

DEPARTMENT OF PLANNING JEFFERSON PARISH, LOUISIANA

DESIGN REVIEW REPORT

DOCKET NO: CPZ-59-16	ADVERTISING DATES:	11/30/16 12/07/16 12/14/16
SUMMARY NO.:		
COUNCIL DISTRICT: 5: Jennifer Van Vrancken	PAB PUBLIC HEARING:	12/22/16
COUNCIL AT LARGE: A: Christopher L. Roberts B: Cynthia Lee-Sheng	COUNCIL HEARING:	
	LAST MEETING DATE FOR COUNCIL ACTION:	04/05/17

LOCATION

3054 N. Causeway Boulevard, Lot 1-B, Square 35, Harlem Subdivision, Jefferson Parish, LA; bounded by Veterans Memorial Boulevard, Severn Avenue, and 17th Street (Figure 1).

OWNER/APPLICANT

Causeway LLC of Delaware / Valerie Foster and Barbin Graham

ZONING

BC-2 Business Core District/CPZ Commercial Parkway Overlay Zone (Figure 2).

FUTURE LAND USE

RMU Regional Mixed Use

REQUEST

To add a second attached sign for Starbucks Coffee and a third detached sign on Lot 1-B with variances to the sign regulations of the CPZ

FINDINGS

1. The site has 335 ft. of frontage on N. Causeway Boulevard, an average width of 335 ft., average depth of 390 ft., and an approximate site area of 130,650 sq. ft.
2. The petitioned property is a part of the Lakeside Mall development site. CPZ-10-16 approved a new retail building, which contains Starbucks Coffee and the future building footprints for a Whitney Bank and Fleming's Steakhouse with landscaping and parking. Lot 1-B was created under Docket No. ES-75-16-PF to facilitate this future development.
3. This request is for attached signage for the Starbucks Coffee within the retail building. The Planning Department recently processed a sign variance request for attached and detached signs for Whitney Bank on the same lot under Docket No. CPZ-53-16.
4. Sec. 40-477(b)(1) states that each use shall be allowed one attached sign to be computed at three sq. ft. per lineal foot of primary building frontage elevation on which the sign is to be located, not to exceed 300 sq. ft. Starbucks Coffee has 30 ft. of building frontage and is allowed 90 sq. ft. of sign area. The applicant proposes two attached signs for Starbucks Coffee—one at 19.62 sq. ft. on the east building elevation primary frontage and one on the south building elevation at 12.56 sq. ft.—for a total sign area of 32.18 sq. ft., which is 57.82 sq. ft. below the total square footage allowed for one attached sign. A variance for one additional attached sign is requested (Figures 3-5).
5. Sec. 40-477(b)(3) states that each development shall be allowed one on-premises detached sign whose allowable area shall not exceed one square foot per lineal foot of lot frontage or 300 square feet, whichever is less. Since Lot 1-B has 335 feet of frontage on N. Causeway, a 300 sq. ft. sign is allowed. There is an existing detached sign for Lakeside Mall and a second 60 sq. ft. detached sign on the property was approved by Ordinance No. 25255 (Docket No. CPZ-53-16) along the N. Causeway frontage to service the tenants of the new retail approved under CPZ-10-16, which includes Starbucks Coffee. The applicant proposes a 2.18 sq. ft. vertical

detached sign at a drive-thru lane. Since there are already two approved detached signs on the petitioned lot, a variance is requested for the third detached sign (Figure 6).

6. Section 40-480 states that variances to the CPZ requirements may be granted provided the following criteria are met:
 - 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 second attached sign will help to guide traffic from both directions of N. Causeway Blvd., since the primary sign guides traffic from the mall's interior traffic. The proposed detached sign also directs traffic internally and is not visible from public right-of-way.
 - c) *The proposal does not adversely affect the harmony or compatibility of the surrounding land uses.* The additional attached sign is proposed to be oriented toward N. Causeway, a major commercial corridor where signage is appropriate. Further, the proposed attached signage is below the total square footage allowed on one sign. The detached sign does not adversely affect the harmony or compatibility of the surrounding land uses.
 - 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.* No special conditions and/or circumstances exist that are peculiar to the land, structure or building.
7. This request has been reviewed by the administrative departments and is opposed by ICE-Building regarding the proposed variance. There are no building code or zoning code violations.

