

APPLICATION NUMBER

5235

A REQUEST FOR

**SIGN VARIANCE TO ALLOW A TOTAL OF FOUR WALL
SIGNS FOR A SINGLE-TENANT SITE; ONLY TWO
WALLS SIGNS ARE ALLOWED ON A SINGLE-TENANT
SITE.**

LOCATED AT

2675 GOVERNMENT BOULEVARD

(Southeast corner of Government Boulevard and Merwina Avenue)

APPLICANT

ROGER KOBY

BOARD OF ZONING ADJUSTMENT

APRIL 2004

The applicant is requesting a Sign Variance to allow a total of four wall signs for a single-tenant site; only two wall signs are allowed on a single tenant site, where there is an existing freestanding sign.

The applicant states that the angle at which the building is situated does not allow for maximum visibility of the signage. In addition, the applicant states that this building is different from other sites because it is at an angle to Government Street and Merwina Avenue.

The applicant has obtained sign permits for two signs, which are shown as existing signs on the elevations. However, the applicant is now proposing to add two additional wall signs, one located on the chimney, and another along the North side of the building.

While automobile dealers usually sell more than one brand of automobile or have multiple licenses, this particular dealership will sell only one brand (Subaru). The Sign Ordinance allows for two wall sign per single business where there is a freestanding sign.

The purpose of the Sign Ordinance is to promote the economic well-being of the 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.

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.

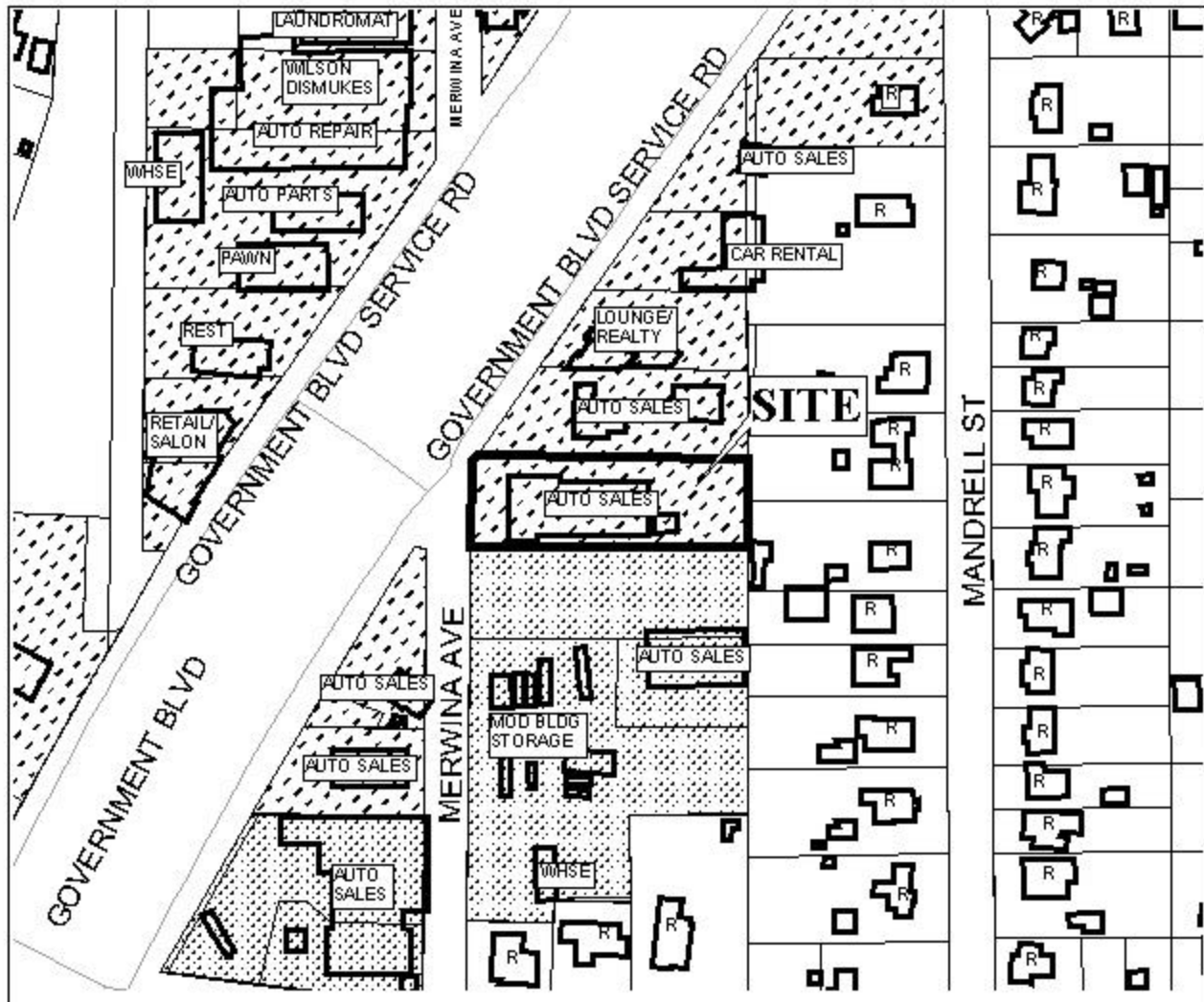
The Zoning Ordinance states that no variance shall be granted where economics are the basis for the application. Additionally, no variance shall be granted unless the Board is presented with sufficient evidence to find that the variance will not be contrary to the public interest, and that special conditions 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 additional signage.

