



Agenda Item #3

Application 2026-36-CA

DETAILS

Location:

401 Civic Center Drive

Summary of Request:

Commercial signage Mobile Arena

Applicant (as applicable):

Sam Matheny/Volkert, Inc.

Property Owner:

City of Mobile

Historic District:

Church Street East

Classification:

Non-Contributing

Summary of Analysis:

- The majority of proposed signage materials, as presented, are compatible with other historic buildings in Mobile's historic districts, as directed by the *Guidelines*
- The two building identification signs are made with acrylic faces which is not a compliant material under the *Guidelines*
- The gate signage and two building identification signs are internally lit, which is not in compliance with the *Guidelines*.
- The total square footage of the proposed sign would exceed the 64 SQFT allowed for in the *Guidelines*. However, the scale of the new building and site should be considered

Report Contents:

Property and Application History	2
Scope of Work	3
Applicable Standards	4
Staff Analysis.....	5
Attachments.....	7

PROPERTY AND APPLICATION HISTORY

Church Street East Historic District was initially listed in the National Register in 1971 under Criteria A (historic significance) and C (architectural significance) for its local significance in the areas of architecture, education, and urban planning. The district is significant for its concentration of multiple 19th century architectural styles and because it encompasses the site of Mobile in the early 1700s. The district boundaries were expanded in 1984 and 2005.

The subject property, which recently has been subdivided to accommodate a new U.S. Army Corps of Engineers building and a six-story parking garage, is occupied by the 1964 Civic Center theater and arena and the 1973 exposition hall. The 1876 Hopkins ward map of Mobile showed the area bounded by Church, Lawrence, Canal, and Claiborne streets was densely developed with residences. The 1885 Sanborn map illustrates only the far northwest corner of the current Civic Center property, showing an area populated with one-story frame dwellings, “tenements”, and “shanties.” The entire Civic Center area is illustrated on the 1891 Sanborn map, which continues to show a densely developed residential area. Interspersed with the mostly one-story frame houses of varying size were grocery stores, barber shops, an ice cream shop, retail stores, a fire station, a church, a saloon, and a restaurant. Sanborn Maps published in 1904 and 1924, as well as the 1955 update to the 1924 map, show a similar pattern with a few exceptions. The grocery stores and barbers seem to have disappeared, and the block bounded by Madison, Claiborne, Canal, and Franklin streets had been cleared for use as a “Public Play Ground”. The two and one-half story brick Robert E. Lee Public School occupied the block bounded by Madison, Franklin, Hamilton, and Canal streets. Available aerial photographs of the Civic Center area taken in 1938, 1952, 1955, and 1960 show essentially the same development as reflected in the 1924/1955 Sanborn map.

By the time of the next available aerial photograph, 1967, more than seven blocks had been leveled to make way for the Civic Center. The only structure remaining was the public school bounded by Madison, Franklin, Hamilton, and Canal streets. The school disappeared by the time of the next available aerial photograph, taken in 1980. Demolition of the 1960s Civic Center building was completed in early 2025.

According to the vertical files of the Historic Development Department, the larger parcel, of which the subject complex was part until recently, has previously appeared eight (8) times before the Architectural Review Board (ARB). In November 1983, the ARB approved placement of a commemorative plaque on a brick base at the corner of Claiborne Street and Auditorium Drive (now Civic Center Drive). The installation of a 100’ telecommunications tower and construction of a one-story 10’x16’ accessory structure on a small parcel to the immediate north of the current site of a new office building was approved by the ARB in July 1998. The ARB approved the construction of two steel and glass bus shelters located along the Lawrence Street side of the parcel was approved in October 2009. The ARB approved construction of a six-story office building at the southeast corner of the Civic Center site over three meetings from August 2022 through April 2023. A six-level City parking garage was approved by the ARB in July 2023. In June of 2024, the demolition of the Civic Center Complex (including the theater, arena/auditorium, and exposition hall) was granted approval by the ARB. In October 2024, the ARB approved conceptual design for a new Civic Arena, with the caveat that additional design details – such as the cladding panels and decorative ironwork – would return to the Board for approval at a later date. The property most recently appeared before the Board on October 1, 2025 where exterior panels and decorative ironwork for the Civic Center was approved.

SCOPE OF WORK

Exterior Signage Types

- Monument Pylon (MON-A)
 - One fabricated aluminum sign cabinet with text “REGIONS ARENA” measuring 3’4” W x 9’2¼” H x 7½” D to be located NW of the arena and south of the passenger drop off area.
 - Painted Anchor Bronze Metallic with the lettering painted Plaque Gold Metallic.
 - Side inset design areas feature a minimal azalea flower pattern laser-cut from aluminum panel also painted Anchor Bronze Metallic.
 - Will be installed on a 2” H concrete base painted to match the sign cabinet.
 - Externally Illuminated
- Building ID, West (X-01)
 - Painted steel/aluminum channel letters to say “REGIONS ARENA” with translucent white acrylic faces and located roughly center on the west elevation of the arena.
 - Sign will be internally illuminated with white or programmable color changing LED lights.
 - Relief and structure to be painted Anchor Bronze Metallic.
- Building ID, East (X-01)
 - Painted steel/aluminum channel letters to say “REGIONS ARENA” with translucent white acrylic faces and located on the south end of the east elevation of the arena.
 - Sign will be internally illuminated with white or programmable color changing LED lights.
 - Relief and structure to be painted Anchor Bronze Metallic.
- Entrance ID (X-03)
 - Six ½” aluminum entry signs painted white to contrast the building face.
 - Five signs will be located on the east, south, and west elevations of the arena and the south elevation of the guard shack.
- Gate ID, South Gate (X-04)
 - Located on the west side of the arena and centered above the gate entrance doors the sign will read “SOUTH GATE” and will be an internally illuminated channel letter sign with translucent white acrylic faces with returns painted Anchor Bronze Metallic.
- Gate ID, North Gate (X-04)
 - Located on the west side of the arena and centered above the gate entrance doors the sign will read “NORTH GATE” and will be an internally illuminated channel letter sign with translucent white acrylic faces with returns painted Anchor Bronze Metallic.
- Pedestrian Pylon (X-07)
 - Five fabricated aluminum cabinet pylon signs measuring 3’0” W x 9’10 ¾” H x 7” D to be installed surrounding the arena to the north, west, and east.
 - Will have: arena name (painted Plaque Gold Metallic), navigational arrows (painted Plaque Gold Metallic), and map.
 - Bottom and side inset design areas feature a minimal azalea flower pattern laser-cut from aluminum panel also painted Anchor Bronze Metallic.
 - Panel below azalea pattern painted Fuse Gold Metallic.
 - Will be installed on a 2” H concrete base painted to match the sign cabinet.
 - Externally Illuminated
- Pedestrian Pylon, Map Version (X-07A)
 - One fabricated aluminum cabinet pylon sign located at the northeast corner of property measuring 2’8 ½” W x 5’9 ¼” H x 7” D.
 - Will have: arena name (painted Plaque Gold Metallic) and map.
 - Bottom and side inset design areas feature a minimal azalea flower pattern laser-cut from aluminum panel also painted Anchor Bronze Metallic.
 - Panel below azalea pattern painted Fuse Gold Metallic.
 - Will be installed on a 2” H concrete base painted to match the sign cabinet.
 - Externally Illuminated

- Accessible Path ID (X-09)
 - Three fabricated aluminum cabinet signs to identify exterior routes that are compliant with ADA standards and measuring 10½"W x 4'0"H x 3"D located on the southwest, northwest, and northeast of the property.
 - Navigational arrow and icon to be dimensional and painted Plaque Gold Metallic and the pylon sign cabinet will be painted Anchor Bronze Metallic.
- Vehicular Directionals (X-12)
 - One fabricated aluminum cabinet sign to say "RESERVED PARKING" and measuring 2'7¼"W x 5'4 3/8"H x 7"D located at the entrance of the gated player parking area to the east of the arena.
 - Will have: arena name, navigational arrows, icons and type to be dimensional and painted Plaque Gold Metallic.
 - Bottom and side inset design areas feature a minimal azalea flower pattern laser-cut from aluminum panel also painted Anchor Bronze Metallic.
 - Panel below azalea pattern painted Fuse Gold Metallic.
 - Will be installed on a 2" H concrete base painted to match the sign cabinet.
 - Externally Illuminated.
- Loading Dock ID (plaque) (X-15)
 - Five ¼" thick aluminum panel signs painted Chocolate Bliss and to measure 1'8" W x 1'7" H centered 4" above the loading dock area on the south elevation of the arena
- Ride Share Pylon (X-16)
 - One fabricated aluminum cabinet sign painted Anchor Bronze Metallic to say "RIDE SHARE" measuring 10 ½"W x 8'0"H x 4"D to be located NW of the arena and south of the passenger drop off area.
 - Icon and type to be dimensional and painted Plaque Gold Metallic.
 - Will be installed on a 2" H concrete base painted to match the sign cabinet.
 - Externally Illuminated.
- Clearance Bar (X-17)
 - One ¼" thick aluminum panel signs painted Chocolate Bliss to measure 7'4" W x 1'2" H leading to the drive thru bay on the south elevation of the arena and will have the clearance height written on the sign.

APPLICABLE STANDARDS (*Design Review Guidelines for Mobile's Historic Districts*)

- **11.3** Design a new sign to be compatible with the character of a building and the district
- **11.5** New signs are restricted to a maximum of 64 square feet.
 - Directional signage is not counted toward the total square footage allotment.

SIGN PLACEMENT

- **11.6** Place a sign to be compatible with those in the district.
 - When placing a new sign on a historic building, locate a sign to emphasize design elements of the historic building façade.
 - Mount a sign to fit within existing architectural features.

SIGN MATERIALS AND CHARACTER

- **11.7** Use a sign material that is compatible with the materials of the building on which it is placed and the district. New materials that achieve the effect of traditional materials and lighting solutions will be considered on a case by case basis.
 - Do not use highly reflective materials for a sign. All plastic faced box signs are not allowed.
 - Design a sign to be subordinate to the building façade.

SIGN ILLUMINATION

- **11.8** Where necessary, use a compatible, shielded light source to illuminate a sign.
 - Consider direct lighting toward a sign from an external, shielded lamp when possible.
 - Use a warm colored light to illuminate a sign when possible.

- If halo lighting is used to accentuate a sign or building, locate the light source so that it is not visible.
- If a back-lit sign is used, illuminate each individual letter or element separately.
- **11.9** When possible design a monument sign to be compatible with the building it serves and the historic district.
 - Limit the area of a monument sign to 50 square feet (maximum of 25 square feet on each side).
 - Limit the height of a monument sign to 8 feet. A monument sign should be visible, but clearly subordinate to the building.
 - Where possible, design a monument sign to be compatible with the architecture of the associated building.
 - Use lighting that is shielded and directed toward the sign. This lighting can be installed in the ground adjacent to a monument sign.
 - Do not use an internally illuminated monument sign.

