

**BOARD OF ZONING ADJUSTMENT
STAFF REPORT****Date: June 3, 2013****CASE NUMBER**

5834

APPLICANT NAME

Wrico Signs, Inc.

LOCATION

516 Springhill Plaza Court
(East side of the Northern terminus of Springhill Plaza Court, 560'± North of Springhill Avenue)

VARIANCE REQUEST

SIGN: Sign Variance to allow a second freestanding sign (86.6± square feet) for a total of four signs for a single business location in a B-3, Community Business District.

**ZONING ORDINANCE
REQUIREMENT**

SIGN: The Zoning Ordinance allows a maximum of three signs with only one being a freestanding sign for a single business location in a B-3, Community Business District.

ZONING

B-3, Community Business District

AREA OF PROPERTY

3.48± Acres

**FIRE DEPARTMENT
COMMENTS**

All projects within the City of Mobile Fire Jurisdiction must comply with the requirements of the 2009 International Fire Code, as adopted by the City of Mobile.

**CITY COUNCIL
DISTRICT**

District 7

ANALYSIS

The applicant is requesting a Sign Variance to amend a previous Sign Variance to allow a second freestanding sign (86.6± square feet) for a total of four signs for a single business location in a B-3, Community Business District; the Zoning Ordinance allows a maximum of three signs with only one being a freestanding sign for a single business location in a B-3, Community Business District.

The site obtained permits for a 65' tall freestanding high rise sign facing the interstate in 2006, as well as two wall signs in 2010 which had been installed prior to obtaining permits for them. The site was recently purchased by a new individual, at which point staff discovered an unpermitted 86.6 square foot monument sign on the property. Because sign permits were obtained for the other signs on the site, the previous property owner was aware that a permit would be required for any additional signage. If the previous owner had submitted a sign permit application for the

monument sign, staff would have advised that the additional sign would not be allowed and that advised of options available to serve the desired purpose.

The applicant states that the high rise and wall signs are not visible from Springhill Avenue, thus the monument sign is necessary to inform customers that they are headed in the correct direction when turning onto Springhill Plaza Court. However, this may be a self-imposed hardship by not considering the high rise sign visibility for customers locating the property when the sign was being installed. The need for a monument sign could be negated by relocating or repositioning the freestanding sign on the site to make it more visible to customers.

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 substantial justice done to the applicant and the surrounding neighborhood.

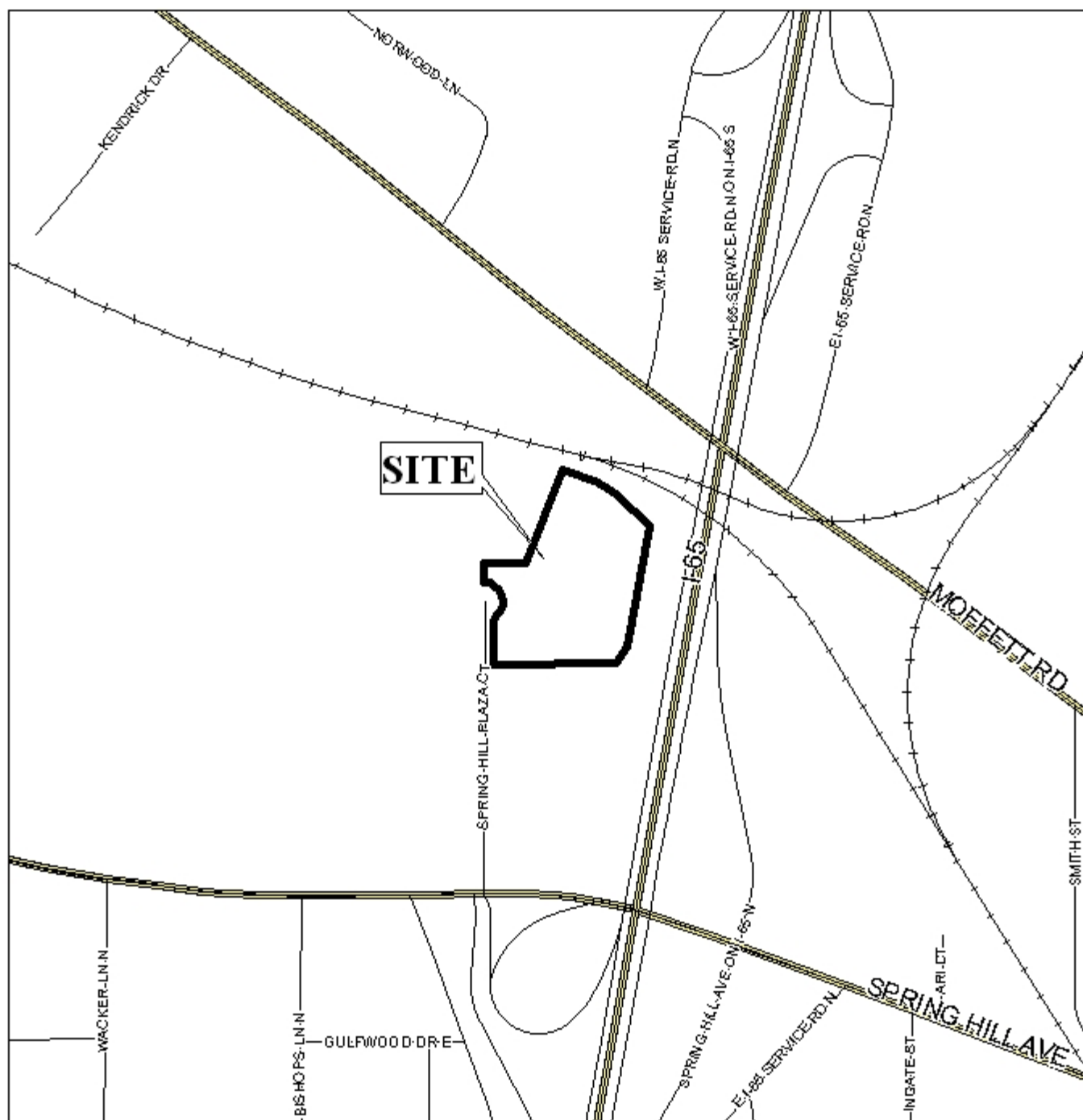
Variances are not intended to be granted frequently. The applicant must clearly show the Board that the request is due to very unusual characteristics of the property and that it satisfies the variance standards. What constitutes unnecessary hardship and substantial justice is a matter to be determined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

