

**BOARD OF ZONING ADJUSTMENT  
STAFF REPORT**

**Date: September 9, 2019**

<b><u>CASE NUMBER</u></b>	6277/6011
<b><u>APPLICANT NAME</u></b>	Springhill Medical Center
<b><u>LOCATION</u></b>	3715, 3719 Dauphin Street, and 141 Memorial Hospital Drive, and 3610 Springhill Memorial Drive (South side of Dauphin Street Service Road, 1,168'± West of I-65 extending to the West side of I-65, 1,658'± South of Dauphin Street).
<b><u>VARIANCE REQUEST</u></b>	<b>SIGN:</b> Sign Variance to allow for multiple freestanding signs on a single business site in a B-1, Buffer Business District and B-3, Community Business District.
<b><u>ZONING ORDINANCE REQUIREMENT</u></b>	<b>SIGN:</b> The Zoning Ordinance only allows one freestanding sign on a single business site in a B-1, Buffer Business District and B-3, Community Business District.
<b><u>ZONING</u></b>	B-1, Buffer Business District B-3, Community Business District
<b><u>AREA OF PROPERTY</u></b>	24.8± acres
<b><u>ENGINEERING COMMENTS</u></b>	No Comments
<b><u>TRAFFIC ENGINEERING COMMENTS</u></b>	No Comments
<b><u>CITY COUNCIL DISTRICT</u></b>	District 5

**ANALYSIS** The applicant is requesting a Sign Variance to allow for multiple freestanding signs on a single business site in a B-1, Buffer Business District and B-3, Community Business District; the Zoning Ordinance only allows one freestanding sign on a single business site in a B-1, Buffer Business District and B-3, Community Business District.

The site has been given Institutional (INS) land use designation, per the adopted Future Land Use Plan and Map. The Future Land Use Plan and Map complements and provides additional detail to the Development Framework Maps in the Map for Mobile, adopted by the Planning Commission at its November 5, 2015 meeting.

This designation includes land and buildings occupied by municipal and other governmental agencies for the exercise of their functions, to serve the public or provide a civic use or amenity. These include major libraries, airports, public schools and public safety facilities, but exclude parks and public open space which are identified under a separate land use classification (see below). Semi-public uses such as grammar and high schools, colleges and universities, hospitals, and other major institutions that serve the public and/or operate in a public function are included. Parks and public open space are not included but have their own land use classification.

Note: Small-scale properties (less than 2 acres) accommodating subsidiary public and semi-public facilities, such as branch libraries, substations, satellite clinics, etc., may not be specifically called out in the FLUM under this land use designation, but may instead be considered part of the array of integrated complementary uses typically found in a residential neighborhood or a mixed-use center or corridor. The specific location and design of these complementary uses is subject to zoning.

It should be noted that the Future Land Use Plan and Map components of the Map for Mobile Plan are meant to serve as a general guide, not a detailed lot and district plan. In many cases the designation on the new Future Land Use Map may match the existing use of land, but in others the designated land use may differ from what is on the ground today. As such, the Future Land Use Plan and Map allows the Planning Commission and City Council to consider individual cases based on additional information such as the classification request, the surrounding development, the timing of the request, and the appropriateness and compatibility of the proposed use and, where applicable, the zoning classification.

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 that substantial justice is done to the applicant and the surrounding neighborhood.

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 applicant states:

*“The following is a variance request regarding proposed signage in Springhill Medical Center. Our intent is to provide a signage program that addresses the needs of traffic flow and wayfinding on campus, while utilizing the Springhill Medical Center name and logo on the signs throughout the campus.*

*One aspect of the proposed signs varies from the allowed standards within the code:*

*Section 64-11.5.g of the Zoning Ordinance states:*

*“Signs directing and guiding traffic services on private property but bearing no advertising matter and not exceeding twenty (20) square feet for each sign, except in the cases of hospitals or health care facilities in which case each sign shall not exceed forty (40) square feet.”*

*Springhill Medical Center is an institution that has supplied healthcare services to the city of Mobile & surrounding communities since 1975. They opened this campus in response to community needs, and they remain a part of the community. As the years have passed, this hospital has grown in both services and demand.*

*As the campus has evolved, it has become a destination for not only hospital services but multiple medical office buildings, a Senior Residence, and specialty practices. With every new addition, the use of this site has continues to transform it into a busy, full-service, healthcare campus.*

*With this kind of growth, the need of accurate and clear wayfinding signage is evident. I would suggest that the use of the Springhill Medical Center logo is not being used as an advertisement but as a logical wayfinding tool, reassuring first time visitors and patients that they are still within the healthcare campus.*

*Additionally, within .08 miles of the main entrance and on the SAME Street as the southern entrance to the Springhill Medical Center (Springhill Memorial Drive N) is a Springhill Suites Hotel. Not to be confused with Spring Hill College. Spring Hill Collage is also 0.8 miles from the main entrance of Springhill Medical Center at 3719 Dauphin St.*

*Due to the above concerns, we are hoping to be granted the requested variance.*

*The granting of the accommodations is in harmony with the general purposes and intent of the ordinances...”*

The applicant desires to seek relief from the sign requirements of the Zoning Ordinance by erecting multiple freestanding signs at this location.

The submitted sign package details multiple sign types proposed on this site. The site plan illustrates a total of 32 freestanding monument signs on the subject site. The entrance sign is depicted as an 8' x 11.2' monument sign with the business name, logo and direction arrows. The remaining signs are directional signs with business name, logo, direction arrows and wayfinding verbiage. The sign types vary in size with the largest monument sign being approximately 8.5' x 4.41' and the smallest being approximately 4' x 3.75'. It should be noted that the sign package includes wall signage as well.

The applicant has noted that due to the growth of the hospital's campus, directional signs have become a necessity. The applicant also emphasizes the idea of potential confusion with the nearby college and hotel having the same name as the hospital.

The Board of Zoning Adjustment approved a variance on November 2, 2015 for the subject site to allow a sign to extend above the roof-line of a building, and an informational sign larger than 40 square feet for a hospital in a B-1, Buffer Business District.

The applicant has also submitted images of the existing signage throughout the hospital campus.

