

APPLICATION NUMBER

**5430**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW A SECOND WALL SIGN  
(50 SQUARE FEET) FOR ONE TENANT (BUSINESS) ON A  
MULTI-TENANT SITE; THE ZONING ORDINANCE  
ALLOWS ONLY ONE WALL SIGN PER BUSINESS ON A  
MULTI-TENANT SITE.**

LOCATED AT

**63 SOUTH ROYAL STREET**

(East side of South Royal Street at the East terminus of Conti Street)

APPLICANT/AGENT

**LITTLE DIVERSIFIED ARCHITECTURAL CONSULTING**

OWNER

**MOBILE HOUSING BOARD**

**BOARD OF ZONING ADJUSTMENT**

SEPTEMBER 2007

The applicant is requesting a Sign Variance to allow a second wall sign (50 square feet) for one tenant (business) on a multi-tenant site; the Zoning Ordinance allows only one wall sign per business on a multi-tenant site.

The subject property has had one wall sign permitted for RBC Centura Bank, to be installed on the Royal Street facade. This variance request is for a second wall sign proposed to be installed on the façade angling approximately 45 degrees off the Royal Street façade and facing the new canopy entrance to the Riverview Renaissance Hotel. The proposed sign would be the same size as that permitted for the Royal Street façade.

The applicant states that due to the close proximity of the Riverview parking garage and the hotel, attached wall signage and freestanding ground sign opportunities are very limited and that the South Royal Street canopy and façade represent the best opportunity for signage at this location. It is further stated that the angled portion of the façade would provide a sign location that would be visible to pedestrians and vehicles traveling toward the building on South Royal Street from the South. The argument is made that this property is differentiated from other properties by its angled placement on the site, and the adjacent parking garage and hotel which limit opportunities for traditional signage and entrance ways.

Whereas the subject site is not on a corner, it may not be afforded the same signage allowances as a multi-tenant corner site. But the intent of the Sign Regulation Provisions of the Zoning Ordinance is to control signage amounts on multi-tenant sites so that a proliferation of tenant signage does not clutter a building façade.

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 Zoning Ordinance states that no variance shall be granted where economics are the basis for the application. Furthermore, the applicant must present 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.

