

**BOARD OF ZONING ADJUSTMENT  
STAFF REPORT****Date: June 4, 2012****CASE NUMBER**

5752

**APPLICANT NAME**

Wrico Signs, Inc.

**LOCATION**7770 Airport Boulevard  
(Northeast corner of Airport Boulevard and Schillinger Road South)**VARIANCE REQUEST****SIGNAGE:** Sign Variance to allow a total of three wall signs and one freestanding tenant panel for a tenant at a group business site in a B-3, Community Business District.**ZONING ORDINANCE  
REQUIREMENT****SIGNAGE:** At a group business site, each tenant is allowed one wall sign and one freestanding tenant panel in a B-3, Community Business District.**ZONING**

B-3, Community Business District.

**AREA OF PROPERTY**

0.51 ± Acre

**TRAFFIC ENGINEERING  
COMMENTS**

Please contact Traffic Engineering at 251-208-2960, to arrange a site visit to make sure that no line of sight issues will ensue.

**CITY COUNCIL  
DISTRICT**

District 7

**ANALYSIS**

The applicant is requesting a Sign Variance to allow a total of three wall signs and a freestanding tenant panel for a tenant on a group business site in a B-3, Community Business District; the Zoning Ordinance allows one wall sign per tenant and one freestanding tenant panel for a tenant on a group business site in a B-3, Community Business District.

The applicant currently has three non-conforming wall signs and one freestanding tenant panel that were present when the site was annexed into the City of Mobile in 2008. Currently, the applicant is proposing to relocate one of the wall signs to a different wall to increase visibility. The applicant states that the reasoning behind the relocation of this non-conforming sign is that palm trees in front of the sign have grown to a point where it is difficult to service the sign as well as see the sign from the road.

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.

Section 64-11.3. of the Zoning Ordinance states that non-conforming signs may not continue to be utilized if relocated. Upon review of City of Mobile aerial photography, it appears as if the palm trees that have resulted in the visibility and access issue in regards to the site, it appears as if the trees are on the adjacent property, however, they have been in their current location prior to the site being developed as it is currently. This illustrates that the applicant did not think that the trees would cause an issue and chose to place the sign in its present location.

In similar cases which have come before the Board of Zoning Adjustments, the decision has typically been that sign variances based on visibility due to trees are not justified. In this instance, it is a self-imposed hardship due to a lack of planning on the part of the applicant.

