



# Agenda Item #4

## Application 2024-10-CA

### DETAILS

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**Location:**

900 Government Street

**Summary of Request:**

Install one (1) internally lit monument sign and wall signage with total sign text area of approximately 124.56 s.f.

**Applicant (as applicable):**

Stratus Unlimited on behalf of Murphy USA

**Property Owner:**

Hygia, Inc.

**Historic District:**

Oakleigh Garden

**Classification:**

Non-Contributing

**Summary of Analysis:**

- The proposed square footage of the submitted sign package does not conform to the provisions of the *Design Review Guidelines for Mobile’s Historic Districts*.
- All other aspects of the monument sign and wall signs (height, materials, and lighting) conform to the *Guidelines*.

**Report Contents:**

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## PROPERTY AND APPLICATION HISTORY

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Oakleigh Garden Historic District was initially listed in the National Register in 1972 under Criteria A (historic significance) and C (architectural significance) for its local significance in the areas of architecture, landscape architecture, and planning and development. The district is significant for its high concentration of 19<sup>th</sup>- and 20<sup>th</sup>-century architectural types and styles and significant in the area of landscape architecture for its canopies of live oaks planted from 1850 to 1910. The district is significant in the area of planning and development as the location of Washington Square, one of only two antebellum public parks remaining in Mobile. The district was expanded in 1984, and an updated nomination was approved in 2016.

The subject property was developed with as many as eleven (11) residences by the time the 1878 Hopkins ward map of Mobile was published. Residential development continued until 1928, when the lots occupying the approximate east half of the current parcel were purchased by James U. Blacksher. The Blacksher-Reese Motor Company auto dealership and garage, believed to be designed by George B. Rogers, was constructed on the site. The building was in use through the early 1980s, though in later years it was occupied by furniture and carpet stores. The western half of the property slowly redeveloped commercially beginning in the 1940s, as the completion of the Bankhead Tunnel and designation of Government Street as a U.S. route led to increased traffic on the thoroughfare.

This property has appeared before the Architectural Review Board (ARB) 14 times. The eastern half of the parcel, formerly known as 900-902 Government Street, has appeared eleven (11) times before the ARB. An application to demolish the 1928 Blacksher car dealership to construct a gas station was deferred in March 1982. The following month, the application was denied. The decision was appealed, but the application was again denied in July 1982 because the submitted design “was incompatible with the architecture and character established in Mobile’s historic districts and...the accompanying landscaping plan was wholly inadequate to the overall site.” In October 1982, plans for a Midas Muffler shop received preliminary approval. The following month, the plans were approved pending some further modifications. In January 1983, the plans were given full approval. In June 1983, the landscaping plan for the muffler shop received ARB approval. A signage package for the muffler shop was approved by the ARB in October 1994. In August 1999, an application seeking to demolish the muffler shop and construct a CVS drug store was withdrawn by the applicant. Revised plans for the CVS received concept approval in November 1999, and plans subsequently submitted were fully approved in February 2000. This application was last on the ARB’s agenda in a slightly different form on February 21, 2024. Because the related demolition and new construction applications for the subject property were withdrawn, this application was not considered.

The portion of the subject property formerly known as 904-908 Government Street (roughly the western half of the parcel) has appeared before the ARB on two (2) occasions. Signage and an awning for a Sub Station II sandwich shop received ARB approval in September 1982. Approval for the construction of a patio with 4’ fence and a shed for the Trattoria at Broad was granted in March 1985.

## SCOPE OF WORK

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1. Install one (1) double-sided monument sign towards the southeast corner of the property near the corner of Broad and Government streets.
  - a. The monument structure would measure 7’-6” high, 12’-1” wide, and 2’-6” deep. The monument would be stuccoed in “White Linen” to match the convenience store and fueling canopy supports. The sign would rest on an approximate 8”-high decorative base in white and would be topped by a molded 6”-high cornice.
  - b. The signage area on each side of the monument would measure 3’-10” high by 10’-0” wide, for a total of 38.33 square feet per side, or 76.66 square feet total.
  - c. The text area would be composed of aluminum composite material (ACM) and would be externally lit.
  - d. The sign text would consist of the business name (Murphy USA) and current gas prices.
  - e. Colors would include blue, red, silver, white, and green.

