

**BOARD OF ZONING ADJUSTMENT
STAFF REPORT****Date: June 6, 2011****CASE NUMBER**

5682

APPLICANT NAME

Regions Bank (Wrico Signs Inc., Agent)

West side of North Sage Avenue, 473'± North of Dauphin Street.

VARIANCE REQUEST**SIGNAGE:** Sign Variance to allow a double-faced, 1'-8" wide x 2'-5" high off-premise directional sign with a corporate logo in a B-2, Neighborhood Business District.**ZONING ORDINANCE
REQUIREMENT****SIGNAGE:** The Zoning Ordinance requires all directional signs to be located on-premise and not contain any corporate logo in a B-2, Neighborhood Business District.**ZONING**

B-2, Neighborhood Business District

AREA OF PROPERTY

75,000 Square Feet / 1.7± Acres

**TRAFFIC ENGINEERING
COMMENTS**

No comments.

**CITY COUNCIL
DISTRICT**

District 1

ANALYSIS

The applicant is requesting a Sign Variance to allow a double-faced, 1'-8" wide x 2'-5" high off-premise directional sign with a corporate logo in a B-2, Neighborhood Business District; the Zoning Ordinance requires all directional signs to be located on-premise and not contain any corporate logo in a B-2, Neighborhood Business District.

The applicant has opened a new branch bank office on Dauphin Street. Access to the bank is via two shared private drives; one from Dauphin Street next to the bank, and one from North Sage Avenue. The location of the proposed sign is at the North Sage Avenue entrance to that private drive approximately 375' East of the bank site. That East-West drive intersects the North-South drive beside the bank and also affords a straight access from Sage Avenue to the bank's drive-up teller stalls and Northern parking area.

The applicant states that the sign will be visible to travelers on Sage Avenue, and due to the bank's substantial setback from Sage Avenue, the addition of the directional sign is necessary to help safely signify the access road which leads to the bank's entrance and drive-thru stalls.

The hardship presented in this case is site access recognition. For the purposes of site access traffic direction, the Ordinance makes a provision for “signs directing and guiding traffic services on private property but bearing no advertising matter and not exceeding 20 square feet for each sign...”. Directional signs must be on the property for which they direct traffic. In this case, the sign contains the corporate logo and business name and would be considered advertising in nature, and is off-premise on the adjacent property. The sign design does indicate a directional arrow and Drive Thru and ATM services which are most directly accessed by the East-West private drive beside the sign’s proposed location. Due to the location of the private access drive and the fact that it serves the applicant, a directional sign on the Sage Avenue access could be justified. However, such a sign need not contain the corporate logo to be effective. Generic lettering without a logo would suffice and could still be in the bank’s “signature” colors.

The sign is proposed to be placed out of the public right-of-way within the 25’ building setback line, but not over 3’ high; therefore, traffic visibility at the intersection should not be obstructed. Since this would be an off-premise sign, although directional, a sign permit would be required by the Planning Section.

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.

