



Implementation of Lafreniere Sub-Area Plan

TASK FORCE MEETING #3

DECEMBER 4, 2020

Agenda: Focus on Signage

- ▶ Any final comments and recommendations on zoning from Previous Meeting
- ▶ Signage (David Drive)
 - ▶ Types of signage – visual dictionary
 - ▶ Signage Inventory
 - ▶ Sign standards of two new re-zoning scenarios (CPZ-PED Overlay or new TCMU Zoning District)
 - ▶ Impacts to existing signage under each re-zoning scenario
 - ▶ Action option for signage
- ▶ Design Considerations

SIGNAGE



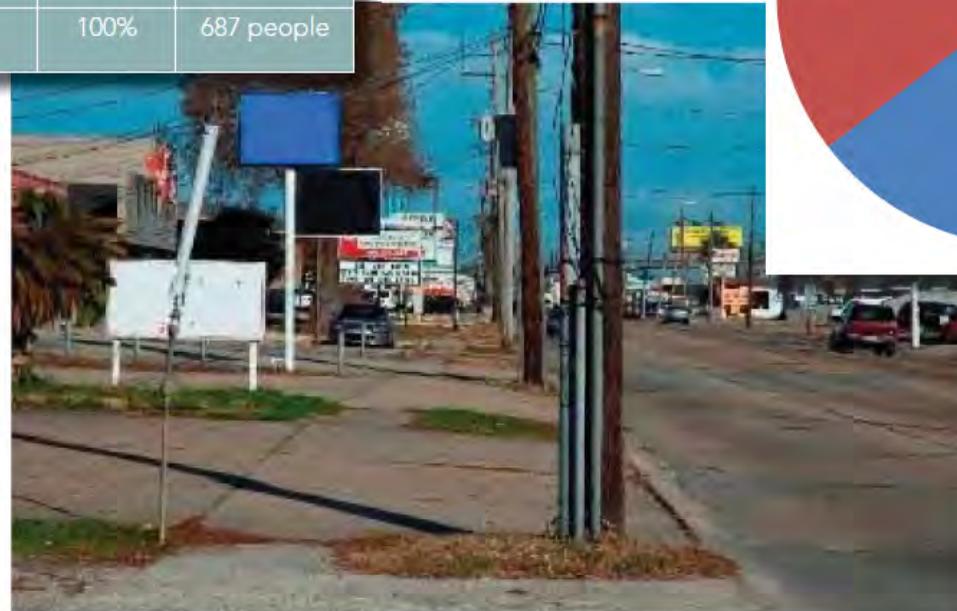
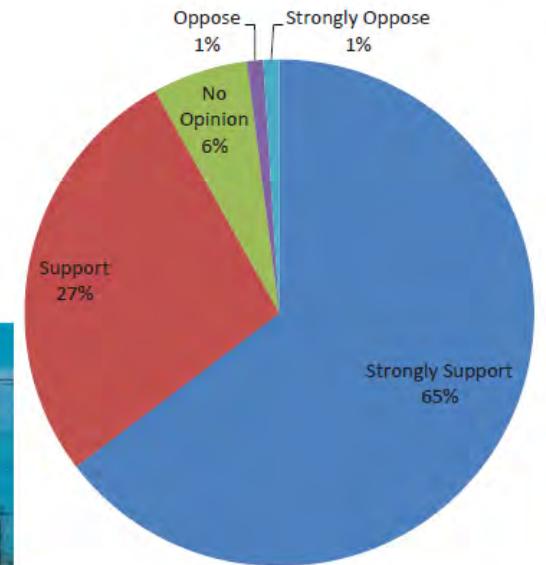
- ▶ David Drive -- sign clutter related to number and size of business signs
- ▶ Addressing signage is a major way to improve the aesthetics of David Drive within the study area.

