

APPLICATION NUMBER

**5310**

A REQUEST FOR

**SIGN VARIANCE TO ALLOW A 150 SQUARE FOOT (75 SQUARE FOOT PER SIDE), ILLUMINATED, DOUBLE-SIDED, PROJECTING SIGN EXTENDING 7- FEET BEYOND THE BUILDING WALL; THE ZONING ORDINANCE LIMITS PROJECTING SIGNS WITHIN HISTORIC DISTRICTS TO A MAXIMUM 40 SQUARE FEET, AND NO SIGN MAY PROJECT MORE THAN 5- FEET FROM THE BUILDING WALL**

LOCATED AT

**250 CONTI STREET**

(Northwest corner of Joachim Street and Conti Street)

APPLICANT

**CENTRE FOR THE LIVING ARTS**

OWNER

**CITY OF MOBILE**

**BOARD OF ZONING ADJUSTMENT**

JUNE 6, 2005

The applicant is requesting Sign Variance to allow a 150 square foot (75 square foot per side), illuminated, double sided, projecting sign extending 7-feet beyond the building wall; the Zoning Ordinance limits projecting signs within historic districts to a maximum 40 square feet, and no sign may project more than 5-feet from the building wall.

The applicant states that the proposed Saenger Theatre marquee sign is a traditional blade sign that is consistent with Saenger Theatre built between 1925 and 1940. The applicant states that the Saenger Theatre is a historic structure located in the Lower Dauphin Historic District and that the proposed signage is consistent with the marquees located on this theatre in the past, as well as other Saenger Theatre in other cities, such as New Orleans, Hattiesburg, and Biloxi. The applicant states that the existing Saenger in Mobile was built as a "Grand Palace" in 1927, and it's only counterpart in the state of Alabama is the Alabama Theater in Birmingham.

The applicant has illustrated that a hardship may exist for the property. The theatre was developed prior to the adoption of the current Zoning Ordinance and the existing building is a historic structure and located in a historic district, thus there is little to no area for a freestanding sign. Additionally, the building is quite large and has frontage on three streets. The Architectural Review Board has already granted approval for the sign as proposed.

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.

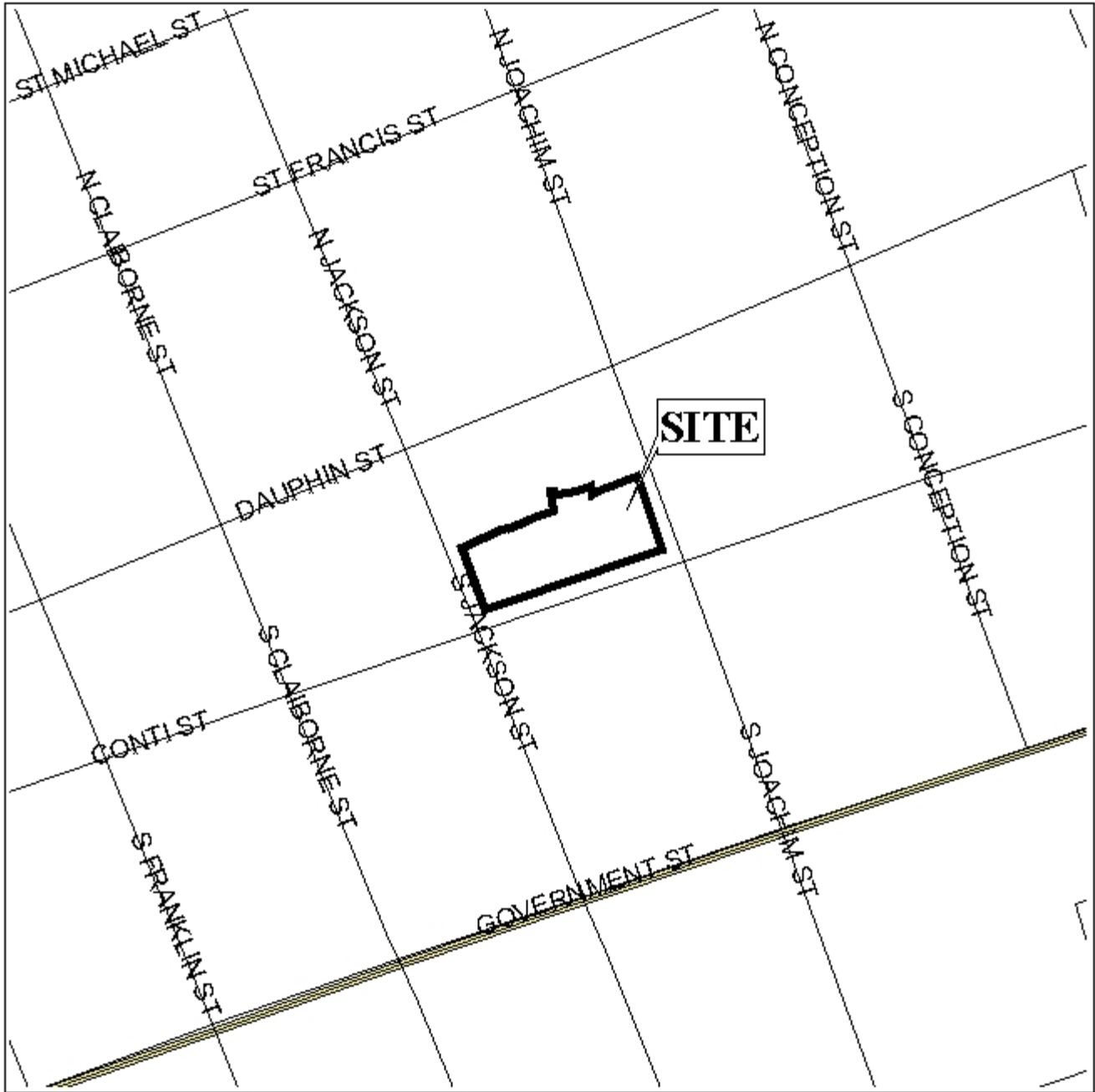
As the existing theatre is a historic structure and located in a historic district; the approval of this application may not be contrary to public interest and special conditions may exist for the property.

