

APPLICATION NUMBER

**5471/5422**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW 238 SQUARE FEET/FACE  
ON A 70' HIGH RISE FREESTANDING SIGN WITHIN 1000  
FEET OF THE CENTERLINE OF I-65, AND THREE WALL  
SIGNS ON A SINGLE TENANT COMMERCIAL SITE; THE  
ZONING ORDINANCE ALLOWS 200 SQUARE  
FEET/FACE ON FREESTANDING HIGH RISE SIGNS  
WITHIN 1000 FEET FOR THE CENTERLINES OF I-6 AND  
I-10 AND TWO WALL SIGNS ON A SINGLE TENANT  
COMMERCIAL SITE.**

LOCATED AT

**1312 WEST I-65 SERVICE ROAD SOUTH**  
(West side of West I-65 Service Road South, 410'± South of Key Street)

APPLICANT/AGENT

**SITE ENHANCEMENT SERVICES**

OWNER

**WHITE-SPUNNER & ASSOCIATES, INC.**

**BOARD OF ZONING ADJUSTMENT**

JUNE 2008

The applicant is requesting a Sign Variance to allow a 238 square foot/face high rise freestanding sign within 1000 feet of the centerline of I-65, and three wall signs at a single tenant commercial site; the Zoning Ordinance allows 200 square feet/face on freestanding high rise signs within 1000 feet of the centerlines of I-65 and I-10, and two wall signs at a single tenant commercial site.

In July of 2007 the applicant filed for and received a variance for the intended purpose stated in this application. However, the applicant failed to complete the rezoning process prior to the six-month expiration date of the variance. The applicant has since filed for and received a rezoning for the property. There have been no other changes in the area that would affect the property.

The subject site is currently part of a large tract of mostly-vacant land with the proposed development being a Value Place Motel.

The applicant states that it is believed that the increased square footage on the freestanding sign will provide adequate visibility necessary to provide safe and effective way-finding tools in the I-65 corridor. It is argued that, due to the sign's design, there is a penalty in the calculation of the sign's size. The applicant calculates the square footage per face to be 250 square feet, using the Planning staff's rectangular "boxing" calculation method, but the staff's calculations are 238 square feet per face for the two major components of the sign, the "Value Place" portion and the gabled façade portion. The applicant contends that the actual square footage is 180 square feet per face not using the staff's "boxing" method of calculation and that this is under the 200 square feet per face allowed on a highrise freestanding sign within 1000 feet of the centerline of I-65.

The applicant states the additional wall sign will serve as place-based identification for the site to provide the public with building identification that will help direct patrons to the location. One wall sign each is proposed on the North, East, and South walls of the building. It is argued that only 2% of the allowable 30% of the wall space will be utilized for signage and that this will allow the additional sign and decrease the size and clutter of the signage at the site. The staff calculation for the three equally-sized wall signs is 114 square feet each.

It is summarized that, given the rate of speed that motorists will be traveling and the complexity of the surrounding roadways, the signs are necessary to provide travelers with safe and effective way-finding tools and that, due to the nature of the motel business, visibility to the interstate and the surrounding area is vital to survival.

The purpose of the Sign Regulation Provisions of the Ordinance 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. These provisions were enacted directly as a result of the ever-expanding number and size of signs along Mobile's heavily traveled thoroughfares. The Board has typically been mindful of the intent of these provisions and has granted sign variances only when a genuine hardship has been demonstrated, i.e. car dealerships selling multiple brands needing additional signage due to manufacturers' requirements not to share signage with other makes of vehicles. Of the three sign variance requests by motels along I-65, one has been denied, and two others not similar to this one have been approved. All other hotels/motels along the corridor either have signage of legal nonconforming status or have found the Sign Regulation Provisions adequate for their purposes and are in compliance.

