



Planning
Department
Bessie L. Martin
Director

STAFF REPORT
Docket No. SP-53-23
Summary No. 26302
Site Plan Review
Home 2 Suites Hotel

PARISH COUNCIL
A: Jennifer Van Vrancken
B: Scott Walker
1: Marion F. Edwards
2: Deano Bonano
3: Byron Lee
4: Arita M. L. Bohannon
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Parish President

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LOCATION (FIGURE 1)

ADDRESS: 2611 Hessmer Ave,
LEGAL DESCRIPTION: Lot 7-A-1
OWNER: Edenborn Suites LLC
APPLICANT: Stephen Dwyer; Dwyer, Cambre and Suffern

COUNCIL DISTRICT: 5
PAB HEARING: 2/29/24
LAST MEETING DATE FOR COUNCIL ACTION: 6/12/24

ZONING (FIGURE 2)

BC-2 Business Core

FUTURE LAND USE (FIGURE 3)

MU – Mixed-Use

REQUEST (FIGURE 5)

Construction of a new, 5 story, 106 room hotel and parking lot

VARIANCES

- Landscaping and buffer requirements
 - Front yard landscaping on both the Hessmer Ave and Edenborn Ave frontages
 - Species diversity and class
 - Interior lot landscaping
 - Parking endcap width and placement
- BC-2 area regulations
 - Front and side yard setbacks



East Bank Partial Vicinity Map

RECOMMENDATIONS

PLANNING DEPARTMENT:

Denial for the following reasons:

- The proposal does not meet the variance criteria established in Section 40-480(b)
- The site is undeveloped and there are no conditions unique to the lot that make the BC-2 regulations or the landscaping requirements onerous

PLANNING ADVISORY BOARD: Approval (See PAB minutes)

CONSISTENCY WITH ENVISION JEFFERSON 2040

The proposed site plan is not consistent with the following objectives and goals of the comprehensive plan:

- Land Use
 - Goal 1, Objective 6: Employ best planning practices and effective regulatory tools.
 - Goal 5, Objective 2: Improve the visual quality of roadways using landscaping and beautification projects

FINDINGS

1. The petitioned property is a through lot with 110.03 ft of frontage on Edenborn Ave, 174.73 ft. of frontage on Hessmer Ave, and 59,938 sq. ft. of total area. The lot meets the area requirements for BC-2 development per section 40-424 (1)(2) (Table 2).
2. The site was previously developed with a 27,500 sq. ft. insurance office building. The demolition permit for this structure was processed under permit number 22-309430. The permit was released on September 8th, 2022, and the lot is currently undeveloped/vacant.
3. The applicant proposes to construct a 5 story, 106 room hotel and parking lot with variances to the BC-2 area regulations and landscaping standards (Figure 5). Per section 40-422 (23), hotels and motels located in the BC-2 Business Core District must comply with the landscaping and buffering requirements of section 33-6.25 in addition to all requirements specific to the BC-2 district.
4. Per section 40-662 – Off-street parking requirements, hotels are required to provide one parking space per guest room. 106 parking spaces are required, and 95 parking spaces are proposed. The applicant petitioned the Board of Zoning Adjustments for a parking variance for the 11 missing spaces under 22-310831 (BZA case E-5775). The variance request was approved by the BZA on November 7th, 2022.
5. The applicant has requested variances to the following regulations:
 - a. Per section 40-424 (1) a., the area regulations of the BC-2 Business Core district require a 20 ft. front yard, and through lots shall provide said front yard on both frontages. The proposal includes a 10 ft. front yard on the Hessmer Ave side; a variance for 10 ft. is required.
 - b. Per section 40-424 (1) b., the area regulations of the BC-2 Business Core district requires 10 ft. side yards. The proposal includes a 5 ft. side yard

along the south east corner of the hotel and, as such, a variance for 5 ft. is required.

