

APPLICATION NUMBER

**5632**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW TWO 25' X 10' WALL BANNERS, THREE 5' X 5' WALL BANNERS (WITH A TOTAL OF 575 SQUARE FEET OF BANNERS), AND FOUR 3' X 2' LAMP POST SIGNS FROM OCTOBER 1, 2010, UNTIL JANUARY 31, 2012, (SIXTEEN MONTHS) ON A SINGLE TENANT COMMERCIAL SITE IN A B-4, GENERAL BUSINESS DISTRICT; THE ZONING ORDINANCE ALLOWS THREE BANNER PERMITS PER YEAR WITH A MAXIMUM ALLOWANCE OF 32 SQUARE FEET PER BANNER, EACH VALID FOR THIRTY DAYS, WITH AT LEAST A THIRTY-DAY BREAK BETWEEN PERMITS, AND DOES NOT ALLOW LAMP POST SIGNAGE ON A SINGLE TENANT COMMERCIAL SITE IN A B-4, GENERAL BUSINESS DISTRICT.**

LOCATED AT

**451 GOVERNMENT STREET**

(Block bounded by Government Street, South Hamilton Street, Church Street, and South Lawrence Street)

APPLICANT/OWNER

**MOBILE AREA CHAMBER OF COMMERCE**

**BOARD OF ZONING ADJUSTMENT**

SEPTEMBER 2010

The applicant is requesting a Sign Variance to allow two 25' x 10' wall banners, three 5' x 5' wall banners (with a total of 575 square feet of banners), and four 3' x 2' lamp post signs from October 1, 2010, until January 31, 2012, (sixteen months) on a single tenant commercial site in a B-4, General Business District; the Zoning Ordinance allows three banner permits per year with a maximum allowance of 32 square feet per banner, each valid for thirty days, with at least a thirty-day break between permits, and does not allow lamp post signage on a single tenant commercial site in a B-4, General Business District.

The Mobile Area Chamber of Commerce will soon be celebrating its 175<sup>th</sup> anniversary of promoting the economic, cultural, historic, and tourism aspects of the City of Mobile and the local area. To this end, it desires to hang wall banners and lamp post signs at various locations on its premises as visual notice of the celebration. Normally, a business is limited to the above-mentioned size, number, and time limitations for wall banners, and no allowance is made for banners or signs to be hung from lamp posts. Also, since the site 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 proposed wall banners will be hung on the building walls and the lamp post signs will be hung below the arms of various gas antique-style lamps on the property.

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. Inasmuch as the Chamber of Commerce serves to promote the entire Mobile area's economic development and not