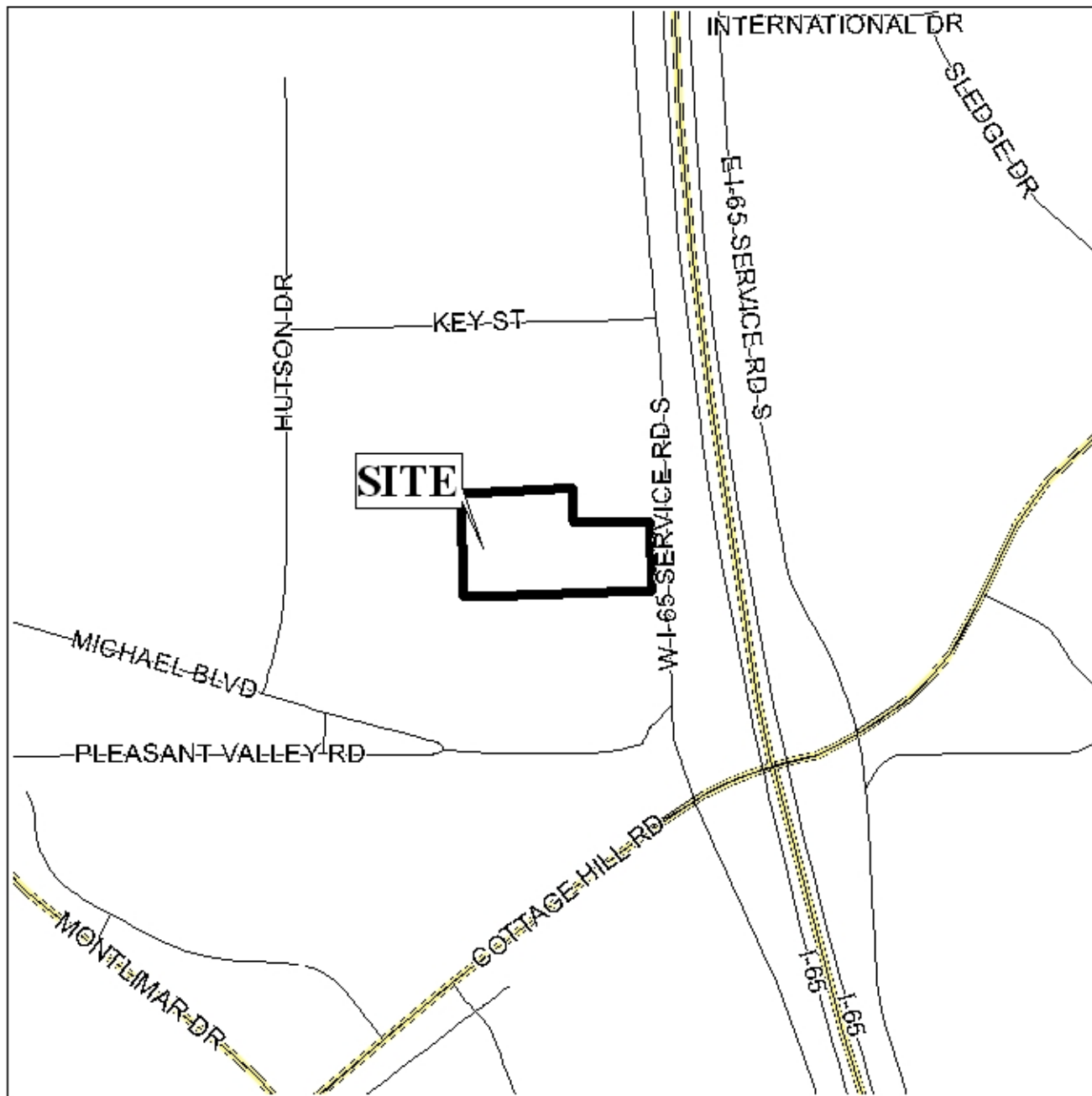
Although the applicant stressed public visibility and safety as justifications for additional signage, no concerns relating to public visibility or safety pertaining to inadequate signage standards along the Interstates have been expressed to the Planning staff. The number of wall signs does not help with visibility from the Interstate and signage in compliance should be adequate for this site, as it is for others. The applicant failed to illustrate that a literal enforcement of the Ordinance would result in an unnecessary hardship. It is simply the applicant's desire to have additional square footage on a freestanding sign, and an additional wall sign on a single tenant commercial site. It should also be noted that the conditions for the rezoning have not been met. If this application was to be approved by the Board and the conditions for the rezoning process were not completed within the following six months, this variance would expire for a second time.

**RECOMMENDATION 5471/5422****Date: June 2, 2008**

Based on the preceding, this application is recommended for Tentative Approval subject to the following conditions:

- 1) The wall signs must not exceed the square footage as submitted in the application.

