

Whole Foods Market Arabella Station

5600 Magazine Street, New Orleans, Louisiana 70115

Enclosed please find the proposed amendments to specific provisos of Ordinance No. 20253; Zoning Docket No. 34/01.

Proviso #13: Loading and trash pickup

Current: All scheduled loading and trash pickup shall occur between the hours of 7:00 a.m. and 11:00 a.m.

Proposed: All scheduled loading and trash pickup shall occur between the hours of 7:00 a.m. and 3:00 p.m.

Additional Information: In order to better serve the needs of the community and Whole Foods Market's growing customer base, it is necessary to expand the hours when loading and trash pickup can occur. Unloading over the course of longer times should alleviate any traffic congestion as further supported by the attached traffic study.

Proviso #19: Transportation

Current pertinent provision (b): Provided that the Department of Public Works approves the delivery of merchandise to the building by an eighteen-wheel truck, there shall be only one eighteen-wheel truck that will be permitted to deliver merchandise to the site in a calendar day.

Proposed: There shall be allowed up to four eighteen-wheel trucks that will be permitted to deliver merchandise to the site in a calendar day.

Additional Information:

- The proposed amendment to proviso #19 will reduce the number of trucks accessing Whole Foods Market on a given day. As of now, eighteen wheel trucks unload merchandise to smaller trucks which in turn complete the unloading delivery to Whole Foods. Four eighteen wheel trucks will reduce the amount of smaller trucks.

- The current route delivery trucks take to access Whole Foods Market, Arabella Station, is, from Tchoupitoulas. Delivery trucks are to go down Jefferson, left on Magazine St., left on Arabella St. and left on Constance where they enter the Garage located at the rear end of the store. Upon exit, trucks turn left on Joseph St., right on Magazine Street, right on Jefferson, and left on Tchoupitoulas (See attached Exhibit A, architectural sketch of delivery truck route). The proposed route for delivery under the amended proviso #19 would be the same as the current route.
- Currently, parking for unloading the delivery trucks is in the First Bay Garage, which is closest to the receiving door. This will remain unchanged.

***** Note that all other sections of Proviso #19 are to remain the same.**

Proviso #20: Hours of Operation

Current: Monday to Saturday hours of operation for Arabella Bus Barn tenants shall be no earlier than 8 a.m. and no later than 9 p.m. Sunday hours of operation shall be no earlier than 8 a.m. and no later than 8 p.m.

Proposed: Monday to Sunday hours of operation for Arabella Bus Barn tenants shall be no earlier than 8 a.m. and no later than 9 p.m. with the exception of Thanksgiving Eve, wherein the facility's hours of operation may be from 7:00 a.m. to 9:00 p.m.

Additional Information: The eve of Thanksgiving is a busy shopping day and having the store open one hour earlier will better serve Whole Foods Market's customers and the community. The need for extended hours is a direct result of customer requests. This request has been approved by the Audubon Riverside Neighborhood Association.

Proviso #25: Outside Services and Equipment:

Current:

- (a) Any and all sales shall be restricted to the inside of the building.
- (b) Public pay phones shall be permitted inside the building only.
- (c) No merchandise shall be displayed; no shopping carts made available; and no storage of any kind shall be permitted outside the building

Proposed:

- (a) (remain the same)
- (b) (remain the same)

(c) Flowers, plants, and pumpkins may be displayed outside the building.

(d) No shopping carts made available and no storage of any kind shall be permitted outside the building

Additional Information:

Merchandise will be displayed outside of the building in the front of the store, near the entrance when the weather permits. When it is too hot or too cold outside, the above would be kept inside. This request has been approved by the Audubon Riverside Neighborhood Association.

