

APPLICATION NUMBER

5262

A REQUEST FOR

**SIGN VARIANCE TO ALLOW FOUR WALL SIGNS AND
ONE FREE-STANDING SIGN; A MAXIMUM OF TWO
WALL SIGNS AND ONE FREE-STANDING SIGN IS
ALLOWED ON A SINGLE TENANT SITE**

LOCATED AT

Southwest corner of Government Boulevard and McVay Drive North

APPLICANT/OWNER

RACETRAC PETROLEUM, INC.

BOARD OF ZONING ADJUSTMENT

SEPTEMBER 2004

The applicant is requesting a Sign Variance to allow four wall signs and one free-standing sign; a maximum of two wall signs and one free-standing sign is allowed on a single tenant site.

The applicant states that the proposed site plan includes a 35-foot high, double-face, free-standing price sign (200 sq.ft.), a building sign on the store front (50 sq.ft.) and three (3) canopy signs located on the south, east and west sides. Each canopy sign is approximately 50 square feet. The applicant states that the approval of the additional two (2) canopy signs would increase visibility and improve the aesthetic appearance of the location, and that the additional logo signs on the canopy are necessary.

The applicant states all of the surrounding commercial developments have freestanding signs and wall signs to increase their visibility and believes the request conforms to the surrounding commercial area. The applicant also states that the two additional canopy signs would not negatively impact the value of the community.

As the applicant states all of the surrounding commercial developments have free-standing signs and wall signs; however several, if not all of the automobile dealerships are multi-tenant businesses with excess of 601 linear feet of road frontage which would allow two free-standing signs.

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.

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.

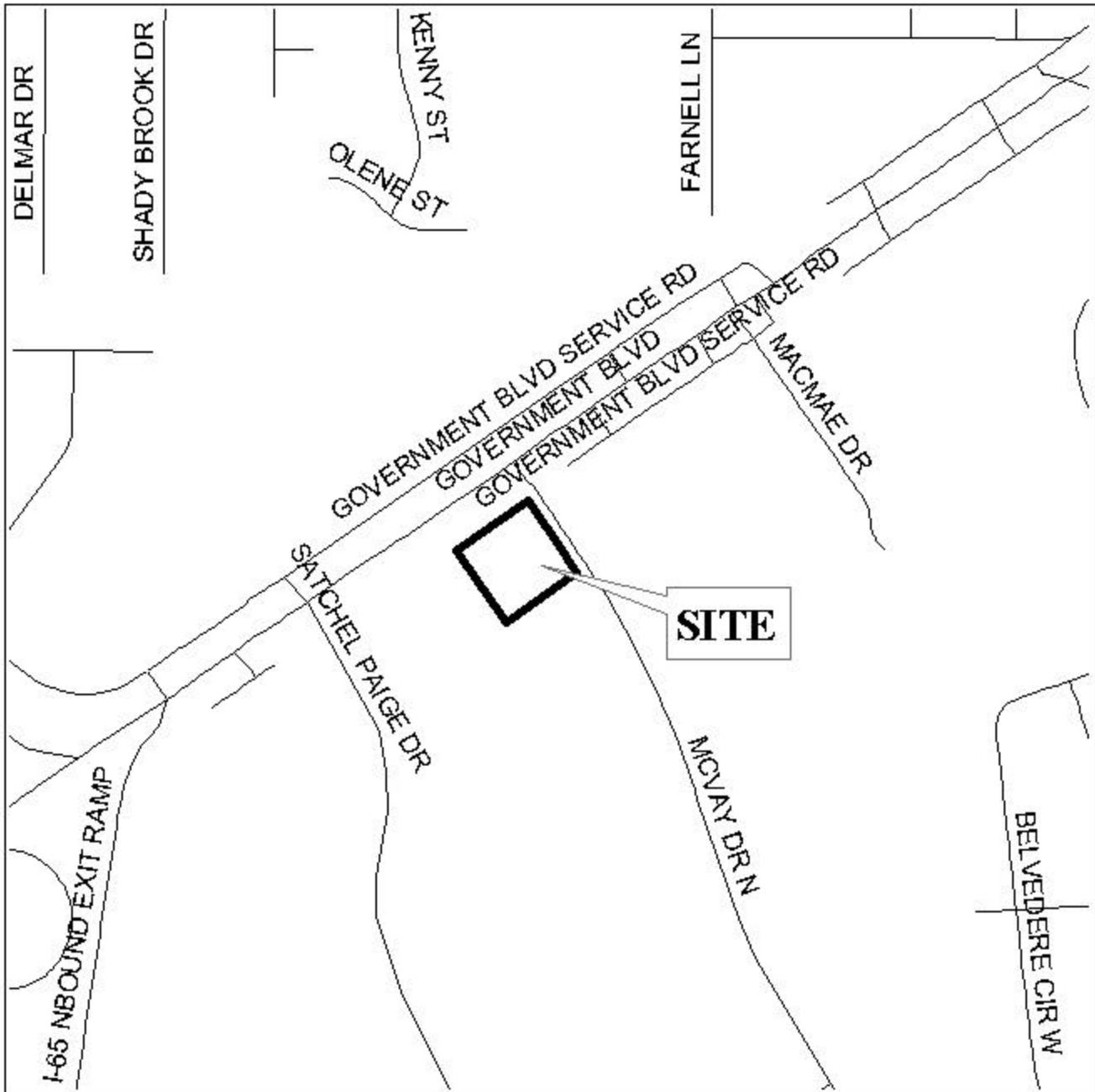
The additional wall signage proposed would serve no purpose but to duplicate the company logo on all elevations of the canopy.