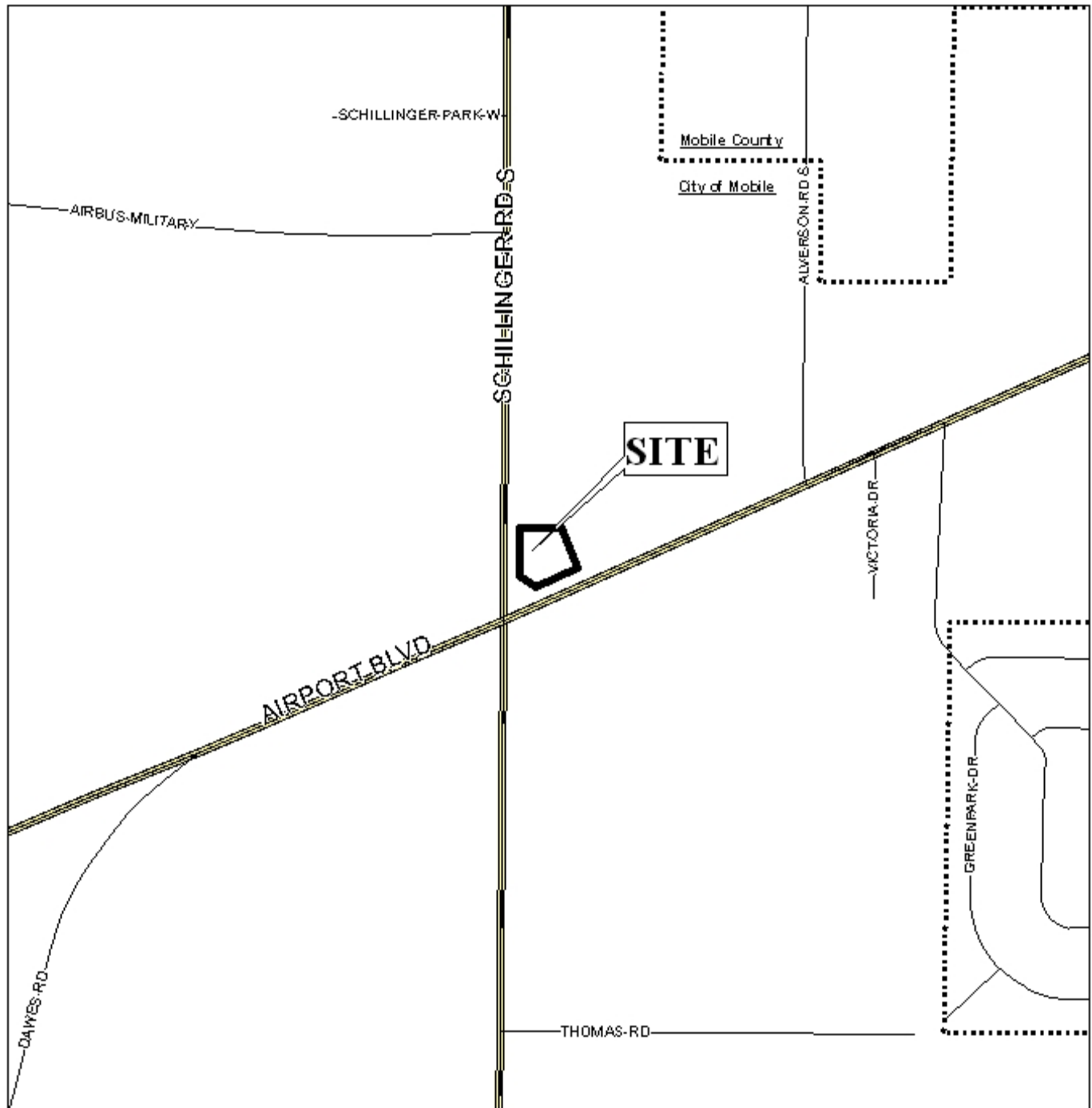
The applicant has failed to show that any hardship exists on the site. It appears that when the signs were installed prior to annexation there was poor planning in regards to tree plantings, sign visibility, and access for maintenance. Now that issues that were not previously considered have presented themselves, the applicant wishes to maintain non-conformance with the Zoning Ordinance and sign regulations.

**RECOMMENDATION**

Based upon the preceding, this application is recommended

for denial.

