



THE CITY OF MOBILE, ALABAMA

BOARD OF ZONING ADJUSTMENT

LETTER OF DECISION

February 7, 2023

Robin Smith  
Branded Image Group LLC  
227 East Emory Road  
Powell, Tennessee 37849

**Re: #6493/2710**  
**(Case #BOA-002335-2022)**  
**Branded Image Group (Robin Smith, Agent)**  
**1395 North University Boulevard**  
**(Southwest corner of North University Boulevard and Overlook Road).**

Dear Applicant(s) / Property owner(s):

On February 6, 2023, the Board of Zoning Adjustment considered your request for a **Sign Variance to allow a digital pricing sign within 300 feet of residentially zoned property, and to allow three (3) wall signs for a tenant on a multi-tenant site in a B-2, Neighborhood Business District; the Zoning Ordinance does not allow digital signs within 300 feet of residentially zoned property, and does not allow three (3) wall signs for a tenant on a multi-tenant site in a B-2, Neighborhood Business District.**

After discussion, the Board determined the following Findings of Fact for Approval of the request for a digital pricing sign within 300-feet of residentially zoned property and a total of three wall signs:

- 1) Approving the variance will not be contrary to the public interest in that the Digital Sign Regulations are not, in the Board's opinion, applicable to fuel price signs;
- 2) Special conditions exist and there are hardships which exist (the subject site is not easily visible due to required frontage tree plantings) such that the literal enforcement of the provisions of the chapter will result in an unnecessary hardship; and
- 3) The spirit of the chapter shall be observed, and substantial justice shall be done to the surrounding neighborhood by granting the variance because the proposed digital fuel price sign will not be a detriment to the neighborhood, and the allowance of increased wall signage will afford the subject site fair and competitive visibility.



**The Approval is subject to the following conditions:**

- 1) obtaining of the necessary sign permits;**
- 2) obtaining of the necessary electrical permits; and**
- 3) full compliance with all other municipal codes and ordinances.**

Any party aggrieved by this decision may, within fifteen days of the date of the decision, appeal to the Circuit Court of Mobile County by filing a written notice of appeal, specifying the decision from which the appeal is taken. Notice of the appeal, as well as a date stamped copy of the appeal filed in Circuit Court must be filed with this Board within the fifteen-day appeal period.

No permit, license or certification can be issued until the 15-day appeal period has expired and no appeal has been made. If a permit/license has not been obtained on or before **August 6, 2023**, the variance will expire and become null and void.


For further assistance, please call 251-208-5895.

Sincerely,

**BOARD OF ZONING ADJUSTMENT**

William Guess, Chairman

By:



Marie York, Principal Planner