**RECOMMENDATION 5310**

**Date: June 6, 2005**

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

# LOCATOR MAP



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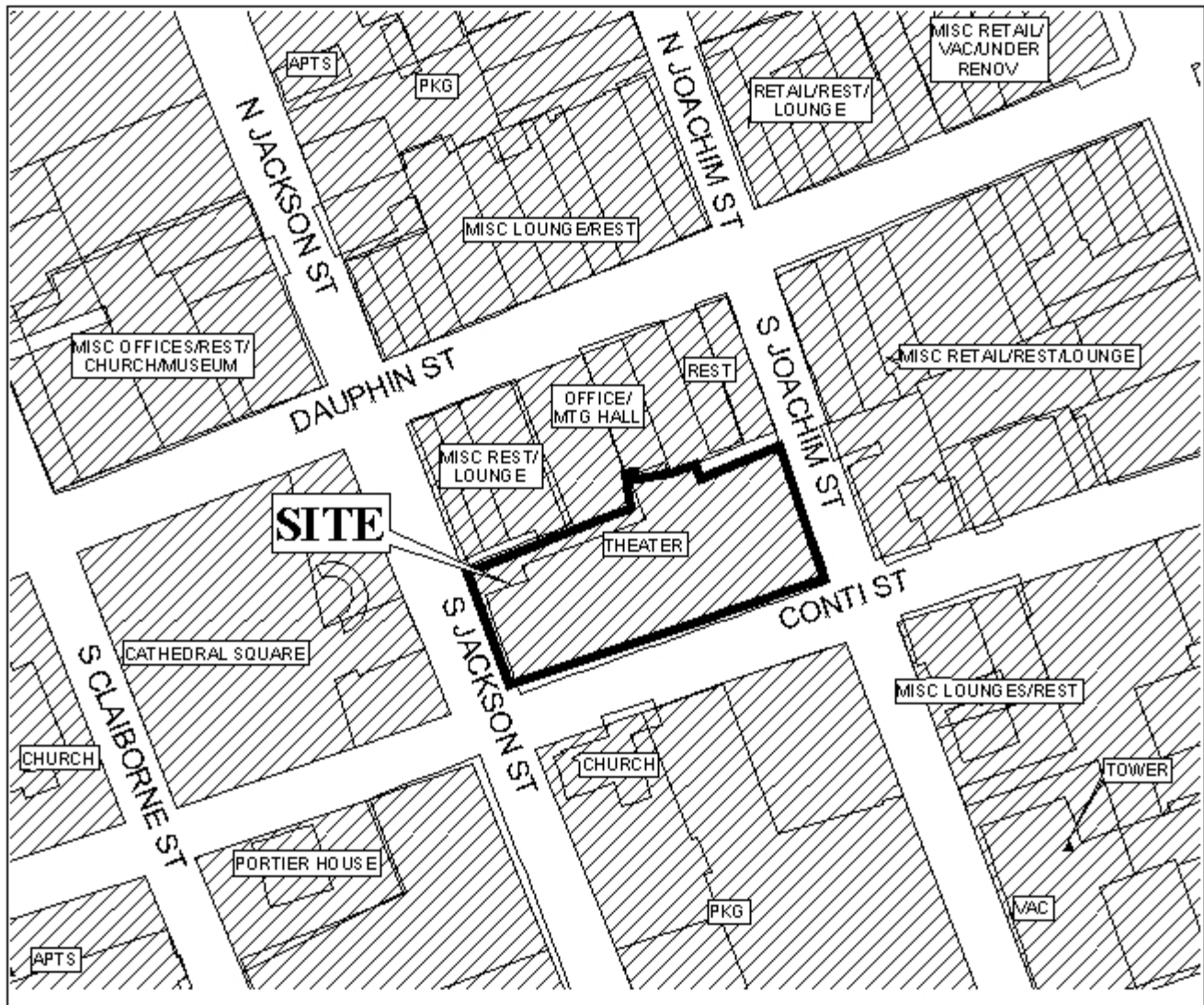
APPLICANT Centre for the Living Arts (Owner, City of Mobile)

