



Agenda Item #5

Application 2024-10-CA*

*Please see Agenda item#s 3 & 4 (Applications 2024-08-CA and 2024-09-CA) for information about proposed demolition and new construction at this site.

DETAILS

Location:

900 Government Street

Summary of Request:

Install one (1) internally lit monument sign and wall signage with total sign text area of approximately 124.56 s.f.

Applicant (as applicable):

Stratus Unlimited on behalf of Murphy USA

Property Owner:

Hygia, Inc.

Historic District:

Oakleigh Garden

Classification:

Non-Contributing

Summary of Analysis:

- The proposed square footage of the submitted sign package does not conform to the provisions of the *Design Review Guidelines for Mobile's Historic Districts*.
- All other aspects of the monument sign and wall signs (height, materials, and lighting) conform to the *Guidelines*.

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PROPERTY AND APPLICATION HISTORY

Oakleigh Garden Historic District was initially listed in the National Register in 1972 under Criteria A (historic significance) and C (architectural significance) for its local significance in the areas of architecture, landscape architecture, and planning and development. The district is significant for its high concentration of 19th- and 20th-century architectural types and styles and significant in the area of landscape architecture for its canopies of live oaks planted from 1850 to 1910. The district is significant in the area of planning and development as the location of Washington Square, one of only two antebellum public parks remaining in Mobile. The district was expanded in 1984, and an updated nomination was approved in 2016.

The subject property was developed with as many as eleven (11) residences by the time the 1878 Hopkins ward map of Mobile was published. Residential development continued until 1928, when the lots occupying the approximate east half of the current parcel were purchased by James U. Blacksher. The Blacksher-Reese Motor Company auto dealership and garage, believed to be designed by George B. Rogers, was constructed on the site. The building was in use through the early 1980s, though in later years it was occupied by furniture and carpet stores. The western half of the property slowly redeveloped commercially beginning in the 1940s, as the completion of the Bankhead Tunnel and designation of Government Street as a U.S. route led to increased traffic on the thoroughfare.

This property has appeared before the Architectural Review Board (ARB) 13 times. The eastern half of the parcel, formerly known as 900-902 Government Street, has appeared eleven (11) times before the ARB. An application to demolish the 1928 Blacksher car dealership to construct a gas station was deferred in March 1982. The following month, the application was denied. The decision was appealed, but the application was again denied in July 1982 because the submitted design “was incompatible with the architecture and character established in Mobile’s historic districts and...the accompanying landscaping plan was wholly inadequate to the overall site.” In October 1982, plans for a Midas Muffler shop received preliminary approval. The following month, the plans were approved pending some further modifications. In January 1983, the plans were given full approval. In June 1983, the landscaping plan for the muffler shop received ARB approval. A signage package for the muffler shop was approved by the ARB in October 1994. In August 1999, an application seeking to demolish the muffler shop and construct a CVS drug store was withdrawn by the applicant. Revised plans for the CVS received concept approval in November 1999, and plans subsequently submitted were fully approved in February 2000.

The portion of the subject property formerly known as 904-908 Government Street (roughly the western half of the parcel) has appeared before the ARB on two (2) occasions. Signage and an awning for a Sub Station II sandwich shop received ARB approval in September 1982. Approval for the construction of a patio with 4’ fence and a shed for the Trattoria at Broad was granted in March 1985.

SCOPE OF WORK

1. Install one (1) monument sign towards the southeast corner of the property near the corner of Broad and Government Streets.
 - a. The monument structure would measure 8’-0” high, 12’-1” wide, and 2’-6” deep. The monument would be brick-veneered with thin brick in “Light Sandstone Velour” to match the convenience store and pump canopy supports. The top 12” of height would be a hipped “roof” clad in asphalt shingles in “Weathered Wood” color. A 4” wide aluminum band would define the lower edge of the sign text.
 - b. The signage area on each side of the monument would measure 3’-10” high by 10’-0” wide, for a total of 38.33 square feet per side, or 76.66 square feet total.
 - c. The text area would be composed of aluminum composite material (ACM) and would be externally lit.
 - d. The sign text would consist of the business name (Murphy USA) and current gas prices.
 - e. Colors would include blue, red, silver, white, and green.

