

City Planning Commission
Staff Report
Tuesday, May 12, 2026

Zoning Docket 051-26

Prepared by: Charles Crawford Rowe

Date: 5.13.26

Deadline for CPC action: 7.11.26

CC Deadline: 60 days from receipt

City Council District: District B – Lesli Harris

Applicant: 709 Jackson Ave, LLC

Request: This is a request for a conditional use to permit a hotel in an HU-MU Historic Urban Neighborhood Mixed-Use District.

Property description: Square 73, Lot 12-AB, in the Fourth Municipal District, bounded by Jackson Avenue and, Chippewa, Annunciation and Josephine Streets

Municipal address(es): 709 Jackson Avenue

Description

The subject property is located on Jackson Avenue in an HU-MU Historic Urban Neighborhood Mixed-Use District and features a historic 19th century synagogue that was retrofitted to serve as apartments in 2014. The site consists of 2 lots of record and has a combined area of approximately 14,263 square feet. The property has a history of operating as a short term rental. The Applicant is proposing to operate the property as a hotel.

Reason for Commission Review

Per **Article 12, Section 12.2.A (Table 12-1: Permitted and Conditional Uses)**, a Hotel is deemed a conditional use in the HU-MU Historic Urban Neighborhood Mixed-Use District. Additionally, per City Council Motion M-25-530, which established the Transient Lodging Interim Zoning District, all transient lodging uses that are permitted by-right in the underlying zoning district are reclassified as conditional uses, while all transient lodging uses that are conditional uses in the underlying zoning district remain as conditional uses.

The City Planning Commission is required to make a recommendation on all conditional use applications prior to City Council action, in accordance with **Article 4, Section 4.3.D.3 – Action by the City Planning Commission** of the Comprehensive Zoning Ordinance.

Evaluation of approval standards

The City Planning Commission recommendation and the City Council decision on applications for a conditional use shall, on the basis of all information submitted, evaluate the impact of the conditional use on and the compatibility of the use with surrounding properties and neighborhoods to ensure the

appropriateness of the use at a particular location. The Commission and Council are required to specifically consider the extent to which the proposed use meets the approval standards contained in **Article 4, Section 4.3.F Approval Standards** of the Comprehensive Zoning Ordinance. In this section, the staff evaluates the application using those standards.

<i>The proposed use at the specified location is consistent with the policies embodied in the adopted Master Plan.</i>	
Met	The proposal is compatible with the MIXED-USE LOW DENSITY designation in the master plan. Although the proposal does not fit the described goals of the FLUM category, it is also not expressly prohibited and as a historic building, it satisfies the description of the character development listed for Mixed-Use Low Density.
<i>The proposed use is consistent with the general purpose and intent of the applicable zoning district regulations.</i>	
Met	The proposed hotel is a reclassification of an already district-compatible use and is therefore consistent with the HU-MU regulations. Although it provides no retail or personal service, it provides density typically associated with the HU-MU zoning district.
<i>The proposed use meets all standards specifically applicable to the use as set forth in Article 20 and all environmental performance standards of Section 21.3.</i>	
Met	There are no use standards for hotels in the HU-MU District. The proposal meets environmental standards 21.3.A and 21.3.B as these will remain unchanged in the case of redevelopment as a hotel. The rest of the environmental performance standards will have to be met through the permitting stage.
<i>The proposed use is compatible with and preserves the character and integrity of adjacent development and neighborhoods and, as required by the particular circumstances, includes improvements or modifications either on-site or within the public right-of-way to mitigate development-related adverse impacts.</i>	
Met	The proposal is a historic 19 th century building and its current use intensity has been the same for more than 10 years. The proposed hotel would reuse the historic structure, which ensures preservation of the character of adjacent development.
<i>Any variance of zoning standards meets the approval standards of Section 4.6.F.</i>	
N/A	There are no variances requested or required.
<i>The proposed use is not materially detrimental to the public health, safety, and welfare, or results in material damage or prejudice to other property in the vicinity.</i>	
Met	This proposal's continuous operation as transient lodging means that the current proposal will not be more invasive or detrimental to the vicinity.

Additionally, City Council motion M-25-530, which created Transient Lodging Interim Zoning District, requires that applications for transient lodging facilities be evaluated against the following additional approval standards.

<i>Will the proposed Transient Lodging Use reduce the amount of long-term housing, including affordable and workforce housing?</i>

The proposal is currently operated as short-term rentals and therefore a change to a hotel will result in no reduction in long-term housing.

Will the proposed Transient Lodging Use be located along a major arterial street or within 600 feet of a transit stop?

Yes. The site fronts Jackson Ave which features the RTA 91 route, a strong line connecting the Walmart, the main library hub, the Esplanade corridor, and the cemetery hub.

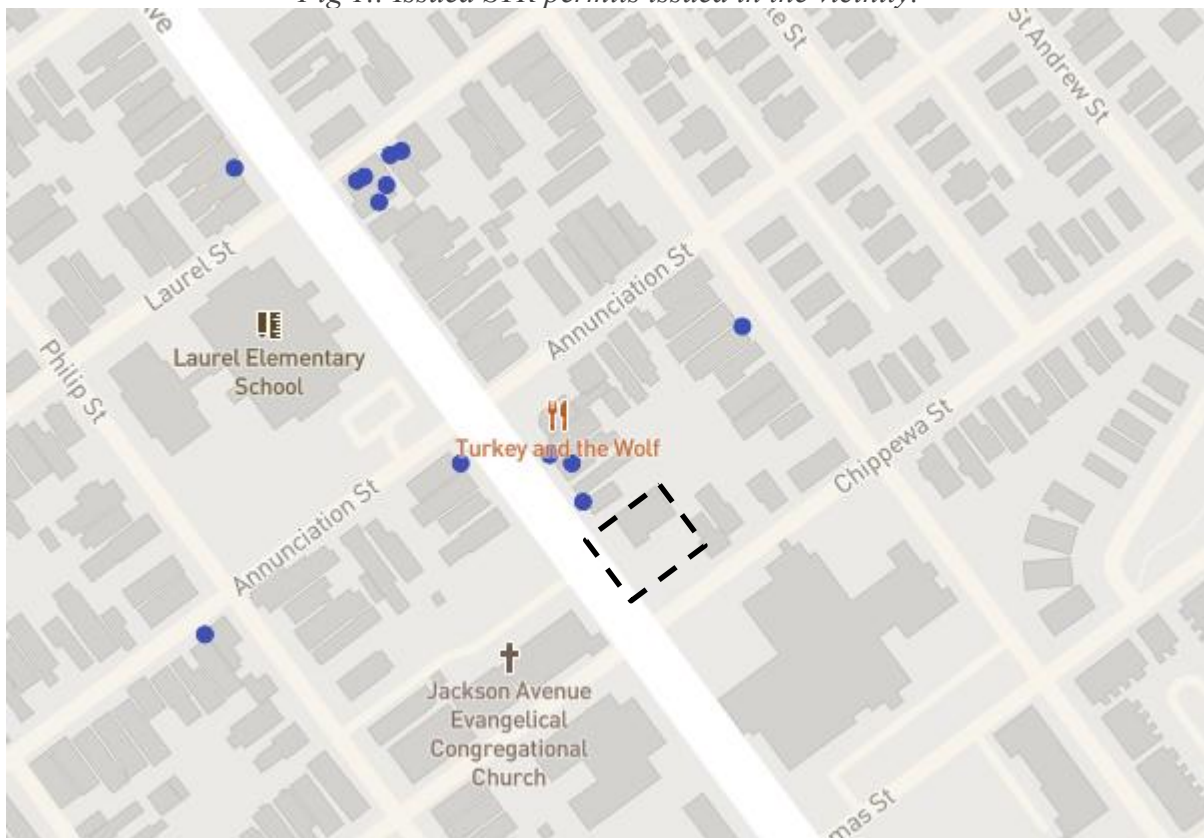
Has the subject property been adjudicated liable of City Code violations related to prior Transient Lodging Uses?

Yes, there is a history of seven short-term rental violations. Among them were instances where the applicant was found guilty of illegally listing the rental on Airbnb in 2018 (18-00998-RENT) and 2022 (22-07186-RENT) and advertising guest capacities larger than allowed per unit in 2017 (17-09006-RENT).

How many additional Transient Lodging Uses exist within 1,000 feet of the subject property?

There are approx. 13 STR permits issued within 1,000 feet of the subject property.

Fig 1.: Issued STR permits issued in the vicinity.



Staff Recommendation

The staff recommends **APPROVAL** of Zoning Docket 051/26 subject to the following:

Provisos

1. The approval of the application is limited to Transient Lodging Use and any variances specifically granted as part of this application. With the exception of any variances that are specifically granted as part of this approval, the Transient Lodging Use shall be compliant with all relevant requirements of the zoning ordinance.
2. The Department of Safety and Permits shall issue no building permits or licenses for this project until final development plans are approved by the City Planning Commission and recorded with the Office of Conveyances. Failure to complete the conditional use process by properly recording plans within a one year time period or failure to request an administrative extension as provided for in **Article 4, Section 4.3H** of the Comprehensive Zoning Ordinance will void the conditional use approval.

City Planning Commission Meeting (May 12, 2026)

The staff summarized the application and presented its recommendation of approval. The Commission received public comment from the applicant speaking in support of the request. Commissioner Joshi-Gupta expressed concern for pop-up events being hosted on the site's parking lot and cited Hotel Saint Vincent as an example. In service of that concern, Joshi-Gupta inquired as to what provisos could be included and Stephen Kroll suggested language to guarantee that any outdoor special events are approved by the city. Commissioner Joshi-Gupta made a motion to approve the request subject to 3 provisos. The motion was seconded by Commissioner Jordan and adopted.

