



**TO:** Mayor Craft & Members of the City Council

**FROM:** Andy Bauer, Director of Planning & Zoning

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**SUBJECT:** ZA2015-09 – Zoning Text Amendment – Article 4 & 16 – Novelty Architecture

**DATE:** January 4, 2016

**ISSUE:** The City of Gulf Shores seeks to modify Articles 4 and 16-1 F. (Architectural Restrictions) to add regulations for novelty architecture. Novelty architecture is proposed to be allowed by Conditional Use Permit which requires both Planning Commission review and City Council approval.

**BACKGROUND:** The definition of a sign in the Zoning Ordinance includes, “any structure used to identify or attract attention to a business”, therefore currently novelty architecture is not allowed because it is classified as a sign. The proposed amendment adds a definition for Novelty Architecture to the Zoning Ordinance and requires novelty architecture to be processed by a Conditional Use Permit through the Planning Commission and City Council. The Conditional Use permit requirement will allow the city to analyze a project with novelty architecture on a case by case basis and decide if a proposed structure fits with Gulf Shores’ existing architectural character.

**PLANNING COMMISSION:** At their November 24, 2015 meeting the Commission unanimously voted (5-0) to recommend approval of this zoning text amendment to the City Council.

**ANALYSIS:** Proposed insertions are underlined in red.

Article 4 Definitions

Novelty Architecture. A type of architecture in which buildings and other structures are given unusual shapes in whole or in part as a novelty, for advertising, to draw attention to a site, for notoriety as a landmark, or simply due to the eccentricity of the owner or architect including programmatic, mimetic, and/or roadside architecture. Many examples of novelty architecture take the form of buildings that resemble the products sold inside to attract drive-by customers. Others are attractions all by themselves, such as giant animals, fruits, and vegetables, or replicas of famous buildings.

Article 16-1 F.

F. Architectural Restrictions. The following architectural standards shall apply throughout the City or as otherwise described herein. Upon a showing of special need, critical function, or exceptional design, alternative materials may be approved through the Site Plan approval process.

1. Novelty Architecture. Any use that incorporates Novelty Architecture, regardless of its GFA, shall be considered a Conditional Use and require a Conditional Use Permit under Section 3-4.

**RECOMMENDATION:** Staff recommends the City Council approve the changes to Article 4 and 16 regarding Novelty Architecture.