2. Install signage on the front (west) elevation of the convenience store building.
  - a. The signage would be located at the north end of the elevation and would read “Murphy USA.”
  - b. The text and star logo would be channel lit.
  - c. The area of the signage would be 47.9 square feet.
  - c. Colors would be blue and red.

## APPLICABLE STANDARDS *(Design Review Guidelines for Mobile’s Historic Districts)*

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1. **11.3** Design a new sign to be compatible with the character of a building and the district.
2. **11.5** New signs are restricted to a maximum of 64 square feet.
  - Directional signage is not counted toward the total square footage allotment.
3. **11.6** Place a sign to be compatible with those in the district.
  - Mount a sign to fit within existing architectural features.
4. **11.7** Use a sign material that is compatible with the materials of the building on which it is placed and the district. New materials that achieve the effect of traditional materials and lighting solutions will be considered on a case-by-case basis.
  - Do not use highly reflective materials for a sign. All plastic faced box signs are not allowed.
  - Design a sign to be subordinate to the building façade.
5. **11.8** Where necessary, use a compatible, shielded light source to illuminate a sign.
  - Consider direct lighting toward a sign from an external, shielded lamp when possible.
  - Use a warm colored light to illuminate a sign when possible.
  - If halo lighting is used to accentuate a sign or building, locate the light source so that it is not visible.
  - If a back-lit sign is used, illuminate each individual letter or element separately.
6. **11.9** When possible, design a monument sign to be compatible with the building it serves and the historic district.
  - Limit the area of a monument sign to 50 square feet (maximum of 25 square feet on each side).
  - Limit the height of a monument sign to 8 feet. A monument sign should be visible, but clearly subordinate to the building.
  - Where possible, design a monument sign to be compatible with the architecture of the associated building.
  - Use lighting that is shielded and directed towards the sign. The lighting can be installed in the ground adjacent to a monument sign.
  - Do not use an internally illuminated monument sign.

### ACCEPTABLE SIGN MATERIALS

Sign materials that are similar in character, performance, and durability to historic commercial signage in the district are acceptable. These often include:

- Painted or carved wood
- Individual wood or cast metal letters or symbols
- Stone, such as slate, marble, or sandstone
- Painted, gilded, or sandblasted glass
- Metal, provided it is appropriate to the architectural character of the building

### UNACCEPTABLE SIGN MATERIALS

Sign materials that are not similar in character, permanence and durability to historic commercial signage in the district are unacceptable. These often include:

- Whole plastic face
- Metal inappropriate for the architectural character of the building ( )

## STAFF ANALYSIS

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This application proposes the installation of one double-faced monument sign and a wall sign on a proposed convenience store building at 900 Government Street, a non-contributing property within the Oakleigh Garden Historic District. The site currently is occupied by a vacant pharmacy building, but the applicant, Murphy USA, intends to construct a convenience store and gas station on the property. The proposed signs would convey the brand name and current gas prices. The monument sign would be towards the southeast corner of the property near the corner of Broad and Government streets.

The locations of the proposed signs conform to the *Design Review Guidelines for Mobile's Historic Districts (Guidelines)*, which direct new signs to be placed to be compatible with other signs in the district and to fit within existing architectural features. (11.3, 11.6) Similarly placed monument signs exist at 1061 Government Street, 1100/1102 Government Street, and 1252 Government Street, all within Oakleigh Garden Historic District. A 5'-0"x5'-0" double-sided (for a total of 50 square feet) monument sign in a similar placement exists at 1402 Government Street in the Old Dauphin Way Historic District. Further, the wall sign would be located within the fascia or cornice of the proposed convenience store building, similar to the placement of signage on historic commercial buildings in Mobile's historic districts.

