

**BOARD OF ZONING ADJUSTMENT  
STAFF REPORT****Date: June 5, 2017**

<b><u>CASE NUMBER</u></b>	6115/ 5957
<b><u>APPLICANT NAME</u></b>	Signs Now, Inc.
<b><u>LOCATION</u></b>	470 Schillinger Road South (West side of Schillinger Road South, 675' ± South of Airport Boulevard)
<b><u>VARIANCE REQUEST</u></b>	<b>SIGN:</b> Sign Variance to allow two freestanding signs for a business on a single-business site in a B-3 Community Business District.
<b><u>ZONING ORDINANCE REQUIREMENT</u></b>	<b>SIGN:</b> The Zoning Ordinance allows one freestanding sign for a single-business site in a B-3, Community Business District.
<b><u>ZONING</u></b>	B-3, Community Business District
<b><u>AREA OF PROPERTY</u></b>	0.57 ± Acres
<b><u>ENGINEERING COMMENTS</u></b>	No comments.
<b><u>TRAFFIC ENGINEERING COMMENTS</u></b>	This variance request was not reviewed by Traffic Engineering
<b><u>CITY COUNCIL DISTRICT</u></b>	District 6
<b><u>ANALYSIS</u></b>	The applicant is requesting a Sign Variance to allow two freestanding signs for a business on a single-business site in a B-3 Community Business District.

The applicant currently has three wall signs, and one informational/ directional sign with 35 square feet, for one tenant at a multi-tenant site that was approved by the Board at the April 7, 2015 meeting. The site also currently has one freestanding pylon sign, and one freestanding monument sign, both of which were present prior to the site being annexed into the City of

Mobile in 2008. During the previous request for sign approvals interior and exterior renovations were being done to the site which required their existing wall signs to need to be replaced.

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 applicant states the following reason(s) to explain the need for the variance:

*“The applicant is seeking a variance to allow them to replace two existing pylon signs at 470 Schillinger’s Rd South with two new pylon signs. The two separate signs are located at each entrance on Schillinger’s Road. The applicant believes public safety will be improved because customers will more readily locate the business and identify the driveway they need to use in order to safely exit Schillinger’s Road. The approximate distance between the two driveways is 200’, with one sign located at each entrance.”*

The applicant states that “public safety will be improved because customers will more readily locate business and identify the driveway they need to use in order to safely exit Schillinger’s Road”. However there is no hardship associated with a concern due to “safety”, nor is there necessarily a safety issue present on the site. It should be noted that it is unclear how the proposed signs differ from the existing signs with the exception that it appears that the now defunct “Scion” logo is being removed from the larger pylon. As it is now, the site has plenty of signage and even directional and wall signs from previous variances approvals that are on the site that can be utilized as identifiers for the sites location. However, staff is aware that auto dealerships have stipulations within their contracts that require certain obligations of the dealership(s). Nonetheless, the overall site design and signage appears consistent with the sign package(s) submitted by other Toyota dealerships in the city of Mobile.