RECOMMENDATION 5262

Date: September 13, 2004

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

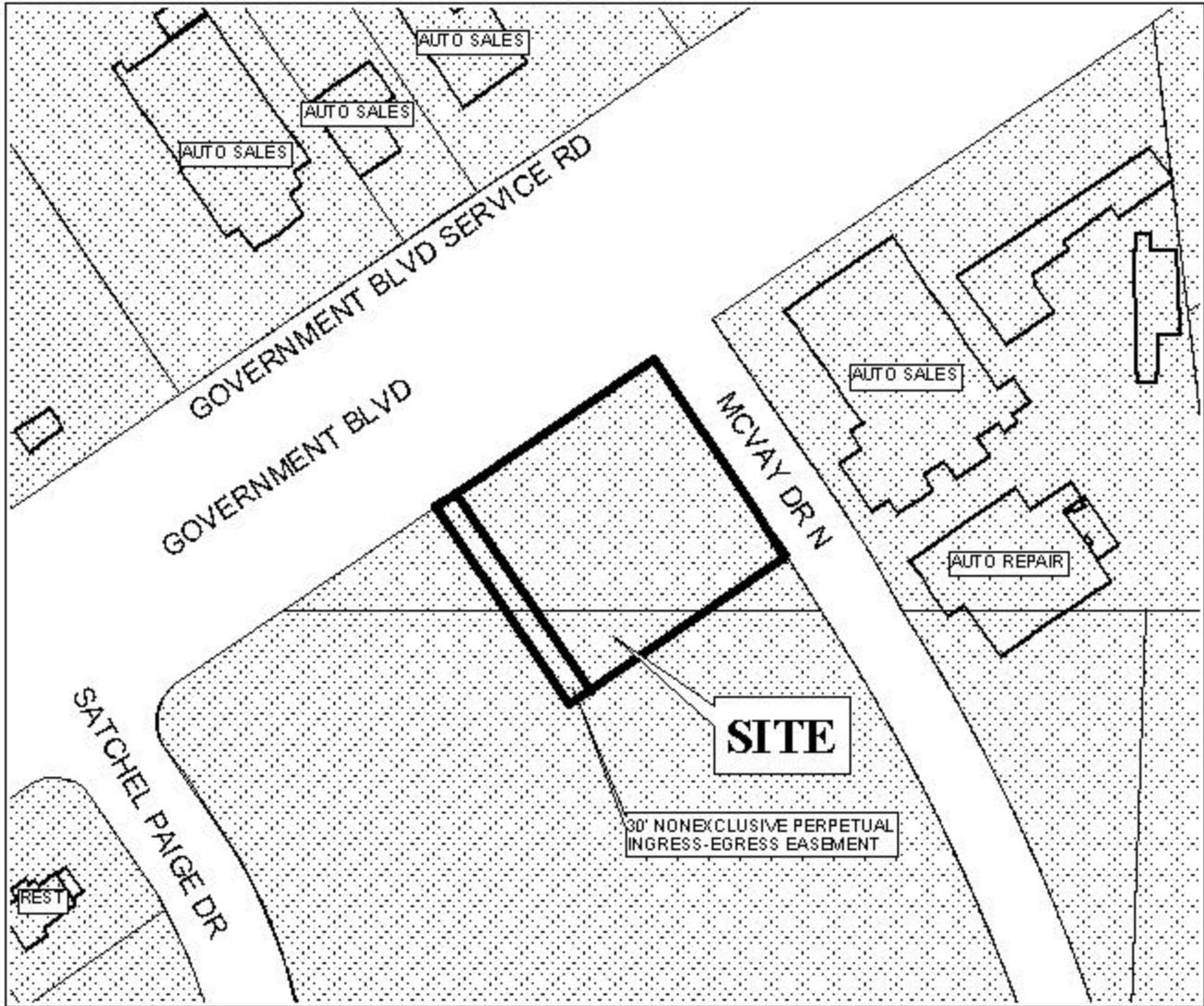
LOCATOR MAP



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APPLICANT Racetrac Petroleum, Inc.
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BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