ACCEPTABLE SIGN MATERIALS

- Sign materials that are similar in character, permanence and durability to historic commercial signage in the district are acceptable. These often include:
 - Painted or carved wood
 - Individual wood or cast metal letters or symbols
 - Stone, such as slate, marble or sandstone
 - Painted, gilded or sandblasted glass
 - Metal, provided it is appropriate to the architectural character of the building

UNACCEPTABLE SIGN MATERIALS

- Sign materials that are not similar in character, permanence and durability to historic commercial signage in the district are unacceptable. These often include:
 - Whole plastic face
 - Metal inappropriate for the architectural character of the building

STAFF ANALYSIS

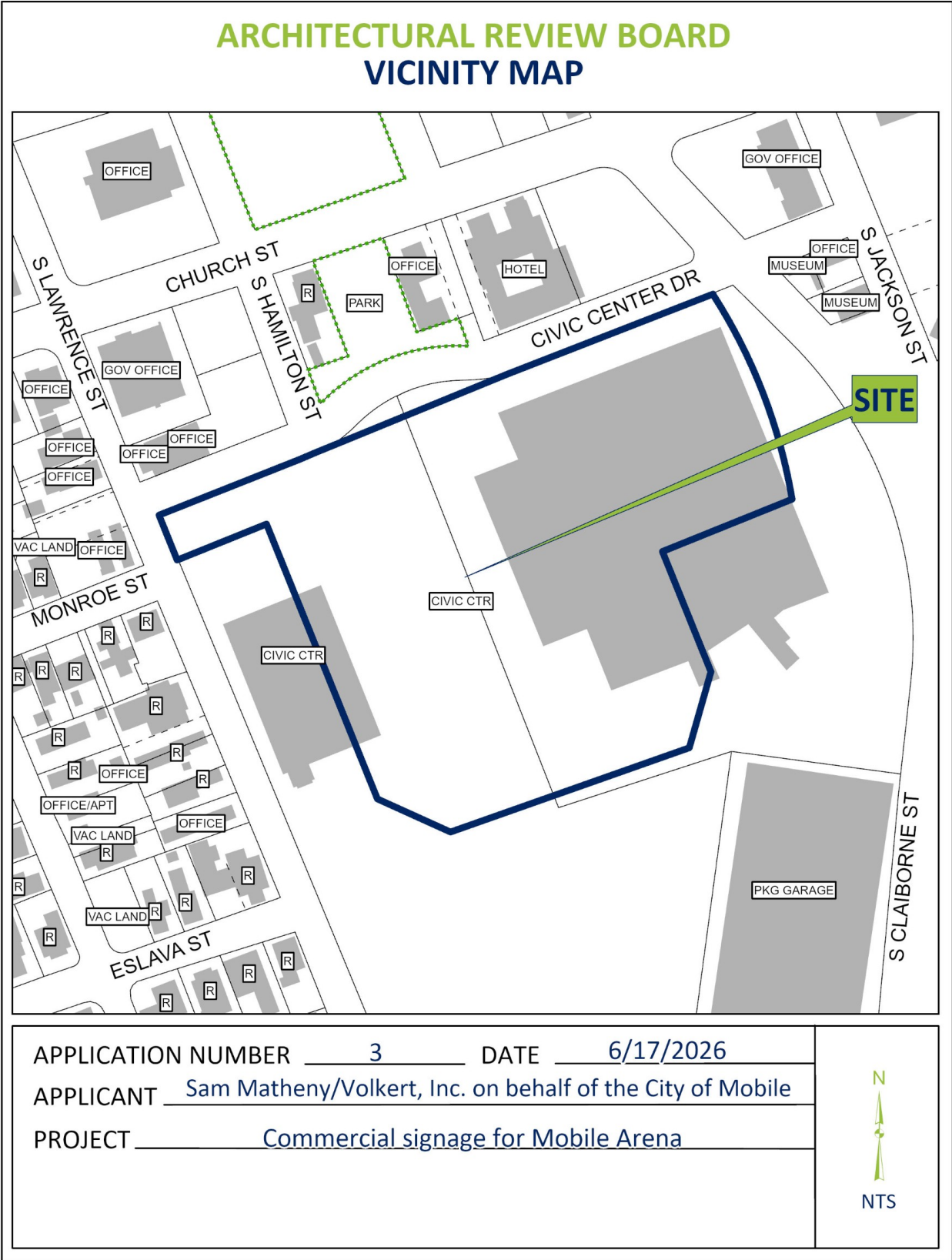
The subject property is a non-contributing site within the Church Street East Historic District. The application under review seeks approval for exterior and area signage for the new arena. There is a total of 29 proposed signs which include pylon signs, monumental signs, building identification signs, directional signs, and other sign types. The primary material proposed for use is fabricated aluminum.

Due to its size and function, the new arena is a unique structure within the historic district both in terms of scale and design. There is not an extant comparable reference located in the near vicinity. The closest structure to compare to the new arena would be the previous civic center. However, the updated design, larger patronage capacity, and current requirements for zoning and ADA compliance necessitate an additional level of signage that the previous civic center structure and site did not have.

The design of the proposed signage incorporates historic and cultural references specific to the city such as the azalea flower in the proposed perforated panels and reliefs on the monument signage. The design of the proposed signs are predominantly compatible with the character of the building and the district, using a color scheme that echoes that of the building, and using simple fonts and forms on the building signs and on site to avoid visually disrupting architectural features, sight lines, and landscape elements. (11.3).

The majority of the proposed would be constructed from compliant materials per the *Guidelines*, with the exceptions being the two building identification signs and the two gate identification signs, which will feature full acrylic faces (11.9). These identification signs are internally lit which is also contrary to the *Guidelines* (11.8). The proposed internal lighting element for the building identification sign would be LED, which would be programable to allow for color and effect changes. The remaining signs, both on the building and at the site will be externally illuminated.

The proposed signage would far exceed the suggested square footage for both monument signs and total signage (64 sf) specified in the *Guidelines* (11.5, 11.9). However, considering the size and scale of the arena, the size, placement, design, and number of proposed signs produce a discreet, proportional, and unintrusive effect in relation to the subject building and site.





City of Mobile • Historic Development

Architectural Review Board Application

May 4, 2026

Date of Application

Date Received

401 Civic Center Drive, Mobile, AL 36602

Address of Property

Does any party hold a façade easement on this property? ☒ No ☐ Yes

If yes, evidence of the easement holder's approval of the specific work outlined in this application must be provided prior to the consideration of this application by the ARB.

\$0.00

Fee Paid: ☐ \$ N/A

Check # _____

Cost of Project (Required)

City of Mobile

251-208-7536

carleen.stout@cityofmobile.org

Owner Name

Phone

Email

205 Government Street, Mobile, AL

36602

Address

Zip Code

If Owner is a legal entity such as a corporation, limited liability company, limited liability, partnership or similar, you should attach a copy of the formation documents for the Owner, showing the date of formation and that such have been filed and accepted by the Secretary of State.

Sam Matheny

864-245-1917

sam.matheny@volkert.com

Owner's Representative Name

Phone

Email

11 N Water St, Suite 18290, Mobile, AL

36602

Address

Zip Code

Describe the Proposed Work:

Requesting approval of exterior building lighting, area lighting, landscape lighting, and exterior building & area signage for the Mobile Arena approved in concept under ARB Permit MHDC-140807-2024. The exterior lighting includes roof level lighting of the mechanical screen; accent lighting for the outdoor terrace railings; back lighting and down lighting of the architectural fretwork screen; area lighting poles with acorn heads and floods to generally match existing street light poles; and landscape up lighting for the various trees. The roof, terrace, and area lighting fixtures will be color tuning as shown in the renderings, site plans, and detail drawings attached to this application.

Build Mobile, PO Box 1827, Mobile, Alabama 36633

For more information: www.BuildMobile.org | historicdevelopment@cityofmobile.org | 251.208.7281

Visit our help window: Mobile Government Plaza, 205 Government Street, Third Floor South Tower

Revised August 2023

Does the work involve demolition of a structure? ☒ **No** ☐ **Yes** Please fill out demolition portion of application.

Does the proposed work involve signage? ☐ **No** ☒ **Yes** The project signage details are partially dependent upon sponsorship deals that will be developed by the City of Mobile at a later date. A signage plan will be submitted to ARB for approval prior to installation of signage.

Will the proposed work require the removal of any trees from the site? ☒ **No** ☐ **Yes**

If yes, attach a detailed site plan showing all trees and landscaping that will be removed and contact the Urban Forester at 208-7091 for Tree Permitting Requirements.

REQUIRED PLANS: If plans are required for the project, please attach the following:

- Attach two (2) sets of plans: one large scale set and one 11"x17" reproducible set,
- Also attach one set of photographs to the application.
- If available, electronic plans should also be submitted as a TIFF or PDF.
- A \$15 or \$5.00 application fee is due upon filing. Check should be made out to the City of Mobile.

Refer to the following checklist for requirements for specific work items to be performed. Refer to the Design Review Guidelines for Mobile's Historic Districts (<https://www.buildmobile.org/architectural-review-board/>). Staff is available to assist with application preparation. For large projects, such as new construction or substantial additions or renovations, consultation with staff is strongly encouraged. Applications are reviewed in the order in which they are received, and if review by the Architectural Review Board is required, an application will be placed on the next available agenda. Any incomplete applications may be held until all information is submitted.

Staff Reports: The Historic Development Staff will review your application and generate a report that will be sent to you, along with the meeting agenda, via e-mail approximately one week before the meeting. The meeting agenda may be found at <https://www.buildmobile.org/architectural-review-board/>. Please examine these and be prepared to discuss any issues at the Board meetings. Questions before the meeting should be addressed to the staff of the Historic Development Department.

Alterations to Approved Plans: A new application must be submitted for changes to the approved plan. Minor alterations may be approvable by staff.

Historic Markers: The Architectural Review Board examines applications based on its adopted guidelines for historic preservation. These are based on a minimal standard set by the City of Mobile and the State. Historic markers are awarded by the Mobile Historic Development Commission based on a higher standard of review. Approval by the ARB does not guarantee approval for a historic marker. If the desire is to qualify for a marker, please inform the Board and it will attempt to guide you toward the higher goal.

Conflicts of Interest: ARB members sit as a quasi-judicial body. All its deliberations must be made in an open meeting. It is illegal for a Board member to discuss an application outside of a meeting with anyone but staff. Conflicts of interest, if any, will be disclosed at the meeting.

Public Notice: A sign will be placed in a conspicuous location on the property prior to the Review Board meeting to notify surrounding property owners of a pending application. Attendance at the meeting is strongly advised in order for the applicant to respond to any questions.

NOTE: INCOMPLETE APPLICATIONS WILL NOT BE PLACED ON THE AGENDA

Use the Following Checklist to Ensure a Complete Application
Complete each box that applies:

NEW CONSTRUCTION, ADDITIONS, OR EXTENSIVE RENOVATION/REPAIR TO EXISTING STRUCTURES

- 1. One large set and one 11 x 17 (reproducible) set of scaled drawings which shall include:**
 - a. ____ A complete site plan illustrating the proposed construction, its location, with dimensions, required setbacks, landscaping and other site amenities;
 - b. ____ Floor plans, with dimensions, as they impact the exterior of the building, including existing plan and proposed plan;
 - c. ____ Square footage of the original building with square footage of all additions including the proposed addition;
 - d. ____ A drawing, with dimensions, of all affected exterior elevations;
 - e. ____ Notes describing all exterior materials (i.e. walls, roof, trim, cornice, windows, etc.) Sample materials may be required in some cases (consult with staff);
 - f. ____ Detailed drawings or photographs of all decorative architectural details (i.e. columns, balustrades, modillions, etc.);
 - g. ____ Paint samples and plan keyed to location of each color. (See below)
- 2. Photographs of the subject property to be worked on and surrounding buildings are required.**
 - ____ Subject Property photographs
 - ____ Surrounding Buildings photographs

The Historic Development Office can provide sample plans for garages, carports, and outbuildings. These are generally acceptable for most domestic sites. Note: These are for design purposes only and are not suitable as construction drawings.

