

**BOARD OF ZONING ADJUSTMENT
STAFF REPORT****Date: August 1, 2011**

<u>CASE NUMBER</u>	5698 / 5072
<u>APPLICANT NAME</u>	Wrico Signs, Inc. for Infirmary Health System, Inc.
<u>LOCATION</u>	5 Mobile Infirmary Circle (Intersection of Mobile Infirmary Boulevard and Mobile Infirmary Circle)
<u>VARIANCE REQUEST</u>	SIGN: Sign Variance to allow a total of nine (9) directional signs of various sizes which include advertising matter (logo) at a hospital campus in a B-1, Buffer Business District
<u>ZONING ORDINANCE REQUIREMENT</u>	SIGN: Zoning Ordinance only allows directional signs which do not include any advertising matter in a B-1, Buffer Business District.
<u>ZONING</u>	B-1, Buffer Business District
<u>AREA OF PROPERTY</u>	60± Acres
<u>ENGINEERING COMMENTS</u>	No Comments
<u>TRAFFIC ENGINEERING COMMENTS</u>	No Comments
<u>CITY COUNCIL DISTRICT</u>	Districts 1 and 2

ANALYSIS The applicant is requesting a Sign Variance to allow a total of nine (9) directional signs of various sizes which include advertising matter (logo) at a hospital campus in a B-1, Buffer Business District; the Zoning Ordinance only allows directional signs which do not include any advertising matter in a B-1, Buffer Business District.

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 directional signs currently exist at various locations on the hospital's campus; however, the applicant now wishes to place the hospital's logo on these nine signs. The applicant states that the purpose for this variance is to assist individuals in locating the desired health care facility on the hospital's campus. The applicant goes on further to state that patients and visitors are often under stress during hospital visits, and therefore susceptible to confusion and disorientation. The currently proposed directional signs would reduce that confusion by assisting certain individuals in getting to their destinations more easily. The applicant also states that the Mitchell Cancer Institute and the University of South Alabama's Children's and Women's Hospital are located on adjacent property to Mobile Infirmary. This, the applicant reasons, makes it necessary to include the hospital's name on the directional signs to assure patients and visitors that they are at the correct hospital.

The applicant makes a valid point in that most individuals do experience unusually high amounts of stress and confusion during visits to the hospital. However, while it may be beneficial to put the name of the facility on directional signage when initially entering the hospital's campus, it is unnecessary to have the facility's name throughout the entire campus as requested.

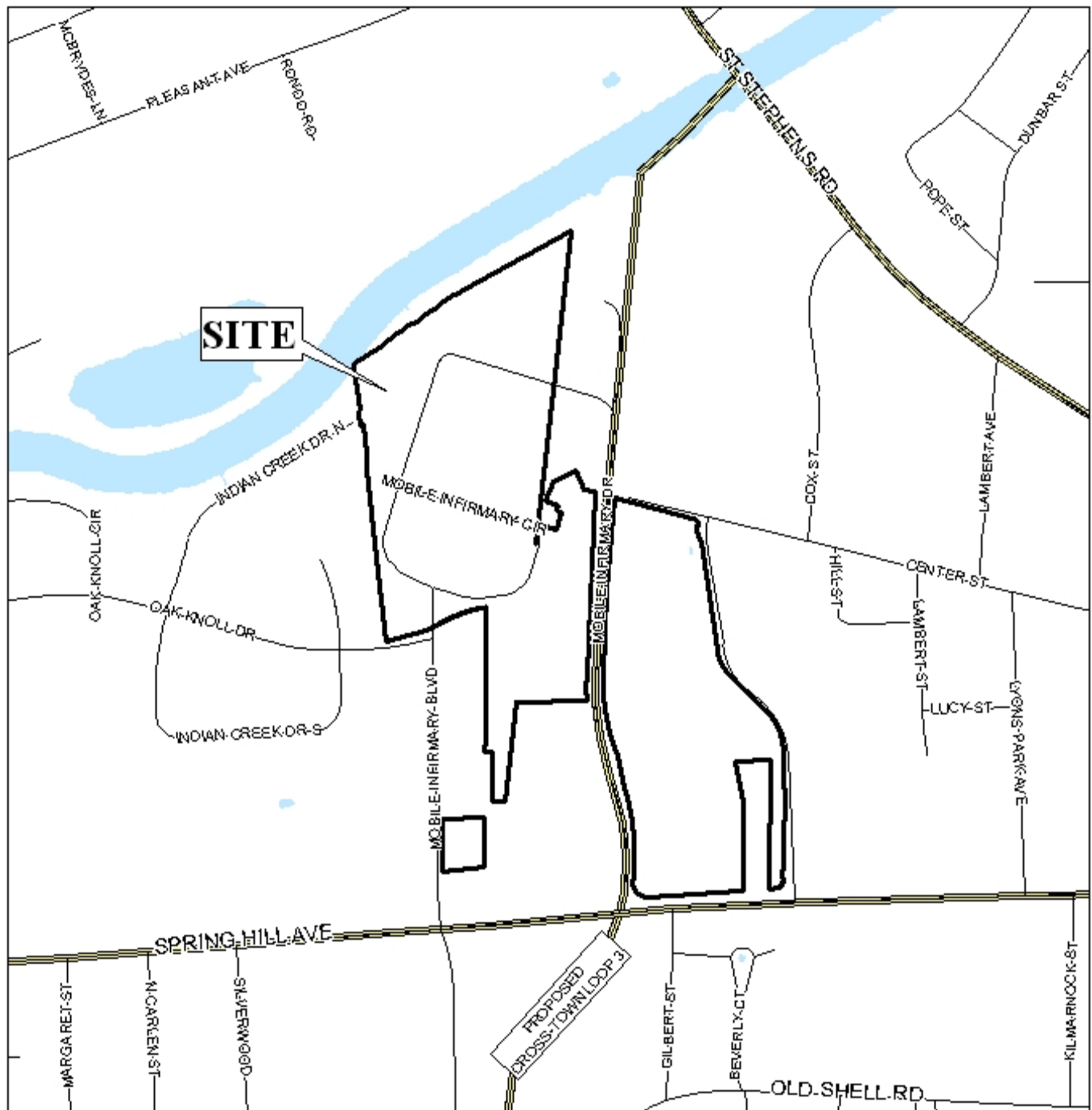
It should be noted that the applicant requests four of the nine directional signs to be double-faced, however it is not noted if both sides will be identical.

