

APPLICATION NUMBER

**5104**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW EIGHT (8) WALL SIGNS  
WITH 1,717 SQUARE FEET OF SIGNAGE ON A MULTI-  
TENANT BUILDING; THE SIGN ORDINANCE ALLOWS 1  
WALL SIGN PER TENANT WITH A MAXIMUM OF 350  
SQUARE FEET PER TENANT SIGN IN A MULTI-TENANT  
BUILDING IN A B-3 GENERAL BUSINESS DISTRICT.**

LOCATED AT

**101 SOUTH BELTLINE HIGHWAY**

(North side of Imogene Street bounded by South Beltline Hwy and Springdale  
Boulevard)

APPLICANT

**MUNN ENTERPRISES, INC.**

OWNER

**WAL-MART STORES, INC.**

**BOARD OF ZONING ADJUSTMENT**

MARCH/2002

The applicant is requesting Sign Variance to allow eight (8) wall signs with 1,717 square feet of signage on a multi-tenant building; the Sign Ordinance allows 1 wall sign per tenant with a maximum of 350 square feet per tenant sign in a multi-tenant building in a B-3, General Business District.

The applicant states that the reason for the variance request is that the square allowed is not proportional for the wall space. That this location would have more than a Wal-Mart, the Vision Center, Pharmacy, Deli/Bakery, Food Center and Photo would have there own space and that a bank and McDonald's would have separate tenant spaces.

Also, the applicant states that with all these services located in the store, Wal-Mart feels this should be represented outside the store. In addition, they feel that they are using generic wording with no logos and that some signage has been counted as slogans, not represented as signage.

They are requesting this variance due to the setback of the store from the property lines and that other stores in the Mobile area have the same type of signage.

While most "Big Box" stores now offer a variety of services, the number of signs proposed simply serve as a visual assault. Furthermore, the City is trying to improve the appearance of the landscape via numerous ordinances, including the Sign Regulations. However, there are additional points to consider. First no evidence was submitted to illustrate that compliance with the Sign Regulations would create a hardship. Second, there is another "Big Box" store adjacent to this site, and they have no problems complying with the Sign Regulations.

What the applicant failed to illustrate is that they were issued a permit for a 320 square feet freestanding sign that advertises the food center, pharmacy, photo and tire and lube express. With this sign and site having maximum exposure on South Beltline Highway, it is simply an attempt to have over exposure.

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.

