

APPLICATION NUMBER

**5281**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW TWO WALL SIGNS FOR  
ONE TENANT ON A MULTI-TENANT SITE WITH ONLY  
ONE STREET FRONTAGE; ONLY ONE WALL SIGN PER  
TENANT, PER STREET FRONTAGE IS ALLOWED ON A  
MULTI-TENANT SITE**

LOCATED AT

**410 BEL AIR BOULEVARD**

(West side of Bel Air Boulevard, 1,100' ± South of Airport Boulevard)

APPLICANT/AGENT

**CARDINAL SIGN CORPORATION**

OWNER

**COLONIAL PROPERTIES TRUST**

**BOARD OF ZONING ADJUSTMENT**

DECEMBER 2004

The applicant is requesting a Sign Variance to allow two walls sign for one tenant on a multi-tenant site with only one street frontage; only one wall sign per tenant, per street frontage is allowed on a multi-tenant site.

The applicant states the purpose of this variance application is to allow an additional 132 square foot wall sign on the side (West) elevation of the building. The applicant states the building is located in the middle of the Bel Air Mall parking lot, and can be seen from four sides and the Ordinance allows only one sign on the building which does not allow proper visibility to the store.

The applicant states the property is different from neighboring properties in that the building is a multi-tenant building, and most of the other outparcels are single-tenant buildings. The applicant states that single-tenant buildings are allowed the second wall sign, whereas the multi-tenant is allowed only one due to the street frontage.

The purpose of the Sign 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.

It should be noted that there are other tenants in the building, and none of the other tenants have a sign on the side of rear elevations. Additionally, the only way to enter the tenant space is via the north elevation; there is no entrance along the West side.

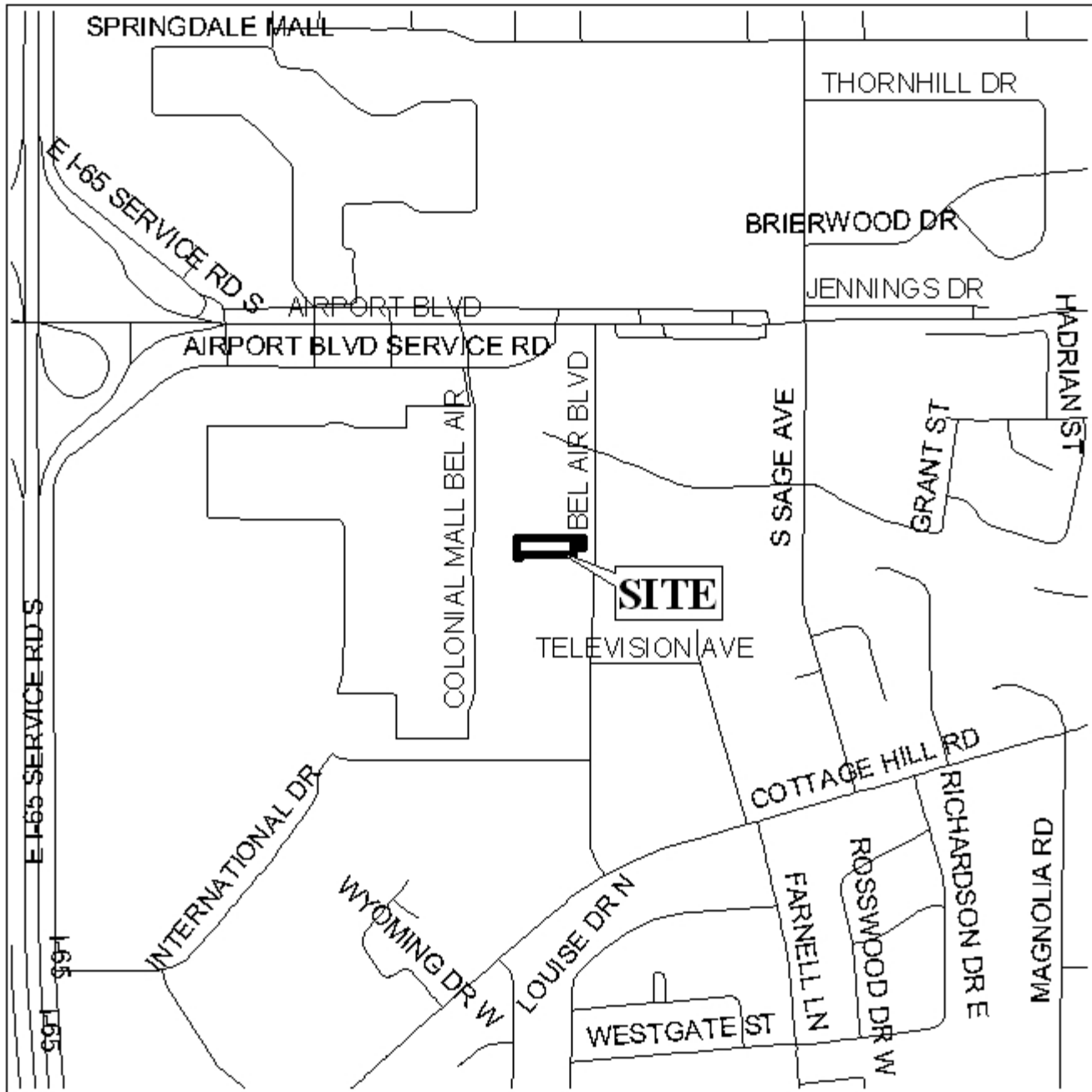
The Ordinance states that no variance shall be granted where economics are the basis for the application. Additionally, no variance shall be granted unless the Board is presented with sufficient evidence to find that the variance will not be contrary to the public interest, and that special conditions 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 substantial justice done to the applicant and the surrounding neighborhood.