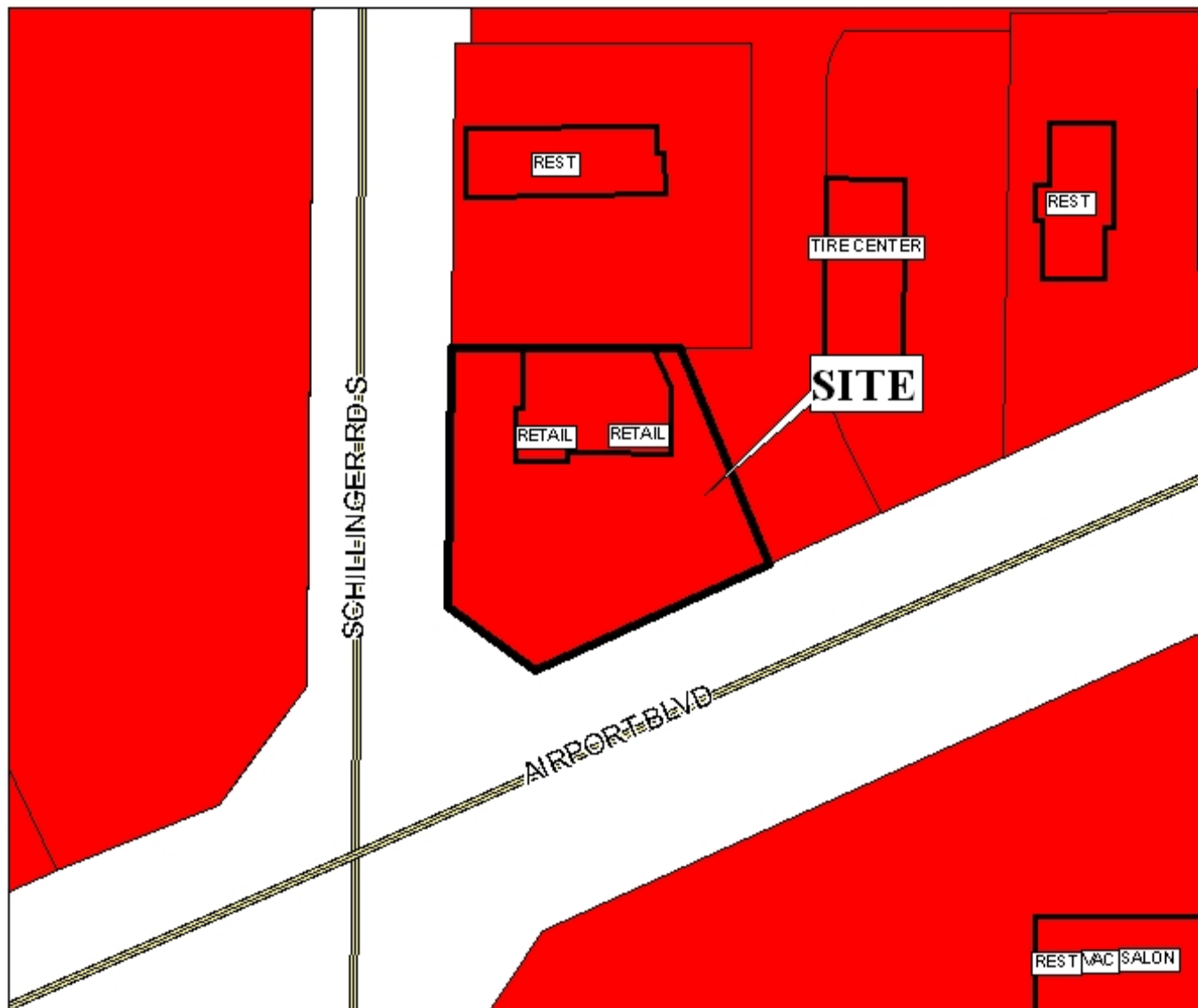
# LOCATOR MAP



APPLICATION NUMBER 5752 DATE June 4, 2012  
APPLICANT Wrico Signs, Inc.  
REQUEST Sign Variance



# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by commercial land use.

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LEGEND

<span style="display: inline-block; width: 15px; height: 15px; border: 1px solid black; background-color: white;"></span> R-1	<span style="display: inline-block; width: 15px; height: 15px; background-color: yellow;"></span> R-2	<span style="display: inline-block; width: 15px; height: 15px; background-color: green;"></span> R-3	<span style="display: inline-block; width: 15px; height: 15px; background-color: cyan;"></span> R-A	<span style="display: inline-block; width: 15px; height: 15px; background-color: orange;"></span> R-B	<span style="display: inline-block; width: 15px; height: 15px; background-color: pink;"></span> H-B	<span style="display: inline-block; width: 15px; height: 15px; background-color: brown;"></span> T-B	<span style="display: inline-block; width: 15px; height: 15px; background-color: blue;"></span> B-1	<span style="display: inline-block; width: 15px; height: 15px; background-color: purple;"></span> LB-2	<span style="display: inline-block; width: 15px; height: 15px; background-color: gold;"></span> B-2	<span style="display: inline-block; width: 15px; height: 15px; background-color: red;"></span> B-3	<span style="display: inline-block; width: 15px; height: 15px; background-color: darkred;"></span> B-4	<span style="display: inline-block; width: 15px; height: 15px; background-color: darkblue;"></span> B-5	<span style="display: inline-block; width: 15px; height: 15px; background-color: lightblue;"></span> I-1	<span style="display: inline-block; width: 15px; height: 15px; background-color: lightgrey;"></span> I-2
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# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING

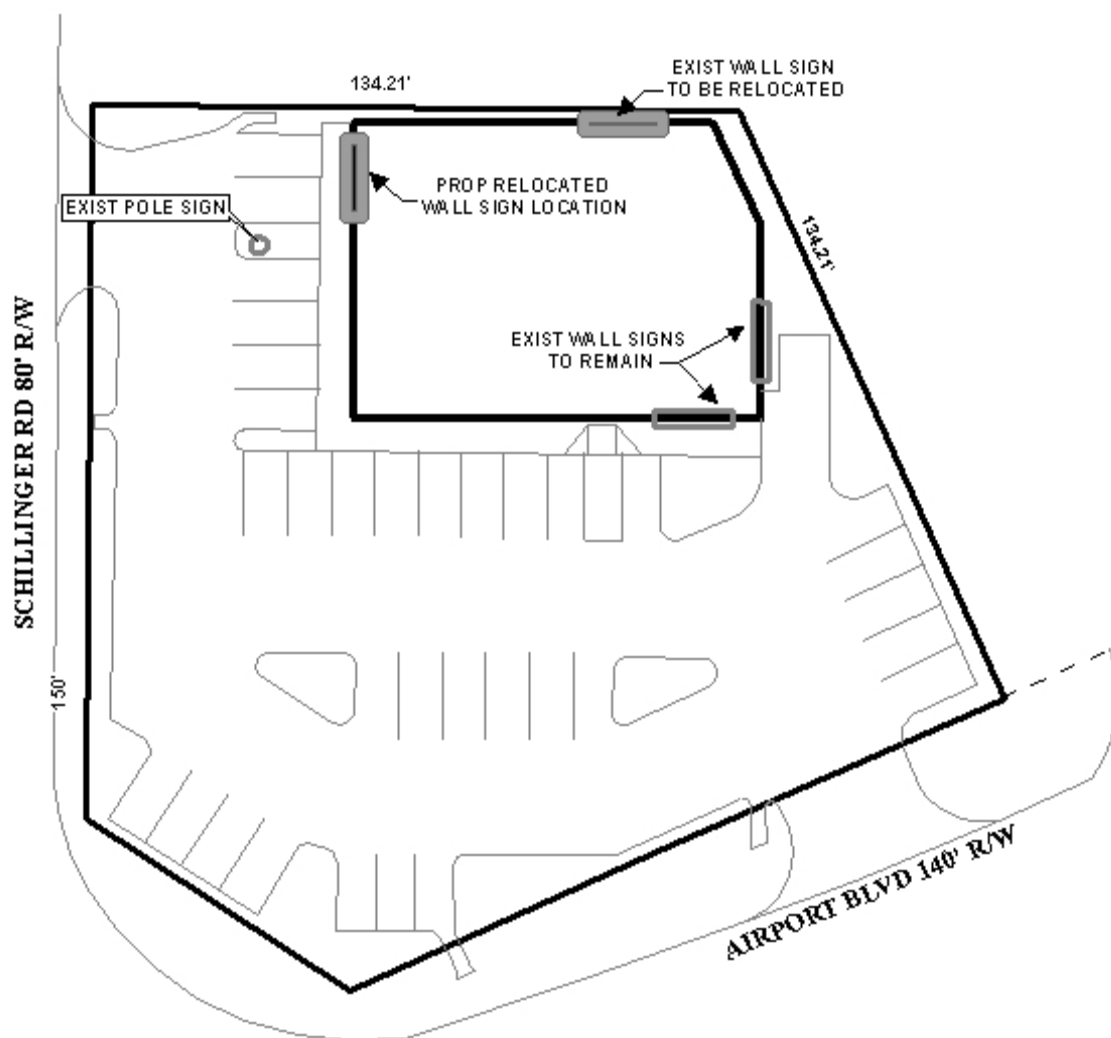


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# SITE PLAN



The site plan illustrates the existing and proposed signage

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# SIGN DETAIL

## PROPOSED SIGN DIMENSIONS



existing conditions

EXISTING SIGN TO BE RELOCATED



proposed conditions

PROPOSED SIGN

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