FOR MINOR RENOVATION OR REPAIR TO EXISTING BUILDINGS

For work which includes changes to the exterior of existing buildings, the following is required:

1. ____ Elevation drawings with dimensions and material details
2. ____ Floor plans
3. ____ Photographs of each face of the building to be renovated with details of the areas of work.

EXTERIOR PAINTING

Period color schemes are encouraged. However, other colors may be acceptable. Submit name and color samples for:

____ Manufacturer
____ main body color
____ trim or decorative features
____ porch deck
____ accent areas: lattice, shutters, etc.
____ other areas

FENCES, DRIVES AND GATES

1. ____ A drawing or photograph of the type of fence, wall or gate with the height noted.
2. ____ A site plan, with dimensions, showing the placement of any proposed change to the property as it relates to property boundaries and all other building or site facilities.
3. ____ A description of the materials to be used.
4. ____ Paint samples, if the fence, wall or gate is to be painted.

SIGNAGE

Width of sign ____ feet ____ inches

Height of sign: ____ feet ____ inches

Single Face ____ Double Face ____

Height (from ground level to top of sign) ____ feet ____ inches

Height (from ground level to bottom of sign) ____ feet ____ inches

Total Square Footage of Signage: _____ square feet. (Both sides if double-faced)

General Description

Type of Sign: ☐ Monument ☐ Free Standing ☐ Projecting ☐ Wall ☐ Banner ☐ Sandwich Board

How will sign be mounted:

Sign Materials (sample materials may be requested by the Review

Board): _____

Describe type of lighting to be used: _____

Linear front footage of principle building: ____ feet ____ inches.

Square footage of Existing Signage: ____ feet ____ inches N/A ____

Include in Application:

____ Scaled colored renderings of the requested sign; or photographs with dimensions

____ Photographs of the building

____ A site plan or building elevation showing the location of the proposed signage For specific requirements, refer to *Sign Design Guidelines for Mobile's Historic District and Government Street*.

DEMOLITION APPLICATION

Purchase Date: _____ Purchase Price: _____

Current appraised value of the property? _____ (N/A if Not Available)

Was the property occupied at time of purchase? _____ What was the property's condition? _____

What alternatives to demolition have you considered for this property?

Have you listed the property for sale or lease since your purchase? ☐ Yes ☐ No

If "Yes", what was your asking price? _____

How many offers did you receive? _____

List any options currently held for the purchase of the property, including the price received for such option, the conditions placed on such option and the date of expiration of such option:

Do you have construction plans ready to complete the replacement project? ☐ Yes ☐ No

If so, how much have you expended on the plans? _____

What are the dates of these expenditures? _____

In order to determine your ability to complete the replacement project, do you have the following:

Performance Bond ☐ Yes ☐ No

Letter of Credit ☐ Yes ☐ No

Trust for completion of improvements ☐ Yes ☐ No

Other evidence of financial ability ☐ Yes ☐ No

Letter of commitment from a financial institution ☐ Yes ☐ No

**"In no event shall the Board entertain any application for the demolition or relocation of any Historic Property unless the applicant also presents at the same time the post-demolition or post-relocation plans for the site."
Ordinance #44-084**

An Architectural Review Board Application with supporting documentation and fee should accompany this request with the plans for development of the site. A sign will be placed in the front yard of the property prior to the Review Board meeting to notify surrounding property owners of a pending application. Attendance at the meeting is strongly advised in order for the applicant to respond to any questions.
SEE NEXT PAGE

CONFLICTS WITH OTHER CITY DEPARTMENTS

The Architectural Review Board examines applications solely on the basis of impairment to the historic character of a building or neighborhood. Approval by other City Departments may consider other aspects of a project such as safety. When multiple regulations are in conflict, generally the most restrictive applies. Also, though the staff and Review Board try to inform applicants of possible conflicts, they may not be aware of all the implications of a request. Therefore, the property owner should clear all requests with the appropriate departments.

Signature

Date



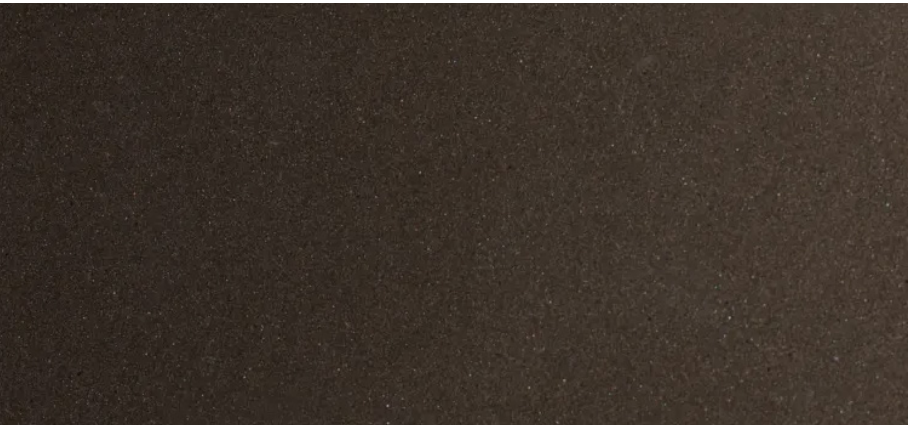
Signage Materials

ROOTS IN HISTORY

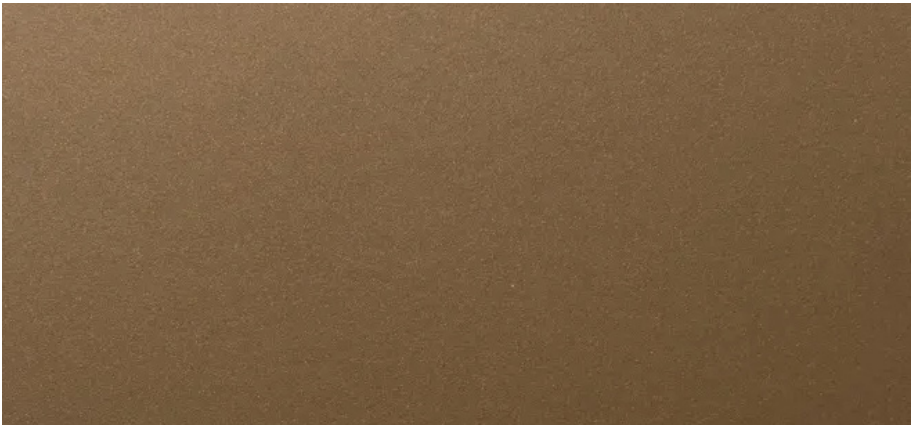
Material Palette

ROOTS IN HISTORY

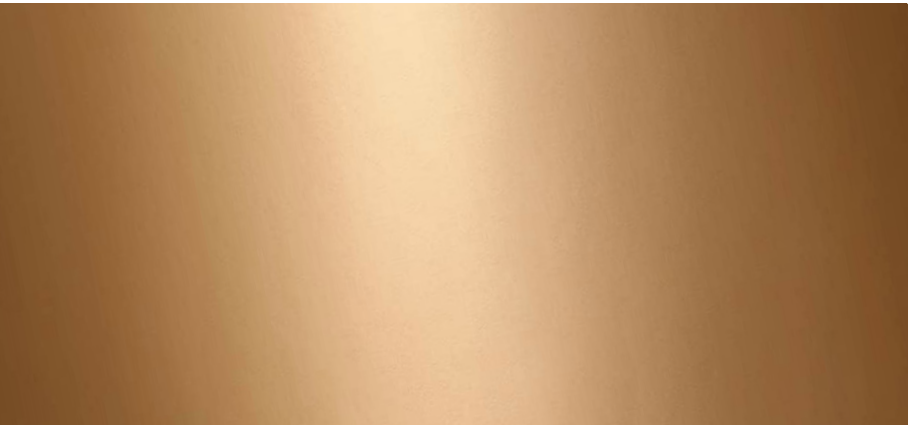
The exterior signage material palette echoes the arena’s architectural finishes and reflects Mobile’s ongoing modern revival. Warm bronze tones and gold/copper accents reference the city’s historic buildings and ornamental ironwork, creating a cohesive and locally inspired design language.



Anchor Bronze Metallic



Fused Gold Metallic



Plaque Gold Metallic



Exterior Signage

SIGN FAMILY OVERVIEW

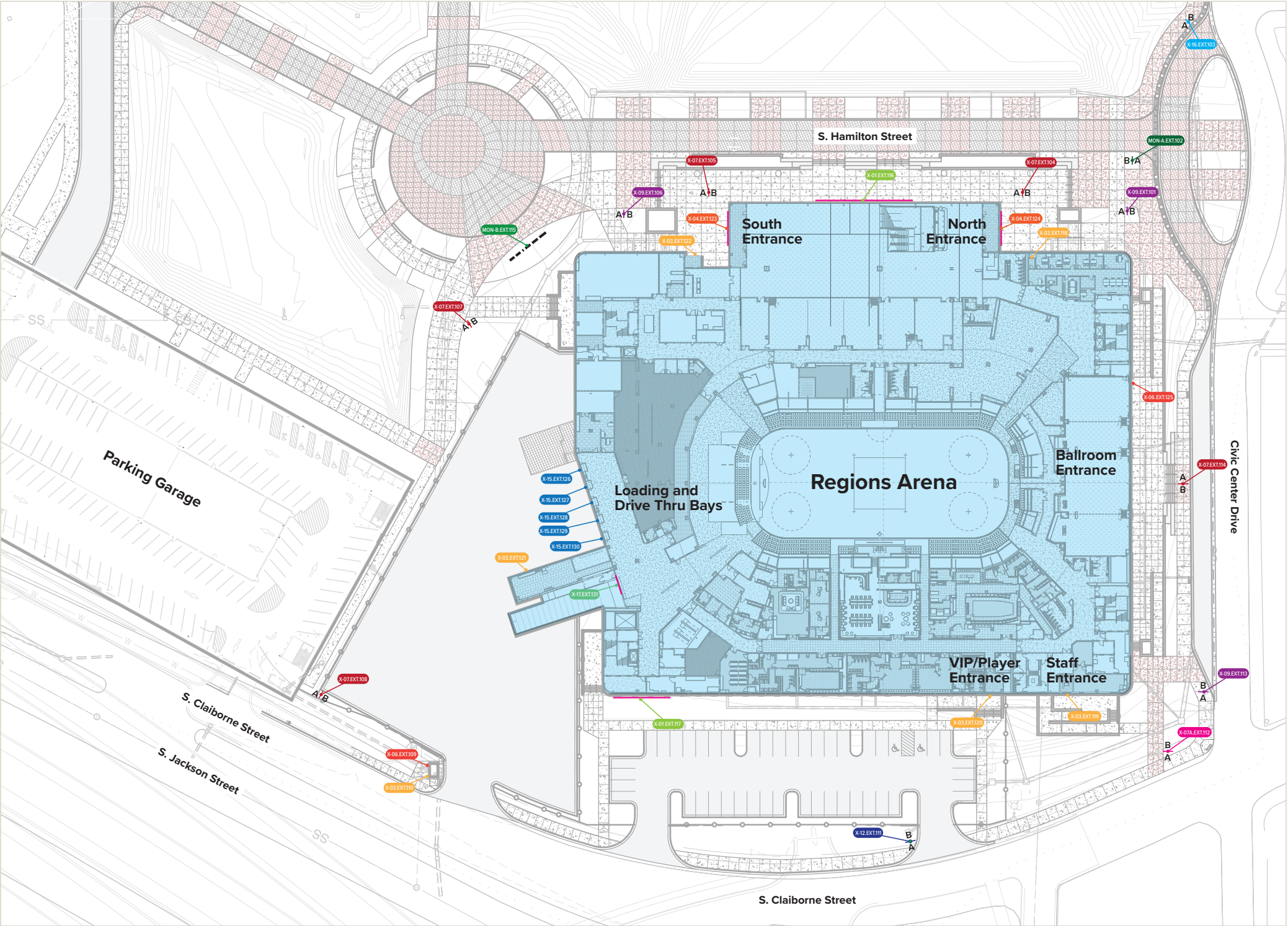
Exterior Signage

OVERALL SITE

The following site map provides an overall view of the exterior signage placement around the arena, illustrating the strategic distribution of sign types to guide visitors, support branding, and enhance the arrival experience from all key approach points.