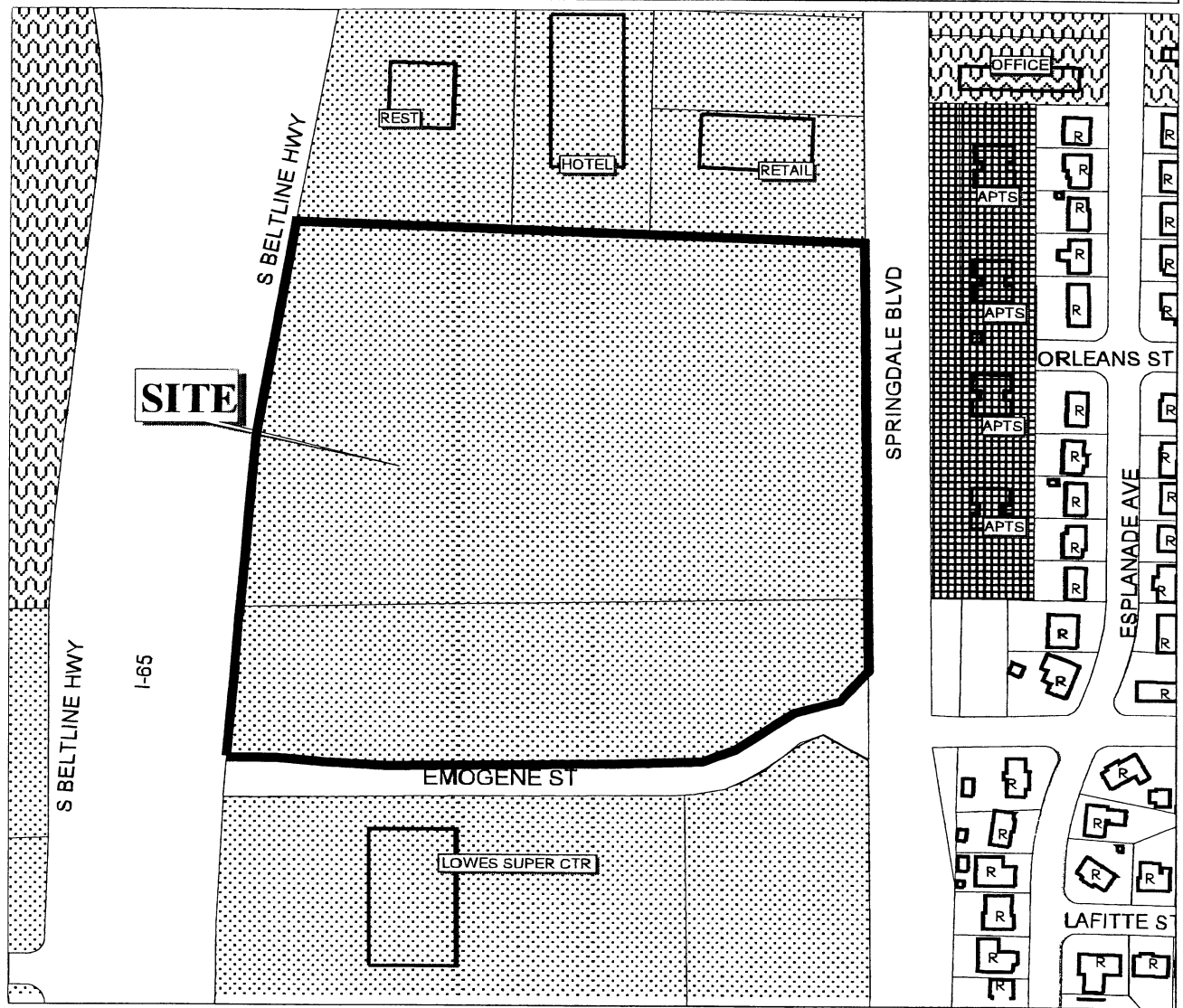
The applicant failed to illustrate that a literal enforcement of the Ordinance would result in an unnecessary hardship. It is simply the applicant's desire to have more signage than what is allowed.

**RECOMMENDATION 5104**

**Date: March 4, 2002**

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

# BOARD OF ZONING ADJUSTMENT VICINITY MAP - EXISTING ZONING



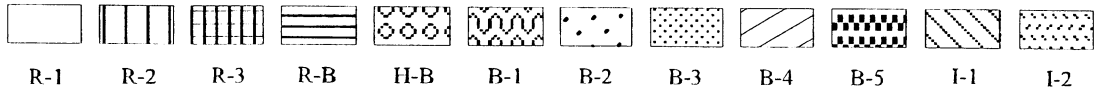
Located to the north of the site are restaurants, retail stores, and hotels.  
Single family residential units, and an apartment complex are east of the site.  
Retail businesses are located south of the site.