RECOMMENDATION

Based upon the preceding, it is recommended that 7 signs be denied while sign #1 on Mobile Infirmary Boulevard and sign #8 on Mobile Infirmary Drive be approved subject to the following conditions:

- 1) submission of a letter stating that both faces of the sign will be identical, or submission of what both sides of the signs will look like; and
- 2) full compliance with all municipal codes and ordinances

LOCATOR MAP



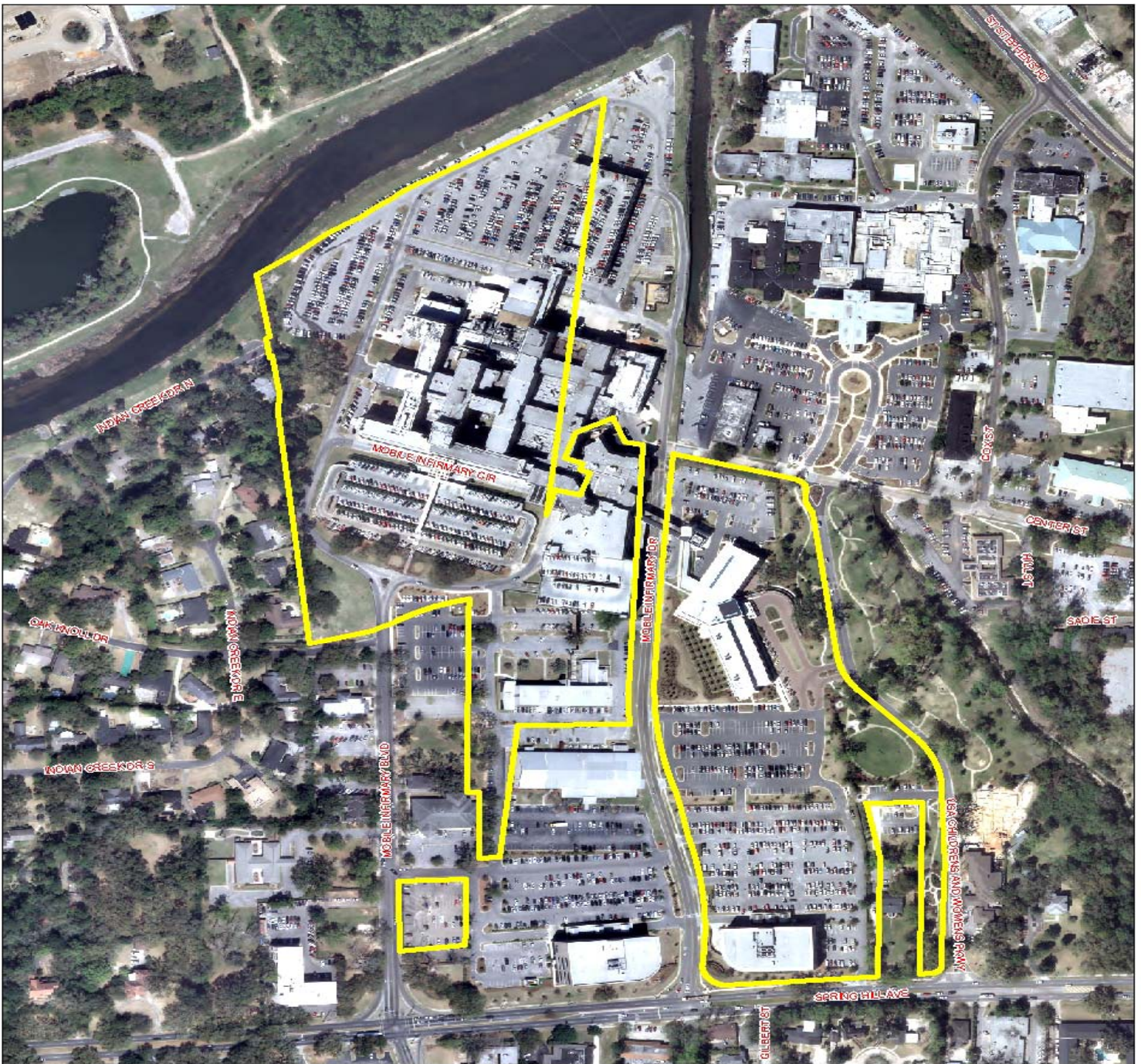
APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011
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The map is a detailed site plan of the Spring Hill area in Davidson County, Tennessee. It shows various land uses including residential (R), commercial (C), industrial (I), and institutional (I). Key features include the Spring Hill Hospital complex, the Spring Hill Medical Center, the Spring Hill Nursing Home, and the Spring Hill Historic District. The map also shows the location of the Spring Hill High School and the Spring Hill Middle School. The map is color-coded with green for residential, yellow for commercial, orange for industrial, and blue for institutional. The map includes a legend and a scale bar.

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BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



Single-family residential units are located to the west of the site. Commercial sites and medical facilities are located to the east and south of the site.

APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011

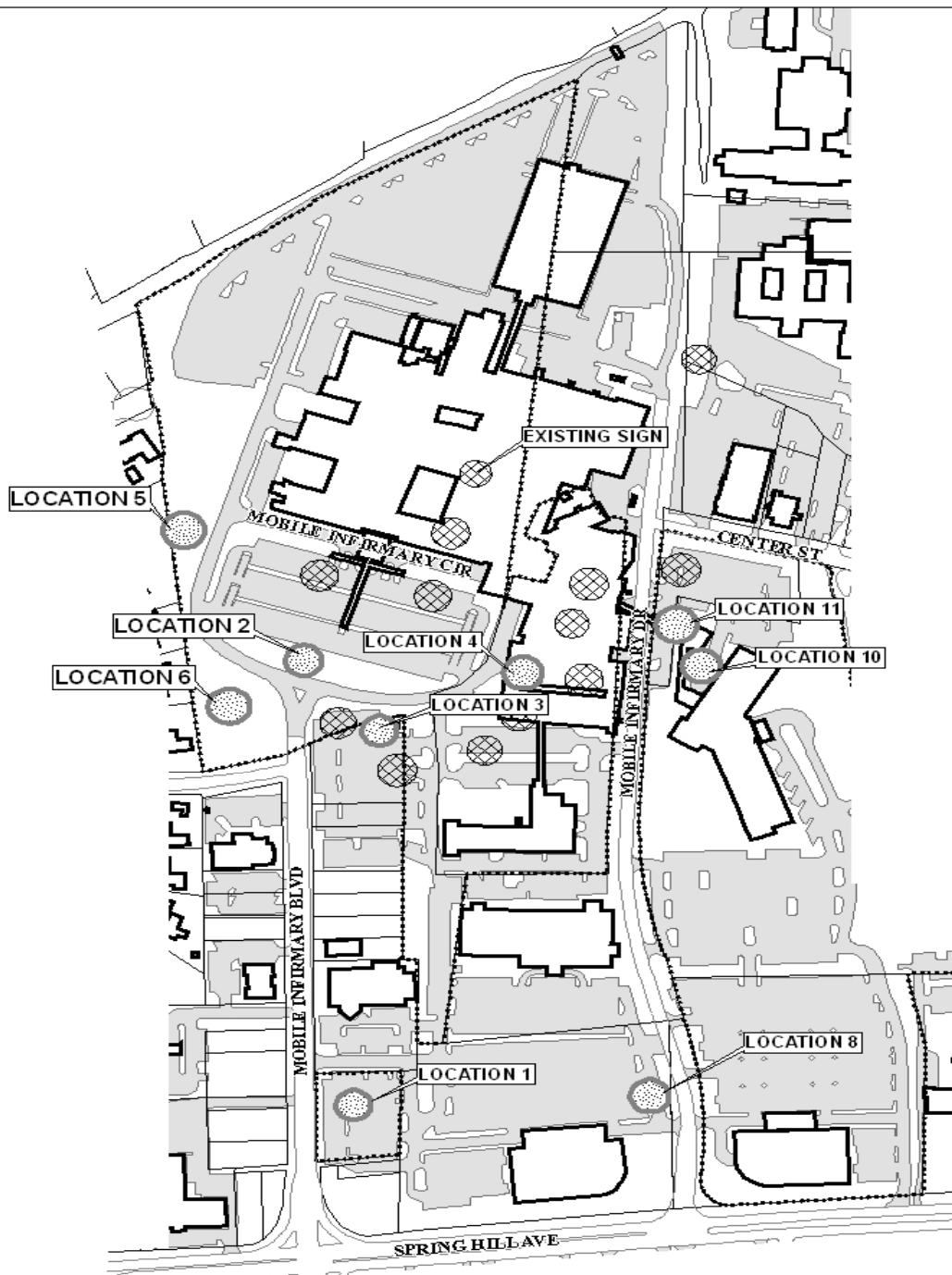
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SITE PLAN



The site plan illustrates the locations of the proposed signs.

APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011

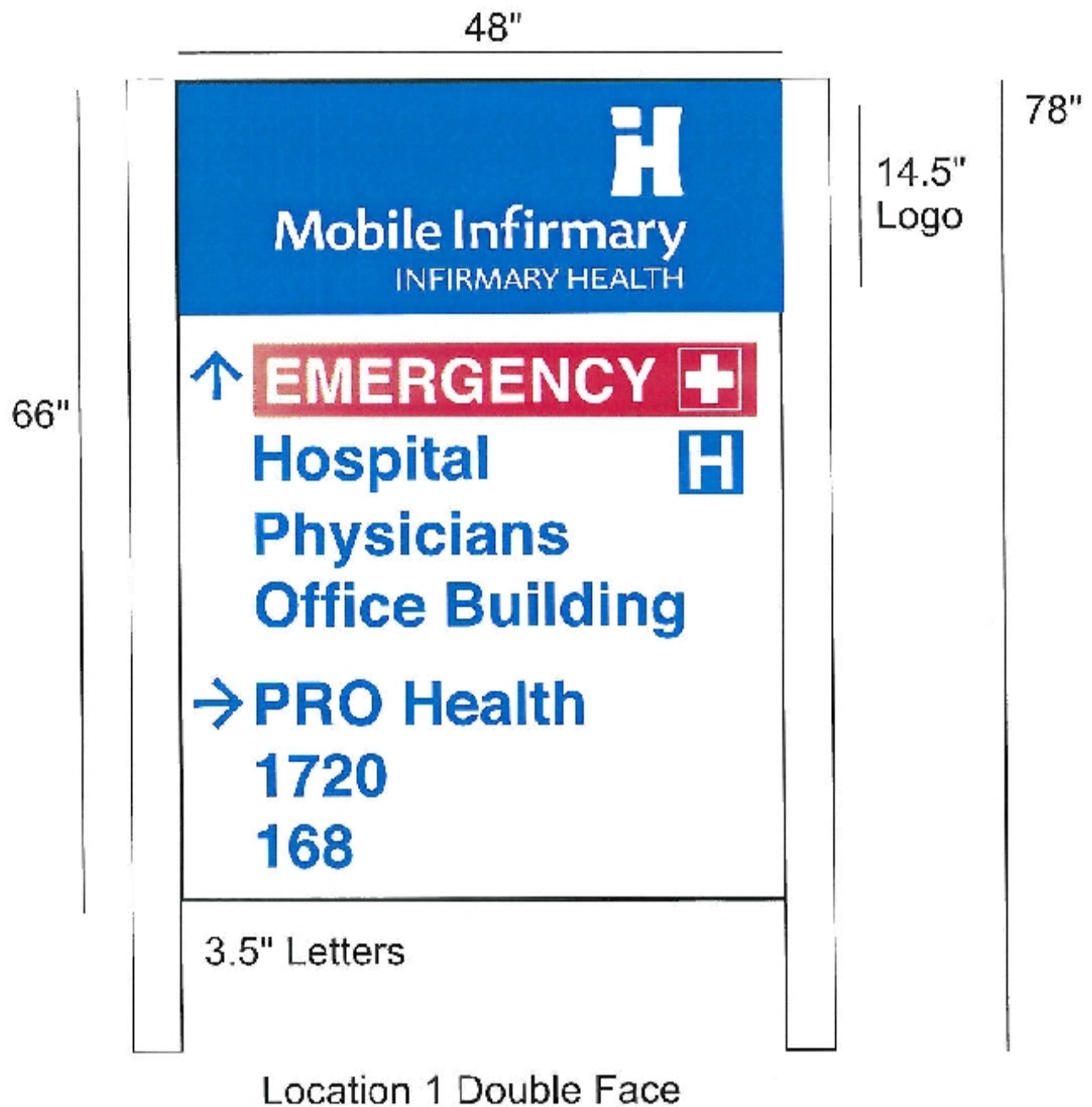
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REQUEST Sign Variance