SIGNAGE

- ▶ David Drive itself is already being physically improved and beautified.
- ▶ Signage changes has support from the public, as evidenced in the Lafreniere Sub-Area Plan:

Reduce sign clutter along David Drive by prohibiting new pole signs for businesses and allowing monument signs instead

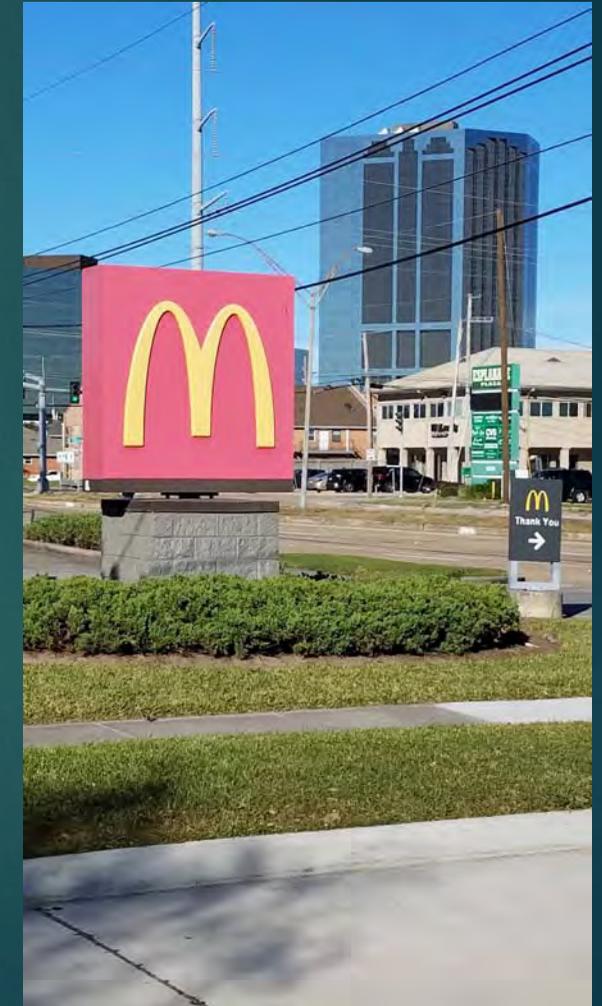
Strongly Support	65%	441 people
Support	27%	186 people
No Opinion	6%	41 people
Oppose	1%	10 people
Strongly Oppose	1%	9 people
	100%	687 people



TYPES OF SIGNS: DETACHED (Pole)



TYPES OF SIGNS: DETACHED (Monument)



TYPES OF SIGNS: ATTACHED



Marquee Façade



Wall Façade, (*or just*) Wall Sign

TYPES OF SIGNS: ATTACHED



Other types of attached signs: canopy, hanging signs, window lettering.

TYPES OF SIGNS: ATTACHED



Different materials, placement in windows, even painting directly on front surfaces...

SIGNAGE INVENTORY

- ▶ ALL David Drive signage information was collected as field data; the entire route was walked, mapped and data entered for every sign present.
- ▶ Photographs were taken of all signs as well in order to have a complete record of the inventory.
- ▶ Prepared individual inventory data sheets of each property with signage present. Each inventory sheet lists the street address on David Drive, the business or building name, the type(s) of sign(s) present at that address, and for signage other than pole signs, the estimated dimensions of each sign. Estimates were done via scaling with other certain aspects of buildings—usually standard door height and width.

Comparison of C-1, C-1 with CPZ-PED, and Potential New Town Center Mixed-Use District Signage Standards

Base District:	C-1 with CPZ overlay (current)	C-1 with CPZ-PED Overlay	TCMU:
Sign Standards:	<ul style="list-style-type: none"> • Pole, roof, and monument signs allowed. • Detached size limited to one (1) square foot per lineal foot of lot frontage, or 300 ft, whichever is less. • Height limited to 30 feet, with 1 additional foot per foot setback from property line up to 40 feet maximum. • Attached signs limited to 3 sq. ft. per linear foot of building frontage or 15% of elevation area, whichever is less. 	<ul style="list-style-type: none"> • Detached sign limited to monument-style at 0.5 sq. ft. per linear foot of site frontage or 50 sq. ft., whichever is less. • Height limited to 10 feet. • Attached signs same as base zoning district (e.g., C-1 is 3 sq. ft. per linear foot of building frontage or 15% of elevation area, whichever is less). 	<ul style="list-style-type: none"> • Pole and roof signs prohibited; monument sign allowed at 0.5 sq. ft. per linear foot of site frontage or 50 sq. ft., whichever is less. • Height limited to 10 feet. • Attached signs limited to 1.5 sq. ft. per linear foot of building frontage or 100 sq. ft., whichever is less.