Map Key

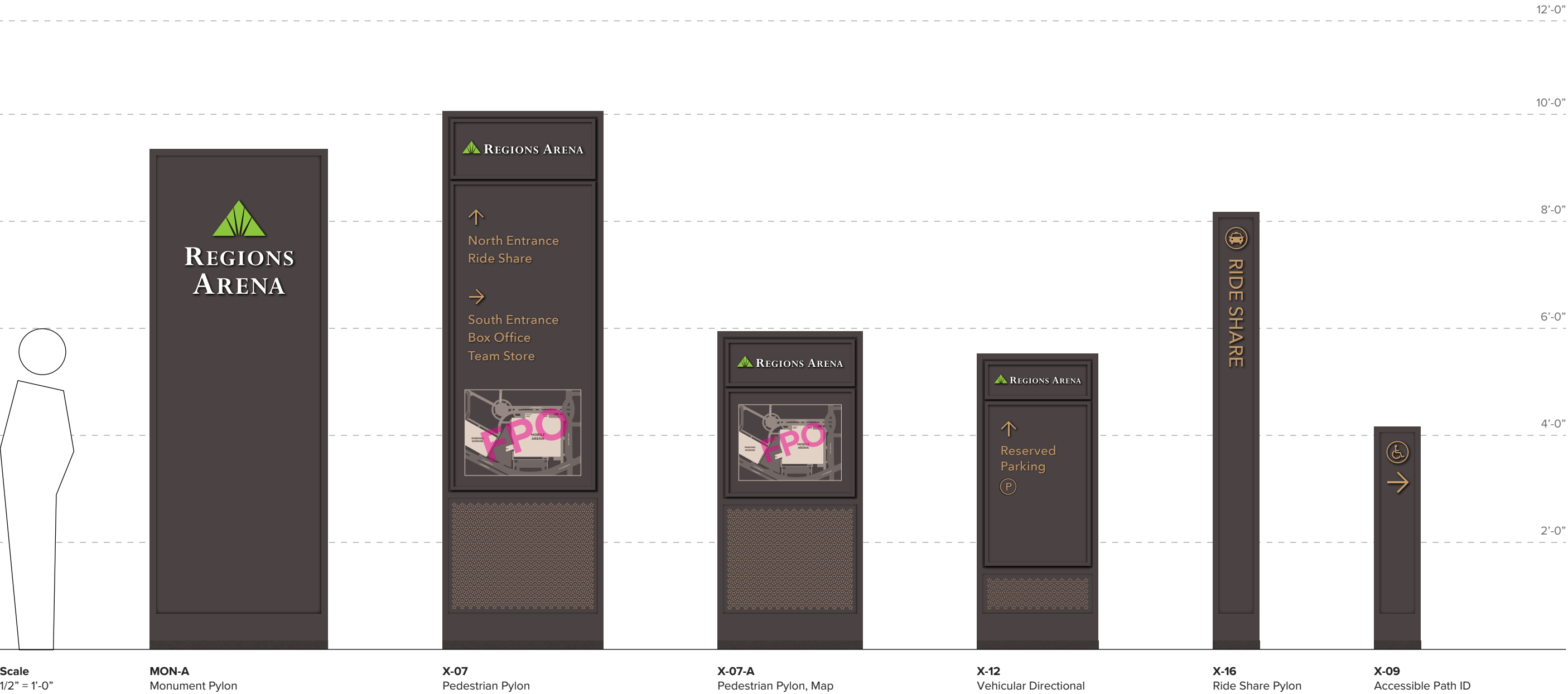
- MON-A Monument Pylon
- MON-B Monument, Freestanding Letters
- X-01 Building ID
- X-03 Entrance ID
- X-04 Gate ID
- X-06 Building Address
- X-07 Pedestrian Pylon
- X-07A Pedestrian Pylon, Map Version
- X-09 Accessible Path ID
- X-12 Vehicular Directionals
- X-15 Loading Dock ID (plaque)
- X-16 Ride Share Pylon
- X-17 Clearance Bar



Exterior Signage

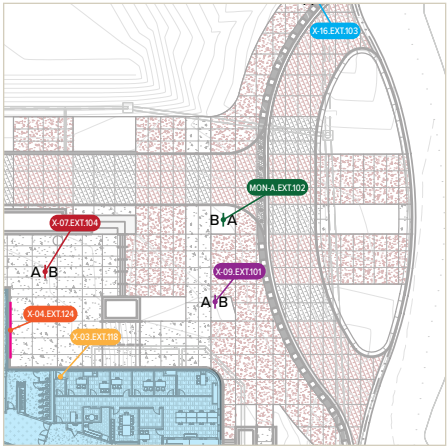
FREESTANDING SIGN FAMILY

This page presents the family of freestanding exterior signs, designed as a modern interpretation of Mobile’s historical foundation. Each sign reflects the arena’s architectural language and material palette, creating a cohesive and contemporary system rooted in the city’s rich past.



MON-A | Monument Pylon

EXTERIOR SIGNAGE



Enlarged location plan

MON-A | Monument Pylon

EXTERIOR SIGNAGE

Description

Identifies the arena’s name in clear and refined lettering, and serves as a sophisticated visual anchor for the venue. Positioned at a key entry point, this sign not only enhances wayfinding but also provides a subtle, iconic photo opportunity for visitors.

With materials and thoughtful lighting, this monument sign compliments the arena’s architectural style and other exterior signage while adding a sense of permanence and pride to the surrounding area.

Construction

Main structure is a 7-1/2” deep, fabricated aluminum cabinet with dimensional accent borders. Inset panels also feature dimensional accent borders, painted Anchor Bronze Metallic.

Arena name to be dimensional, painted LifeGreen and White.

Side inset design areas feature a minimal azalea flower pattern laser-cut from aluminum panel also painted Anchor Bronze Metallic. Panel below azalea flower pattern painted Fused Gold Metallic for slight contrast.

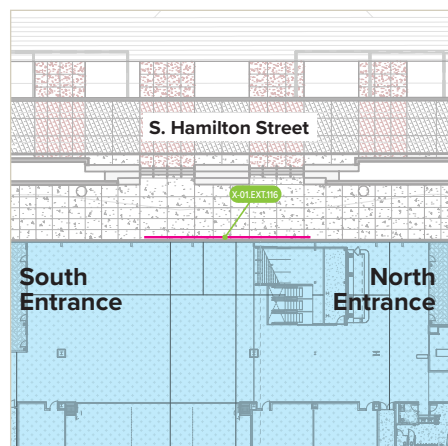
Sign installed on 2” tall concrete base stained to match. Externally illuminated.



MON-A | Monument Pylon
scale 3/4" = 1'-0"

X-01 | Building ID, West

EXTERIOR SIGNAGE



Enlarged location plan

X-01 | Building ID, West

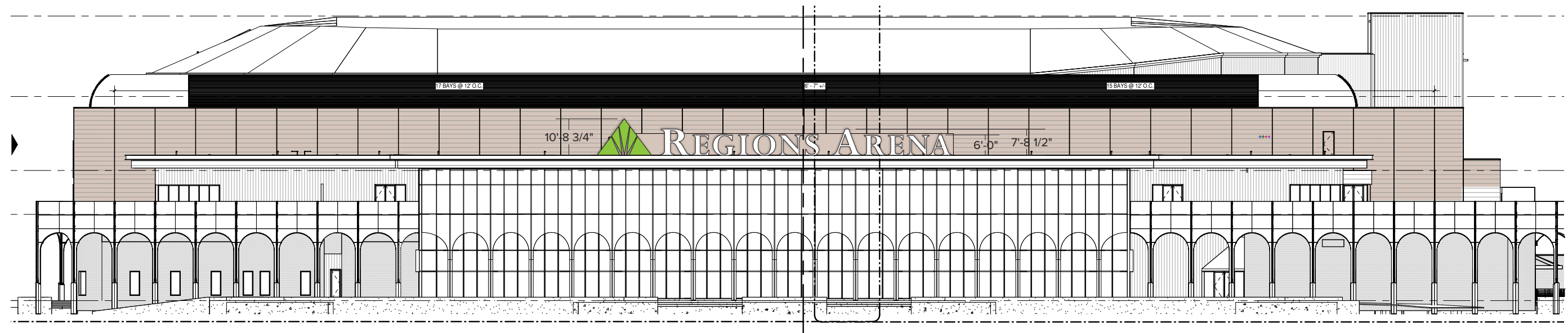
EXTERIOR SIGNAGE

Description

Displays the arena name, serving as a landmark and a key branding element. These large, iconic signs are designed for high visibility from a distance, creating a memorable arrival experience for fans and visitors. Typography and materials used can be an opportunity to compliment the forms of the arena architecture and City of Mobile.

Construction

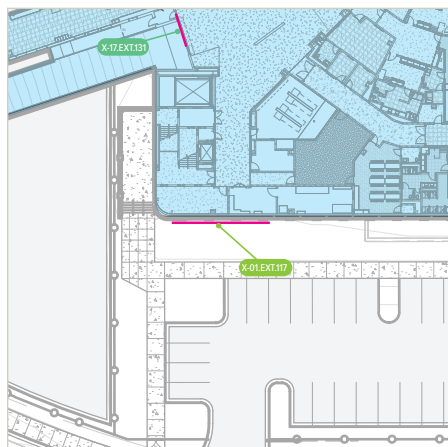
Painted steel/aluminum channel letters with translucent white acrylic faces, mounted to triangular steel trusses attached to the stadium roof, internally illuminated with white or programmable color changing LEDs. Returns and support structure painted Anchor Bronze Metallic.



