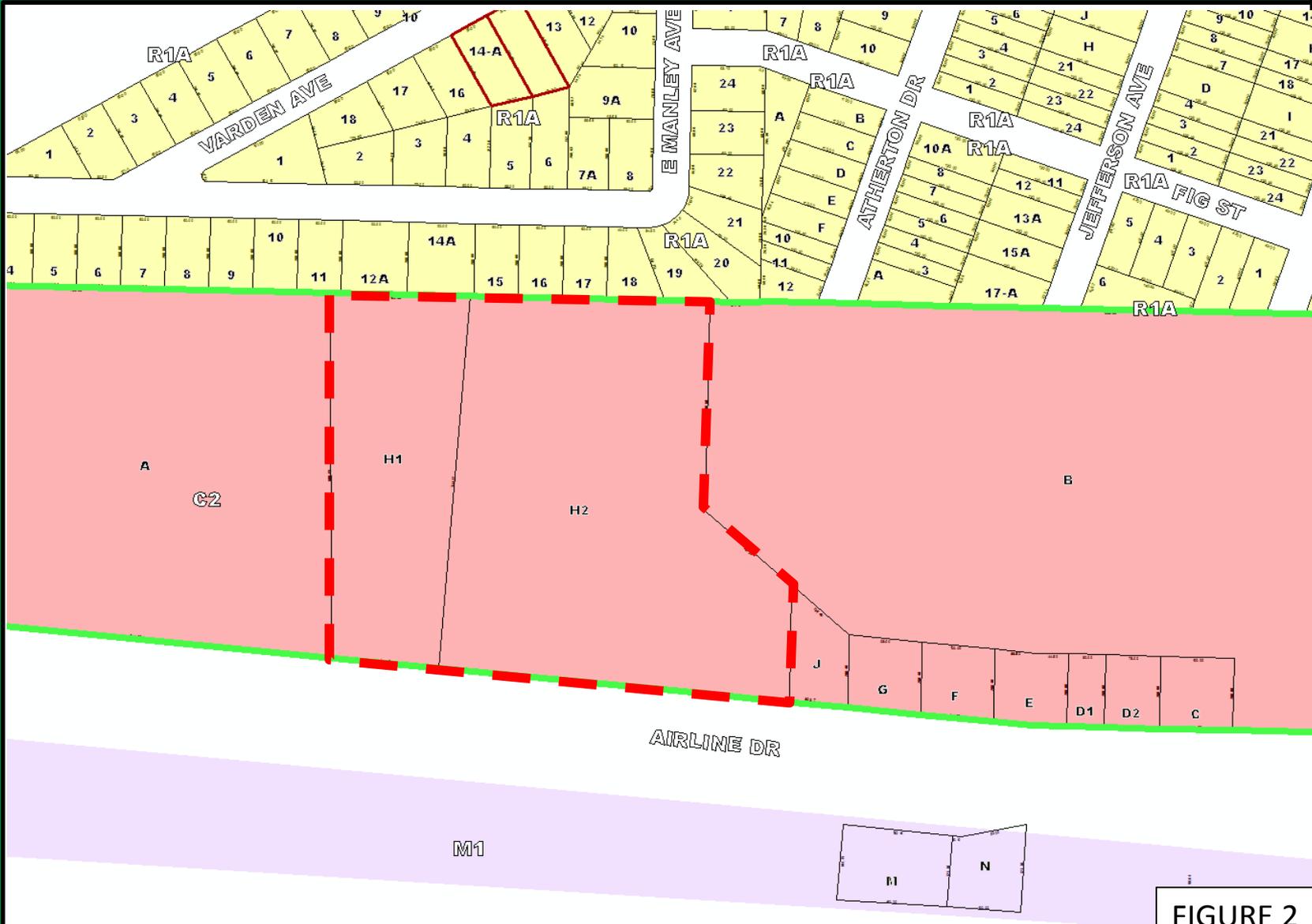


FIGURE 2



# 2121 Airline Drive

## Variances to the Sign Regulations of the CPZ

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**COUNCIL  
DISTRICT**

5

Survey

**Petitioned  
Property**