2. Install signage on the front (south) elevation of the convenience store building.
 - a. The signage would be located at the west end of the elevation and would read “Murphy USA.”
 - b. The text and star logo would be channel lit.
 - c. The area of the signage would be 47.9 square feet.
 - c. Colors would be blue and red.

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

1. Design a new sign to be compatible with the character of a building and the district. (11.3)
2. New signs are restricted to a maximum of 64 square feet.
 - Directional signage is not counted toward the total square footage allotment. (11.5)
3. Place a sign to be compatible with those in the district.
 - Mount a sign to fit within existing architectural features. (11.6)
4. 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. (11.7)
5. 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. (11.8)
6. 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 towards the sign. The 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, performance, 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 (11.9)

STAFF ANALYSIS

This application proposes the installation of one double-faced monument sign and a wall sign on a proposed convenience store building at 900 Government Street, a non-contributing property within the Oakleigh Garden Historic District. The site currently is occupied by a vacant pharmacy building, but the applicant, Murphy USA, intends to construct a convenience store and gas station on the property. The proposed signs would convey the brand name and current gas prices. The monument sign would be towards the southeast corner of the property near the corner of Broad and Government Streets.

The locations of the proposed signs conform to the *Design Review Guidelines for Mobile's Historic Districts (Guidelines)*, which direct new signs to be placed to be compatible with other signs in the district and to fit within existing architectural features. (11.3, 11.6) Similarly placed monument signs exist at 1061 Government Street, 1100/1102 Government Street, and 1252 Government Street, all within Oakleigh Garden Historic District. A 5'-0"x5'-0" double-sided (for a total of 50 square feet) monument sign in a similar placement exists at 1402 Government Street in the Old Dauphin Way Historic District. Further, the wall sign would be located within the fascia or cornice of the proposed convenience store building, similar to the placement of signage on historic commercial buildings in Mobile's historic districts.

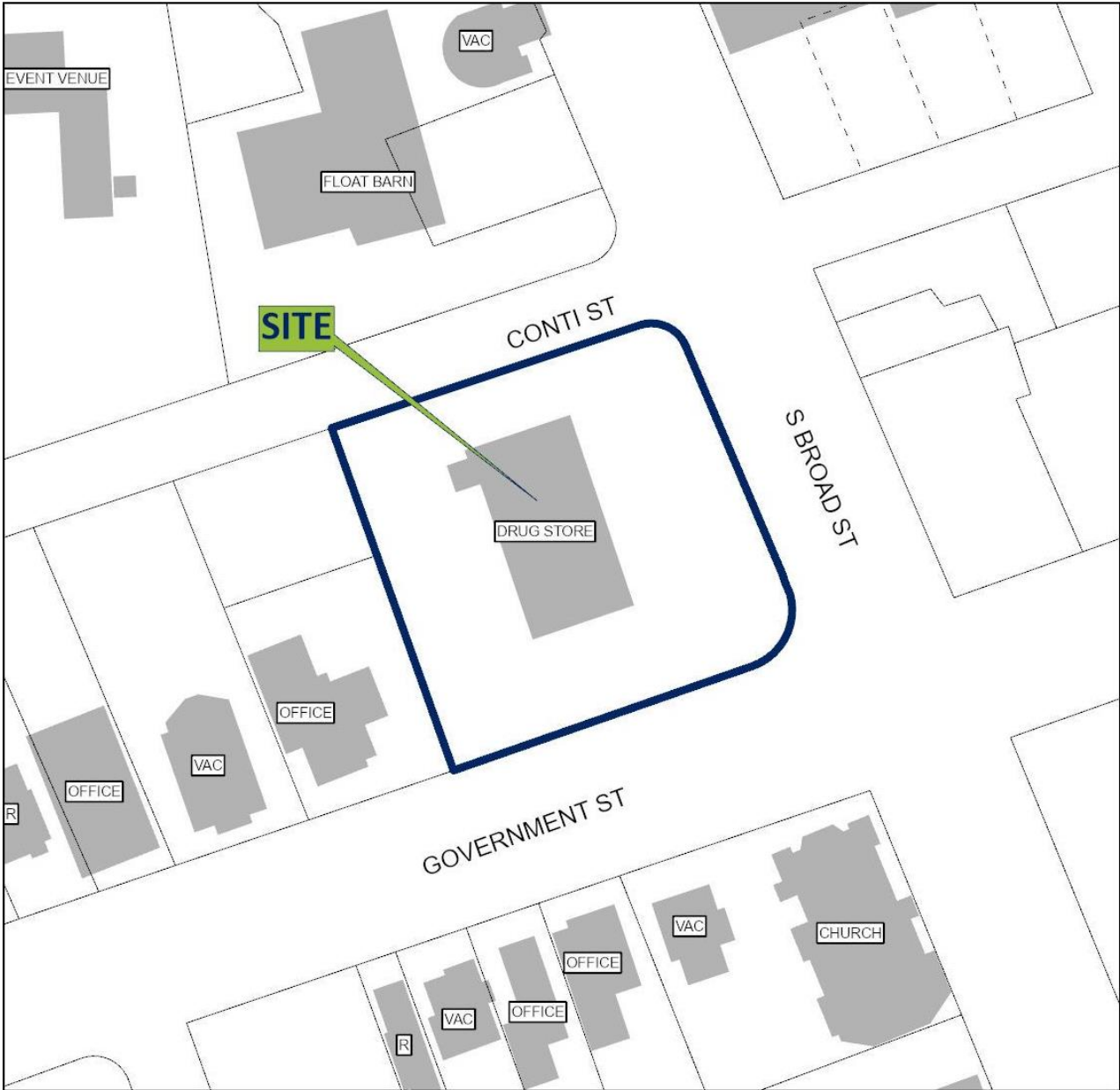
The *Guidelines* instruct that sign materials used in historic districts should be compatible with the materials of the building on which they are placed and the district. (11.7) The proposed wall signage would be composed of aluminum, a material appropriate to the contemporary building on which it would be placed. Further, approved aluminum signs exist in the district, including those at 966, 1061, and 1252 Government Street.

