

APPLICATION NUMBER

**5362**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW A SECOND WALL SIGN  
(6.5 SQUARE FEET) FOR ONE TENANT (BUSINESS) ON A  
MULTI-TENANT SITE; ONLY ONE WALL SIGN PER  
BUSINESS IS ALLOWED ON A MULTI-TENANT SITE.**

LOCATED AT

**1147 EAST I-65 SERVICE ROAD SOUTH**

(Southeast corner of East I-65 Service Road South and International Drive)

APPLICANT/OWNER

**JJT, AN ALABAMA GENERAL PARTNERSHIP**

**BOARD OF ZONING ADJUSTMENT**

JULY, 2006

The applicant is requesting a Sign Variance to allow a second wall sign (6.5 square feet) for one tenant (business) on a multi-tenant site.

The purpose of the variance is to allow an additional wall sign for the Infiniti dealership. The proposed sign would consist of channel letters reading "Mobile" and would be located on an existing trellis structure connected to the existing Infiniti sales building, on a different wall plane from the existing wall sign. The applicant states that the proposed sign location is a requirement of the automobile manufacturer's Retail Environment Design Initiative and that an alternate location is not desirable.

The applicant currently has one wall sign on the front (West) wall of the sales building and now wishes to add the additional sign on a portion of the building facing to the Southwest. A search for records of a permit for the installation of the existing front wall sign revealed nothing, therefore, the conformity of the sign to the standards of the Sign Ordinance cannot be determined. It appears on the elevation drawings submitted with this application that there is sufficient wall space to allow the proposed sign on the front wall in conjunction with the existing wall sign, which would conform to the Ordinance. The building is the corner building on a site with three public street frontages, and could be allowed a second wall sign if the sign were located on the second street frontage or North wall of the building. In this case the intended location is on the Southwest wall, an interior site wall. This location does not qualify for a second wall sign.

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

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.

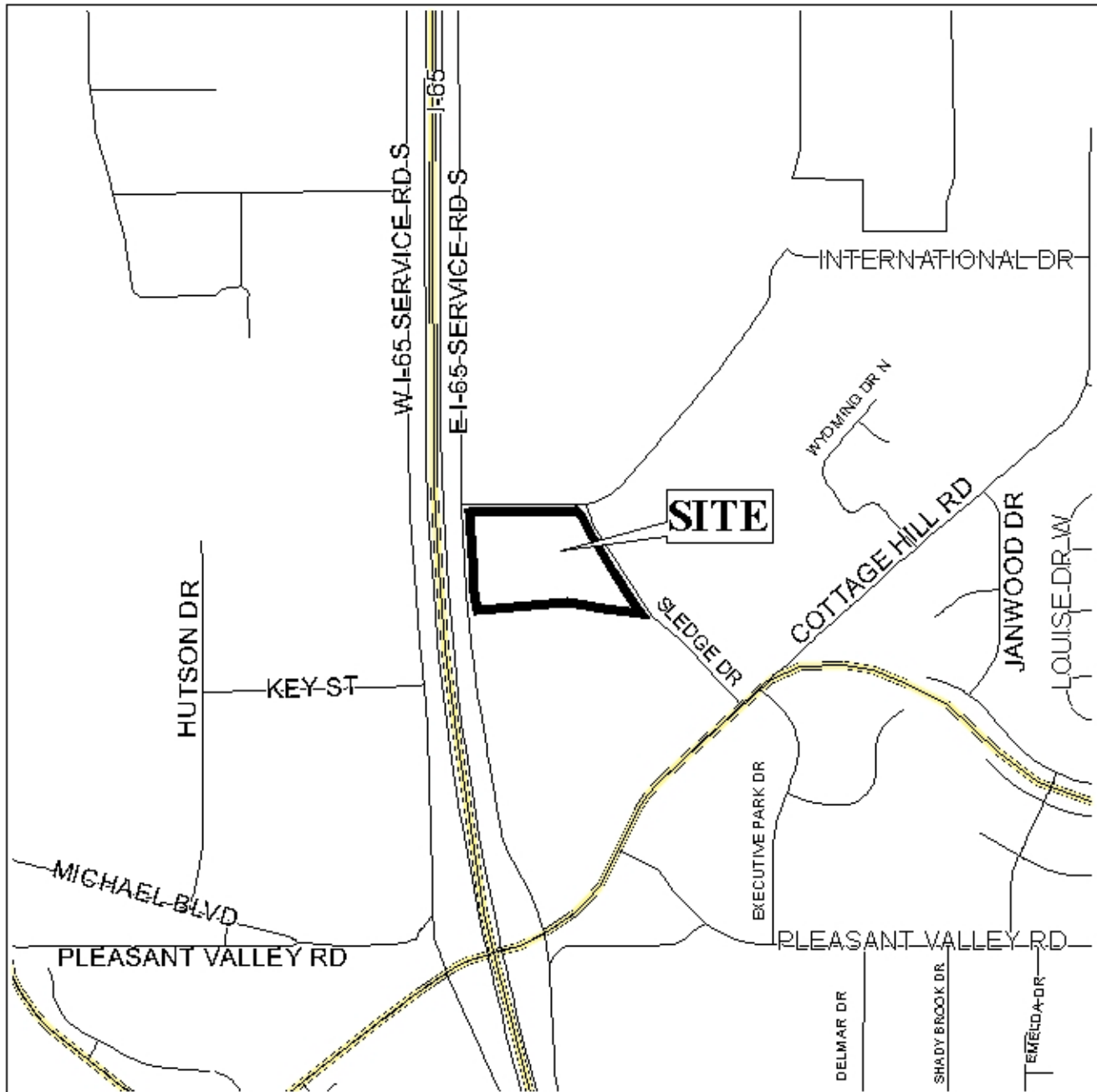
The applicant failed to illustrate that a literal enforcement of the Ordinance would result in an unnecessary hardship. It is simply the applicant's desire to have additional signage.