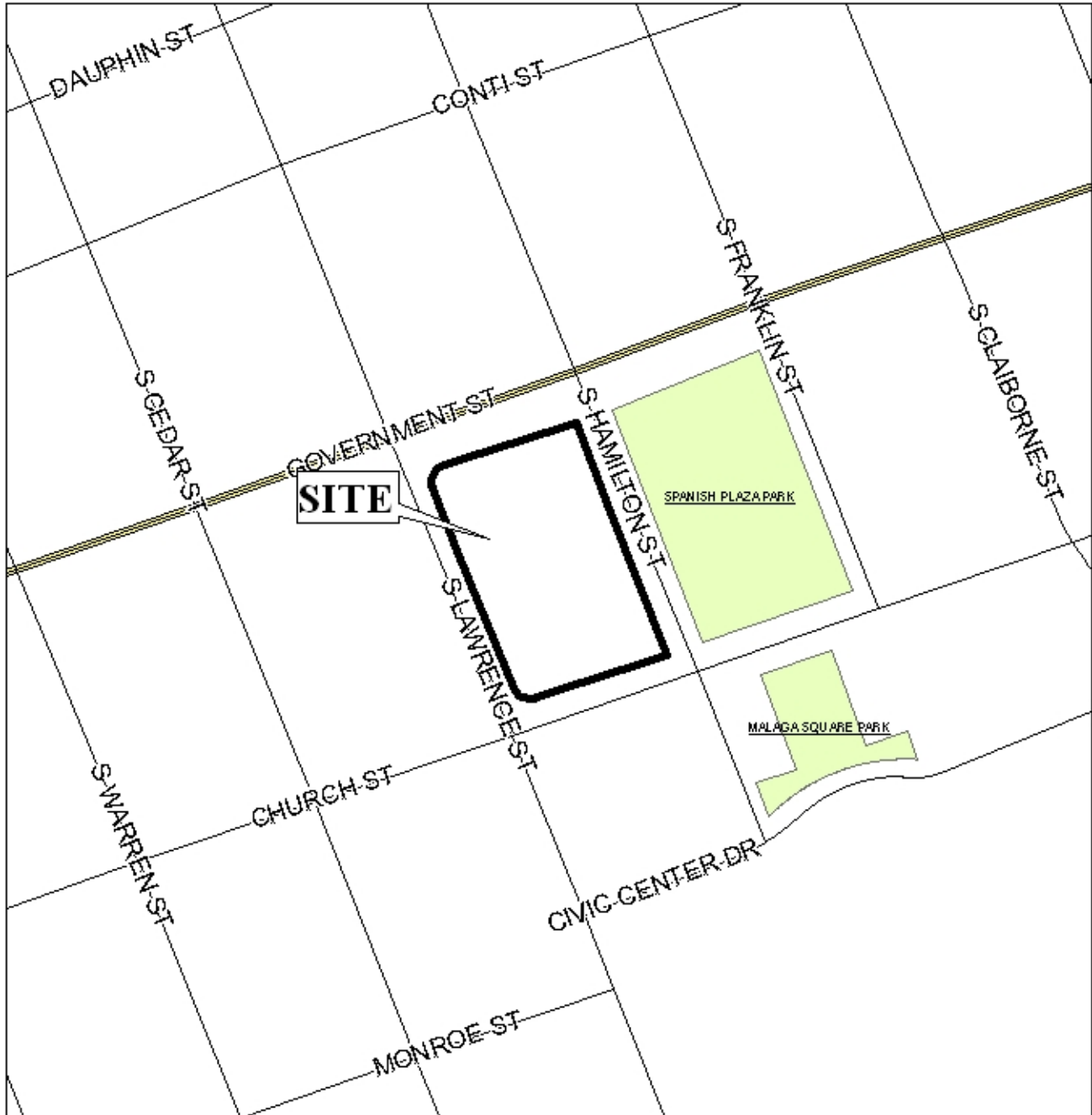
just one particular business, and has been doing so for 175 years, approval of this application would be justified. Similar variances have been granted in the past for the Exploreum Museum and the Museum of Mobile.

**RECOMMENDATION 5632****Date: September 13, 2010**

Based on the preceding, this application is recommended for approval subject to the following conditions:

- (1) obtaining any necessary approvals from the Architectural Review Board for the banner and sign designs; and
- (2) the banners and signs are limited to the time span of October 1, 2010, to January 31, 2012.