Internal lighting is not permitted under the *Guidelines*, but compatible, shielded light sources should be used when necessary. The proposed wall sign would employ channel lighting, a type of lighting allowed by the *Guidelines*, and the monument sign would be externally lit by ground-mounted lights. (11.8)

New signs in historic districts are limited to 64 square feet for the entire site, and monument signs are limited to 50 square feet. (11.5, 11.9) The proposed wall signage would measure 47.9 square feet. The text of the proposed monument sign would be 76.66 square feet, bringing the total signage on the site to 124.56 square feet. The square footage of the monument sign would exceed the maximum allowed in the *Guidelines* by 26.66 square feet, or more than half as much as permitted, and the overall site signage would exceed the total permitted by more than 60 square feet.

The height of the proposed monument sign conforms to the *Guidelines*, which state, "Limit the height of a monument sign to 8 feet." Additionally, the materials proposed for the signs (brick, aluminum, and asphalt shingles) are considered acceptable. The *Guidelines* specify that any metal used should be appropriate to the architectural character of the building. While the proposed convenience store building would be compliant with the *Guidelines* in terms of massing, scale, and materials, it would be contemporary in character. The use of aluminum trim and sign cabinets on the monument sign would be compatible with contemporary architecture. (11.9)

ARCHITECTURAL REVIEW BOARD
VICINITY MAP