APPLICATION NUMBER 5104 DATE March 4, 2002

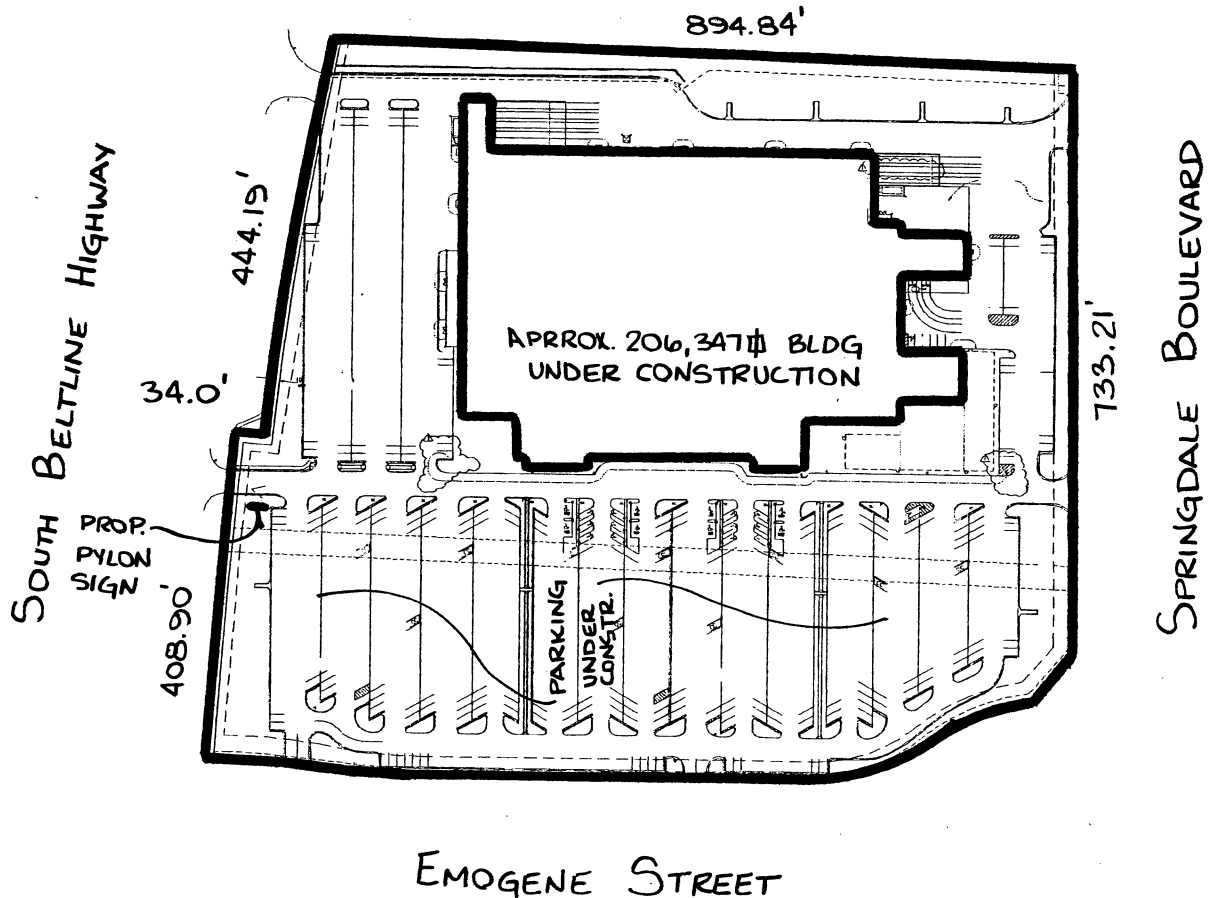
APPLICANT Munn Enterprises, Inc.

REQUEST Sign Approval

LEGEND



# SITE PLAN



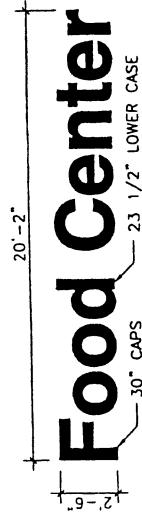
North side of Emogene Street bounded by South Beltline Hwy and Springdale Boulevard.  
The site plan illustrates the existing structure and parking area.

APPLICATION NUMBER 5104 DATE March 4, 2002  
 APPLICANT Munn Enterprises, Inc.  
 USE/REQUEST Sign Variance

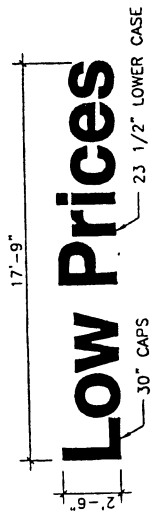


# SIGN DETAIL

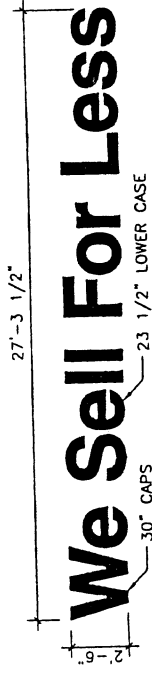
MUNN ENTERPRISES, INC



1 SPACING DIMENSIONS (50.47 SQ. FT.) N.I.S.



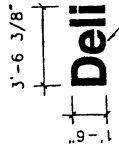
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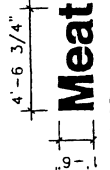
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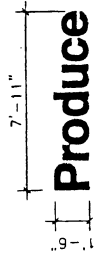
2 SPACING DIMENSIONS (10.25 SQ. FT.)