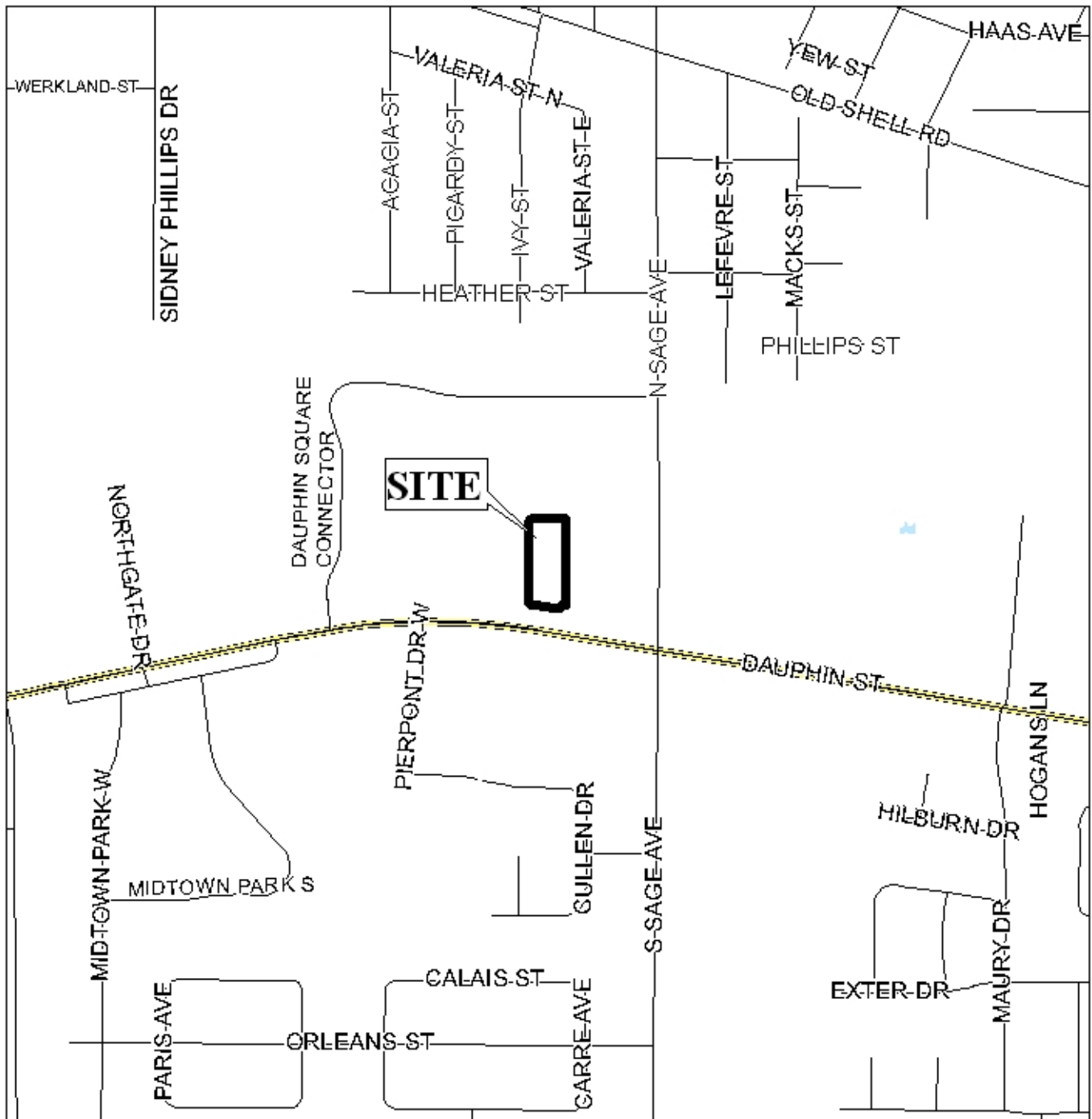
The purpose of the Sign Regulation Provisions is to promote the economic well-being of the entire Mobile community by creating a favorable physical image, to afford the business community an equal and fair opportunity to advertise and promote products and services, and to protect the right of the citizens to enjoy Mobile’s natural scenic beauty.

The applicant has failed to illustrate that there would be a hardship imposed by a literal enforcement of the Sign Regulation Provisions. Although there is shared access on a private street, the bank currently has appropriate and adequate signage at the maximum allowable for a single-tenant commercial site.

RECOMMENDATION
for denial.