- c. Per section 33-6.25.5 (b), streetscape landscaping areas equal in width to the underlying zoning district's front yard requirement are required along each right-of-way. 20 ft. of streetscape landscaping is required along both the Hessmer Ave and the Edenborn Ave right of ways. Between 4 ft. and 10 ft. of landscaping is provided on the Hessmer Ave side and, as such a variance for 16 ft. is required. On the Edenborn side, only 2.5 ft. of landscaping is provided and, as such, a variance for 17.5 ft. is required.
 - d. Per section 33-6.25.5 (d) (1) b., parking lot perimeters where vehicular use areas on different development sites abut, a minimum 5 ft. continuous buffer with 1 class A tree per every 35 linear feet, or portion thereof, plus a living fence, grass, or other groundcover, shall be provided between the abutting vehicular use areas. A 5 ft. buffer with 13 trees is required on the Veterans Memorial Blvd side. The proposed buffer is 4.5 ft. wide and contains 11 trees, thus, a variance for 0.5 ft. of width and 2 trees is required.
 - e. Per section 33-6.25.5 (d) (2) c., parking lot interior islands must be provided every 10 contiguous parking spaces, endcaps must be provided at the end of each row of parking spaces, each island or endcap shall be minimum of 5 ft. in width, each island or endcap shall contain 1 class A tree, and said trees require 100 sq. ft. of planting area per section 33-6.25.6 (a) (6). The parking lot interior islands are 75 sq. ft.; a variance for 25 sq. ft. is required. The provided endcaps are 4.5 ft. wide and 90 sq. ft.; variances for 0.5 ft. of width and 10 sq. ft. of area are required. The proposal does not include an endcap on the row of parking spaces abutting the dumpster enclosure; a variance for a missing endcap is required.
 - f. Per section 33-6.25.5 (d) (3), for development sites with more than 40 required trees no single species shall comprise more than 20% of the total number of trees required. 27% of the provided trees are Eagleston Hollis and 24% are Nuttall Oaks. A variance to the species diversity regulation is required.
6. Variances requests for hotels in the BC-2 Business Core district shall be considered in accordance with the criteria established in section 40-480. – Site plan review for the CPZ Commercial Parkway Overlay Zone. The proposal does not meet the requirements of Sec. 40-480(b) CPZ Variance Criteria. The following criteria are not met.
- a. *The proposal complies with the CPZ requirements to the maximum extent possible taking into account space limitations of existing structures.*

The proposal does not comply with the CPZ requirements to the maximum extent possible. There are no space limitations and no existing structures. The site is large enough to meet all BC-2 hotel regulations. The front yard, side yard, and streetscape landscaping requirements can be met by

relocating the proposed building or reducing the size of the proposed building. The BC-2 district permits exceptions to the maximum height allowed by right of 65 ft. per section 40-423 (b). The building height could be increased, the building footprint reduced, and there would be no reduction in the number of hotel rooms. The landscape buffer on the Veterans Memorial Blvd side of the property may be widened, and the proper number of trees may be provided. The undersized landscape islands and endcaps may be enlarged to meet the requirement. The missing landscape endcap may be added to the parking row near the dumpster enclosure. The species diversity requirement may be met by reducing the number of Eagleston Hollies and Nuttall Oaks and providing an additional tree species.

- 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 to minimize the impact of development and structures on drainage; and coordinates with greenspace and signage in the corridor.*

The proposal does not provide all of the required buffers and streetscape landscaping required for hotel development in the BC-2 district. The general quality of the Edenborn Ave. and Hessmer Ave. corridors would be better enhanced by a development that meets all applicable regulations.

- c. The proposal does not adversely affect the harmony or compatibility of surrounding land uses.*

The proposed hotel is too close to both a front and side lot line, and thus it is encroaching on required open space near an adjacent property and right of way. There is missing landscaping along the streetscapes, within the parking lot, and along the Veterans Memorial Blvd side of the lot. Per section 33-6.25.1 (b), one of the purposes of the landscaping requirements is to reduce the negative environmental effects of development while enhancing and protecting property values and public and private investments. Additionally, the species diversity requirement is in place to prevent disease and pest problems that may devastate a particular species of tree. The diversity requirement helps protect the Parish's tree canopy by avoiding monocultures that can be wiped out by a single disease or pest. The request includes a number of landscape variances that are easily resolvable. The granting of these variances would be in conflict with the stated purpose of the landscape regulations, impinge on adjacent properties, and be detrimental to the Parish's tree canopy.