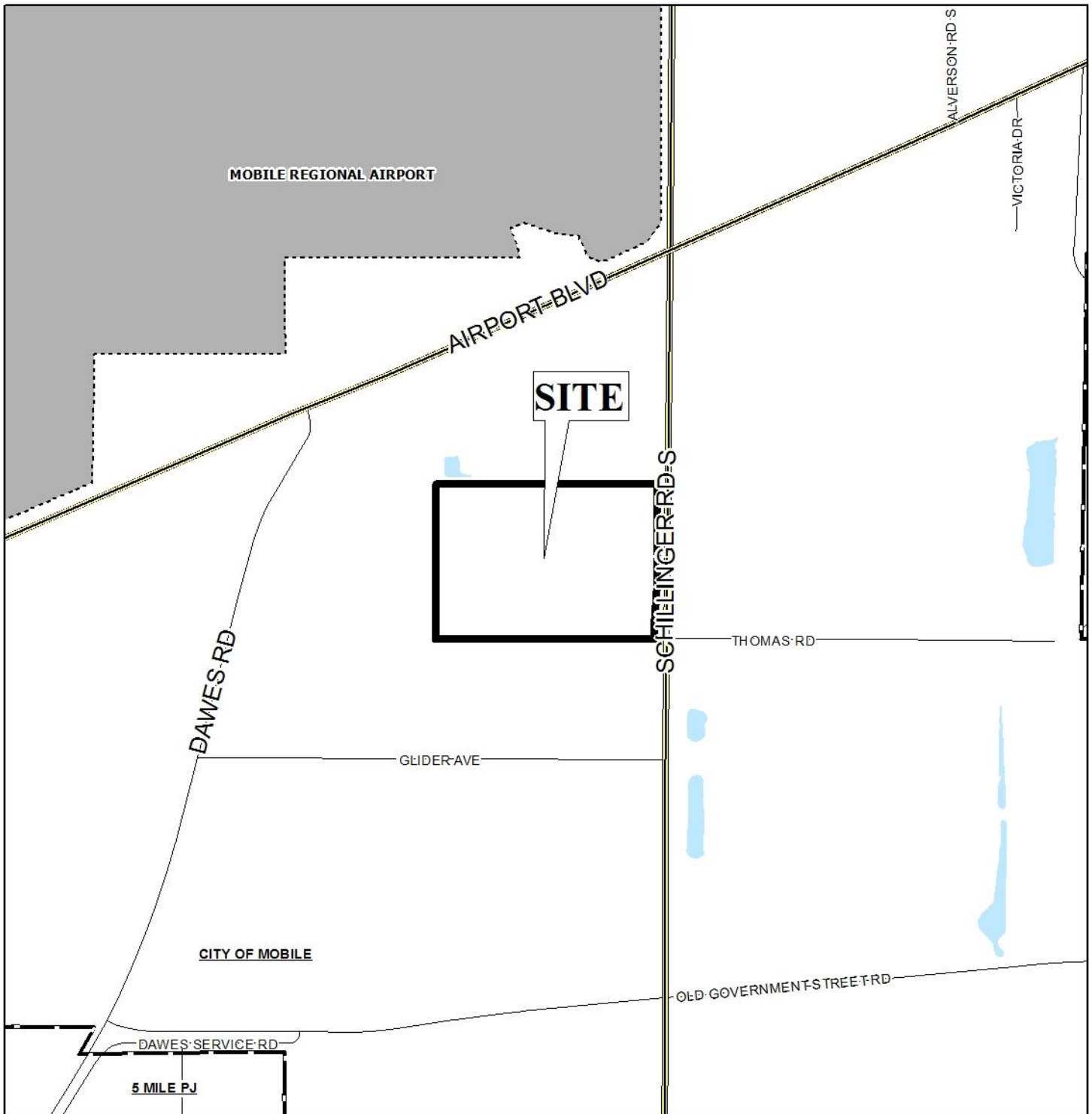
The two freestanding signs that are being requested for approval depict the brand name of the vehicles sold at the auto dealership as well as the brand symbol. One of the signs also includes wording to identify the used vehicles.

In certain instances, the Board has been sympathetic to the need for separate signs for each brand as well as separate dealerships.

**RECOMMENDATION:** Staff recommends a Holdover until the July 10<sup>th</sup> meeting with revision due by Jun 19<sup>th</sup> to address the following:

1. submission of information noting if the new sign pylons are larger or smaller than the existing signs; and
2. submission of a detailed narrative explaining what other differences existing between the existing signs and the proposed signs.