## LOCATOR MAP



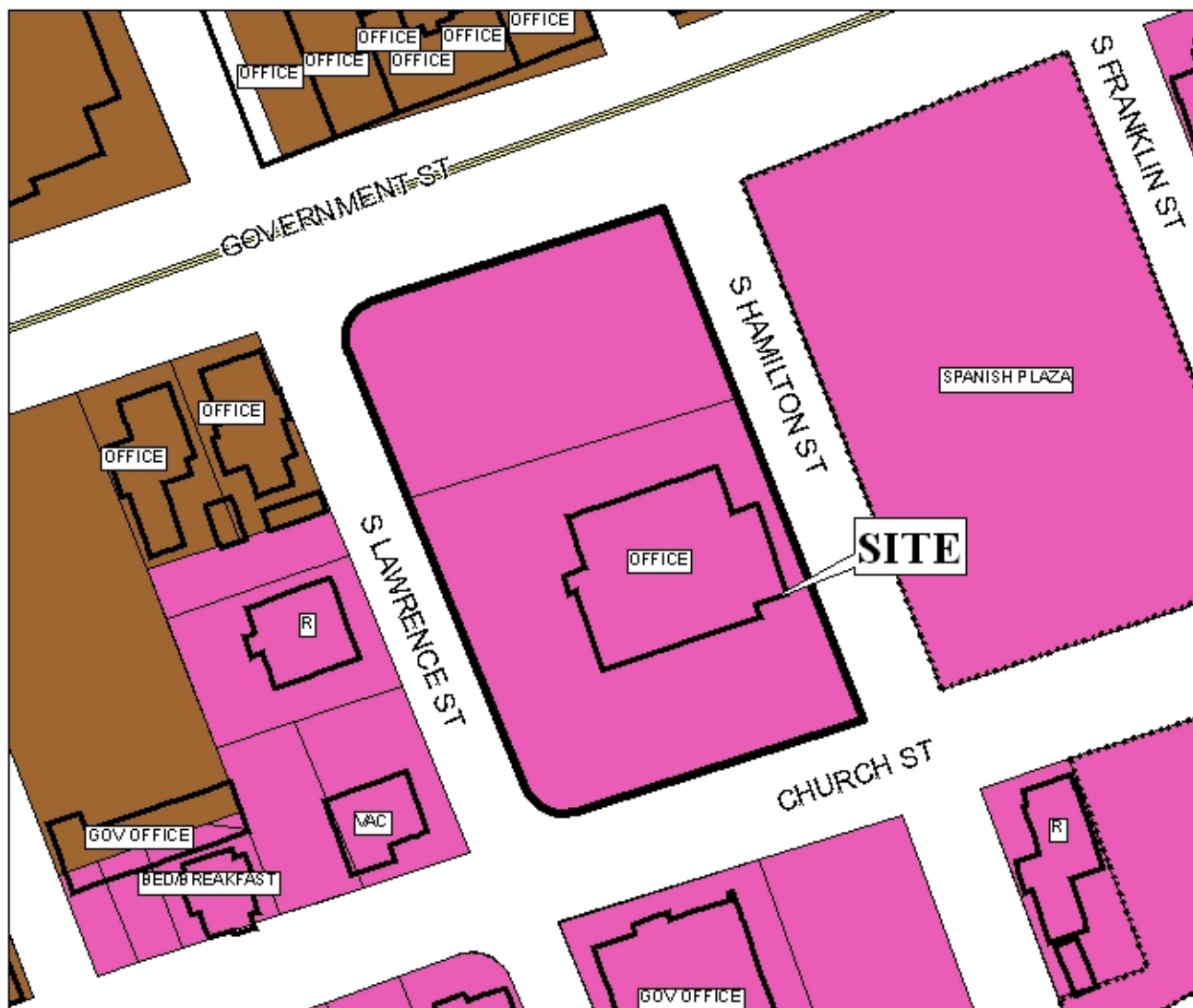
APPLICATION NUMBER 5632 DATE September 13, 2010

APPLICANT Mobile Area Chamber of Commerce

REQUEST Sign Variance



# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by miscellaneous land use.

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APPLICANT Mobile Area Chamber of Commerce

