

NPP Community Meeting Invitation (Conditional Uses)

October 22, 2018

Dear Neighbor:

My company, Rouse's Enterprises, L.L.C. d/b/a Rouses Markets ("Rouses"), is negotiating a lease of the land and buildings located at 4617-4619 and 4645 Freret Street in New Orleans for the purposes of building and opening a Rouses Market. We would like to make substantial renovations and improvements to the existing unoccupied building located at 4645 Freret Street and turn that building into a neighborhood grocery store. The existing building at 4645 Freret Street will be expanded from approximately 8,500 square feet of floor area to approximately 10,000 square feet of floor area to accommodate the grocery use. The existing abandoned and dilapidated building located at 4617-4619 Freret Street will be torn down and a new building will be constructed on that parcel and will serve as a food storage warehouse with some associated food preparation and regional office space for Rouses Markets. The estimated start date for the construction is August 2019 and the estimated completion date for the construction and opening of the Rouses Market is June 2020.

The site is located in a HUMU (Historic Urban Neighborhoods Non-Residential) district. Grocery stores are permitted in this district. The current zoning allows commercial uses with up to 5,000 square feet of total floor area. Up to 10,000 square feet of aggregate floor area is allowed with a conditional use approval. The most recent tenant of the approximately 8,500 square feet of floor area located in the existing building at 4645 Freret Street was allowed to operate as a legal nonconforming structure without conditional use approval since it predated the current Comprehensive Zoning Ordinance (the "CZO"). The existing zoning also allows the retail sale of packaged alcohol beverages, warehouse and food processing uses with conditional use approvals.

Rouses is applying for the following conditional use approvals in connection with its proposed construction and operation of a Rouses Market at this location:

- Conditional use approval under Section 12.2.B.1 of the CZO to expand the existing building located at 4645 Freret Street from approximately 8,500 square feet of floor area to no more than 10,000 square feet of floor area.
- Conditional use approvals under Section 12.2.A of the CZO to use the warehouse building that will be constructed at 4617-4619 Freret Street for warehouse and food processing uses.
- Conditional use approval under Section 12.2.A of the CZO to sell packaged alcohol beverages at the grocery store to be located at 4645 Freret Street in a manner similar to other Rouses Markets.

No additional zoning changes or conditional use approvals will be required.

Because you are a nearby neighbor or otherwise interested in the neighborhood, we are inviting you to a meeting where you can learn more about what we propose, and present questions or concerns. Our application has to be heard by the City Planning Commission and we are required to do this before we submit our application to the City Planning Commission.

The meeting will take place:
Wednesday November 7, 2018 at 5:00 PM
4645 Freret Street, New Orleans, Louisiana

This letter is being delivered through U.S. Mail. At the meeting, we will provide a sign-in sheet to obtain email addresses, so that my team can keep you updated if there are any changes to the plans. I've enclosed a preliminary elevation of the renovated building at 4645 Freret Street and the new building at 4617-4619 Freret Street to give you a better idea of what we'd like to do.

If you are unable to attend and would like to receive info from the meeting, please feel free to contact Charles Merrell of Rouses at (985) 447-5998 or Charles.Merrell@rouses.com. We hope to see you at the meeting on November 7th.

Sincerely,

A handwritten signature in black ink, appearing to read 'Donald J. Rouse, Jr.', with a long horizontal flourish extending to the right.

Donald J. Rouse, Jr.
Chief Executive Officer of Rouse's Enterprises,
L.L.C.

