

APPLICATION NUMBER

5250

A REQUEST FOR

**SIGN VARIANCE TO ALLOW FOUR FREE-STANDING
SIGNS ON A MULTI-TENANT SITE WITH 1,147 LINEAR
FEET OF ROAD FRONTAGE; A MAXIMUM OF TWO
FREE-STANDING SIGNS ARE ALLOWED FOR A MULTI-
TENANT SITE WITH 1,147 LINEAR FEET OF ROAD
FRONTAGE**

LOCATED AT

1419 EAST I-65 SERVICE ROAD SOUTH

(Southeast corner of East I-65 Service Road South and Pleasant Valley Circle)

APPLICANT/OWNER

JJT, AN ALABAMA GENERAL PARTNERSHIP

BOARD OF ZONING ADJUSTMENT

JULY 2004

The applicant is requesting a Sign Variance to allow four free-standing signs on a multi-tenant site with 1,147 linear feet of road frontage; a maximum of two free-standing signs are allowed for a multi-tenant site with 1,147 linear feet of road frontage.

The applicant states that this project is currently under construction and will consist of two separate car dealerships, Cadillac and Hummer brands. The Cadillac dealership proposes an 11'3" x 11'8" double-sided, 33' high monument sign; and an 8' x 8' double-sided, 25' high monument sign illustrating certified pre-owned vehicles. The Hummer dealership proposes a 5' x 17' double-sided illuminated 24' high pylon sign, and a 5' x 3' double-sided, non-illuminated, directional sign.

One of the purposes of the Sign Regulations is to reduce the number of nonconforming signs through attrition, restrict visual clutter caused by excessive signage and to regulate new signage within the city.

While the overall site has 1,147 linear feet of frontage on two streets, I-65 Service Road South and Pleasant Valley Circle, three of the proposed signs are proposed to be located along the 370' of I-65 Service Road South street frontage. The main target market of the signs is interstate traffic and due to the topography of the overpass it could be argued that additional signage is needed. The 5' x 3' double-sided, non-illuminated, 5' high directional sign is proposed to be placed approximately 60-feet from the front property line and would simply direct Hummer customers to the appropriate building for services. Moreover, the aggregate square footage of the four free-standing signs does not exceed the maximum allowable for two free-standing signs. As proposed the four freestanding signs total approximately 296 square feet, whereas the Sign Regulations would allow two freestanding signs with a maximum square footage of 700 square feet.