- d. That 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.*

There are no conditions unique to the site that make the area regulations or landscaping requirements onerous. The lot is undeveloped, so there are no

existing structures to limit the location of new buildings or landscape beds. The minimum lot area required for BC-2 development is 5,000 sq. ft. At 59,938 sq. ft., the petitioned property is nearly 12 times as large as what is required in the district. The property is not limited by lot area. Finally, the lot has already received a variance to the number of required parking spaces which provides more room for the required landscaping and yards.

DEPARTMENT COMMENTS

7. The request was reviewed through LURTC with all departments having no opposition.

Table 1: Land Use Review Technical Committee (LURTC) Comments		
Department	Position	Comment/Stipulation
Public Works	Not Opposed	<p>SP-53-23 Public Works Department on (1/19/24) This statement/letter is strictly based on technical issue(s). It does not address any potential Code of Ordinance violations/regulations. Such regulations shall be addressed by other departments such as Code Enforcement, Planning, etc' prior to the granting of a permit. Parkways all PROW Crape Myrtles must be protected, otherwise they require a permit if they are to be removed. If the existing house connection cannot be located or not usable, a new connection will be required at the property owner's expense. Engineering Dept must review sewage calculations to determine existing sewer system capacity is adequate. Note any future construction or addition, may require additional comments and requirements.</p> <p>Drainage has no comment. Parkways has no further comment. Sewer same as previous comments. Streets has not commented at this time. Traffic has No further comments. Utilities same as previous comments. Water has no objections. Not Opposed</p>
Building Permits	Not Opposed	
Engineering-Site Plan	Not Opposed	

Table 1: Land Use Review Technical Committee (LURTC) Comments		
Department	Position	Comment/Stipulation
Parish Attorney	Not Opposed	Will need to lease any portion of the rights-of-way being utilized for landscaping and/or parking.
Environmental	Not Opposed	Per receiving a small construction site permit from LDEQ and following all storm water BMP regulations.
Fire	Not Opposed	Approved

TABLES

Table 2: BC-2 Site Requirements			
Criteria	Required	Proposed	Compliant?
Site area	50 ft. width 100 ft. depth 5,000 sq. ft. lot area	142.38 ft. 420.46 ft 59,938 sq. ft.	Y
Setback, building, front yard, Hessmer Ave, min.	20 ft.	10 ft.	N
Setback, building, front yard, Edenborn Ave, min	20 ft.	~215.47 ft.	Y
Setback, building, side yard, Veterans Memorial Blvd, min.	10 ft.	~84 ft.	Y
Setback, building, side yard, N I-10 Service Rd, eastern side of the building, min.	10 ft.	5 ft.	N
Building Height	65 ft.	59.25 ft.	Y

Table 3: Suburban Landscape and Buffer Standards

Criteria	Required	Proposed	Compliant?
Streetscape front planting buffer, abutting Hessmer ROW, min.	20 ft.	4 ft.-10 ft.	N
Streetscape front landscaping tree, perimeter of lot abutting Hessmer ROW, 1 tree every 50 ft.	4 class A trees	2 class A trees 7 class B trees	Y
Streetscape front landscaping shrub, perimeter of lot abutting Hessmer ROW, 1 shrub every 3 ft., 2 ft. in height	48 shrubs	48 shrubs	Y
Streetscape front planting buffer, abutting Edenborn ROW min.	20 ft.	2 ½ ft.	N
Streetscape front landscaping tree, perimeter of lot abutting Edenborn ROW, 1 tree every 50 ft.	3 class A trees	3 class A trees	Y
Streetscape side landscaping shrub, perimeter of lot abutting Edenborn ROW, 1 shrub every 3 ft., 2 ft. in height	37 shrubs	40 shrubs	Y
Parking, VUA interior landscaping, min.	10%	12%	Y
Parking, VUA abutting VUA Veterans side, landscape buffer, min.	5 ft.	4 ½ ft.	N
Parking, VUA abutting VUA Veterans side, 1 tree every 35 ft., living fence	13 class A trees	11 class A trees	N

