



Planning Department

Bessie L. Martin Director

STAFF REPORT
Docket No. SP-92-23
Summary No. 26286
Site Plan Review
AMC Clearview

PARISH COUNCIL
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2: Deano Bonano
3: Byron Lee
4: Arita Bohannon
5: Hans J. Liljeberg
Cynthia Lee Sheng Parish President

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Location: 4486 Veterans Memorial Blvd.

Legal Description: Plot Y-1-A, Section A, Pontchartrain Gardens Subdivision; bounded by Veterans Memorial Blvd, Kingman St, Trenton St, I-10 Service Rd, and Clearview Pkwy

Owner: Richards Clearview, L.L.C.

Applicant: Kimberly Gremillion, Gulf South Signs, LLC

Council District: 5
PAB Hearing: 3/28/24
Last Meeting Date for Council Action: 7/24/24

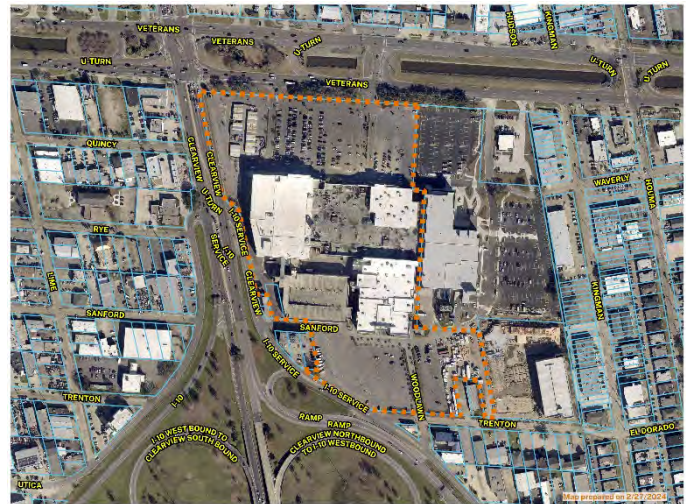
CURRENT ZONING/FUTURE LAND USE

BC-2 Business Core District/CPZ Commercial Parkway Overlay Zone

COM Commercial

REQUEST

Attached sign for the AMC movie theater on the south elevation necessitating a variance to the maximum number of attached signs



RECOMMENDATIONS

Planning Department: Approval for the following reasons:

- Cumulative square footage of both existing and proposed attached signs fall far below the allowable sign area.
The requested sign variance meets the criteria for variances to the Commercial Parkway Overlay Zone requirements of Sec. 40-480(b).

Planning Advisory Board: Approval

CONSISTENCY WITH COMPREHENSIVE PLAN

- The proposed sign variance is consistent with the following Objective of the Land Use Element of the Comprehensive Plan:
Objective 5.3: "Encourage signage that is attractive, appropriate for the location, and balances good visibility and aesthetics."

FINDINGS

1. The petitioned property, Plot Y-1-A, has 884.80 ft. of frontage on Veterans Memorial Blvd, 439.35 of frontage on Clearview Pkwy, an approximate depth of 1,275.85 ft. and an approximate total area of 904,151 sq. ft. (20.756 acres). (Figure 4) Plot Y-1-A is developed with the Clearview City Center Mall, which contains AMC Dine-In Clearview Palace 12. A site plan for the movie theater was initially approved administratively via Planning Department Docket CPZ-6-01. The approved plan includes a single attached sign for "The Palace" logo. The existing attached sign measures 196 sq. ft. in area and contains the "AMC" logo.
2. The site also has a 34.3 sq. ft. IMAX channel letter sign that was approved under permit number ME-250208-12. The addition of this sign should have been processed as an amendment to a previously approved site plan and would have required a variance to the maximum number of attached signs regulations for CPZ development; however, the IMAX sign was permitted and installed without a variance.
3. The applicant proposes to install a 34.8 sq. ft. "Dolby Cinema" attached sign on the south façade of the theater, and to relocate the existing "AMC" and "IMAX" signs on the same façade. With the existing "AMC" and "IMAX" signs, the addition of the "Dolby Cinema" sign brings the total number of attached signs up to three. All three of the signs are located on the south façade facing I-10.
4. Per Sec. 40-477(b)(1), each use shall be allowed one attached flat sign. The proposal requires a variance to this regulation since two signs exist and three are proposed.
5. Per Sec. 40-477(b)(1)(a)(3), structures with a setback of over 200 ft. are permitted a total attached signage area equal to 25% of the primary building elevation area. The theater is setback over 250 ft, and has a tenant frontage of 223.88 ft. The site is permitted 839.50 sq. ft. of attached signage. The current signage is 230.3 sq. ft. The proposed Dolby Cinema sign brings the total area up to 265.1 sq. ft.
6. Section 40-480 states that variances to the CPZ requirements may be granted, provided the following criteria are met:
 - o *The proposal complies with CPZ requirements to the maximum extent possible and taking into account space limitations of existing structures.*