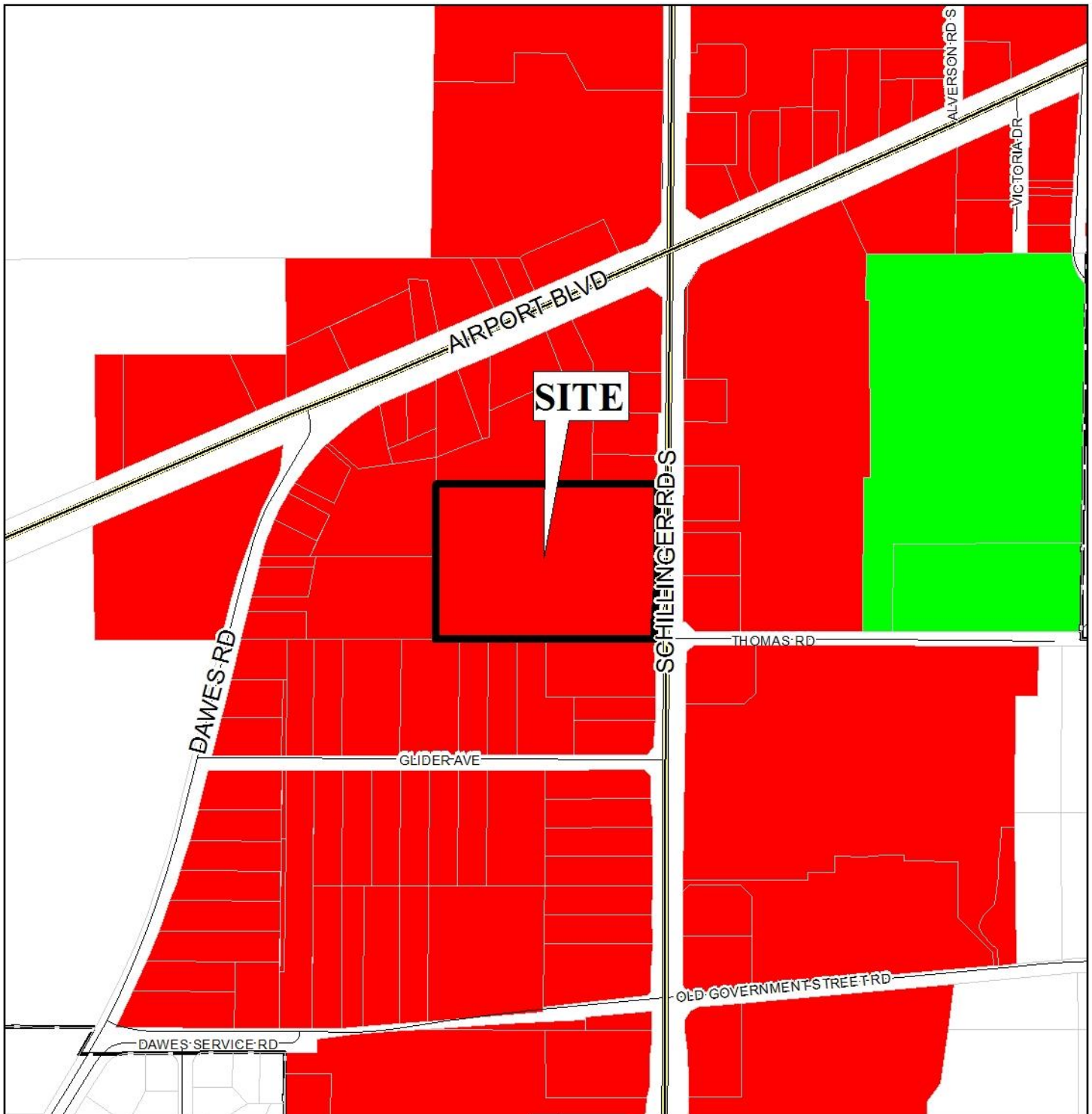
# LOCATOR MAP



APPLICATION NUMBER 6114 DATE June 5, 2017  
 APPLICANT Signs Now, Inc.  
 REQUEST Sign Variance



# LOCATOR ZONING MAP



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# BOARD OF ADJUSTMENT

## VICINITY MAP - EXISTING ZONING



The site is surrounded by commercial units and a residential unit is located to the southwest.

