

APPLICATION NUMBER

**5376**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW SIX PROJECTING,  
BRACKET-MOUNTED, DOUBLE-FACED BANNER SIGNS  
WITH A TOTAL OF 390 SQUARE FEET; A MAXIMUM OF  
64 SQUARE FEET OF SIGNAGE IS ALLOWED PER  
BUSINESS IN HISTORIC DISTRICTS.**

LOCATED AT

**111 SOUTH ROYAL STREET**

(Northeast corner of South Royal Street and Church Street)

APPLICANT

**THE MUSEUM OF MOBILE**

OWNER

**CITY OF MOBILE**

**BOARD OF ZONING ADJUSTMENT**

SEPTEMBER 2006

The applicant is requesting a Sign Variance to allow six projecting, bracket-mounted, double-faced banner signs with a total of 390 square feet; a maximum of 64 square feet of signage is allowed per business in historic districts.

The Museum of Mobile is a non-proprietary agency of the City of Mobile, and since it is located within the Church Street East Historic District, it is subject to the Zoning Ordinance with respect to signs in historic districts limiting it to a total of 64 square feet of signage. The Museum is proposing to install six banners, each 2'-6" wide by 13' high, hanging on projecting, wall-mounted brackets above the sidewalk along the front (West) elevation of the central portion of the building. The maximum projection is shown to be approximately three feet from the wall face, and the bottom height above the sidewalk is approximately ten feet, both dimensions within the limits of projecting signs in historic districts.

The Museum states that it is unique in that it is in a Historic National Landmark building in downtown, serving as an agency of the city educating the public, but is obscured by protected trees and surrounded by sidewalks. It is stated that visitors have difficulty locating the Museum and it is felt that with multiple thin, vertical banners, such as used at some of the most prestigious museums around the world, more attention would be attracted to the more visible name and exhibit signs, and in the end, attract visitors to the Museum.

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.

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.

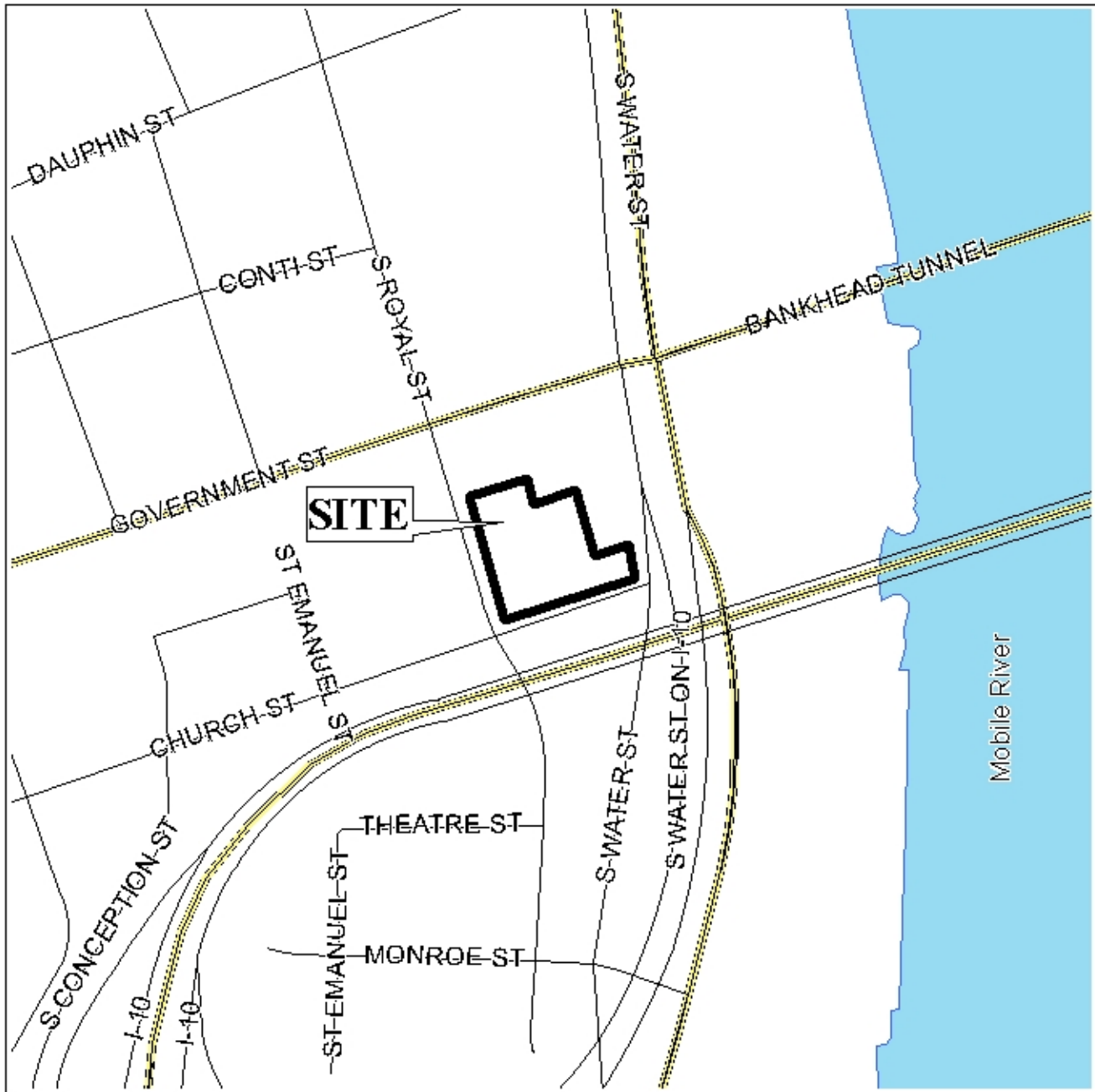
The Board has typically been lenient toward granting Sign Variances for single businesses occupying larger structures in the historic districts. The Museum has obtained