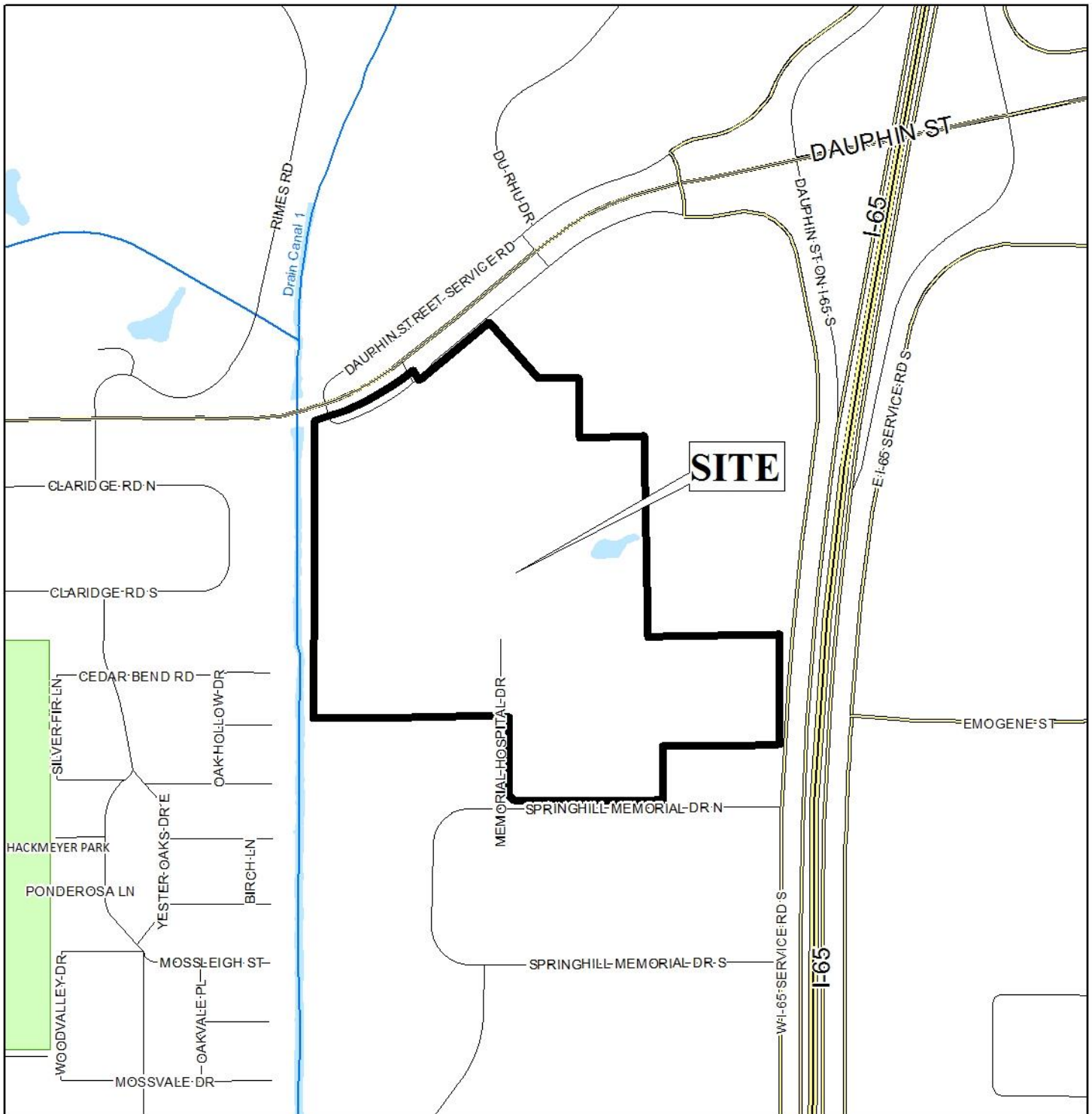
It should be noted that the sign regulations of the Zoning Ordinance have been enacted to protect the health, safety, and welfare of the citizens of the City of Mobile and the general aesthetics of the city by providing for uniform standards for the locations, spacing, height, setback, lighting, and other regulation of off-premise and on-premise signs within the city.

There are no conditions which exist at this site that require the placement of multiple freestanding signs with logos at this location. Directional signs could be incorporated without the use of the hospital logo. However, it appears that similar directional signage currently exists on the subject site and as a large medical facility offering a variety of services, it is important that visitors and potential patients are able to locate buildings on the site. Additionally, most of the signs are internal to the medical campus and provide a consistent method of directing patients and visitors to the correct building. Therefore, approval of the variance may be appropriate.

**RECOMMENDATION:** Staff recommends to the Board the following findings of fact for Approval:

- 1) Approving the variance will not be contrary to public interest due to the necessity of detailed wayfinding on a hospital campus;
- 2) Special conditions and hardships exist which exist that make the placement of the proposed signs necessary; and
- 3) The spirit of the chapter shall be observed and substantial justice shall be done to the surrounding neighborhood by granting the variance will be beneficial to potential visitors of the hospital.