Because the existing 65' tall freestanding high rise sign may be repositioned or relocated to assist customers in identifying the site, the existing monument sign is the result of a self-imposed hardship, and not necessary because of any issues associated with the site itself.

RECOMMENDATION:

Based on the preceding, this application is recommended for denial.

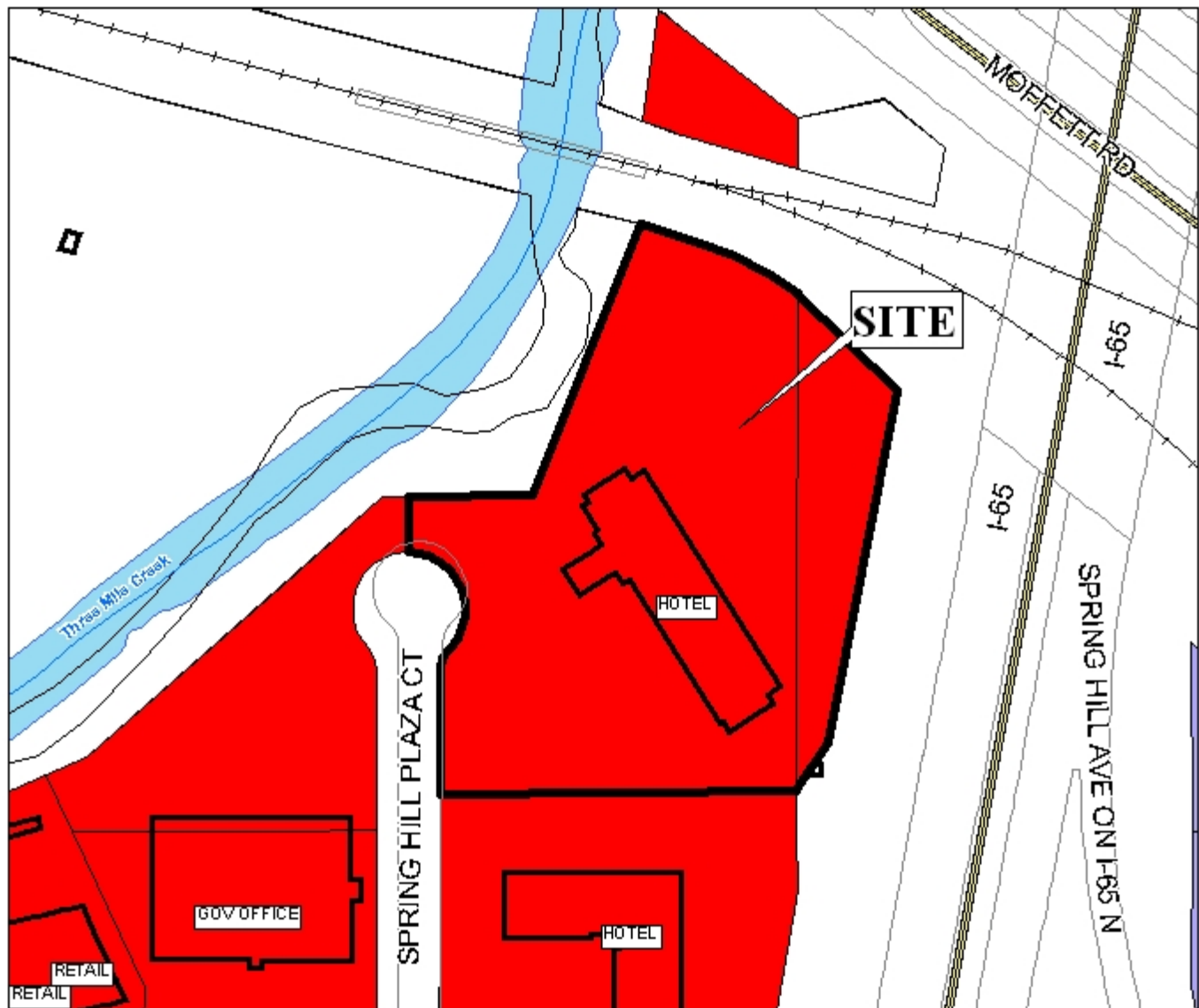
LOCATOR MAP



APPLICATION NUMBER 5834 DATE June 3, 2013