Located to the North and East of the site are auto sales; to the South are vacant properties. Located to the West is a restaurant.

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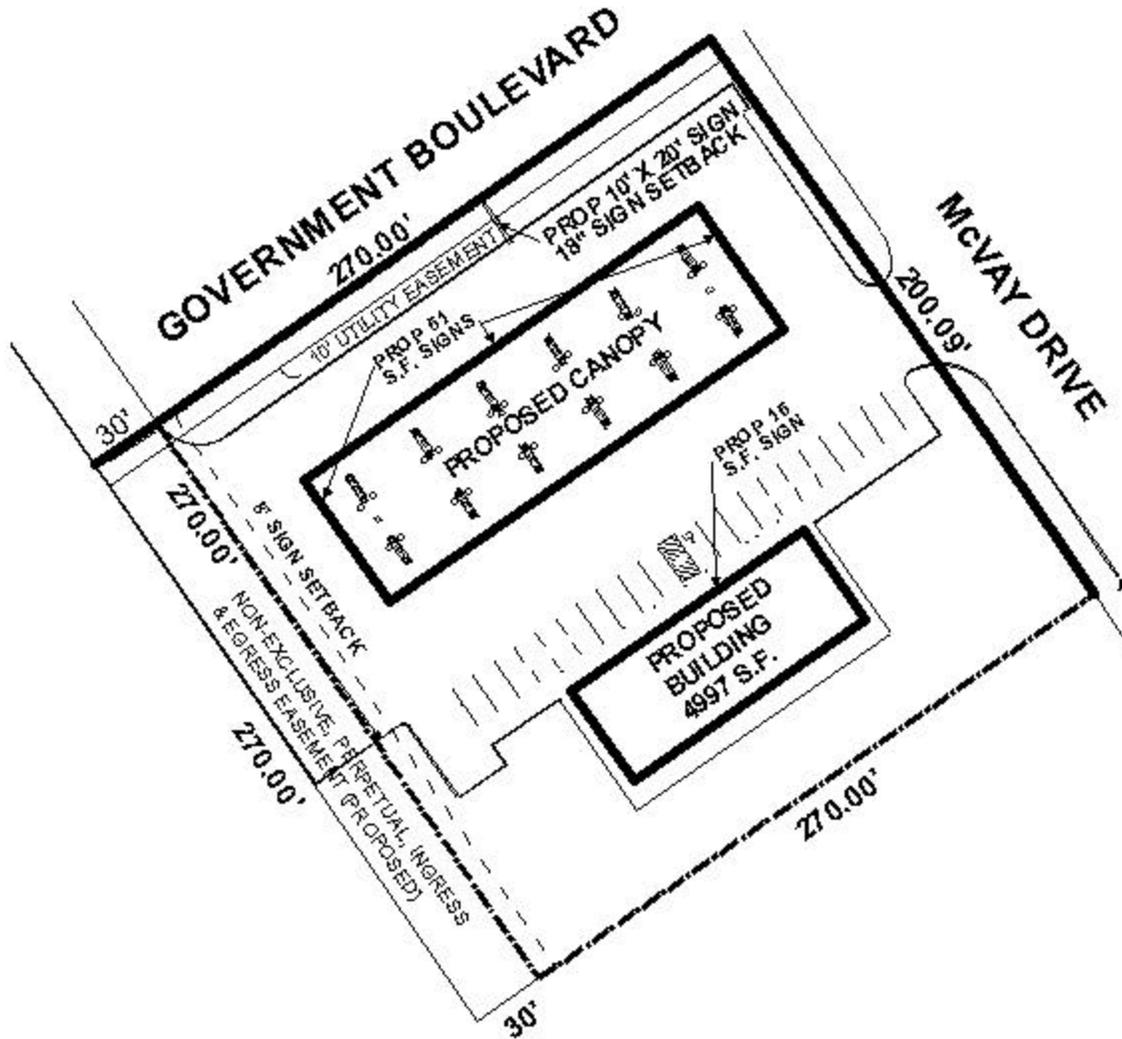
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LEGEND