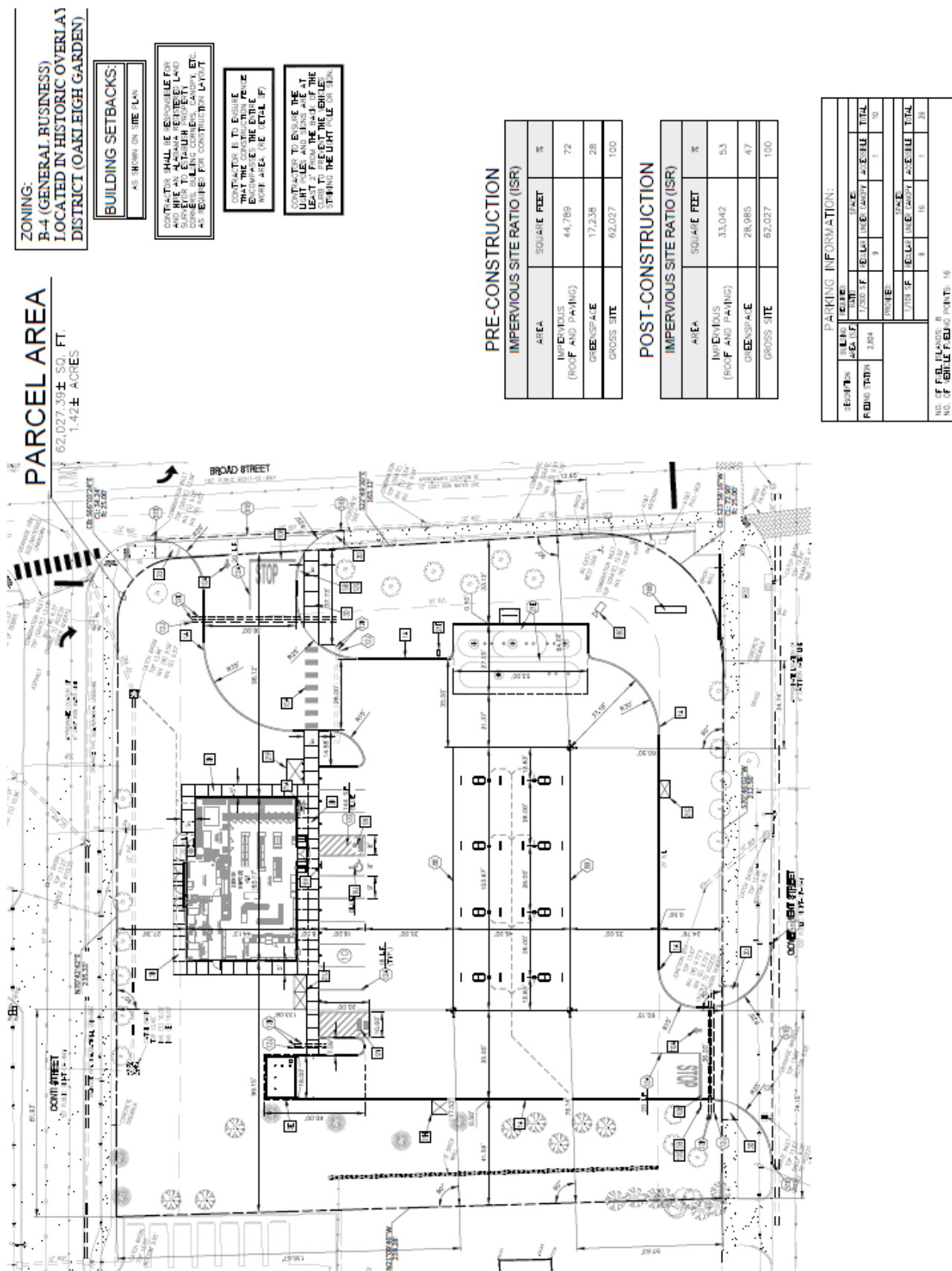


APPLICATION NUMBER	6	DATE	2/21/2024
APPLICANT	Wrico on behalf of Murphy USA		
PROJECT	Signage package: 1 wall sign; 1 double-sided monument sign		

N

NTS

Site Plan – 900 Government Street



Site Photos – 900 Government Street



1. View northwest into proposed gas station site from the corner of Broad and Government streets



2. View west along Government Street at south end of property



3. View north along Broad Street (east side of property)



4. View southwest to approximate location of proposed monument sign



5. view east along Government Street ROW at south end of property



6. view south along Broad Street ROW at east side of property

NEW PERMIT

- Summary
- Details
- Location
- Additional Info
- Workflow
- Linked Records
- Holds
- Contacts (1)
- Fees
- Bonds
- Activities
- Files (2)
- Print Documents
- Conditions
- Tasks

A. SIGN INFORMATION

B. ADDITIONAL SIGN INFORMATION

C. APPROVED SCOPE OF WORK

\$ 15 - Full ARB Review* 1

\$ 5 - Mid-Month / Staff Review* 0

Cost of Project* \$4,000.00

Step 01

Attached Sign Type* Wall

Freestanding Sign Type* Not Applicable

Step 03

Is site within the Downtown Development District?* No

Has CRC approval been obtained, if required? Not Appli...

Step 02

Number of Faces* 1

Width of Sign in Feet* 19.83

Height of Sign in Feet* 1.6

Total Square Feet - All Faces 31.728

Sign Valuation \$4,000.00

Step 04

Will Sign be over ROW? No

Sign Setback

Distance from Ground to Sign Bottom 11

Distance from Ground to Sign Top 13

Step 05

How will Sign be mounted?