MOTION:

BE IT MOVED BY THE CITY PLANNING COMMISSION THAT ZONING DOCKET 051/26 IS HEREBY RECOMMENDED FOR APPROVAL SUBJECT TO THREE (3) PROVISOS. BE IT FURTHER MOVED THAT THE EXECUTIVE DIRECTOR IS HEREBY AUTHORIZED TO NOTIFY THE CITY COUNCIL OF SAID ACTION.

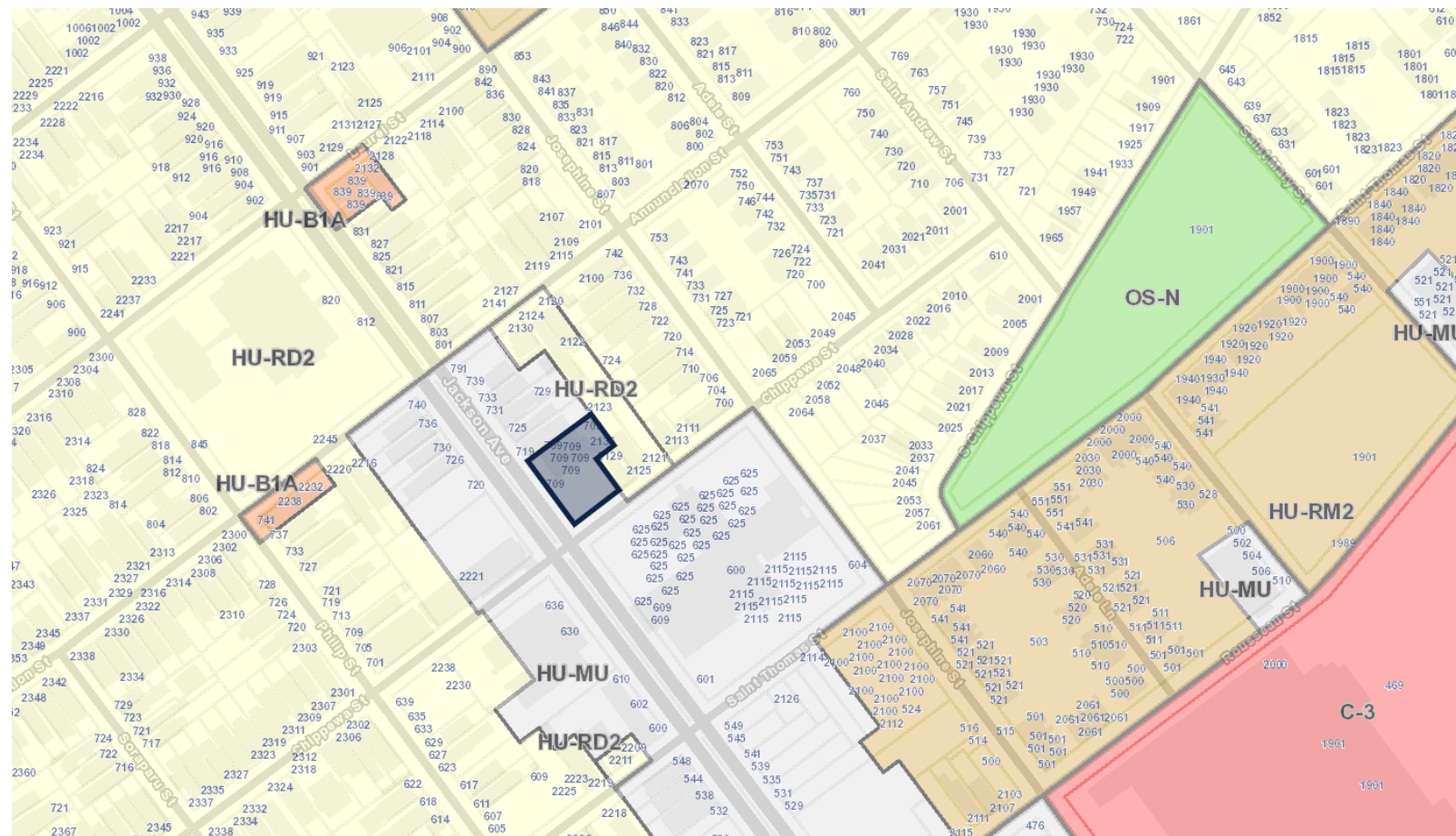
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3. No outdoor special event shall be hosted at the site unless a special event permit is issued by the Department of Safety and Permits.

YEAS: Flick, Hebert, Jackson, Jordan, Joshi-Gupta, Kepper, Steeg, Witry

NAYS:

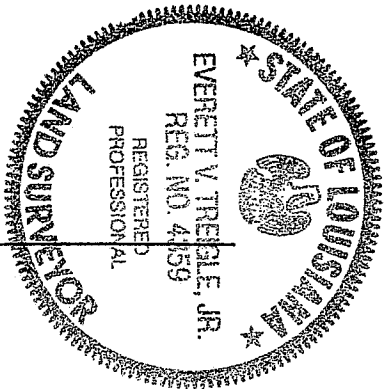
ABSENT: Poche



SQ. NO. 73
FOURTH DISTRICT

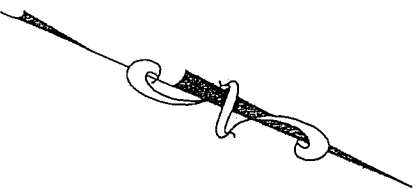
ORLEANS PARISH
NEW ORLEANS, LA

A Resubdivision of Lots 12, A & B into Lot 12-AB.



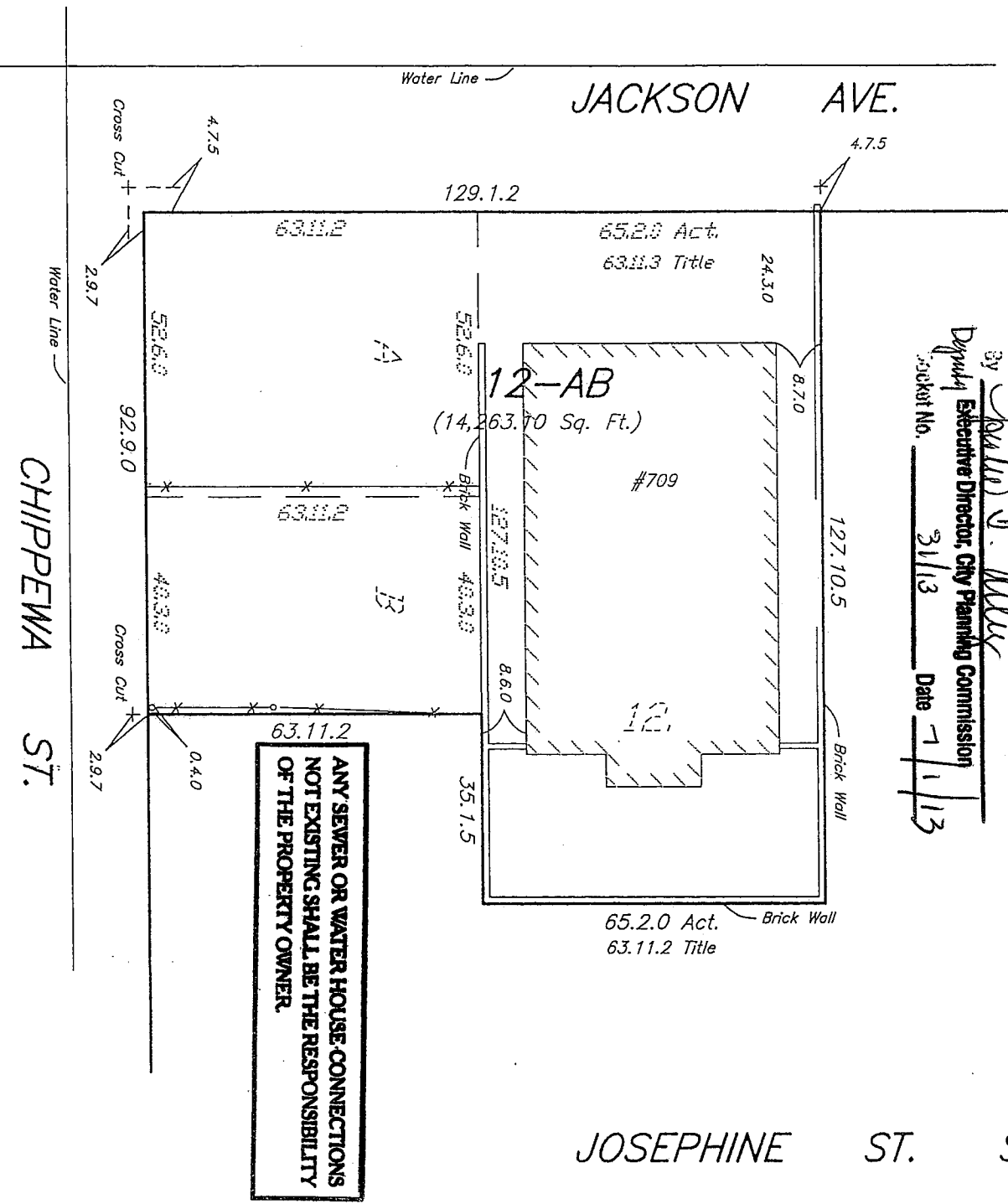
ANNUNCIATION ST. SIDE

NOTICE:
THIS SUBDIVISION MUST BE
RECORDED WITH THE OFFICE
OF THE REGISTRAR OF
CONVEYANCES WITHIN 30
DAYS FROM DATE OF APPROVAL.



