

APPLICATION NUMBER

**5157/4782**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW FOUR FREE-STANDING  
SIGNS ON A MULTI-TENANT SITE WITH ONLY 727' OF  
STREET FRONTAGE; ONLY TWO FREE-STANDING  
SIGNS ARE ALLOWED ON A MULTI-TENANT SITE  
WITH 601'-1200' OF STREET FRONTAGE.**

LOCATED AT

**1739 EAST I-65 SERVICE ROAD SOUTH**

(East side of East I-65 Service Road South, 750' ± North of Government Boulevard)

APPLICANT

**GULF COAST SIGN COMPANY**

**BOARD OF ZONING ADJUSTMENT**

FEBRUARY 2003

The applicant is requesting a Sign Variance to allow four free-standing signs on a multi-tenant site with only 727' of street frontage; only two free-standing signs are allowed on a multi-tenant site with 601'-1200' of street frontage.

The applicant states the additional signage is required so they may identify a new dealership that will be located on the same site as other dealerships; and that automobile dealers are required to identify the brands that they carry, thus causing them to need more signage than the average business.

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.

The applicant states that automobile dealer programs require each brand to be identified by an individual freestanding sign. However, there are several businesses (tire dealerships, appliance stores, etc.) that have one freestanding sign identifying multiple brands. Another point to consider is that if the Sign Ordinance had to recognize each brand being advertised, the number of freestanding signs per site would be enormous.

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.

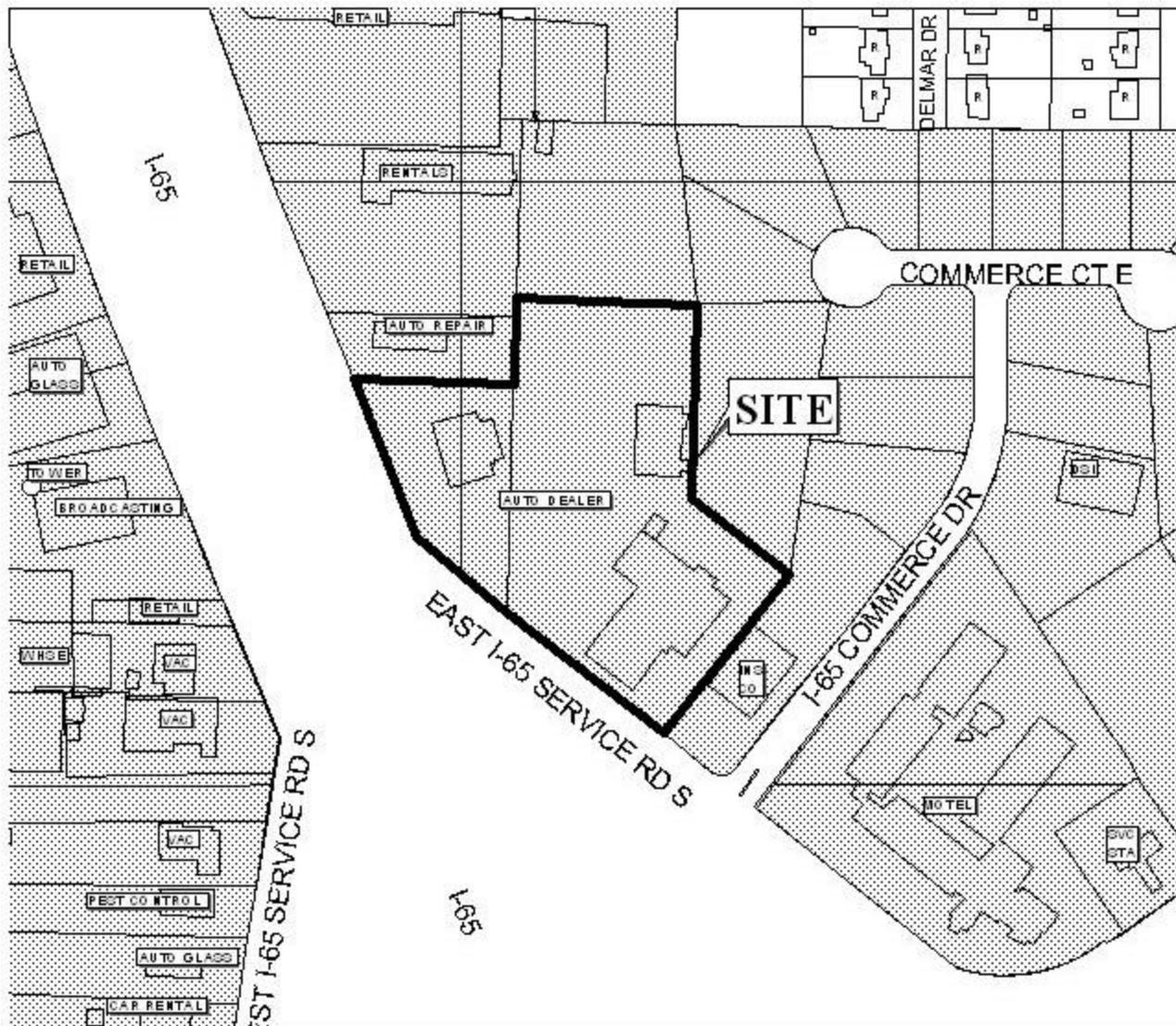
The applicant failed to illustrate that a literal enforcement of the Zoning Ordinance would result in an unnecessary hardship. It is simply the applicant's desire to add an additional freestanding sign.

