

APPLICATION NUMBER

5619

A REQUEST FOR

**SIGN VARIANCE TO ALLOW A TOTAL OF FOUR WALL
SIGNS FOR A SINGLE TENANT IN A MULTI-TENANT
COMMERCIAL SITE IN A B-2, BUFFER BUSINESS
DISTRICT; THE ZONING ORDINANCE ALLOWS ONE
WALL SIGN PER TENANT IN A MULTI-TENANT
COMMERCIAL SITE IN A B-2, BUFFER BUSINESS
DISTRICT**

LOCATED AT

41 West I-65 Service Road North

(Southwest corner of West I-65 Service Road North and College Lane South)

APPLICANT

FLORIDA CERTIFIED SIGN ERECTORS

OWNER

MID BAY INVESTMENTS

BOARD OF ZONING ADJUSTMENT

JUNE 2010

The applicant is requesting a Sign Variance to allow a total of four wall signs for a single tenant in a multi-tenant commercial site in a B-2, Buffer Business District; the Zoning Ordinance allows one wall sign per tenant in a multi-tenant commercial site in a B-2, Buffer Business District.

The applicant has recently assumed the property through FDIC seizure and would like to replace existing signage, while adding one additional wall sign for complete coverage for all elevations of the building. The applicant states that the recent seizure of the old bank has confused many customers, and the removal of the existing signage without replacements would only complicate matters, as it would indicate that the bank no longer exists. The applicant further states that the mere size of the building makes it more visible to passing motorists; thus, the additional signage is necessary for identification.

The Zoning Ordinance states that no variance shall be granted where economics are the basis for the application. Furthermore, the applicant must present 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.

Variations 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 purpose of the Sign Regulation Provisions 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 subject site is a multi-tenant site with three street frontages. Section 64-11.8.c.3 of the Zoning Ordinance allows each tenant to have one wall sign per street frontage that it faces. Therefore, the applicant is allowed three walls signs total, one for each street frontage.

It should be noted that the subject site is relatively new (1966), and the existing signage, while non-conforming, was never permitted and cannot provide justification for the applicant's request. It should be further noted that other businesses, for which photos were submitted as examples of excessive signage, have long been "grandfathered" as they were permitted prior to the adoption of the sign ordinance (1992). Those also may not be used as justification. The applicant also suggested that the size of the building

warranted additional signage so that passing motorists could easily identify the site; however, the large size of the building in and of itself creates additional visibility that does not justify the need for additional signage.