CERTIFIED BY CITY PLANNING COMMISSION

By John D. Miller
Dyann Executive Director, City Planning Commission
Ticket No. 3113 Date 7/1/13



**ANY SEWER OR WATER HOUSE CONNECTIONS
NOT EXISTING SHALL BE THE RESPONSIBILITY
OF THE PROPERTY OWNER.**

Note:
Improvements may not be to scale for clarity.
The dimensions shown prevail over scale.
THE SERVITUDES SHOWN ON THIS PLAT ARE LIMITED TO
THOSE FURNISHED TO US. THERE IS NO REPRESENTATION
THAT ALL APPLICABLE SERVITUDES ARE SHOWN HEREON.
THE SURVEYOR HAS MADE NO TITLE SEARCH OR PUBLIC
RECORD SEARCH IN COMPILING DATA FOR THIS SURVEY.

THE FEDERAL INSURANCE ADMINISTRATION FLOOD HAZARD
BOUNDARY MAP INDICATES THAT THE ABOVE DESCRIBED
PROPERTY IS LOCATED IN FIA ZONE "B"
90° Lot angles as per plan of sub.

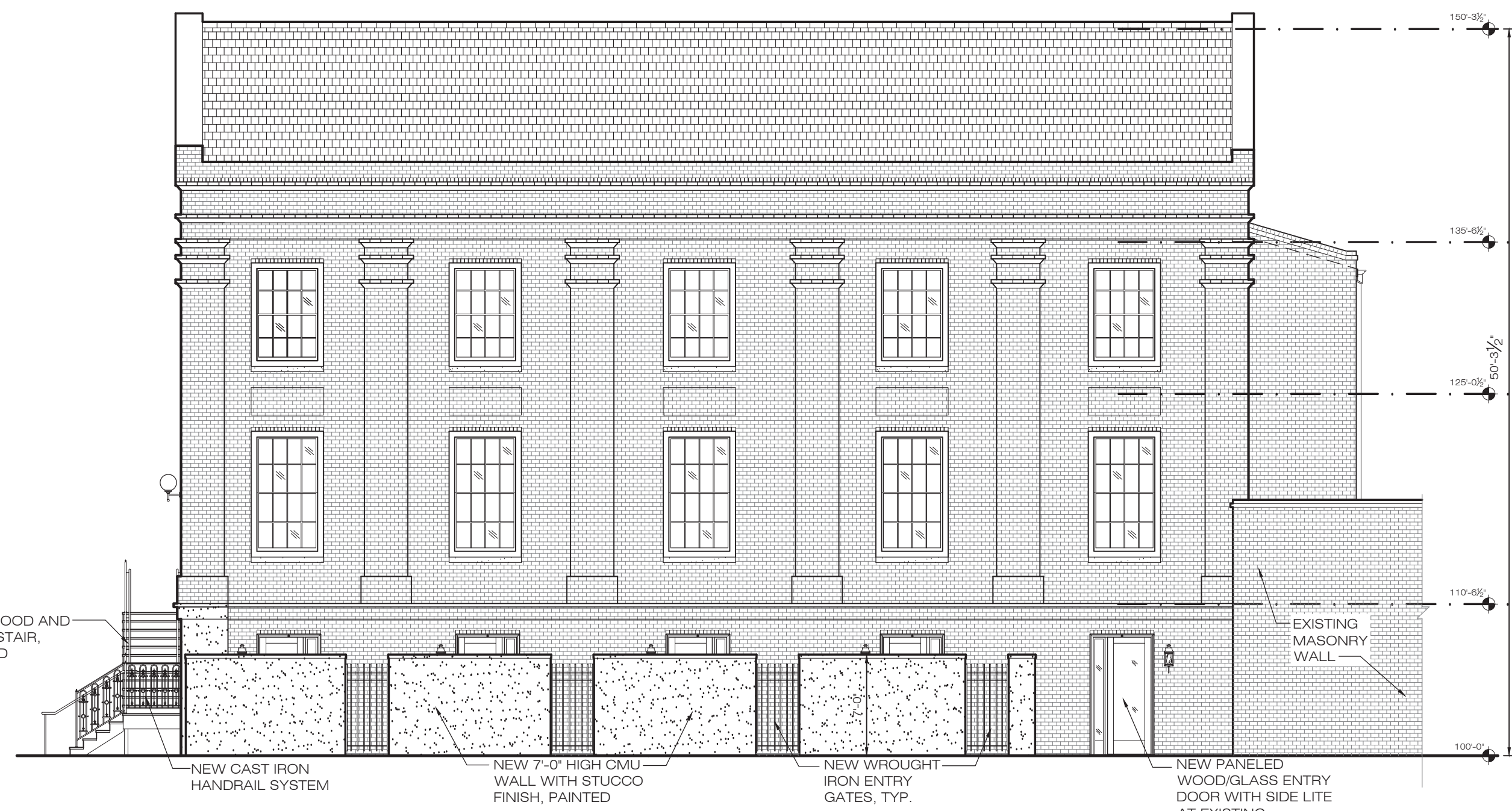
Date: March 5, 2013

Scale: 1" = 30'

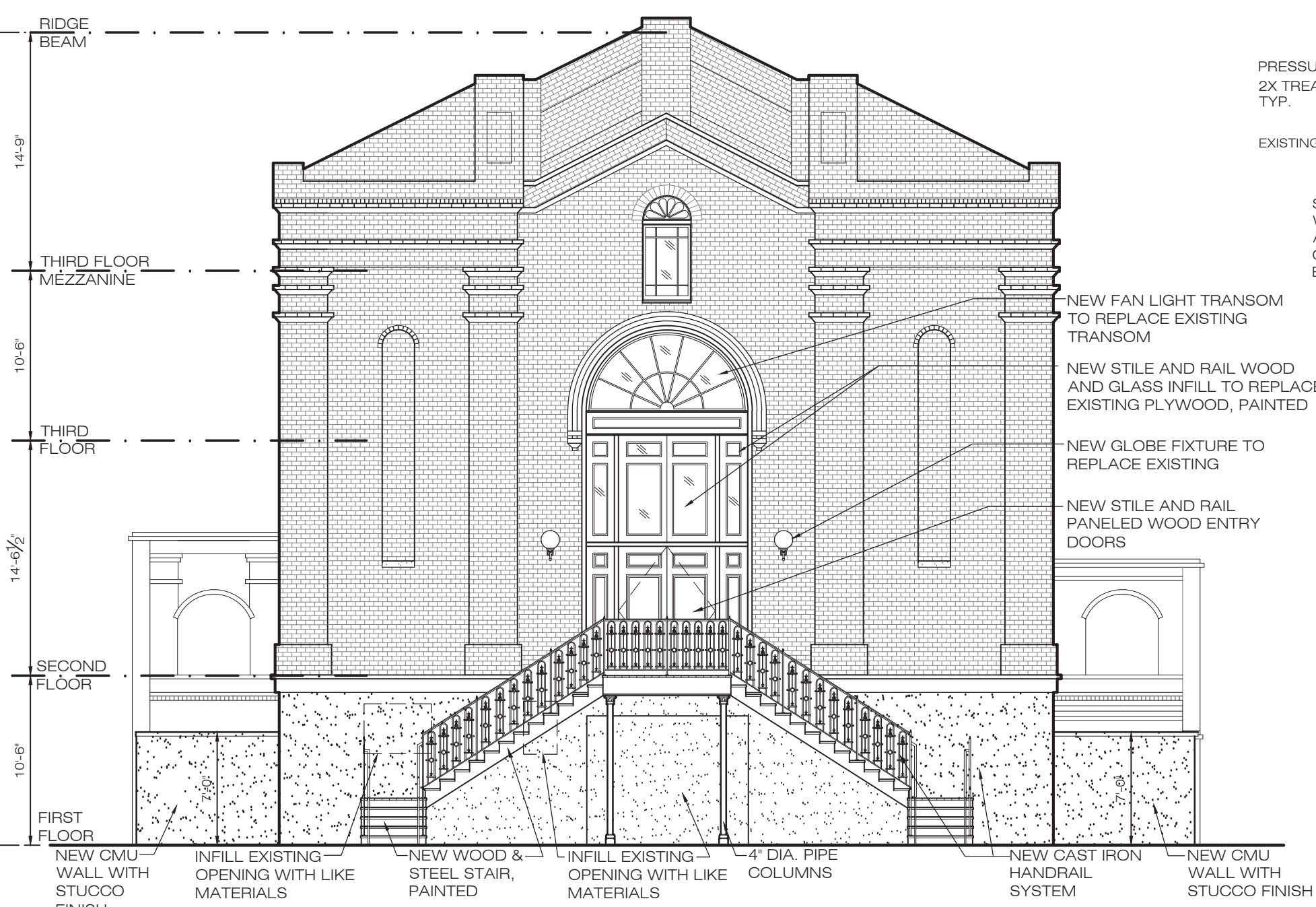
This plat represents an actual ground survey made by me or under my direct supervision and control and meets the requirements for the Standards of Practice for Boundary Surveys as found in Louisiana Administrative Code TITLE 46:IXI, Chapter 25 for a Class "C" survey.
Made at the request of Raintree 1, LLC, First Bank & Trust and First American Title Insurance Agency of Louisiana.