REQUEST Sign Variance



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# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING

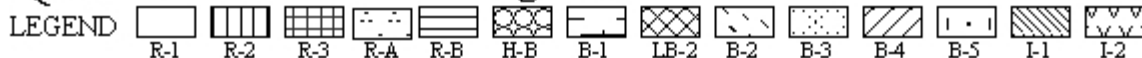


The site is surrounded by commercial sites with a park and a church located to the east of the site.

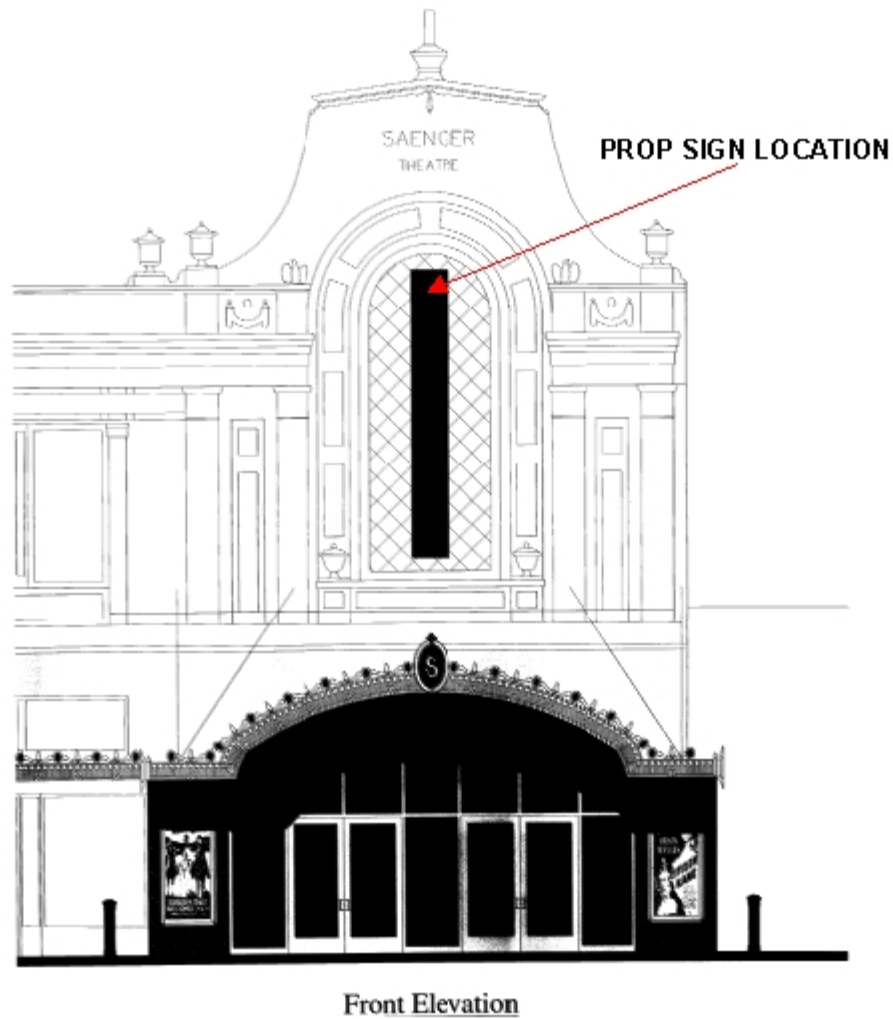
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# SITE PLAN



