

7.5.9 B-2 - Highway Business District

7.5.9.1 Purpose of the B-2 Highway Business District

The purpose of the B-2 Highway Business District shall be to provide sites for office, retail and service establishments to serve the needs of the community as a whole. This district includes both multi-tenant shopping centers and individual development sites located typically on major arterial and collector streets.

7.5.9.2 B-2 Permitted Uses

The uses permitted in this zoning district, including signage, shall be in accordance with those uses listed under this district in the Table of Permitted Uses By Zoning District found at the end of this Article and shall be subject to all applicable provisions of this Land Use Regulations Ordinance including any supplemental or special use criteria provided in Article 8 and the Sign Code in Article 10.

7.5.9.3 B-2 Site Development Regulations

Each development site in the B-2 Highway Business District shall be subject to the following site development regulations in addition to any other applicable regulations under the provisions of this Land Use Regulations Ordinance or any other laws of the City, state or federal government. The City Planner may grant exceptions to the following standards pursuant to Section 4.3.6.

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| 1. Minimum lot area | 15,000 S.F. |
| 2. Unit Size | |
| Minimum | 800 S.F. (1) |
| Maximum | 65,000 S.F. |
| 3. Maximum Building Size | 100,000 S.F. (2) |
| 4. Minimum lot width | 150' (3) |
| 5. Minimum lot depth | 100' (3) |
| 6. Minimum Yard Setback Requirements | |
| a. Front Yard | 25' or |
| Required depth of greenbelt, | |
| whichever is greater | |
| b. Street Side or Rear Yard | 15' or |
| Required depth of greenbelt, | |
| whichever is greater | |

c. Interior Side or Rear Yard	
Adjacent to Residential Districts	20'
Adjacent to Other Districts	5' or
With firewall at property line	0'

7. Maximum Height of Structures	35'
8. Maximum Impervious Site Coverage	75%
9. Minimum District Size	40,000 S.F.

- (1) Minimum building size may be reduced subject to issuance of a zoning permit.
- (2) Multiple buildings may be linked by covered breezeways or a single continuous shopping center up to 100,000 square feet of floor area may be developed, provided that each commercial unit has an independent outdoor access and that no commercial unit exceeds 65,000 square feet.
- (3) Minimum lot depth and width may be reduced by the Planning Commission through the subdivision process provided that the applicant demonstrates that the minimum lot area and setbacks can be met.

7.5.9.4 Parking and Landscaping Requirements

Parking and landscaping requirements for this district shall be in accordance with the provisions of Article 9 of this Land Use Regulations Ordinance and any additional requirements as specified in the special district criteria below

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7.5.9.5 Special B-2 Highway Business District Criteria

1. Access - B-2 districts shall be located on lots with street frontage on major arterial or collector streets only and shall not require travel through existing or proposed residential districts to access the B-2 district. Because of the potential for traffic congestion created by uses within B-2 districts at major intersections Traffic Impact Analysis may be required by the City Planner prior to the issuance of permits for major commercial developments in accordance with the provisions for Traffic Impact Analysis provided in Article 8.
2. Special Requirements Adjacent to Residential Districts
When a non-residential use abuts a lot or parcel in a R-1, R-1X, R-2, R-3 or MH district, hereinafter, “residentially zoned lot or parcel”, the following provisions shall apply:
 - a. Outdoor speakers for drive-through goods or services shall not face a residentially zoned lot or parcel located within 150 feet of the speaker unless the speaker is screened by a solid masonry wall measuring at least twelve (12) feet long by eight (8) feet tall and located within twelve (12) feet of the speaker.
 - b. Other outdoor speakers are prohibited within 150 feet of a residentially zoned lot or parcel.
 - c. Dumpsters shall be screened on all sides facing residentially zoned property in accordance with Section 9.2.5.8 and shall not be located within thirty (30) feet of a residentially zoned lot or parcel.
 - d. Loading areas shall not be located within 100 feet of a residentially zoned lot or parcel, except that a loading zone may be located at least twenty-five (25) feet from a residentially zoned lot or parcel if screened by a solid masonry wall measuring at least eight (8) feet tall and extending the length of the required loading space.
 - e. All outdoor lighting must be in accordance with Section 8.1.10 Supplemental Regulations for Outdoor lighting.
3. Outside Storage or Display - There shall be no display or storage of goods outside of the principal structure or any permitted accessory structures on the site except as specifically provided by these regulations for such uses as auto trailer and boat sales or storage.