(5.30 SQ. FT.)

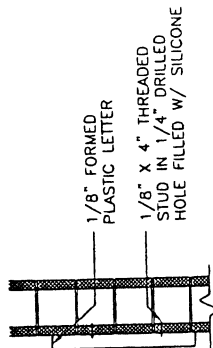


(6.84 SQ. FT.)

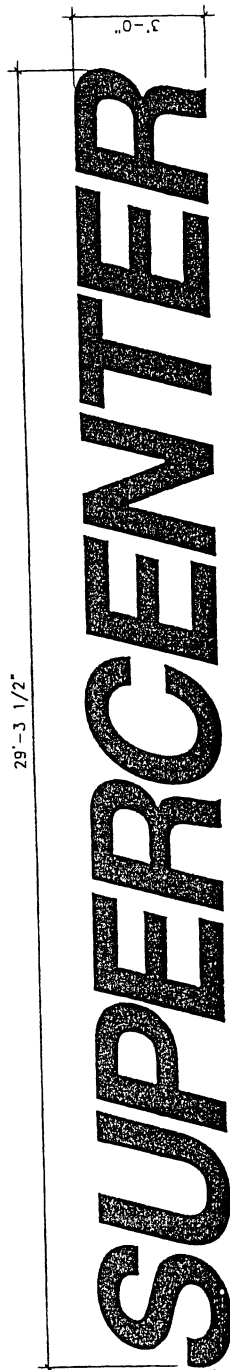


(11.88 SQ. FT.)

N.I.S. PATTERNS PROVIDED



5 SIGNAGE SECTION N.I.S.



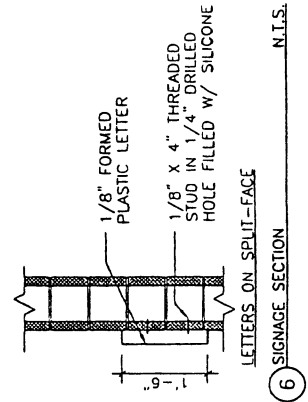
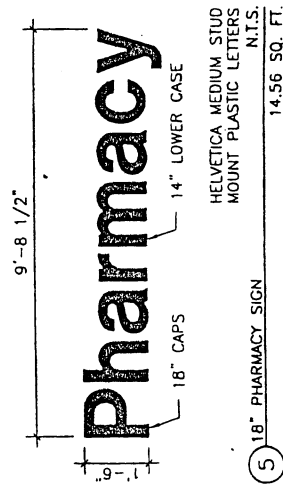
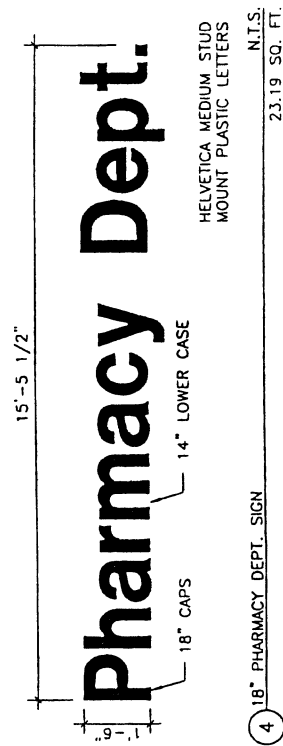
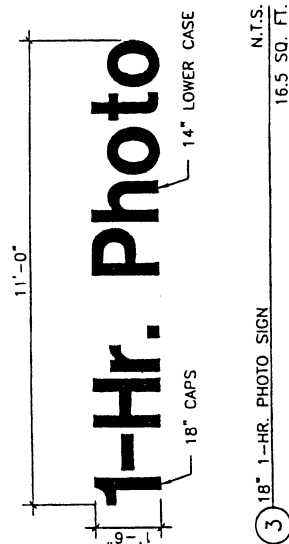
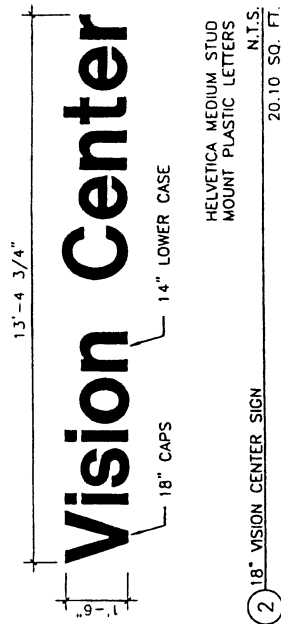
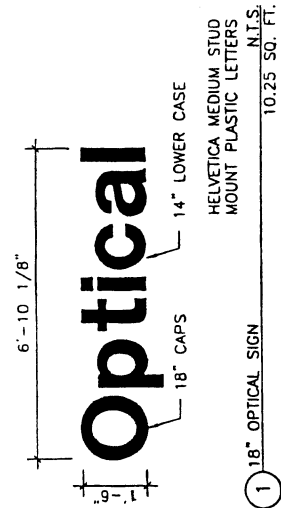
NOTE: SUPERCENTER STOREFONT SIGNAGE ONLY