The total proposed sign area for the AMC theater is below what they are permitted by right. 839.5 sq. ft. of attached signage is permitted, and only 265.1 sq. ft. of signage is proposed.

- o *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 is setback significantly and should not impact nearby properties or traffic flows.

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

The proposed signage is minimal and should not adversely affect the surrounding land uses.

- *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 primary structure is setback over 500 ft from Interstate 10. Additional signage is necessary to advertise the business from this distance.

DEPARTMENT COMMENTS

Table 1: Land Use Review Technical Committee (LURTC) Comments		
Department	Position	Comment/Stipulation
Public Works	Not Opposed	SP-92-23 Public Works Department on (1/11/24) 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. Note any future construction or addition, may require additional comments and requirements. <ol style="list-style-type: none"> 1. Drainage has no comment. 2. Parkways has no comment. 3. Sewer Place has no comment. 4. Streets has no objections. 5. Traffic has no objections. Sight triangle is not an issue at this time. TIA is not required. 6. Utilities has no comment. 7. Water has no objections.
Building Permits	Not Opposed	
Engineering-Site Plan	Not Opposed	
Parish Attorney	Not Opposed	

TABLES

TABLE 1: Attached Sign Area

Attached Signs	Area (sq. ft.)
Existing Signs	
AMC	196
IMAX	34.3
Proposed Sign	
Dolby Cinema	34.8
Total	265.1

TABLE 2: CPZ SIGN INFORMATION

Criteria	Required/Permitted	Proposed	Compliant?
Attached signs, number, max.	1	2 existing, 1 new	N
Attached signs, area, max.	839.50 sq. ft	265.10 sq. ft.	Y
Attached signs, height	Cannot be above the roof ridge line	Not above the roof ridge line	Y



Planning Department

Aerial

AMC Clearview Signs

4486 Veterans Memorial Blvd.

Installation of an additional attached sign with a variance to the maximum number of attached signs