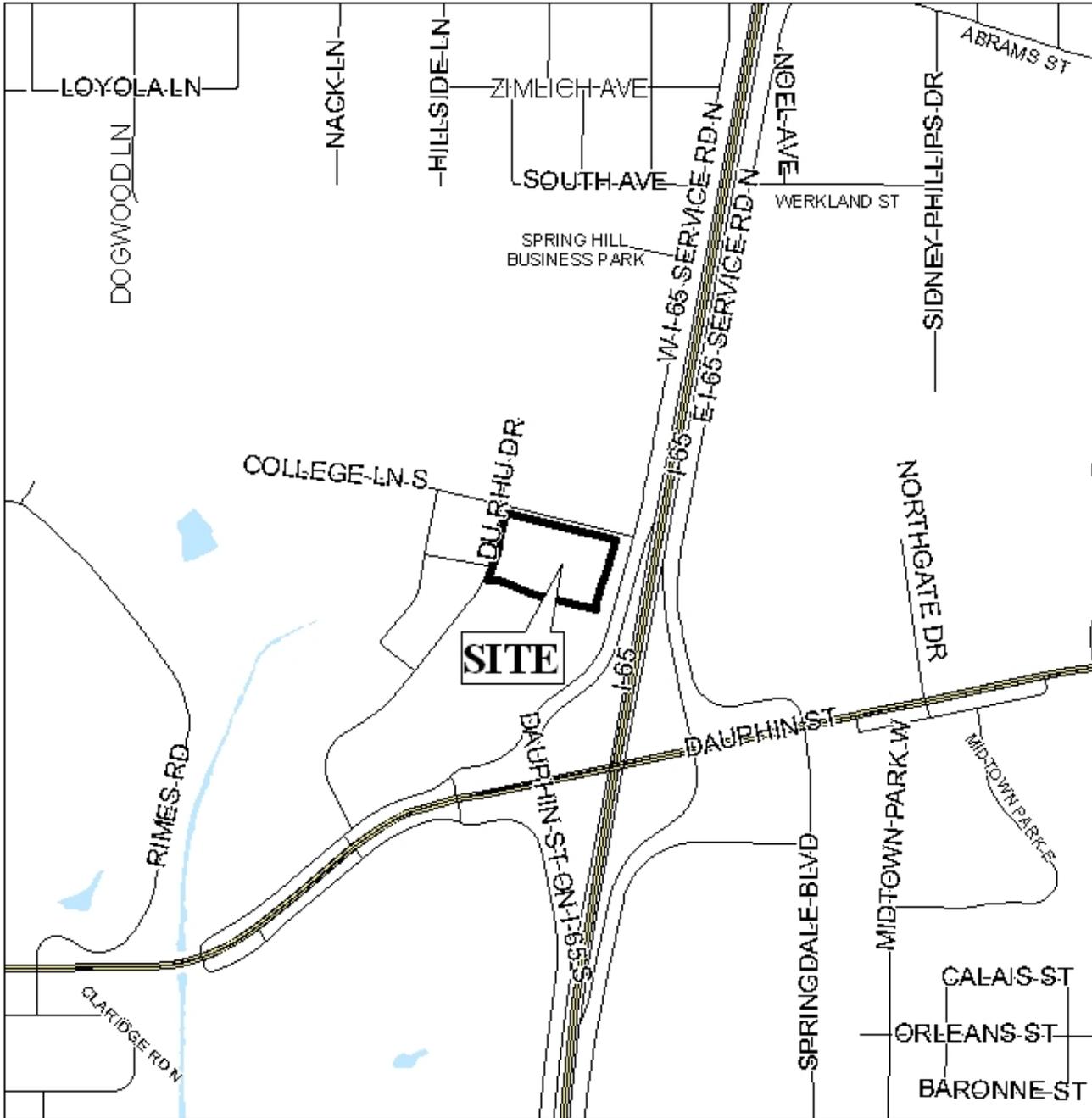
The applicant failed to illustrate that a literal enforcement of the Ordinance would result in an unnecessary hardship. The applicant is simply asking for two additional signs that wouldn't otherwise be approved.