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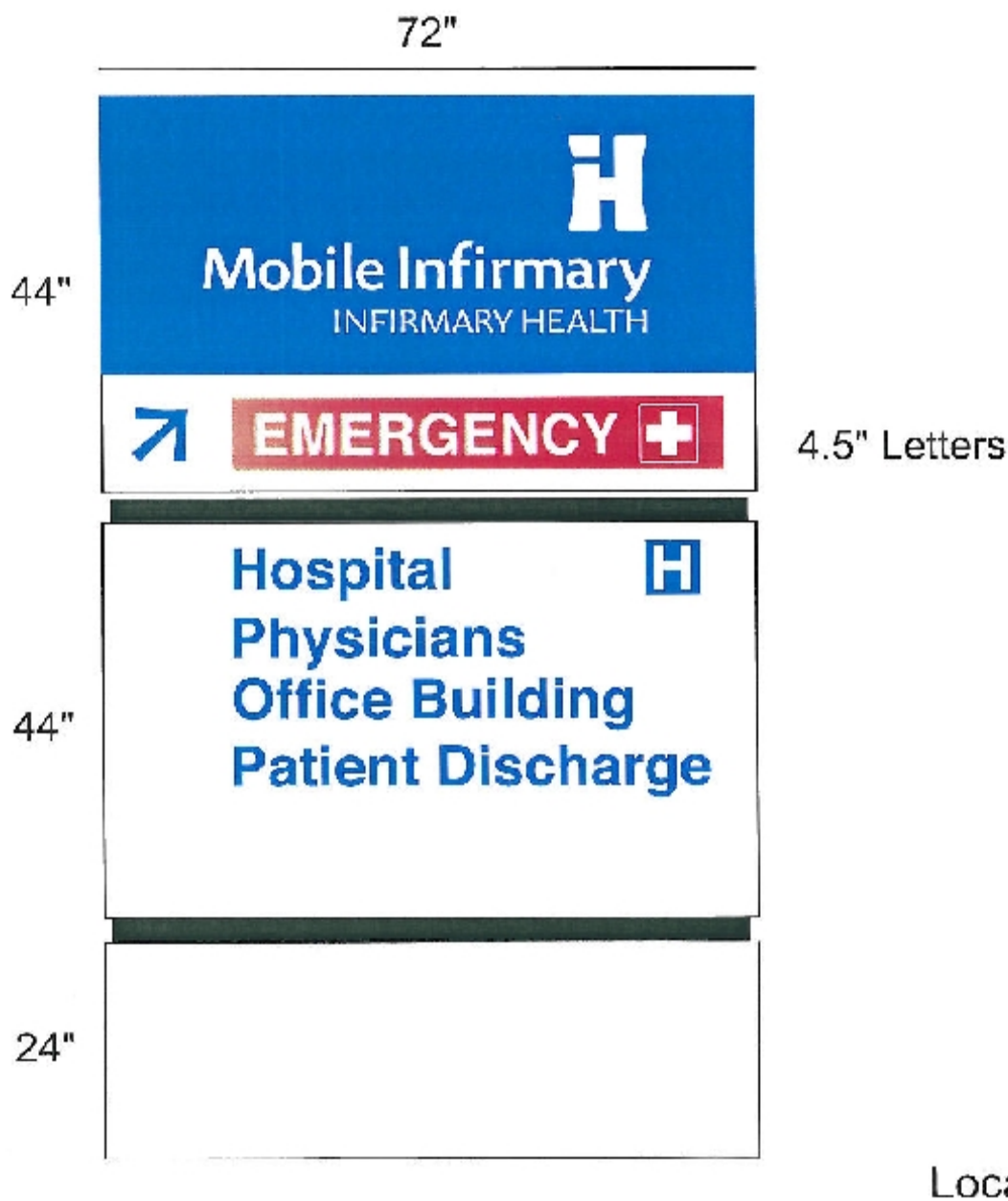
LOCATION 1 SIGN DETAIL



APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011
APPLICANT Wrico Signs Inc. for Infirmary Health System, Inc.
REQUEST Sign Variance