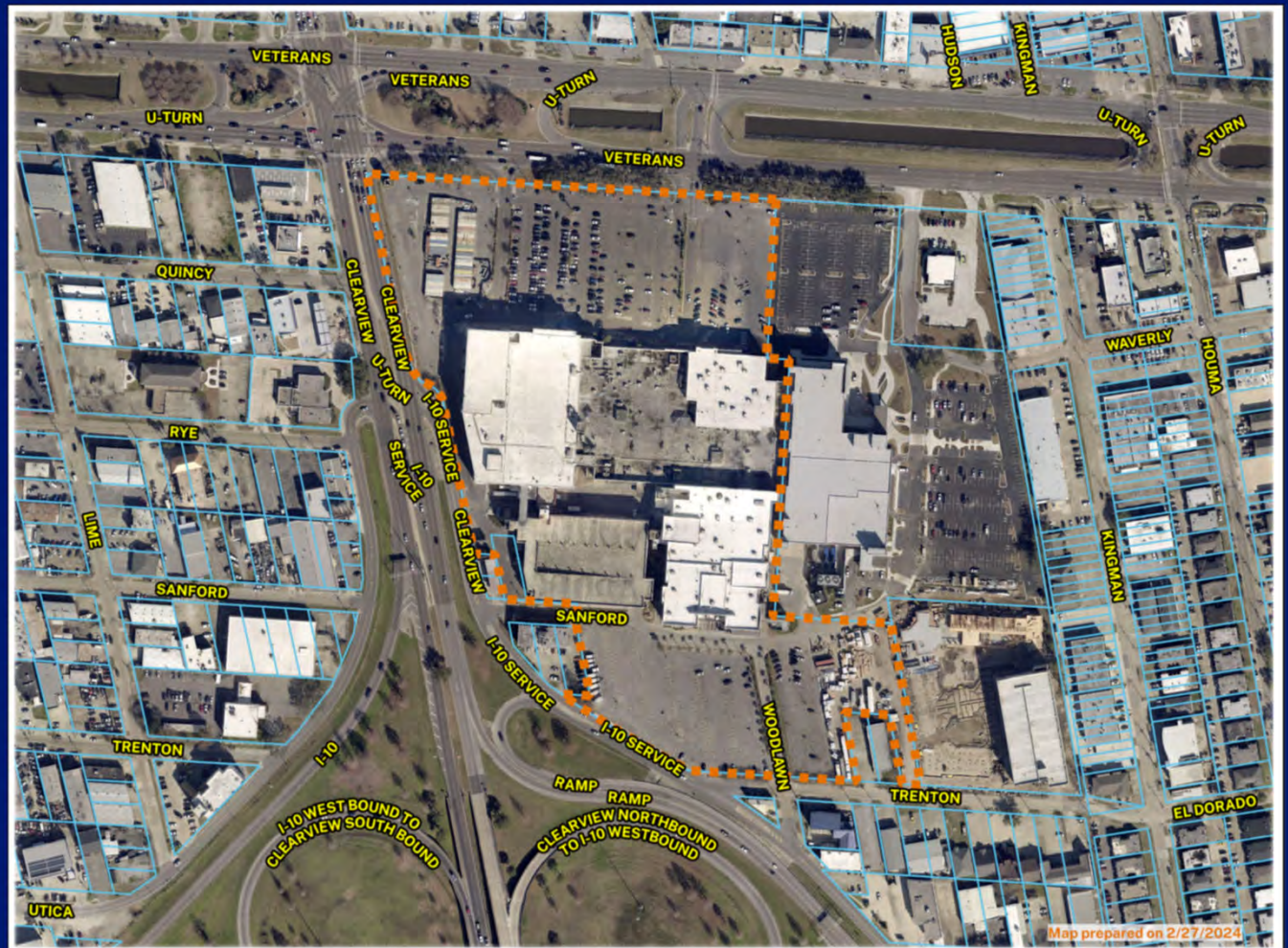
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Council District 5