# LOCATOR MAP



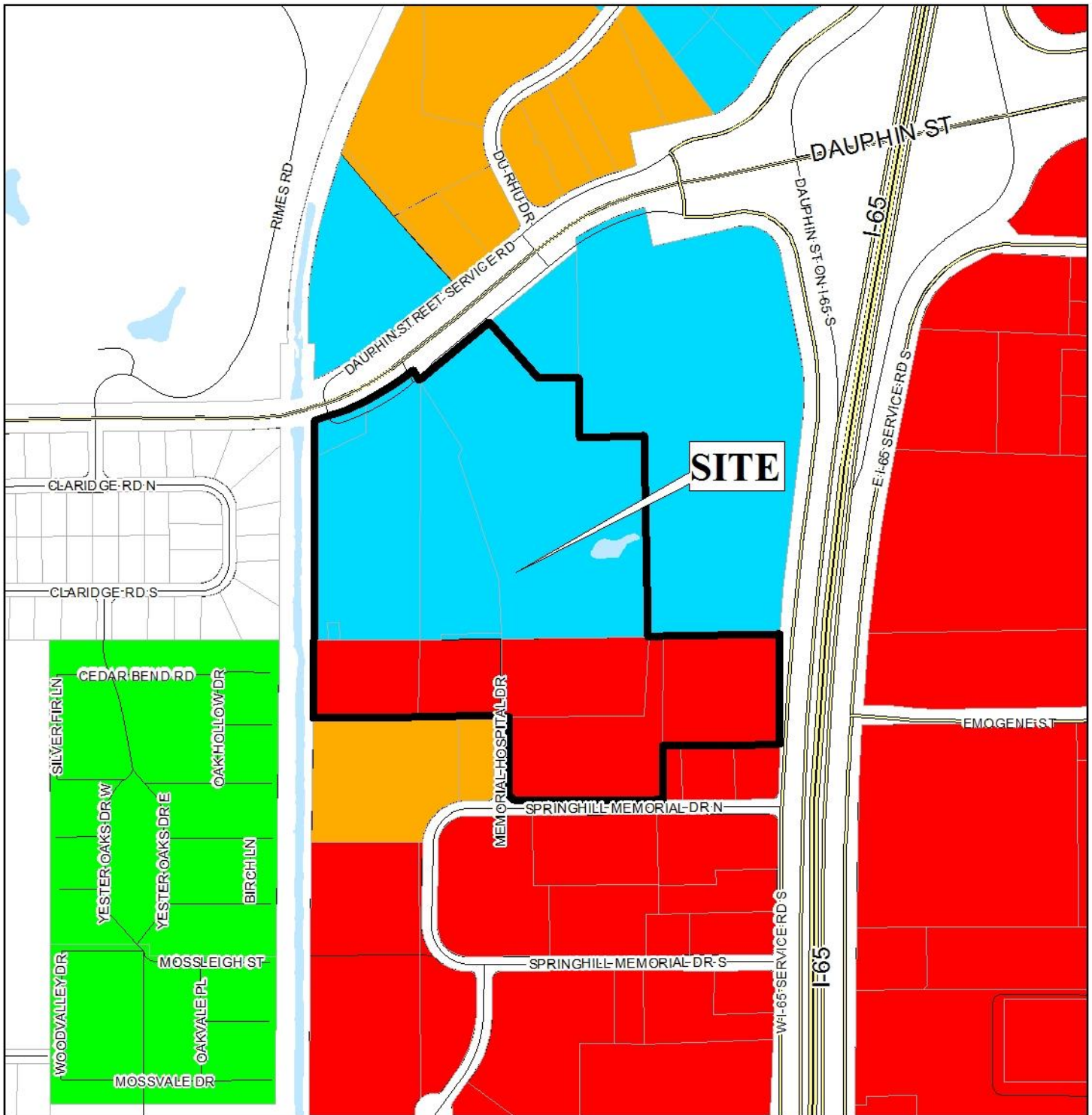
APPLICATION NUMBER 6277 DATE September 9, 2019

APPLICANT Springhill Medical Center

REQUEST Sign Variance



# LOCATOR ZONING MAP



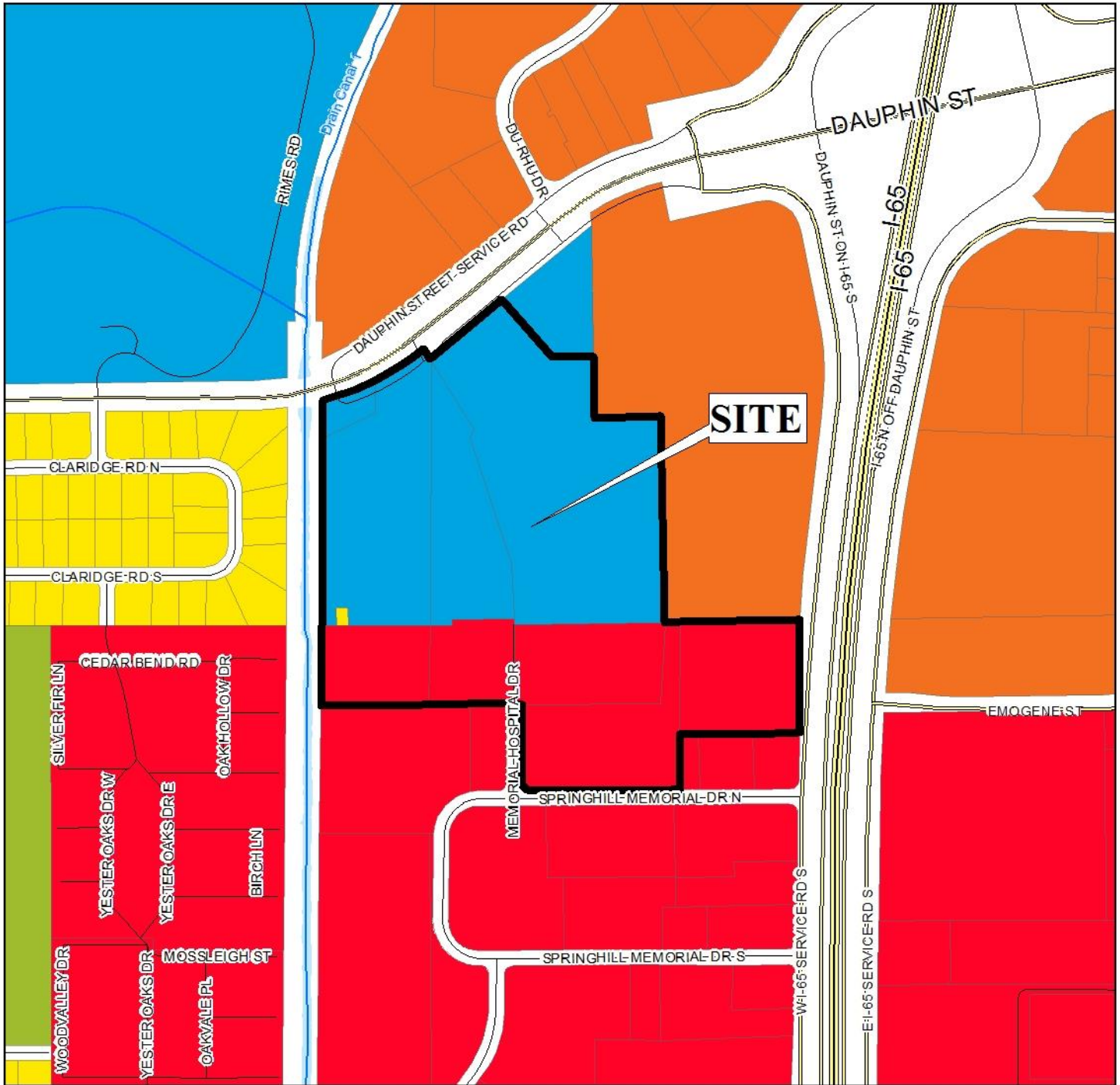
APPLICATION NUMBER 6277 DATE September 9, 2019