approval from the Architectural Review Board of the Mobile Historic Development Commission for the proposed banners. Inasmuch as the Museum serves to preserve and promote the rich history and cultural heritage of the City and area, not only for the local citizens, but for visitors from all points, approval of this application would be justified.

**RECOMMENDATION 5376****Date: September 11, 2006**

Based on the preceding, this application is recommended for approval subject to the following condition: (1) compliance with the Architectural Review Board's Certificate of Appropriateness.

## LOCATOR MAP



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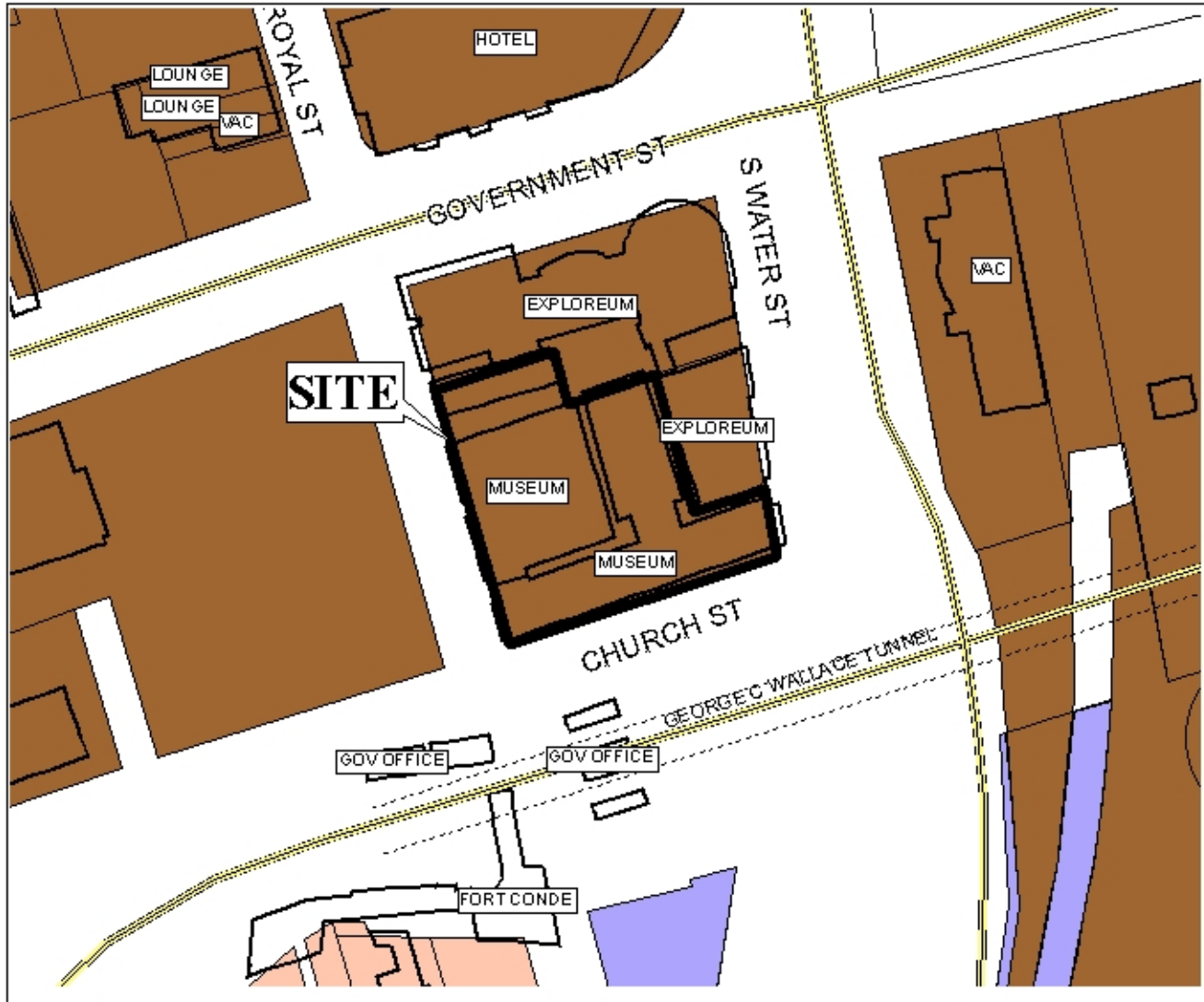
APPLICANT The Museum of Mobile