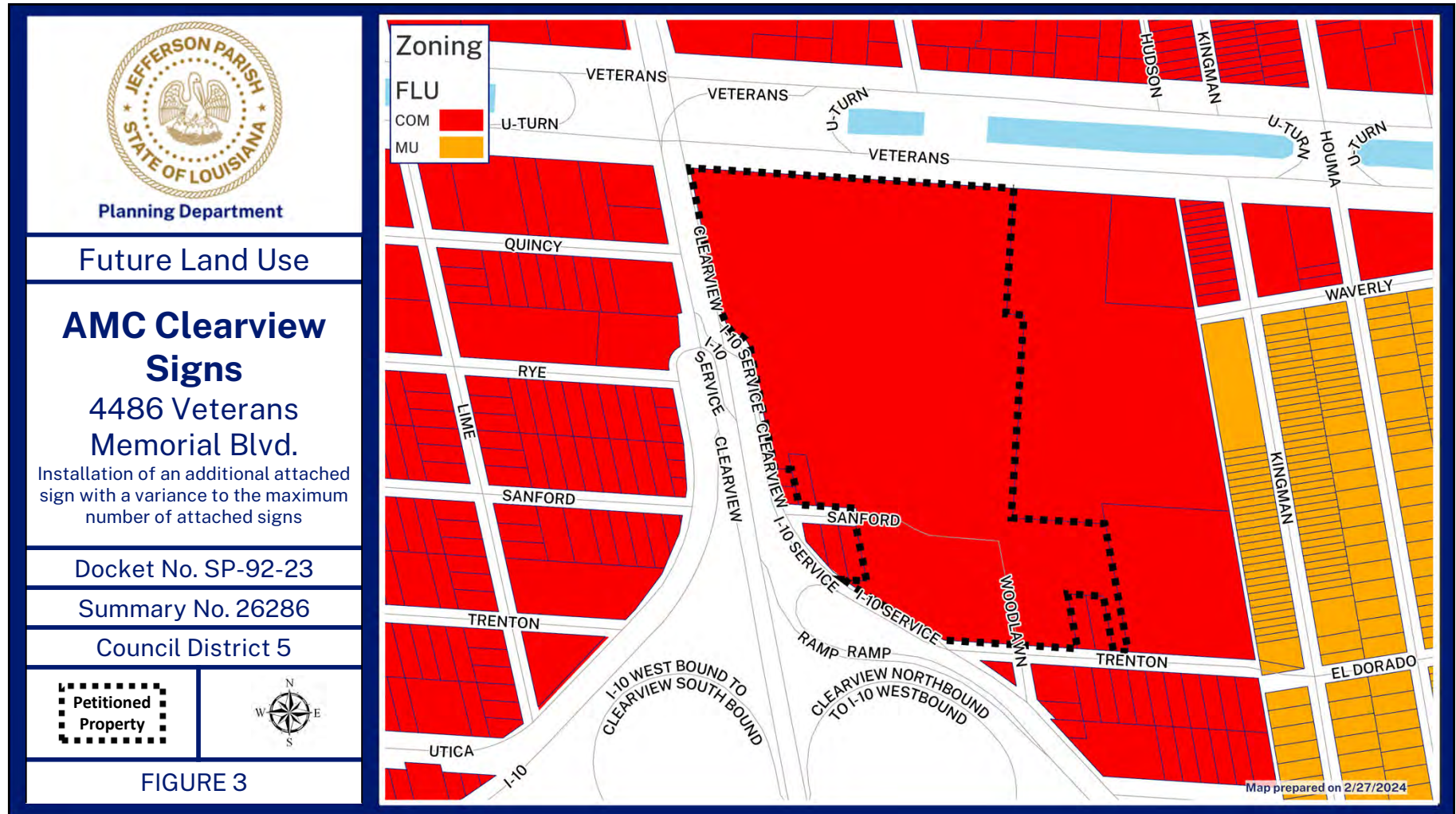
FIGURE 1



All users acknowledge that the content of these graphics were submitted and/or created specifically as demonstrative aides for the related land use matter being presented by the Jefferson Parish Planning Department identified with the appropriate docket number provided above. As such, Jefferson Parish makes no warranty as to the reliability or accuracy of the maps, their associated data tables and/or any graphics included in this presentation. Furthermore, Jefferson Parish is not responsible for the inaccuracies that could have occurred due to errors in the original data input or subsequent update process. All users of these graphics produced in connection with the related land use matter identified above specifically acknowledge, agree and accept that any zoning and/or land uses identified in said graphics are solely intended to be a demonstrative aide in the related land use matter and, as such, should not be relied upon outside of said related land use matter. User assumes all responsibility for verifying accuracy of data for any intended use.



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Planning Department

Survey - Plot Y-1-A

AMC Clearview Signs

4486 Veterans Memorial Blvd.

Installation of an additional attached sign with a variance to the maximum number of attached signs