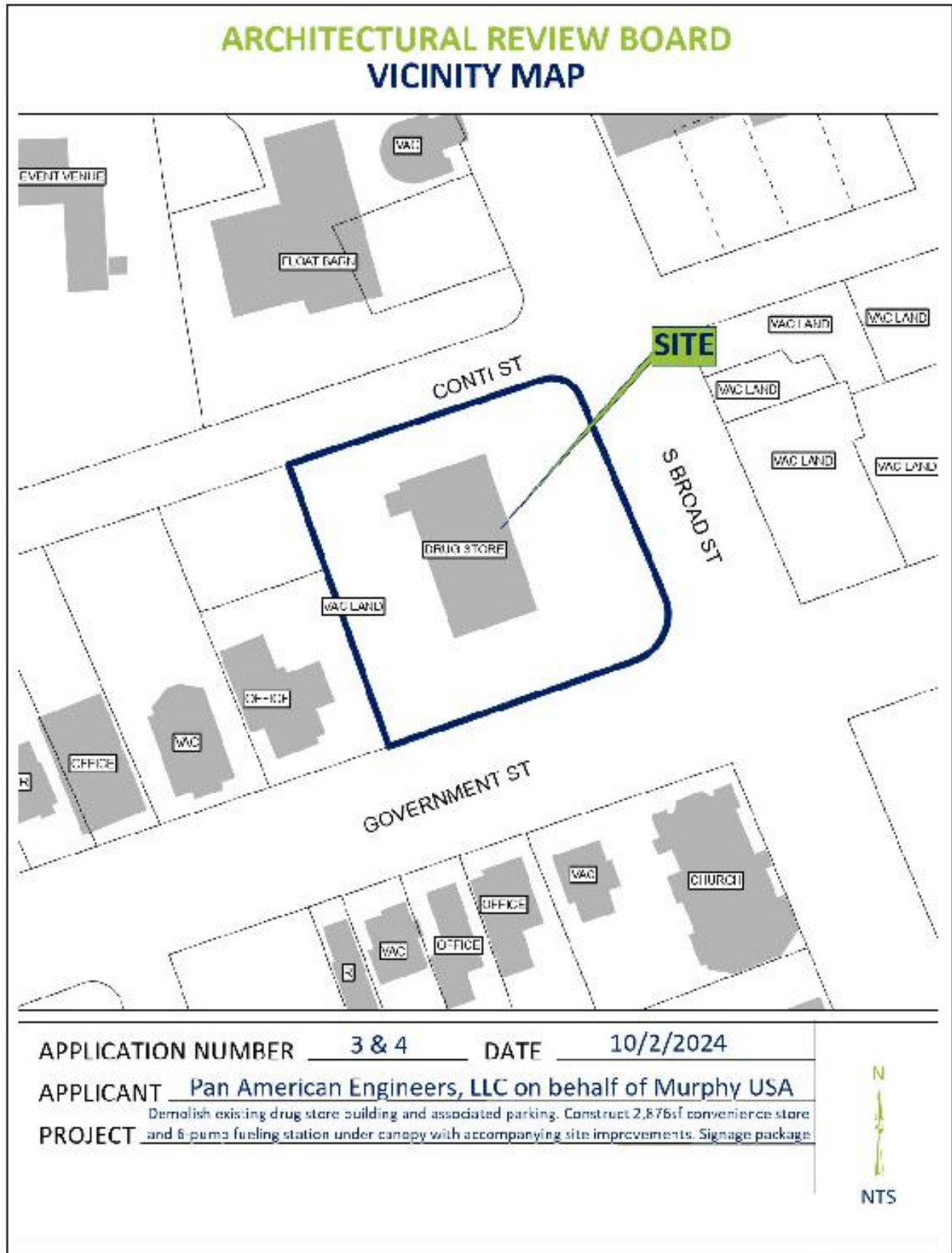
The *Guidelines* instruct that sign materials used in historic districts should be compatible with the materials of the building on which they are placed and the district. (11.7) The proposed monument sign would match the stucco-like wall cladding of the proposed store building. The proposed wall signage would be composed of aluminum, a material appropriate to the contemporary building on which it would be placed. Further, approved aluminum signs exist in the district, including those at 966, 1061, and 1252 Government Street.

Internal lighting is not permitted under the *Guidelines*, but compatible, shielded light sources should be used when necessary. The wall sign would employ channel lighting, a type of lighting allowed by the *Guidelines*, and the monument sign would be externally lit by ground-mounted lights. (11.8)

New signs in historic districts are limited to 64 square feet for the entire site, and monument signs are limited to 50 square feet. (11.5, 11.9) The proposed wall signage would measure 47.9 square feet. The text of the proposed monument sign would be 76.66 square feet, bringing the total signage on the site to 124.56 square feet. The square footage of the monument sign would exceed the maximum allowed in the *Guidelines* by 26.66 square feet, or more than half as much as permitted, and the overall site signage would exceed the total permitted by more than 60 square feet.

