

**BOARD OF ZONING ADJUSTMENT
STAFF REPORT****Date: January 11, 2021**

<u>CASE NUMBER</u>	6363
<u>APPLICANT NAME</u>	Ascension Providence (Tracey Diehl, Agent)
<u>LOCATION</u>	6801 Airport Boulevard (Southeast corner of Airport Boulevard and Providence Hospital Drive).
<u>VARIANCE REQUEST</u>	SIGN: Sign Variance to allow an increase in the number and size of allowable signage in a B-1, Buffer Business District and a B-3, Community Business District.
<u>ZONING ORDINANCE REQUIREMENT</u>	SIGN: The Zoning Ordinance requires that all signage comply with current sign regulations and standards in a B-1, Buffer Business District and a B-3, Community Business District.
<u>ZONING</u>	B-1, Buffer Business District B-3, Community Business District
<u>AREA OF PROPERTY</u>	97± Acres
<u>ENGINEERING COMMENTS</u>	No Comments.
<u>TRAFFIC ENGINEERING COMMENTS</u>	No Comments
<u>CITY COUNCIL DISTRICT</u>	District 6

ANALYSIS The applicant is requesting a Sign Variance to allow an increase in the number and size of allowable signage in a B-1, Buffer Business District and a B-3, Community Business District; the Zoning Ordinance requires that all signage comply with current sign regulations and standards in a B-1, Buffer Business District and a B-3, Community Business District.

The site has been given Institutional (INS) land use designation, per the Future Land Use Plan and Map, adopted on May 18, 2017 by the Planning Commission. The Future Land Use Plan and Map complements and provides additional detail to the Development Framework Maps in the Map for Mobile, adopted by the Planning Commission at its November 5, 2015 meeting.

This designation includes land and buildings occupied by municipal and other governmental agencies for the exercise of their functions, to serve the public or provide a civic use or amenity. These include major libraries, airports, public schools and public safety facilities, but exclude parks and public open space which are identified under a separate land use classification (see below). Semi-public uses such as grammar and high schools, colleges and universities, hospitals, and other major institutions that serve the public and/or operate in a public function are included. Parks and public open space are not included but have their own land use classification.

Note: Small-scale properties (less than 2 acres) accommodating subsidiary public and semi-public facilities, such as branch libraries, substations, satellite clinics, etc., may not be specifically called out in the FLUM under this land use designation, but may instead be considered part of the array of integrated complementary uses typically found in a residential neighborhood or a mixed-use center or corridor. The specific location and design of these complementary uses is subject to zoning.

It should be noted that the Future Land Use Plan and Map components of the Map for Mobile Plan are meant to serve as a general guide, not a detailed lot and district plan. In many cases the designation on the new Future Land Use Map may match the existing use of land, but in others the designated land use may differ from what is on the ground today. As such, the Future Land Use Plan and Map allows the Planning Commission and City Council to consider individual cases based on additional information such as the classification request, the surrounding development, the timing of the request, and the appropriateness and compatibility of the proposed use and, where applicable, the zoning classification.

The Zoning Ordinance states that no variance shall be granted where economics are the basis for the application; and, unless the Board is presented with sufficient evidence to find that the variance will not be contrary to the public interest, and that special conditions exist such that a literal enforcement of the Ordinance will result in an unnecessary hardship. The Ordinance also states that a variance should not be approved unless the spirit and intent of the Ordinance is observed and that substantial justice is done to the applicant and the surrounding neighborhood.

Variances are not intended to be granted frequently. The applicant must clearly show the Board that the request is due to very unusual characteristics of the property and that it satisfies the variance standards. What constitutes unnecessary hardship and substantial justice is a matter to be determined from the facts and circumstances of each application.

The purpose of the Sign Regulation Provisions is to promote the economic well-being of the entire Mobile community by creating a favorable physical image, to afford the business community an equal and fair opportunity to advertise and promote products and services, and to protect the right of the citizens to enjoy Mobile's natural scenic beauty.

The applicant states:

1. The purpose of this application is to allow:

Signs requiring variances for the reasons listed:

B02: For size (40.16 SF)

WF13: For size (74.38 SF)

WF38: For size (49.53 SF)

WF39: For size (49.53 SF)

WF40: For size (49.53 SF)

WF41: For size (49.53 SF)

WF53/WF54: For quantity

WF55: For size (exceeding 30% of canopy surface)

2. What are the conditions, items, facts or reasons which prevent you from complying with the requirements of the Zoning Ordinance?

This is a hospital site, which does require adequate signage for all medical services available and for motorists to be able to navigate. The hospital has recently changed names and the signs need to be recognizable to incorporate the Ascension Health name.

B02 is a logo sign at the main entrance being added to the existing Providence Hospital sign. WF13, WF38, WF39, WF40, WF41 are all way-finding signs that replaced existing dilapidated wayfinding signs on campus. These signs are necessary for pedestrians and motorists to navigate their way thru the campus to the appropriate entrance. WF53/WF54 are placed at the main entrance, this is an existing monument sign that needs to be refaced with the Ascension Providence name and logo. This is an overall reduction of sign area for WF53/WF54. WF55 — needs a variance because it will occupy more than 30% of the canopy surface. The existing sign will be removed, and this is a reduction of the existing non-conformity.

3. How did the conditions, items, facts or reasons which prevent you from complying with the requirements of the Zoning Ordinance occur?

The unique nature of a hospital campus requires adequate signage. The property is over 15 acres and the building contains emergency medical services. Persons that come to the campus must be able to safely navigate their way thru the campus and they are often under distress. The signage is essential and consistent with that of other hospital campuses throughout the state.

4. How is this property different from the neighboring properties?

The signs are intended for the people that require medical care, are visiting the medical facility or need immediate medical attention. The surrounding properties are retail businesses, office parks, educational, or medical. The signs requested are consistent with

the signs needed for a hospital of this size. Signs of this size, type, color are positioned at various points of the campus for safe flow of vehicular and pedestrian traffic. The surrounding and neighboring properties have varying types of signage that is similar in nature.