**RECOMMENDATION 5362**

**Date: July 10, 2006**

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

## LOCATOR MAP



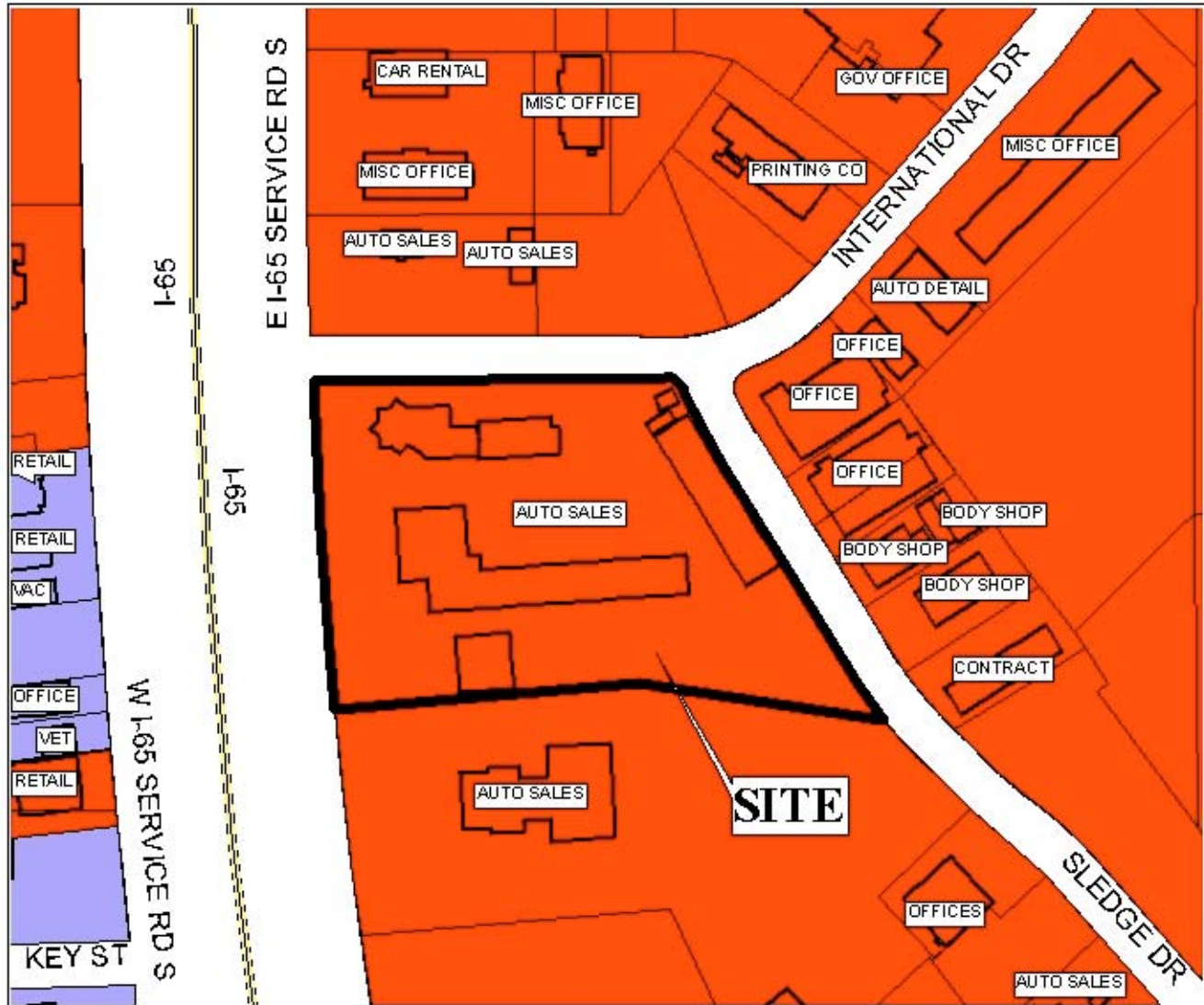
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APPLICANT JJT, An Alabama General Partnership

REQUEST Sign Variance



# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by miscellaneous offices, auto sales, and auto repair.