X-01 | Building ID, West
scale 1/32" = 1'-0"

X-01 | Building ID, East

EXTERIOR SIGNAGE



Enlarged location plan

X-01 | Building ID, East

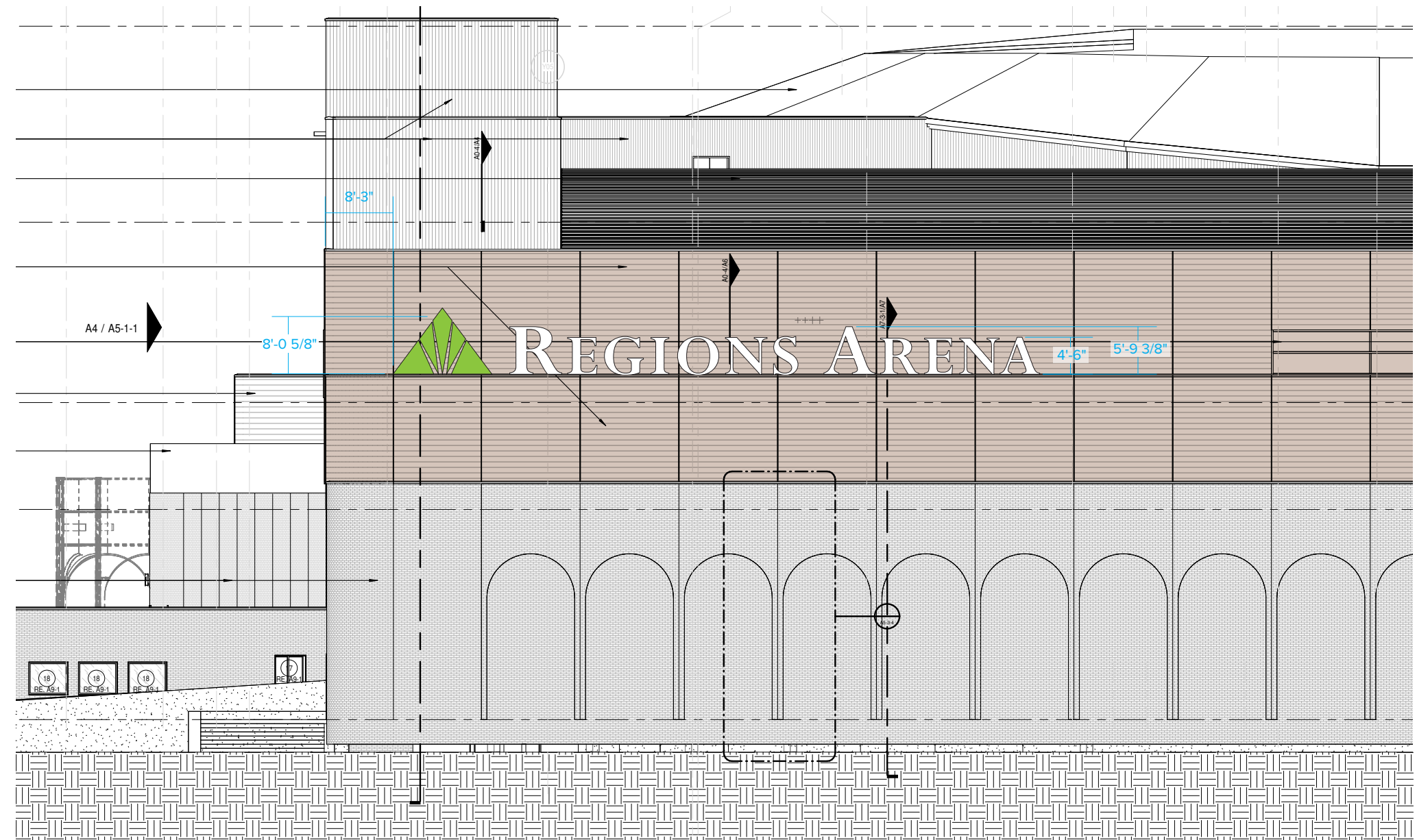
EXTERIOR SIGNAGE

Description

Displays the arena name, serving as a landmark and a key branding element. These large, iconic signs are designed for high visibility from a distance, creating a memorable arrival experience for fans and visitors. Typography and materials used can be an opportunity to compliment the forms of the arena architecture and City of Mobile.

Construction

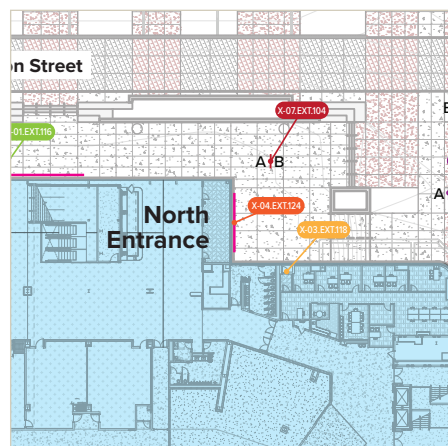
Painted steel/aluminum channel letters with translucent white acrylic faces, mounted to triangular steel trusses attached to the stadium roof, internally illuminated with white or programmable color changing LEDs. Returns and support structure painted Anchor Bronze Metallic.



X-01 | Building ID, East
scale 1/16" = 1'-0"

X-04 | Gate ID, North Gate

EXTERIOR SIGNAGE



Enlarged location plan

X-04 | Gate ID, North Gate

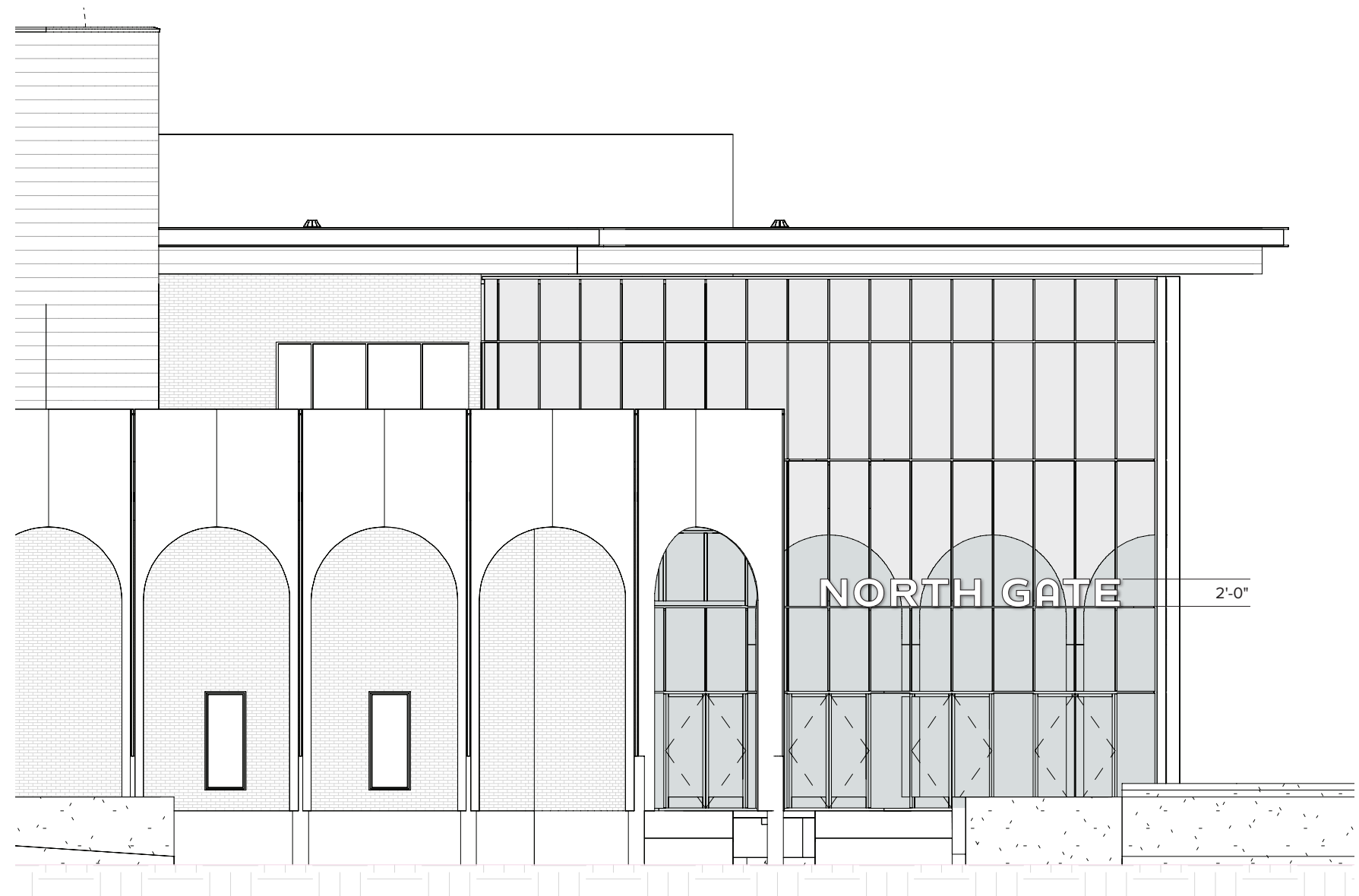
EXTERIOR SIGNAGE

Description

Identifies gates by name; marking entry points for ticket holders, helping pedestrians find their designated entrances while potentially reinforcing branding and ensuring smooth crowd flow.

Construction

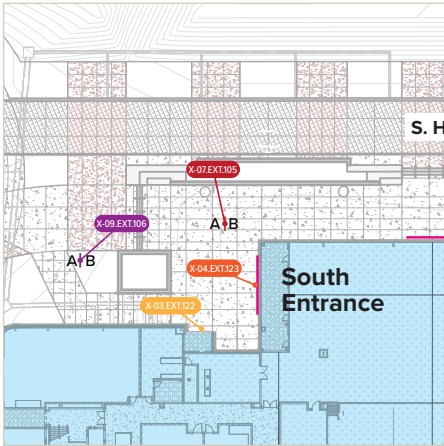
4" deep internally illuminated channel letters with translucent white acrylic faces. Returns painted Anchor Bronze Metallic. Centered above gate entrance doors.



X-04 | Gate Signage, North Gate
scale 3/32" = 1'-0"

X-07 | Pedestrian Pylon

EXTERIOR SIGNAGE



Enlarged location plan

X-07 | Pedestrian Pylon

EXTERIOR SIGNAGE

Description

Freestanding pylon sign providing clear, easy to read information with maps, navigational text, and other visual aids that help orient pedestrians to their present location on project site and the direction of their destination.

Construction

Main structure is a 7" deep, fabricated aluminum cabinet with dimensional accent borders. Inset panels also feature dimensional accent borders, painted Anchor Bronze Metallic.

Arena name to be dimensional, painted LifeGreen and White. Navigational arrows and type to be dimensional, painted Plaque Gold Metallic. Map (final design TBD) direct printed.

Bottom and side inset design areas feature a minimal azalea flower pattern laser-cut from aluminum panel also painted Anchor Bronze Metallic. Panel below azalea flower pattern painted Fused Gold Metallic for slight contrast.

Sign installed on 2" tall concrete base stained to match. Externally illuminated.



X-07 | Pedestrian Pylon
scale 3/4" = 1'-0"

X-07A | Pedestrian Pylon, Map Version

EXTERIOR SIGNAGE

Description

Freestanding pylon sign focusing on providing clear, eye-level visual information to help pedestrians quickly orient themselves to navigate the arena quickly on foot.

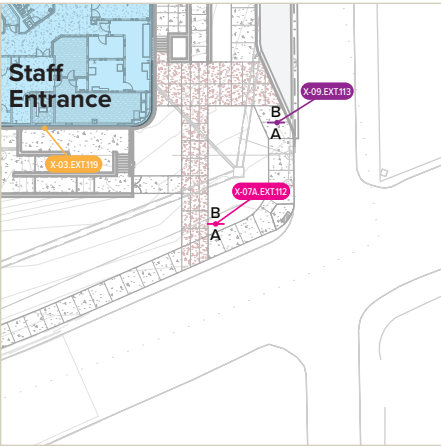
Construction

Main structure is a 7" deep, fabricated aluminum cabinet with dimensional accent borders. Inset panels also feature dimensional accent borders, painted Anchor Bronze Metallic.