The 7'-6" height of the proposed monument sign conforms to the *Guidelines*, which state, "Limit the height of a monument sign to 8 feet." Additionally, the materials proposed for the signs (stucco and aluminum) are considered acceptable. The *Guidelines* specify that any metal used should be appropriate to the architectural character of the building. While the proposed convenience store building would be compliant with the *Guidelines* in terms of massing, scale, and materials, it would be contemporary in character. The use of aluminum trim and sign cabinets on the monument sign would be compatible with contemporary architecture. (11.9)

Site Location – 900 Government Street



## Site Photos – 900 Government Street



1. View northwest into proposed gas station site from the corner of Broad and Government streets



2. View west along Government Street at south end of property



3. View north along Broad Street (east side of property)



4. View southwest to approximate location of proposed monument sign



5. view east along Government Street ROW at south end of property



6. view south along Broad Street ROW at east side of property

NEW PERMIT

- Summary
- Details
- Location
- Additional Info
- Workflow
- Linked Records
- Hold
- Contacts (1)
- Fees
- Bonds
- Activities
- Files (2)
- Print Documents
- Conditions
- Tasks

A. SIGN INFORMATION

B. ADDITIONAL SIGN INFORMATION

C. APPROVED SCOPE OF WORK

\$ 15 - Full ARB Review\* 1

\$ 5 - Mid-Month / Staff Review\* 0

Cost of Project\* \$4,000.00

Step 01  
Attached Sign Type\* Wall  
Freestanding Sign Type\* Not Applicable

Step 02  
Number of Faces\* 1  
Width of Sign in Feet\* 19.83  
Height of Sign in Feet\* 1.6  
Total Square Feet - All Faces 31.728  
Sign Valuation \$4,000.00

Step 03  
Is site within the Downtown Development District?\* No  
Has CRC approval been obtained, if required? Not Appli...

Step 04  
Will Sign be over ROW? No  
Sign Setback  
Distance from Ground to Sign Bottom 11  
Distance from Ground to Sign Top 13

Step 05  
How will Sign be mounted? The sign will be mounted to the front building facade.  
Width of Building Facade 66  
Total SF of all existing signs  
What are the Sign Materials? ACM  
Describe lighting, if any n/a

NEW PERMIT

- Summary
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A. SIGN INFORMATION

B. ADDITIONAL SIGN INFORMATION

C. APPROVED SCOPE OF WORK

\$ 15 - Full ARB Review\* 1

\$ 5 - Mid-Month / Staff Review\* 0

Cost of Project\* \$11,000.00

Step 01

Attached Sign Type\* Not Applicable

Freestanding Sign Type\* Monument

Step 03

Is site within the Downtown Development District?\* No

Has CRC approval been obtained, if required? Not Appli...

Step 02

Number of Faces\* 2

Width of Sign in Feet\* 12.08

Height of Sign in Feet\* 8

Total Square Feet - All Faces 193.28

Sign Valuation \$11,000.00

Step 04

Will Sign be over ROW? No

Sign Setback

Distance from Ground to Sign Bottom 0

Distance from Ground to Sign Top 8

Step 05

How will Sign be mounted?

Direct burial installation as required by city code and engineering requirements

Width of Building Facade 66

Total SF of all existing signs

What are the Sign Materials?