Based upon the preceding, this application is recommended

LOCATOR MAP



APPLICATION NUMBER 5682 DATE June 6, 2011

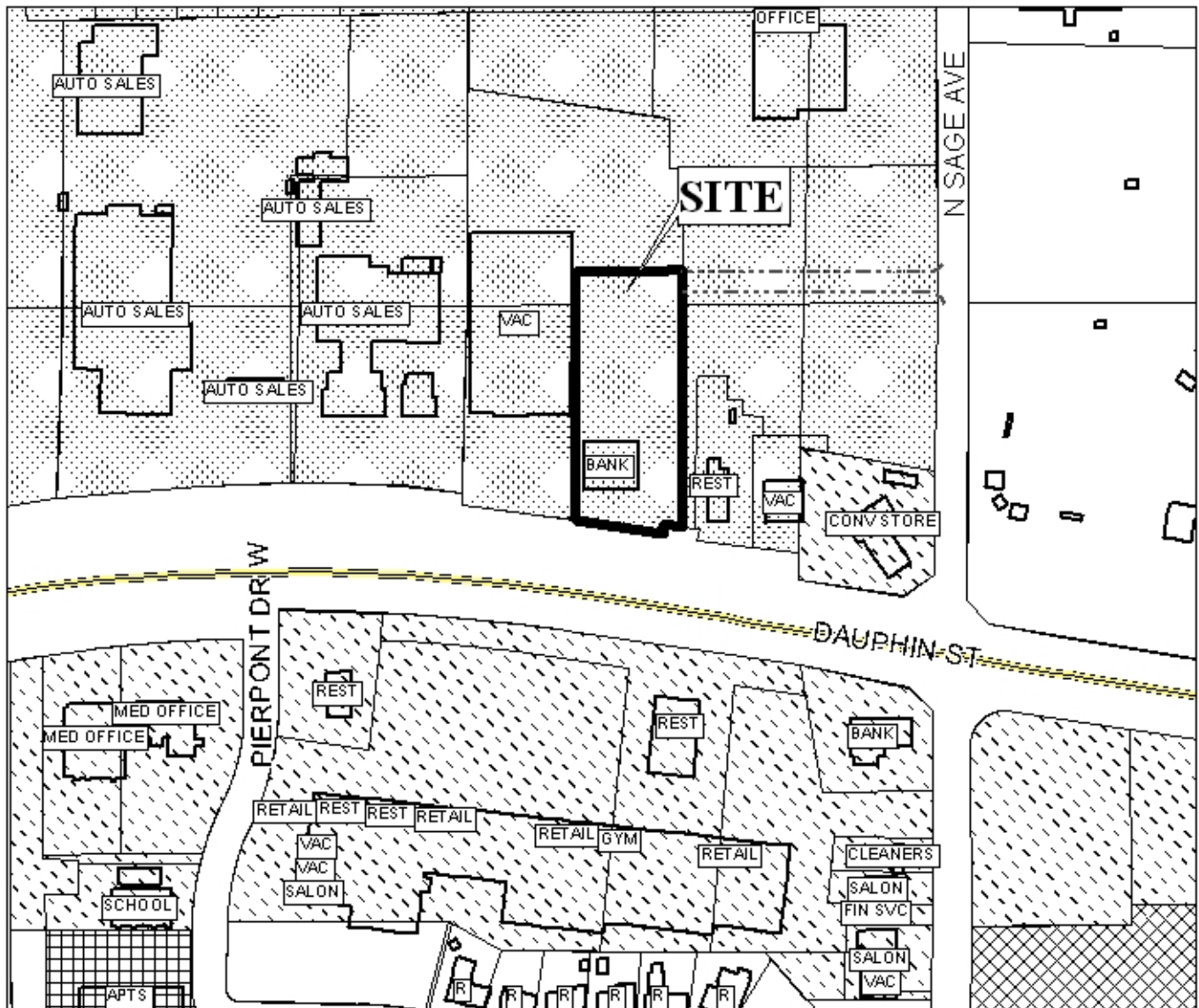
APPLICANT Wrico Signs Inc.

REQUEST Off-Premise Sign Variance



NTS

BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by commercial land use.

APPLICATION NUMBER 5682 DATE June 6, 2011

APPLICANT Wrico Signs Inc.