The applicant desires to seek relief from the sign requirements of the Zoning Ordinance by erecting multiple freestanding and wall signs at this location. Some of the proposed signs would be larger than the allowable size and one property would have more than the one allowable freestanding sign.

Staff reviewed the proposed signage package for the hospital complex and determined the following signs will require the granting of this Variance request:

- B02, a logo sign which would be a second freestanding sign, and exceeding 40 square feet, at an entrance to the site.
- WF13, WF38, WF39, WF40 and WF41, all directional/informational signs over 40 square feet per face.
- WF53 and WF54, constituting two freestanding signs on a separate lot within the hospital complex.
- WF55, a wall canopy sign exceeding 30% of the usable wall plane area.

It should be noted that the sign regulations of the Zoning Ordinance have been enacted to protect the health, safety, and welfare of the citizens of the City of Mobile and the general aesthetics of the city by providing for uniform standards for the locations, spacing, height, setback, lighting, and other regulation of off-premise and on-premise signs within the city.

The applicant has noted that the unique nature of a hospital campus requires adequate signage. Also mentioned is the fact that people are often under distress when navigating the site, and the proposed signage is similar to that on other local hospital campuses.

The Board has approved somewhat similar Sign Variances for Infirmary Health Systems at the Mobile Infirmary campus, and Springhill Medical Center at its main campus. It should be noted that the subject site is much larger than those two sites. As with those Sign Variance requests, there are no conditions which exist at this site that require the placement of multiple freestanding signs. However, it appears that similar directional signage currently exists on the subject site and as a large medical facility offering a variety of services, it is important that visitors and potential patients are able to locate buildings and services on the site, sometimes under emergency circumstances. Additionally, most of the signs are internal to the medical campus and provide a consistent method of directing patients and visitors to the correct building. Therefore, approval of the variance may be appropriate.

RECOMMENDATION: Staff recommends to the Board the following findings of fact for Approval:

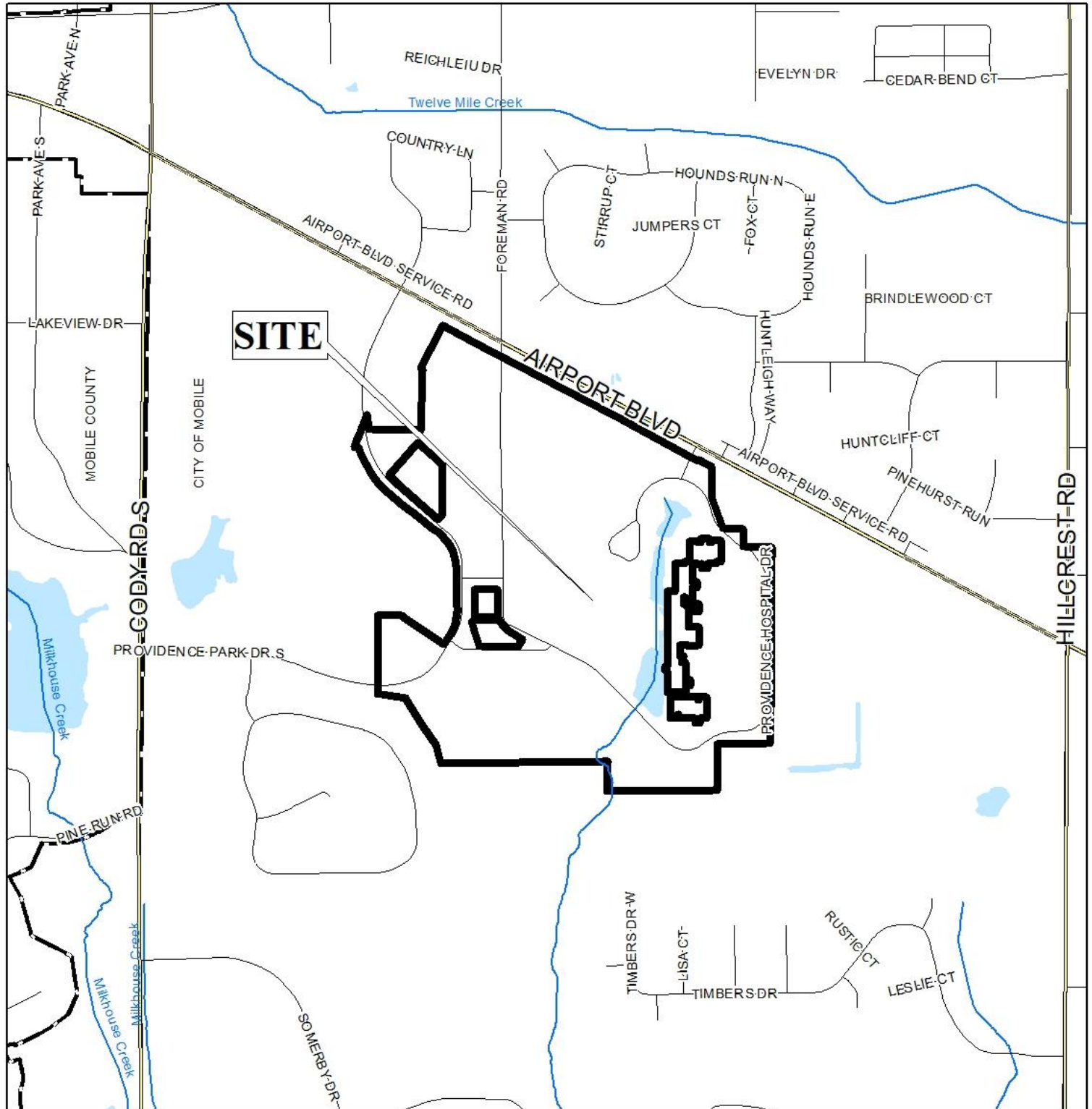
- 1) Approving the variance will not be contrary to public interest due to the necessity of detailed wayfinding on a large hospital campus;

- 2) Special conditions and hardships exist which exist that make the placement of the proposed signs necessary; and
- 3) The spirit of the chapter shall be observed and substantial justice shall be done to the surrounding neighborhood by granting the variance will be beneficial to potential visitors of the hospital.