aluminum cabinet painted gray. Pole cover is masonry brick construction

Describe lighting, if any

illuminated internally

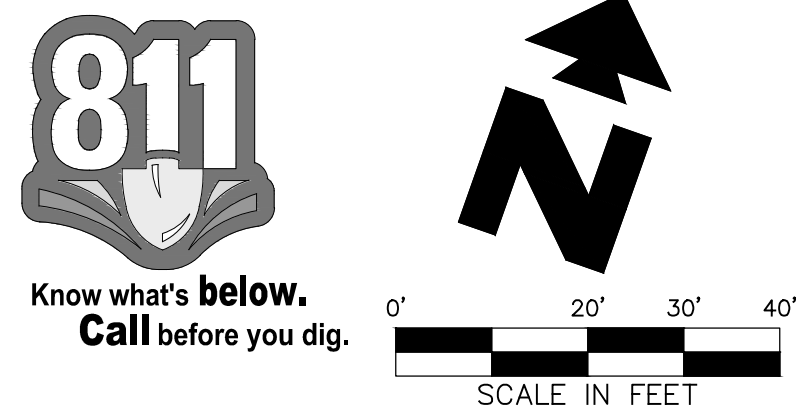


# PARCEL AREA

62,027.39± SQ. FT.  
1.42± ACRES

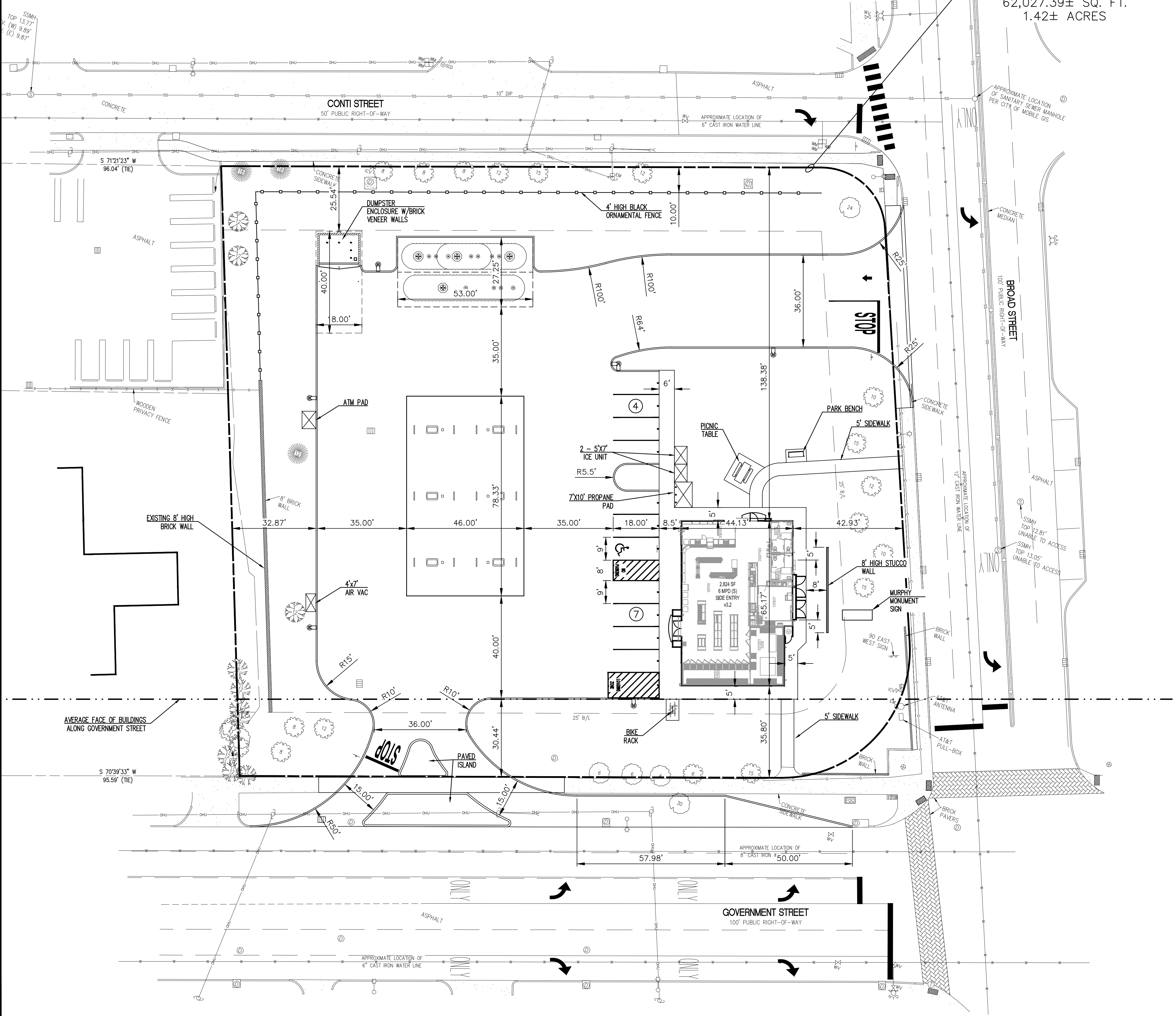
THESE DRAWINGS DO NOT INCLUDE COMPONENTS FOR CONSTRUCTION SAFETY.

THE LOCATION OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING WORK. HE AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT BE OCCASIONED BY HIS FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.