APPLICANT Wrico Signs, Inc.
REQUEST Sign Variance



BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



Commercial land use is located to the south of the site.

APPLICATION NUMBER 5834 DATE June 3, 2013

APPLICANT Wrico Signs, Inc.

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

BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING

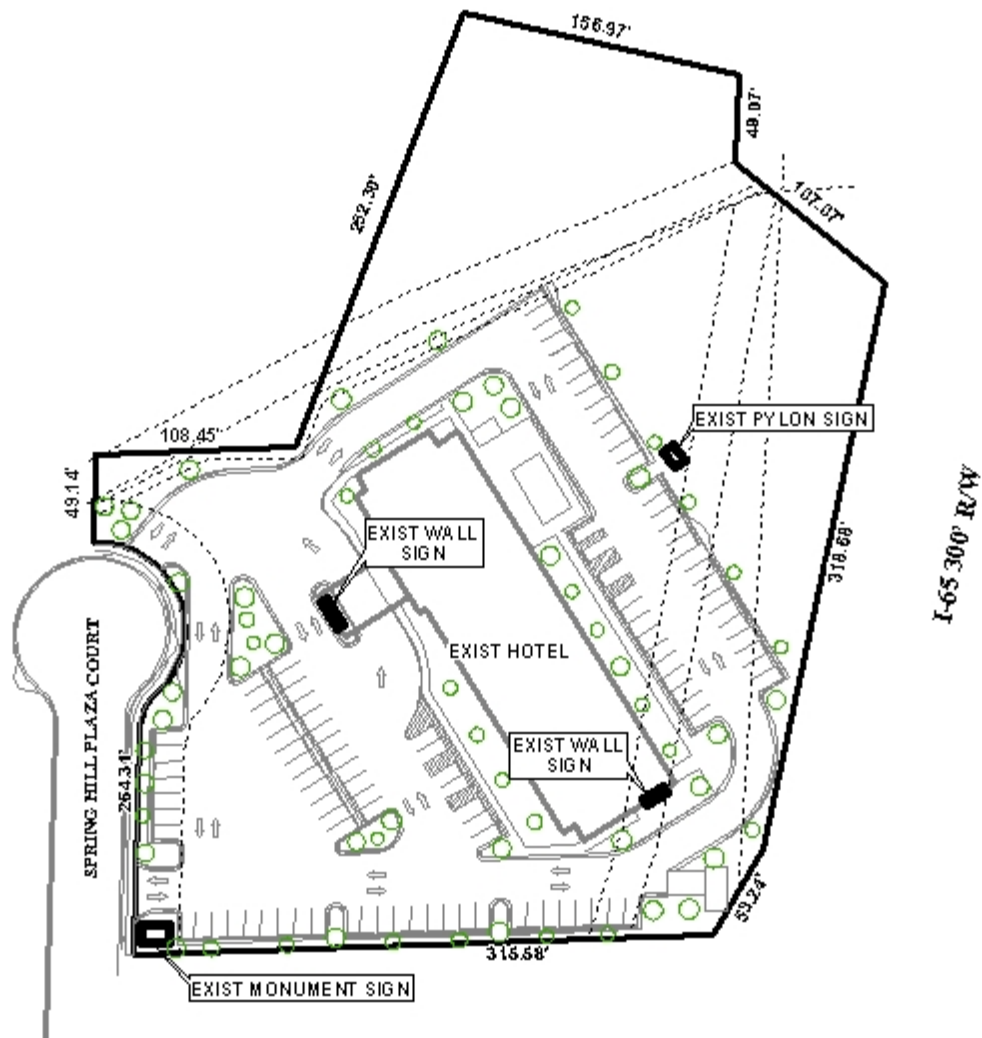


Commercial land use is located to the south of the site.