SITE PLAN



The site is located on the Southwest corner of Government Boulevard and McVay Drive. The plan illustrates the proposed, buildings, parking, and signs.

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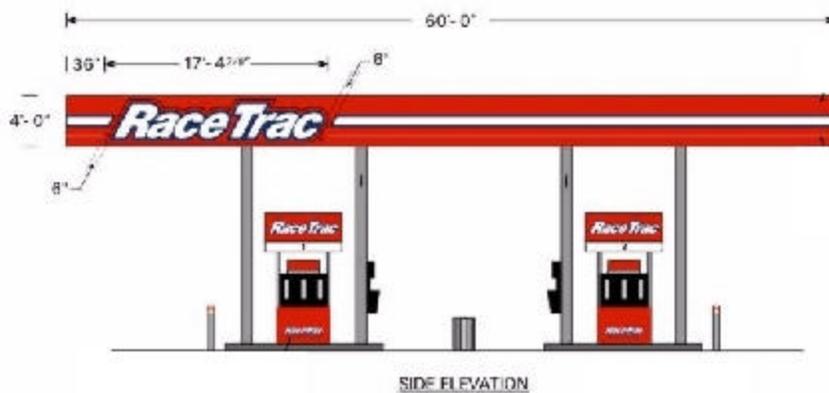
APPLICANT Racetrac Petroleum, Inc

