

APPLICATION NUMBER

5103

A REQUEST FOR

**SIGN VARIANCE REQUEST TO ALLOW THE ADDITION
OF A THIRD FREESTANDING 25' OVERALL HEIGHT
DOUBLE FACED SIGN WITH 302 SQUARE FEET OF
SIGNAGE; A MAXIMUM OF TWO FREESTANDING
SIGNS ARE ALLOWED ON A MULTI-TENANT SITE
WITH LESS THAN 1200' OF ROAD FRONTAGE**

LOCATED AT

741-B HILLCREST ROAD

(East side of Hillcrest Road, 300' \pm South of Airport Boulevard)

APPLICANT

HILLCREST DOUGHNUT CO., LLC

OWNER

MARL CUMMINGS III

BOARD OF ZONING ADJUSTMENT

MARCH 2002

The applicant is requesting a Sign Variance to allow the addition of a third freestanding 25' Overall Height double faced sign with 302 square feet of signage; a maximum of two freestanding signs are allowed on a multi-tenant site with less than 1,200' of road frontage.

The applicant simply states that this is a lease parcel that should allow for its own freestanding sign.

As the applicant stated this is a ground lease of a portion of a parcel. As a lease parcel, this development is part of a larger existing development with approximately 1,097 road frontage along Airport Boulevard and Hillcrest Road. The Sign Regulations consider this site as a multi-tenant site, which would allow two freestanding signs with 350 square feet of signage or any combination of 700 square feet.

While most "strip shopping centers" now offer a variety of services, the number of signs existing and proposed simply serve as a visual assault. Furthermore, the City is working to improve the appearance of the landscape via numerous ordinances, including the Sign Regulations. Moreover, there are additional points to consider. First, the existing site is in conformance with the Sign Regulations. Second, all tenants are allowed signage, however the signage must comply with the Sign Requirements of the Zoning Ordinance. Third, this is a multi-tenant site, and should not be allowed more than the Sign Regulations allow other multi-tenant sites.

As illustrated on the existing sign "A" submitted by the applicant, there is ample free space available for the applicant to place a sign on the existing freestanding sign.

The Sign Regulations were adopted to enhance the aesthetic beauty of the city of Mobile, to allow signs appropriate to the planned character of each zoning district, to afford the business community equal and fair opportunity to advertise and promote its products and services without discrimination of one over the other, and to protect the rights of citizens to enjoy Mobile's natural scenic beauty.

The 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, 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.

The applicant failed to illustrate that a literal enforcement of the Ordinance would result in an unnecessary hardship. It is simply the applicant's desire to have three freestanding signs.