Table 3: Suburban Landscape and Buffer Standards

Criteria	Required	Proposed	Compliant?
Parking, VUA abutting VUA I-10 side, landscape buffer, min.	5 ft.	5 ft. 1 in.	Y
Parking, VUA abutting VUA I-10 side, 1 tree every 35 ft., living fence	6 class A trees	9 class A trees	Y
Parking, 1 landscape island, 100 sf. min., 5 ft. min. width, with 1 tree, every 10 contiguous parking spaces,	6 5 ft., 100 sf.	6 5 ft., 75 sf.	N
Parking, endcap 100 sf. min., 5 ft. min. width, with 1 tree at end of every row	6 5 ft., 100 sf.	5 4.5 ft., 90 sf.	N
Parking, building side facing interior lot landscaped	In accordance with regulations	Meets standards	Y
Bulk Waste Enclosure	Screened by a wood, brick, or masonry fence a min. of 7 ft. in height	Meets standards	Y
Vegetation standards	Compatible species, location, and size	Meets standards	Y
Class A tree, min.	50%	73%	Y
Tree Species diversity, max.	20%	27%	N
Irrigation Plan	In accordance with regulations	Meets standards	Y



Planning Department

Aerial

Home 2 Suites
2611 Hessmer Ave.

Construction of a new hotel with variances to the setback, landscaping, buffering, and screening regulations of the BC-2 district