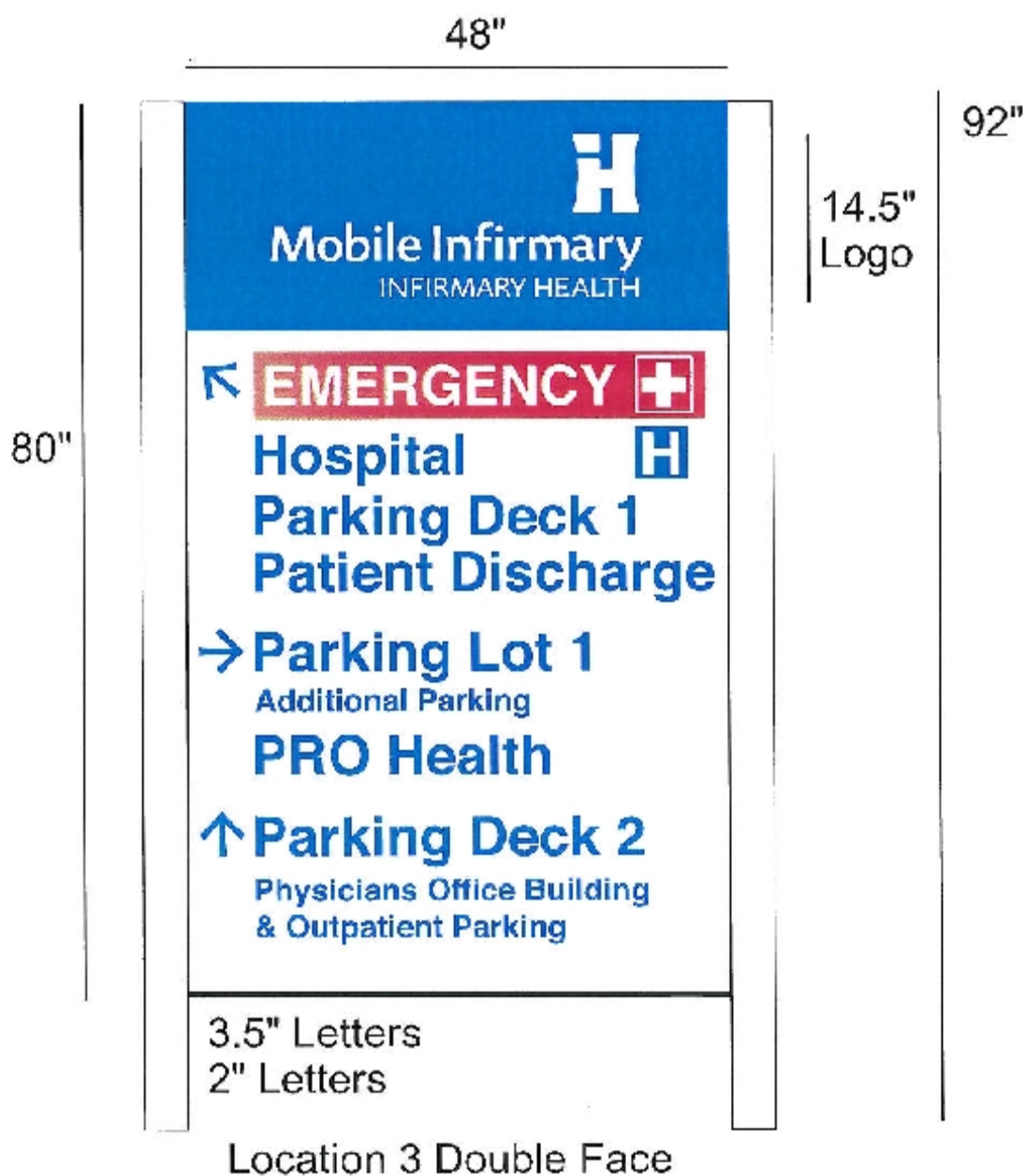
LOCATION 2 SIGN DETAIL



APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011
 APPLICANT Wrico Signs Inc. for Infirmary Health System, Inc.
 REQUEST Sign Variance



LOCATION 3 SIGN DETAIL



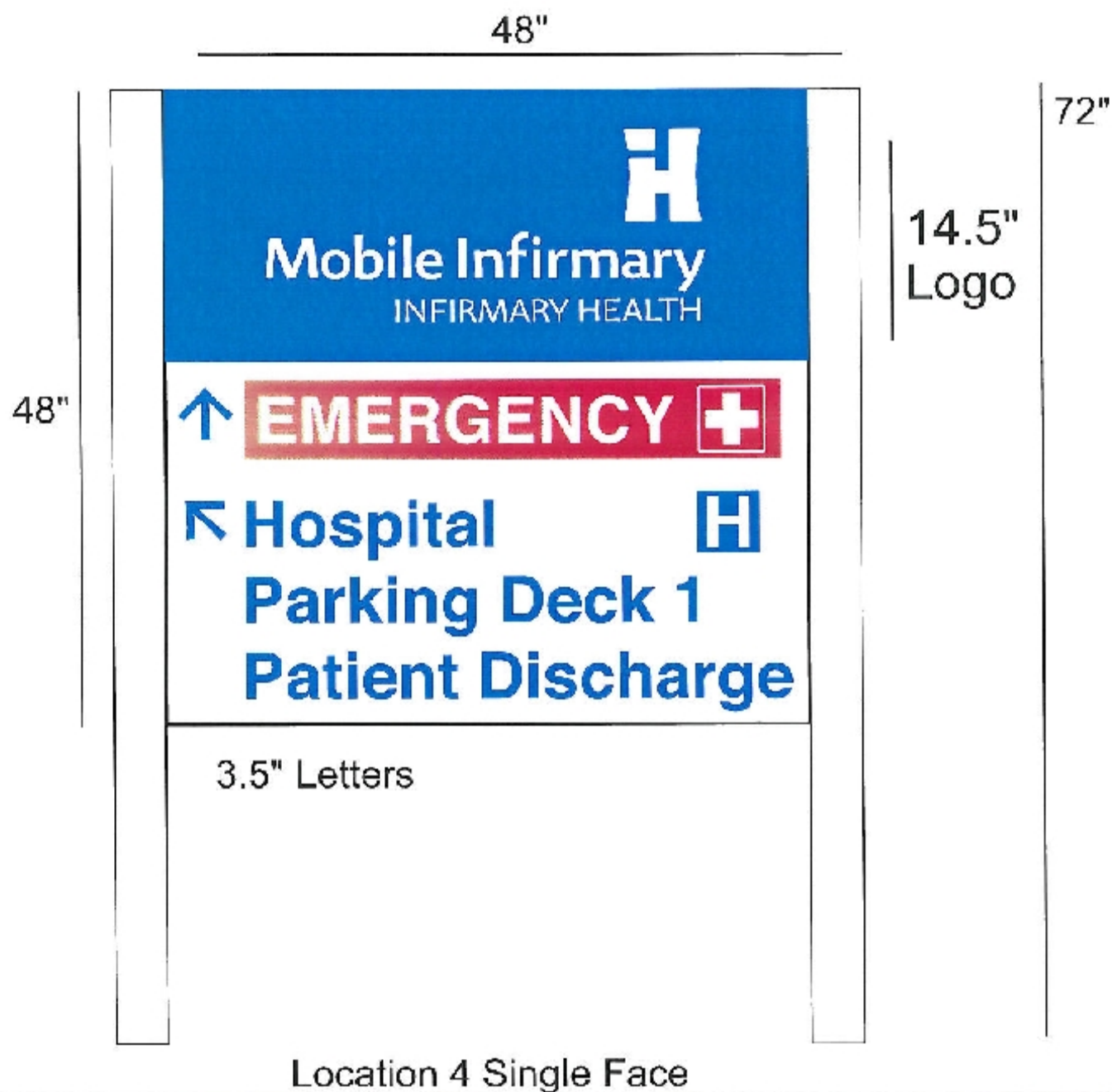
APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011

APPLICANT Wrico Signs Inc. for Infirmary Health System, Inc.