REQUEST Sign Variance

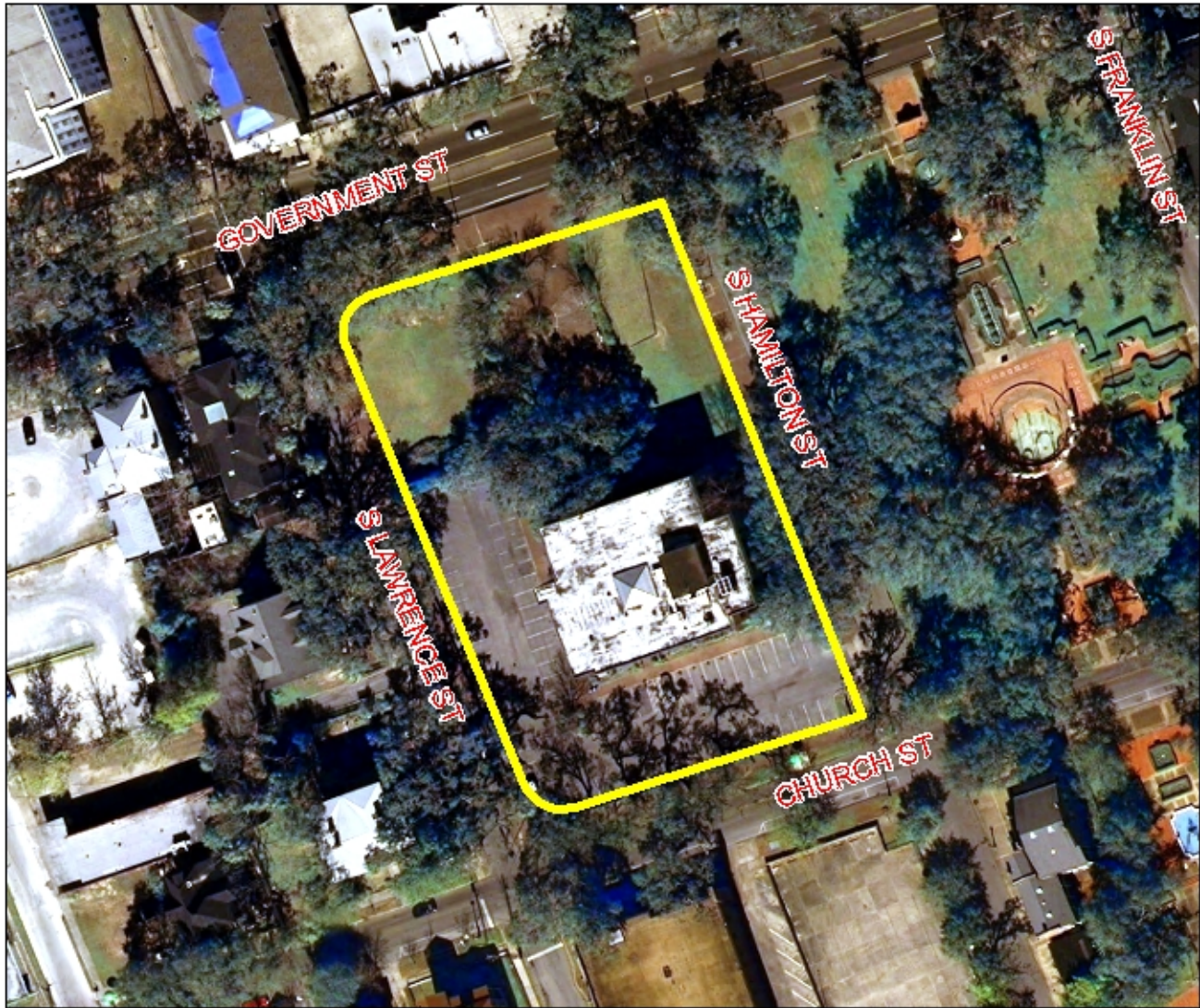
LEGEND															
	R-1	R-2	R-3	R-A	R-B	H-B	T-B	B-1	LB-2	B-2	B-3	B-4	B-5	I-1	I-2



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# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by miscellaneous land use.