Docket No. SP-53-23

Summary No. 26302

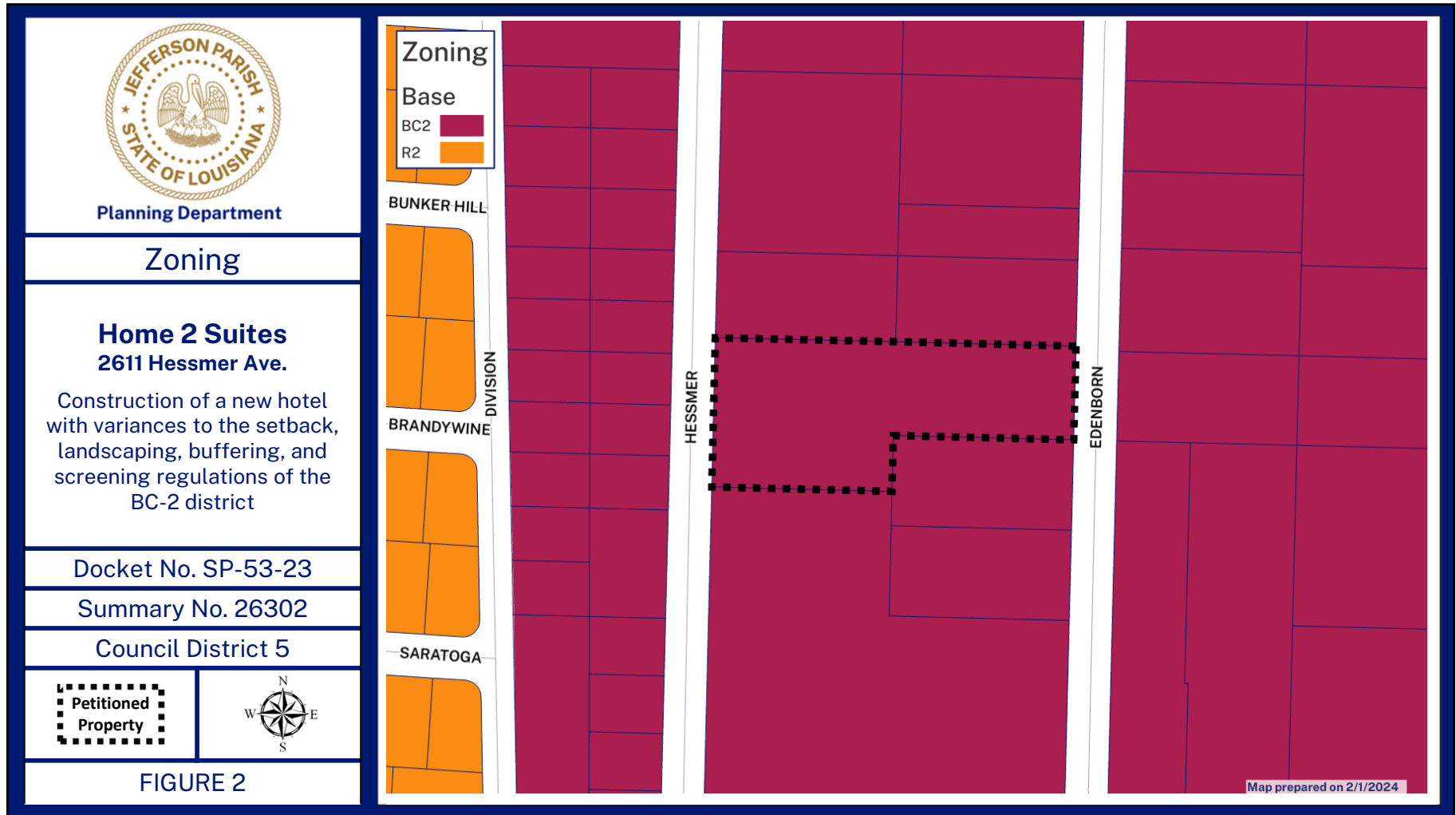
Council District 5



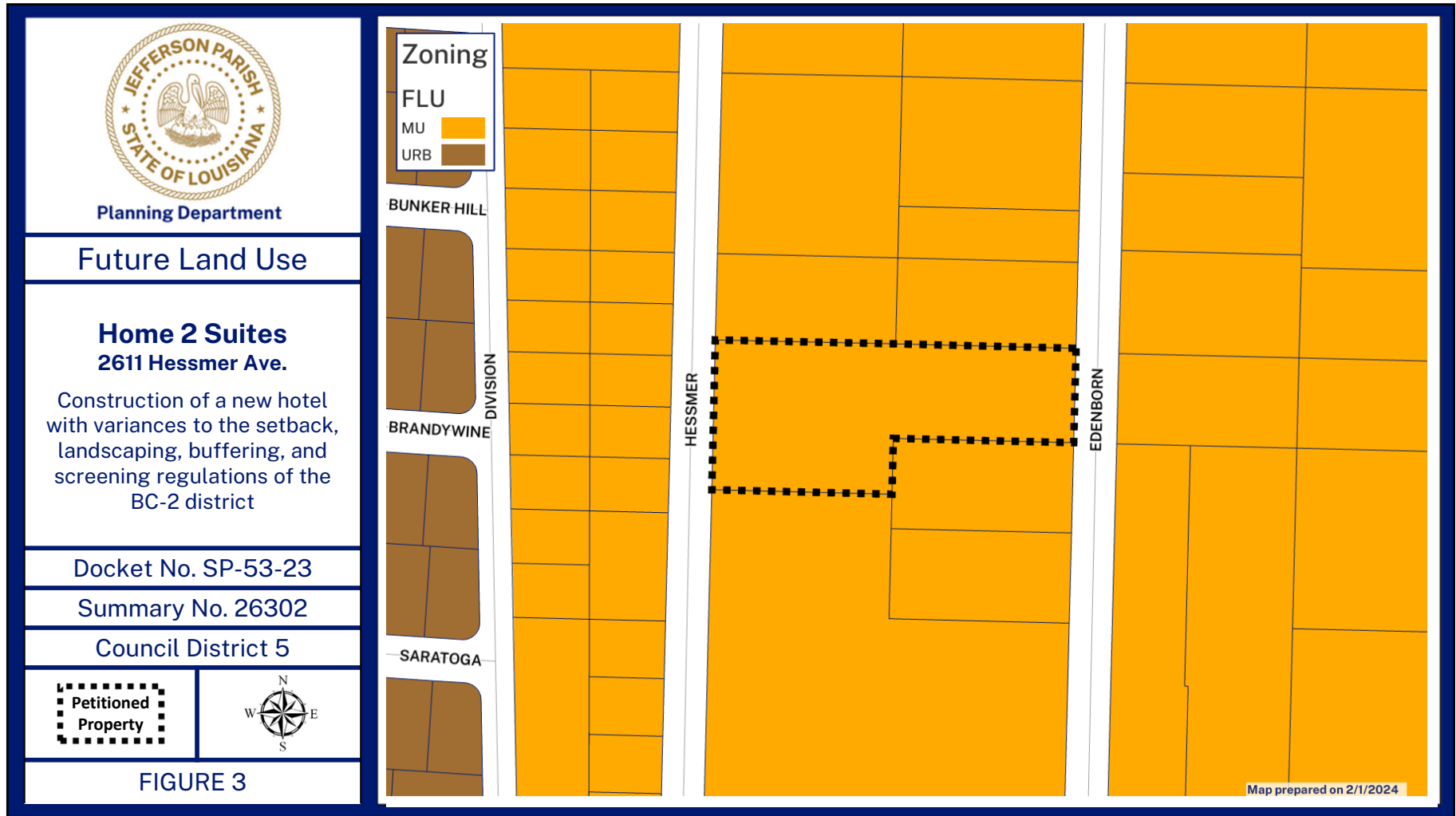
FIGURE 1



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Planning Department

Survey

Home 2 Suites Hotel
2611 Hessmer Ave.

Construction of a new hotel with variances to the setback, landscaping, buffering, and screening regulations of the BC-2 district