Gilbert, Kelly & Couturie, Inc., Surveying & Engineering
2121 N. Causeway Blvd., Metairie LA 70001 (504) 836-2121

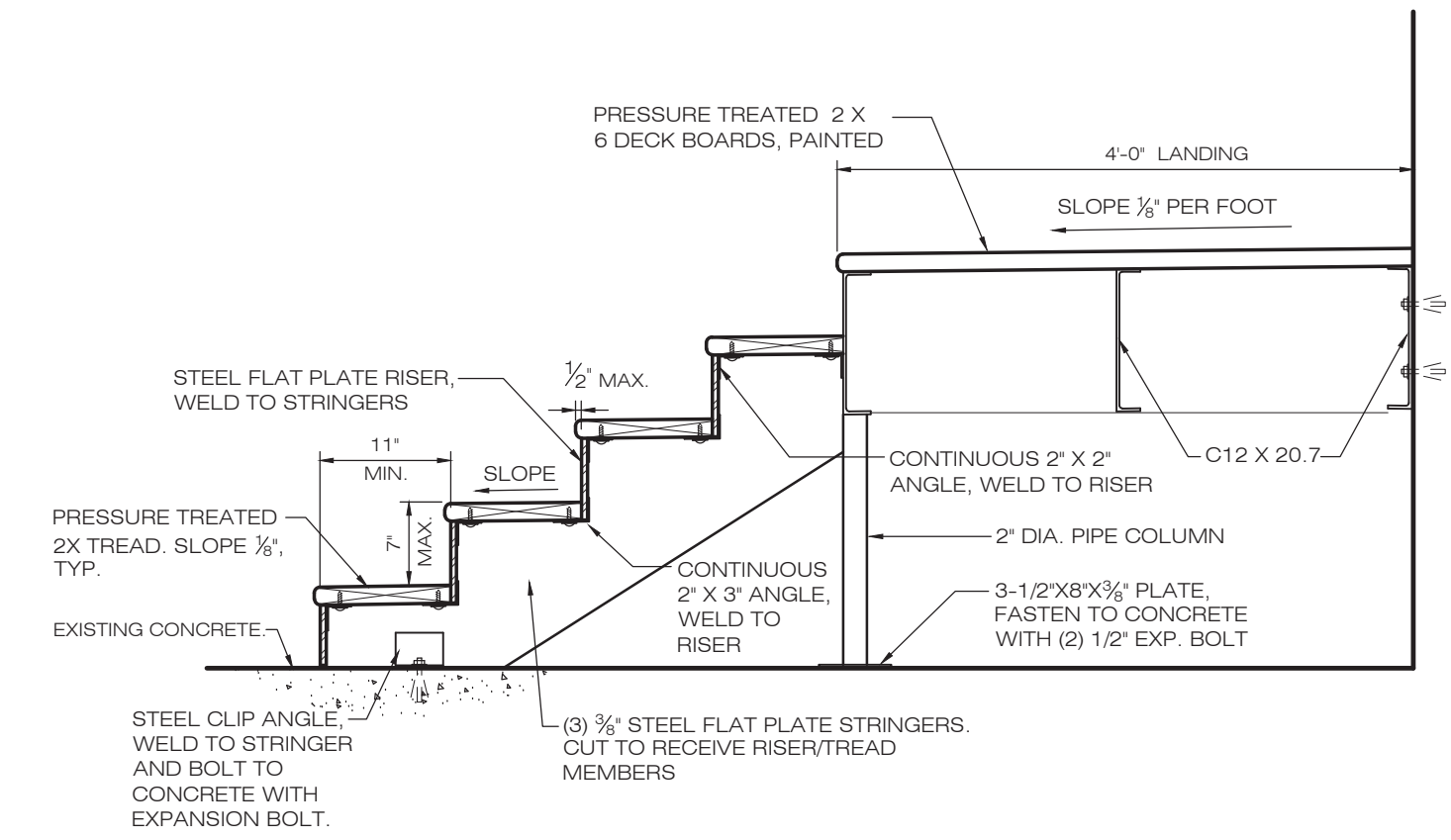
Gilbert, Kelly & Couturie



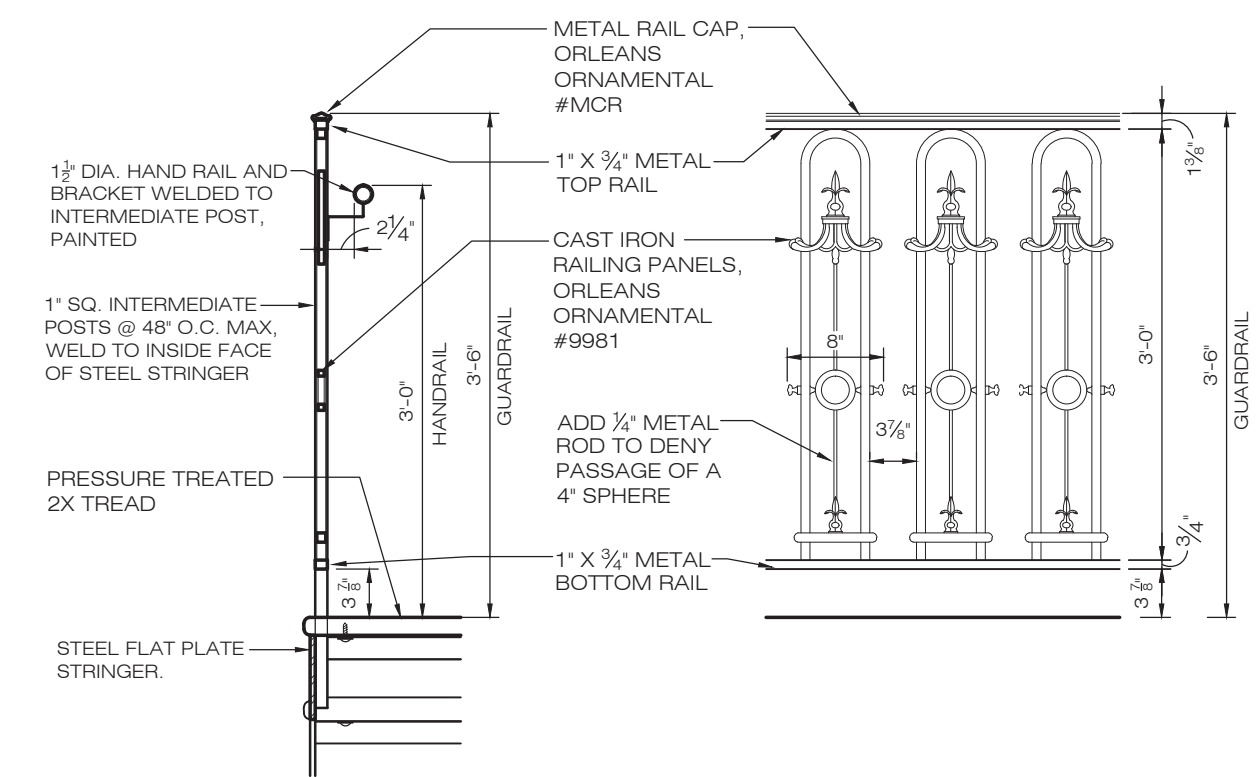
2 Chippewa Street (Side) Elevation
A2.1 1/8" = 1'-0"



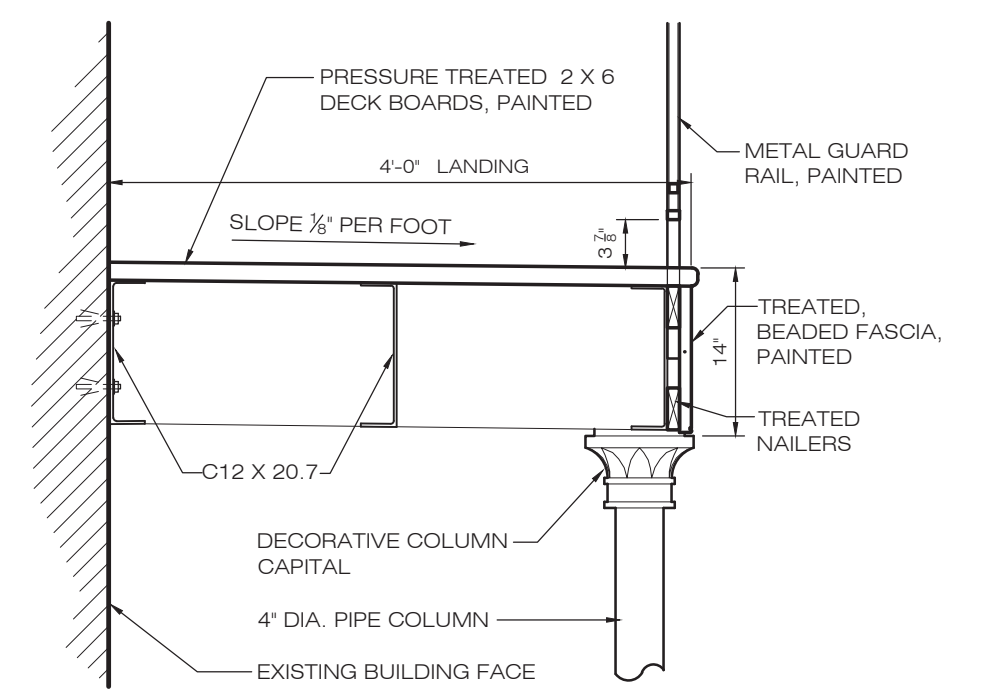
1 Jackson Street (Front) Elevation
A2.1 1/8" = 1'-0"