APPLICANT Springhill Medical Center

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# FLUM LOCATOR MAP



APPLICATION NUMBER 6277 DATE September 9, 2019

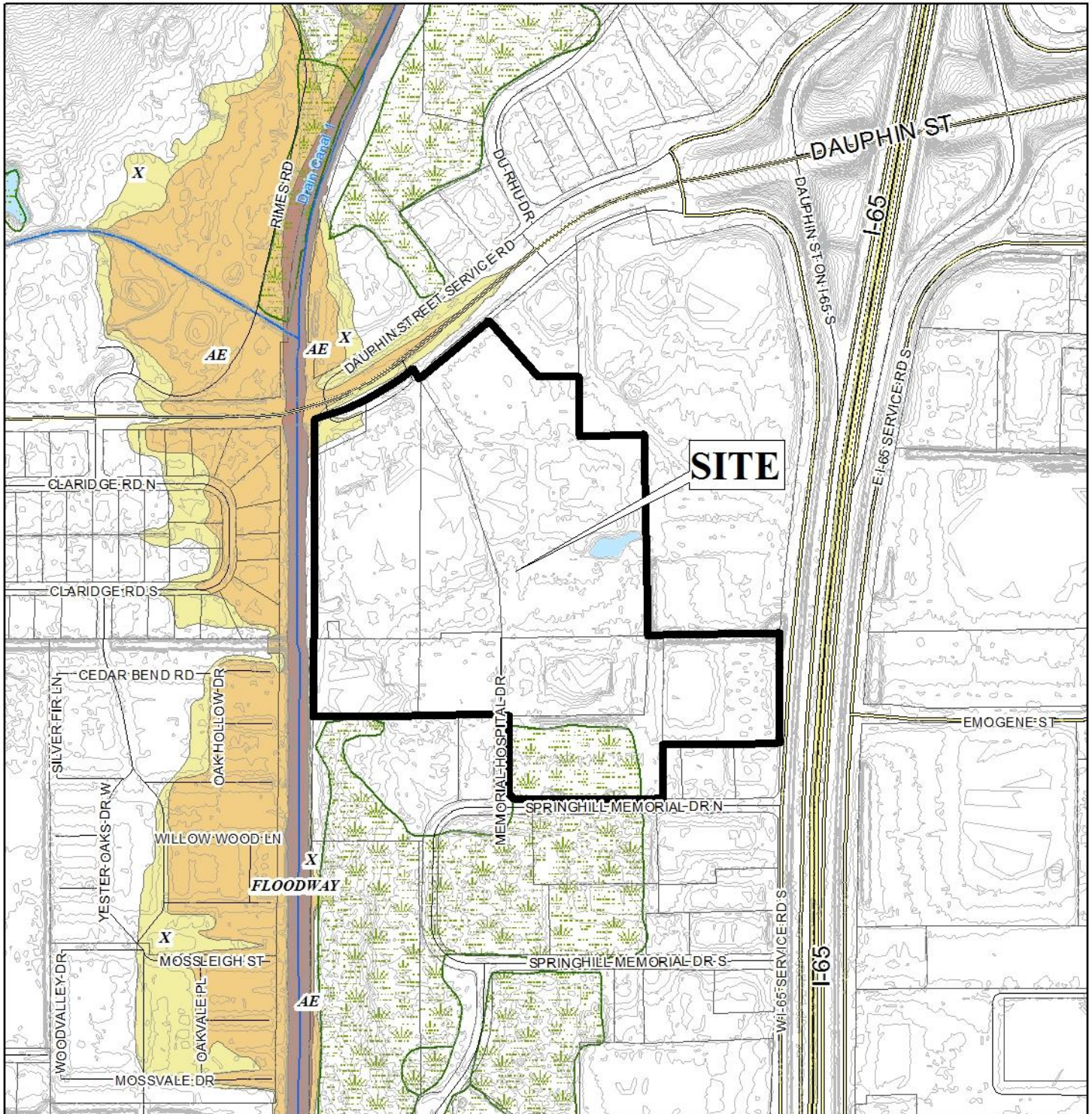
APPLICANT Springhill Medical Center

REQUEST Sign Variance

- |                           |                                   |                     |                    |
|---------------------------|-----------------------------------|---------------------|--------------------|
| Low Density Residential   | Neighborhood Center - Traditional | Downtown Waterfront | Parks & Open Space |
| Mixed Density Residential | Neighborhood Center - Suburban    | Light Industry      | Water Dependent    |
| Downtown                  | Traditional Corridor              | Heavy Industry      |                    |
| District Center           | Mixed Commercial Corridor         | Institutional       |                    |