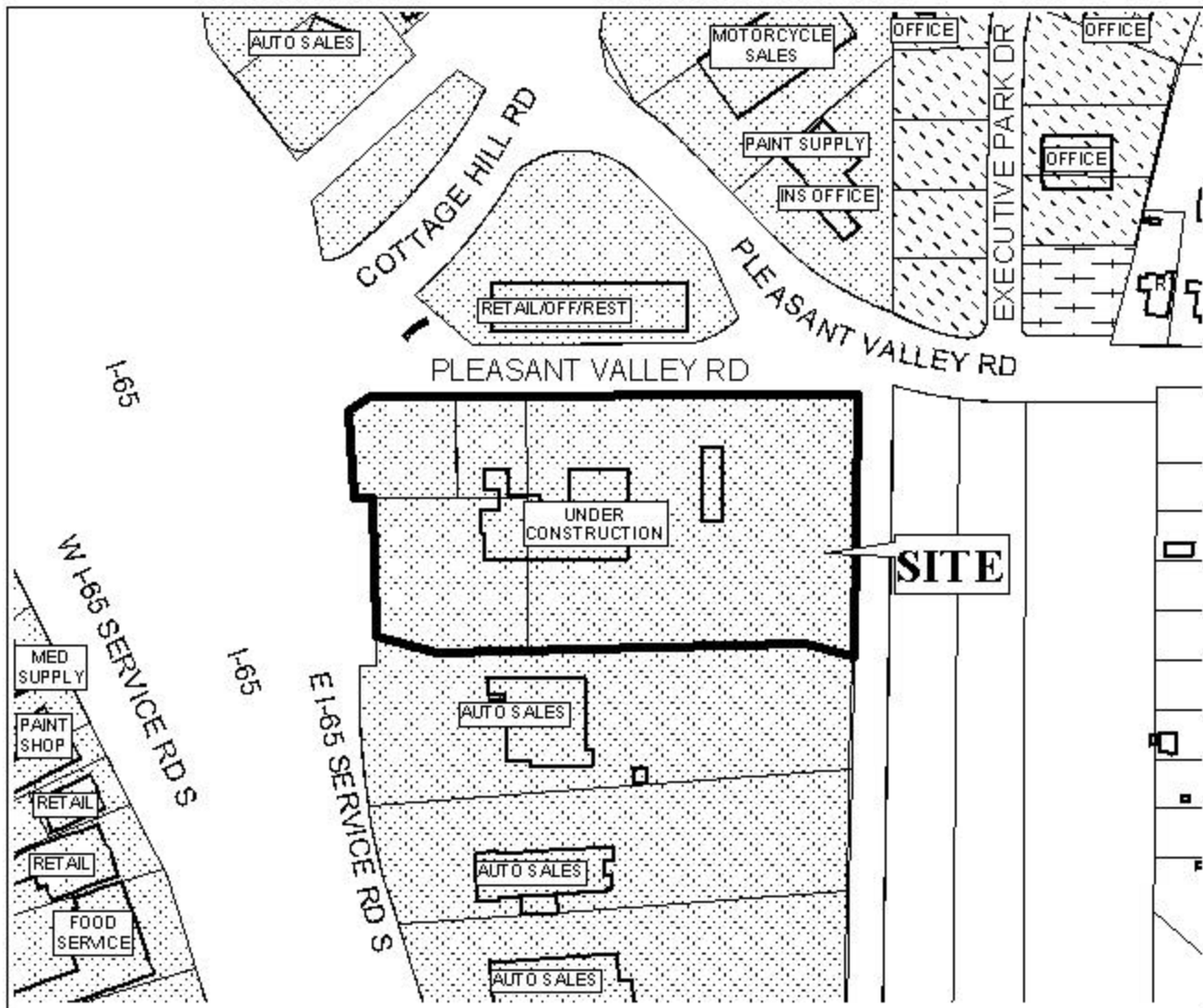
The Zoning Ordinance states that no variance shall be granted where economics are the basis for the application; and, unless the Board is presented with sufficient evidence to find that the variance will not be contrary to the public interest, and that special conditions exist such that a literal enforcement 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.

As illustrated on the site plan, the proposed placement of the signs would be consistent with existing surrounding development. It should be noted that the 5' x 3' directional is technically a sign because it contains the Hummer brand name; however, the sign is approximately 60-feet from the front property line, only 5-foot high, and at 15 square feet is smaller than the maximum allowed by the Sign Regulations allowance for directional signs not containing a commercial logo (20 square feet).

RECOMMENDATION 5250**Date: July 12, 2004**

Based upon the preceding, this application is recommended for approval subject to the following condition: 1) full compliance with all codes and ordinances.

BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is located in an area of mixed land use.

APPLICATION NUMBER 5250 DATE July 12, 2004
 APPLICANT JJT, an Alabama General Partnership
 REQUEST Sign Variance