The approval is subject to the following conditions:

- 1) the obtaining of any necessary sign permits; and
- 2) full compliance with all other municipal codes and ordinances.

LOCATOR MAP



APPLICATION NUMBER 6363 DATE January 11, 2021

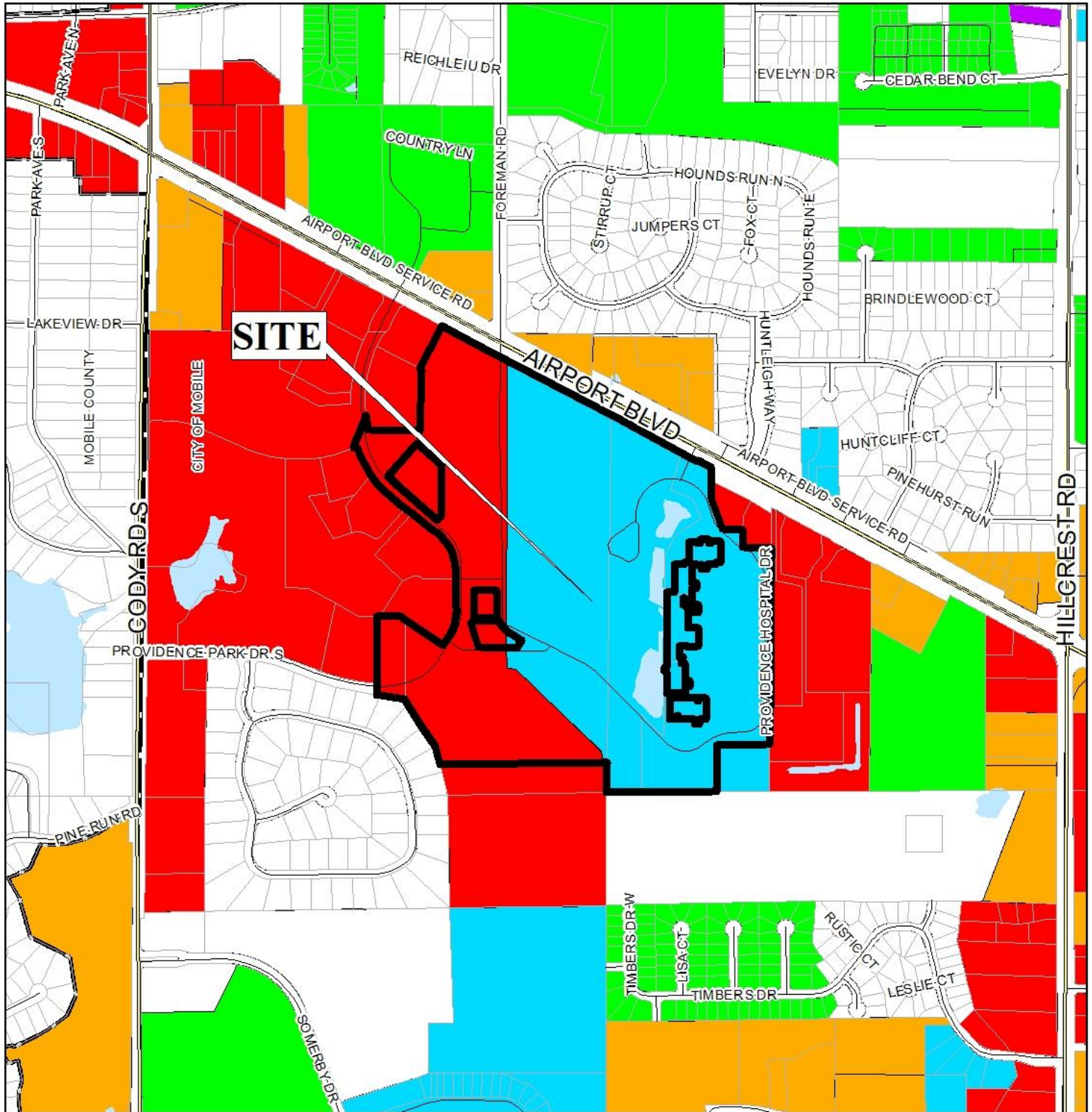
APPLICANT Ascension Providence (Tracey Diehl, Agent)