RECOMMENDATION 5619

Date: June 7, 2010

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

LOCATOR MAP



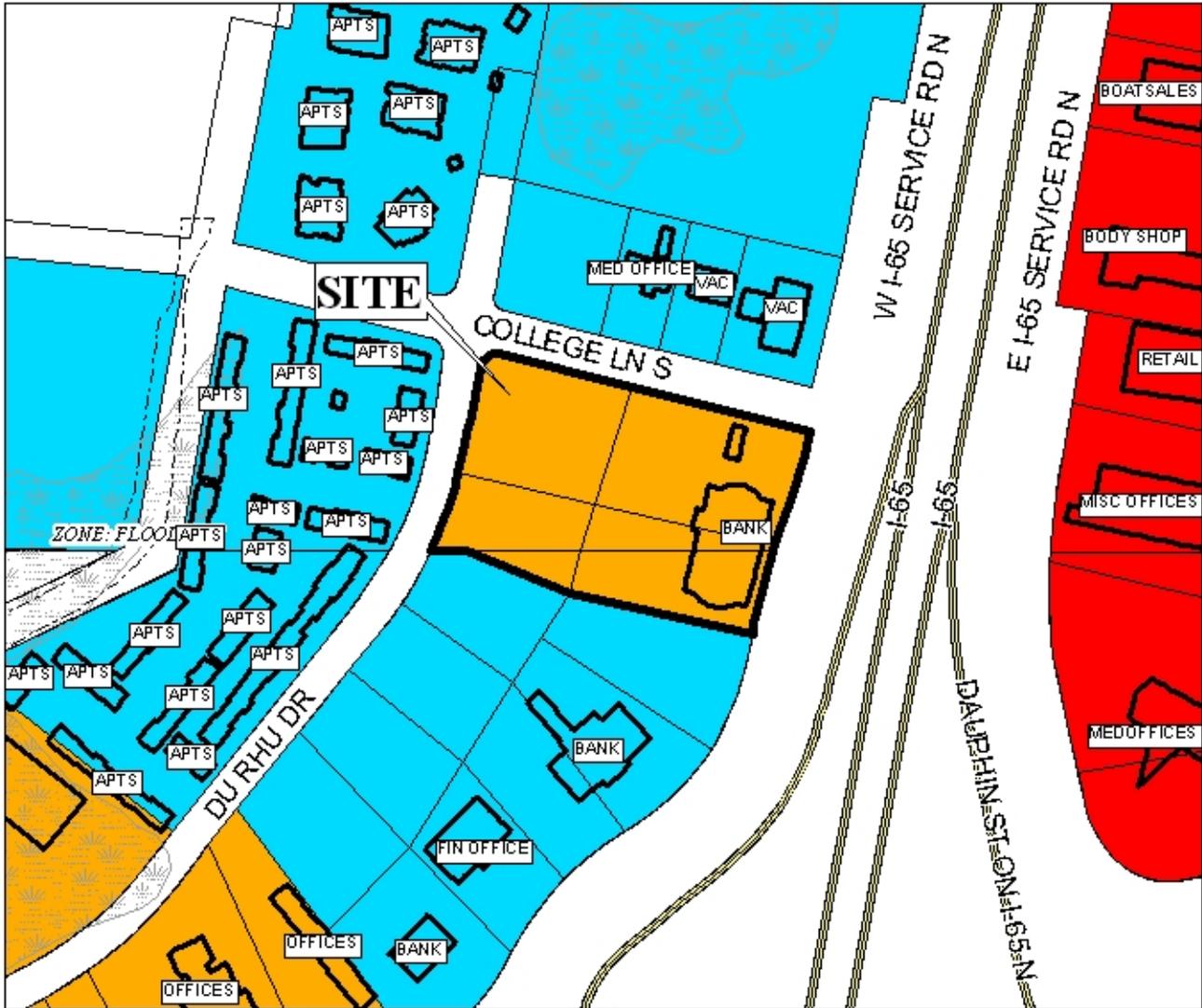
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APPLICANT Florida Certified Sign Erectors

REQUEST Sign Variance



BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING

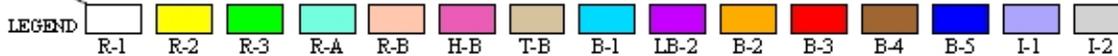


There are apartments to the west of the site, offices to the north and east, and a bank to the south.

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NTS

**BOARD OF ADJUSTMENT
VICINITY MAP - EXISTING ZONING**



There are apartments to the west of the site, offices to the north and east, and a bank to the south.

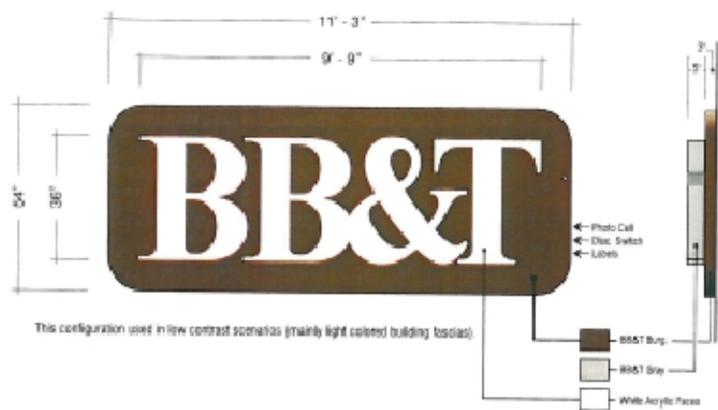
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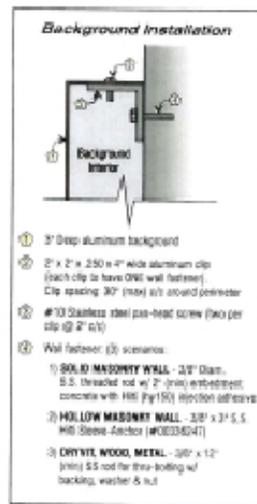
SIGN DETAIL 1



This configuration used in low contrast scenarios (mainly light colored building facades)

SQUARE FOOTAGE:
4' - 6" x 11' - 3" = 50.63

LB-36



(1) Set individually lighted letters (for specifications on lighted letters, see lighted letter section of this manual) mounted flush onto fabricated background. Sign to have (1) disconnect switch (located on side of background). Letters pre-wired inside 2" deep background via water-tight electrical components. Sign to have (1) primary coil.