APPLICATION NUMBER 5632 DATE September 13, 2010

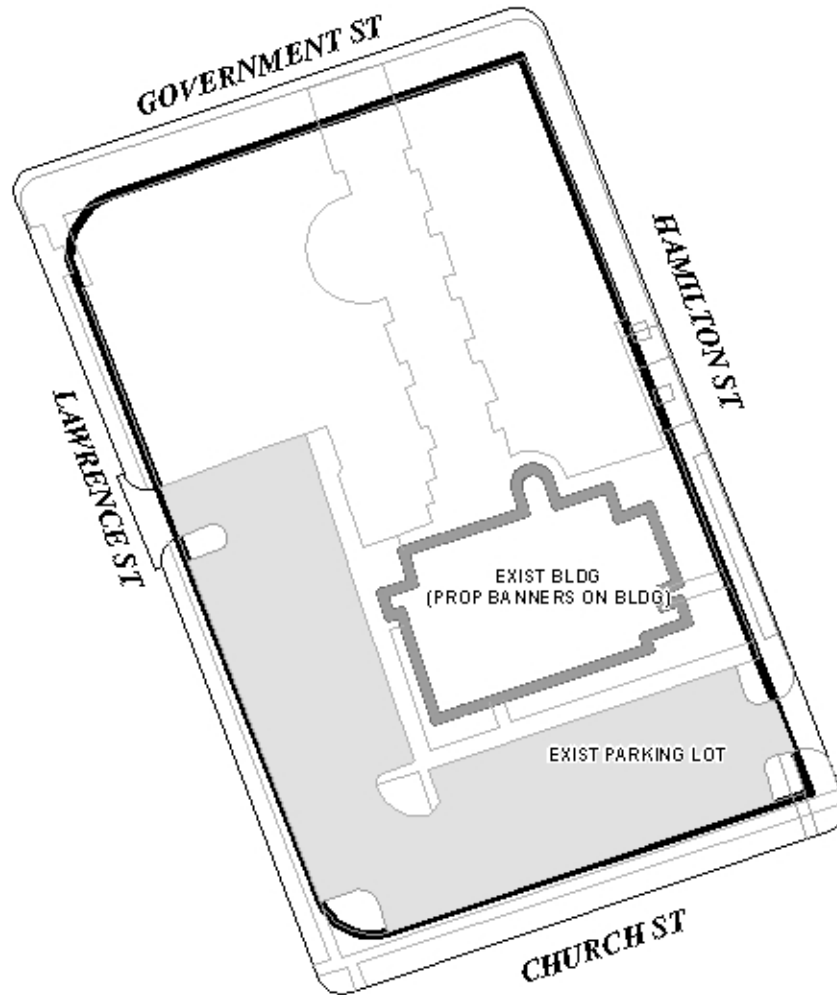
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## SITE PLAN



The site plan illustrates the existing development.

APPLICATION NUMBER 5632 DATE September 13, 2010

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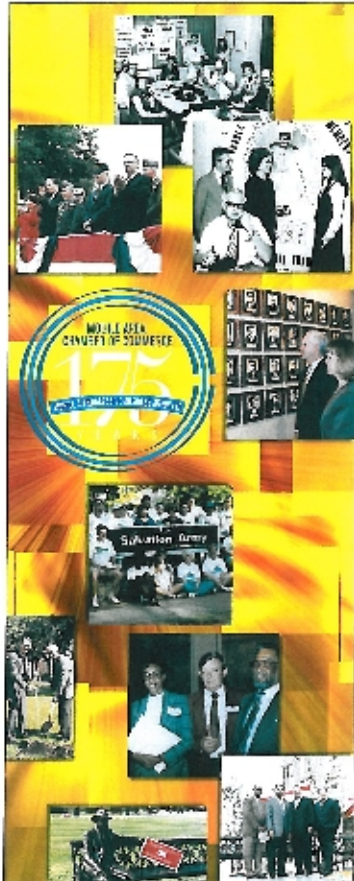
REQUEST Sign Variance





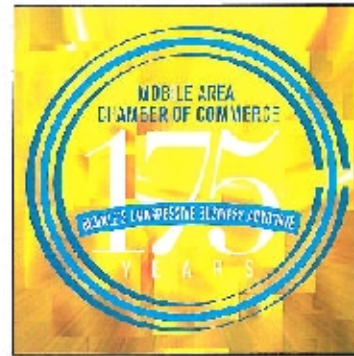
## BANNER DETAIL

Two photo banners 10' x 25'



10' x 25' PHOTO BANNERS

Two logo banners 5' x 5'



5' X 5' LOGO BANNERS

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