LEGEND

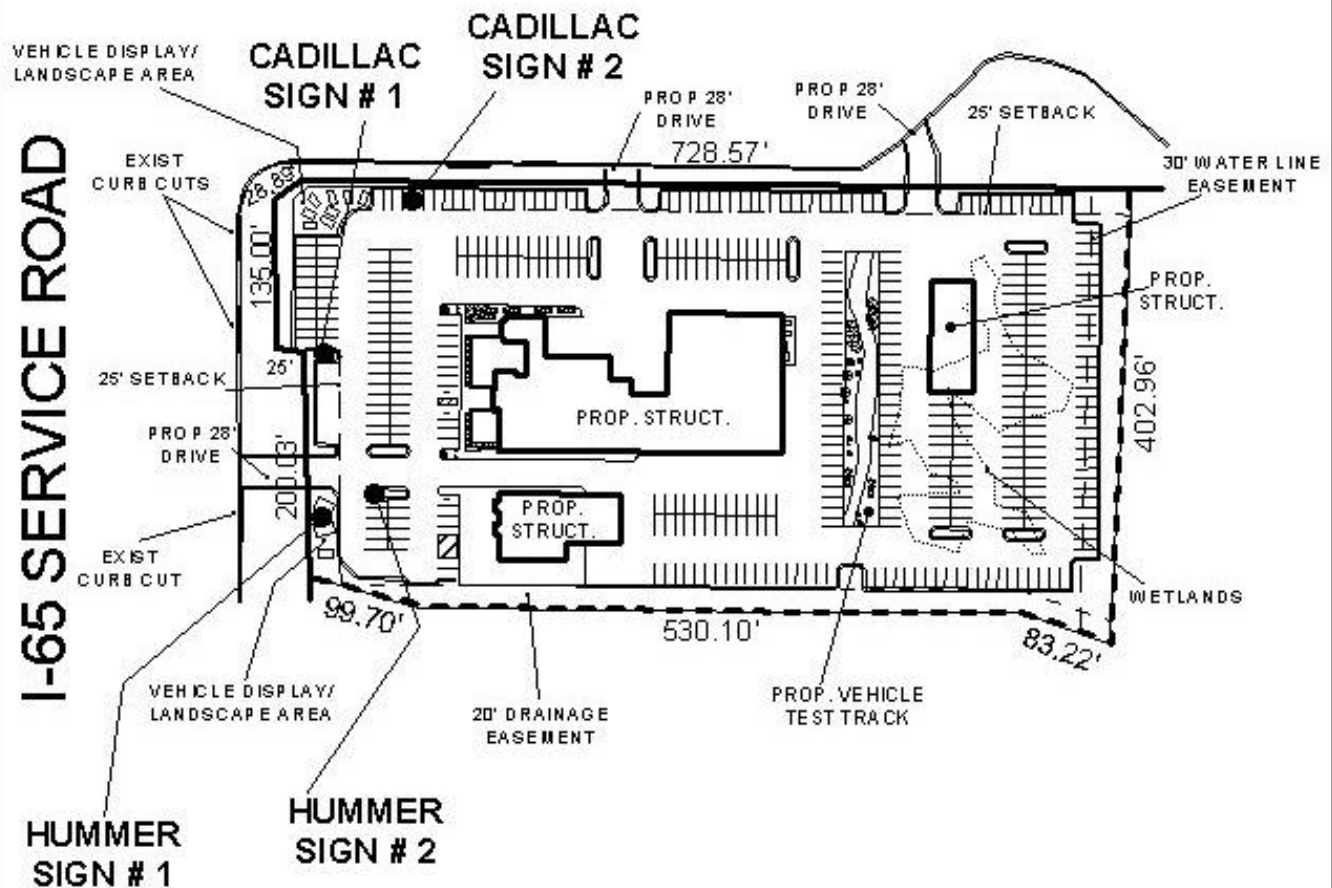


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SITE PLAN

PLEASANT VALLEY ROAD CIRCLE

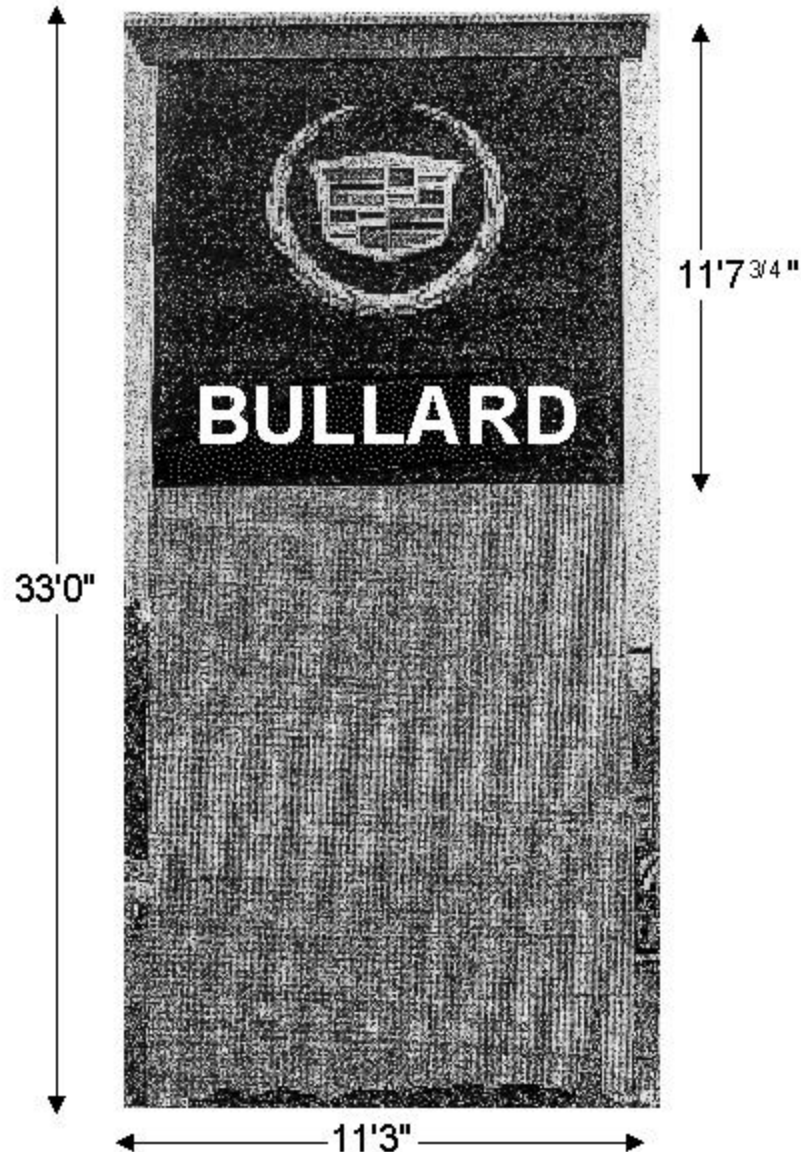


The site is located at the Southeast corner of East I-65 Service Road South and Pleasant Valley [Road] Circle. The