RECOMMENDATION 5103

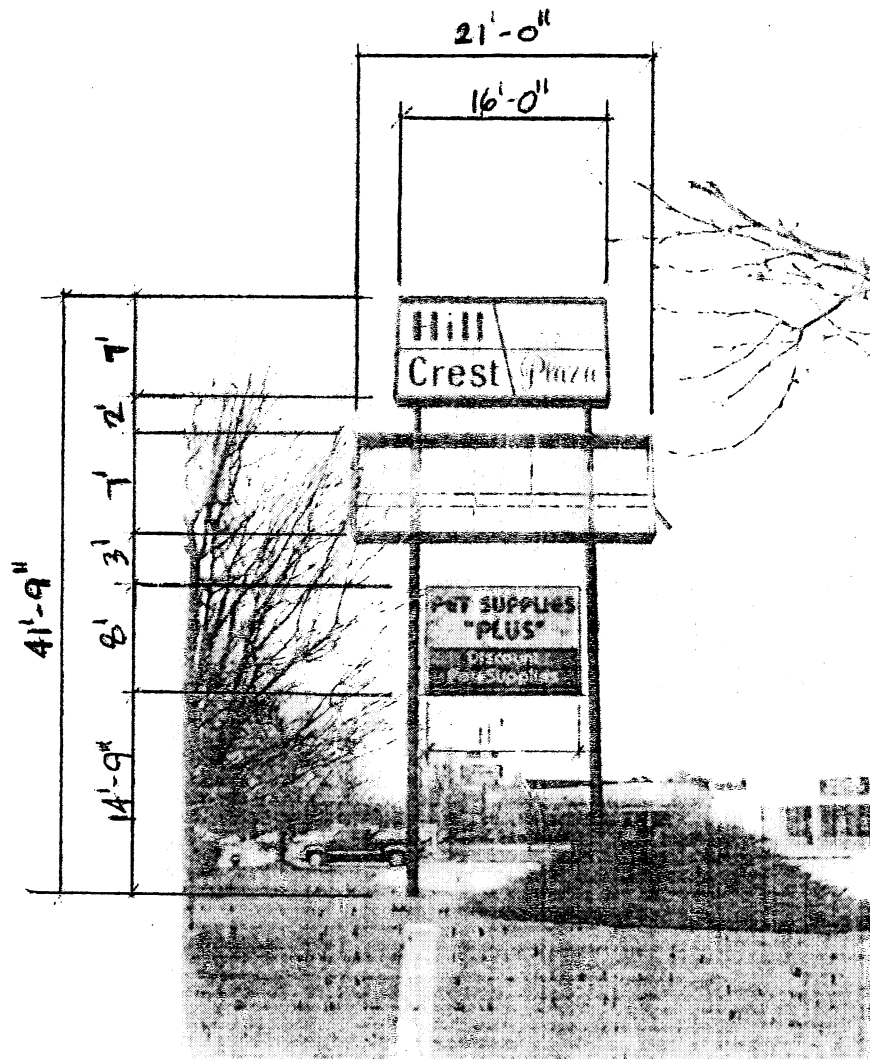
Date: March 4, 2002

Based on the preceding, it is recommended that this application be denied.

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 APPLICANT Hillcrest Doughnut Co., LLC
 REQUEST Sign Variance

R-1 R-2 R-3 R-B H-B B-1 B-2 B-3 B-4 B-5 I-1 I-2

SIGN DETAIL



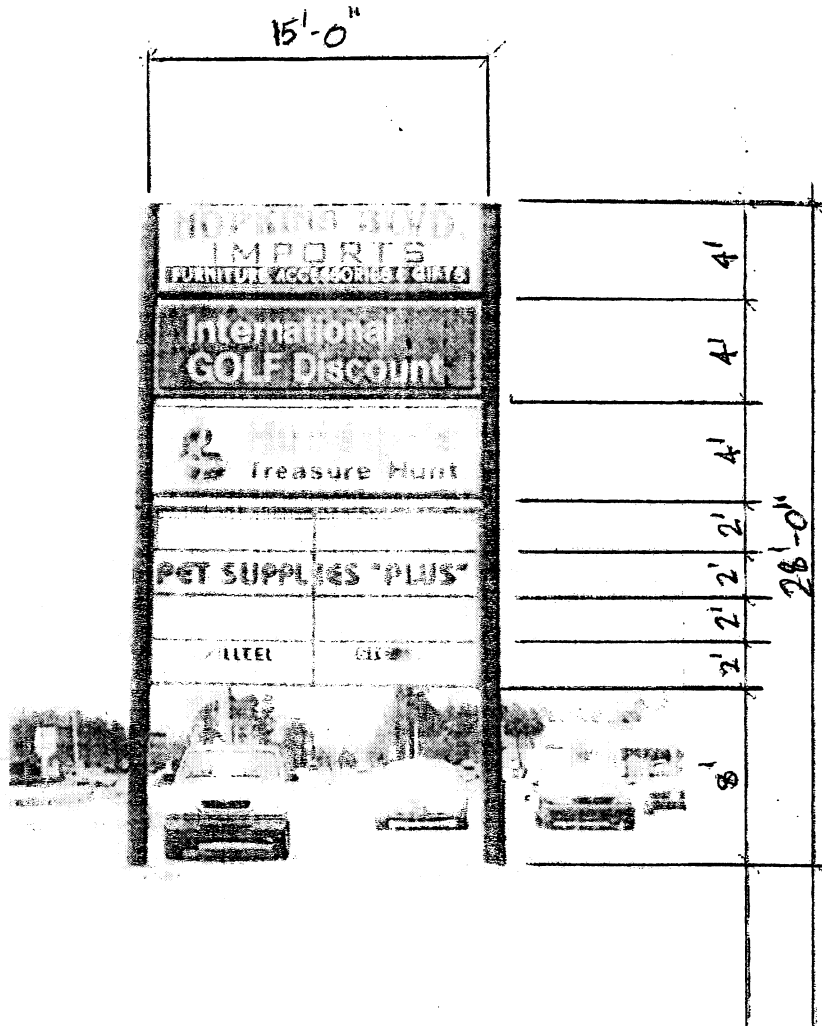
EXISTING SIGN "A" @ AIRPORT BLVD
LOOKING EAST