4. Storage of Waste Materials - No waste materials that are the product of any research or testing activity may be stored on-site.
5. Applicability
 - a. Design Guidelines shall apply to the new building construction, exterior renovations and modifications which require a building permit.
 - b. Provisions for Non-Conforming buildings **are** in accordance with Section 4.2.4 of the CLURO.
 - c. Prior to preparing design plans for any development, the applicant shall schedule a pre-application meeting with the City Planner or designee to discuss the procedure for approval of design drawings and the development of properties within the B-2 Highway Business District.
6. Architectural Review shall be performed by Tulane University, Regional Urban Design Center or alternative successor review body designated by the Mayor, which shall make recommendations to the Building Inspector prior to permits being issued.
7. Building Elements:
 1. BUILDING DESIGN ELEMENTS:
 - a. Compatibility with the environment. Buildings shall exhibit the ability to provide protection from rain, sun, and high humidity.
 - b. Entrances - each principle building shall have a clearly defined, inviting, highly visible customer entrance enhanced with distinguishing features such as canopies, galleries, and porticos.
 - c. Facades of buildings visible to the public shall maintain the same standard of design as the front facade, including:
 - i. Screening of utilities, equipment, a building services.
 - ii. Continuation of building design elements such as the quality of materials, galleries, cornices, and treatment of openings.
 - d. Disruption of horizontal planes with vertical elements are required. This may include significant interruption by change in plane, material, opening, or design element, such as a tower or gable.
 - a. Disciplined visible structural vocabulary must be maintained. Arcades, galleries, and roofs shall not appear to levitate in space, but shall have a visible means of support with columns and/or brackets. No overhangs in excess of 3' allowed without a visible means of support. Rafter tails are encouraged on smaller overhangs.
 - b. Consistent design vocabulary for multiple structures on one property will be employed. A unifying design element such as material, color, or form should be used for all structures.
 - c. No building with an industrial appearance is allowed, such as a pre-engineered metal building with metal siding and devoid of historic context.
 - d. Service bays shall be oriented away from the principal street or

- screened.
 - e. Smaller buildings should reflect the design of the historic styles, and larger buildings should be divided into smaller elements in order to incorporate historic design context.
 - f. Buildings should maintain classic proportions. For example, smaller columns should be placed closer together for a more vertical proportion, and as the structure becomes more horizontal in scale the supports (columns) should have additional mass.
 - g. Fascias of buildings not to exceed 16" in depth, including gutters; except for fascias used as a unifying element for multi-tenant buildings and for placement of signage for tenants. No backlit fascias. For purposes of this ordinance, fascia is defined as the horizontal plane just below the roof or coping and above the wall and/or supports.
 - h. Mansard roofs used in conjunction with canopies, covered walkways and entries shall have a roof-like slope not greater than 12:12 or less than 4:12.
 - i. Building should have substance - design should include base, intermediate and cap. Changes in materials should have a clear line of demarcation either by offset, reveal, or border;
 - j. Shadows shall be considered as a design element.
2. MATERIALS: Materials shall be reviewed for compliance with historic context. The following materials have historic context:
- a. Walls, Wood, Brick, Cement Plaster(stucco).
 - b. Roofing: Wood shakes, Slate/tile, Rigid Shingles with Ridge Tiles, Metal (Corrugated, V-crimp, and Standing Seam)
3. COLOR: Colors shall be reviewed for compliance with historic context.
- a. Facade colors shall be low reflective and subtle. The use of primary, high intensity or metallic color is prohibited outside of the sign face.
 - b. Any activity that involves changing color or refreshing color shall require a permit and shall be reviewed by the Design Review Board.
 - c. Accurate color drawings with a list of paint numbers and elevations of every building will be required to be submitted prior to any modification.
1. CANOPIES:
- a. Free (or semi-free) standing canopies, such as those used as shelters for pump islands in gas stations and porte cocheres, shall be of similar style and materials as the building. Canopies are not considered the principle structure.
 - b. Unless site conditions preclude, canopies shall be attached to and made an integral part of the main building.

- c. Canopies shall have columns, beams, or brackets of sufficient scale to give a visible means of support.
- a. Clearance under canopies shall not exceed 16', and cantilevered overhangs shall not exceed 15 feet.
- b. Task lighting shall be utilized to reduce light spillage. Intense general lighting under canopies is not allowed.
- a. Fascias - refer to building design elements.
- b. Disrupt long horizontal planes with vertical elements.