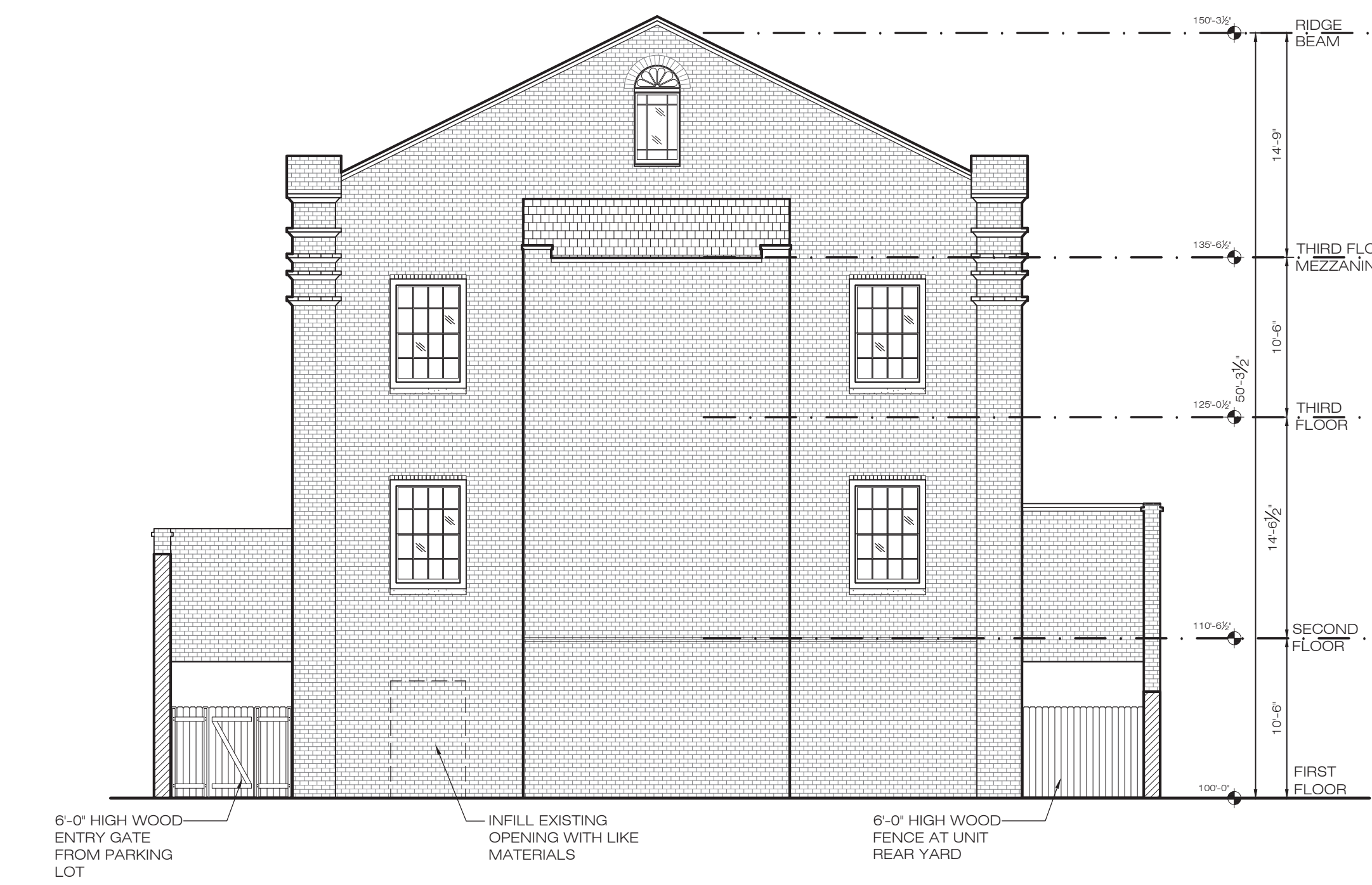
5 Exterior Stair Section
A2.1 3/4" = 1'-0"



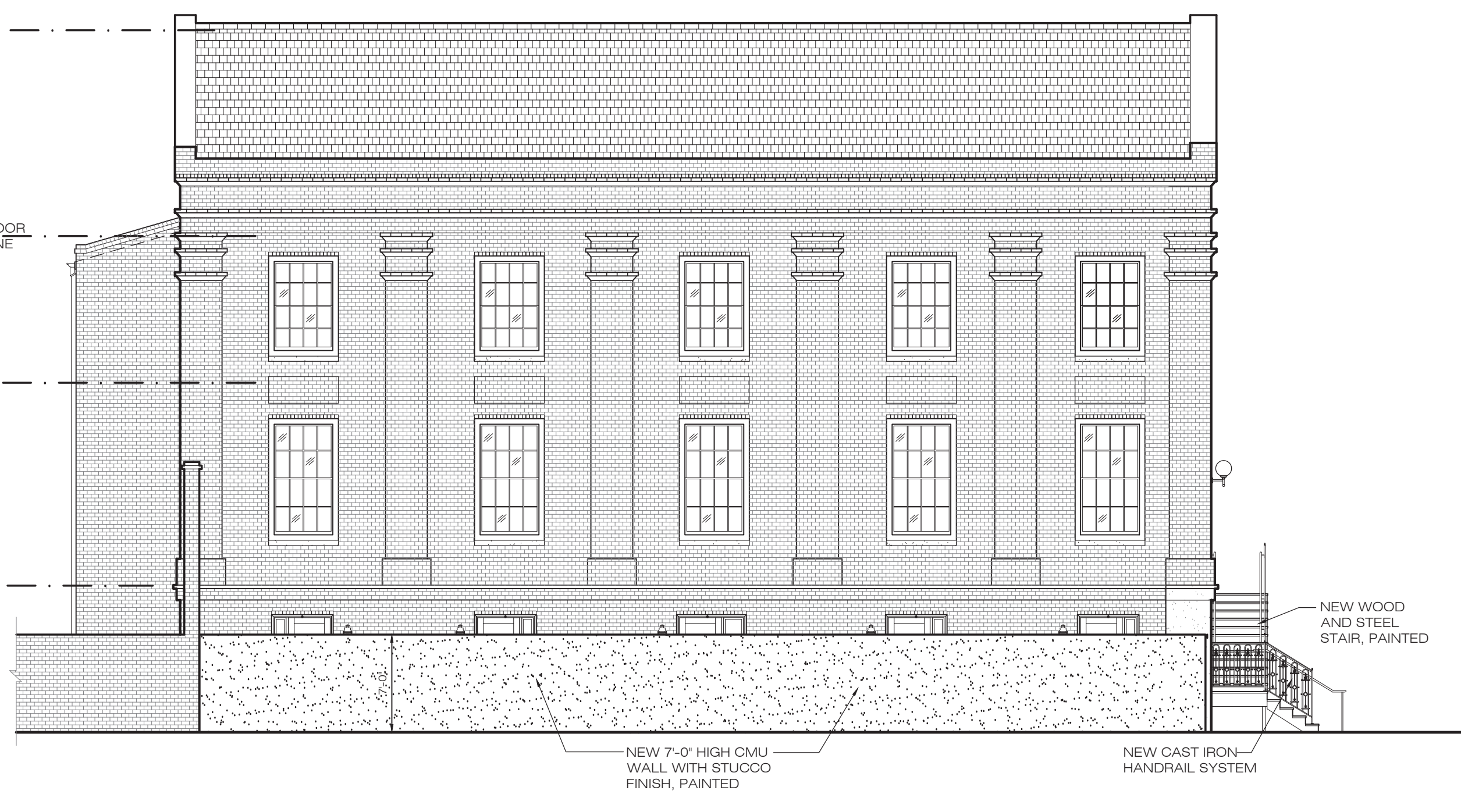
6 Exterior Stair Railing Detail
A2.1 3/4" = 1'-0"



7 Exterior Stair Landing Detail
A2.1 3/4" = 1'-0"



4 Josephine Street (Rear) Elevation
A2.1 1/8" = 1'-0"



3 Annunciation Street (Side) Elevation
A2.1 1/8" = 1'-0"

TERRILL-FABACHER ARCHITECTS, L.L.C.
1525 St. Charles Ave., Suite 300
New Orleans, Louisiana 70130
504.566.1320 (504) 566-1350