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USE/REQUEST Sign Variance



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SIGN DETAIL



EXISTING SIGN "B" @ HILLCREST RD
LOOKING NORTH

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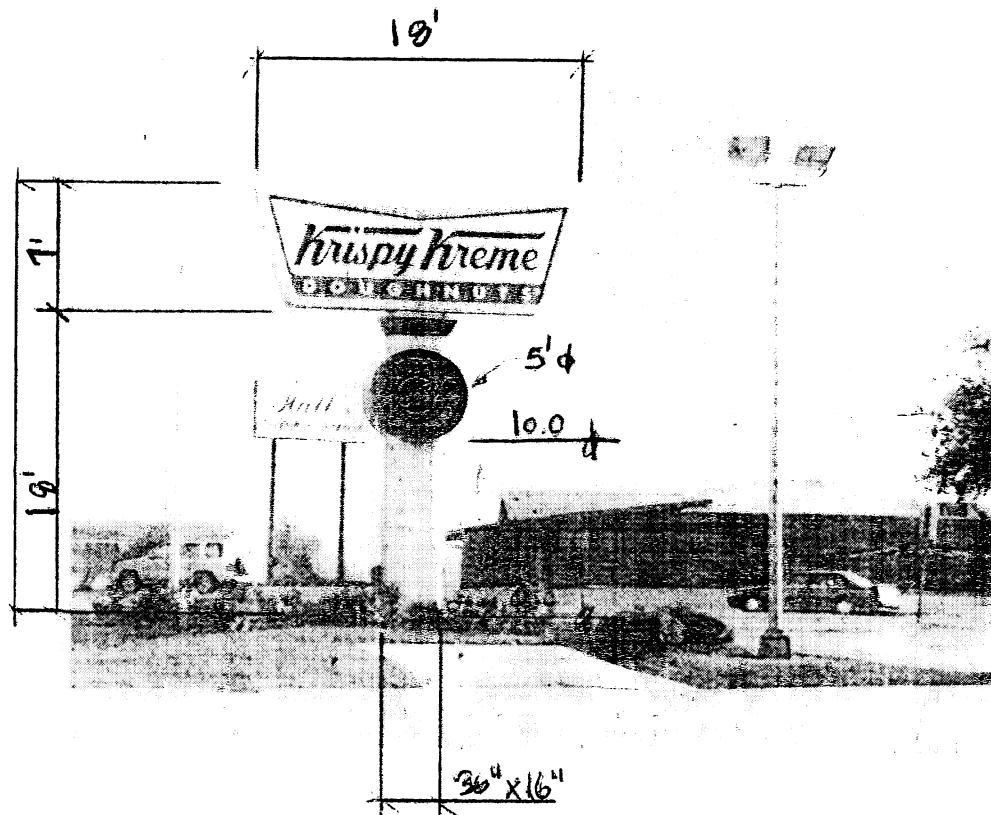
APPLICANT Hillcrest Doughnut Co., LLC

USE/REQUEST Sign Variance



NTS

SIGN DETAIL



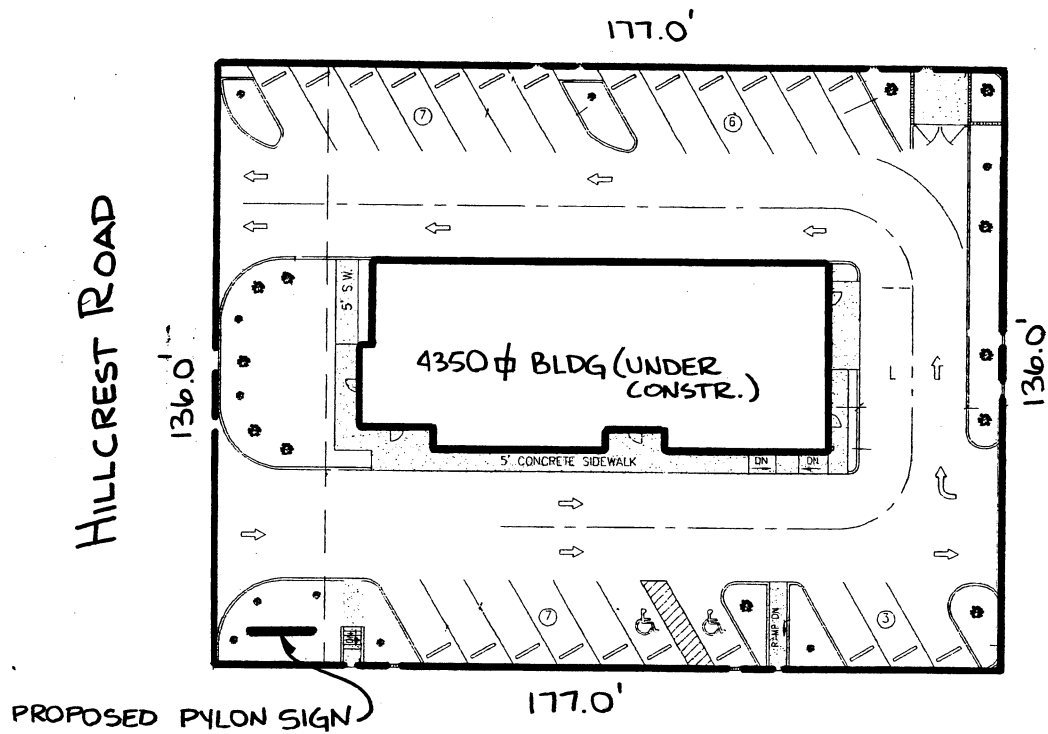
PROPOSED SIGN TO BE LOCATED
AT NEW BUILDING SITE

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SITE PLAN



East Side of Hillcrest Road, 300' South of Airport Boulevard. The site plan illustrates the 4350 S.F building under construction, parking area, and proposed sign location.

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