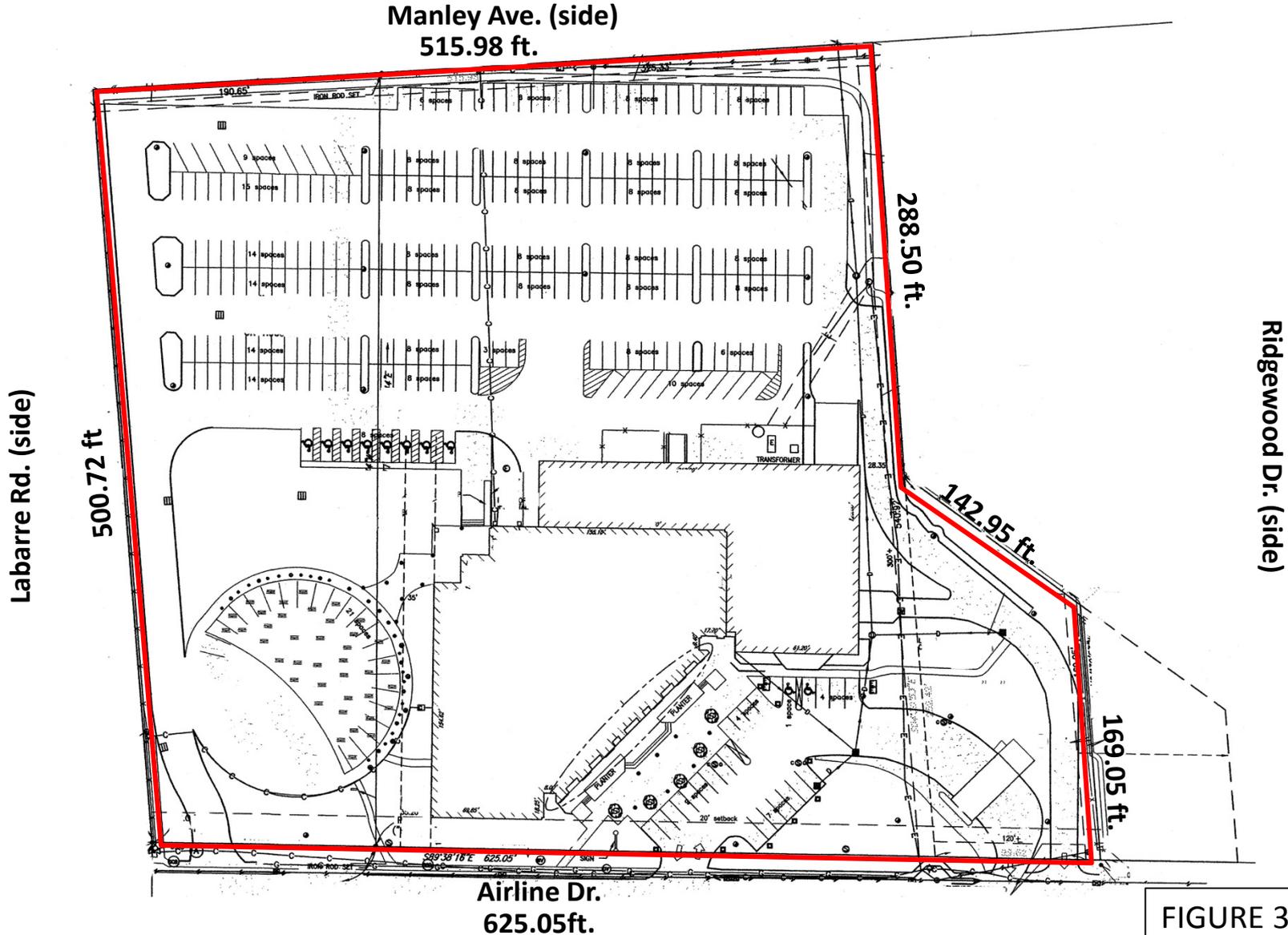


FIGURE 3



# 2121 Airline Drive Variances to the Sign Regulations of the CPZ

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**COUNCIL  
DISTRICT**  
5

Existing Signage



Labarre Rd. (side)