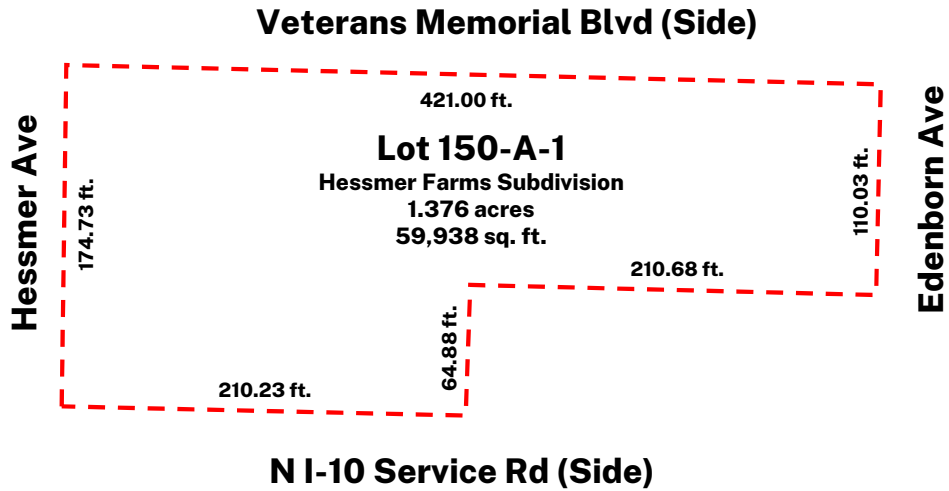
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Council District 5



FIGURE 4



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Planning Department

Site Plan & Variance Request

Home 2 Suites Hotel
2611 Hessmer Ave.

Construction of a new hotel with variances to the setback, landscaping, buffering, and screening regulations of the BC-2 district

