

APPLICATION NUMBER

5449

A REQUEST FOR

**SIGN VARIANCE TO ALLOW AN ON-PREMISE SIGN TO
ALSO INCLUDE OFF-PREMISE ADVERTISING; THE
ZONING ORDINANCE REQUIRES THAT ON-PREMISE
SIGNS ADVERTISE ONLY FOR BUSINESSES LOCATED
ON THE PROPERTY ON WHICH THE SIGN IS LOCATED.
OFF-PREMISE SIGN REGULATIONS ARE SEPARATE
AND RELATE TO SIGNS WHICH GENERALLY
ADVERTISE BUSINESSES OR PRODUCTS NOT
LOCATED ON THE PROPERTY ON WHICH THE SIGN IS
LOCATED.**

LOCATED AT

2032 AIRPORT BOULEVARD

(Northwest corner of Airport Boulevard and the Illinois Central Gulf Railroad right-of-way)

APPLICANT/AGENT

LAMAR ADVERTISING

OWNER

PERICLES LLC

BOARD OF ZONING ADJUSTMENT

DECEMBER 2007

The applicant is requesting a Sign Variance to allow an on-premise sign to also include off-premise advertising; the Zoning Ordinance requires that on-premise signs advertise only for businesses located on the property on which the sign is located. Off-premise sign regulations are separate and relate to signs which generally advertise businesses or products not located on the property on which the sign is located.

The applicant owns an existing billboard type off-premise sign on the subject site, but due to site development, the sign must be removed. It is proposed to incorporate a newer type digital off-premise sign with the proposed multi-tenant on-site identifier/tenant panel sign into a single structure, in essence a combination on-premise/off-premise sign.

The existing billboard sign is a double-faced, V-shaped sign, containing 300 square feet of display area per face, which is the maximum allowed under the Sign Regulation Provisions of the Zoning Ordinance. Those provisions allow existing off-premise signs to be voluntarily replaced or relocated on a one-for-one basis, but do not allow for an increase in the overall number of off-premise signs. The maximum height above ground allowed is 35'. The proposed sign would be back-to-back double faced, with 253 square feet per face, located slightly below the 40' overall height of the supporting structure. The proposed site identifier/tenant panel sign would also be back-to-back double faced, containing 230 square feet of total display area, well below the 350 square feet allowed for a multi-tenant commercial site with less than 600' of total linear street frontage.

With regard to the site allowances for signage, if the existing off-premise sign were allowed to be replaced on the site, it could be of equal square footage or smaller. A new sign could contain 300 square feet of display area per face; the proposed would contain 253 square feet of display area per face. The site identifier/tenant panel sign could contain 350 square feet of display area per face; the proposed would contain 230 square feet of display area per face. When considering total signage square footage allowances for two separate signs on the site, 650 square feet of display area would be allowed; 483 square feet are proposed on the single structure.

In terms of height allowances, an off-premise sign is limited to 35' maximum height, whereas a multi-tenant sign is limited to 50' maximum height. The proposed sign structure would be 40' maximum height, albeit the off-premise sign would be the upper sign and above the 35' height limit.

The Zoning Ordinance states that no variance shall be granted where economics are the basis for the application. Furthermore, the applicant must present 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.