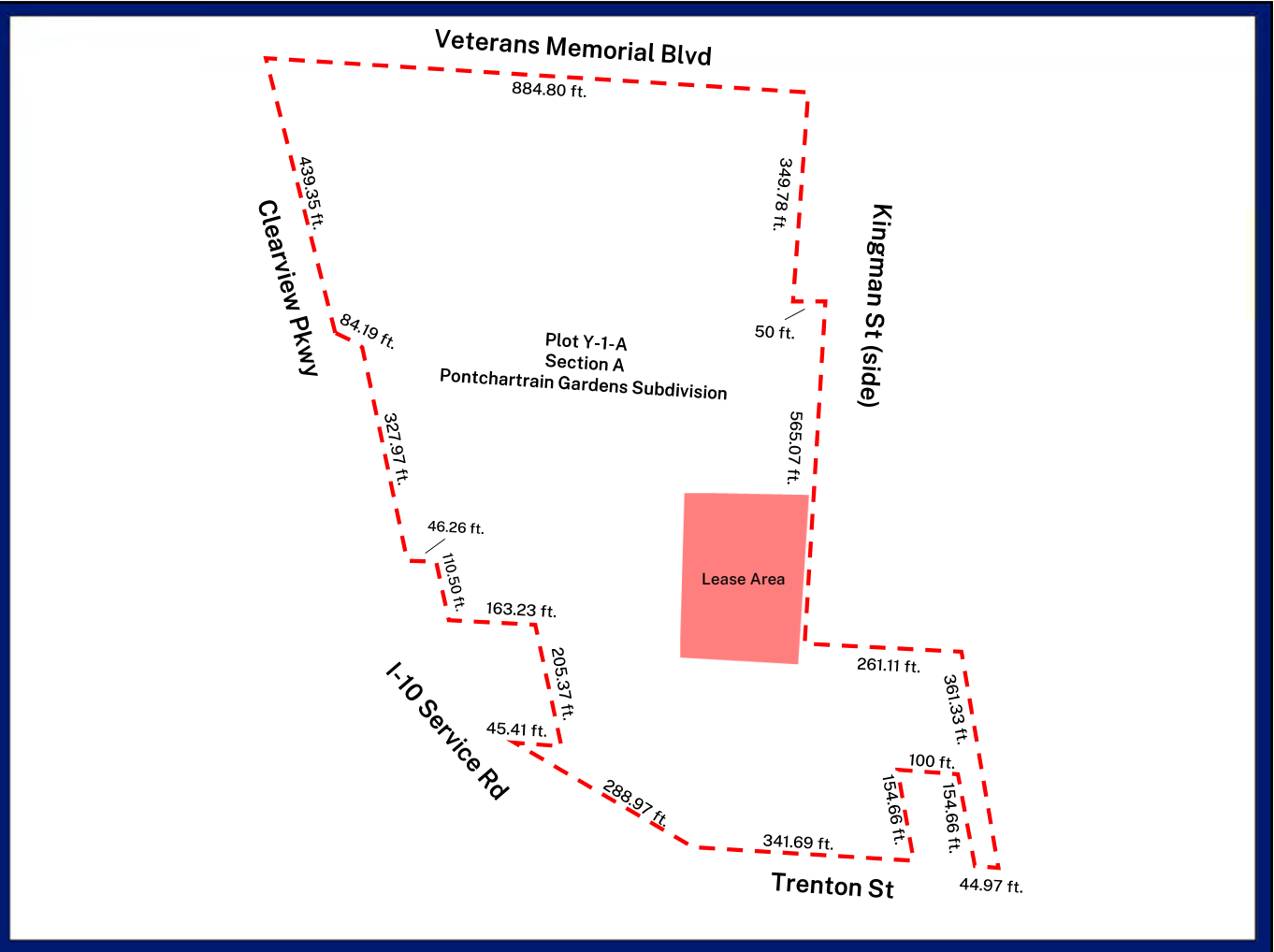
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FIGURE 4