Impacts to existing signage under each re-zoning scenario

- ▶ The biggest change which would result from either zoning change would be that all pole signs would become non-conforming.
 - ▶ On either option (CPZ-PED or TCMU) forty-five (45) pole signs would be classified as non-conforming.
 - ▶ These pole signs could be replaced with monument signs.

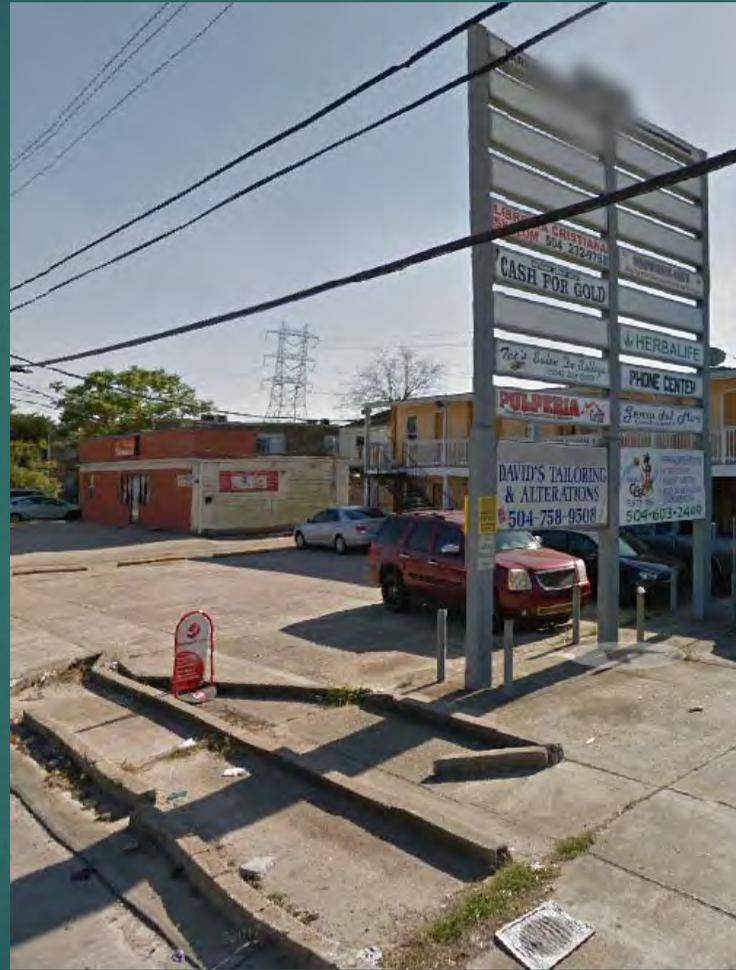
Impacts to existing signage under each re-zoning scenario

- ▶ For some properties, replacing a pole sign with a monument sign can be easily accomplished.
- ▶ But for many properties, this may not be easily accomplished *physically* (as a monument sign requires more ground area than a pole sign, and is usually adjacent to parking spots)
- ▶ Might in some cases be affected *visually* (as the view of the 10 ft. monument sign may be blocked by cars in existing parking spaces)
- ▶ Some examples:

Impacts to existing signage under each re-zoning scenario



Easily replaced with a monument sign



Can be *physically* replaced with a monument sign, but might be less visually apparent



Difficult to *physically* replace with a monument sign, and might be less visually *visually*.

Impacts to existing signage under each re-zoning scenario

- ▶ A review and analysis of the properties with pole signs showed that out of the 45 pole signs present along David Drive in the project area:
 - ▶ Eleven (11) of them may be *physically* difficult to replace with monument signs (due to size limitations and possible infringement on required parking spaces)
 - ▶ For 24 properties, a monument sign might in some cases be affected visually as the monument sign would conceivably be blocked by cars parked in required parking spaces.

Impacts to existing signage under each re-zoning scenario

- ▶ In regards to ATTACHED signs:
 - ▶ Under the CPZ-PED option, no roof signs are affected and no wall or facade signs need to be reduced in size.
 - ▶ Under the currently drafted TCMU option, four (4) signs on roofs would be considered non-conforming.
 - ▶ Under the currently drafted TCMU option, six (6) wall/facade signs would be considered over the size limit and thus nonconforming.