**RECOMMENDATION 5157/4782**

**Date: February 3, 2003**

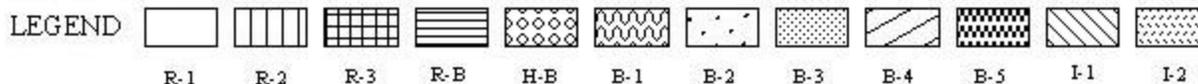
Based upon the preceding, this application is recommended for denial.

BOARD OF ZONING ADJUSTMENT  
VICINITY MAP - EXISTING ZONING

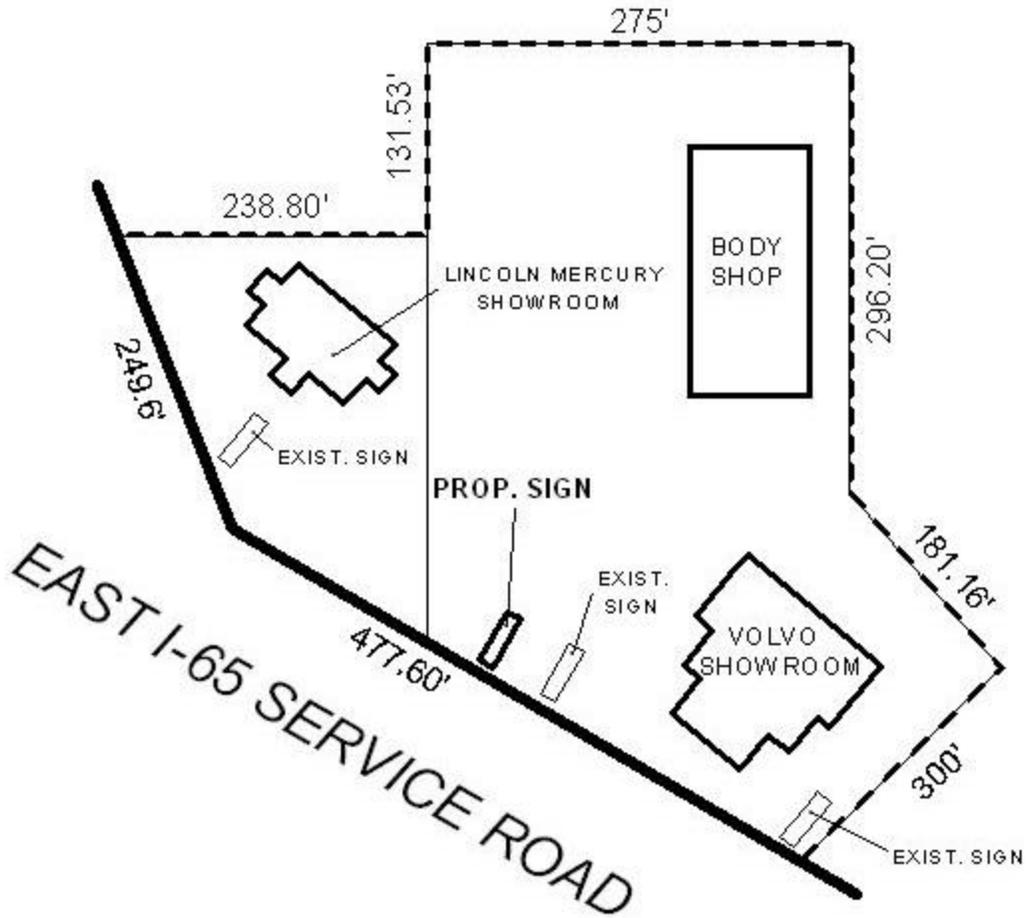


The site is located in an area of miscellaneous offices and retail.