REQUEST Sign Variance



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LOCATOR ZONING MAP



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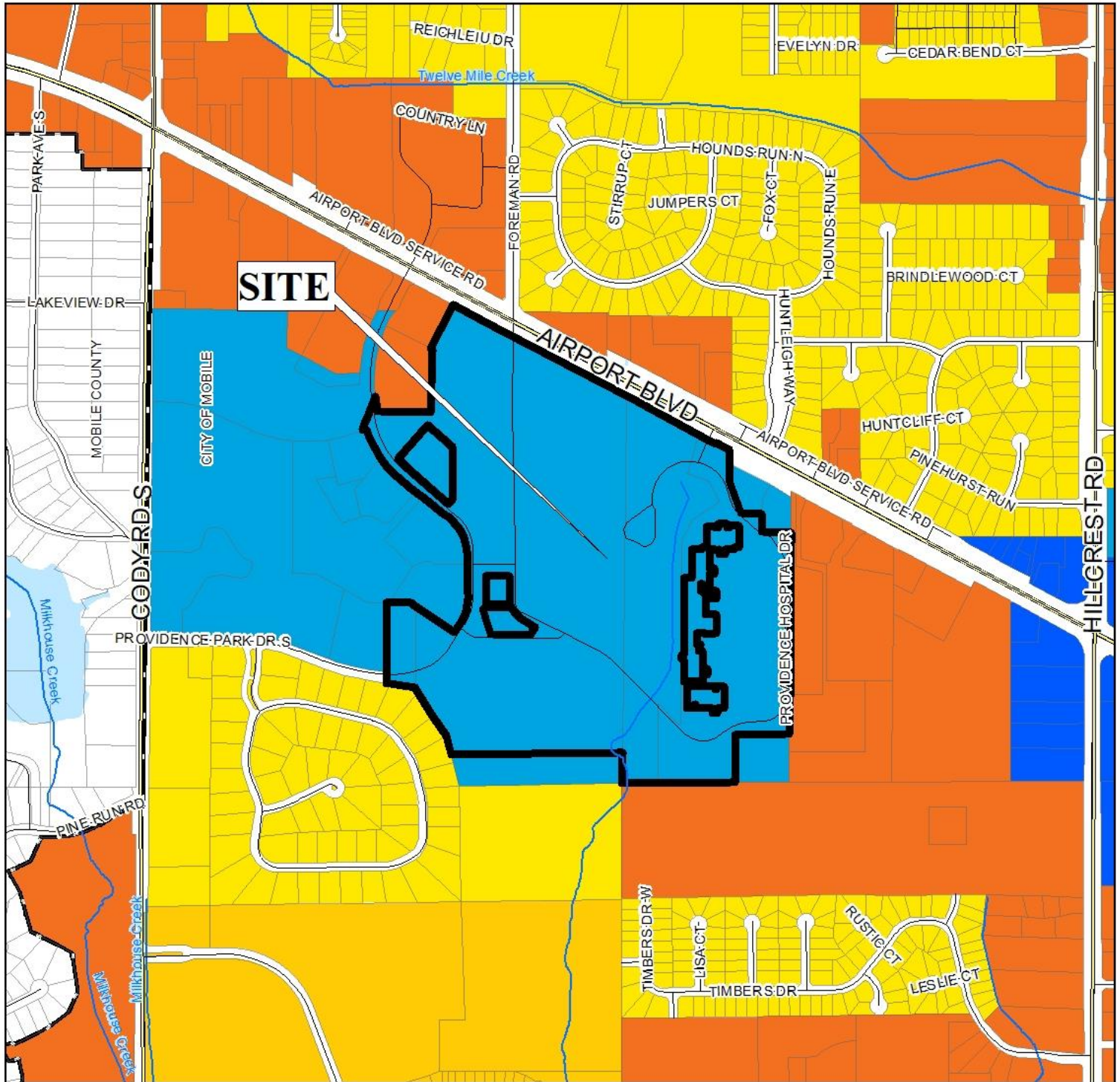
APPLICANT Ascension Providence (Tracey Diehl, Agent)

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FLUM LOCATOR MAP



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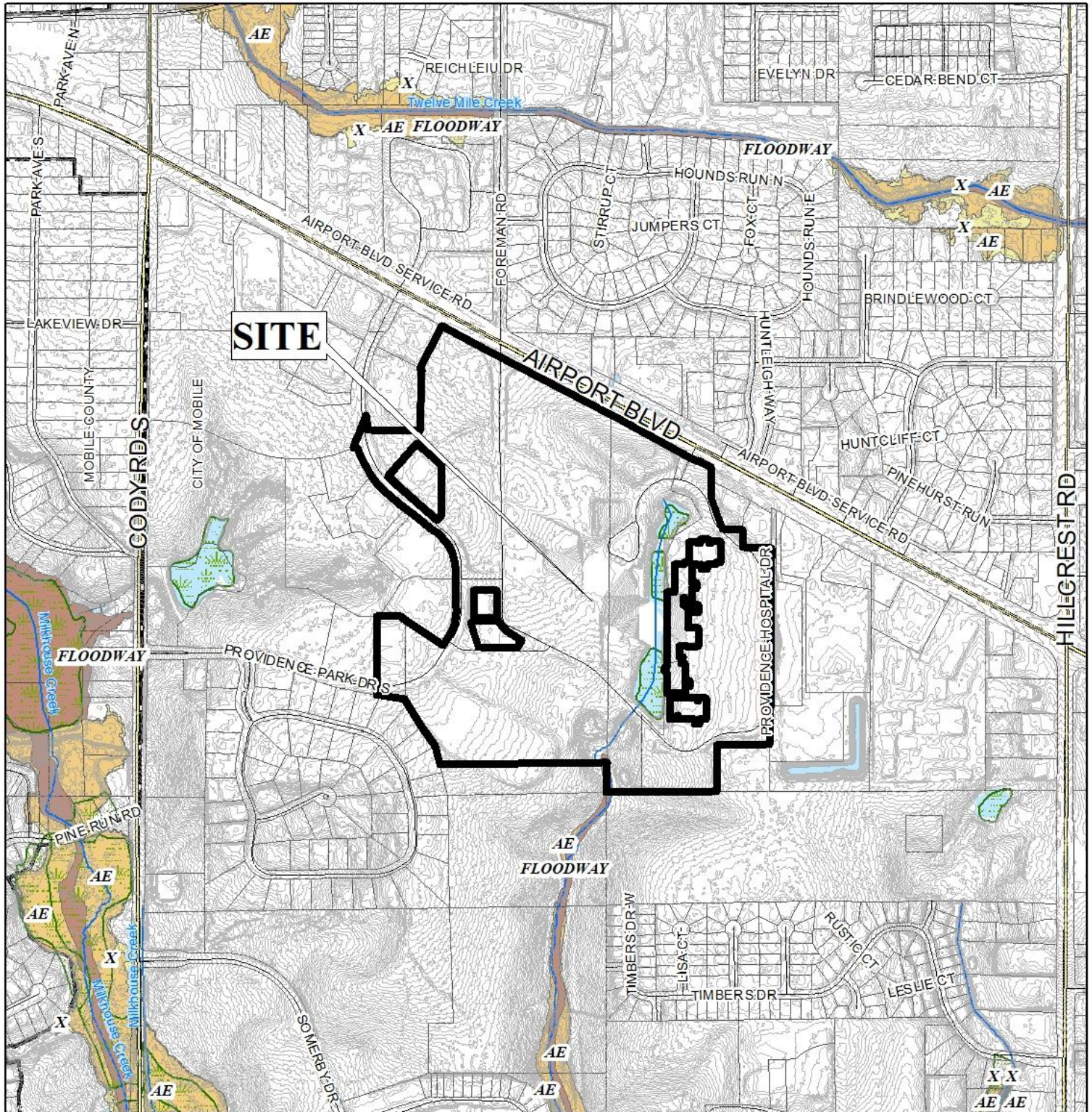
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REQUEST Sign Variance