FIGURE 4



# 2121 Airline Drive

## Variances to the Sign Regulations of the CPZ

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**COUNCIL DISTRICT**

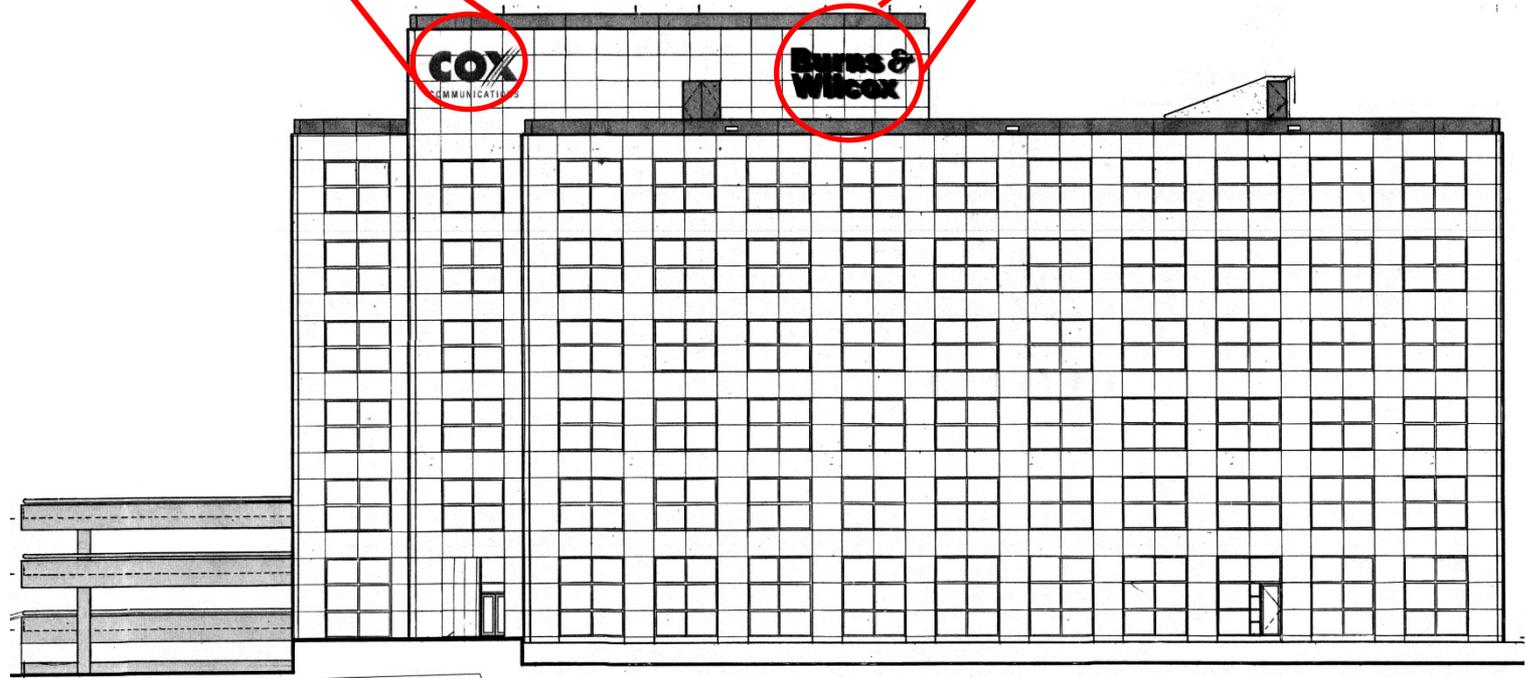
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West Elevation

**Cox**  
**(88 sq. ft.)**

**Burns & Wilcox**

**(72.7 sq. ft.)**



Labarre Rd. (side)

FIGURE 5



# 2121 Airline Drive Variances to the Sign Regulations of the CPZ

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**COUNCIL  
DISTRICT**

5

Existing Signage



**Airline Dr.**

**FIGURE 6**



# 2121 Airline Drive Variances to the Sign Regulations of the CPZ

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CPZ-66-16

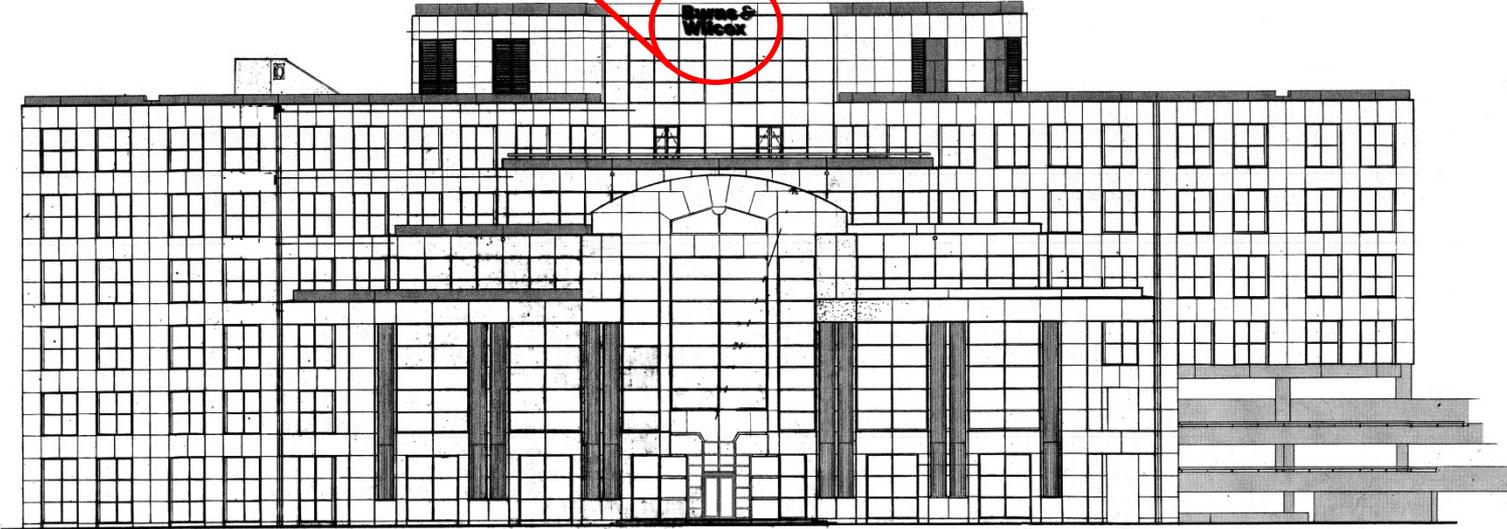
**COUNCIL  
DISTRICT**

5

**South Elevation**

# Burns & Wilcox

(72.7 sq. ft.)



**Airline Dr.**

**FIGURE 7**