Impacts to existing signage under each re-zoning scenario

- ▶ Under the currently drafted TCMU option, four (4) signs on roofs would be considered non-conforming.



Under the currently drafted TCMU option, six (6) wall/facade signs would be considered over the size limit and thus nonconforming.

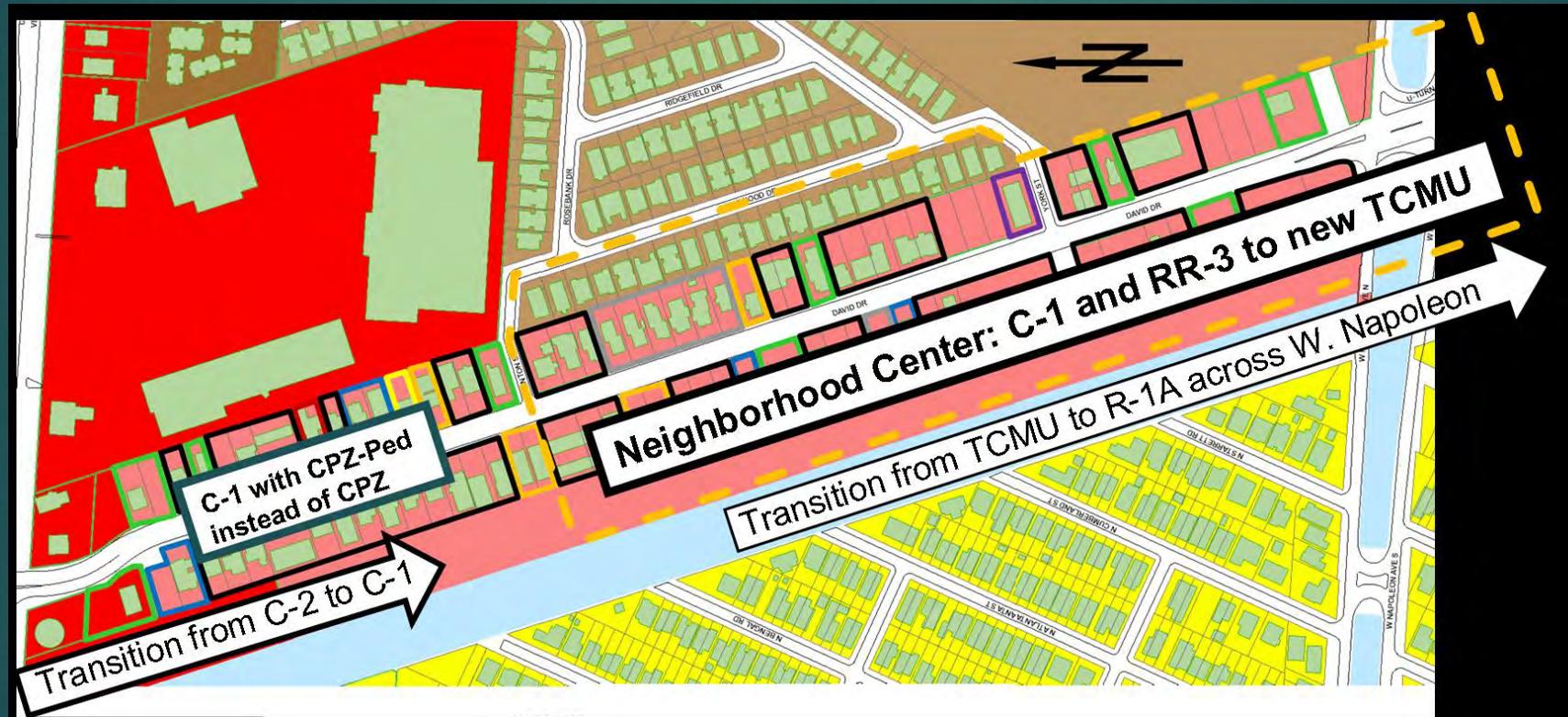


Impacts to existing signage under each re-zoning scenario



Impacts to existing signage under each re-zoning scenario

- ▶ A third option presented at the last Task Force Meeting was the use of the CPZ PED overlay in the first block south of Veterans Boulevard down to Trenton Street (minus the properties fronting on Veterans, which are zoned C-2), with the remainder of David Drive being placed under the new TCMU zoning.