Low Density Residential	Neighborhood Center - Traditional	Downtown Waterfront	Parks & Open Space
Mixed Density Residential	Neighborhood Center - Suburban	Light Industry	Water Dependent
Downtown	Traditional Corridor	Heavy Industry	
District Center	Mixed Commercial Corridor	Institutional	



ENVIRONMENTAL LOCATOR MAP



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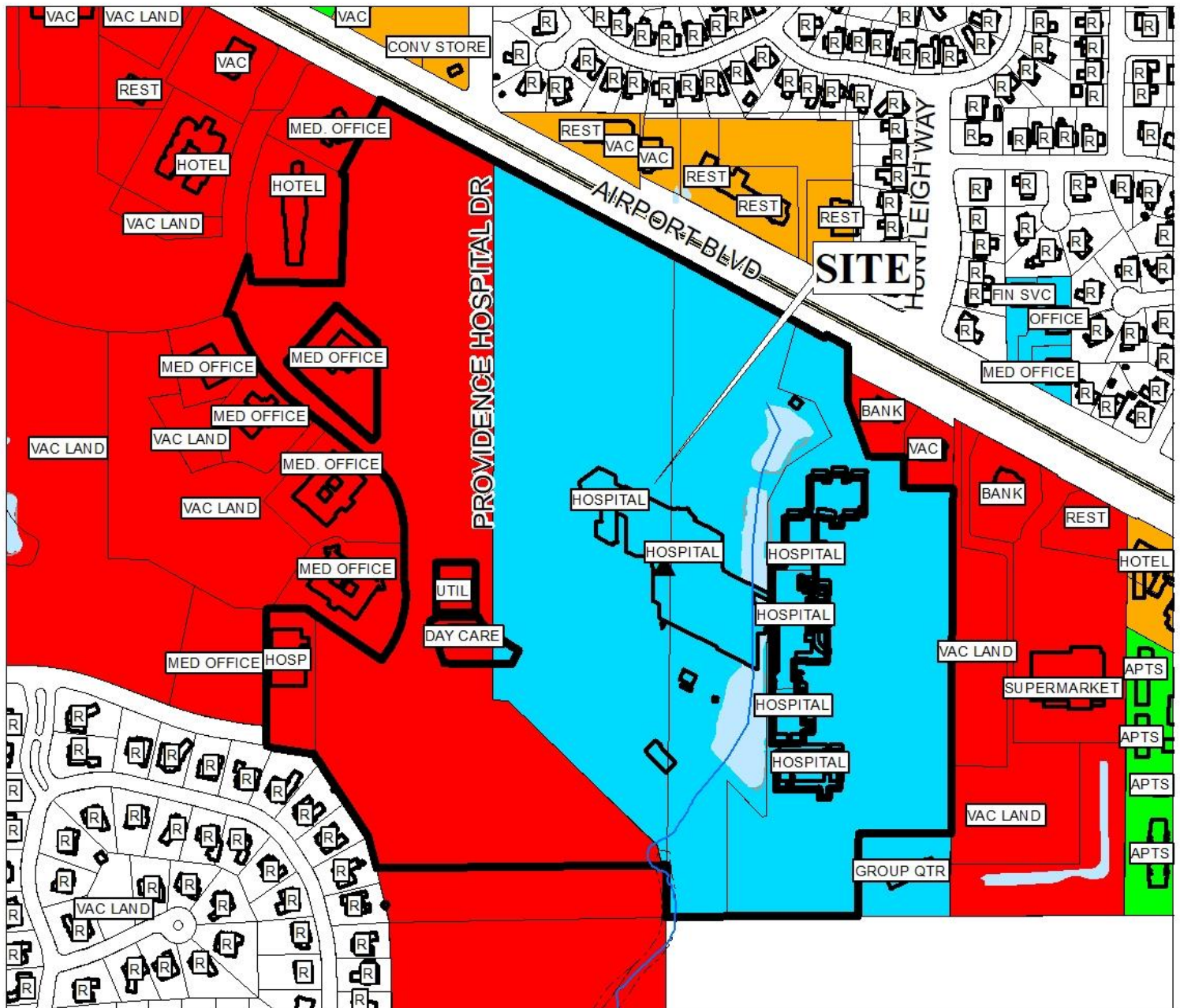
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BOARD OF ADJUSTMENT

VICINITY MAP - EXISTING ZONING



The site is surrounded by residential units,
vacant lands, commercial units and medical offices.