plan illustrates the proposed structures, paving and landscaping.

APPLICATION NUMBER 5250 DATE July 12, 2004
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 USE/REQUEST Sign Variance

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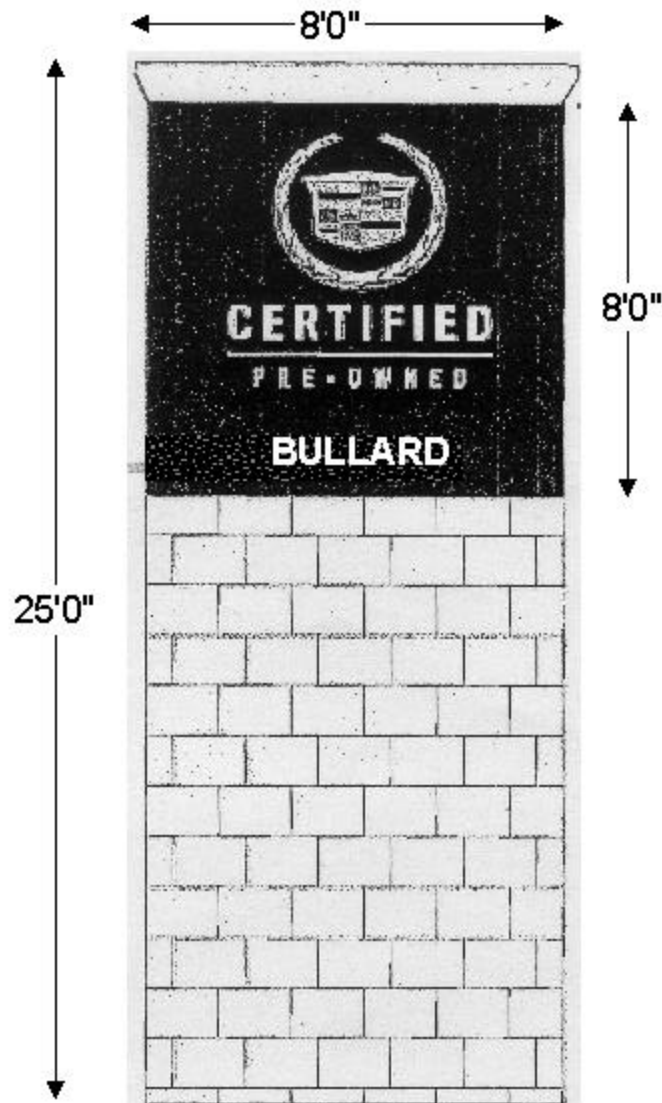
CADILLAC SIGN 1