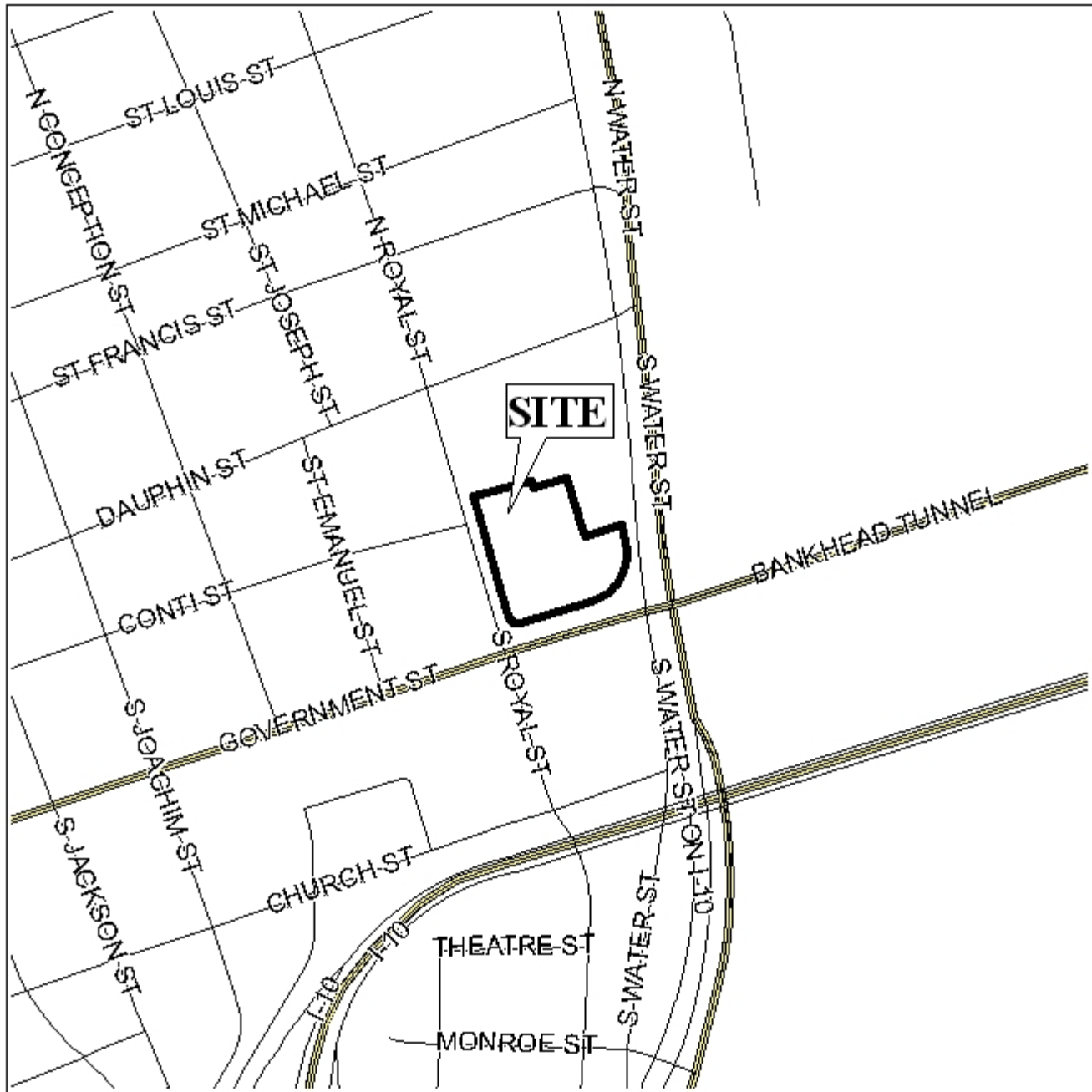
Variances are not intended to be granted frequently. The applicant must clearly show the Board that the request is due to very unusual characteristics of the property and that it satisfies the variance standards. What constitutes unnecessary hardship and substantial justice is a matter to be determined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

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 a second wall sign on a multi-tenant site in an opportune location allowing further exposure.

**RECOMMENDATION 5430****Date: September 10, 2007**

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

## LOCATOR MAP



APPLICATION NUMBER 5430 DATE September 10, 2007

APPLICANT Little Diversified Architectural Consulting

REQUEST Sign Variance



NTS

# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



This site is surrounded by miscellaneous landuse.