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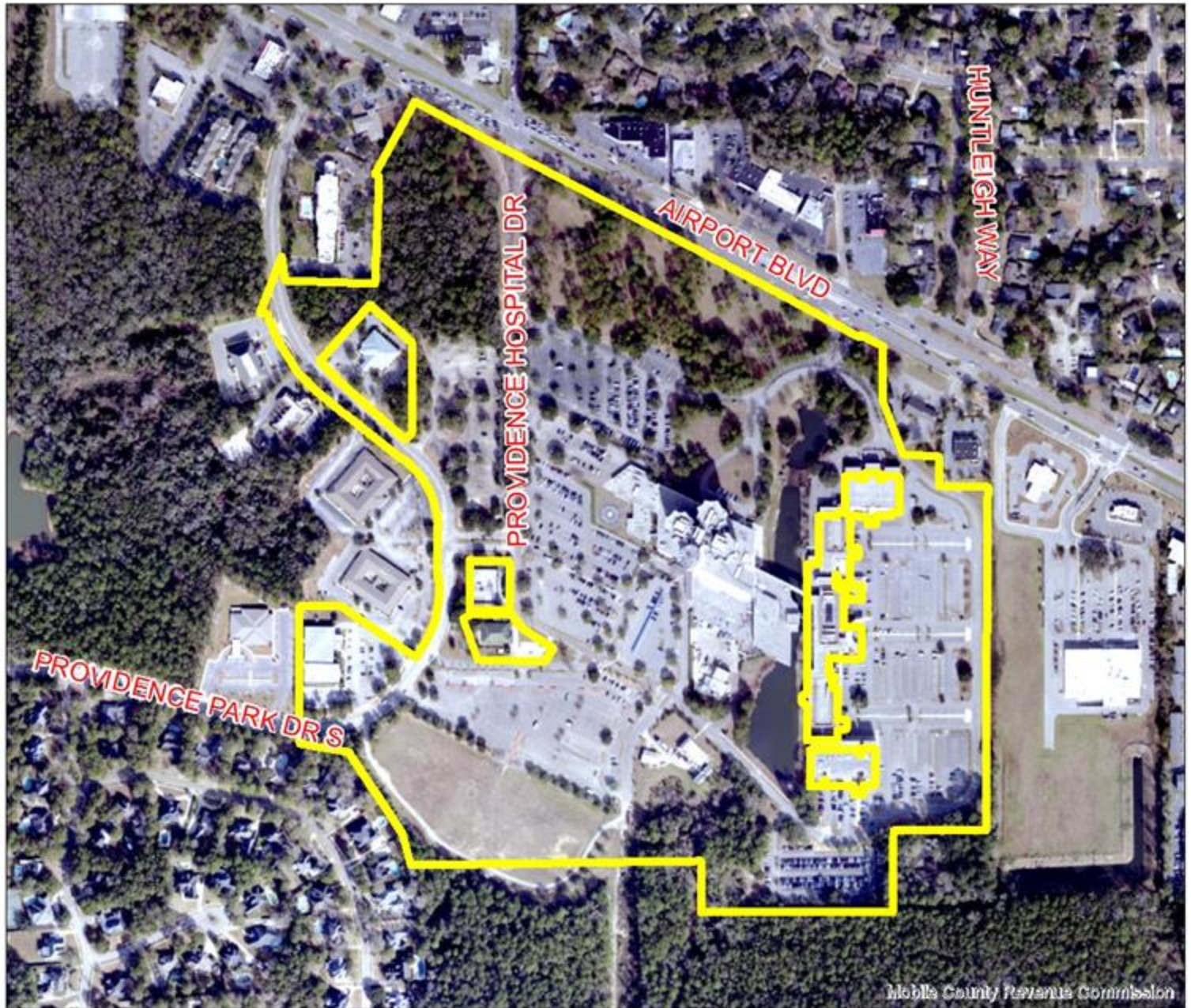
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REQUEST Sign Variance