EXISTING		PROPOSED	
—○—○—	PROPERTY LINE	—	BOUNDARY LINE
—○—○—	UTILITY POLE (UP), OVERHEAD LINES & GUY	—	CONCRETE CURB AND GUTTER
—○—○—	SANITARY SEWER MANHOLE (SSMH)	—	BUILDING CONTROL POINT
—○—○—	DOUBLE-WING CATCH BASIN	—	
—○—○—	SINGLE-WING CATCH BASIN	—	
—○—○—	FENCE	—	
—○—○—	EXISTING 5 FOOT CONTOUR	—	
—○—○—	EXISTING 1 FOOT CONTOUR	—	
—○—○—	EXISTING GRADE SPOT ELEVATION	—	
—○—○—	RECORDED DATA	—	
○	LIGHT POLE (LP)	○	
⊕	FIRE HYDRANT	⊕	
⊕	WATER VALVE	⊕	
⊕	STREET SIGN	⊕	
⊕	DRAINAGE MANHOLE	⊕	
⊕	RIGHT-OF-WAY	⊕	
⊕	REBAR PIN FOUND	⊕	
⊕	REBAR PIN SET	⊕	
⊕	REINFORCED CONC. PIPE	⊕	
⊕	CORRUGATED METAL PIPE	⊕	

- GENERAL SITE NOTES**
- ALL DIMENSIONS SHOWN ARE TO THE FACE OF CURB UNLESS OTHERWISE NOTED.
  - ALL CURB RETURN RADII SHALL BE 3', AS SHOWN TYPICAL ON THIS PLAN, UNLESS OTHERWISE NOTED.
  - UNLESS OTHERWISE SHOWN, CALLED OUT OR SPECIFIED HEREON:
    - ALL CURB AND GUTTER ADJACENT TO PAVING SHALL BE INSTALLED PER DETAIL.
    - PAVEMENT SHALL BE INSTALLED IN ACCORDANCE WITH THE PAVING PLAN OVER THE ENTIRE PARKING LOT AREA AND ALL APPROACH DRIVES.
    - SEE ASSOCIATED PLANS FOR CANOPY, COLUMN, DISPENSER ISLAND DETAILS AND LAYOUT.
  - CONTRACTOR SHALL BEGIN CONSTRUCTION OF ANY LIGHT POLE BASES FOR RELOCATED LIGHT FIXTURES AND RELOCATION OF ELECTRICAL SYSTEM AS SOON AS DEMOLITION BEGINS. CONTRACTOR SHALL BE AWARE THAT INTERRUPTION OF POWER TO ANY LIGHT POLES OR SIGNS SHALL NOT EXCEED 24 HOURS.
  - ALL SLOPES AND AREAS DISTURBED BY CONSTRUCTION SHALL BE GRADED SMOOTH AND FOUR INCHES OF TOPSOIL APPLIED. IF ADEQUATE TOPSOIL IS NOT AVAILABLE ON SITE, THE CONTRACTOR SHALL PROVIDE TOPSOIL, APPROVED BY THE OWNER, AS NEEDED. THE AREA SHALL THEN BE SEEDED/SODDED, FERTILIZED, MULCHED, WATERED AND MAINTAINED UNTIL HARDY GRASS GROWTH IS ESTABLISHED IN ALL AREAS. ANY AREAS DISTURBED FOR ANY REASON PRIOR TO FINAL ACCEPTANCE OF THE PROJECT SHALL BE CORRECTED BY THE CONTRACTOR AT NO ADDITIONAL COST TO THE OWNER.
  - CONTRACTOR SHALL PURCHASE AND INSTALL A MAILBOX AND SHALL COORDINATE LOCATION OF MAILBOX WITH MURPHY CONSTRUCTION MANAGER AND/OR ON-SITE REPRESENTATIVE AND LOCAL POSTMASTER.
  - ALL PROPOSED PAVEMENT STRIPING OR MARKINGS SHALL FOLLOW THE SPECIFICATIONS FOR PAINT INCLUDED IN DETAIL 10A.