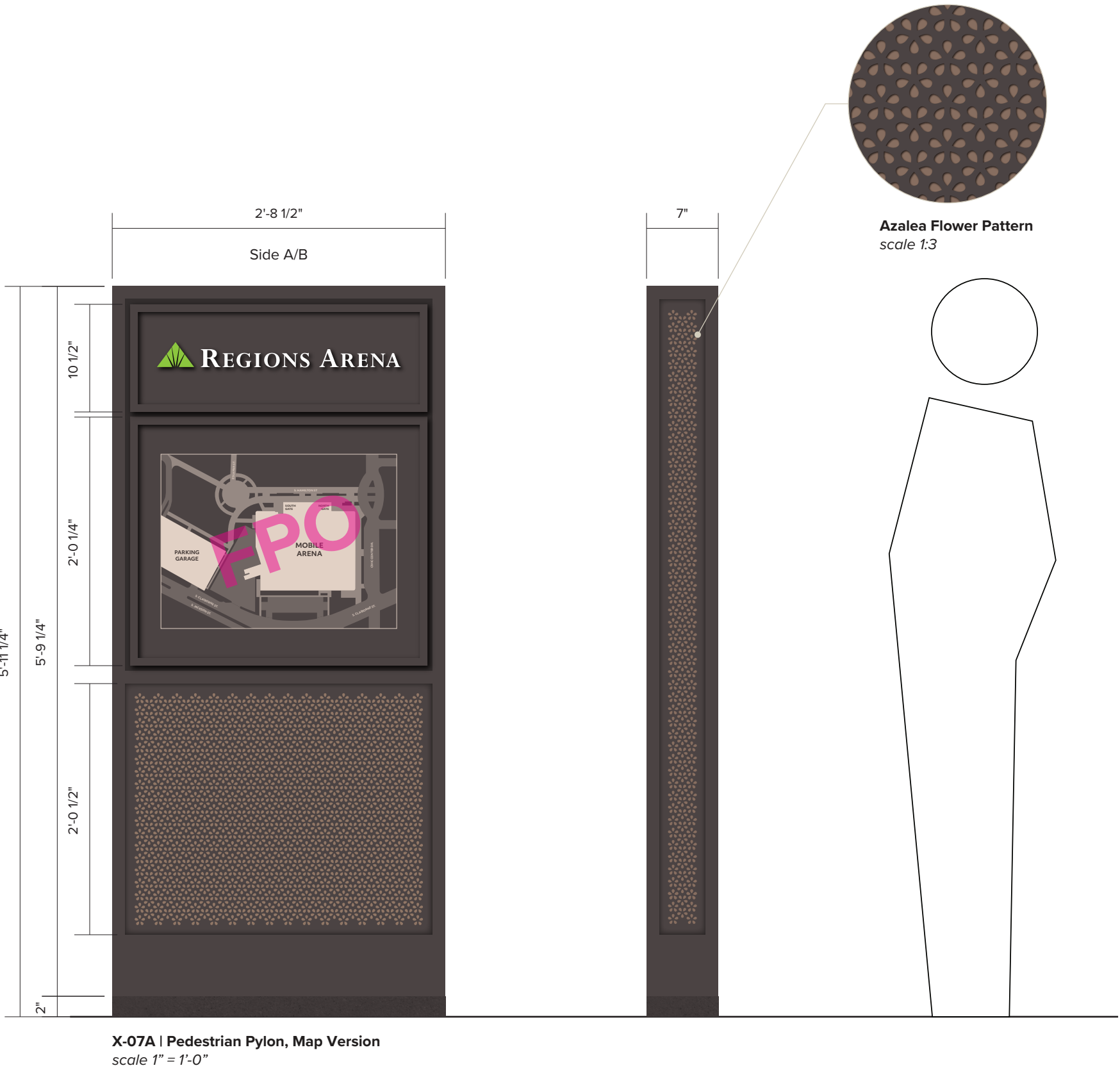
Arena name to be dimensional, painted LifeGreen and White. Map (final design TBD) direct printed.

Bottom and side inset design areas feature a minimal azalea flower pattern laser-cut from aluminum panel also painted Anchor Bronze Metallic. Panel below azalea flower pattern painted Fused Gold Metallic for slight contrast.

Sign installed on 2" tall concrete base stained to match. Externally illuminated.



Enlarged location plan



X-09 | Accessible Path ID

EXTERIOR SIGNAGE

Description

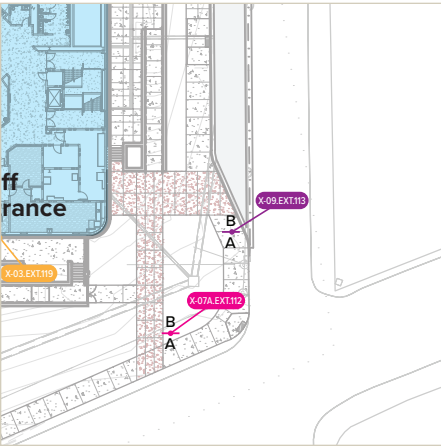
Identifies exterior routes that are compliant with ADA standards, ensuring inclusivity and ease of movement throughout the arena exterior.

Construction

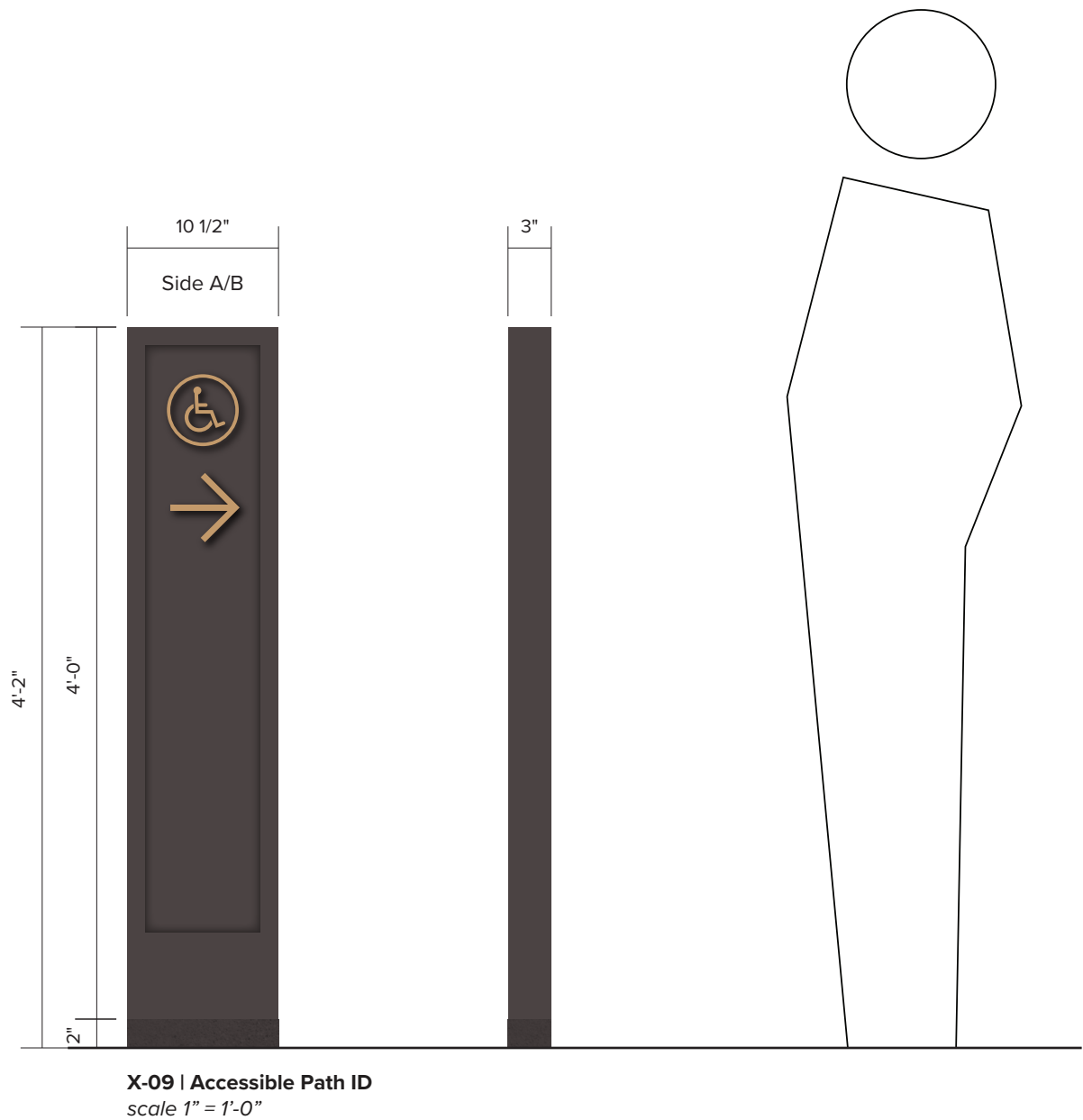
Main structure is a 3” deep, fabricated aluminum cabinet with dimensional accent borders, painted Anchor Bronze Metallic.

Navigational arrow and icon to be dimensional, painted Plaque Gold Metallic.

Sign installed on 2” tall concrete base stained to match. Externally illuminated.



Enlarged location plan



X-12 | Vehicular Directional

EXTERIOR SIGNAGE

Description

Freestanding pylon sign focusing on providing clear directions for vehicles. Identifies parking spaces, entrances, other buildings, etc.

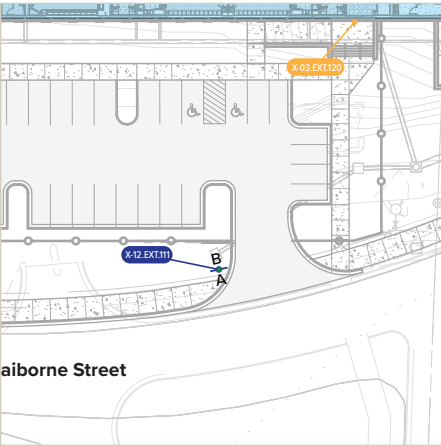
Construction

Main structure is a 7" deep, fabricated aluminum cabinet with dimensional accent borders. Inset panels also feature dimensional accent borders, painted Anchor Bronze Metallic.

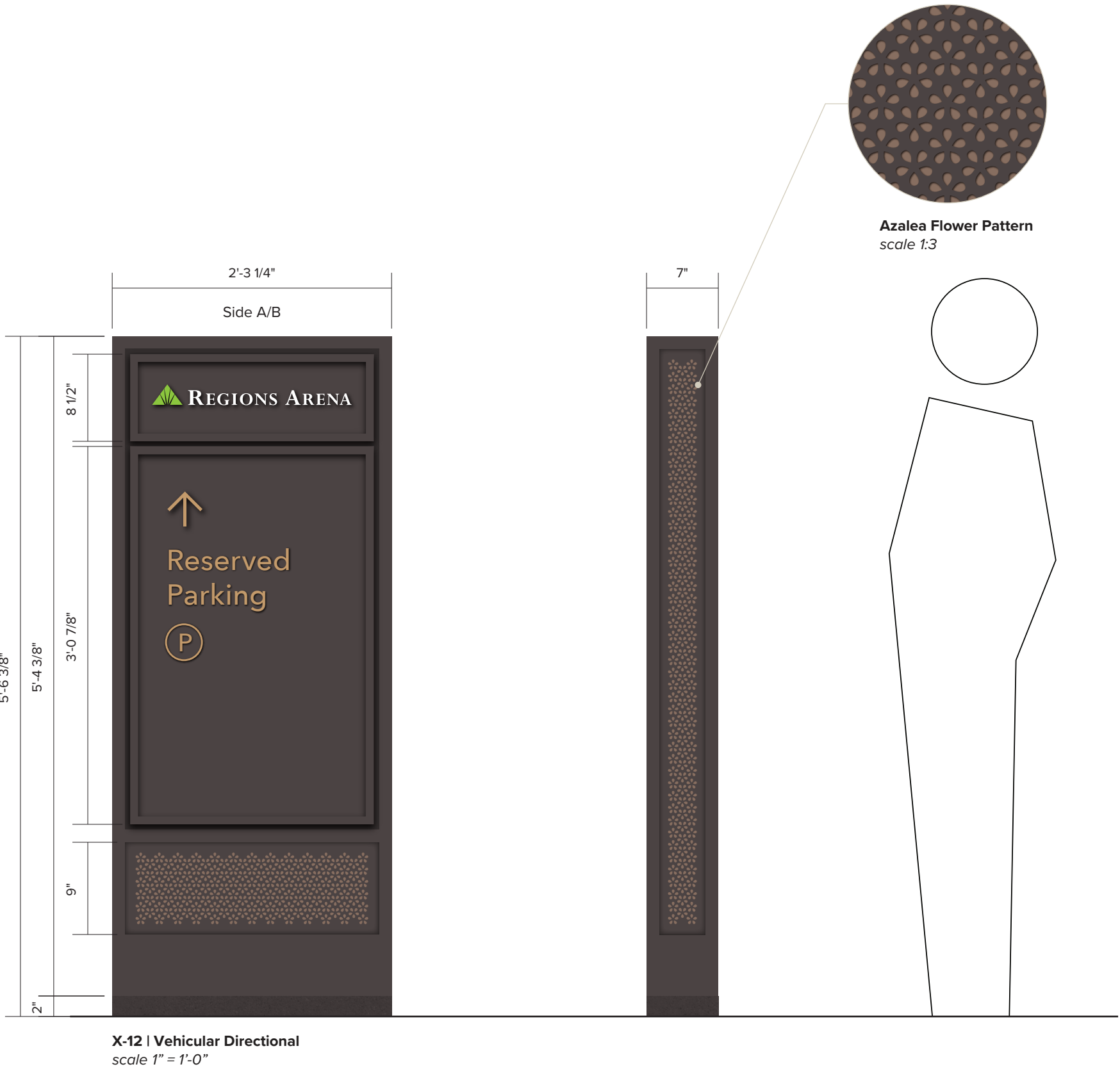
Arena name to be dimensional, painted LifeGreen and White. Navigational arrows and type to be dimensional, painted Plaque Gold Metallic.