DEPARTMENT COMMENTS

Public Works is NOT OPPOSED to this Case but has the following Stipulations: CPZ-59-16 The Department of Public Works (on 10/06/16) will require engineering plans will be reviewed at the permit stage. Traffic Engineering Division finds that the sight triangles are not an issue at this time and a TIA is not currently required. Parkways stated that the proposed tree species and planting locations are acceptable.

ICE - Building is OPPOSED to this Case for the following reasons: 1. Attached sign noted B exceeds the allowable number of attached signs per use. Article XXVI Section 40-477 (b) (1) 2. Detached canopy sign with order screen adds to the already exceeded allowable number of detached signs per development. Article XXVI Section 40-477(b)(3) 3. Noted sign at Southeast corner within landscaped area is existing.

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 will defer to the other departments for comments

CONCLUSION:

The Starbucks Coffee tenant space would benefit from the additional attached sign while providing enhanced visibility of the use from both directions of this major corridor, as well as for the interior traffic of Lakeside Mall. The additional detached sign is part of the menu board and is not visible from public right-of-way.

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: BC-2/CPZ SIGN INFORMATION

Criteria	Required/Permitted	Proposed	Compliant?
Attached signs, number, max.	1	2	N
Attached signs, area, max.	90 sq. ft.	Sign 1: 19.62 sq. ft. Signs 2: 12.56 sq. ft. Total: 32.18 sq. ft.	Y
Attached signs, height	Cannot be above the roof ridge line	Not above the roof ridge line	Y
Detached signs, number, max.	1*	3 (1 additional)	N
Detached signs, area, max.	300 sq. ft.	2.18 sq. ft.	Y

*Lot contains an existing detached sign while a second detached sign has recently been approved.



Lakeside Retail and Starbucks Coffee Variance to the Sign Regulations of the CPZ

SUMMARY NO.

DOCKET NO.

