

**BOARD OF ZONING ADJUSTMENT
STAFF REPORT****Date: July 10, 2017****CASE NUMBER**

6120/5875

APPLICANT NAME

Victor Sign Company (Justin Thompson, Authorized Agent)

LOCATION720 Schillinger Road South
(West side of Schillinger Road South, 70'± South of Old Government Road).**VARIANCE REQUEST****SIGN:** Sign Variance to allow a second wall sign for a tenant on a multi-tenant site in a B-3, Community Business District.**ZONING ORDINANCE
REQUIREMENT****SIGN:** The Zoning Ordinance allows only one wall sign per tenant on a multi-tenant site in a B-3, Community Business District.**ZONING**

B-3, Community Business District

AREA OF PROPERTY

2.0± acres

**ENGINEERING
COMMENTS**

No Comments

**TRAFFIC ENGINEERING
COMMENTS**

No Comments

**CITY COUNCIL
DISTRICT**

District 6

ANALYSIS

The applicant is requesting a Sign Variance to allow a second wall sign for a tenant on a multi-tenant site in a B-3, Community Business District.; the Zoning Ordinance allows only one wall sign per tenant on a multi-tenant site in a B-3, Community 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 that substantial justice is 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 applicant states:

The purpose of this variance application is to allow AT&T to update their logo to their new brand guidelines without losing the current signage they have.

They currently have (1) set of Tenant Panels in the pylon and (2) sets of Channel Letters on their building fascia, one mounted on the end of the building facing Schillinger Rd and one on the building fronting the parking lot. AT&T's building has since been annexed into the City of Mobile and now needs to update their logo to current brand guidelines. This now means that we cannot update their outdated signage without acquiring a variance.

This property has a direct view of Schillinger Rd at the end of their building, which is about 80' from the edge of the road and is easily readable for potential customers who are driving down the road. Without this sign, they lose the advantage of being on the corner suite with direct line of site access to the Schillinger Rd traffic.

As stated, the applicant desires to seek relief from the sign requirements of the Zoning Ordinance by establishing a second wall sign in a B-3, Community Business District. This subject site currently consists of two (2) wall signs and one (1) tenant panel. This area is a part of the West Mobile Annexation area adopted by the City Council in 2008. The applicant states that the subject site was comprised of two (2) wall signs prior to annexation.

According to Section 64-11.8.c.(3). of the Zoning Ordinance, “Multiple establishments on single sites may erect one (1) monument sign with a maximum size of seventy-five (75) square feet per side and height of five (5) feet or one (1) freestanding sign with a maximum size of three hundred fifty (350) square feet per face and height of fifty (50) feet. In addition, each establishment located on a single building site with two (2) or more establishments may erect one (1) sign as follows: Permitted type: Wall, projecting, awning, canopy or marquee.”. Additionally, Section 64-11.8.c.(3)(a) states “Each tenant shall be allowed one (1) wall sign per street frontage that is faces not to exceed thirty (30) percent of usable wall area not to exceed three hundred fifty (350) square feet....”.

The applicant states that this request is due to the desire update the AT&T logo per new company branding guidelines (a new circular logo, and changing “at&t” to “AT&T”). The applicant argues that vehicle traffic travelling along Schillinger Road will lose visibility of the corner suite should it have to be removed. It should be noted that there is a tenant panel sign that addresses vehicular traffic travelling both north and south on Schillinger Road. Therefore, a secondary sign would not be considered a necessity due to lack of visibility.

On April 6, 2015, the Board of Zoning Adjustment approved an application to allow three (3) wall signs and one (1) informational sign about 0.3 miles north of this site at 470 Schillinger Road South (auto dealership). 470 Schillinger Road South is located within the West Mobile Annex area as well.