 R-A	 R-3	 T-B	 B-2	 B-5	 MUN	 SD-WH	 T5.1
 R-1	 R-B	 B-1	 B-3	 I-1	 OPEN	 T3	 T5.2
 R-2	 H-B	 LB-2	 B-4	 I-2	 SD	 T4	 T6



BOARD OF ADJUSTMENT VICINITY MAP - EXISTING AERIAL

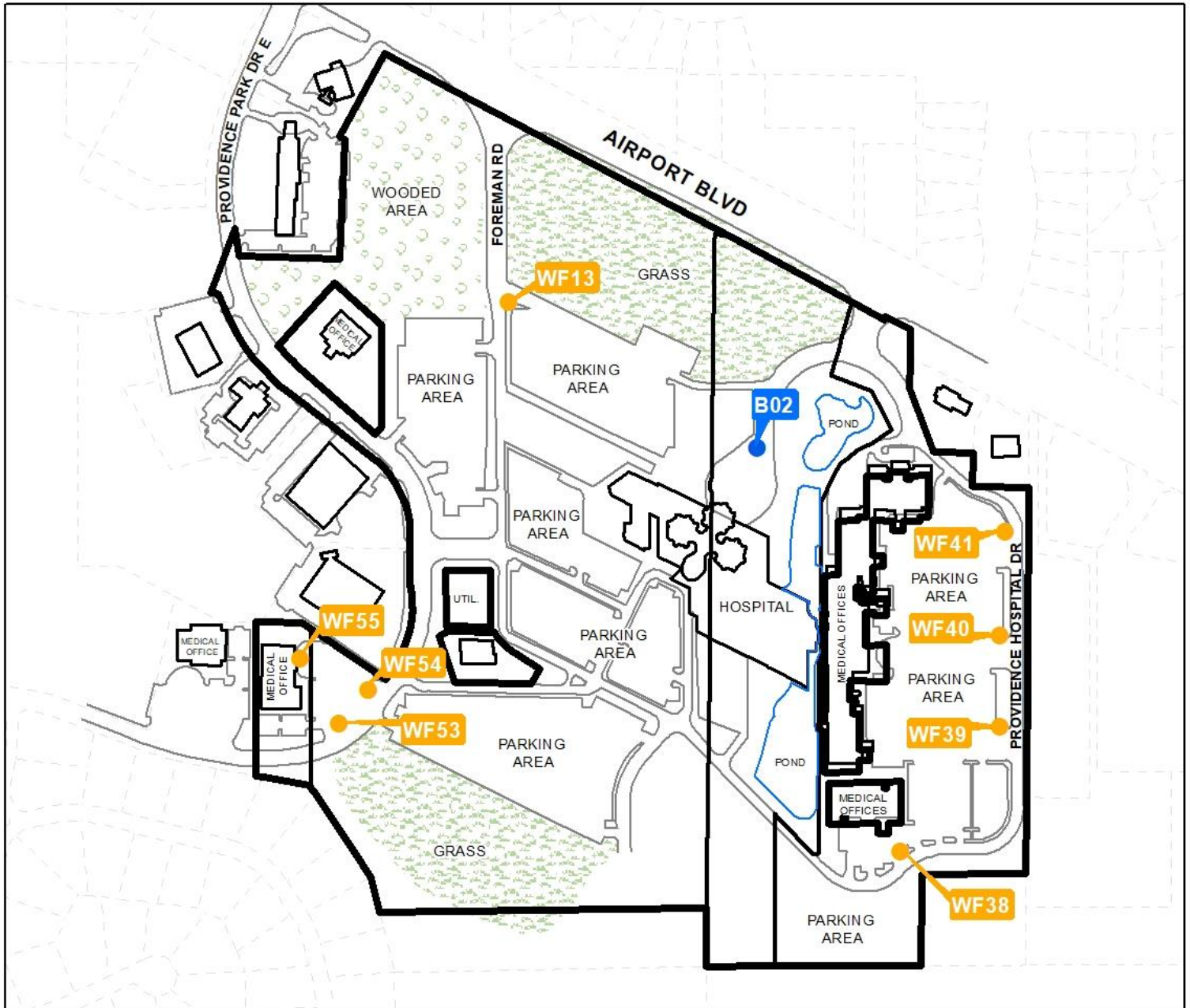


The site is surrounded by residential units,
vacant lands, commercial units and medical offices.

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SITE PLAN



The site plan illustrates proposed Wayfinding and Brand Moment signs, as well as existing parking and buildings.

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DETAIL SITE PLAN

Sign Recommendation B02 6801 Airport Blvd



Context



Detail Side A



Detail Side B



Rendering



Recommended - Side A



Recommended - Side B

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APPLICANT Ascension Providence (Tracey Diehl, Agent)
REQUEST Sign Variance



DETAIL SITE PLAN

Sign Recommendation WF13 6801 Airport Blvd



Context



Detail Side A



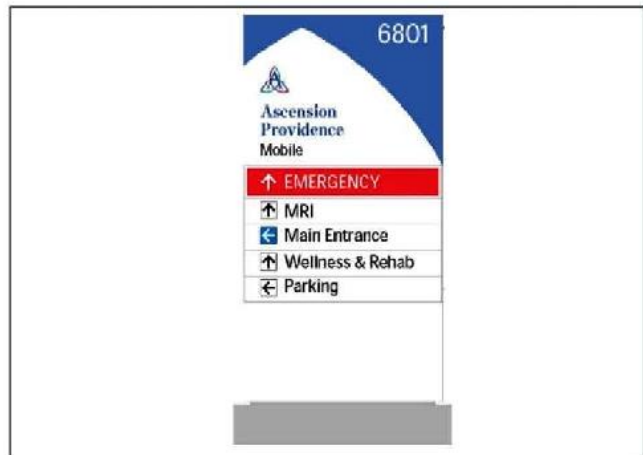
Detail Side B



Rendering



Recommended - Side A



Recommended - Side B

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APPLICANT Ascension Providence (Tracey Diehl, Agent)

REQUEST Sign Variance



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DETAIL SITE PLAN

Sign Recommendation WF38 6801 Airport Blvd



Context



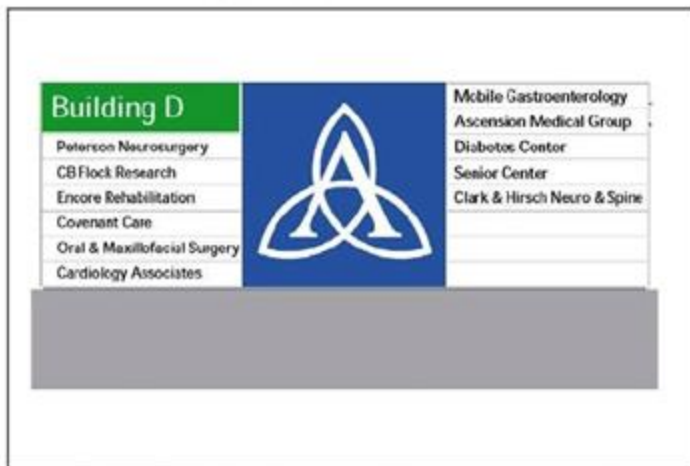
Detail Side A



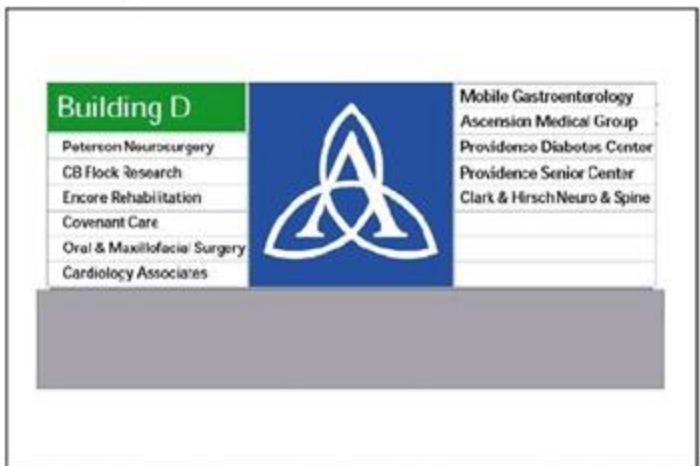
Detail Side B



Rendering



Recommended - Side A



Recommended - Side B

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 APPLICANT Ascension Providence (Tracey Diehl, Agent)
 REQUEST Sign Variance