CPZ-59-16

**COUNCIL
DISTRICT**

5

Aerial Map

**Petitioned
Property**

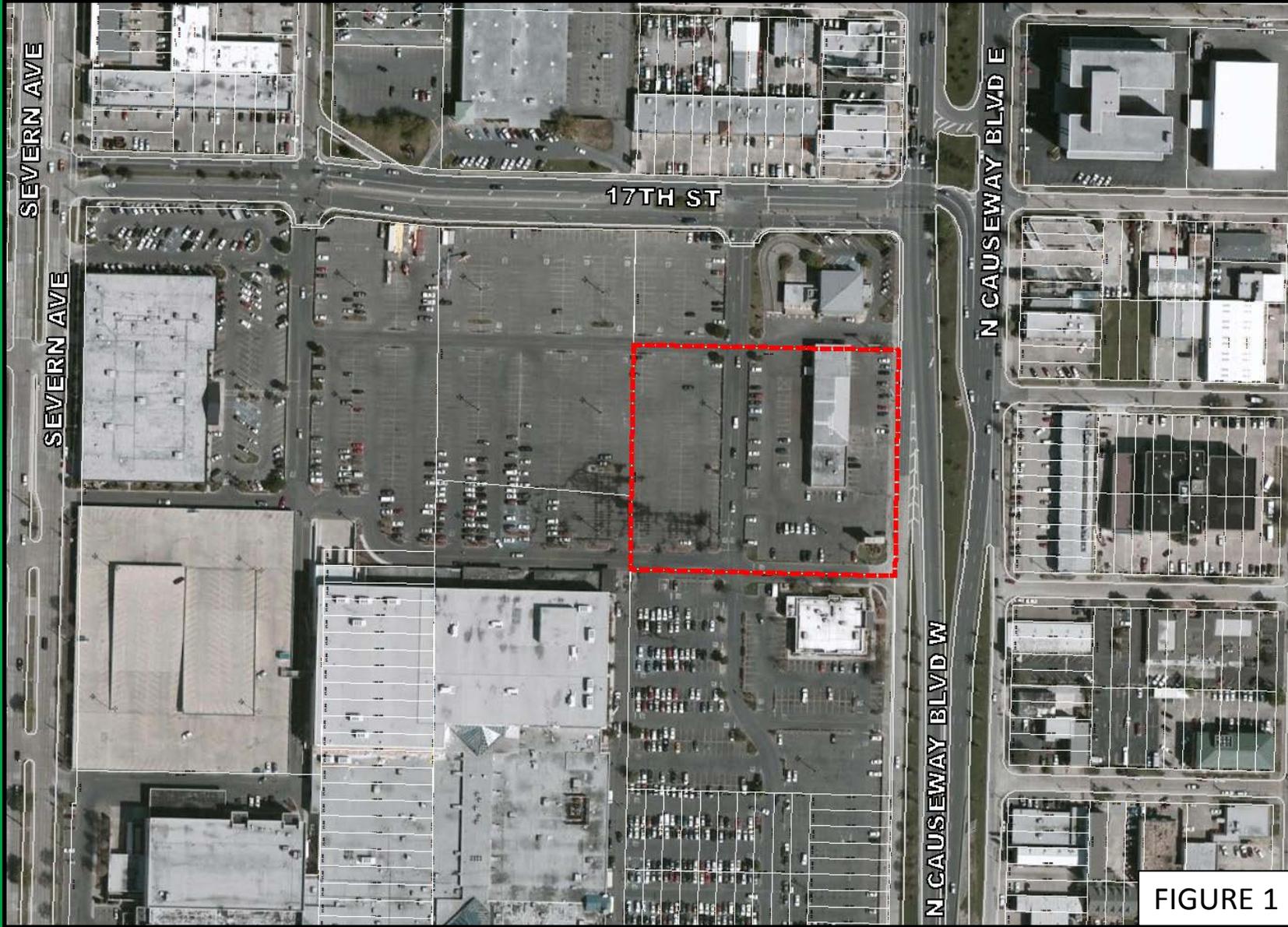


FIGURE 1



Lakeside Retail and Starbucks Coffee Variance to the Sign Regulations of the CPZ

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CPZ-59-16

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5

Zoning Map



CPZ



FIGURE 2



Lakeside Retail and Starbucks Coffee Variance to the Sign Regulations of the CPZ

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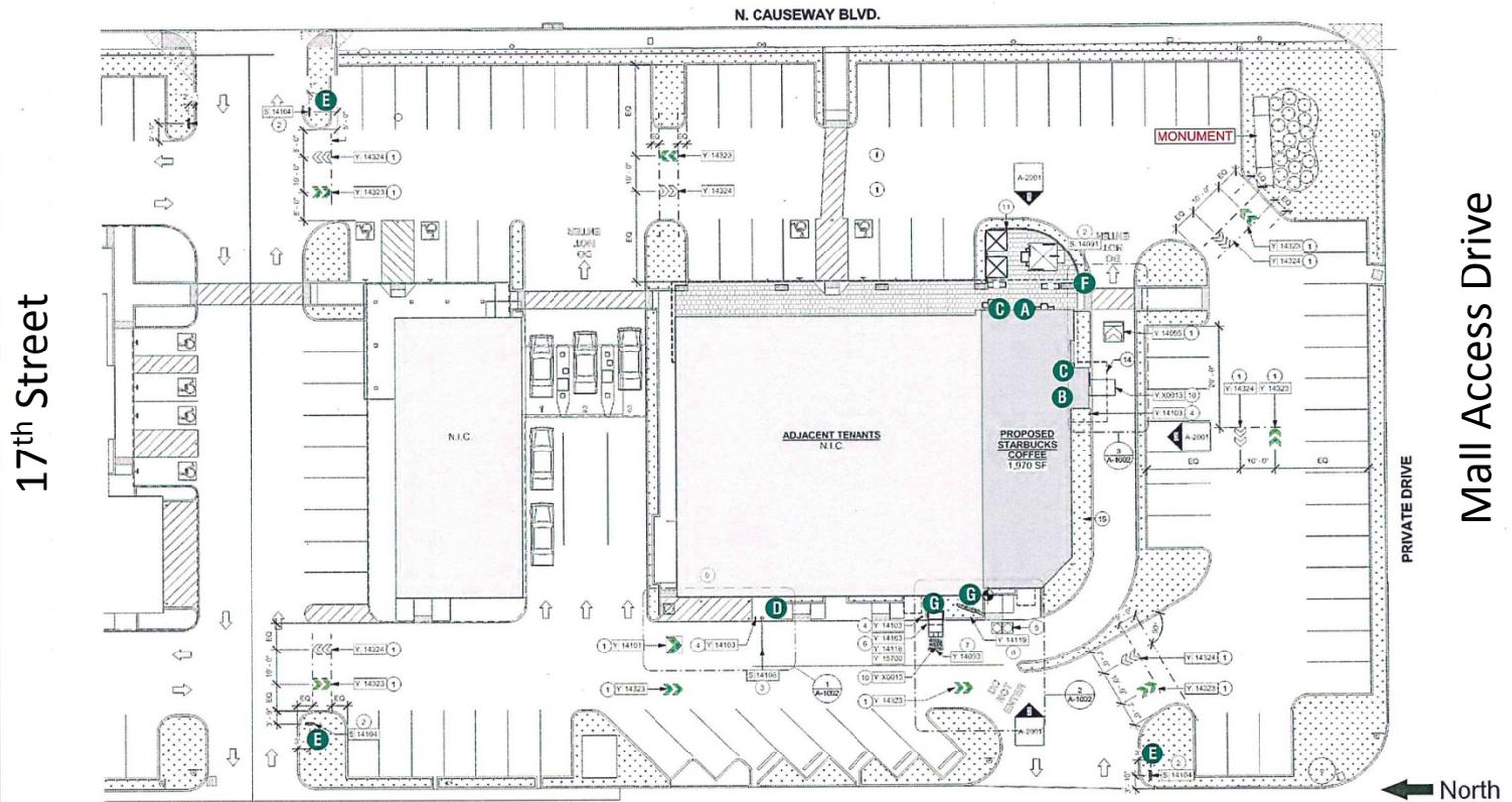
**COUNCIL
DISTRICT**

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Site Plan

SITE PLAN

- A** 60" WALL SIGN
- B** 48" WALL SIGN
- C** DT WALL SIGN 4.0 SF
- D** CLEARANCE BAR
- E** 46" DIRECTIONAL <DT / DT> 3.23 SF
- F** 46" DIRECTIONAL TY/EO 2.60 SF
- G** DRIVE THRU ELEMENTS



1 ARCHITECTURAL SITE PLAN - FOR REFERENCE ONLY
Scale: 1/8" = 1'-0"

Mall Parking & Drive

FIGURE 3



Lakeside Retail and Starbucks Coffee Variance to the Sign Regulations of the CPZ

SUMMARY NO.