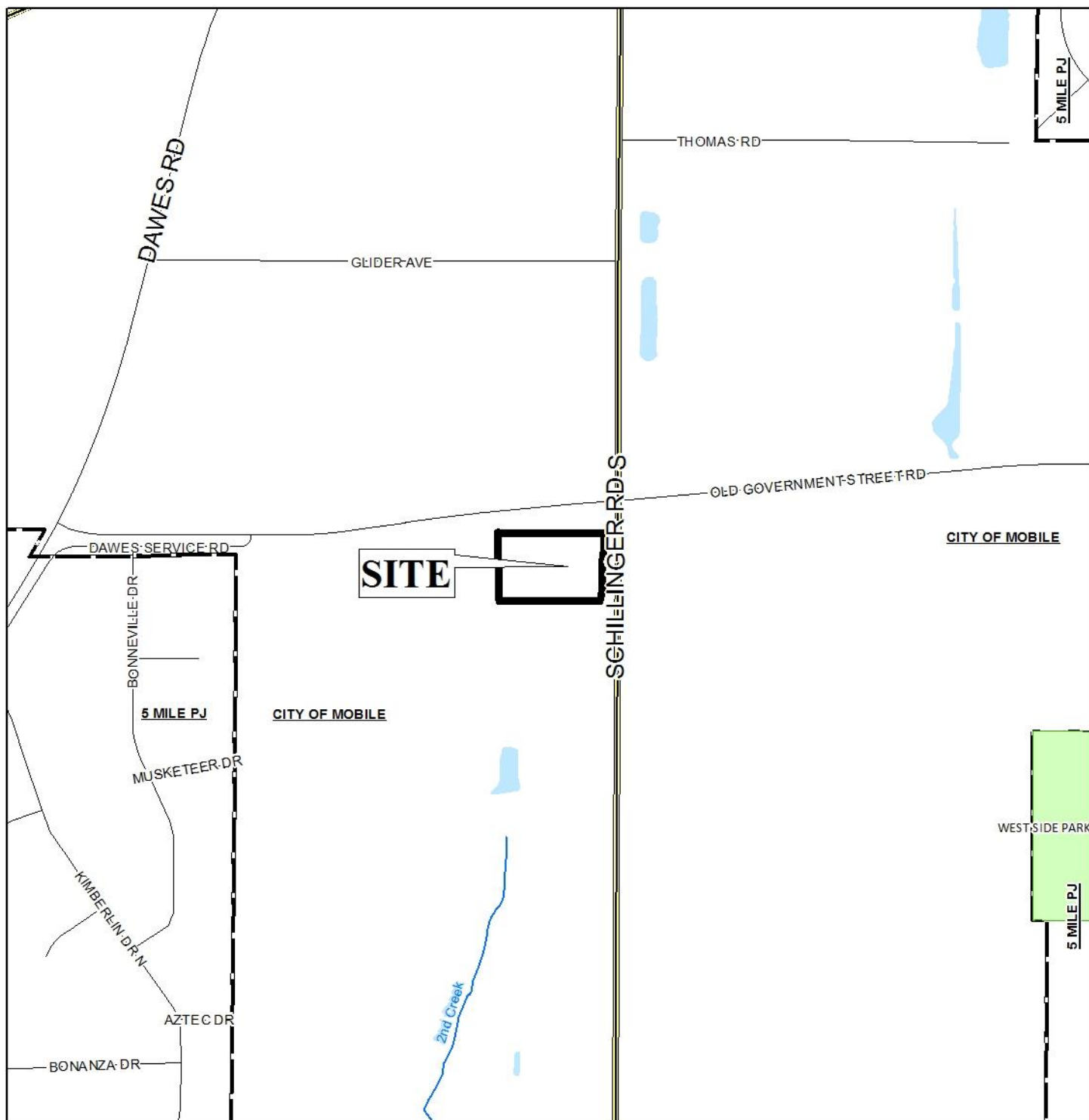
It should be noted that the sign regulations of the Zoning Ordinance have been enacted to protect the health, safety, and welfare of the citizens of the City of Mobile and the general aesthetics of the city by providing for uniform standards for the locations, spacing, height, setback, lighting, and other regulation of off-premise and on-premise signs within the city.

There are no conditions which exist at this site that require a second wall sign at this location. The applicant could eliminate one of the wall signs in order to become compliant with the requirements established by the Zoning Ordinance. It seems that it is simply the applicant's desire to remain consistent with the company's branding guidelines and not a direct necessity to have two wall signs. The applicant mentions visibility being a factor in the request for additional signage however; the tenant panel sign is visible to vehicular traffic traveling both north and south on Schillinger Road and there are no trees on the subject property or adjacent property that impair visibility.. It should be noted however that because the site has been comprised of two wall signs prior to annexation, this request will not change the character of the area.