Non-lighted background fabricated of aluminum (.125" thick, .080" radius, 2" depth) reinforced with 1" x 1" aluminum tube (not a vent) (pick up 30316) & finished in acrylic urethane enamel to match BB&T's signage.

Background mounted onto facade via 2" x 2" aluminum angle clips (painted to flush to wall). The background then clips over & fastens to 2" x 2" angle clips via pan-head screws (see detail).

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SIGN DETAIL 2



NOTE: SIGN PLACEMENT TO BE CONSISTENT REGARDLESS OF LETTER TYPE

NL-30-B

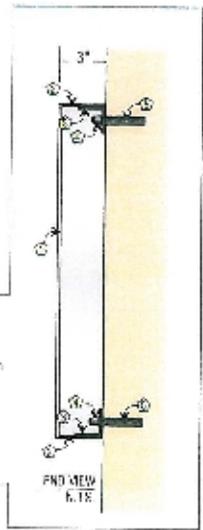
FABRICATION: Permanent non-illuminated mounted letters fabricated of welded aluminum (.063 minimum, 28 Ga., depth 1.59")

COLORS: BB&T company faces w/BB&T gray letters

INSTALLATION: Letters mounted to fascia (brick, wood, concrete, etc.) via 2" x 2" threaded studs

SQUARE FOOTAGE:
 $2' - 6" \times 8' - 2" = 20.40$

- ① .125 Aluminum letter face
- ② .063 Aluminum letter metal
- ③ 1 1/2" x 1 1/2" x .125 Aluminum mounting brackets
- ④ 4-w/turns
- ⑤ 2.5 stud (2"x2") (uses drilled & filled with self-healing adhesive)



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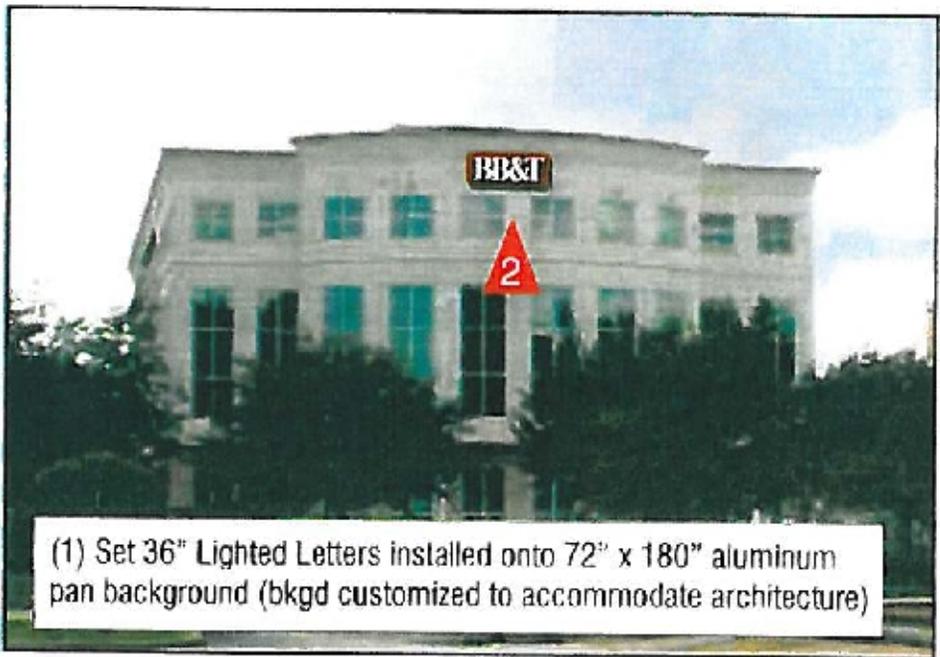
SIGN DETAIL 3