# ENVIRONMENTAL LOCATOR MAP



APPLICATION NUMBER 6277 DATE September 9, 2019

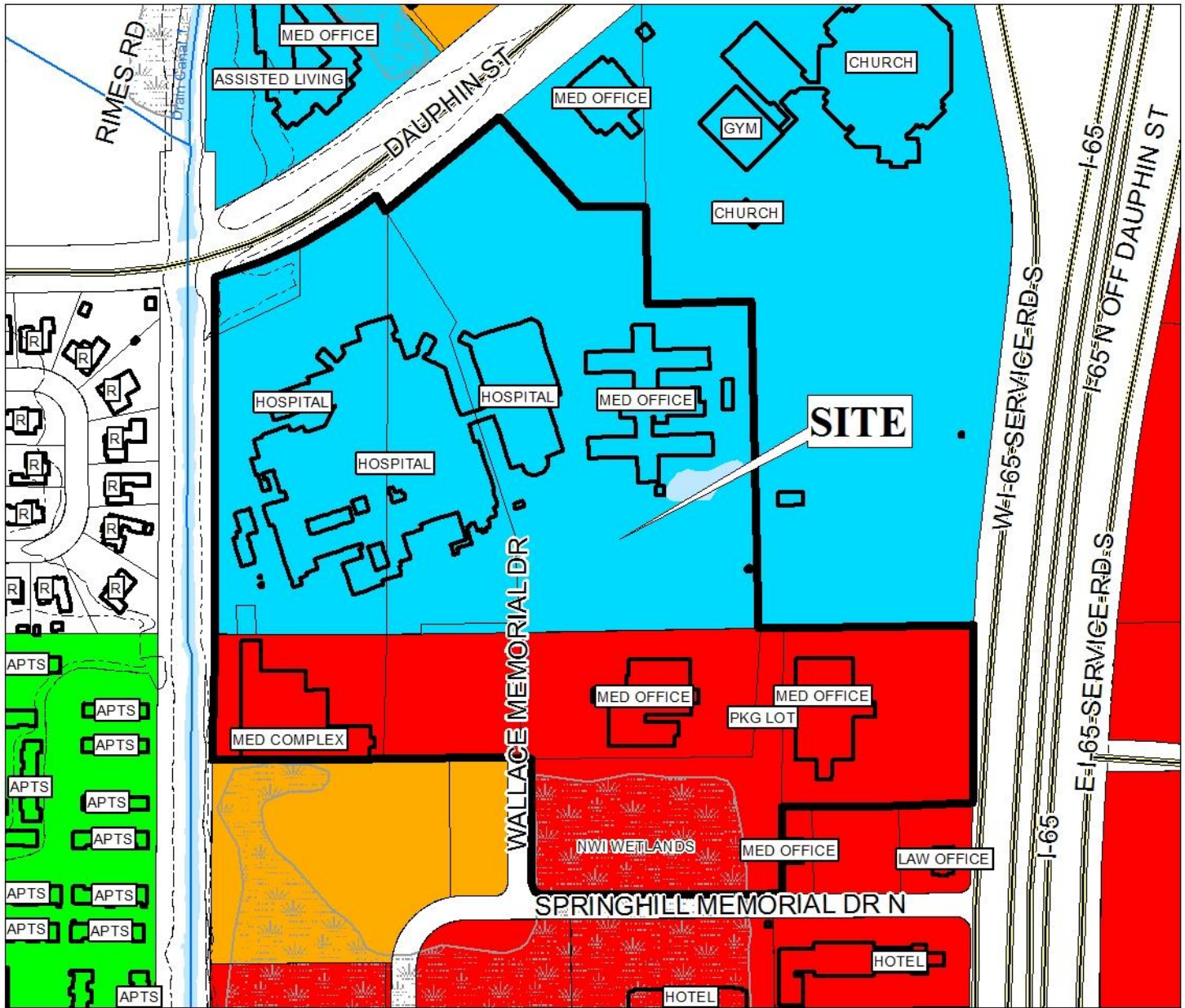
APPLICANT Springhill Medical Center

REQUEST Sign Variance





# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by residential and commercial units.

APPLICATION NUMBER 6277 DATE September 9, 2019

APPLICANT Springhill Medical Center

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	R-A		R-3		T-B		B-2		B-5		MUN		SD-WH		T5.1
	R-1		R-B		B-1		B-3		I-1		OPEN		T3		T5.2
	R-2		H-B		LB-2		B-4		I-2		SD		T4		T6



# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING AERIAL



The site is surrounded by residential and commercial units.

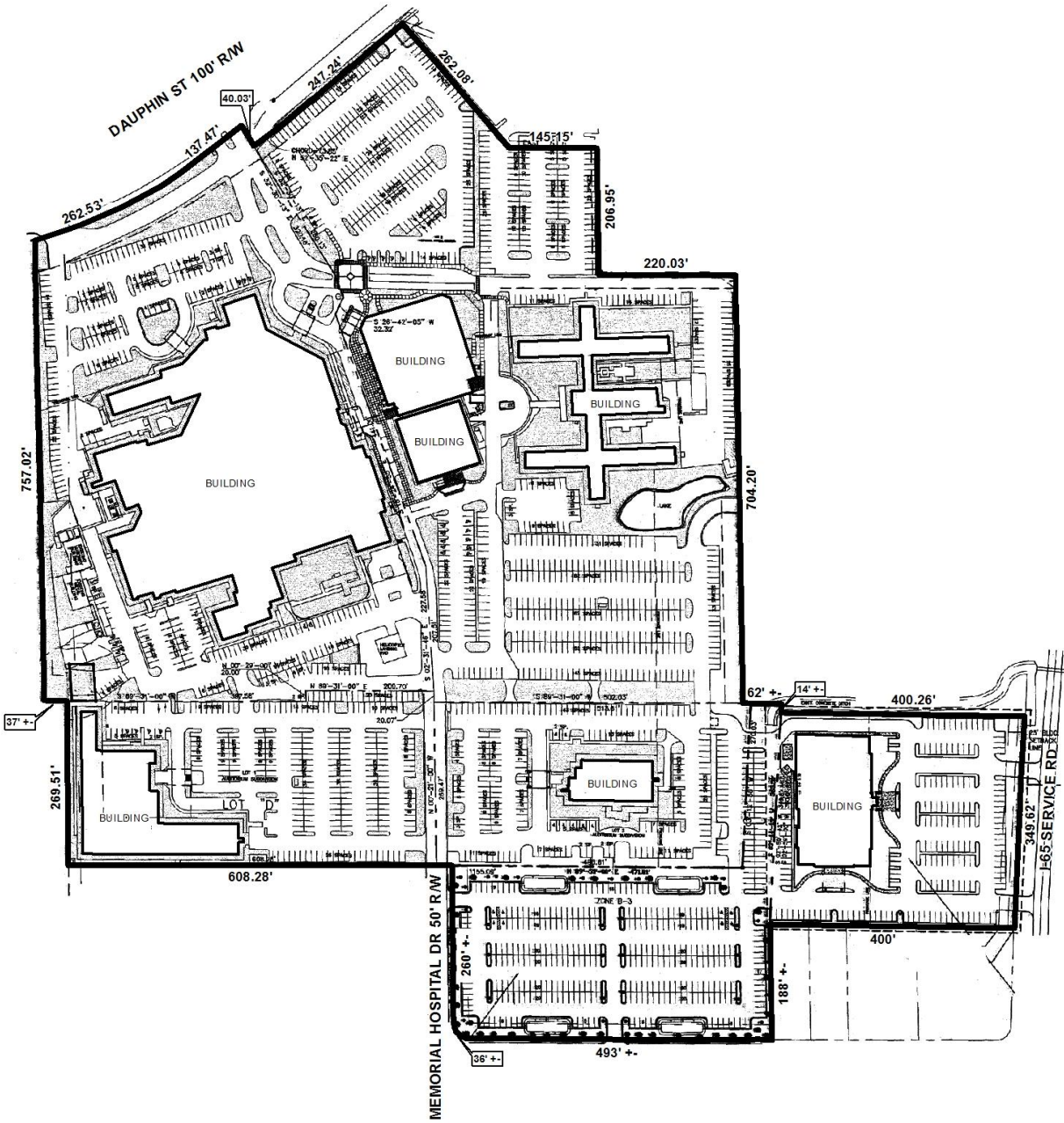
APPLICATION NUMBER 6277 DATE September 9, 2019

APPLICANT Springhill Medical Center

REQUEST Sign Variance



# SITE PLAN



The site plan illustrates the existing buildings and parking.