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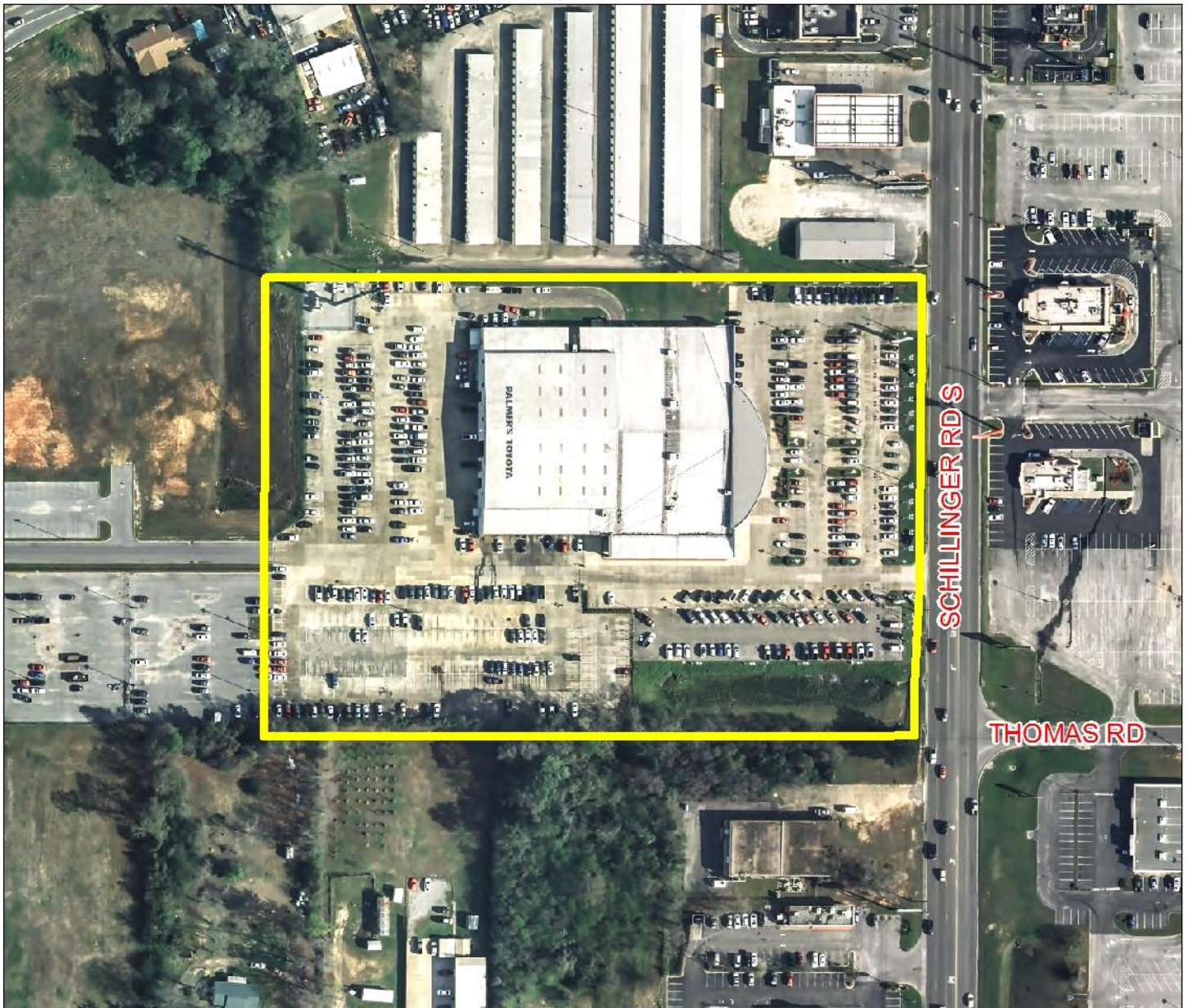
REQUEST Sign Variance

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



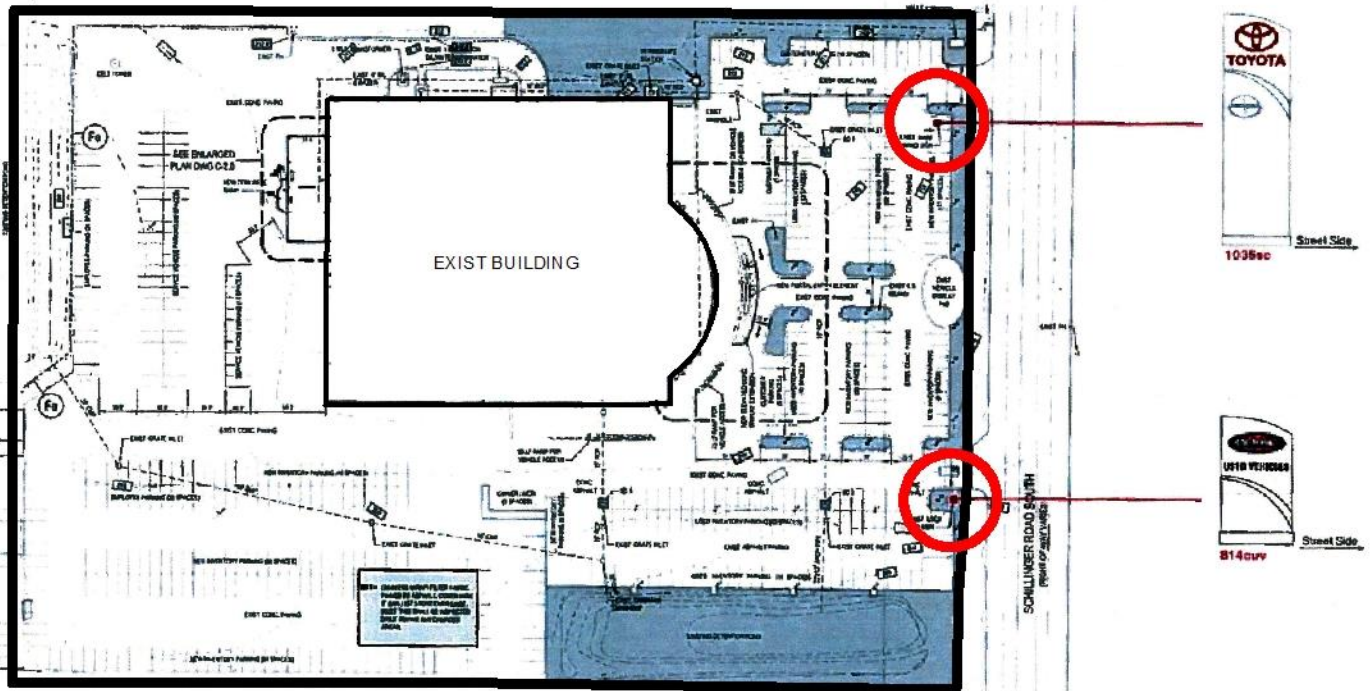
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# SITE PLAN