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SIGN DETAIL 4



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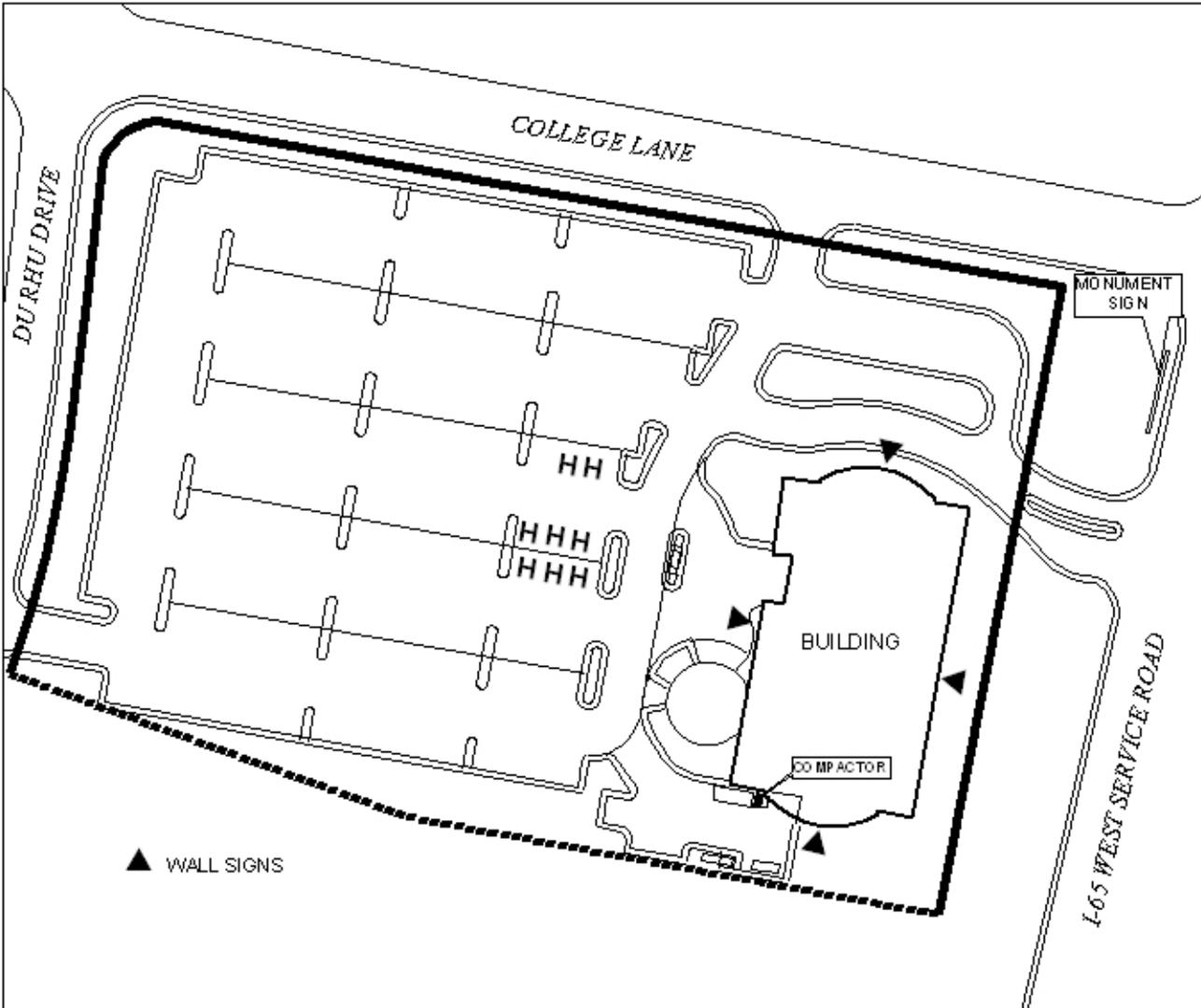
SIGN DETAIL 5



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SITE PLAN



The site plan illustrates the building, parking, and sign locations.

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