The sign will be mounted to the front building facade.

Width of Building Facade 66

Total SF of all existing signs

What are the Sign Materials?

ACM

Describe lighting, if any

n/a

NEW PERMIT

- Summary
- Details
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- Additional Info
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- Linked Records
- Holds
- Contacts (1)
- Fees
- Bonds
- Activities
- Files (1)
- Print Documents
- Conditions
- Tasks

A. SIGN INFORMATION

B. ADDITIONAL SIGN INFORMATION

C. APPROVED SCOPE OF WORK

\$ 15 - Full ARB Review* 1

\$ 5 - Mid-Month / Staff Review* 0

Cost of Project* \$11,000.00

Step 01

Attached Sign Type* Not Applicable

Freestanding Sign Type* Monument

Step 03

Is site within the Downtown Development District?* No

Has CRC approval been obtained, if required? Not Appli...

Step 04

Will Sign be over ROW? No

Sign Setback

Distance from Ground to Sign Bottom 0

Distance from Ground to Sign Top 8

Step 05

How will Sign be mounted?

Direct burial installation as required by city
code and engineering requirements

What are the Sign Materials?

aluminum cabinet painted gray. Pole
cover is masonry brick construction

Width of Building Facade 66

Total SF of all existing signs



Describe lighting, if any

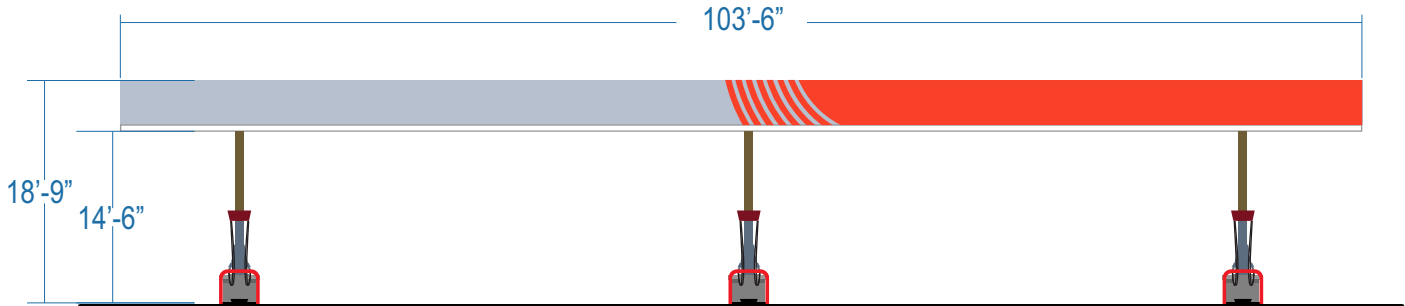
illuminated internally



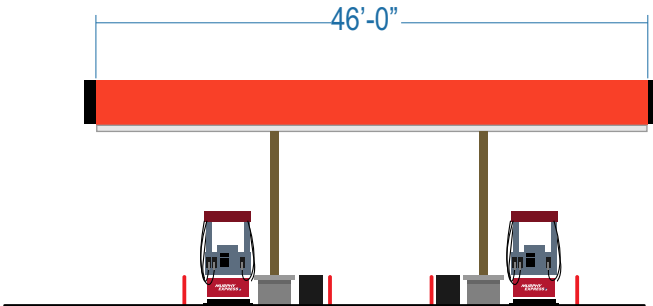
CANOPY ELEVATIONS

Scale: 1/16"=1'-0"