# LOCATOR MAP



APPLICATION NUMBER 5471/5422 DATE June 2, 2008

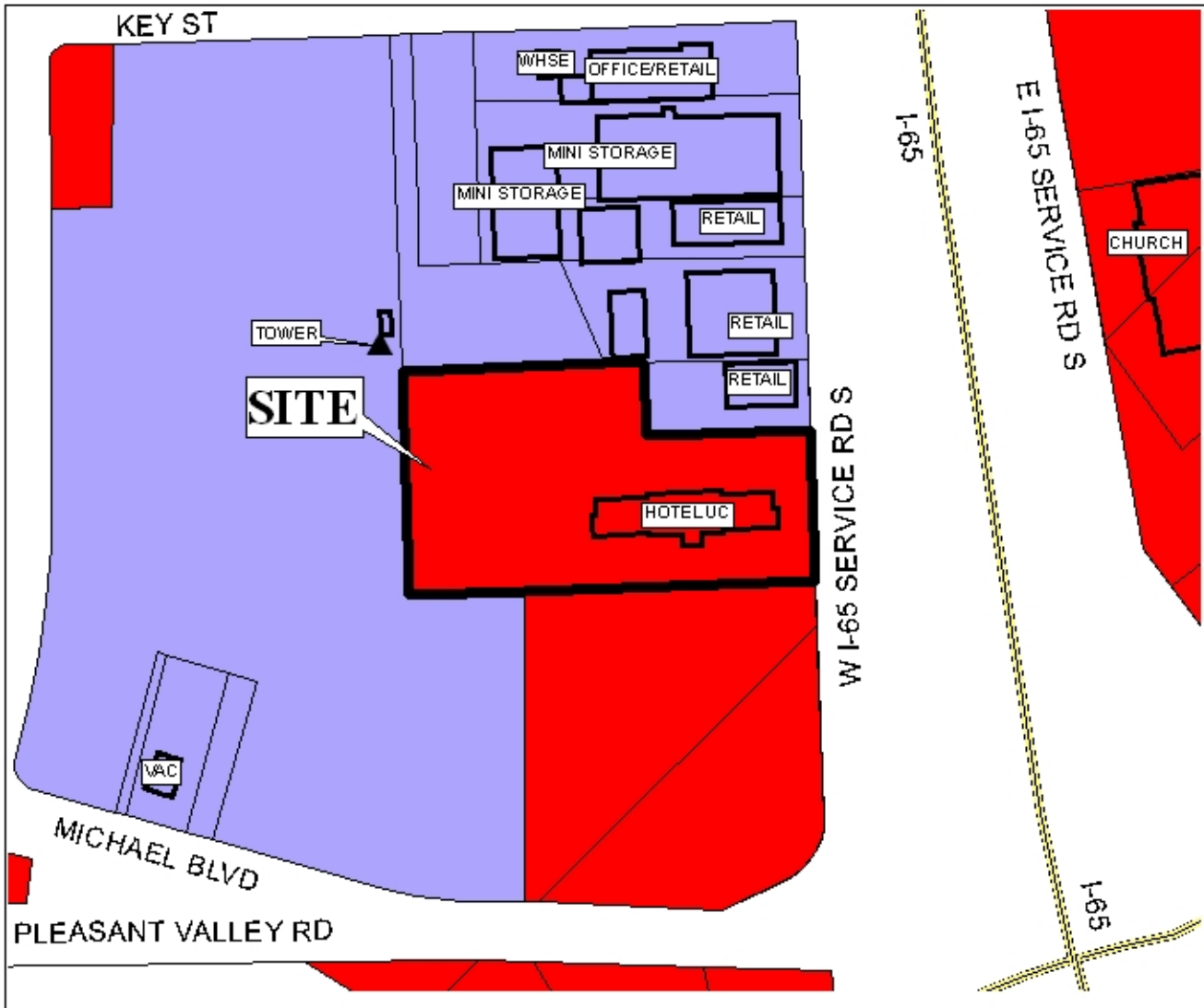
APPLICANT Site Enhancement Services

REQUEST Sign Variance



NTS

# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by commercial land use

APPLICATION NUMBER 5471/5422 DATE June 2, 2008

APPLICANT Site Enhancement Services

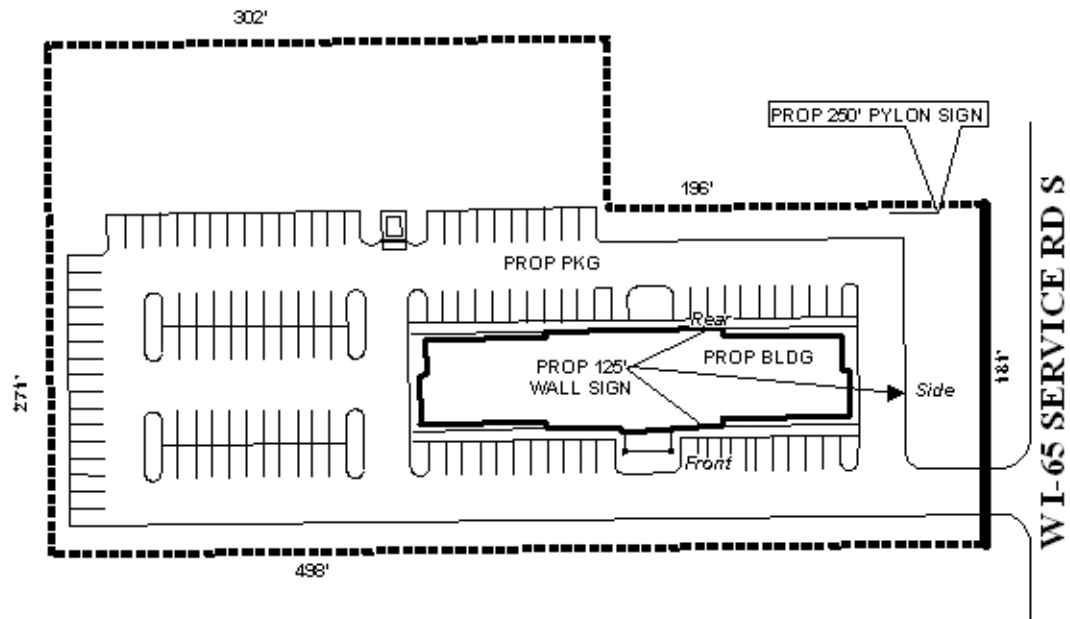
REQUEST Sign Variance

LEGEND

R-1	R-2	R-3	R-A	R-B	H-B	T-B	B-1	LB-2	B-2	B-3	B-4	B-5	I-1	I-2
-----	-----	-----	-----	-----	-----	-----	-----	------	-----	-----	-----	-----	-----	-----