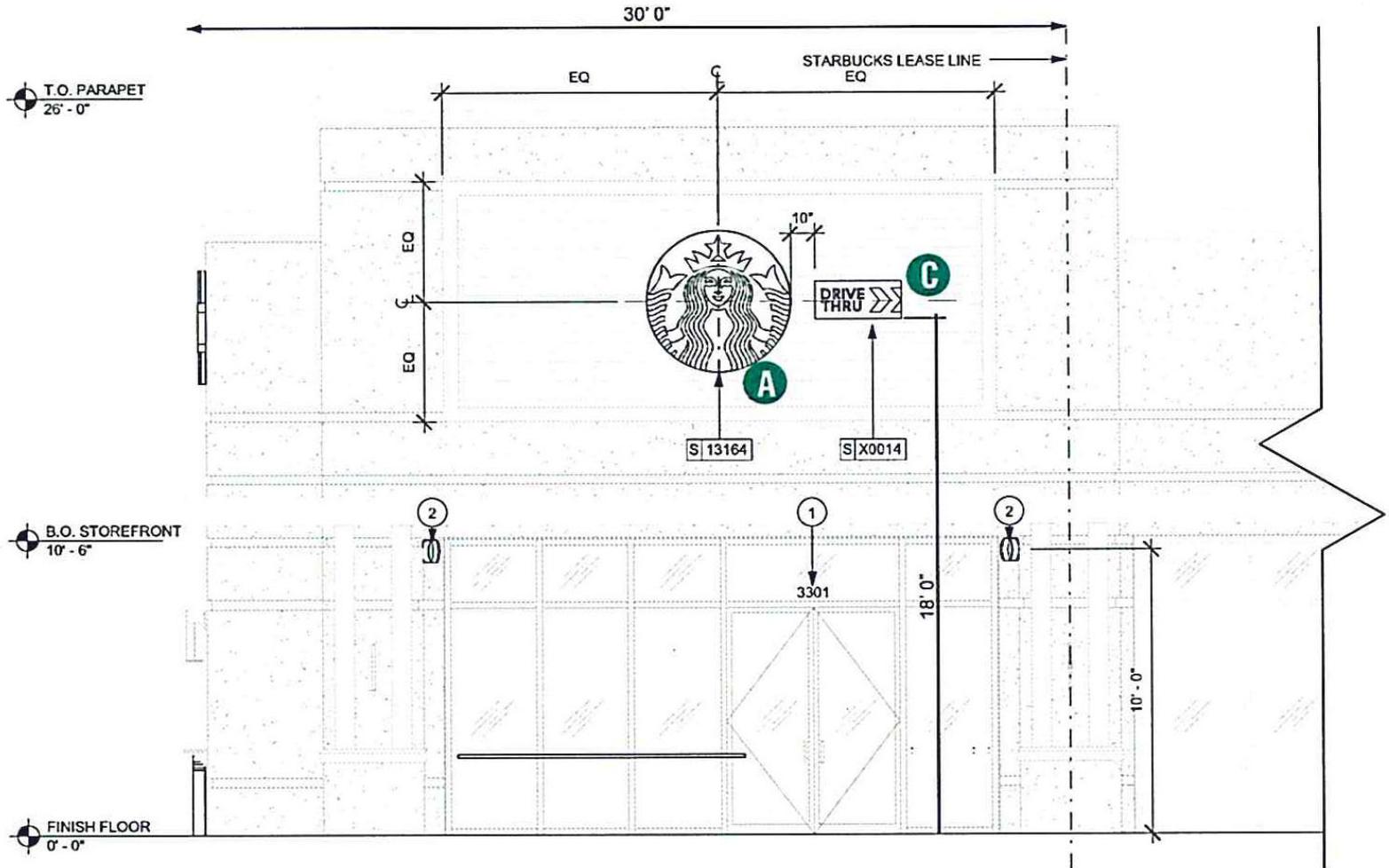
DOCKET NO.