REQUEST Sign Variance



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# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by mixed land use

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REQUEST Sign Variance

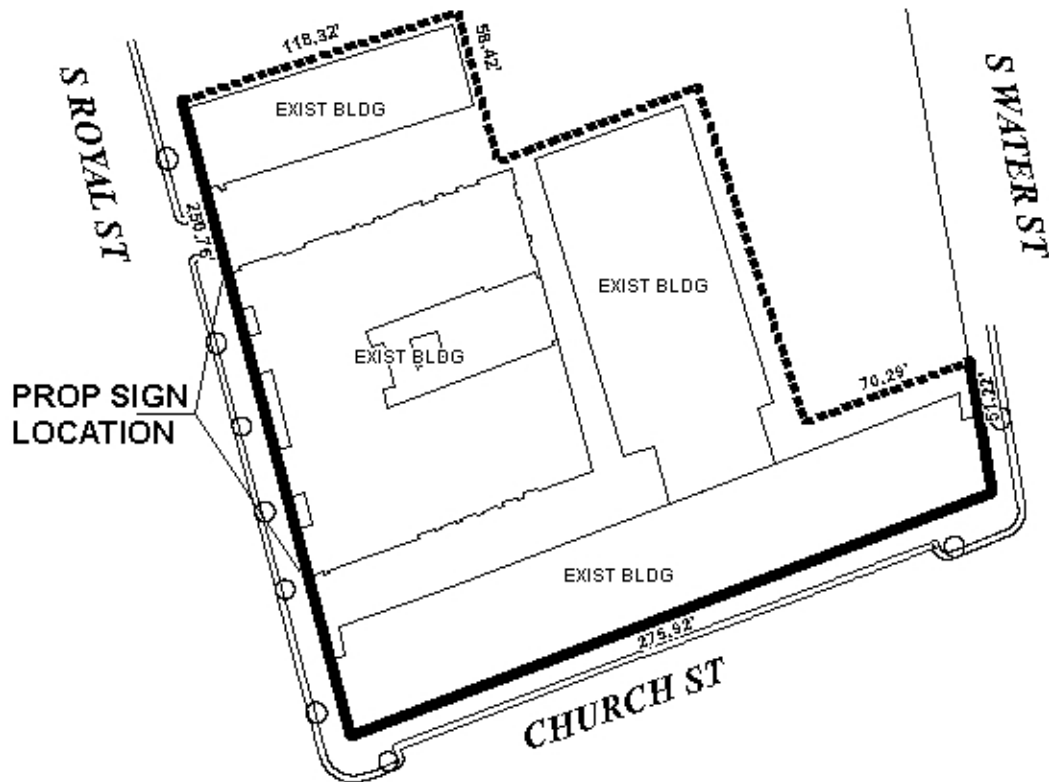
LEGEND

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
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## SITE PLAN



The site plan illustrates the existing buildings and proposed sign location

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# DETAIL SITE PLAN

WEST ELEVATION



PROP SIGN LOCATIONS

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