Proviso #26: Alcohol and Entertainment

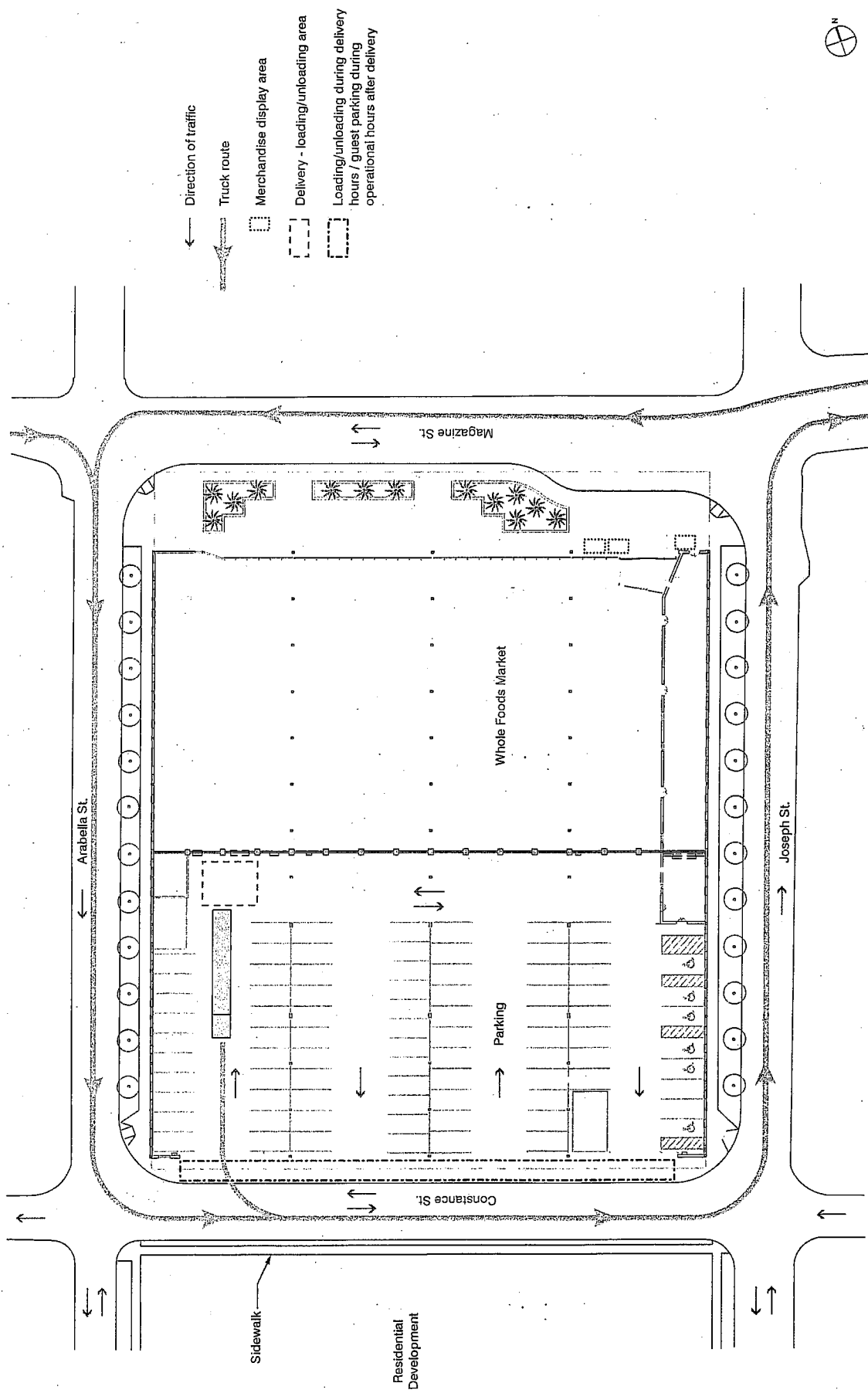
Current: (c) No live entertainment shall be permitted on the premises.

Proposed: (c) Live entertainment shall be permitted on the premises.

Additional Information:

- If permitted to have live entertainment/music, it would be located inside and outside of the store. If outside, a band would perform on a mini-platform in the Café area. If inside, bands would be located on the balcony. This would only be for store events, and would mostly be during early afternoon to early evening hours for no more than a two hour set per band, with a 30 minute break for each band, and usually only one band playing per day. Additionally, Whole Foods would like to be able to hold evening fundraisers for local non-profits in the early evening hours, only a couple times per year, which would wrap up by 8:00 p.m.
- Audubon Riverside Neighborhood Association approved this proviso with conditions consisting of: live music inside the store while the property remains a grocery store, with none in the garage. Live music outside the store will only be allowed from 12-6 p.m. Fridays through Sunday, at a maximum of 20 times per year. No exceptions will be allowed for special events.
- The applicant shall file a title restriction to limit this proviso to just the applicant only and not subsequent tenants as more fully highlighted in attached Exhibit "B." Exhibit "B" depicts what the title restriction would look like if incorporated into the provisos.

***** Note that all other sections of Proviso #26 are to remain the same.**



- ← Direction of traffic
- Truck route
- Merchandise display area
- ▭ Delivery - loading/unloading area
- ▭ Loading/unloading during delivery hours / guest parking during operational hours after delivery



DELIVERY TRUCK ROUTE MAP
MARCH 4, 2011

WHOLE FOODS MARKET
NEW ORLEANS, LOUISIANA

MANNINGARCHITECTS
ARCHITECTURE : INTERIORS : PLANNING

tabbles

EXHIBIT

A

ORDINANCE
CITY OF NEW ORLEANS

CITY HALL: _____

CALENDAR NO: _____

NO. 20253 MAYOR COUNCIL SERIES

BY: COUNCILMEMBER SUSAN GUIDRY

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96 26. Alcohol and Entertainment

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102 c. Live music and entertainment shall be permitted on the premises (both
103 inside and outside of the store) subject to the following title restrictions:

104 **TITLE RESTRICTIONS:**

105 1. Should the use of the property as a grocery store operated by Whole Foods
106 Market cease, live entertainment shall no longer be allowed in the interior
107 or exterior of the property.