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Planning Department

Survey - Lease Area

AMC Clearview Signs

4486 Veterans Memorial Blvd.

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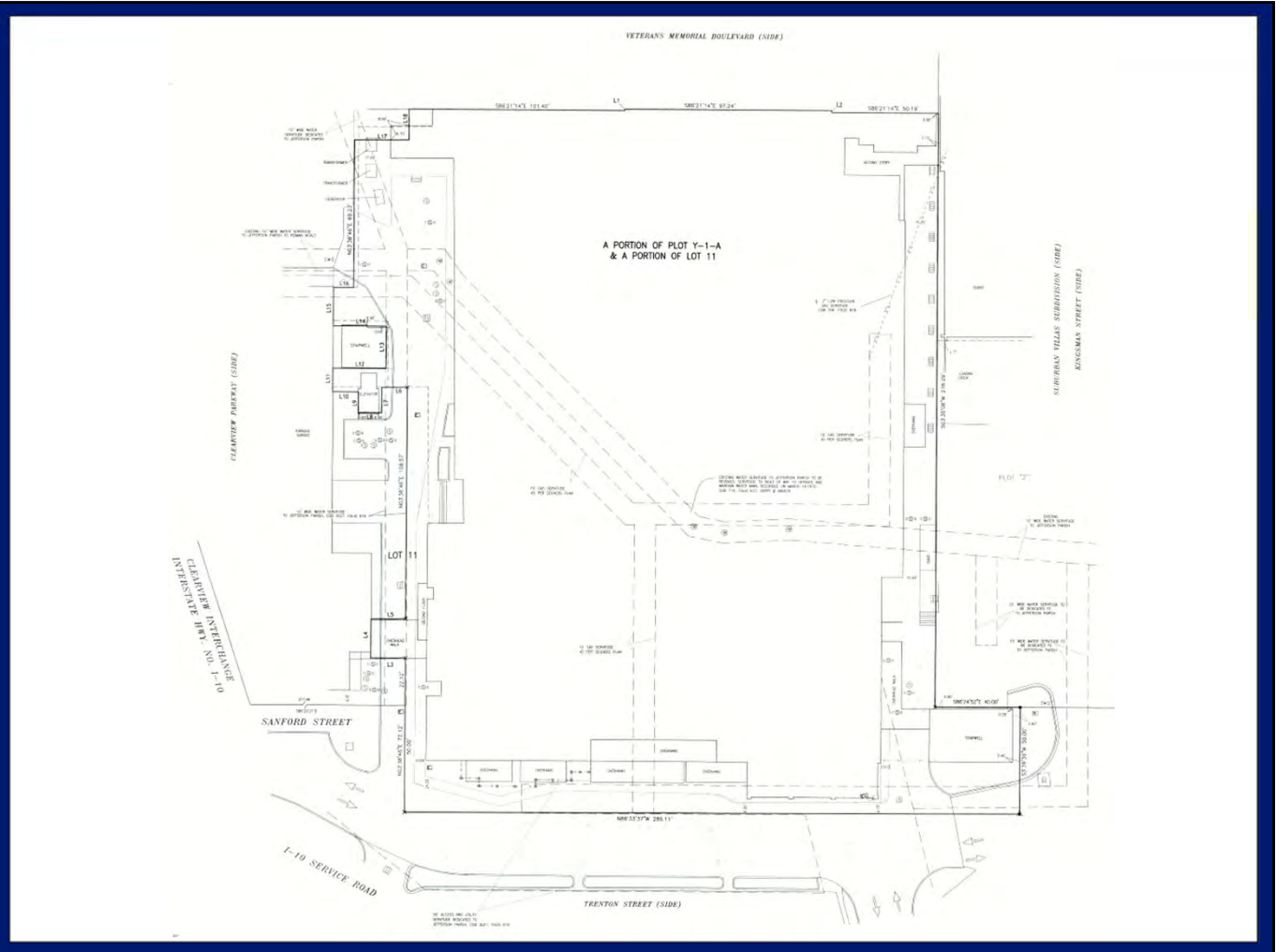
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FIGURE 5



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Existing Signs

AMC Clearview Signs

4486 Veterans Memorial Blvd.

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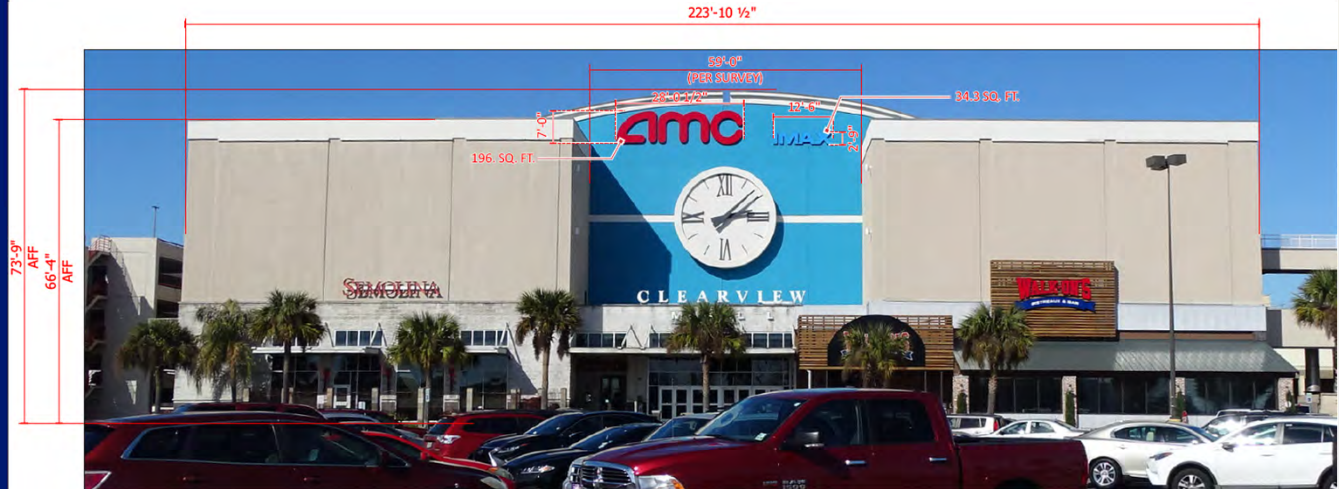
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FIGURE 6