APPLICATION NUMBER 6277 DATE September 9, 2019  
 APPLICANT Springhill Medical Center  
 REQUEST Sign Variance



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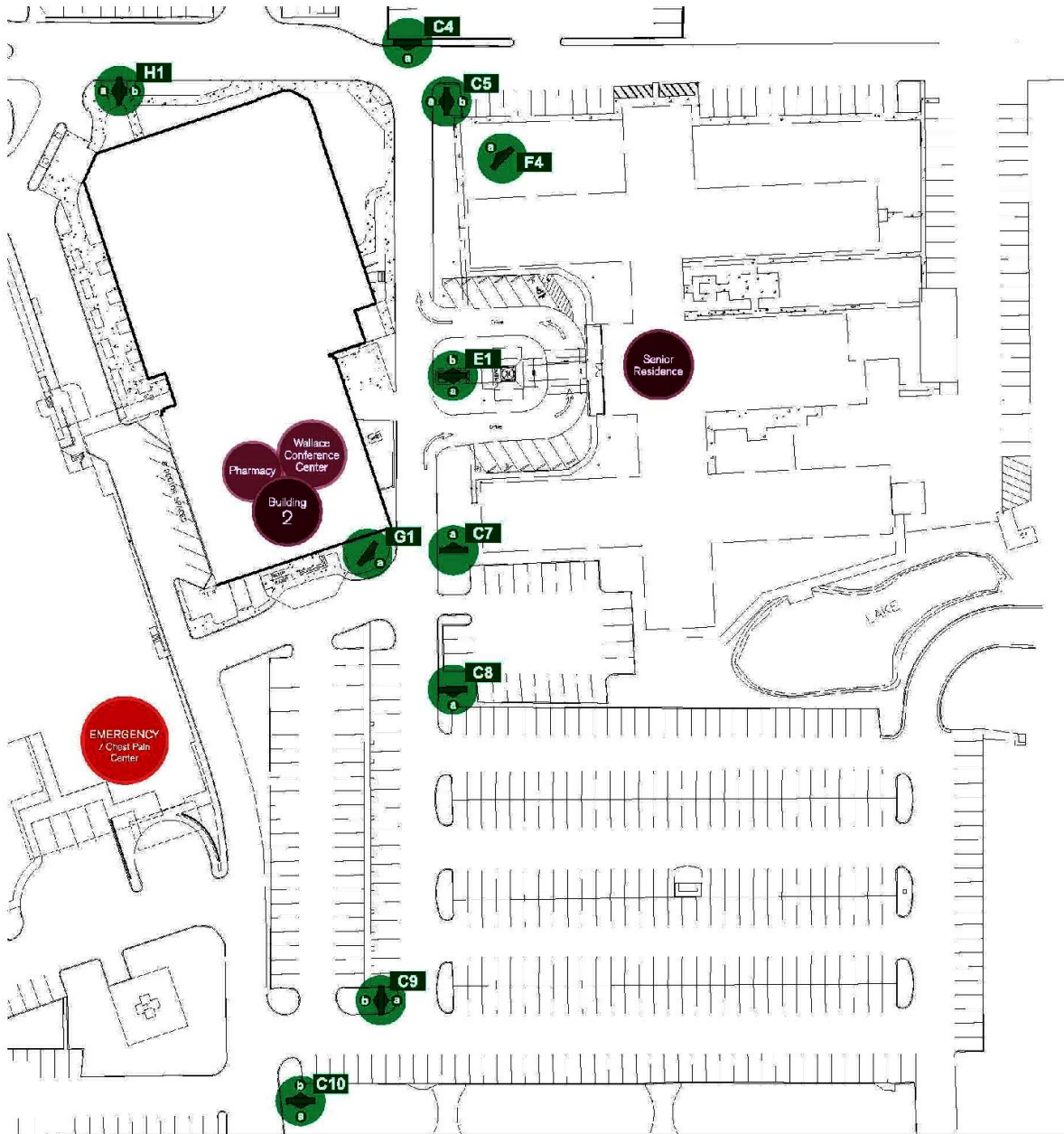
# DETAIL SITE PLAN



APPLICATION NUMBER 6277 DATE September 9, 2019  
 APPLICANT Springhill Medical Center  
 REQUEST Sign Variance