APPLICATION NUMBER 5430 DATE September 10, 2007

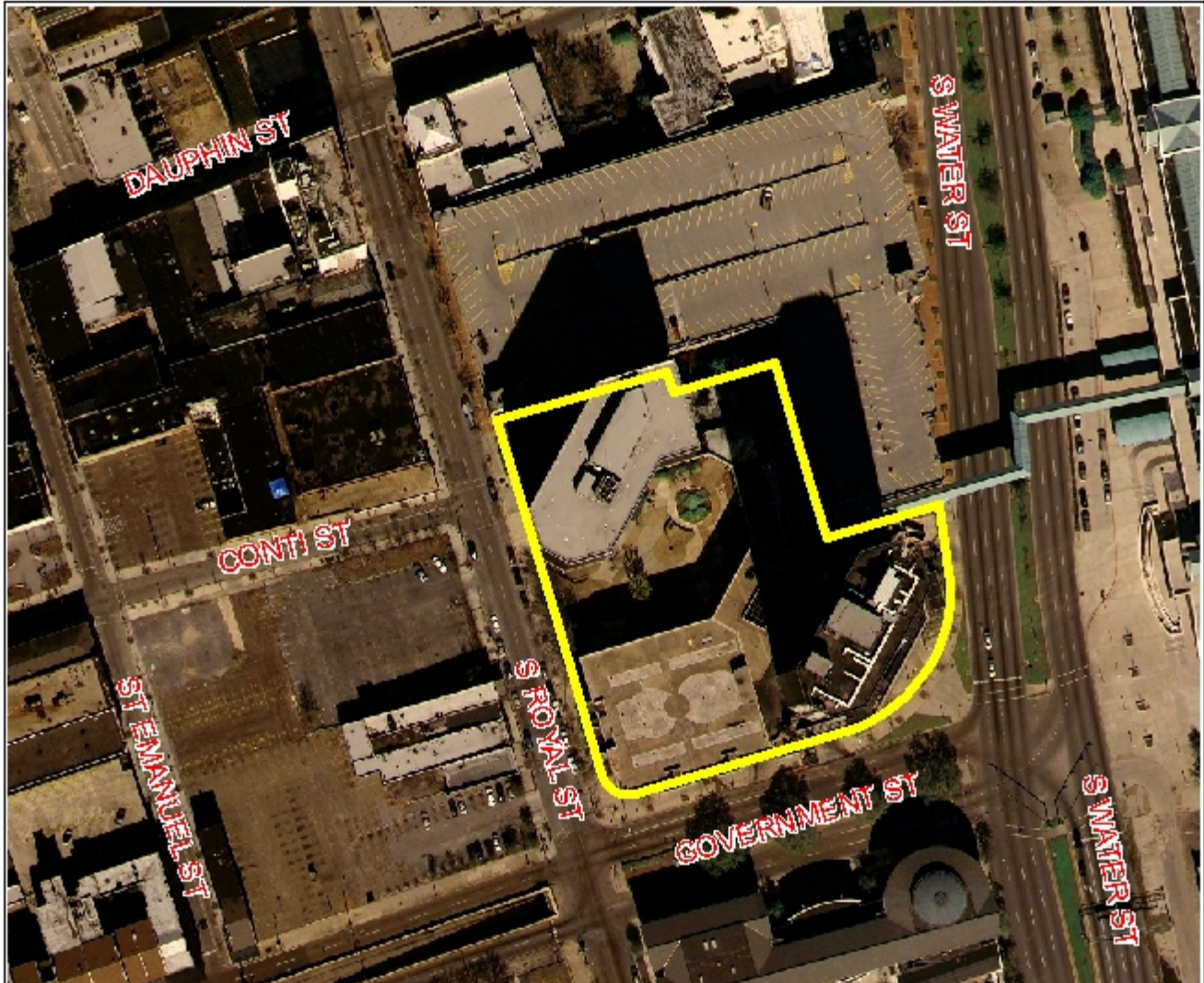
APPLICANT Little Diversified Architectural Consulting

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	NTS
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# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING

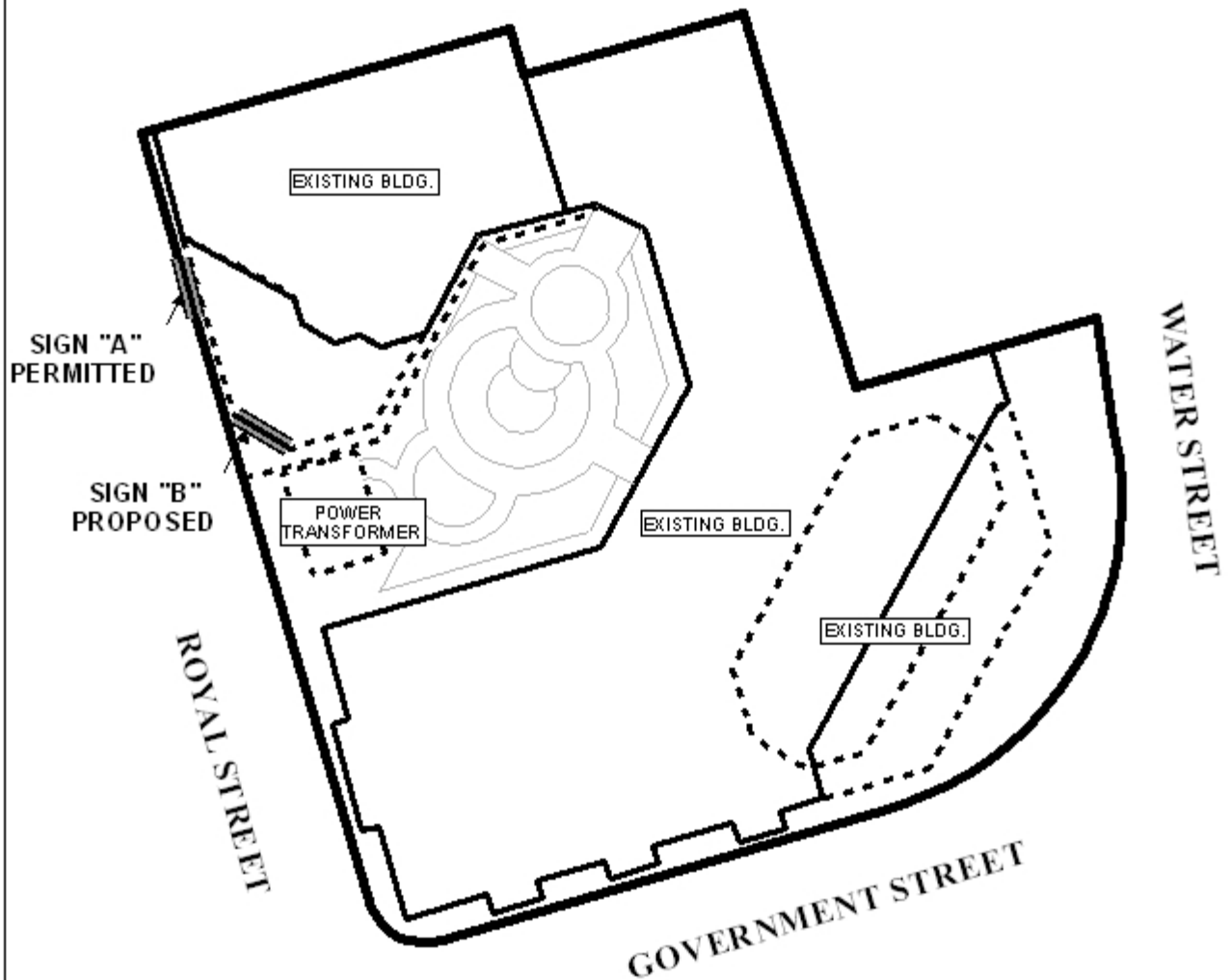


This site is surrounded by miscellaneous landuse.

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## SITE PLAN



This site plan illustrates existing buildings and proposed sign locations.

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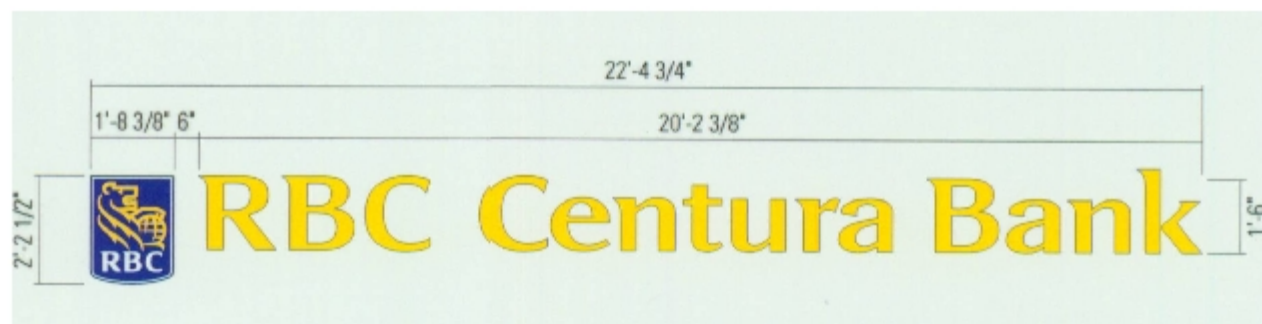
REQUEST Sign Variance



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## SIGNS "A" AND "B"



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