N.I.S.

SUPERCENTER SIGNING	
WAL*MART	
REORDER DATE	09-15-00
B-1	

Sign Detail

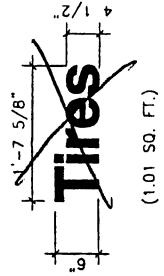
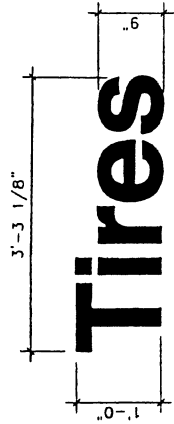
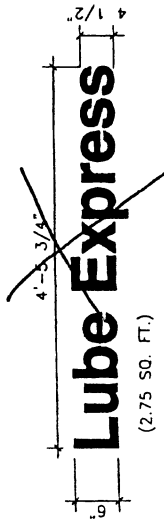
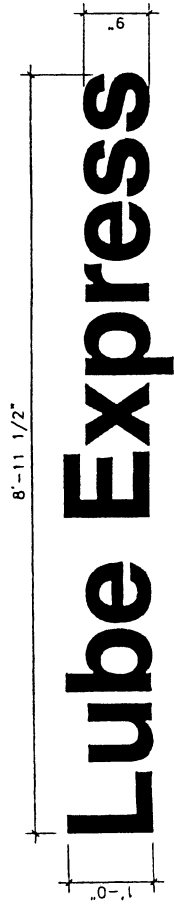
Munn Enterprises Inc.



ANCILLARY SIGNING	
WAL-MART	REVISION DATE
	09-15-00
D-1	

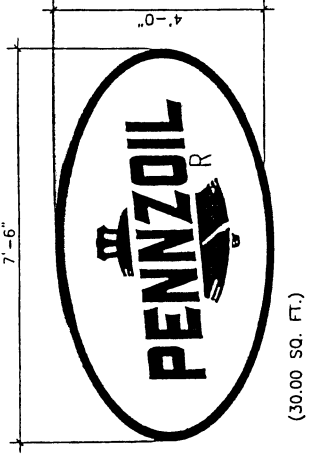
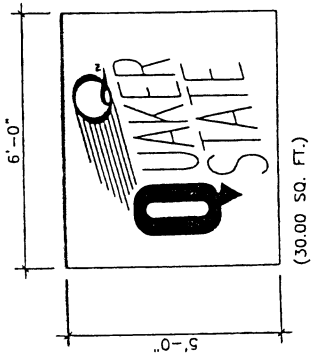
# SIGN DETAIL