# DETAIL SITE PLAN



APPLICATION NUMBER 6277 DATE September 9, 2019

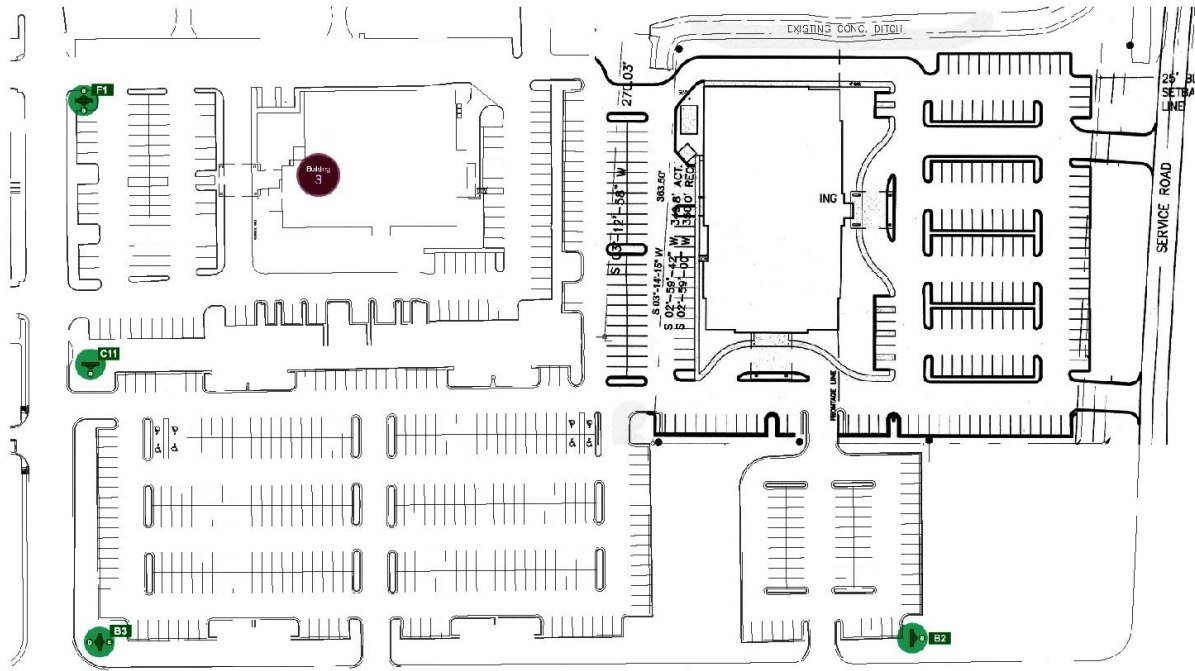
APPLICANT Springhill Medical Center

REQUEST Sign Variance



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# DETAIL SITE PLAN



APPLICATION NUMBER	6277	DATE	September 9, 2019
APPLICANT	Springhill Medical Center		
REQUEST	Sign Variance		



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# DETAIL SITE PLAN



APPLICATION NUMBER 6277 DATE September 9, 2019

APPLICANT Springhill Medical Center

REQUEST Sign Variance



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# DETAIL SITE PLAN

## SIGN TYPE A



LOGO IS A PLACEHOLDER.  
LOGO DESIGN MAY CHANGE PENDING CLIENT FINAL APPROVAL.

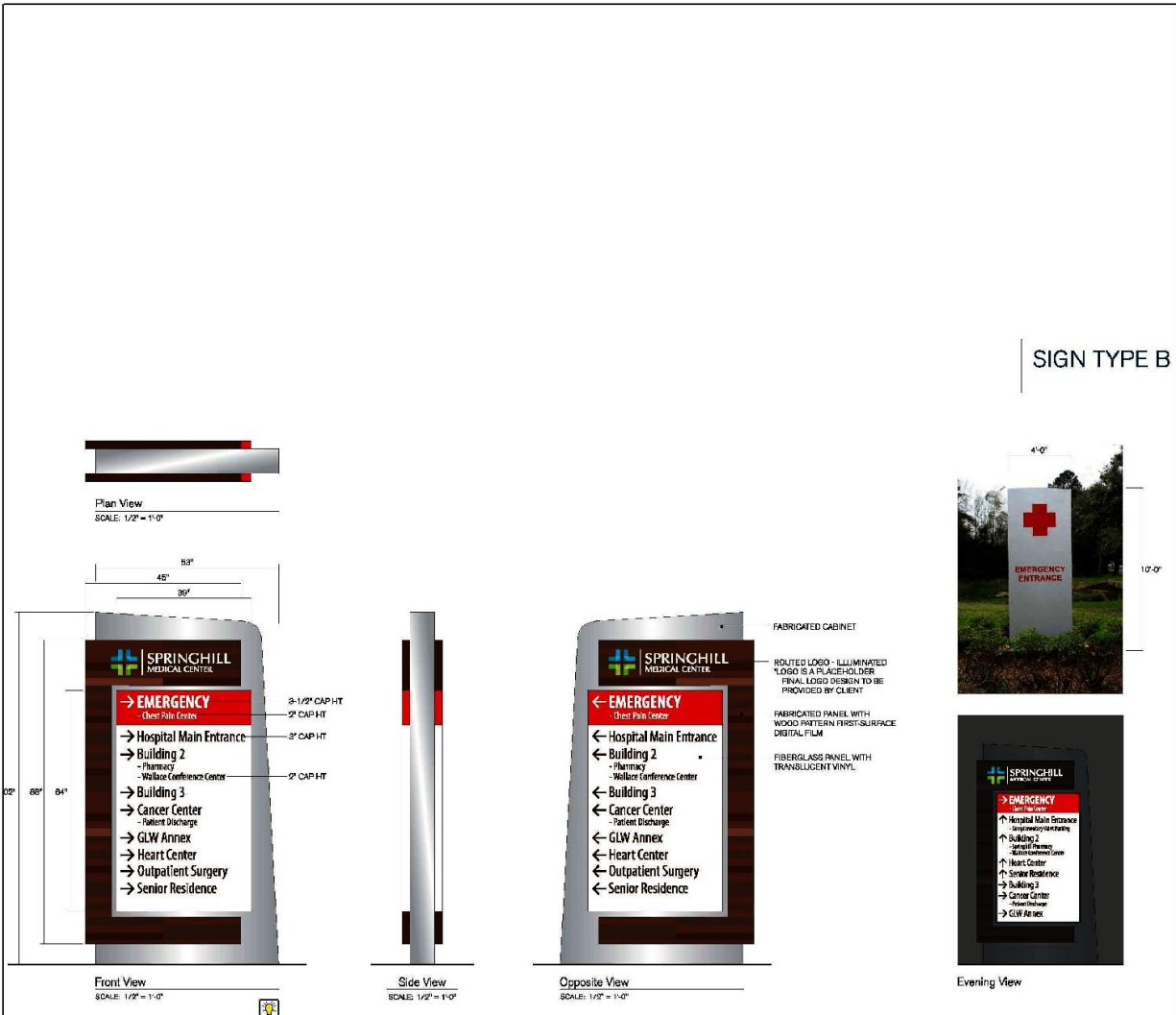
APPLICATION NUMBER <u>6277</u>	DATE <u>September 9, 2019</u>
APPLICANT <u>Springhill Medical Center</u>	
REQUEST <u>Sign Variance</u>	

N

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# DETAIL SITE PLAN



LOGO IS A PLACEHOLDER.  
 LOGO DESIGN MAY CHANGE PENDING CLIENT FINAL APPROVAL.

APPLICATION NUMBER <u>6277</u>	DATE <u>September 9, 2019</u>
APPLICANT <u>Springhill Medical Center</u>	
REQUEST <u>Sign Variance</u>	

SIGN TYPE B

N

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# DETAIL SITE PLAN

SIGN TYPE C



LOGO IS A PLACEHOLDER.  
 LOGO DESIGN MAY CHANGE PENDING CLIENT FINAL APPROVAL.