Bottom and side inset design areas feature a minimal azalea flower pattern laser-cut from aluminum panel also painted Anchor Bronze Metallic. Panel below azalea flower pattern painted Fused Gold Metallic for slight contrast.

Sign installed on 2" tall concrete base stained to match. Externally illuminated.



Enlarged location plan

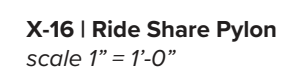


EXTERIOR SIGNAGE

Identifies designated pick-up and drop-off zones for services like Uber and Lyft. Positioned for high visibility, these signs help streamline traffic flow and make it easy for pedestrians to find their ride after events.

Main structure is a 4" deep, fabricated aluminum cabinet with dimensional accent borders, painted Anchor Bronze Metallic.

Sign installed on 2" tall concrete base stained to match. Externally illuminated.



X-03 | Entrance ID

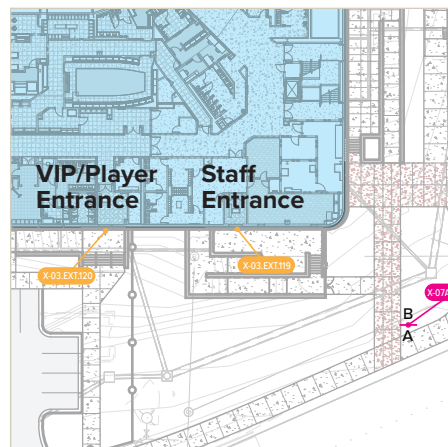
EXTERIOR SIGNAGE

Description

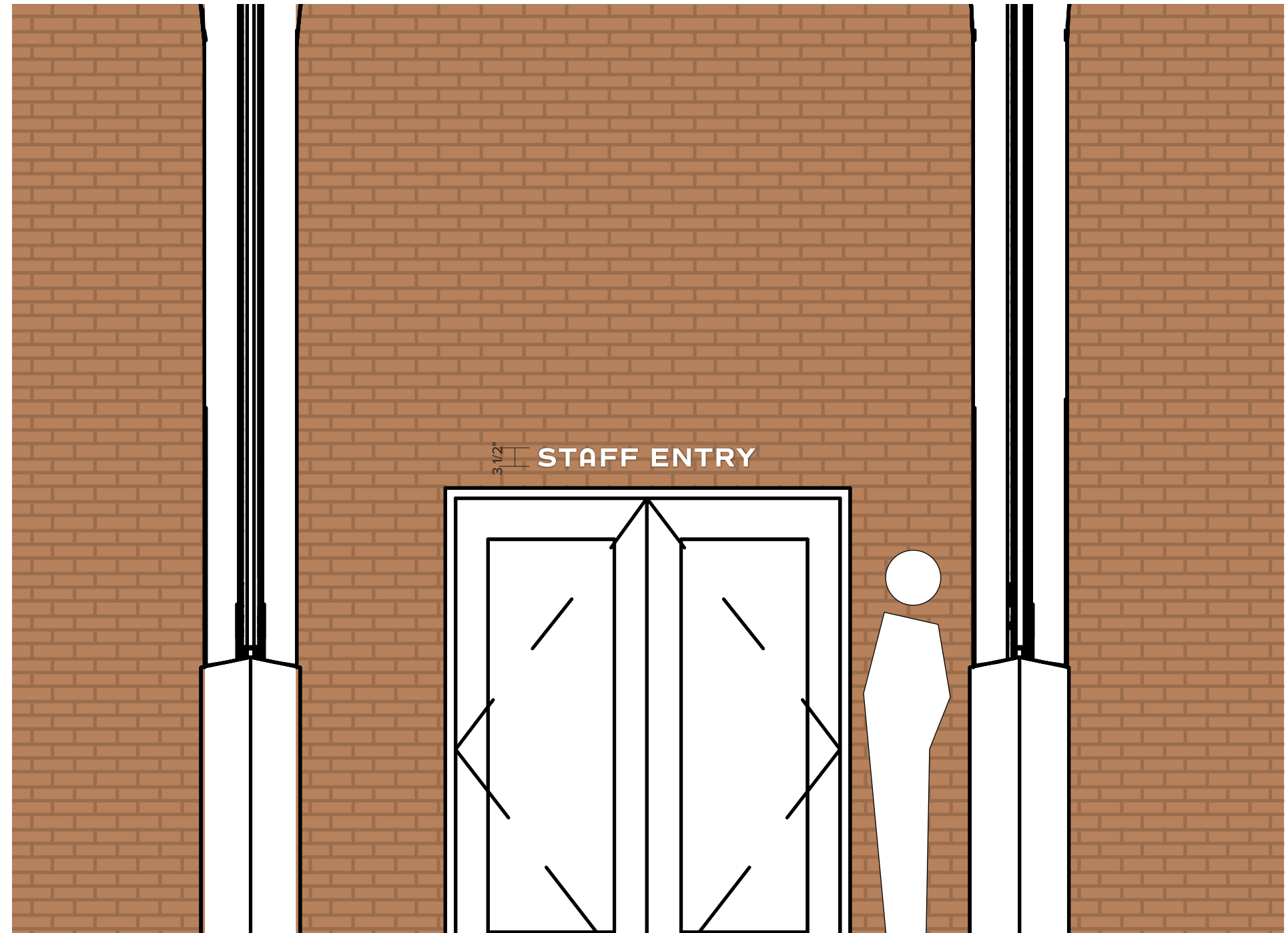
Identifies exterior entries for designated pedestrians. Including entries reserved for staff, VIP members, deliveries, etc.

Construction

1/2" aluminum, painted white to contrast building face. Pin-mounted above entry doors.



Enlarged location plan



X-03 | Entrance ID
scale 1/2" = 1'-0"

X-03 | Entrance ID

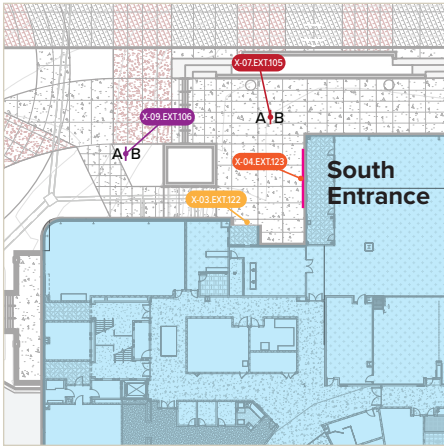
EXTERIOR SIGNAGE

Description

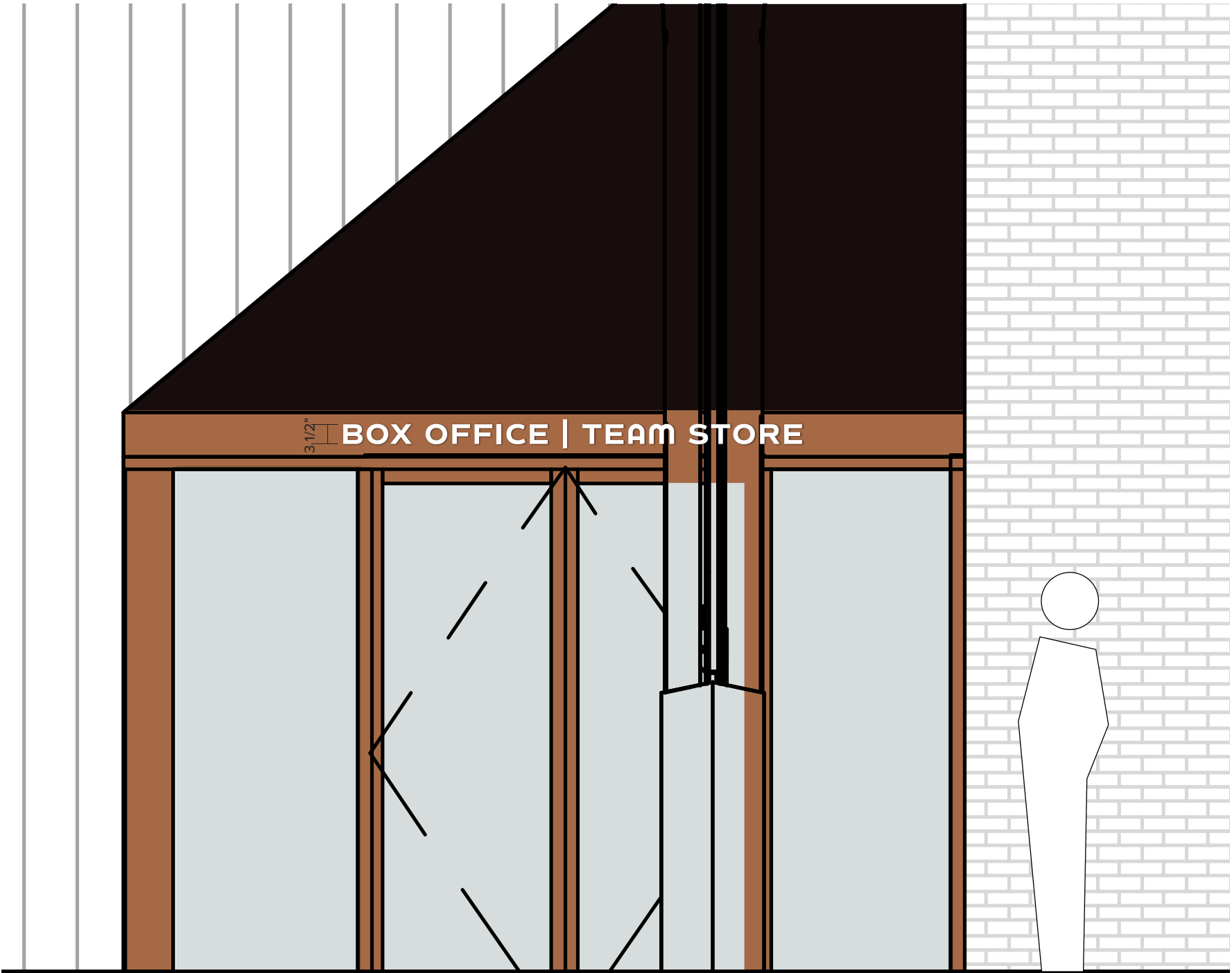
Identifies exterior entries for designated pedestrians. Including entries reserved for staff, VIP members, deliveries, etc.