The applicant failed to illustrate that a literal enforcement of the Zoning Ordinance would result in an unnecessary hardship. It is simply the applicant's desire for a second wall sign for a tenant space on a multi-tenant building.

**RECOMMENDATION 5281****Date: December 6, 2004**

Based on the preceding, it is recommended that this application be denied.

## LOCATOR MAP



APPLICATION NUMBER 5281 DATE December 6, 2004

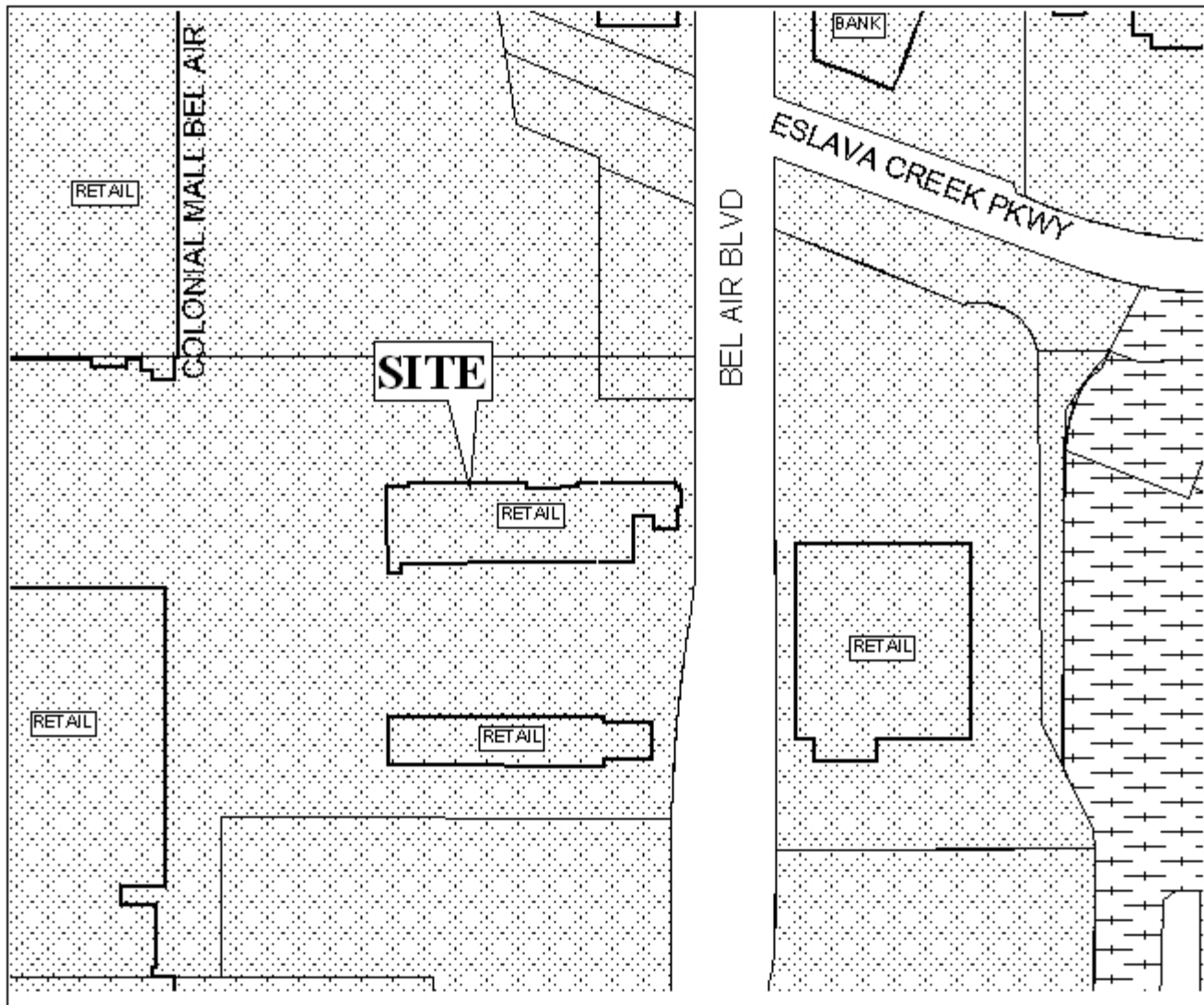
APPLICANT Cardinal Sign Corporation (Colonial Properties Trust, Owners)

REQUEST Sign Variance



# BOARD OF ADJUSTMENT

## VICINITY MAP - EXISTING ZONING



The site is part of a multi-tenant parcel located in an area of commercial land use.