APPLICATION NUMBER 5250 DATE July 12, 2004
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REQUEST Sign Variance



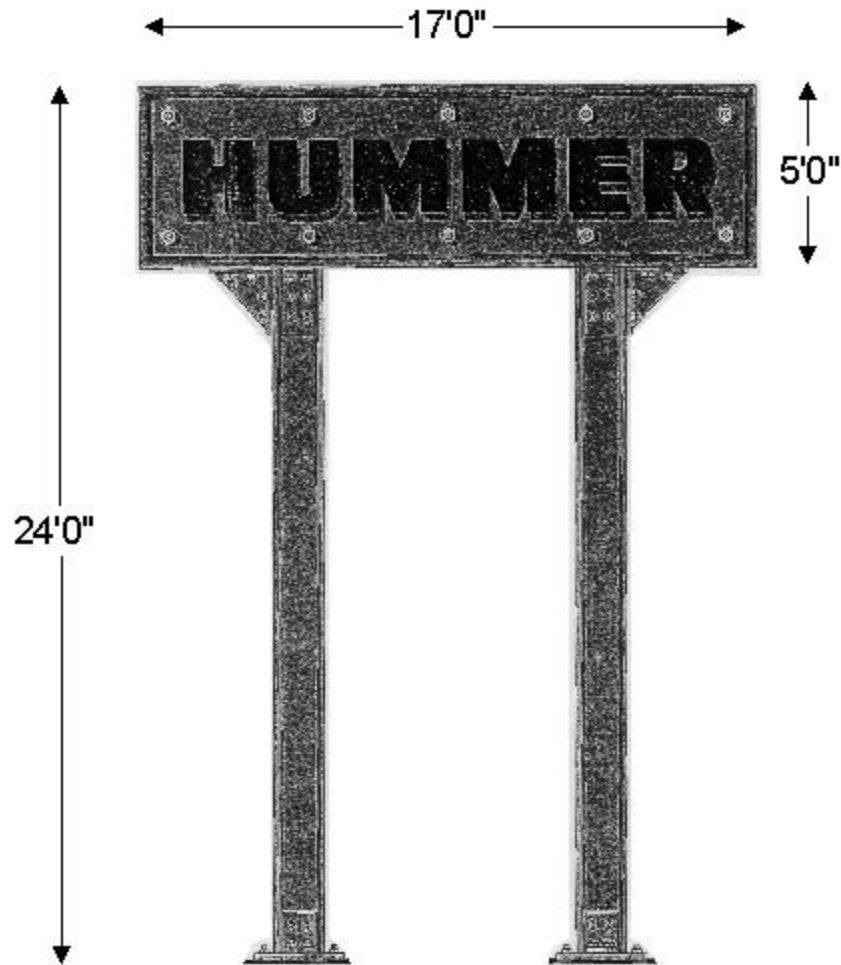
CADILLAC SIGN 2



APPLICATION NUMBER 5250 DATE July 12, 2004
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REQUEST Sign Variance

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NTS

HUMMER SIGN 1



APPLICATION NUMBER 5250 DATE July 12, 2004
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REQUEST Sign Variance

N
NTS

HUMMER SIGN 2



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REQUEST Sign Variance

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NTS