N  
NTS

# SITE PLAN



The site plan illustrates the proposed building, parking, and sign locations

APPLICATION NUMBER 5471/5422 DATE June 2, 2008

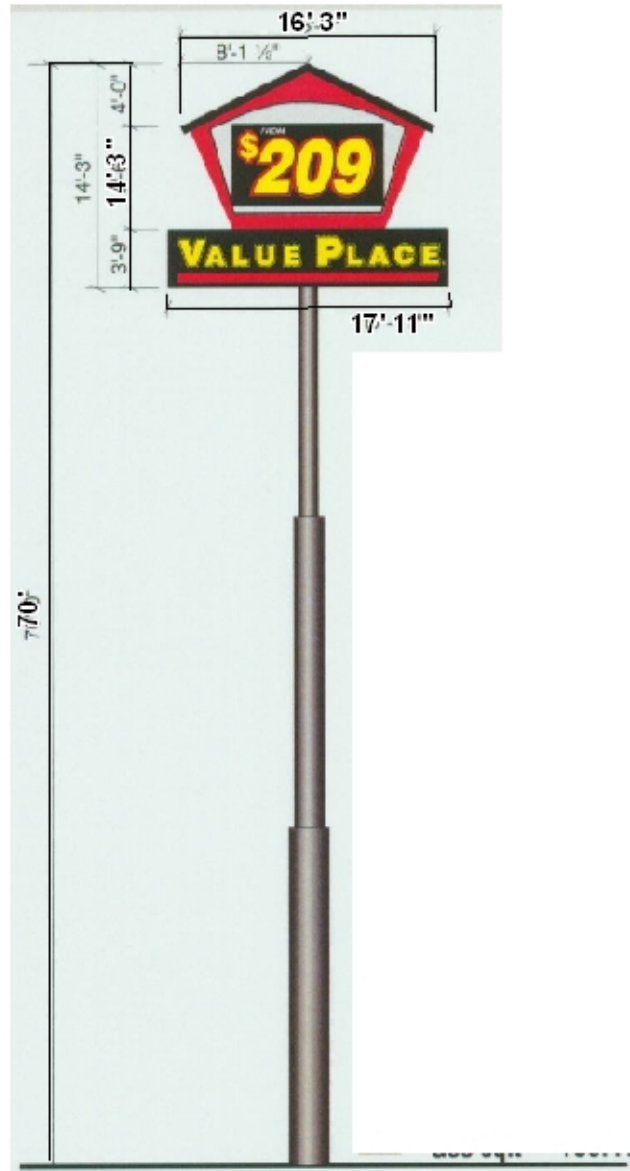
APPLICANT Site Enhancement Services

REQUEST Sign Variance



NTS

## SIGN DETAIL

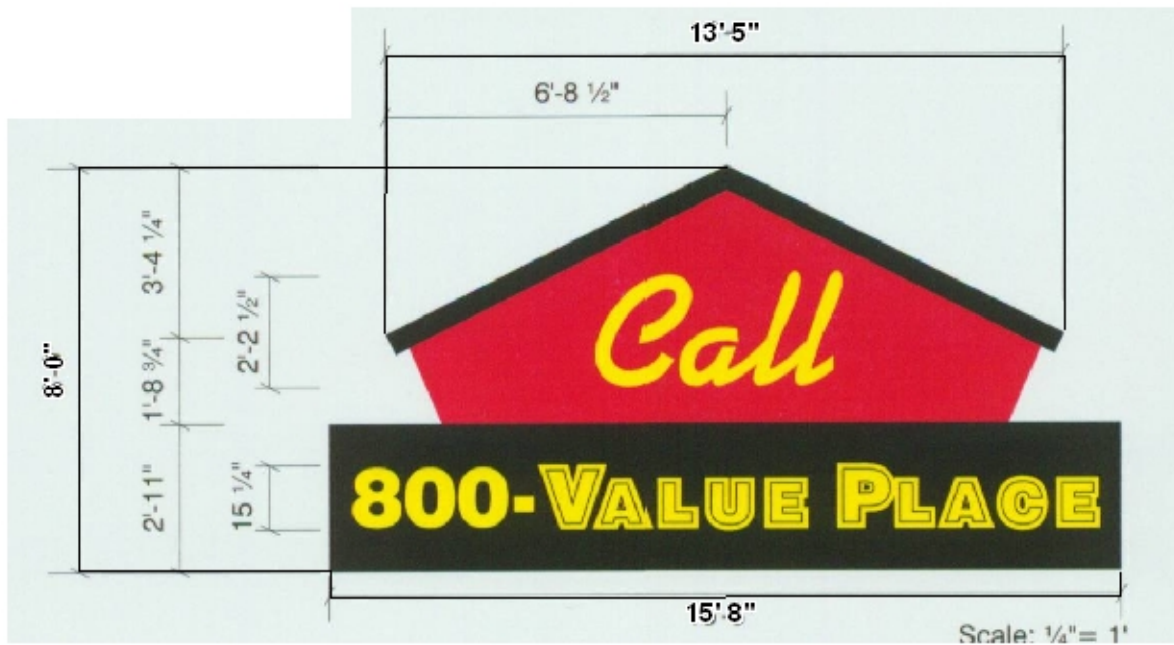


APPLICATION NUMBER 5471/5422 DATE June 2, 2008  
APPLICANT Site Enhancement Services  
REQUEST Sign Variance



NTS

## SIGN DETAIL



APPLICATION NUMBER 5471/5422 DATE June 2, 2008

APPLICANT Site Enhancement Services