Construction

1/2" aluminum, painted white to contrast building face. Pin-mounted above entry doors.



Enlarged location plan



X-03 | Entrance ID
scale 1/2" = 1'-0"

X-06 | Building Address

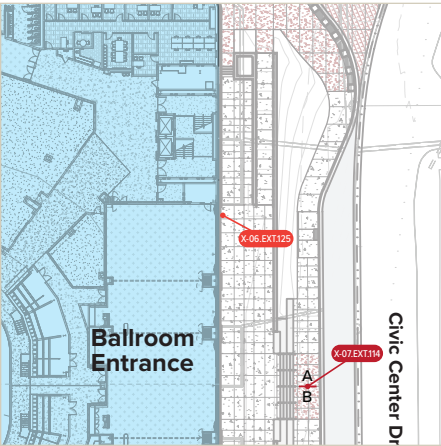
EXTERIOR SIGNAGE

Description

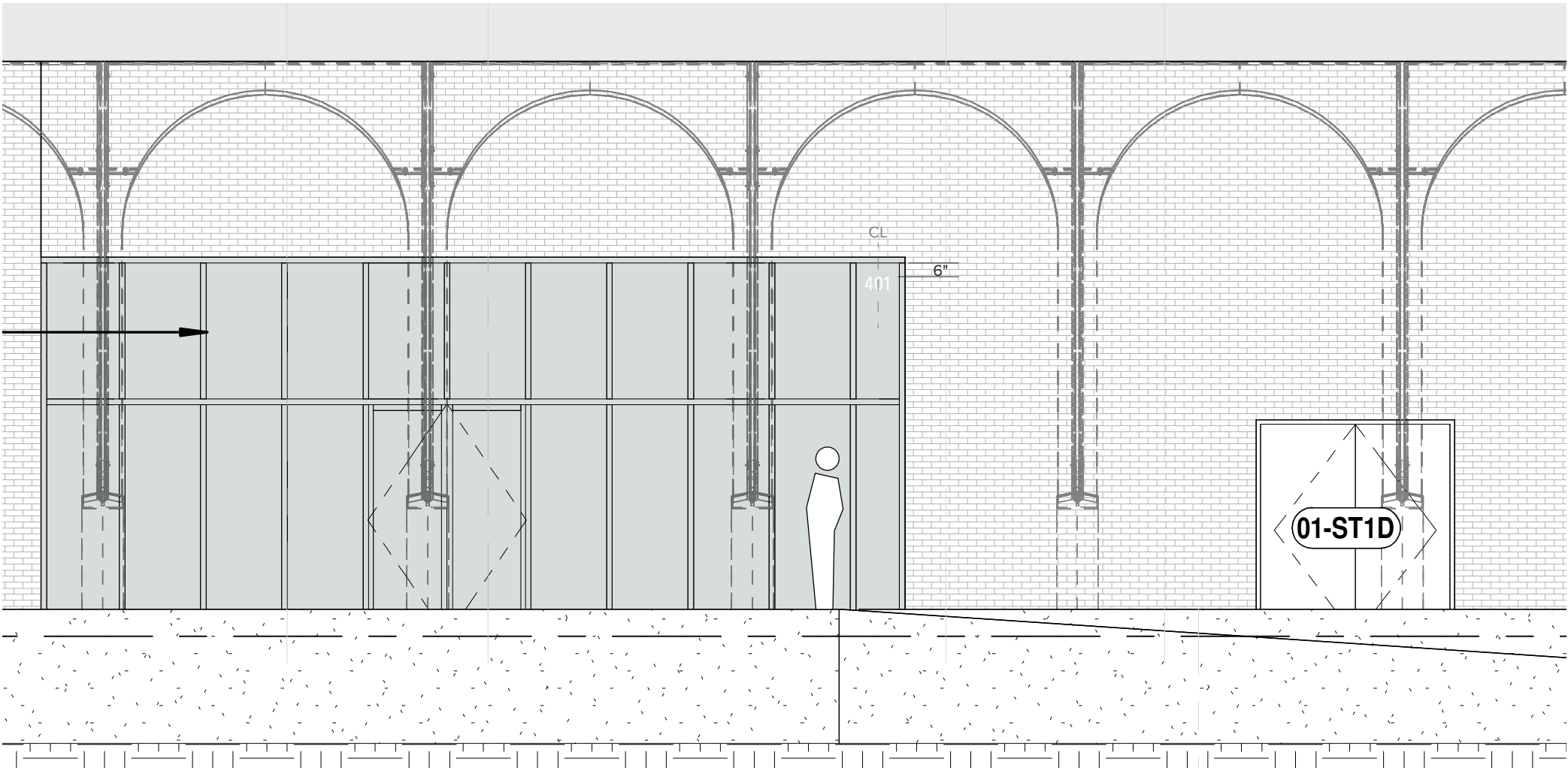
Street address that must be identification of the building visible to vehicular traffic. Required on building exterior by fire code.

Construction

Exterior grade matte white vinyl, applied as shown.



Enlarged location plan



X-06 | Building Address
scale 3/16" = 1'-0"

X-15 | Loading Dock ID

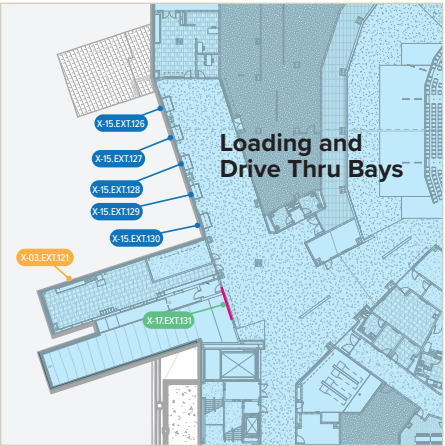
EXTERIOR SIGNAGE

Description

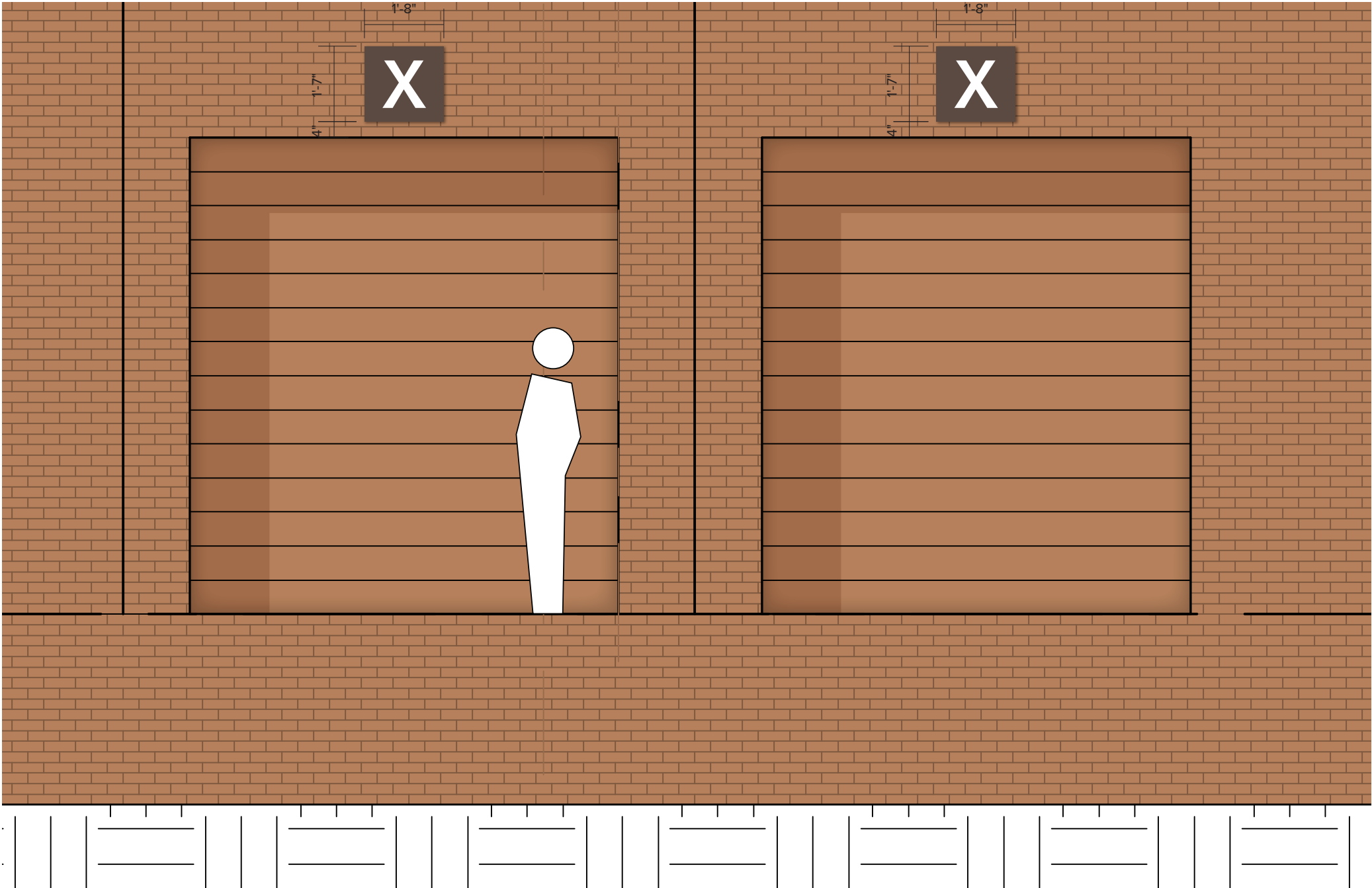
Identifies designated loading and unloading areas at back of house spaces.

Construction

1/4" thick aluminum panel painted Chocolate Bliss. Loading dock number in white. Mounted flush above loading bay doors.



Enlarged location plan



X-15 | Loading Dock ID
scale 3/8" = 1'-0"

X-17 | Clearance Bar

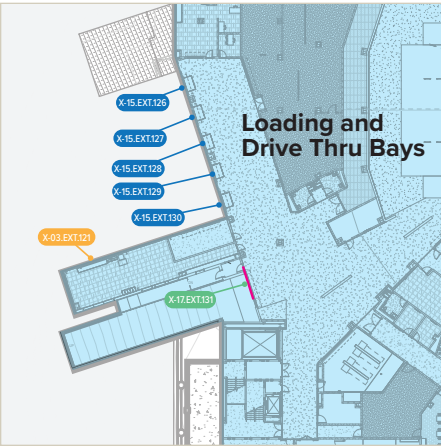
EXTERIOR SIGNAGE

Description

Identifies maximum vehicle height allowed in arena building, helping to prevent collisions and ensures safe access for vehicles allowed access into the building.

Construction

1/4" thick aluminum panel painted Chocolate Bliss. Loading dock number in white. Mounted flush above loading bay doors.



Enlarged location plan



X-17 | Clearance Bar
scale 3/8" = 1'-0"