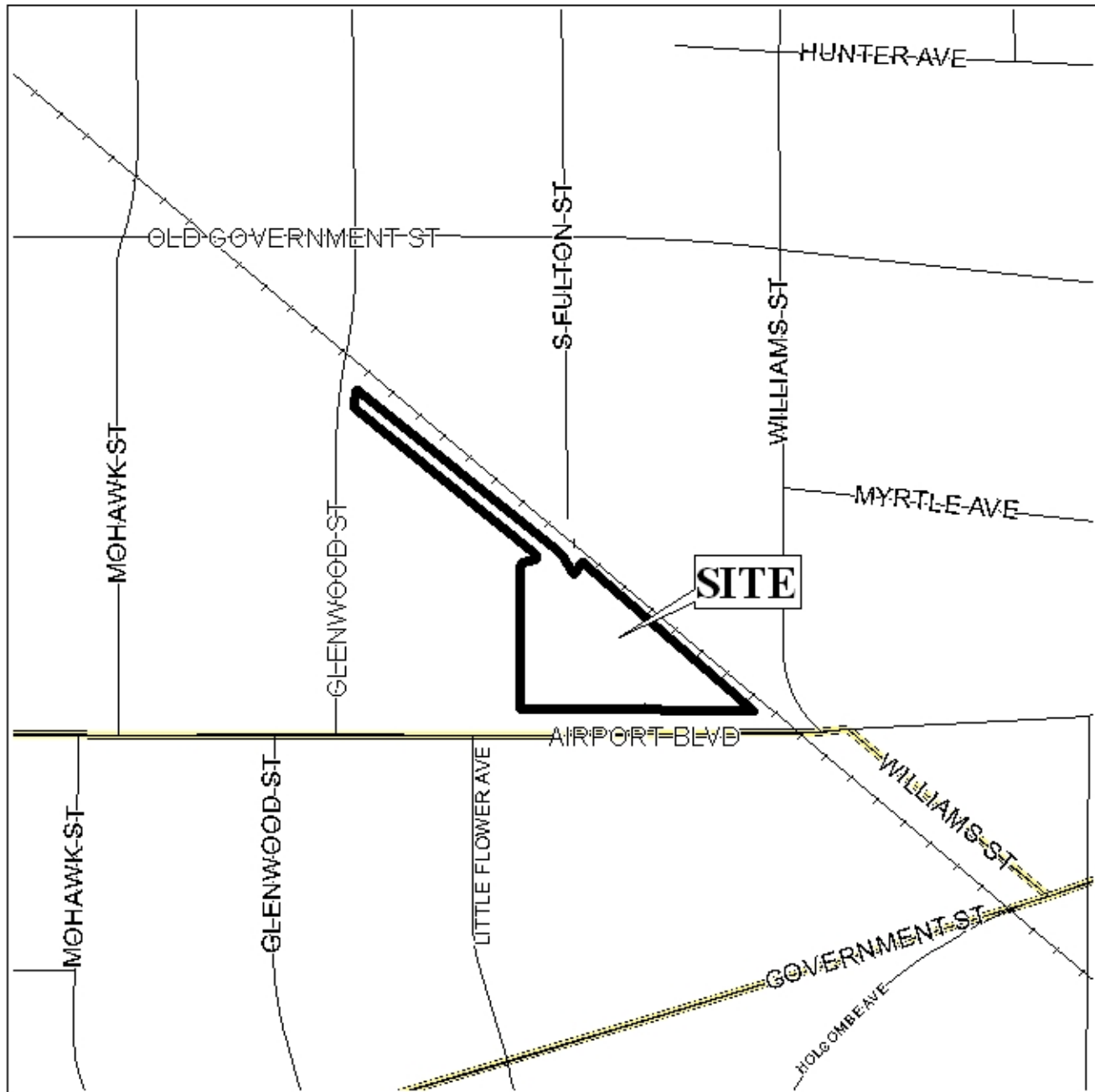
Variances are not intended to be granted frequently. The applicant must clearly show the Board that the request is due to very unusual characteristics of the property and that it satisfies the variance standards. What constitutes unnecessary hardship and substantial justice is a matter to be determined from the facts and circumstances of each application.

Inasmuch as the proposed “combination” sign structure would accomplish what would ordinarily require two structures, and with a reduction in the existing square footage for the off-premise sign, the applicant has not illustrated that a hardship exists related to the site which would necessitate the locating of both types of signs on a single structure. In fact, the site appears to have sufficient open area to allow two separate sign structures. Although the concept would be innovative to the Mobile commercial signage inventory, no special conditions have been demonstrated as to why the current sign standards cannot be met.

RECOMMENDATION 5449**Date: December 3, 2007**

Based on the preceding, this application is recommended for denial.