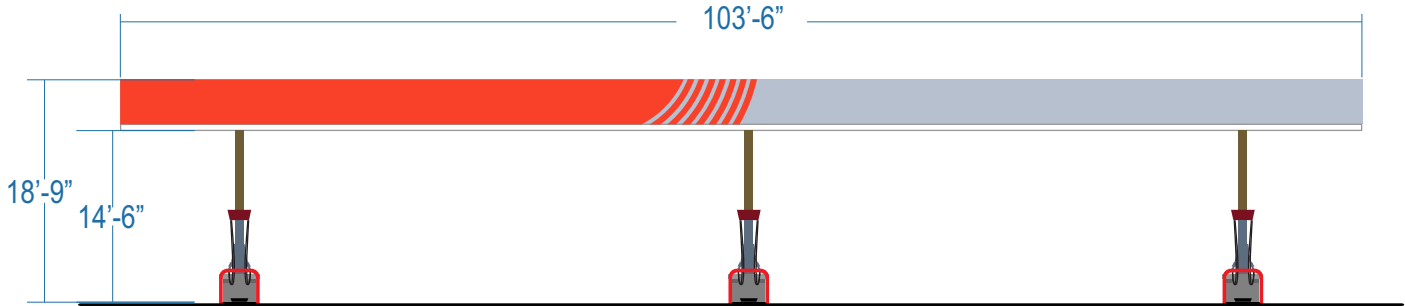
FOR MOCK UP ONLY
ACTUAL BUILDING RENDERING TO FOLLOW



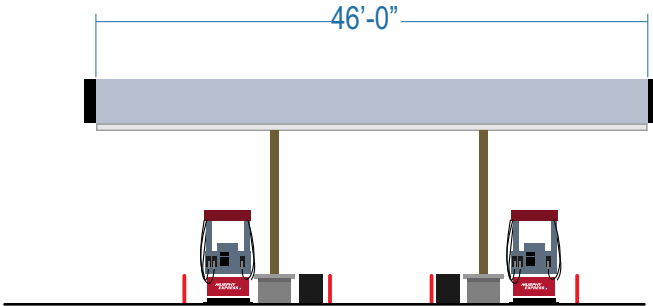
FRONT ELEVATION



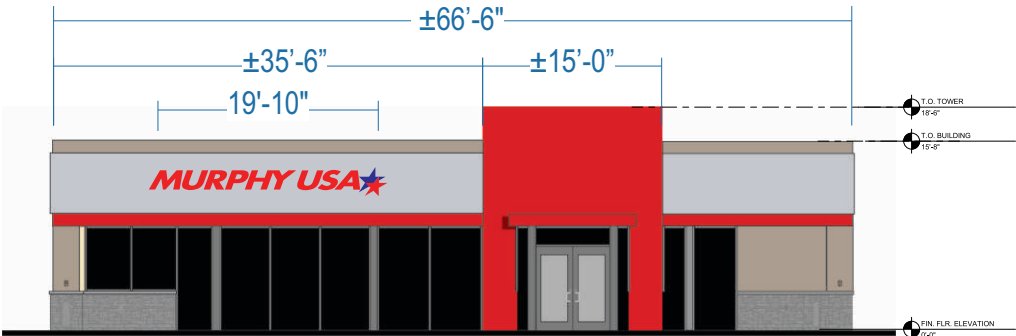
RIGHT ELEVATION



REAR ELEVATION



LEFT ELEVATION



FRONT ELEVATION (...)

Stratus™

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8959 Tyler Boulevard
Mentor, Ohio 44060

888.503.1569

CLIENT:

MURPHY USA

ADDRESS:

900 Government Street
Mobile, AL 36604

PAGE NO.:

4

ORDER NUMBER:

1193411

SITE NUMBER:

22130

ELECTRONIC FILE NAME:

G:\ACCOUNTS\MMURPHY'S USA\ LOCATIONS\2023\AL\22130_Mobile\22130_Mobile Visibility R2.cdr

PROJECT NUMBER:

82972

PROJECT MANAGER:

Darrin Hapbell

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	427152	04/26/23 KW					
Rev 1	428281	05/03/23 KW	Revised signage				
Rev 2	429968	05/15/23 KW					

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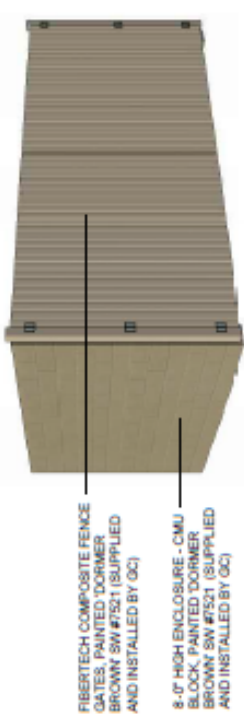
82972

PROJECT MANAGER:

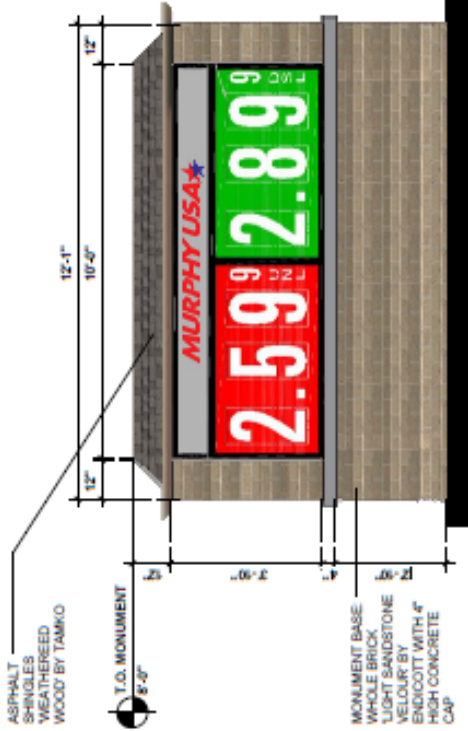
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SIGNAGE COLOR CHART		
BUILDING - ROUTED SIGNS FURNISHED AND INSTALLED BY FMS		
MURPHY USA STAR LOGO	BLUE	EASTMAN BLUE, PANTONE 287 BLUE 3M 3530-87 ROYAL BLUE
	RED	PROGRAM RED, PANTONE 485 RED 3M 3530-43 RED
	WHITE	EASTMAN WHITE
BUILDING - CHANNEL LETTER SIGNS FURNISHED AND INSTALLED BY THE SIGN VENDOR		
MURPHY USA STAR LOGO	BLUE	ORACAL 8500 - 005 MIDDLE BLUE
	RED	ORACAL 8500 - 031 RED
	RETURNS	WHITE
	TRIMCAP	WHITE JEWELITE
CANOPY - ROUTED SIGNS FURNISHED AND INSTALLED BY FMS		
MURPHY USA STAR LOGO	BLUE	EASTMAN BLUE, PANTONE 287 BLUE 3M 3530-87 ROYAL BLUE
	RED	PROGRAM RED, PANTONE 485 RED 3M 3530-43 RED
	WHITE	EASTMAN WHITE
CANOPY - CHANNEL LETTER SIGNS FURNISHED AND INSTALLED BY THE SIGN VENDOR		
MURPHY USA STAR LOGO	BLUE	ORACAL 8500 - 005 MIDDLE BLUE
	RED	ORACAL 8500 - 031 RED
	RETURNS	WHITE
	TRIMCAP	WHITE JEWELITE
CANOPY - PRICE SIGNS FURNISHED AND INSTALLED BY THE SIGN VENDOR		
UNLEADED	RED	3M 3532-73
	WHITE	3M 3532-20
	DIGIT	RED/WHITE
DIESEL	CABINET	BLACK
	GREEN	3M 3532-26
	WHITE	3M 3532-20
ETHANOL FREE	DIGIT	GREEN/WHITE
	CABINET	BLACK
	BLACK	3M 3532-22
	BLUE	3M 3532-157
	WHITE	3M 3532-20
	DIGIT	BLUE/WHITE
MONUMENT & PYLON - PRICE SIGNS FURNISHED AND INSTALLED BY THE SIGN VENDOR		
MURPHY USA STAR LOGO	BLUE	3M 3532-157
	RED	3M 3532-43
	SILVER	3M 3530-121
UNLEADED	CABINET	BLACK
	RED	3M 3532-73
	WHITE	3M 3532-20
DIESEL	DIGIT	RED/WHITE
	CABINET	BLACK
	GREEN	3M 3532-26
ETHANOL FREE	WHITE	3M 3532-20
	DIGIT	GREEN/WHITE
	CABINET	BLACK
	BLUE	3M 3532-157
	WHITE	3M 3532-20
	DIGIT	BLUE/WHITE
	CABINET	BLACK



6 TRASH ENCLOSURE



7 MONUMENT SIGN

BUILDING & CANOPY SIGNS:	QTY.	HEIGHT	WIDTH	AREA S.F.	TOTAL S.F.
MURPHY USA BLDG. LOGO SIGN	1			47.9	47.9
BUILDING & CANOPY SIGNS TOTAL SIGNAGE :					47.9 S.F.
MONUMENT SIGN:					
UNL / DBL VILCOO	1	48"	120"	58.33	58.33
MONUMENT SIGNS TOTAL SIGNAGE :					58.33 S.F.
TOTAL SIGN AREA :					86.23 S.F.