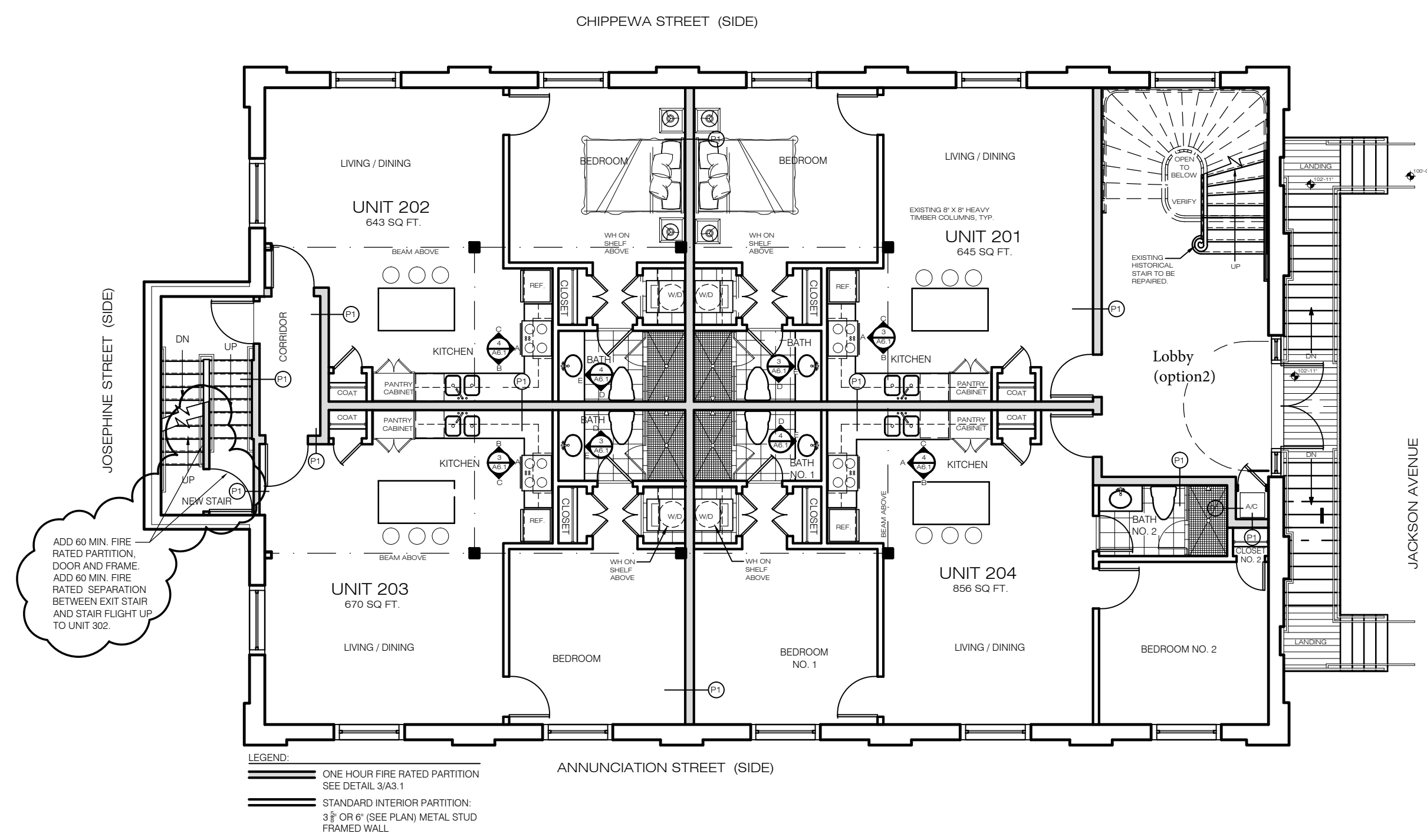
These plans and specifications have been prepared by me or under my close supervision and they comply with all city requirements to the best of my knowledge and belief. The project (will) (will not) be visited periodically to review job progress.