LOCATOR MAP



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APPLICANT Lamar Advertising

REQUEST Sign Variance



NTS

BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



Residential units are located to the north, west, and east of the site.
Commercial sites are located to the east, south, and west of the site.

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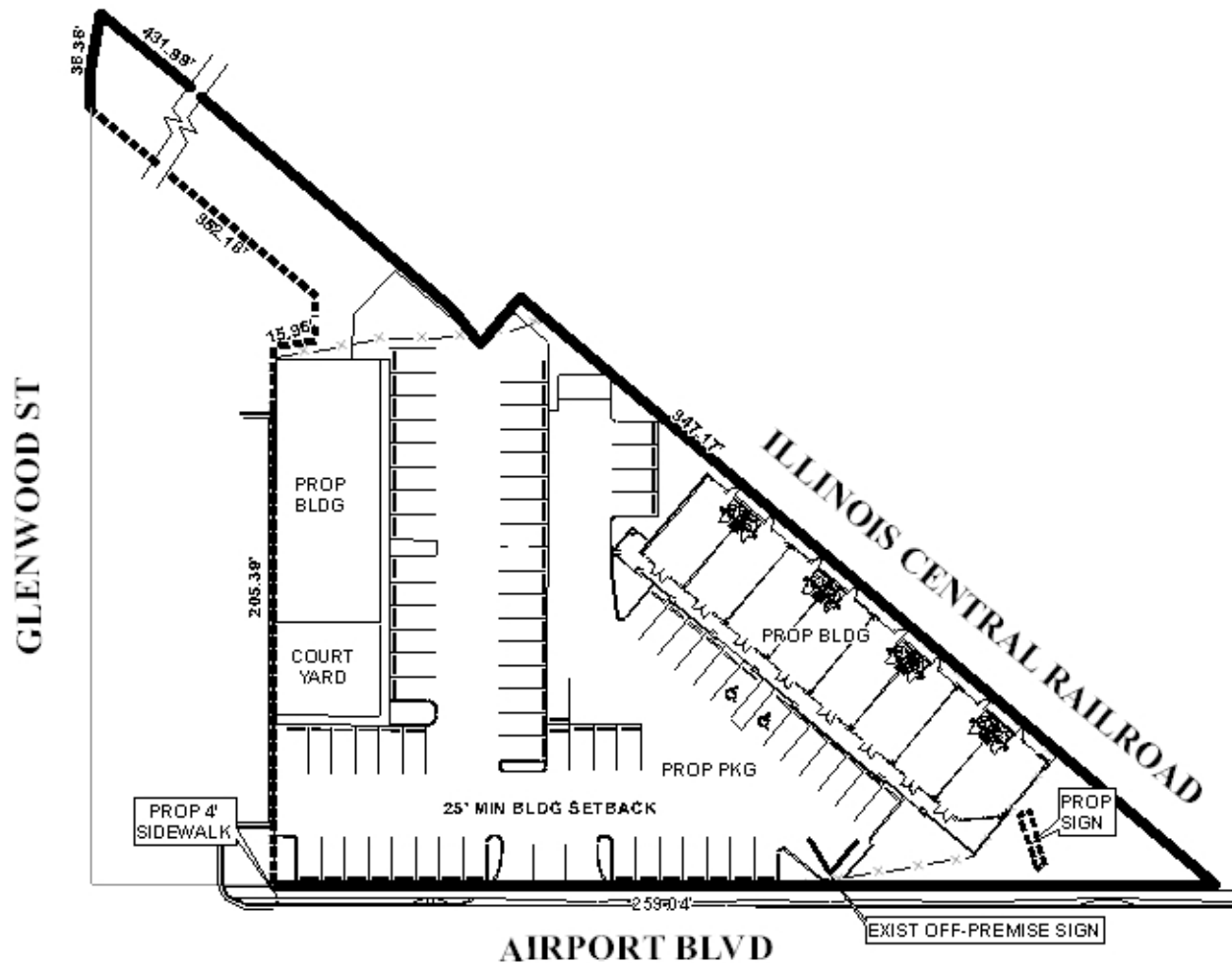
REQUEST Sign Variance