DETAIL SITE PLAN

Sign Recommendation WF39 6801 Airport Blvd



Context



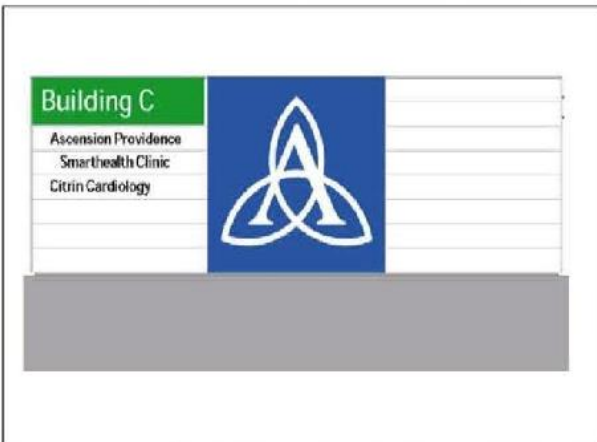
Detail Side A



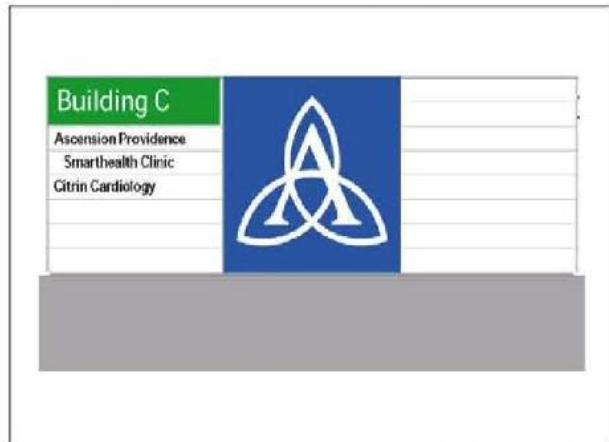
Detail Side B



Rendering



Recommended - Side A



Recommended - Side B

APPLICATION NUMBER 6363 DATE January 11, 2021
 APPLICANT Ascension Providence (Tracey Diehl, Agent)
 REQUEST Sign Variance



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DETAIL SITE PLAN

Sign Recommendation WF40 6801 Airport Blvd



Context



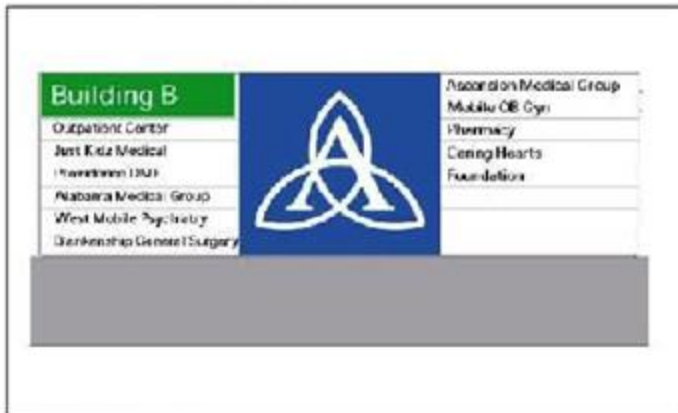
Detail Side A



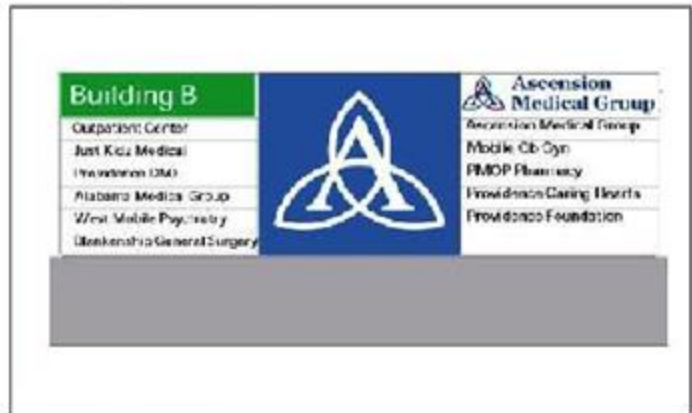
Detail Side B



Rendering



Recommended - Side A



Recommended - Side B

APPLICATION NUMBER 6363 DATE January 11, 2021
 APPLICANT Ascension Providence (Tracey Diehl, Agent)
 REQUEST Sign Variance



DETAIL SITE PLAN

Sign Recommendation WF41 6801 Airport Blvd



Context



Detail Side A



Detail Side B



Rendering

Building A		Building A101
Mobile Heart Specialists		Mobile Diagnostic Center
Southern Cancer Center		Ascension Medical Group
Ascension Medical Group		
Ascension Providence Cancer Center		

Recommended - Side A

Building A		Building A101
Mobile Heart Specialists		Mobile Diagnostic Center
Southern Cancer Center		Ascension Medical Group
Ascension Medical Group		
Ascension Providence Cancer Center		

Recommended - Side B

APPLICATION NUMBER 6363 DATE January 11, 2021
 APPLICANT Ascension Providence (Tracey Diehl, Agent)
 REQUEST Sign Variance



NTS

DETAIL SITE PLAN

Sign Recommendation WF53 6801 Airport Blvd



Context



Detail Side A



Detail Side B



Rendering



Ascension Providence

Recommended - Side A



Recommended - Side B

APPLICATION NUMBER 6363 DATE January 11, 2021

APPLICANT Ascension Providence (Tracey Diehl, Agent)

REQUEST Sign Variance



NTS

DETAIL SITE PLAN

Sign Recommendation WF54 6801 Airport Blvd



Context



Detail Side A



Detail Side B



Rendering



Recommended - Side A



Recommended - Side B

APPLICATION NUMBER 6363 DATE January 11, 2021
APPLICANT Ascension Providence (Tracey Diehl, Agent)
REQUEST Sign Variance



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DETAIL SITE PLAN

Sign Recommendation WF55 6801 Airport Blvd



Context



Detail Side A



Close Up



Rendering



Ascension Providence

Recommended - Side A

APPLICATION NUMBER 6363 DATE January 11, 2021
APPLICANT Ascension Providence (Tracey Diehl, Agent)
REQUEST Sign Variance



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