Jackson Ave. Apartments
709 Jackson Avenue
New Orleans, Louisiana

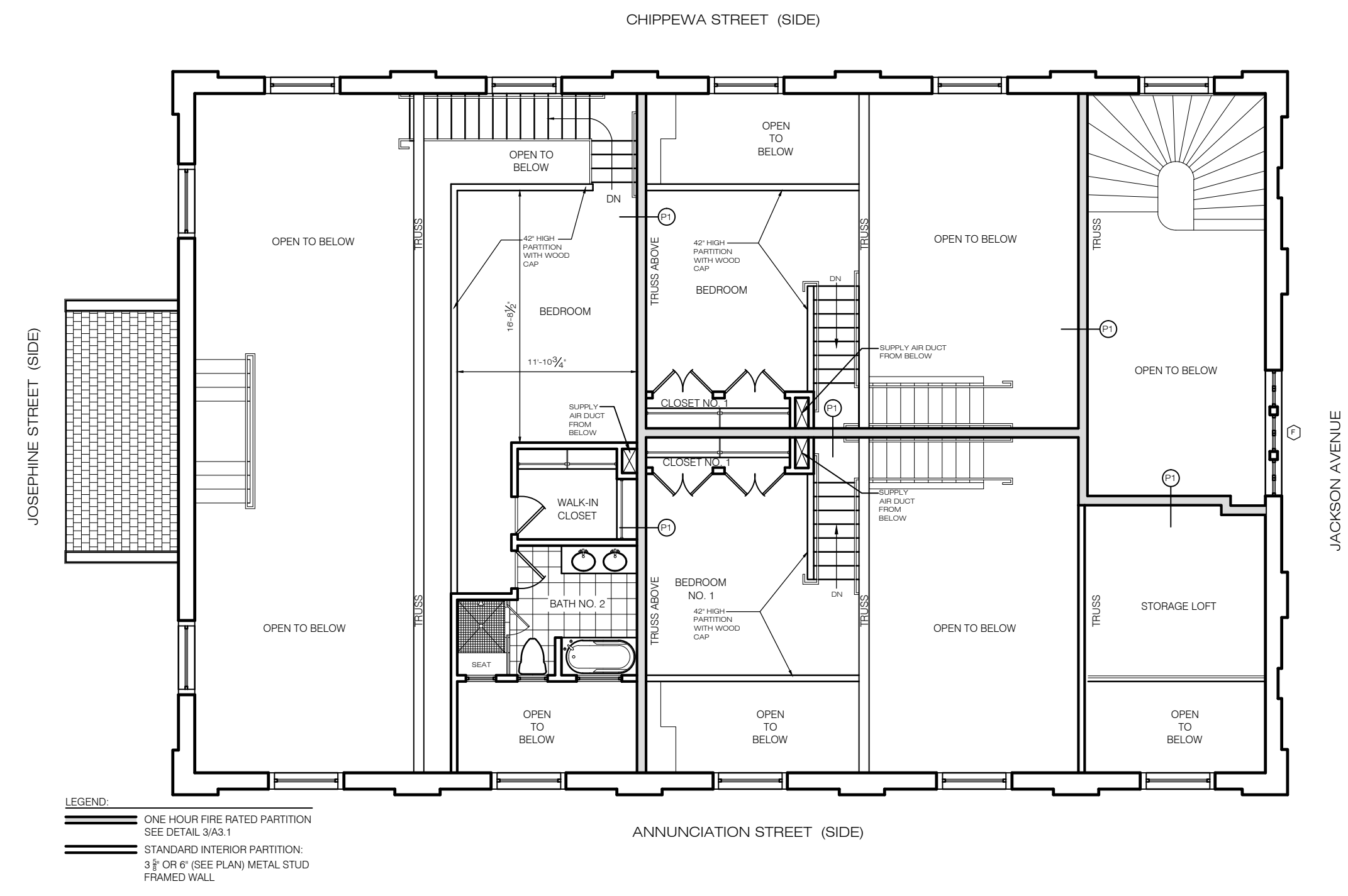
NO.	REVISIONS

CHECKED BY: _____
DRAWN BY: _____
DATE: JUNE 19, 2013
JOB NO.: _____

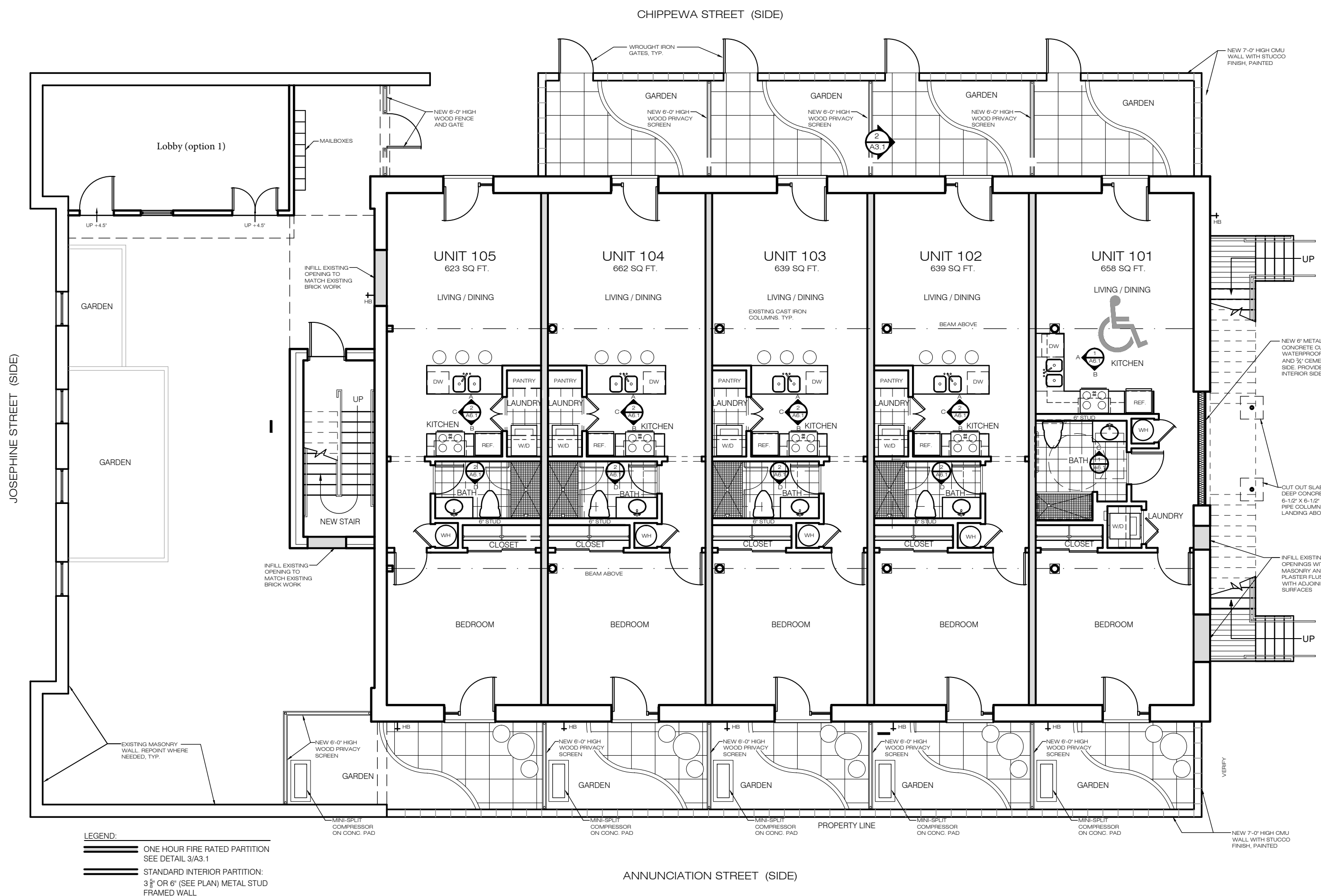




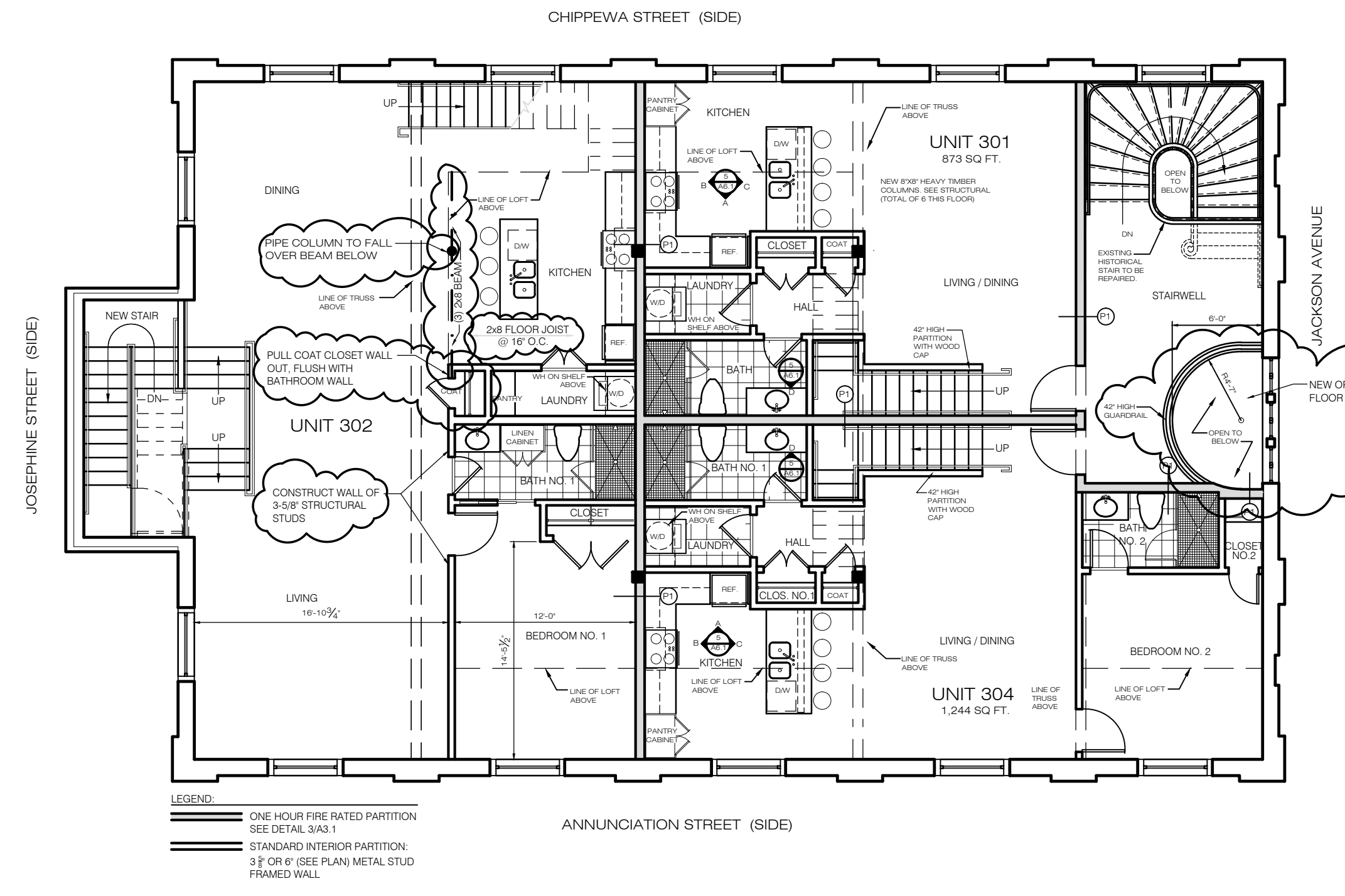
Second Floor Plan
1/8" = 1'-0"



Third Floor Mezzanine
1/8" = 1'-0"



First Floor Plan
1/8" = 1'-0"



Third Floor Plan
1/8" = 1'-0"

plans revised

TERRILL-FABACHER ARCHITECTS, L.L.C.
1525 St. Charles Ave., Suite 300
New Orleans, Louisiana 70130
Tel: (504) 566-1320 Fax: (504) 566-1350

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Jackson Ave. Apartments
709 Jackson Avenue
New Orleans, Louisiana

NO.	REVISIONS

CHECKED BY: _____
DRAWN BY: _____
DATE: OCTOBER 17, 2013
JOB NO.: _____

SK 6.1
SHEET 2 OF 3



City Planning Commission Speaker Card

7

Date: 5/12/20

I would like to speak regarding CPC Docket: 51/26

IN SUPPORT

Name: Becca Lieger

Address: 800 Beirone

I am the applicant for this docket

I'd like to cede my time to: _____

I hereby affirm that the written or oral statements I give before the City Planning Commission will be true and correct. By ascribing my signature below, I acknowledge all information presented is of my own volition and true and correct to the best of my knowledge.

Please check if you are a paid representative or receiving any type of compensation or thing of value in exchange for speaking or attending today.

Signature of Speaker: _____



Building/Construction
Related Permit



Received by	_____
Sign Provided <input type="radio"/> Date	_____
Tracking Number	_____

LAND-USE REQUEST APPLICATION

Please submit complete applications via email to CPCinfo@nola.gov or in person at 1300 Perdido St., 7th Floor, New Orleans, LA 70112. Incomplete applications will **not** be accepted and will be returned to the applicant.

Type of application: Text Amendment Zoning Change Conditional Use/Planned Development

Address of Property for which this application is being filed. 709 Jackson Avenue

APPLICANT INFORMATION

Applicant Identity: Property Owner Agent

Applicant Name Sherman Strategies / Becca Gieger

Applicant Address 800 Baronne Street

City New Orleans State LA Zip 70113

Applicant Contact Number 504-799-9335 Email becca@shermanstrategiesllc.com

PROPERTY OWNER INFORMATION

SAME AS ABOVE

Property Owner Name 709 Jackson Ave LLC

Property Owner Address 3010 Fairview Townes CT

City Charlotte State NC Zip 28210

Property Owner Contact Number 225-229-6333 Email pbailey@stoagroup.com

SPECIFIC ZONING REQUEST

Conditional use for a hotel and for a commercial use over 10,000 square feet within the HU-MU Historic Urban Mixed Use zoning district and pursuant to the transient lodging interim zoning district.

PROPERTY LOCATION

Square Number(s) 73 Lot Number(s) 12-AB

Bounding Streets Jackson Avenue, Annunciation, Josephine Chipewa

Zoning HU-MU Municipal District 4

Tax Bill Number 411105224 Planning District 2

DESCRIPTION OF PROJECT (Attachments are acceptable)

This is a proposal for a small 12-unit hotel with 12 on site parking spaces. See attachments.



Building/Construction
Related Permit



Received by _____
Sign Provided <input type="radio"/> Date _____
Tracking Number _____

LAND-USE REQUEST APPLICATION

ACKNOWLEDGMENTS

I (we) hereby affirm that ownership and property information presented on this application is current and accurate and, further, that the undersigned meet the requirements of Article 16 of the Comprehensive Zoning Ordinance to submit this application. I (we) acknowledge that inaccurate or incomplete ownership, improper authorization, or property identification will make this application and resulting actions null and void. I (we) the undersigned owner and authorized agent of the area of land described above, hereby submit for your approval the above stated request.

Owner Signature William P. Prescott Date 3/19/26
 William Prescott, Sole Member of 709 Jackson Ave, LLC

Agent Signature _____ Date _____

If ownership is joint, each owner must be listed. If ownership is a partnership, the Partnership Agreement must be included. If ownership is a corporation, Articles of Incorporation (full document filed with the Secretary of State) and a Board Resolution authorizing an individual or agent to sign on its behalf must be included. If ownership is a LLC, Articles of Organization (full document filed with the Secretary of State) and legal documentation authorizing an individual or agent to sign on its behalf must be included. If necessary, submit proof of ownership documents, such as copies of the recorded act of sale, act of exchange, act of donation, cash sale or deed.