Existing Signs



Attached Signs	Area (sq. ft.)
Existing Signs	
AMC	196
IMAX	34.3
Proposed Sign	
Dolby Cinema	34.8
Total	265.1

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Proposed Sign & Variance Request

AMC Clearview Signs

4486 Veterans Memorial Blvd.

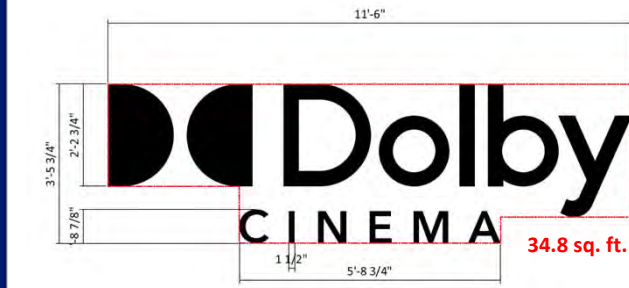
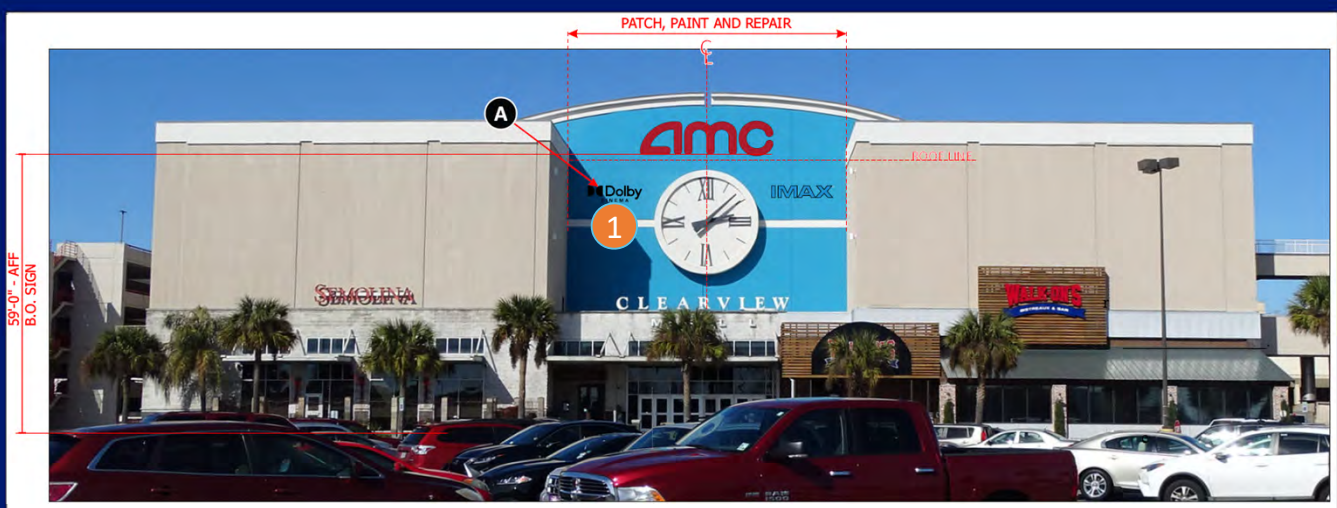
Installation of an additional attached sign with a variance to the maximum number of attached signs

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FIGURE 7



Total sq. ft. permitted	Total sq. ft. proposed
839.5	265.1

Variances			
	Regulation	Required	Provided
1	Sec. 40-477 (b) (1) – Number of permitted attached signs	1	3

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