The site plan illustrates the front elevation view of the building and the proposed sign location

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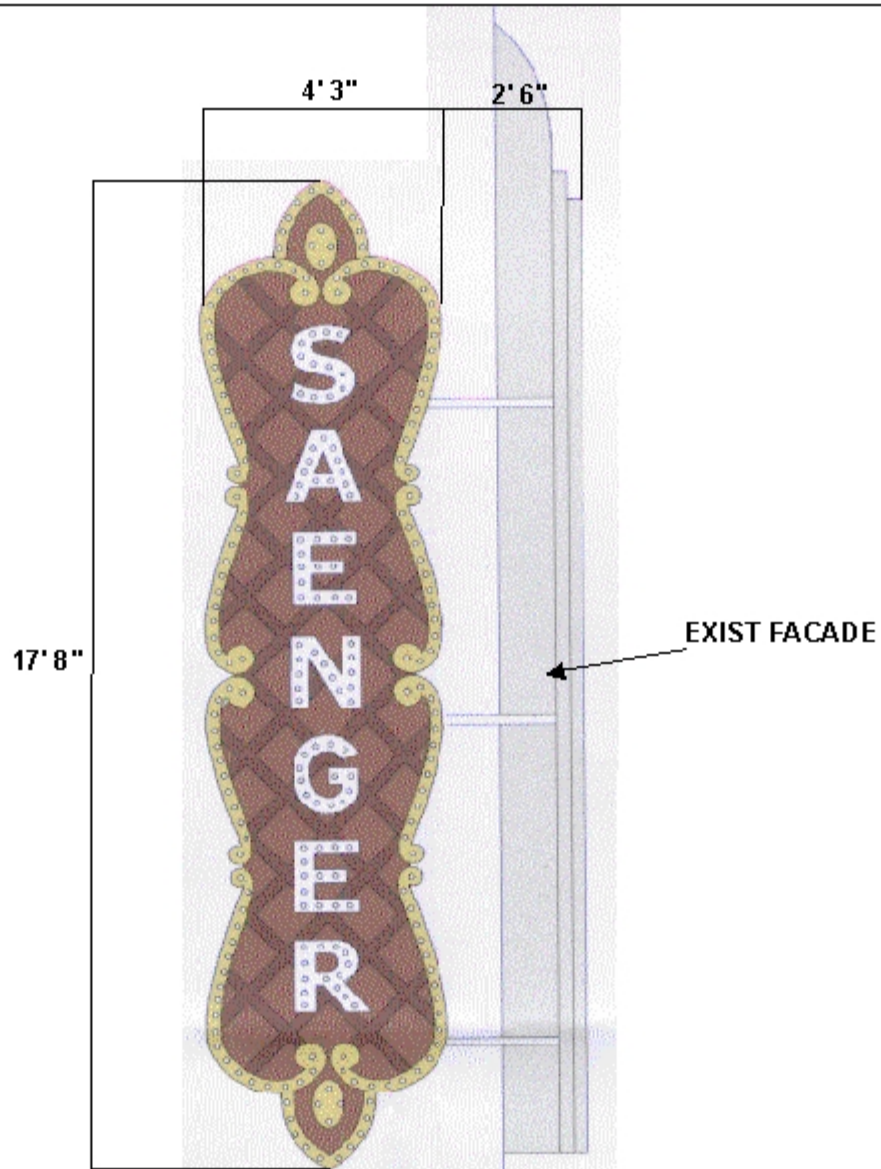
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# DETAIL SITE PLAN



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