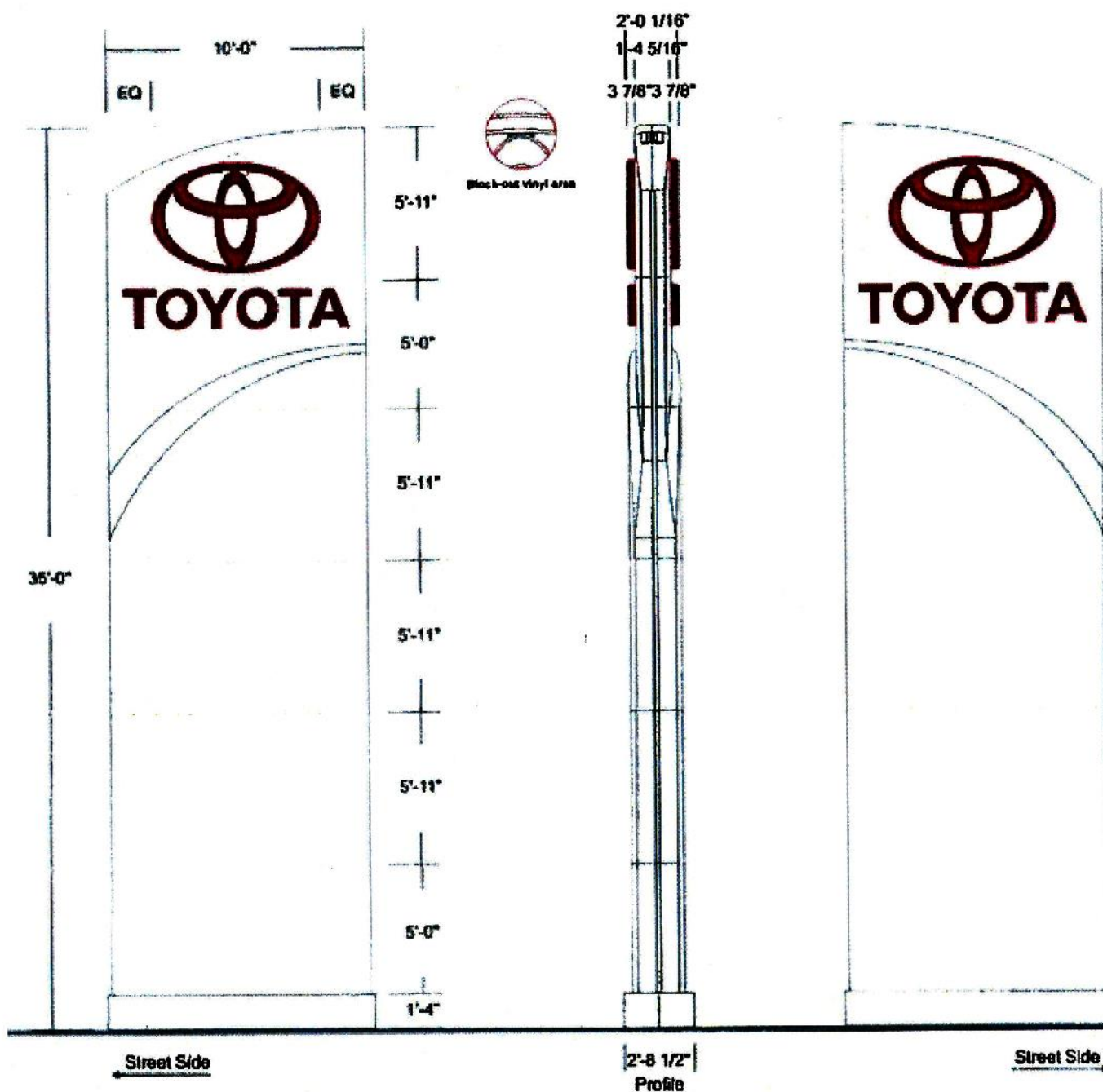
The site plan illustrates the existing building and proposed sign locations.