APPLICATION NUMBER 6277 DATE September 9, 2019  
 APPLICANT Springhill Medical Center  
 REQUEST Sign Variance

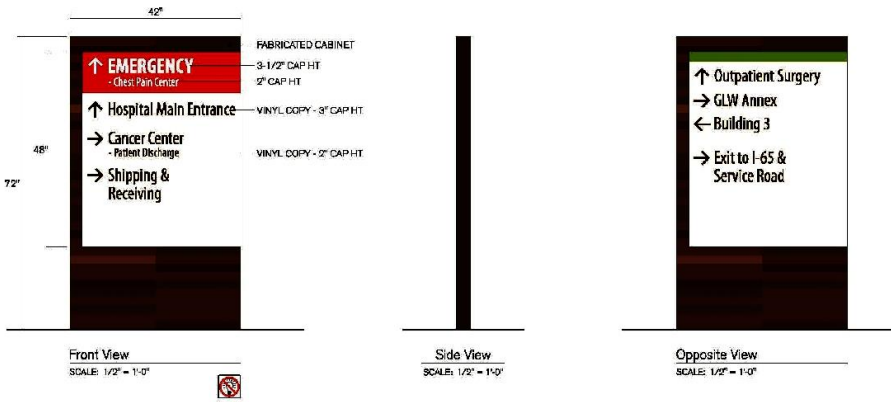


# DETAIL SITE PLAN

SIGN TYPE D



**Plan View**  
SCALE: 1/2" = 1'-0"



APPLICATION NUMBER <u>6277</u>	DATE <u>September 9, 2019</u>
APPLICANT <u>Springhill Medical Center</u>	
REQUEST <u>Sign Variance</u>	



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# DETAIL SITE PLAN

SIGN TYPE E



Plan View  
SCALE: 1/2" = 1'-0"



Sign Location E1 / Side A  
SCALE: 1/2" = 1'-0"



Side View  
SCALE: 1/2" = 1'-0"



Sign Location E1 / Side B  
SCALE: 1/2" = 1'-0"

- FABRICATED CABINET
- PAINTED ACCENT
- FABRICATED PANEL WITH VINYL COPY / LOGO
- LOGO IS A PLACEHOLDER. FINAL LOGO DESIGN TO BE PROVIDED BY CLIENT
- FABRICATED PANEL WITH WOOD PATTERN FIRST-SURFACE DIGITAL FILM

APPLICATION NUMBER 6277 DATE September 9, 2019  
 APPLICANT Springhill Medical Center  
 REQUEST Sign Variance



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# DETAIL SITE PLAN

SIGN TYPE G



Context Photo  
SCALE: Not to scale



Location G1 / Side A  
SCALE: 1/2" = 1'-0"

Side View  
SCALE: 1/2" = 1'-0"

LOGO IS A PLACEHOLDER.  
LOGO DESIGN MAY CHANGE PENDING CLIENT FINAL APPROVAL.

APPLICATION NUMBER	6277	DATE	September 9, 2019
APPLICANT	Springhill Medical Center		
REQUEST	Sign Variance		

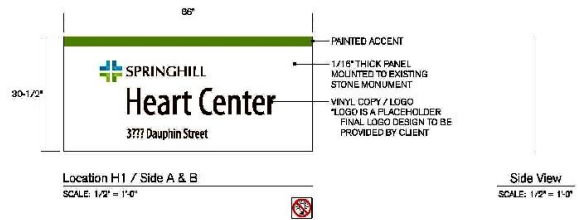


# DETAIL SITE PLAN

SIGN TYPE H



Context Photo  
SCALE: Not to scale



LOGO IS A PLACEHOLDER.  
LOGO DESIGN MAY CHANGE PENDING CLIENT FINAL APPROVAL.

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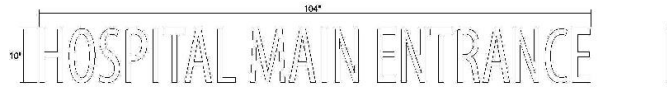
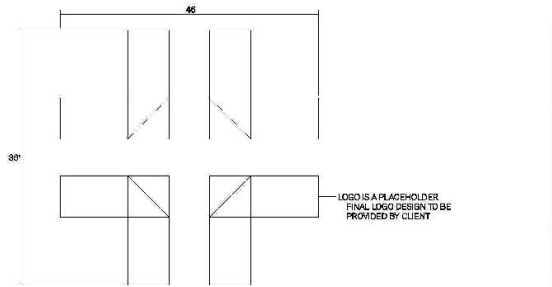
NTS

# DETAIL SITE PLAN

SIGN TYPE L



Context Photo  
SCALE: Not to scale



Location L1 / Side A  
SCALE: 3/4" = 1'-0"

(1) SET OF 2" DEEP FABRICATED LETTERS & LOGO MOUNTED TO EIFS SOFFIT

Side View  
SCALE: 1/2" = 1'-0"

LOGO IS A PLACEHOLDER.  
LOGO DESIGN MAY CHANGE PENDING CLIENT FINAL APPROVAL

APPLICATION NUMBER 6277 DATE September 9, 2019

APPLICANT Springhill Medical Center

REQUEST Sign Variance



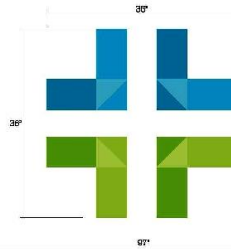
NTS

# DETAIL SITE PLAN

SIGN TYPE L



Context Photo  
SCALE: Not to scale



18" HEART CENTER



Side View  
SCALE: 1/2" = 1'-0"

Location L2 / Side A  
SCALE: 3/4" = 1'-0"

(1) SET OF 2' DEEP FABRICATED LETTERS & LOGO  
MOUNTED TO EIFS SOFFIT



LOGO IS A PLACEHOLDER.  
LOGO DESIGN MAY CHANGE PENDING CLIENT FINAL APPROVAL

APPLICATION NUMBER 6277 DATE September 9, 2019

APPLICANT Springhill Medical Center

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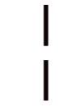
# DETAIL SITE PLAN

SIGN TYPE P



Location P1 / Side A  
SCALE: 1/2" = 1'-0"

(1) 1-1/8" THICK PANEL WITH VINYL COPY



Side View  
SCALE: 1/2" = 1'-0"



Context Photo  
SCALE: 3/16" = 1'-0"

APPLICATION NUMBER <u>6277</u>	DATE <u>September 9, 2019</u>
APPLICANT <u>Springhill Medical Center</u>	
REQUEST <u>Sign Variance</u>	



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