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	NTS
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SITE PLAN



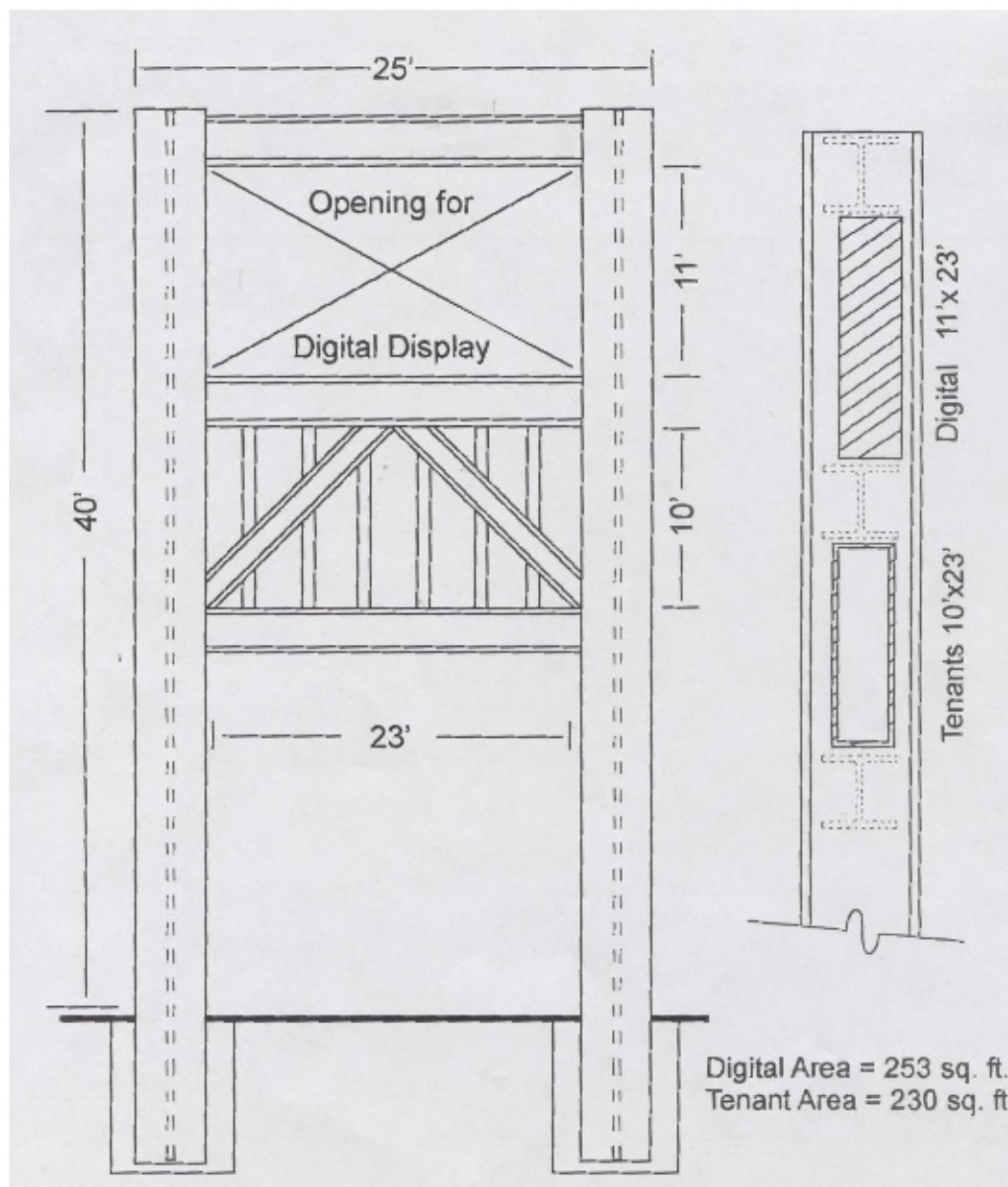
The site plan illustrates the proposed buildings and parking

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DETAIL SITE PLAN



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