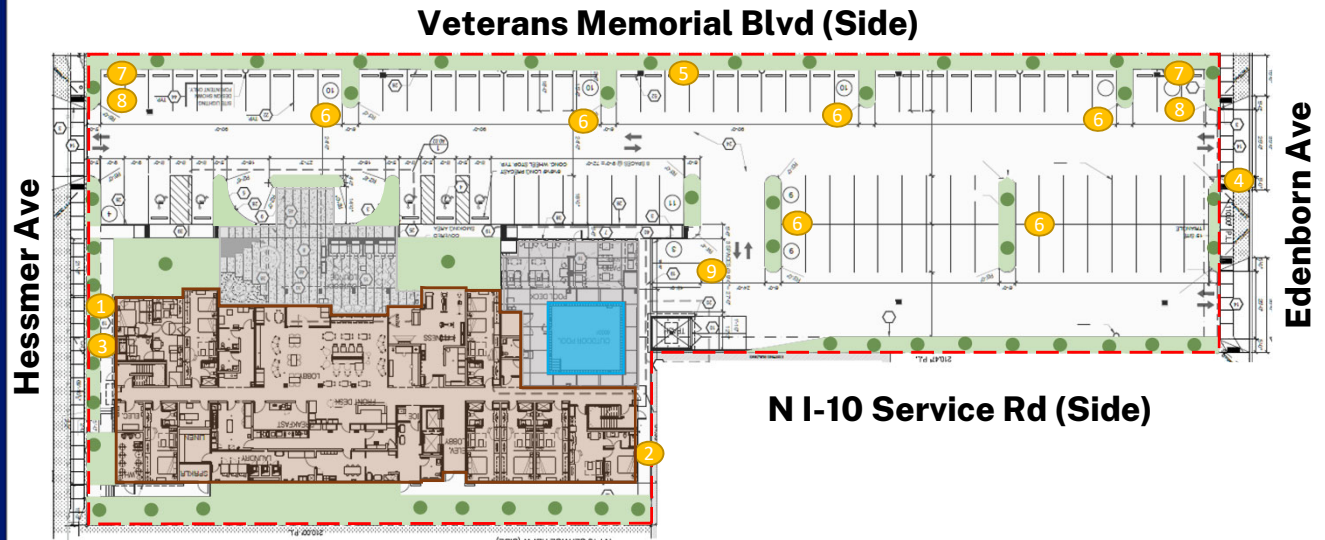
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Council District 5



FIGURE 6



Variances				Variances			
	Regulation	Required	Provided		Regulation	Required	Provided
1	Front yard setback Hessmer Ave	20 ft.	10 ft.	6	Minimum planting area for trees in landscape islands	100 sq. ft.	75 sq. ft.
2	Side yard setback eastern side of the building	10 ft.	5 ft.	7	Minimum planting area for trees in endcaps	100 sq. ft.	90 ft.
3	Streetscape planting buffer, Hessmer Ave ROW	20 ft.	4 ft. – 10 ft.	8	Endcap width, min.	5 ft.	4.5 ft.
4	Streetscape planting buffer, Edenborn Ave ROW	20 ft.	2.5 ft.	9	Endcap required at the end of each row of parking spaces	20 ft.	2.5 ft.
5	Parking lot buffer, northern side	5 ft. and 13 Class A trees	4.5 ft. and 11 Class A trees	10	Tree diversity, maximum of one species	20%	24% and 27%

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Planning Department

Elevations

Home 2 Suites Hotel
2611 Hessmer Ave.

Construction of a new hotel with variances to the setback, landscaping, buffering, and screening regulations of the BC-2 district

Docket No. SP-53-23

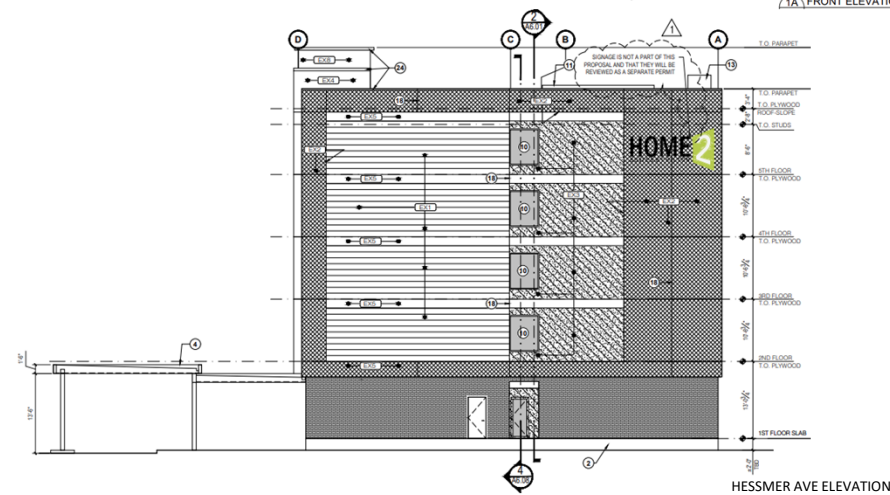
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FIGURE 7



Height of 59.25 ft.
(elevator shaft extends higher)



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