CPZ-59-16

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**Primary
Attached Sign**



EAST ELEVATION

View from N. Causeway

FIGURE 4



Lakeside Retail and Starbucks Coffee Variance to the Sign Regulations of the CPZ

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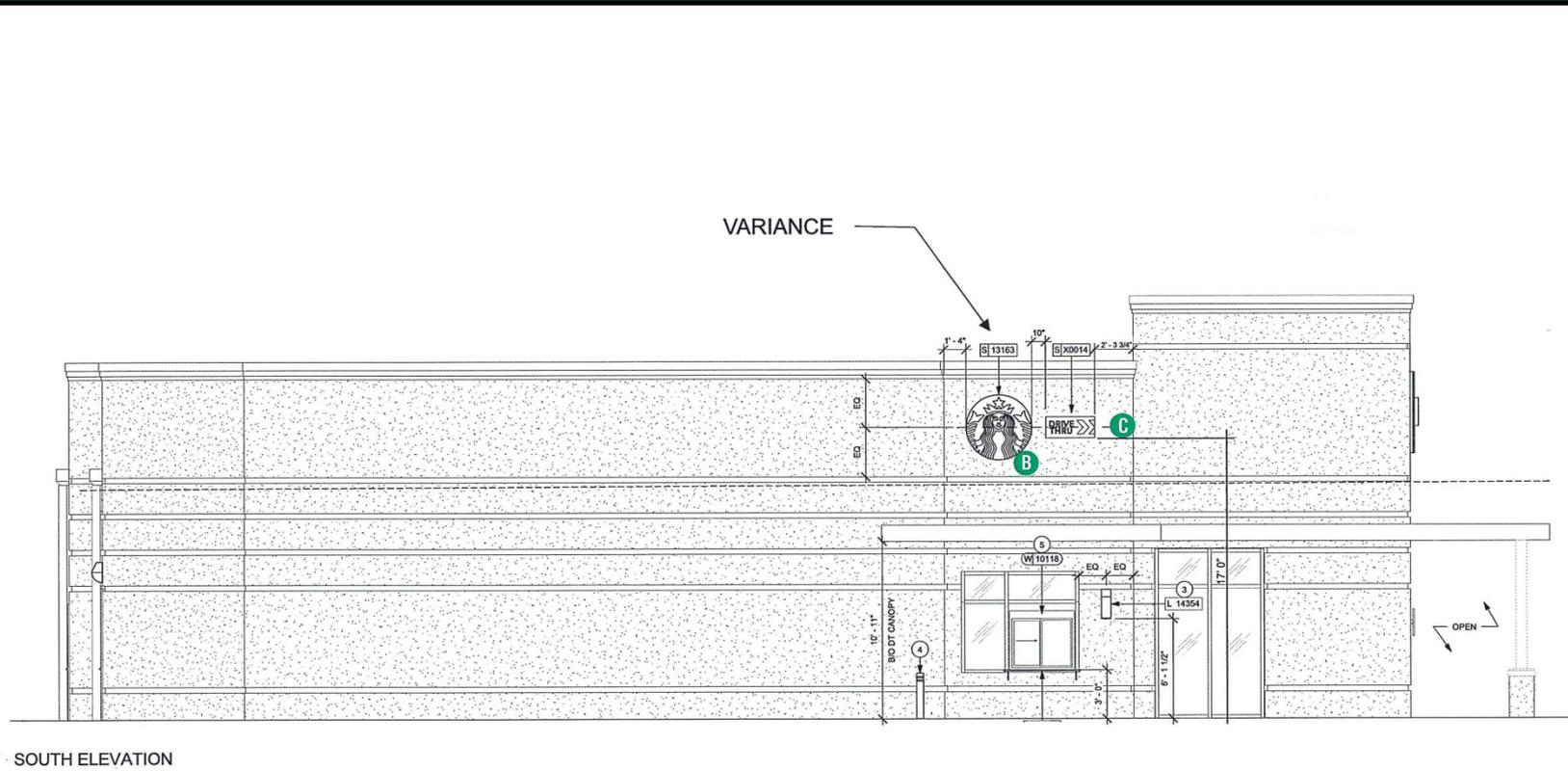
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CPZ-59-16

**COUNCIL
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**Second
Attached Sign**



View from Mall Access Drive

FIGURE 5



Lakeside Retail and Starbucks Coffee Variance to the Sign Regulations of the CPZ

SUMMARY NO.