REQUEST Sign Variance



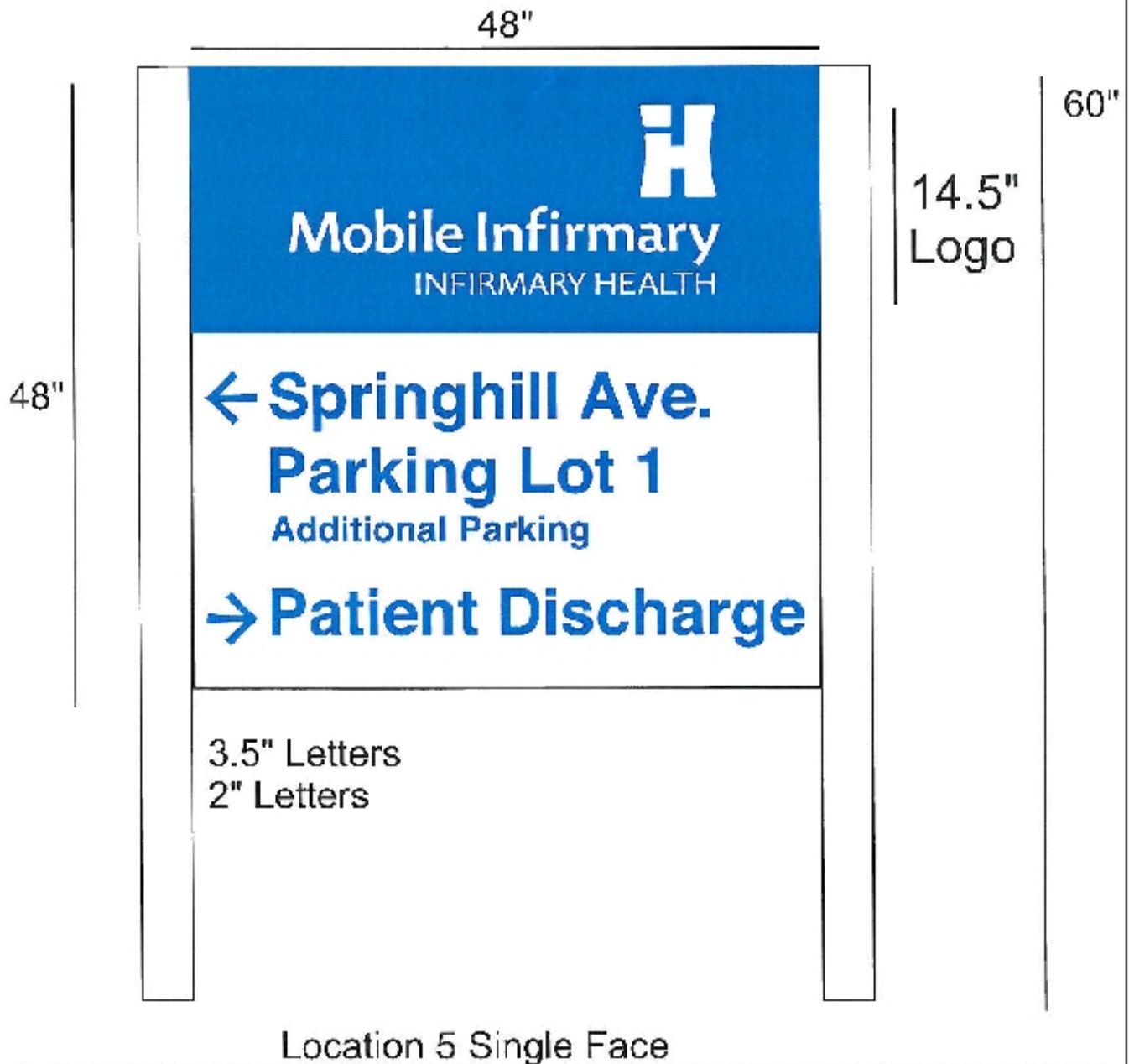
LOCATION 4 SIGN DETAIL



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APPLICANT Wrico Signs Inc. for Infirmary Health System, Inc.
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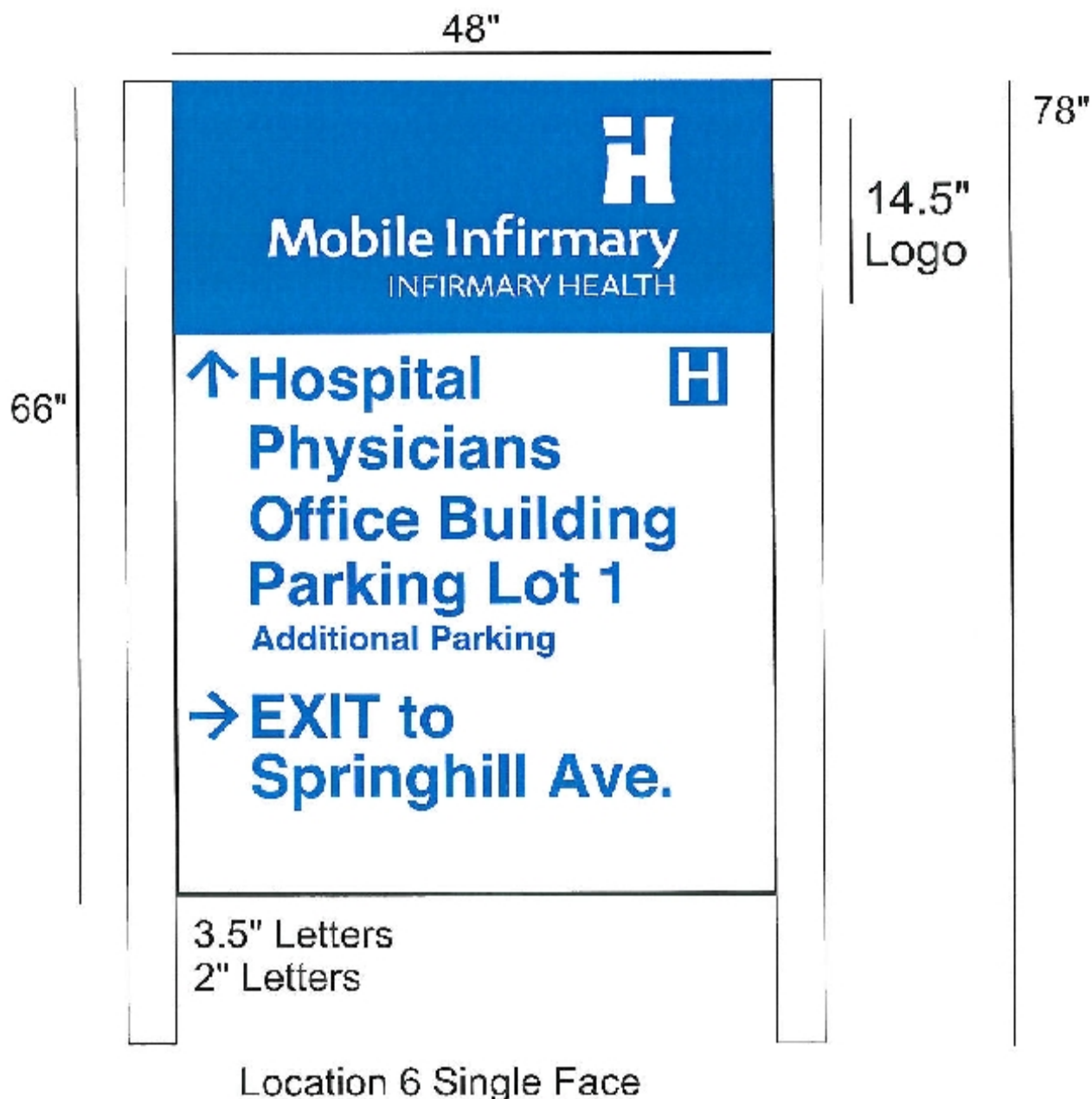
LOCATION 5 SIGN DETAIL



