

NEW ORLEANS HISTORIC DISTRICT LANDMARKS COMMISSION
CENTRAL BUSINESS DISTRICT HISTORIC DISTRICT LANDMARKS COMMISSION

LaToya Cantrell
MAYOR

CITY OF NEW ORLEANS

Bryan Block
DIRECTOR

Wednesday, November 17, 2021

Sabri Farouki
900 Camp Street #315
New Orleans, LA 70115

Re: 3500 St Charles Ave
Reference Code: HJ8PD6

Dear Sabri Farouki:

This letter confirms the actions of the Architectural Review Committee (ARC) of the New Orleans Historic District Landmarks Commission at its meeting of Tuesday, November 16th, 2021, concerning your application for the following work: New construction of a 30,000 SF five-story hotel building on a vacant lot.

The ARC agreed that:

- The fenestration of the rear elevation looks appropriate but additional windows should be added to the left and right-side elevations. If windows cannot be added at these locations due to the interior layout then simple recesses in the wall should be developed to help further articulate and break up the wall planes.
- More information should be included on the materiality of the elevations and the final form of the arches should be more closely related to their material properties.
- Since there are several ARC recommendations for the façade treatment, the applicant should provide 2 to 3 elevation options for the next design review.

The ARC also made several recommendations regarding the elevations:

- The applicant could consider treating the 2nd, 3rd and 4th levels the same with the segmental arches and allow the 1st and 5th levels to be treated differently so that it reads as more of a tripartite condition.
- The applicant could investigate reintroducing the round-top arches at the 5th level, either all the way across the elevation or just to a degree.

1300 PERDIDO STREET, ROOM 7W03 | NEW ORLEANS, LOUISIANA | 70112
PHONE 504.658.7040 | FAX 504.658.7211

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- The double-wide opening at the entry corner of the 1st level is only partly successful and the applicant could consider utilizing either a single-bay sized opening here or the half-bay opening with a round-top arch above.
- Alternatively, instead of using the round-top arches at the 1st level, the applicant could consider utilizing the larger three-bay division shown at the 5th level at the base which may be more in keeping with the proposed mid-century modern aesthetic. For example, these types of buildings generally become less dense and more open at their bases.
- The 2nd, 3rd and 4th levels are creating a nice sense of verticality that is contrasted by the 1st and 5th levels. Also, the asymmetry of the 1st level is interesting, and the applicant could consider utilizing a two-bay at the 5th level (perhaps at the center with the wider bays to the left and right) to allow for more contrast between the wideness and the verticality.
- While some members appreciated the interplay of the arches and rounded corners, some felt the round-top arches at the 1st level colonnade may be too pure of a form and may be out of step with the other forms developed on the levels above and the applicant could consider replacing these with the flatter rounded corner arches instead.

The ARC voted to recommend conceptual approval of the proposed massing and site strategy with the elevations and all other details to return for additional ARC review. This item has been placed on the consent agenda of the next New Orleans HDLC Commission meeting to be held on Wednesday, December 8th, 2021. The meeting will be held beginning at 1:30 p.m. The upcoming Commission meeting may be conducted virtually and will be accessible via computer, telephone, or a combination of the two. Additional instructions and access information will be emailed to the contact address on file prior to the meeting. It is strongly recommended that you attend this meeting to answer any questions or concerns the Commission might have.

Should you have any questions concerning this matter, feel free to contact me at (504)658-7047 or Dennis.Murphy@nola.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "DM", enclosed within a circular scribble.

Dennis Murphy

Approved_BB___ Bryan Block, Director

cc: Dynasty Properties LLC

Dynasty Properties LLC
916 Transcontinental Dr
Metairie, LA 70001