RECOMMENDATION 5235**Date: April 5, 2004**

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

BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



Commercial sites are located to the north west, and south of the site. Single-family residential units are located to the east of the site.

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APPLICANT Roger S. Koby

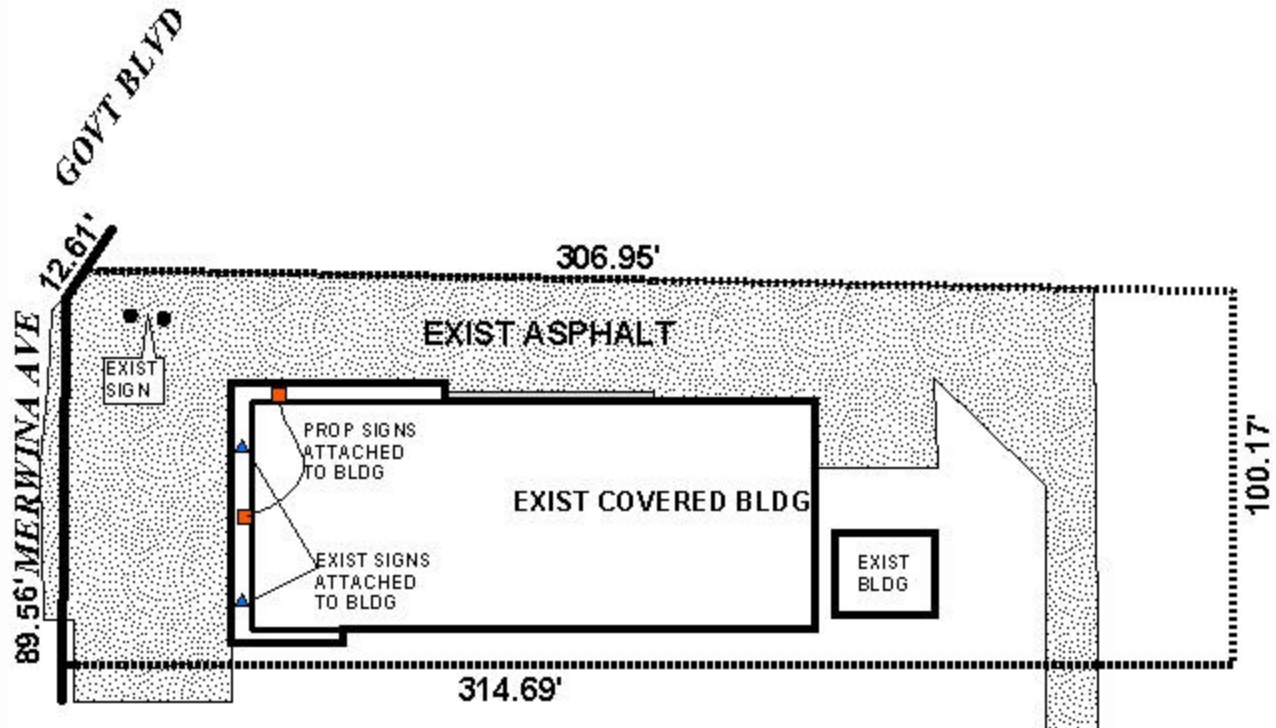
REQUEST Sign Variance

LEGEND



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SITE PLAN



The site plan illustrates the existing buildings, asphalt, and sign location along with the proposed sign locations.