APPLICATION NUMBER 5157/4782 DATE February 3, 2003  
 APPLICANT Gulf Coast Sign Company  
 REQUEST Sign Variance



# SITE PLAN



The site is located on the East Side of East I-65 Service Road South, 750' North of Government Boulevard. The plan illustrates the existing structures, signs and proposed sign.

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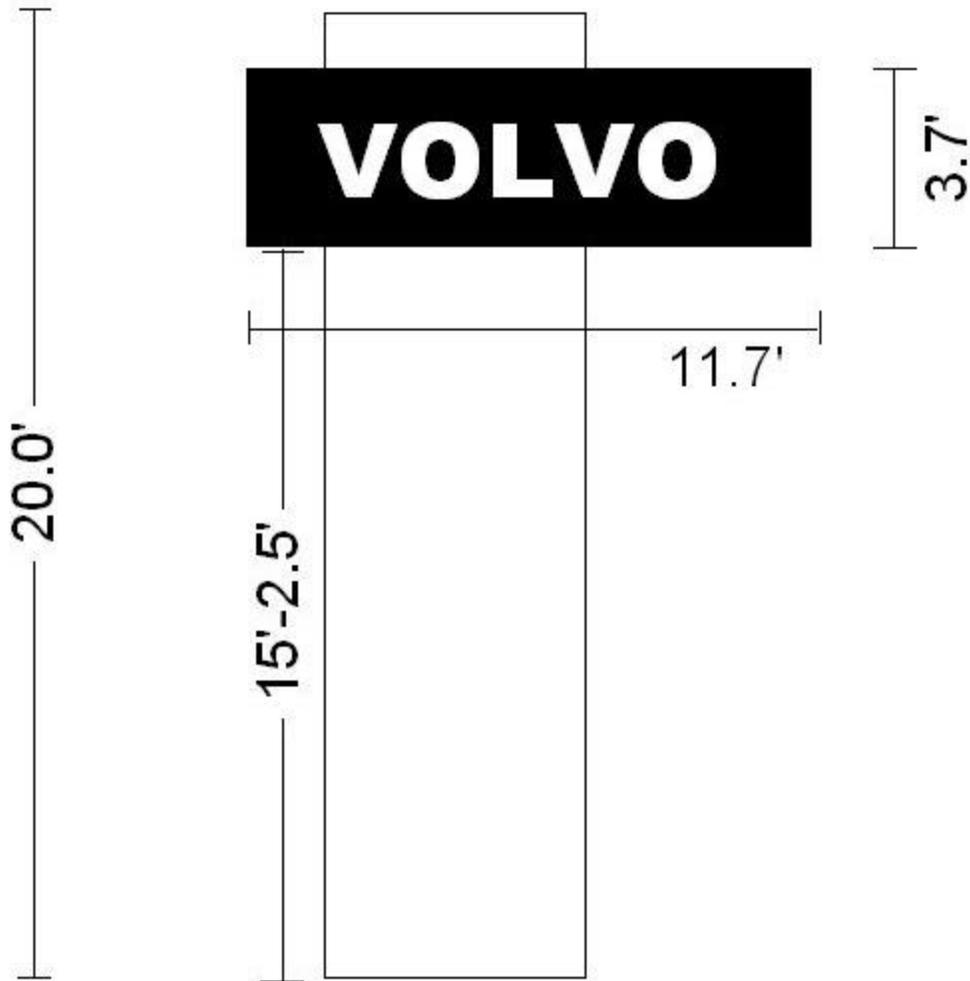
APPLICANT Gulf Coast Sign Company

USE/REQUEST Sign Variance



NTS

PROPOSED SIGN



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APPLICANT Gulf Coast Sign Company

USE/REQUEST Sign Variance