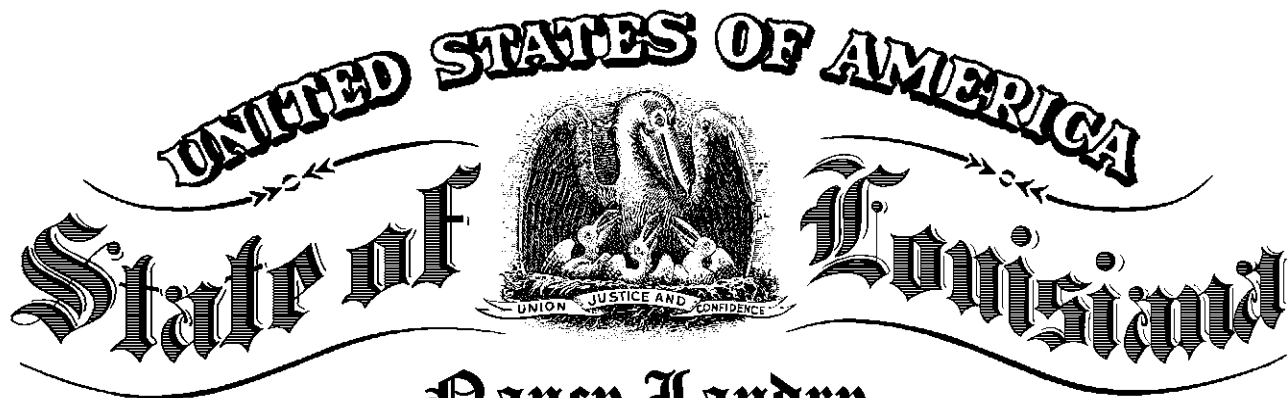
STATE OF LOUISIANA, PARISH OF ORLEANS

Before me, the undersigned authority, personally appeared the person(s) whose signature are affixed above, all of the full age of the majority, who declared under oath to me, Notary, that they are the owners or authorized agents of the property described above, and that their signatures were executed freely and voluntarily and that they are duly qualified to sign.

[Signature]
 Sworn to and subscribed before me this 19th day of March 2026

My Commission expires at death

AVERY FORET
NOTARY PUBLIC
BAR # 35457
STATE OF LOUISIANA
MY COMMISSION IS FOR LIFE



Nancy Landry
SECRETARY OF STATE

As Secretary of State, of the State of Louisiana, I do hereby Certify that

the attached document(s) of

709 JACKSON AVE, LLC

are true and correct and are filed in the Louisiana Secretary of State's Office.

43574702K	ORIGF	8/19/2019	3 page(s)
46625666	25 AR	8/19/2025	1 page(s)

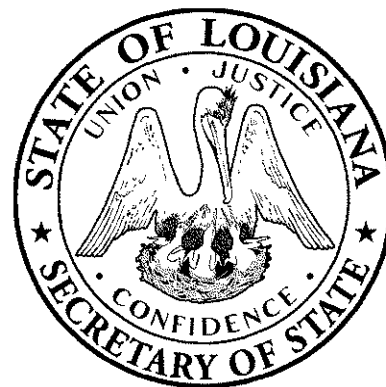
In testimony whereof, I have hereunto set my hand and caused the Seal of my Office to be affixed at the City of Baton Rouge on,

March 23, 2026

Nancy Landry

Secretary of State

WEB 43574702K



Certificate ID: 12170061#LJH62

To validate this certificate, visit the following web site, go to **Business Services, Search for Louisiana Business Filings, Validate a Certificate**, then follow the instructions displayed.

www.sos.la.gov

STATE OF LOUISIANA
ARTICLES OF ORGANIZATION

(R.S. 12:1301)

1. The name of this limited liability company is:

709 JACKSON AVE, LLC

2. This company is formed for the purpose of:

ENGAGING IN ANY LAWFUL ACTIVITY FOR WHICH LIMITED LIABILITY COMPANIES
MAY BE FORMED

3. The duration of this limited liability company is: (may be perpetual):

PERPETUAL

4. The company is:

MEMBER-MANAGED

Other provisions:

The business of the Company shall be managed by or under the authority of the Member(s) of the Company. The authority of the Company's Members and/or Managers to enter into binding agreements on behalf of the Company may be subject to limitations contained in an Operating Agreement, as may be amended from time to time.

William Prescott Bailey is designated as the Certifying Official for the Company pursuant to La. R.S. 12:1305(C)(5). Persons dealing with the Company may rely upon a certificate signed by William Prescott Bailey to establish the membership of any member, the authenticity of any records of the Company, or the authority of any person to act on behalf of the Company, including, but not limited, the authority to take the actions referred to in La. R.S. 12:1318(B).

The filing of a false public record, with the knowledge of its falsity, is a crime, subjecting the filer to fine or imprisonment or both under R.S. 14:133.

BY TYPING MY NAME BELOW, I HEREBY CERTIFY THAT I AM THE ORGANIZER.

ELECTRONIC SIGNATURE: ERIC LANDRY (8/19/2019)

TITLE: ORGANIZER

LIMITED LIABILITY COMPANY INITIAL REPORT

(R.S. 12:1305 (E))

The name of this limited liability company is:

709 JACKSON AVE, LLC

The location and municipal address (not a P.O. Box only) of this limited liability company's registered office:

323 FLORIDA STREET
BATON ROUGE, LA, 70801

Mailing Address:

323 FLORIDA STREET
BATON ROUGE, LA, 70801

The full name and municipal address (not a P.O. Box only) of each of this limited liability company's registered agent(s) is/are:

JOSEPH CEFALU
301 MAIN STREET STE 2300
BATON ROUGE, LA, 70801

The name and municipal address (not a P.O. Box only) of the managers or members:

WILLIAM BAILEY (MEMBER)
323 FLORIDA STREET
BATON ROUGE, LA, 70801

JAMES BAILEY, III (MEMBER)
828 NORTH BLOULEVARD
BATON ROUGE, LA, 70801

The filing of a false public record, with the knowledge of its falsity, is a crime, subjecting the filer to fine or imprisonment or both under R.S. 14:133.

BY TYPING MY NAME BELOW, I HEREBY CERTIFY THAT I AM THE ORGANIZER.

ELECTRONIC SIGNATURE: ERIC LANDRY (8/19/2019)

TITLE: ORGANIZER






Agent Affidavit and Acknowledgement of Acceptance

Charter Number: 43574702K

Charter Name: 709 JACKSON AVE, LLC

The agent / agents listed below accept the appointment of registered agent for and on behalf of the Charter Name above.

Date Responded	Agent(s)	Agent(s) Electronic Signature
08/19/2019	JOSEPH CEFALU	JOSEPH CEFALU

<p>Nancy Landry Secretary of State</p> 	<p>LIMITED LIABILITY COMPANY</p> <p>ANNUAL REPORT</p> <p>For Period Ending 8/19/2025</p>	 43574702K  2025		
<p>Mailing Address Only (INDICATE CHANGES TO THIS ADDRESS IN THIS BOX)</p> <p>43574702 K 709 JACKSON AVE, LLC</p> <p>3010 FAIRVIEW TOWNES CT CHARLOTTE, NC 28210</p>	1	<p>(INDICATE CHANGES TO THIS ADDRESS IN THIS BOX)</p> <p>Registered Office Address in Louisiana (Do not use P. O. Box)</p> <p>709 JACKSON AVENUE NEW ORLEANS, LA 70130</p>		
		Federal Tax ID Number		
<p>Our records indicate the following registered agents for the company. Indicate any changes or deletions below. All agents must have a Louisiana address. Do not use a P. O. Box. A</p> <p>NEW REGISTERED AGENT REQUIRES A NOTARIZED SIGNATURE</p> <p>JOSEPH CEFALU 301 MAIN STREET STE 2300 BATON ROUGE, LA 70801</p>				
<p>I hereby accept the appointment of registered agent(s).</p>	<p>Sworn to and subscribed before me on NOTARY NAME MUST BE TYPED OR PRINTED WITH NOTARY #</p>			
New Registered Agent Signature	<table style="width:100%; border: none;"> <tr> <td style="border: none;">Notary Signature</td> <td style="border: none;">Date</td> </tr> </table>		Notary Signature	Date
Notary Signature	Date			
<p>This report reflects a maximum of three members/managers for the company. Indicate any changes or deletions below. Include a listing of all names and addresses. Do not use a P. O. Box. If additional space is needed attach an addendum. <i>Officer titles, such as president or secretary are not acceptable.</i></p>				
<p>WILLIAM BAILEY 3010 FAIRVIEW TOWNES CT. CHARLOTTE, NC 28210</p>	<p>Member</p>			
<p>The filing of a false public record, with the knowledge of its falsity, is a crime, subjecting the filer to the fine or imprisonment or both under R.S. 14:133.</p>				
SIGN →	<p>To be signed by a manager, member, or agent</p> <p>Joseph Cefalu (SIGNED ELECTRONICALLY)</p>	<p>Title</p> <p>Registered Agent</p>	<p>Phone</p>	<p>Date</p> <p>08/19/2025</p>
	<p>Signee's address</p>	<p>Email Address</p> <p>ON FILE</p>		<p>(For Office Use Only)</p>
<p>Enclose filing fee of \$30.00</p> <p>Make remittance payable to Secretary of State Do Not Send Cash Do Not Staple</p> <p>web site: www.sos.louisiana.gov</p>		<p>Return by: 8/19/2025</p> <p>To: Commercial Division P. O. Box 94125 Baton Rouge, LA 70804-9125 Phone (225) 925-4704</p>		1
<p>DO NOT STAPLE</p>				

UNSIGNED REPORTS WILL BE RETURNED