- ▶ In that situation, the only difference between this third option and the full TCMU option is that the attached signs at the Waffle House would not need to be reduced and roof signs at Dan Burghardt Insurance and The Foot Doctor could remain.

RECOMMENDATIONS

Of the three options, for signage our recommendation is for the rezoning of the David Drive Corridor between the C-2 zoned properties facing Veterans and the residentially zoned properties south of W. Napoleon Avenue to the new Town Center Mixed Use zoning classification. This is for several reasons:

- ▶ There is no difference in impacts between the options in terms of detached signs;
- ▶ There is little difference in impacts between the options in terms of attached signs;
- ▶ The TCMU option is in line with previous consensus reached in terms of zoning and land use for the area.

ACTION OPTIONS FOR SIGNAGE

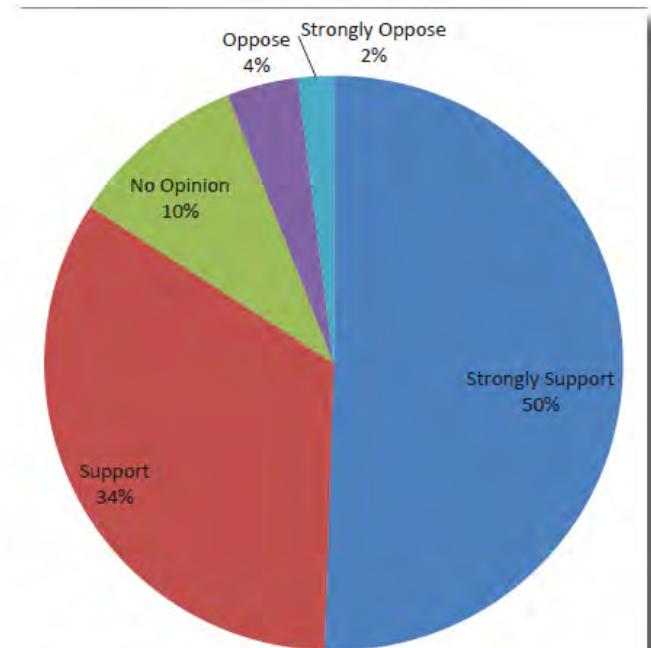
- ▶ Normally, in the case of a rezoning such as that under the CPZ-PED option or the TCMU options being discussed, the procedure for dealing with non-conforming signs is that they are 'grandfathered' in, and may remain as-is unless the property is redeveloped or has major renovations.
- ▶ However, another option is the use of amortization -- once the zoning is changed, the Parish may require non-conforming signs to be removed, but only after a certain grace period (ostensibly used for amortization of the cost of the sign) has passed.
- ▶ The time period can vary, but 5 or 10 years is the usual window for such a grace or amortization. This was the path followed for Fat City, and numerous pole signs have already been replaced in that area already.

ACTION OPTIONS FOR SIGNAGE

- ▶ Amortization can be done under either scenario as a separate, stand alone ordinance (i.e., not as part of the rezoning)
- ▶ Such an approach would appear to be the best path forward for the Parish to make a prompt and obvious visual change for the redevelopment of the David Drive corridor in the Lafreniere Sub -Area.
- ▶ Again, there was public support as evidenced by the Lafreniere Sub-Area Plan:

Require existing pole signs to be removed and replaced with monument signs within a reasonable amount of time

Strongly Support	50%	347 people
Support	34%	228 people
No Opinion	10%	65 people
Oppose	4%	24 people
Strongly Oppose	2%	11 people
	100%	675 people



Design Considerations for Visual Improvements to Commercial Areas along David Drive