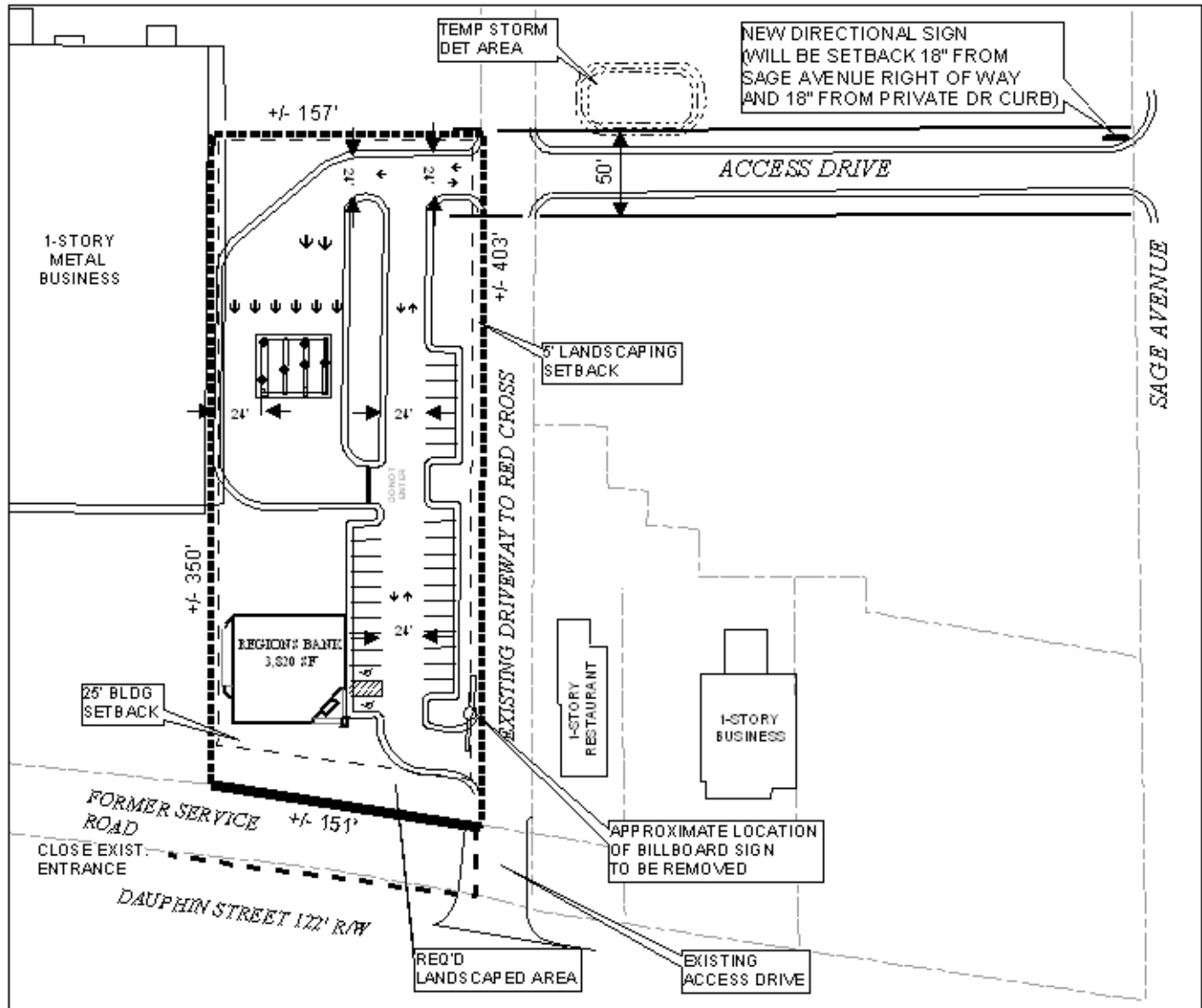
REQUEST Off-Premise Sign Variance

LEGEND

															NTS
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	



SITE PLAN



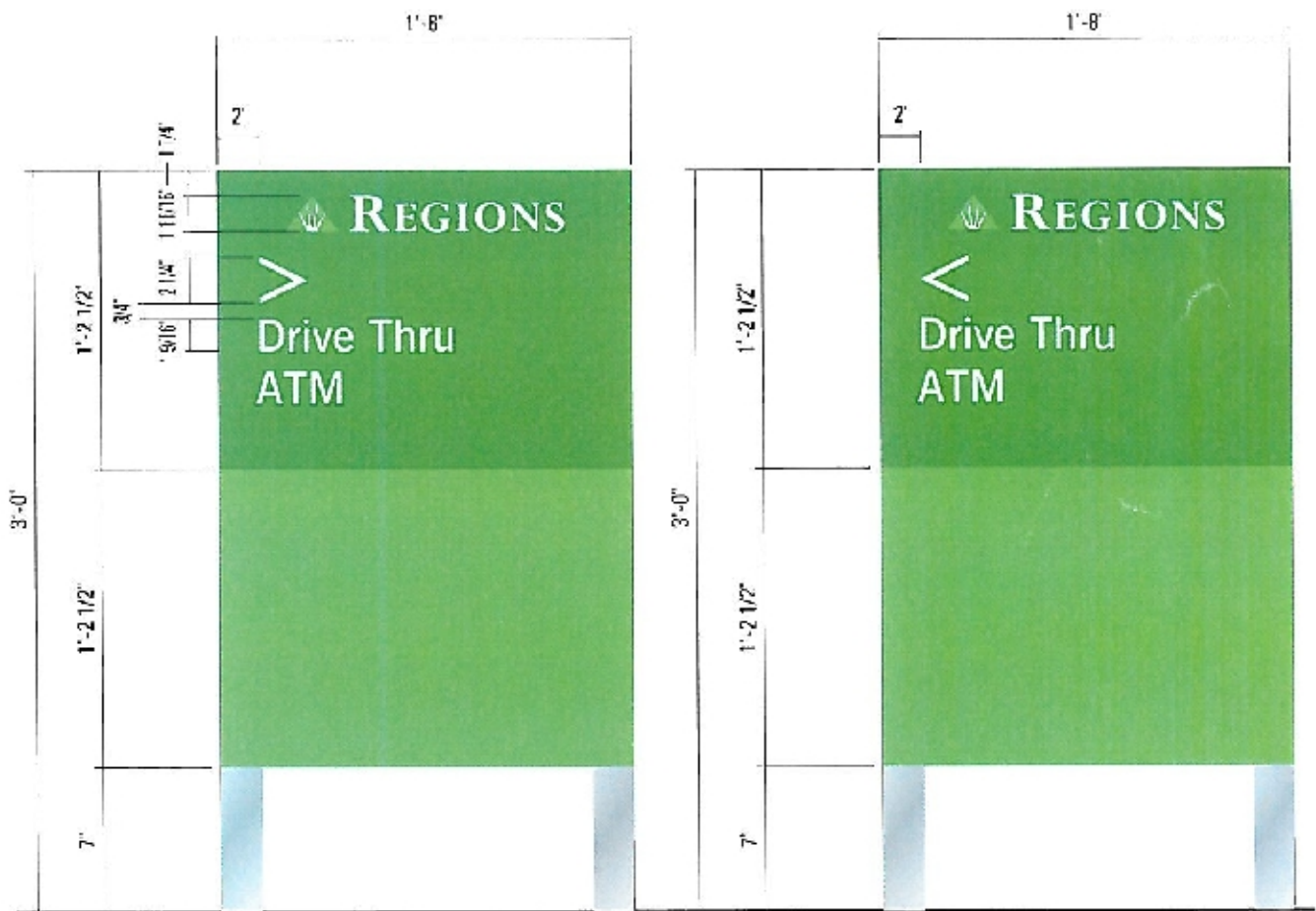
The site plan illustrates the existing building, setbacks, parking and drives.

APPLICATION NUMBER 5682 DATE June 6, 2011
 APPLICANT Wrico Signs Inc.
 REQUEST Sign Variance



NTS

DETAIL SITE PLAN



DIRECTIONAL SIGN

APPLICATION NUMBER 5682 DATE June 6, 2011
 APPLICANT Wrico Signs Inc.
 REQUEST Off-Premise Sign Variance