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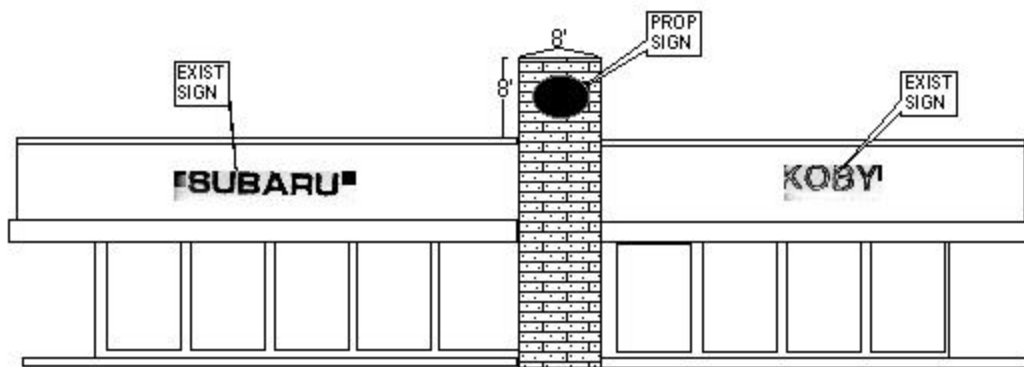
APPLICANT Roger S. Koby

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SIGN DETAIL

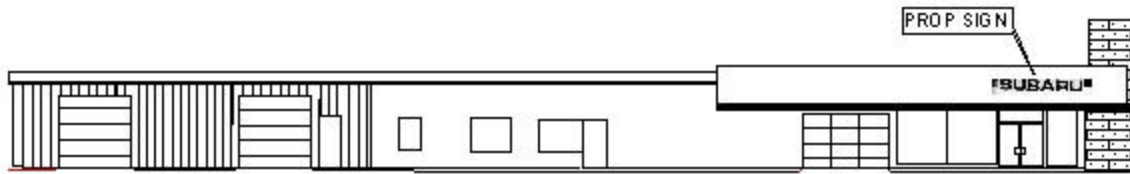


VIEW FROM WEST ELEVATION

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SIGN DETAIL



VIEW FROM NORTH ELEVATION

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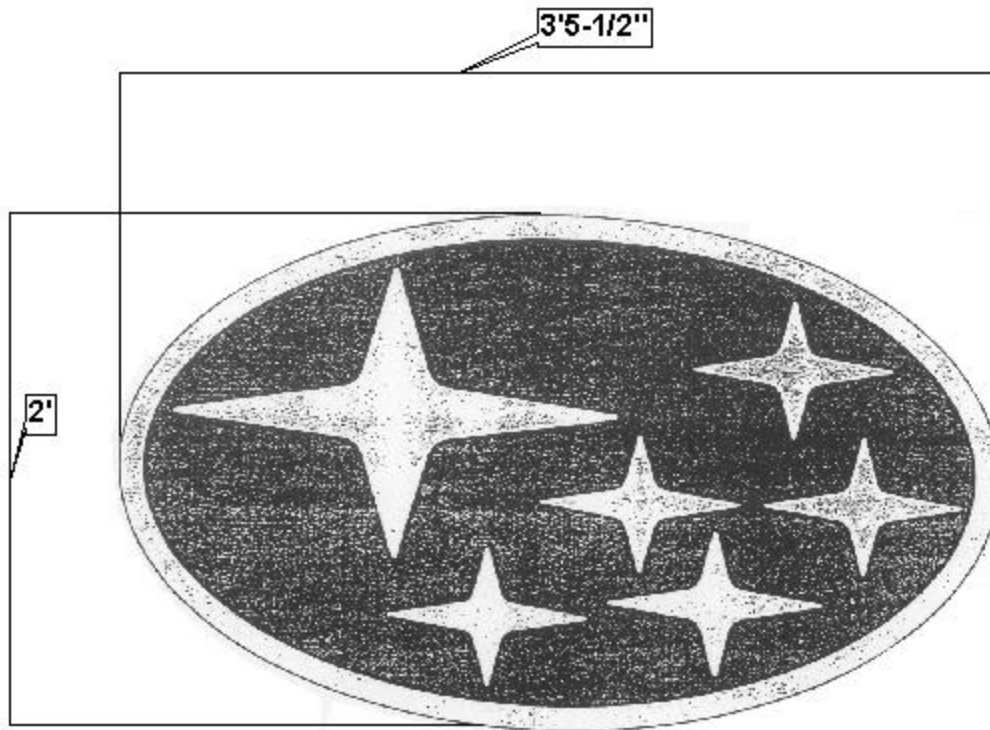
APPLICANT Roger S. Koby

REQUEST Sign Variance



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DETAIL SITE PLAN



PROP SIGN ON WEST ELEVATION

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