RECOMMENDATION: Staff recommends to the Board the following findings of fact for Denial:

- 1) Approving the variance will be contrary to public interest in that the Zoning Ordinance does not allow two (2) wall signs in a B-3, Community Business District;
- 2) Special conditions do not exist and there are no hardships which exist that make the placement of the additional sign necessary;
- 3) The spirit of the chapter shall not be observed and substantial justice shall not be done to the surrounding neighborhood by granting the variance because compliance over time is anticipated within annexed areas as businesses change signage.

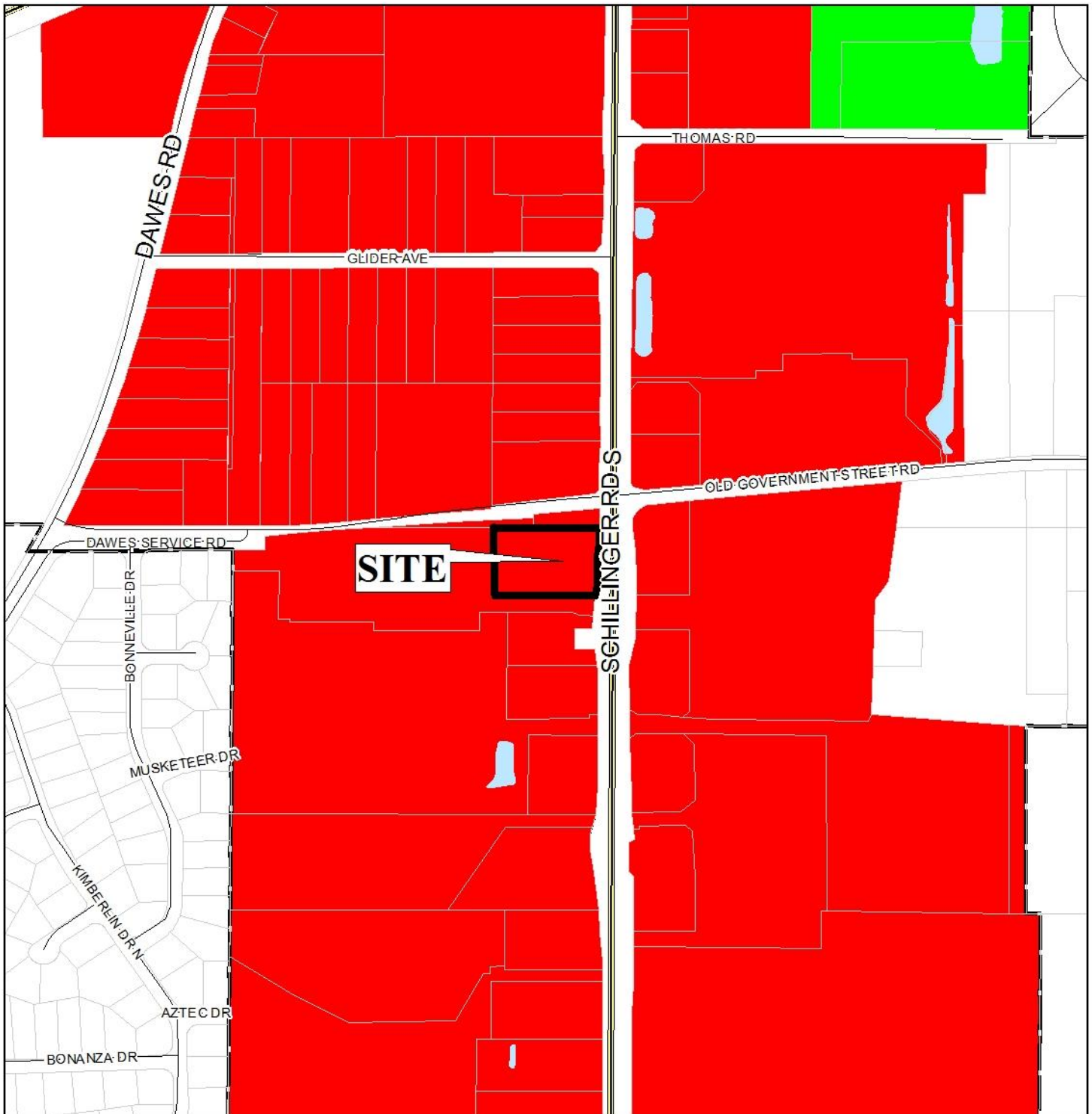
LOCATOR MAP



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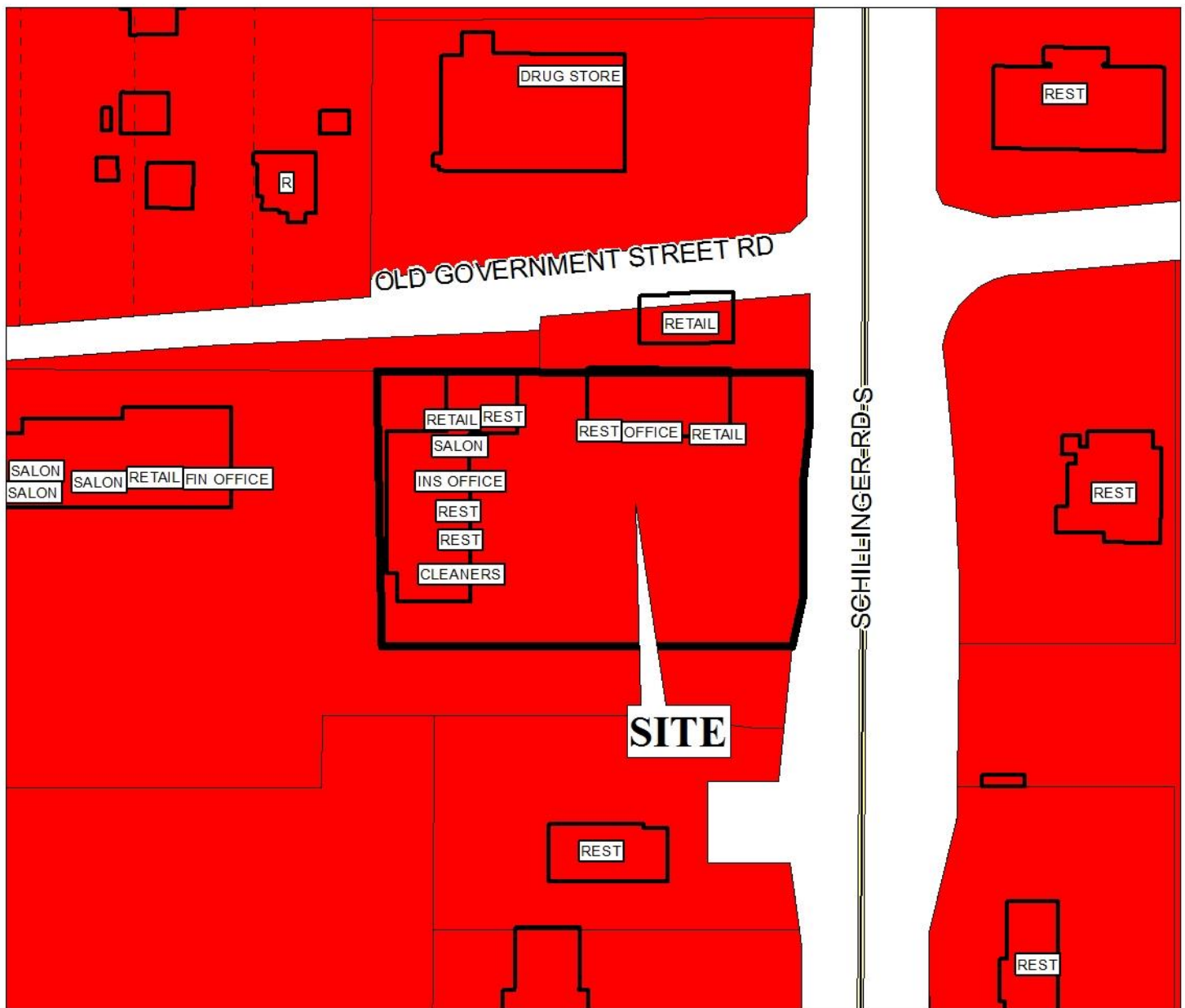
LOCATOR ZONING MAP



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BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by commercial units.