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NTS

DETAIL SITE PLAN

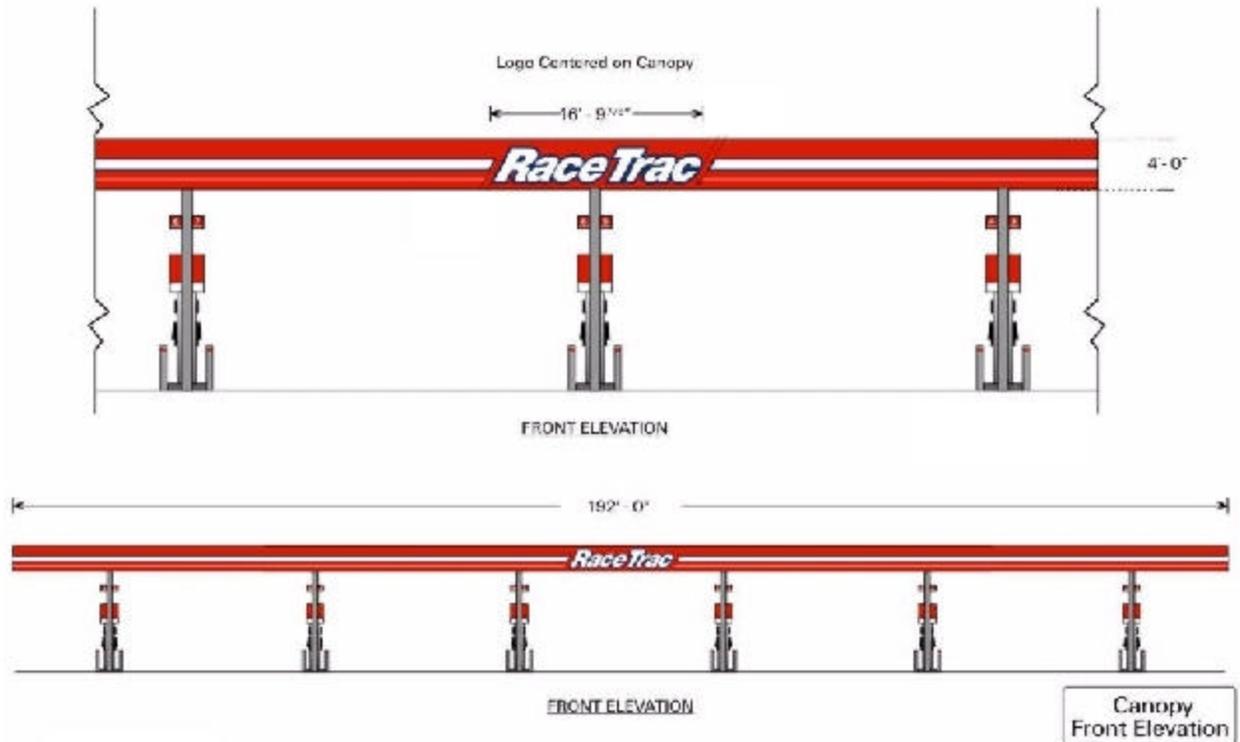


(1) Set Each End Of Canopy

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DETAIL SITE PLAN



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APPLICANT Racetrac Petroleum, Inc

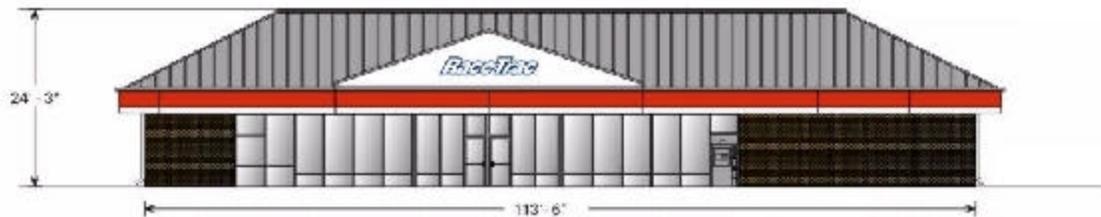
REQUEST Sign Variance



DETAIL SITE PLAN



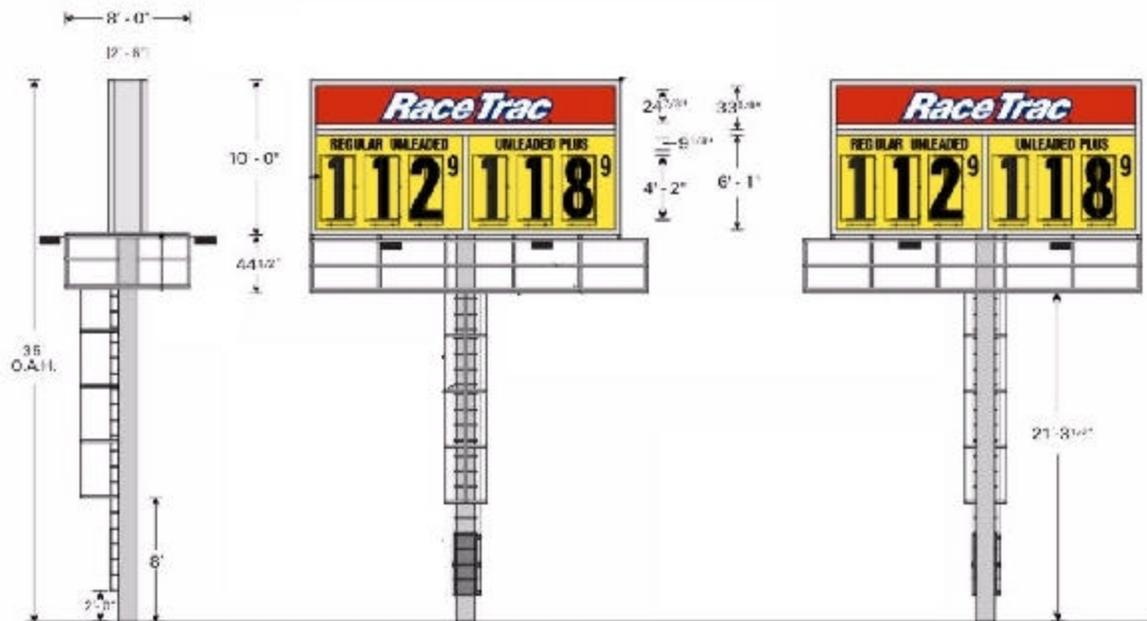
Building (Front Elevation)
& Channel Letter Detail



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