- ▶ Renovations
- ▶ New Construction
- ▶ Landscaping
- ▶ Parking

Challenges



Challenges



Possible Solutions



Possible Solutions



Possible Solutions



Possible Solutions



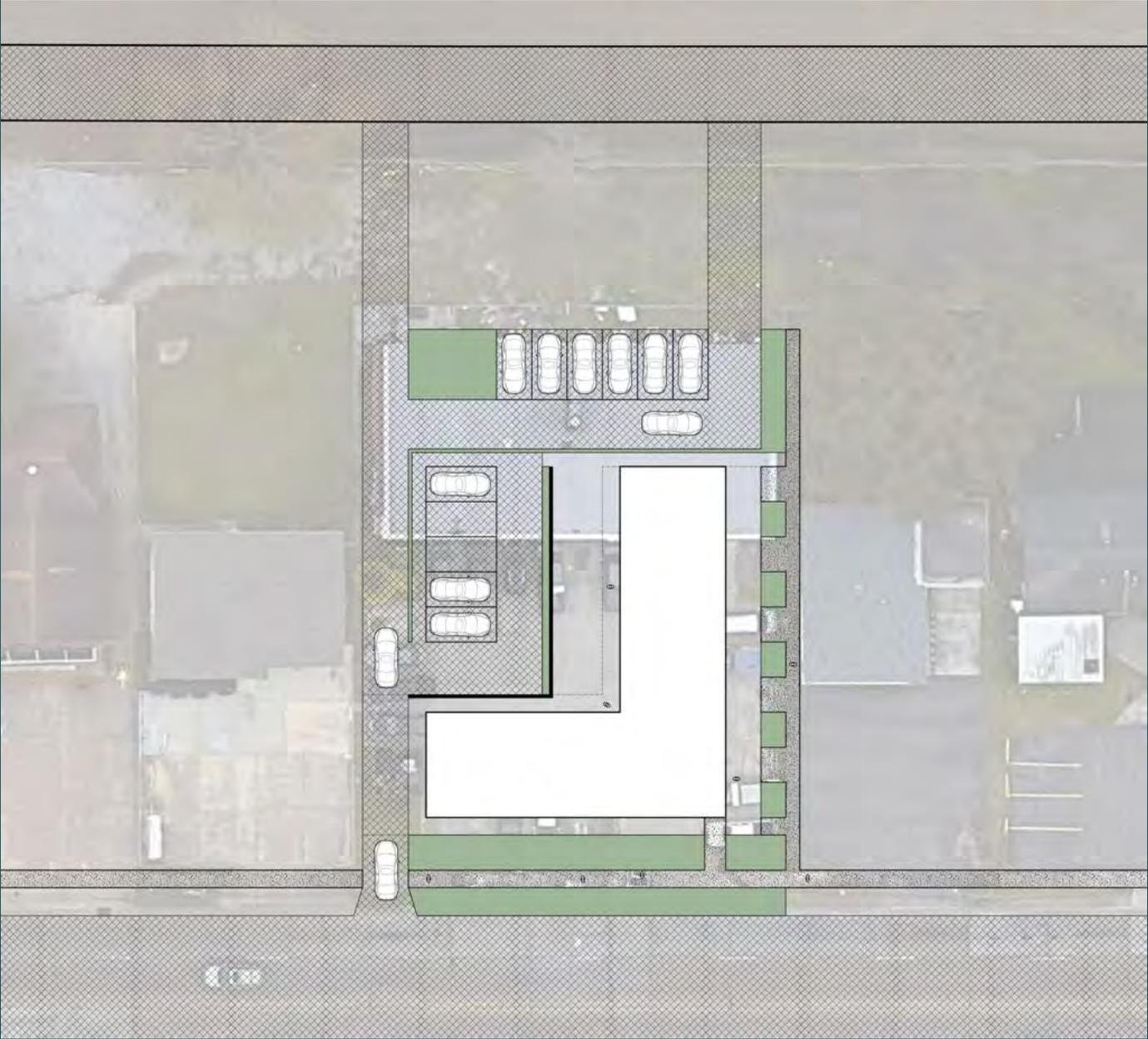
Possible Solutions



Possible Solutions



Possible Solutions



Next Steps:

- ▶ Comments/Further Questions on these signage issues
- ▶ Hold first general public meeting after holidays
- ▶ Prepare Final Document, distribute for Task Force review
- ▶ Hold final public meeting and final Task Force Meeting
- ▶ Planning Advisory Board and Parish Council adoption of Implementation Plan

Additional Questions and Comments

Comments/Further Questions can be sent to Bruce Richards at N-Y Associates between now and the next meeting:

Bruce Richards

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504-909-2750 cell





Thanks for attending!

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