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 R-A	 R-3	 T-B	 B-2	 B-5	 MUN	 SD-WH	 T5.1
 R-1	 R-B	 B-1	 B-3	 I-1	 OPEN	 T3	 T5.2
 R-2	 H-B	 LB-2	 B-4	 I-2	 SD	 T4	 T6



BOARD OF ADJUSTMENT VICINITY MAP - EXISTING AERIAL



The site is surrounded by commercial units.

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SITE PLAN



The site plan illustrates the locations of proposed signs.

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DETAIL SITE PLAN

S1

Raceway Mounted Illuminated Letterset

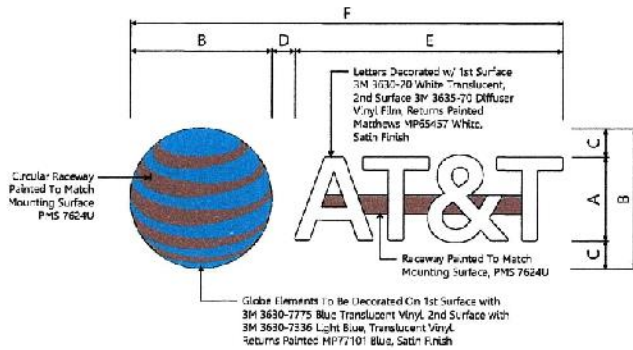
Installation Guidelines

- Remove existing letterset, patch and repaint fascia to like new conditions (PMS 7624U)
- Install new raceway mounted illuminated letterset as shown

BEFORE



AFTER



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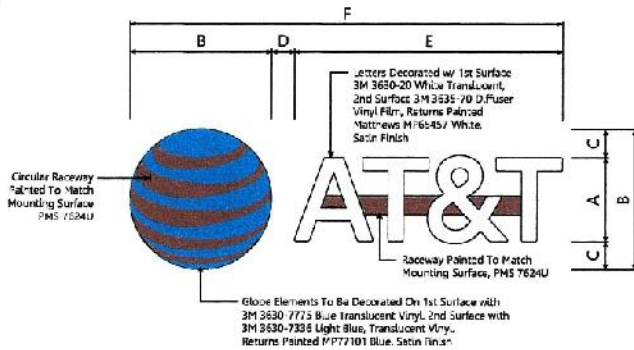
DETAIL SITE PLAN

S2

Raceway Mounted Illuminated Letterset

Installation Guidelines

- Remove existing letterset, patch and repaint fascia to like new conditions (PMS 7624U)
- Install new raceway mounted illuminated letterset as shown



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DETAIL SITE PLAN

S3

Tenant Reface (Qty. 2)

Installation Guidelines

- Remove and Dispose Existing Tenant Faces
- Install New 3/16" White Lexan Faces with 1st Surface Vinyl Graphics
3M 180MC-0182 Iron Ore, Opaque &
3M 3630-7775 Blue, Translucent

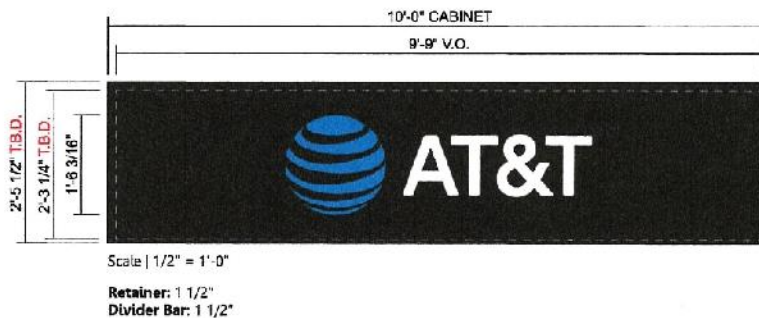
SURVEY REQUIRED TO DETERMINE CUT SIZE & V.O. DIMENSIONS

NOT SURE WHAT THE INSTALLER MEASURED
EXACTLY FOR THE HEIGHT OF THE SIGN

BEFORE



AFTER



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