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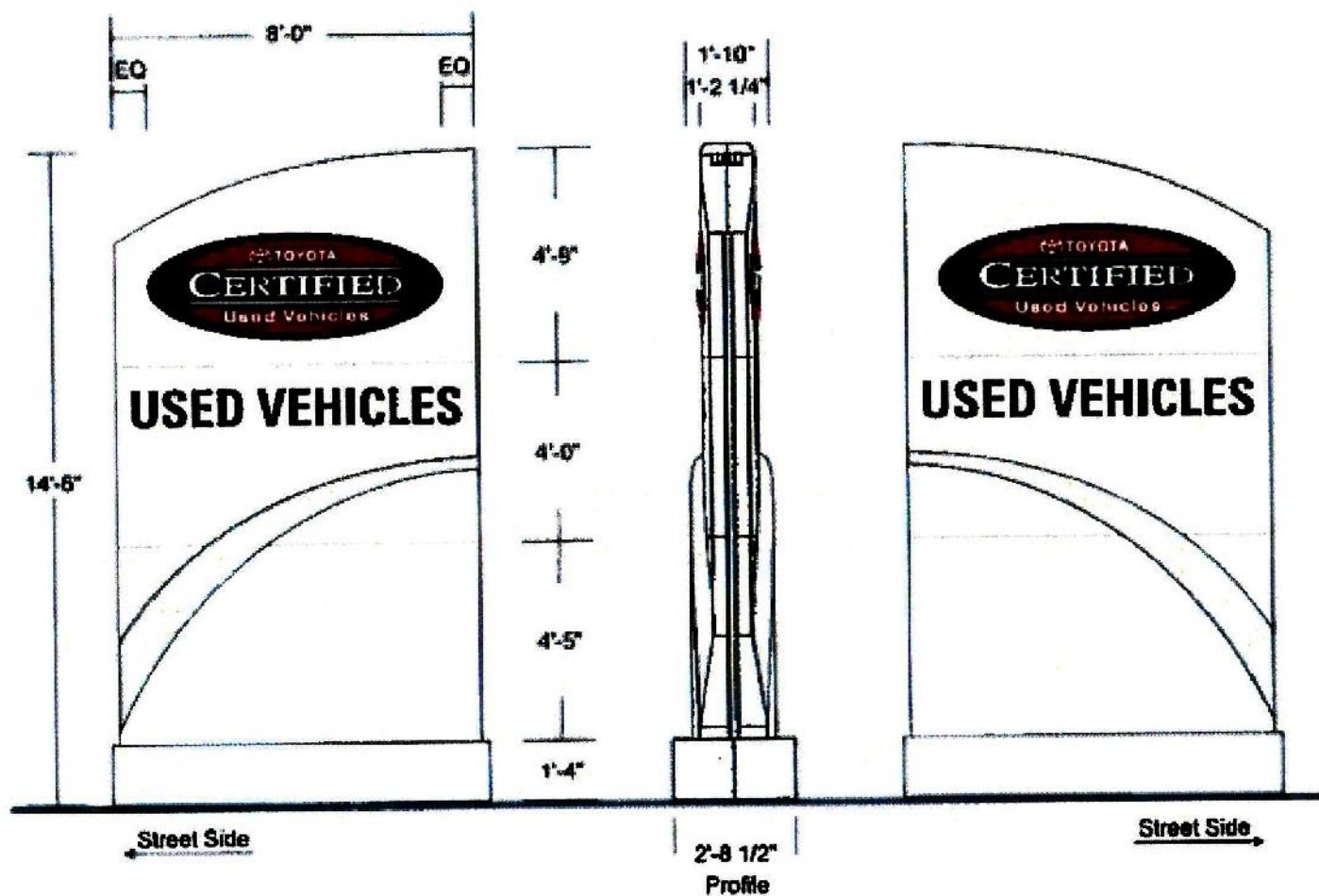
# DETAIL SITE PLAN



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