## MUNN ENTERPRISES INC.

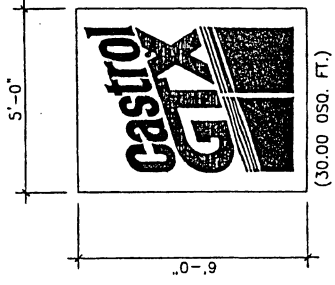
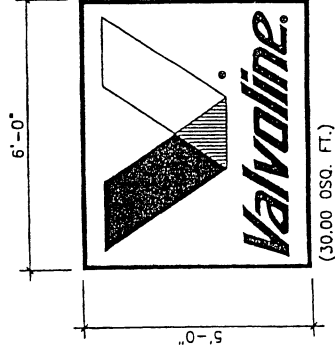


1 SERVICE BAY SIGNAGE - A N.T.S.

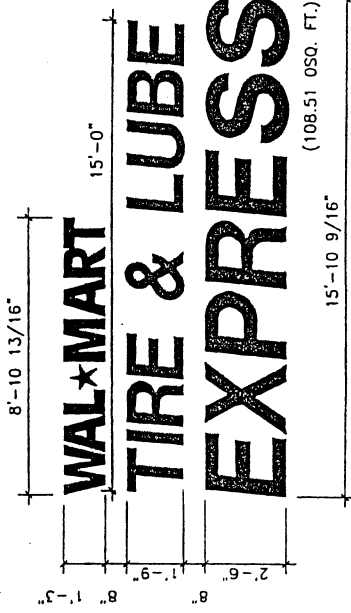
2 SERVICE BAY SIGNAGE - B N.T.S.



OR



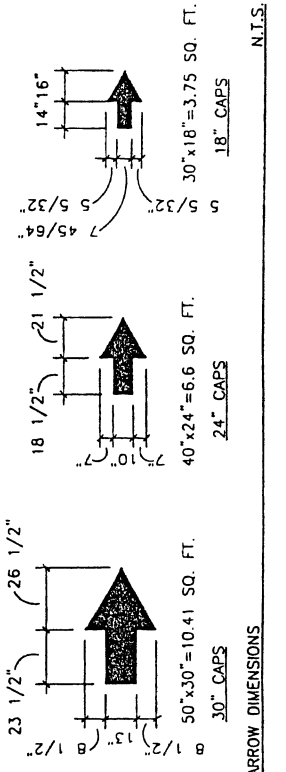
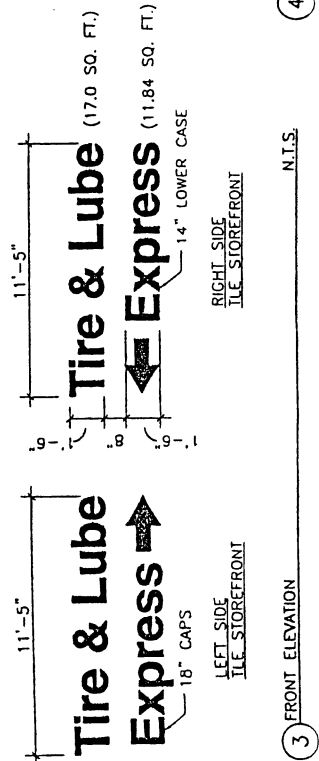
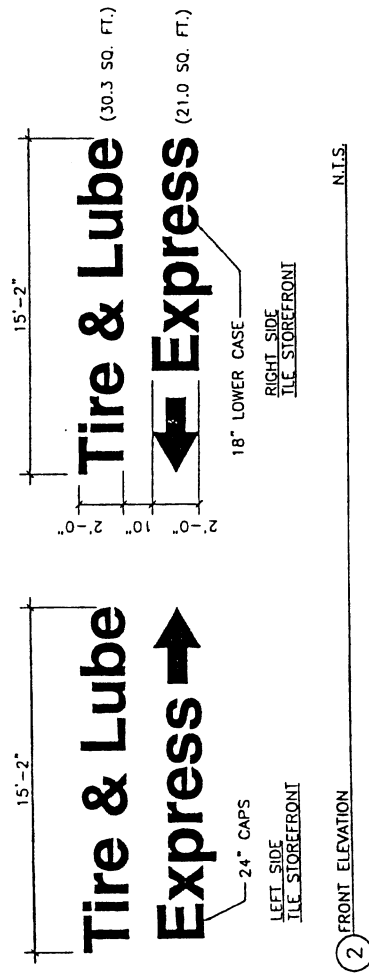
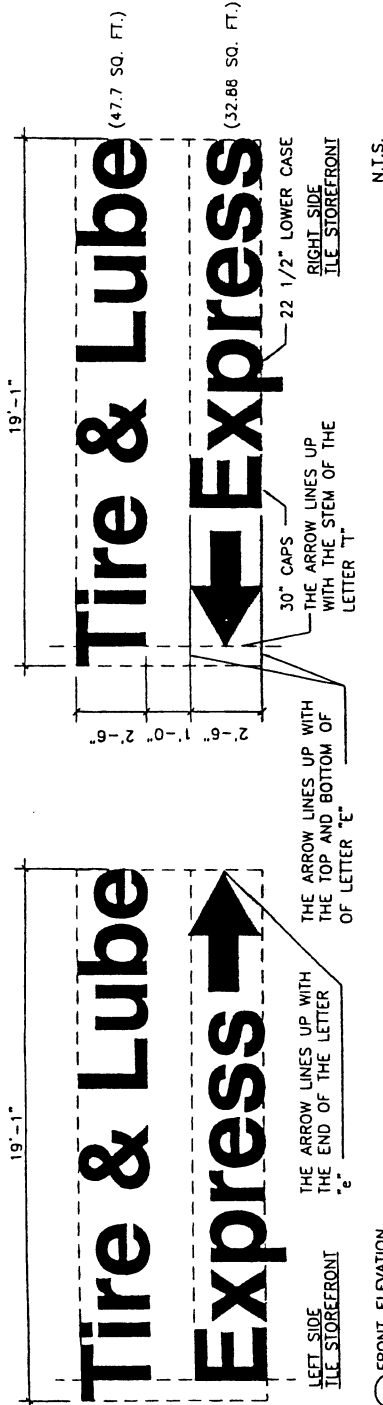
OR