APPLICATION NUMBER 5834 DATE June 3, 2013
APPLICANT Wrico Signs, Inc.
REQUEST Sign Variance

N
NTS

SITE PLAN

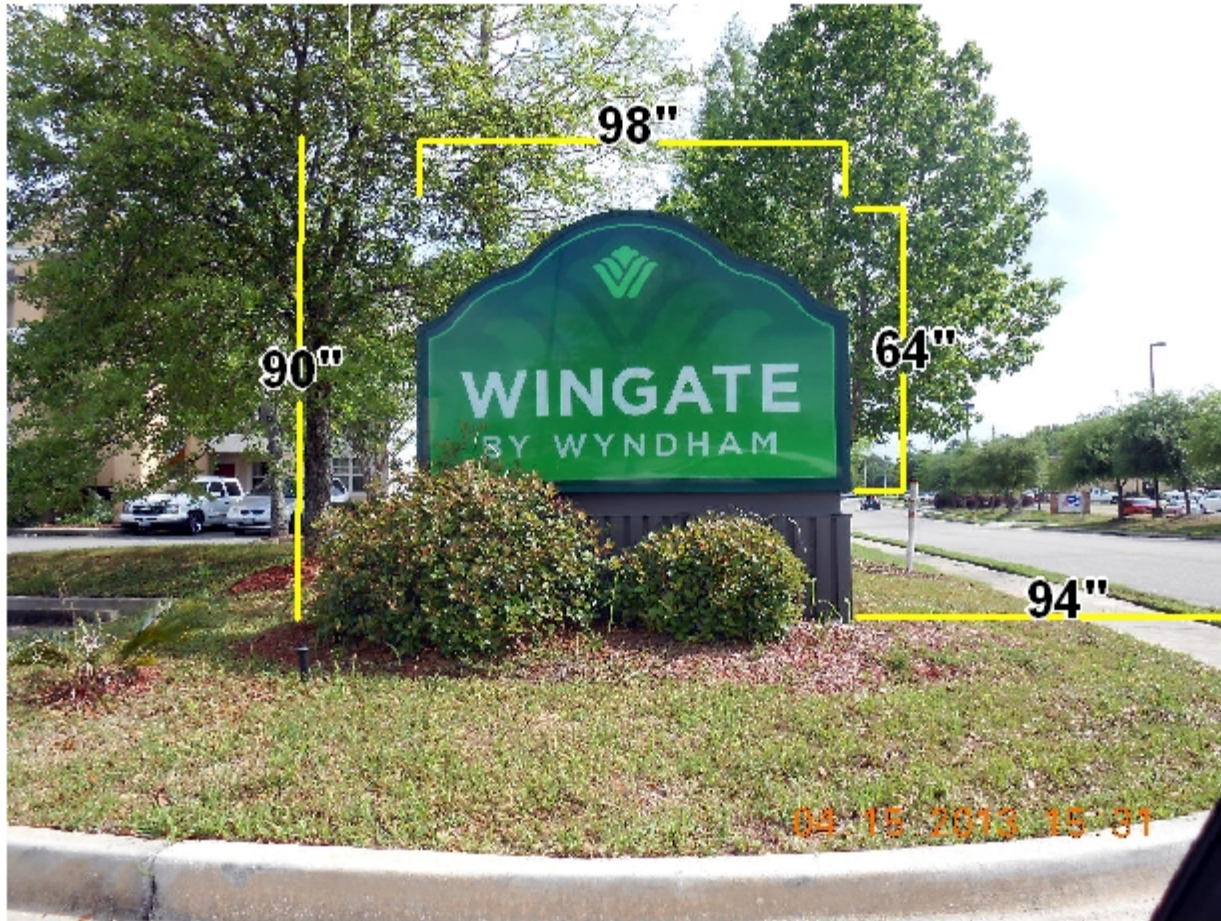


The site plan illustrates the existing signs.

APPLICATION NUMBER 5834 DATE June 3, 2013
 APPLICANT Wrico Signs, Inc.
 REQUEST Sign Variance

N
 NTS

DETAIL SITE PLAN



APPLICATION NUMBER 5834 DATE June 3, 2013
APPLICANT Wrico Signs, Inc.
REQUEST Sign Variance

N
↑
NTS