INSTALL CANOPY WITH DOS

Qty. 1

G

DOCKET NO.

CPZ-59-16

**COUNCIL
DISTRICT**

5

Detached Sign

VARIANCE: "STARBUCKS COFFEE" LETTERS
LETTER HEIGHT: 4 7/16",
SIGN AREA: 2.18 SF
LETTERS APPEAR ON ONE SIDE ONLY

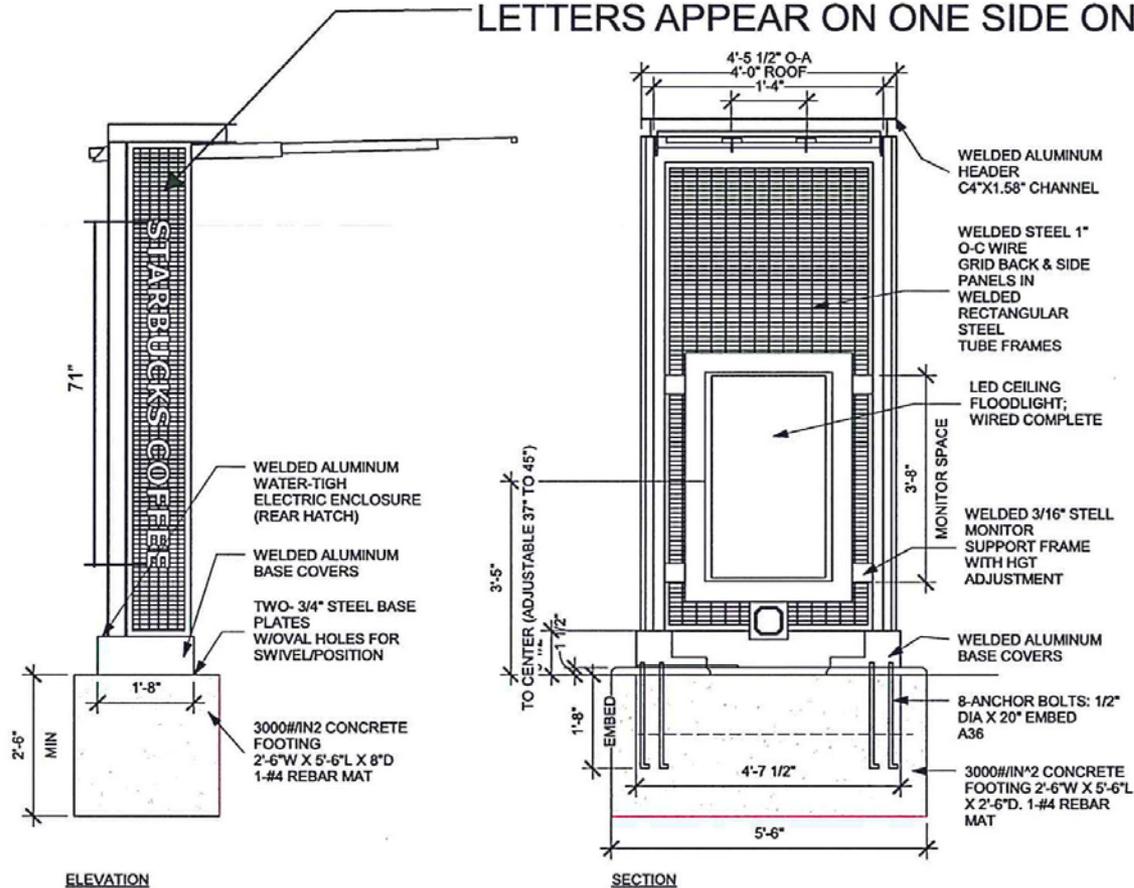


FIGURE 6