APPLICATION NUMBER 5281 DATE December 6, 2004

APPLICANT Cardinal Sign Corporation (Colonial Properties Trust, Owners)

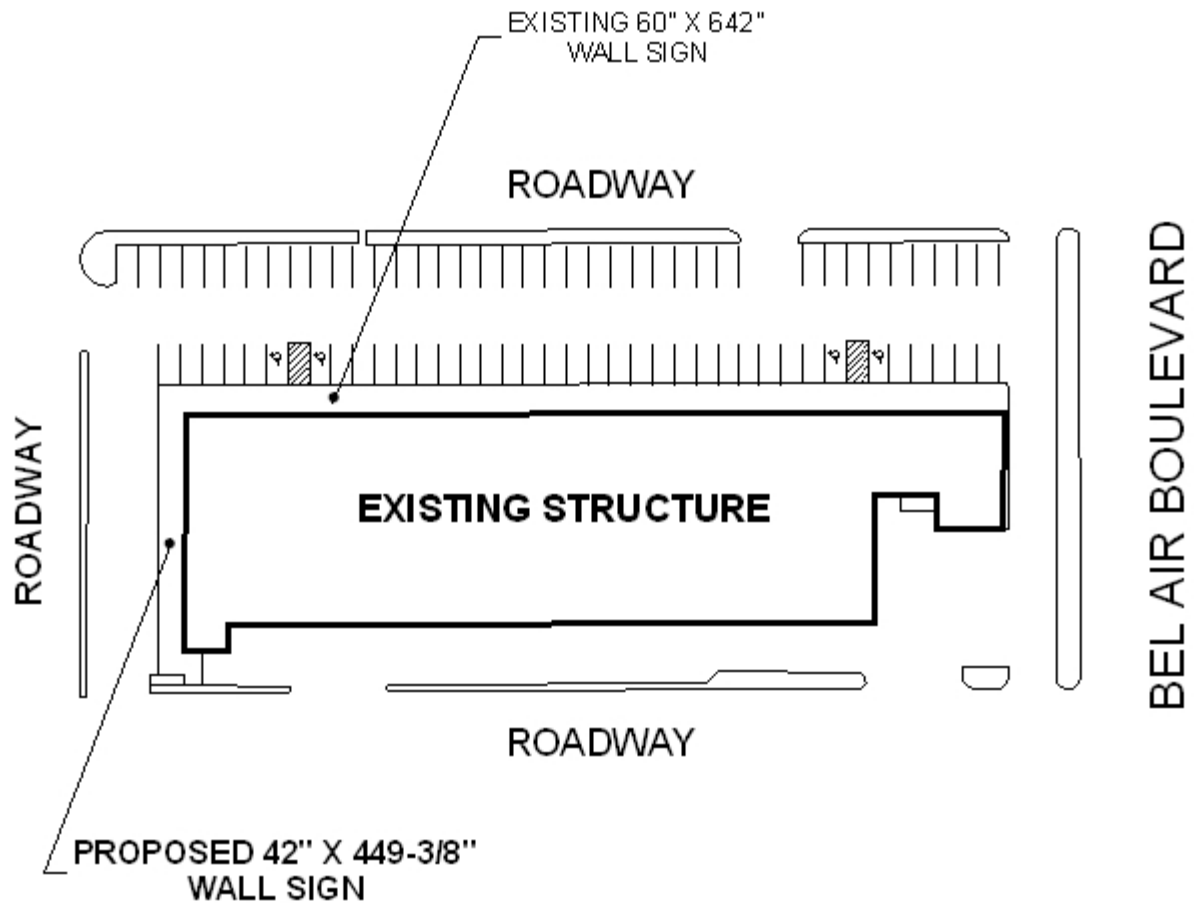
REQUEST Sign Variance

LEGEND

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

N  
NTS

## SITE PLAN



The site is located on the West side of Bel Air Boulevard, 1,100" South of Airport Boulevard.  
The plan illustrates the existing and proposed wall sign locations.

APPLICATION NUMBER 5281 DATE December 6, 2004  
APPLICANT Cardinal Sign Corporation (Colonial Properties Trust, Owners)  
REQUEST Sign Variance

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## SIGN

42"  ***DOLLAR TREE***  
  
449-3/8"

APPLICATION NUMBER 5281 DATE December 6, 2004

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N



NTS