REQUEST Sign Variance



NTS

## FRONT ELEVATION DETAIL



APPLICATION NUMBER 5471/5422 DATE June 2, 2008

APPLICANT Site Enhancement Services

REQUEST Sign Variance



NTS

## REAR ELEVATION DETAIL



APPLICATION NUMBER 5471/5422 DATE June 2, 2008

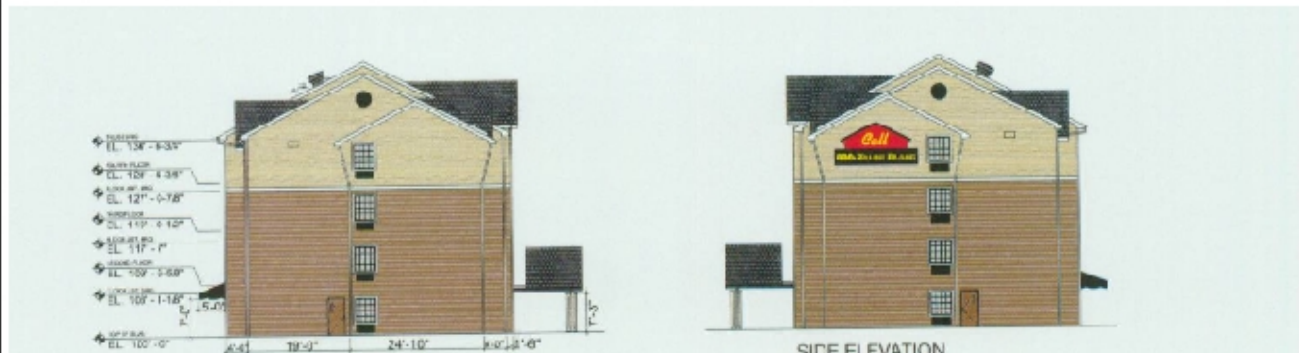
APPLICANT \_\_\_\_\_ Site Enhancement Services

REQUEST Sign Variance



NTS

## SIDE ELEVATION DETAIL



APPLICATION NUMBER 5471/5422 DATE June 2, 2008  
 APPLICANT Site Enhancement Services  
 REQUEST Sign Variance



NTS