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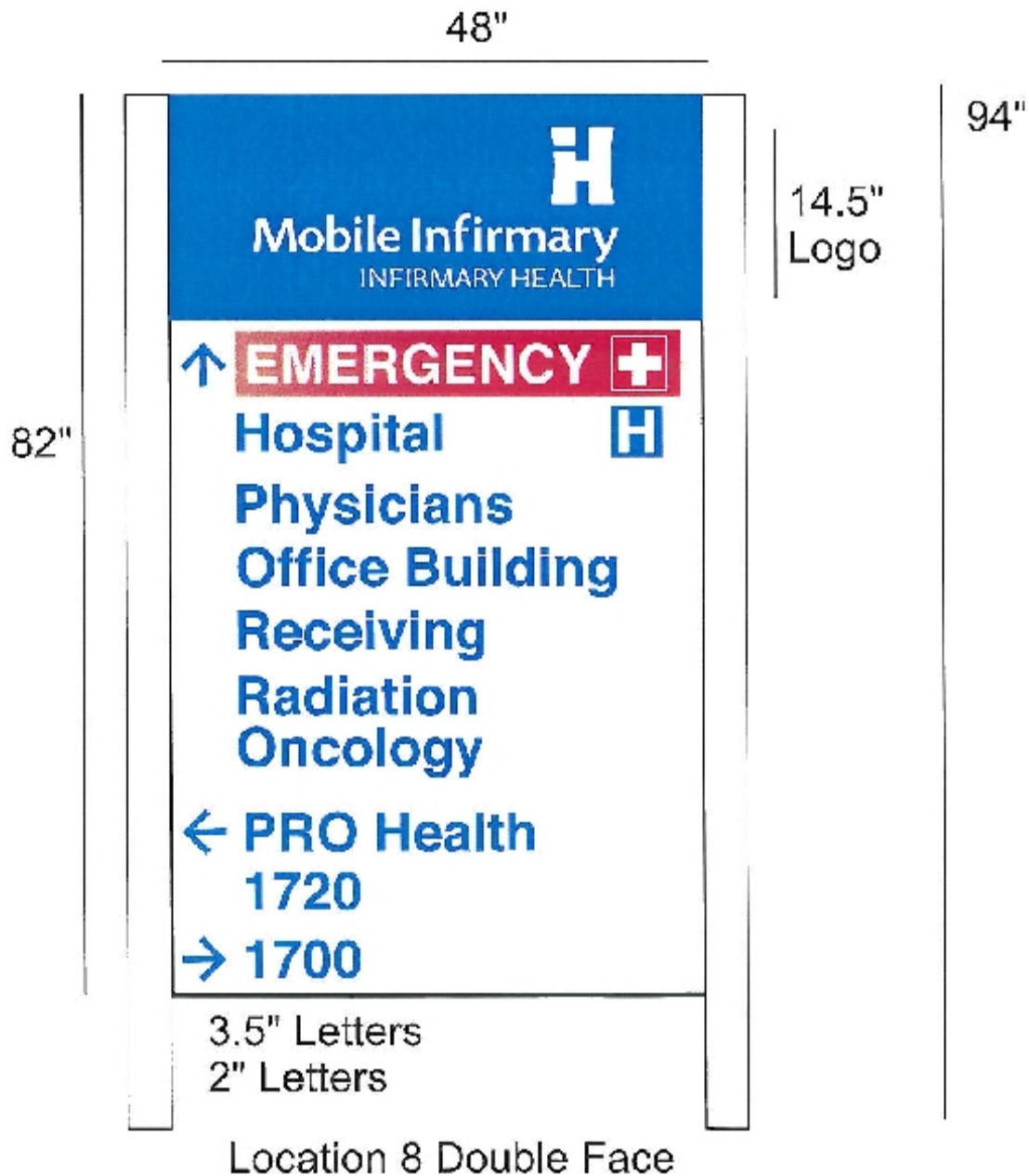
LOCATION 6 SIGN DETAIL



APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011
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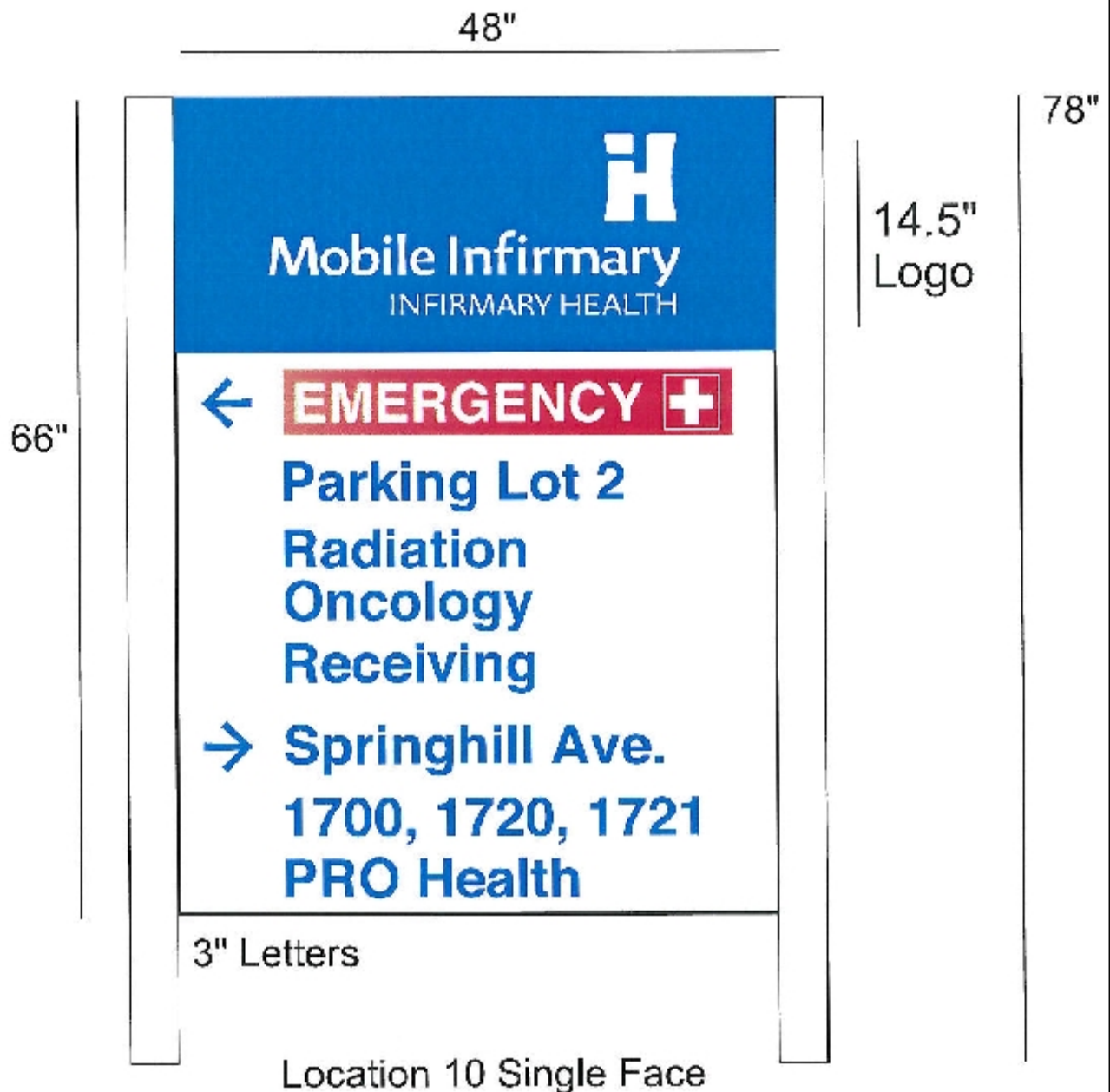
LOCATION 8 SIGN DETAIL



APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011
APPLICANT Wrico Signs Inc. for Infirmary Health System, Inc.
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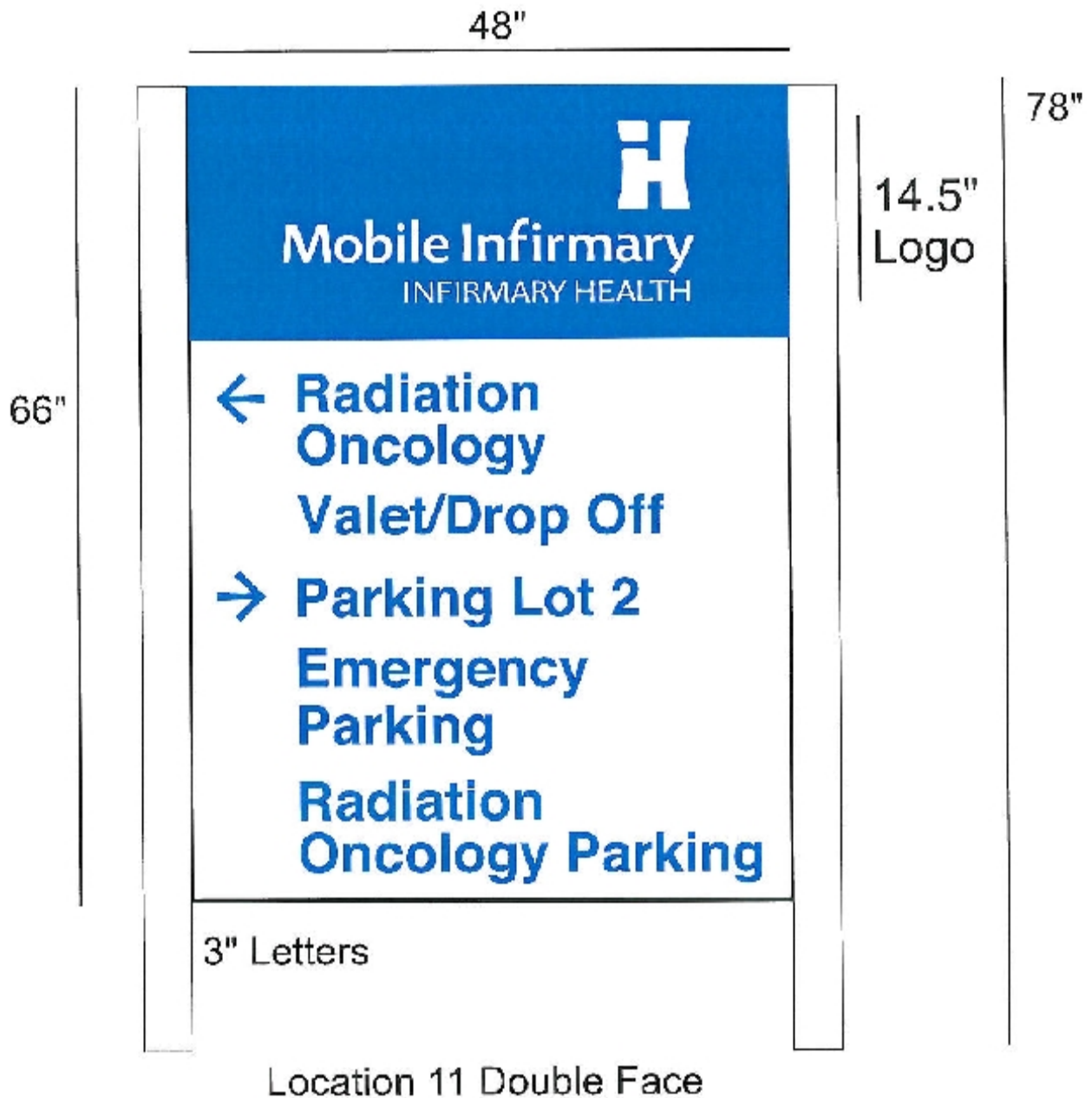
LOCATION 10 SIGN DETAIL



APPLICATION NUMBER 5698 / 5072 DATE August 1, 2011
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LOCATION 11 SIGN DETAIL



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