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REQUEST Sign Variance

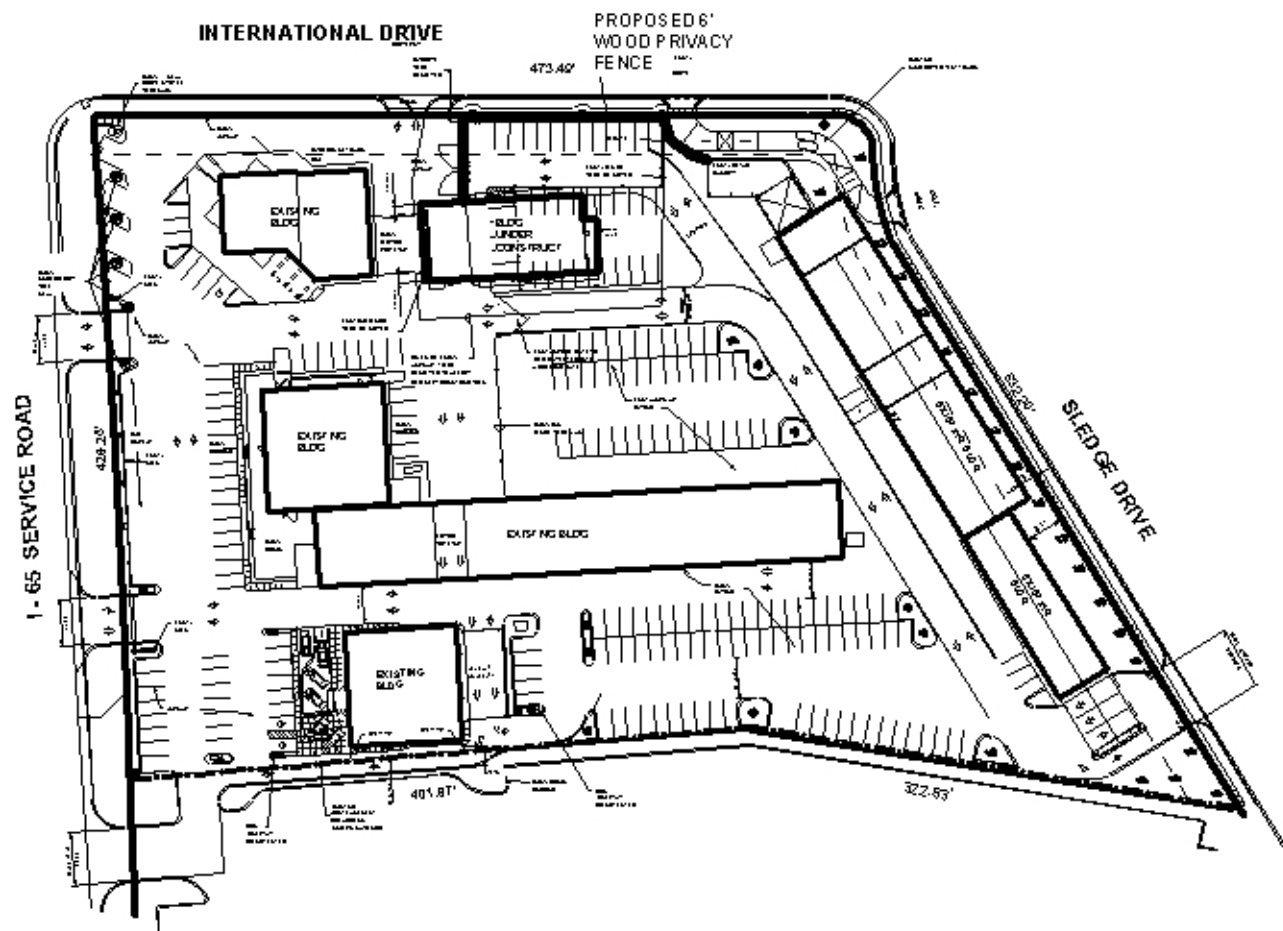
LEGEND 

R-1	R-2	R-3	R-A	R-B	H-B	B-1	LB-2	B-2	B-3	B-4	B-5	I-1	I-2
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## SITE PLAN



The site is located on the Northeast corner of East I-65 Service Road South and International Drive. The plan illustrates the existing buildings, building under construction and parking, along with the proposed fence.

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REQUEST \_\_\_\_\_ Sign Variance \_\_\_\_\_



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