PARKING INFORMATION:						
DESCRIPTION	BUILDING AREA (S.F.)	REQUIRED:		SPACES		
		RATIO	REGULAR	UNDER CANOPY	ACCESSIBLE	TOTAL
FUELING STATION	2,824	1/300 S.F.	9		1	10
		PROVIDED:				
		1/123 S.F.	10	12	1	23

NO. OF FUEL ISLANDS: 6  
NO. OF VEHICLE FUELING POINTS: 12

**MURPHY OIL USA, INC.**  
200 PEACH STREET  
EL DORADO, AR 71730

**MURPHY USA**

**PAN AMERICAN ENGINEERS, LLC**  
1717 JACKSON STREET  
ALEXANDRIA, LA. 71301  
(504) 475-2100  
CONTACT: SAM GABBIOTTI

**SITE PLAN**  
MURPHY USA (NTJ)  
900 GOVERNMENT STREET  
MOBILE ALABAMA

**SHEET NO. 1**

REV-1  
DATE: 8/27/24  
TCD: PRN  
SG: JNS  
DES: JNS  
DRW: JNS

E01

**BUILDING SIGNAGE**

Scale: 1/2"=1'-0"

*ACM PANEL COPY*

*(1) ONE REQUIRED*

47.9 sq. ft.



# Stratus™

stratusunlimited.com

8959 Tyler Boulevard  
Mentor, Ohio 44060

888.503.1569

CLIENT:

**MURPHY USA** 

ADDRESS:

900 Government Street  
Mobile, AL 36604

PAGE NO.:

**5**

ORDER NUMBER:

1193411

SITE NUMBER:

22130

ELECTRONIC FILE NAME:

G:\ACCOUNTS\M\MURPHY'S USA\_LOCATIONS\2023\AL\22130\_Mobile\22130\_Mobile Visibility R2.cdr

PROJECT NUMBER:

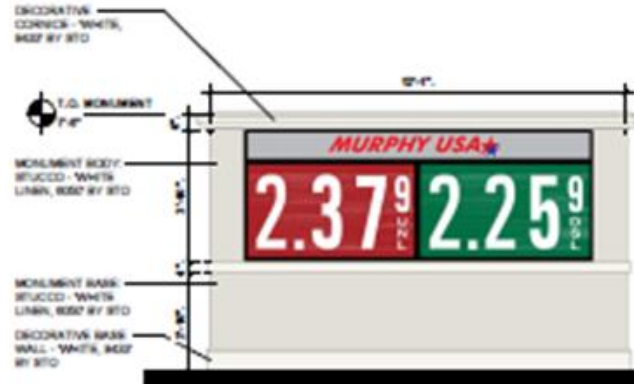
82972

PROJECT MANAGER:

Darrin Hapbell

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	427152	04/26/23 KW					
Rev 1	428281	05/03/23 KW	Revised signage				
Rev 2	429968	05/15/23 KW					

# Proposed Murphy USA Monument Sign



SIGNAGE COLOR CHART		
BUILDING - ROOFING SIGNS FURNISHED AND INSTALLED BY PMS		
MURPHY USA STAR LOGO	BLUE	FASTWAY BLUE, PANTONE 287 BLUE OR BESS 47 ROYAL BLUE
	RED	PROGRAM RED, PANTONE 685 RED OR BESS 43 RED
	WHITE	FASTWAY WHITE
MONUMENT - PRICE SIGNS FURNISHED AND INSTALLED BY THE SIGN VENDOR		
MURPHY USA STAR LOGO	BLUE	3M 3502 157
	RED	3M 3502 43
	WHITE	3M 3502 121
UNLACED	CARBON	BLACK
	RED	3M 3502 73
	WHITE	3M 3502 20
	GRAY	GRAYS/WHITE
	CARBON	BLACK
ORNL	GRAY	3M 3502 26
	WHITE	3M 3502 20
	GRAY	GRAYS/WHITE
	CARBON	BLACK

## 7 MONUMENT SIGN

BUILDING SIGNS	QTY.	HEIGHT	WIDTH	AREA S.F.	TOTAL S.F.
MURPHY USA BLDG LOGO SIGN	1		GRAPHIC AREA	47.9	47.9
BUILDING & CANOPY SIGNS TOTAL SIGNAGE :					47.9 S.F.
MONUMENT SIGNS					
ORNL / ORNL W/LOGO	1	40"	137"	54.28	54.28
MONUMENT SIGNS TOTAL SIGNAGE :					54.28 S.F.
TOTAL SIGN AREA :					102.2 S.F.

MOBILE, AL (900 GOVERNMENT STREET) R07

MURPHY #7944

SEPTEMBER 16, 2024