T.L.E. SIGNING
WAL*MART
REVISION DATE 09-15-00
E-2



# SIGN DETAIL MUNN ENTERPRISES INC.



# SIGN DETAIL

MUNN ENTERPRISES, INC

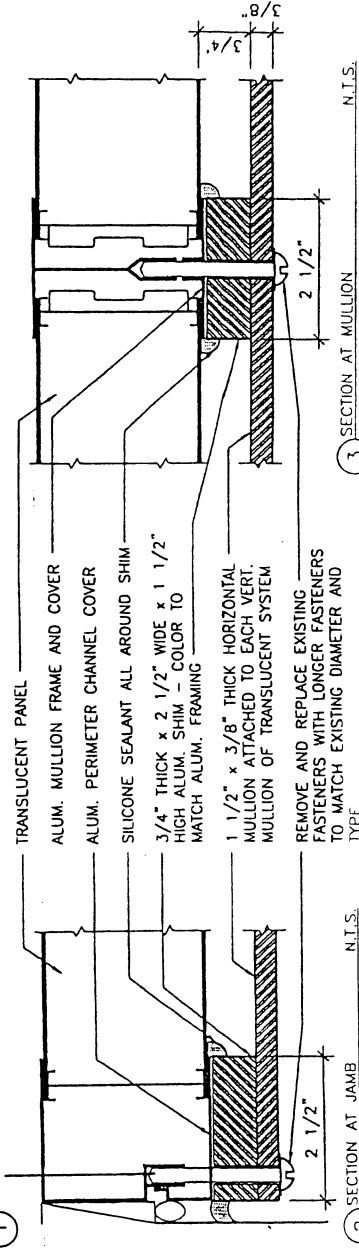
16'-4 1/2"



1 1/2" x 3/8" THICK HORIZONTAL MULLION ATTACHED TO EACH VERTICAL MULLION OF TRANSLUCENT SYSTEM

N.T.S.  
146 SQ. FT.

1 SPACING DIMENSIONS



SUPERCENTER SIGNING  
ALWAYS

WALMART

REVISION DATE  
09-15-00

D.F.