



## Agenda Item # 1 - EXTENSION

BOA-003405-2025

View additional details on this proposal and all application materials using the following link:

[Applicant Materials for Consideration](#)

### DETAILS

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**Location:**

3201 Airport Boulevard

**Applicant / Agent:**

Kimley-Horn and Associates (Katie Fitzjarrald, Agent)

**Property Owner:**

Dayton Hudson Corporation D/B/A Target Stores

**Current Zoning:**

B-3, Community Business Suburban District

**Future Land Use:**

District Center

**Case Number(s):**

6691/6331/6042/3031/5764

**Unified Development Code Requirement:**

- The Unified Development Code (UDC) limits informational signs to no more than 20 square feet in a B-3, Community Business Suburban District.

**Board Consideration:**

- Sign Variance to allow an informational sign larger than 20 square feet in a B-3, Community Business Suburban District.

**Report Contents:**

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# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING AERIAL



The site is surrounded by commercial units.

APPLICATION NUMBER <u>6691</u> DATE <u>March 2, 2026</u>
APPLICANT <u>Kimley-Horn and Associates (Katie Fitzjarrald, Agent)</u>
REQUEST <u>Sign Variance</u>



## SITE HISTORY

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The subject site was annexed into the City in 1945.

With the adoption of the Zoning Ordinance in 1967, the site was assigned its current B-3, Community Business District zoning classification.

In July 2020, the Board approved a Sign Variance to allow three (3) wall signs for a single tenant with two (2) street frontages on a multi-tenant site in a B-3 District.

The site was made a legal lot of record via the approval and recording of the one (1)-lot Target Subdivision in 1995.

Although the site is within the Bel Air Mall complex, it was never included in any part of the Planned Unit Developments or subdivisions associated with the complex which were heard by the Planning Commission through the years as it is a stand-alone site.

At its August 2025 meeting, the Borad of Zoning Adjustment approved a sign variance to allow an informational sign larger the 20 square feet in a B-3, Community Business Suburban District.

## STAFF COMMENTS

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### **Engineering Comments:**

No comments.

### **Traffic Engineering Comments:**

No comments.

### **Urban Forestry Comments:**

Property to be developed in compliance with state and local laws that pertain to tree preservation and protection on both city and private properties [Act 929 of the 1961 Regular Session of the Alabama Legislature (Acts 1961, p. 1487), as amended, and City Code Chapters 57 and 65]. Private removal of trees in the right-of-way will require approval of the Mobile Tree Commission. Removal of heritage trees from undeveloped residential sites, developed residential sites in historic districts, and all commercial sites will require a tree removal permit.

### **Fire Department Comments:**

All projects located within the City Limits of Mobile shall comply with the provisions of the City of Mobile Fire Code Ordinance, which adopts the 2021 edition of the International Fire Code (IFC).

Fire apparatus access roads shall be provided to within 150 feet of all non-sprinklered commercial buildings and within 300 feet of all sprinklered commercial buildings, as measured along an approved route around the exterior of the facility.

An approved fire water supply capable of meeting the requirements set forth in Appendices B and C of the 2021 IFC shall be provided for all commercial buildings.

Fire hydrant placement shall comply with the following minimum standards:

- Within 400 feet of non-sprinklered commercial buildings
- Within 600 feet of sprinklered commercial buildings
- Within 100 feet of fire department connections (FDCs) serving standpipe or sprinkler systems

Although the International Residential Code (IRC) functions as a stand-alone document for the construction of one- and two-family dwellings and townhouses, it does not govern the design or layout of emergency access or community-level fire protection infrastructure. Therefore, residential developments must also comply with the applicable requirements of the International Fire Code, including, but not limited to, those listed above concerning the design, construction, regulation, and maintenance of fire apparatus access roads and fire protection water supplies.

### **Planning Comments:**

The applicant is requesting a six (6) month extension of the most recent approval of the Sign Variance to allow an informational sign larger than 20 square feet in a B-3, Community Business Suburban District, approved by the Board at its August 4, 2025 meeting.

The Variance was approved subject to the following conditions:

- 1) Approval of all necessary sign and electrical permits; and
- 2) Full compliance with all municipal codes and ordinances.

This is the first extension request for this approval.

As justification for the request, the applicant states that installation has pushed back to early summer. Installers will not be applying for permits until late February 2026 which is past the February 4<sup>th</sup>, 2026 deadline per the initial approval.

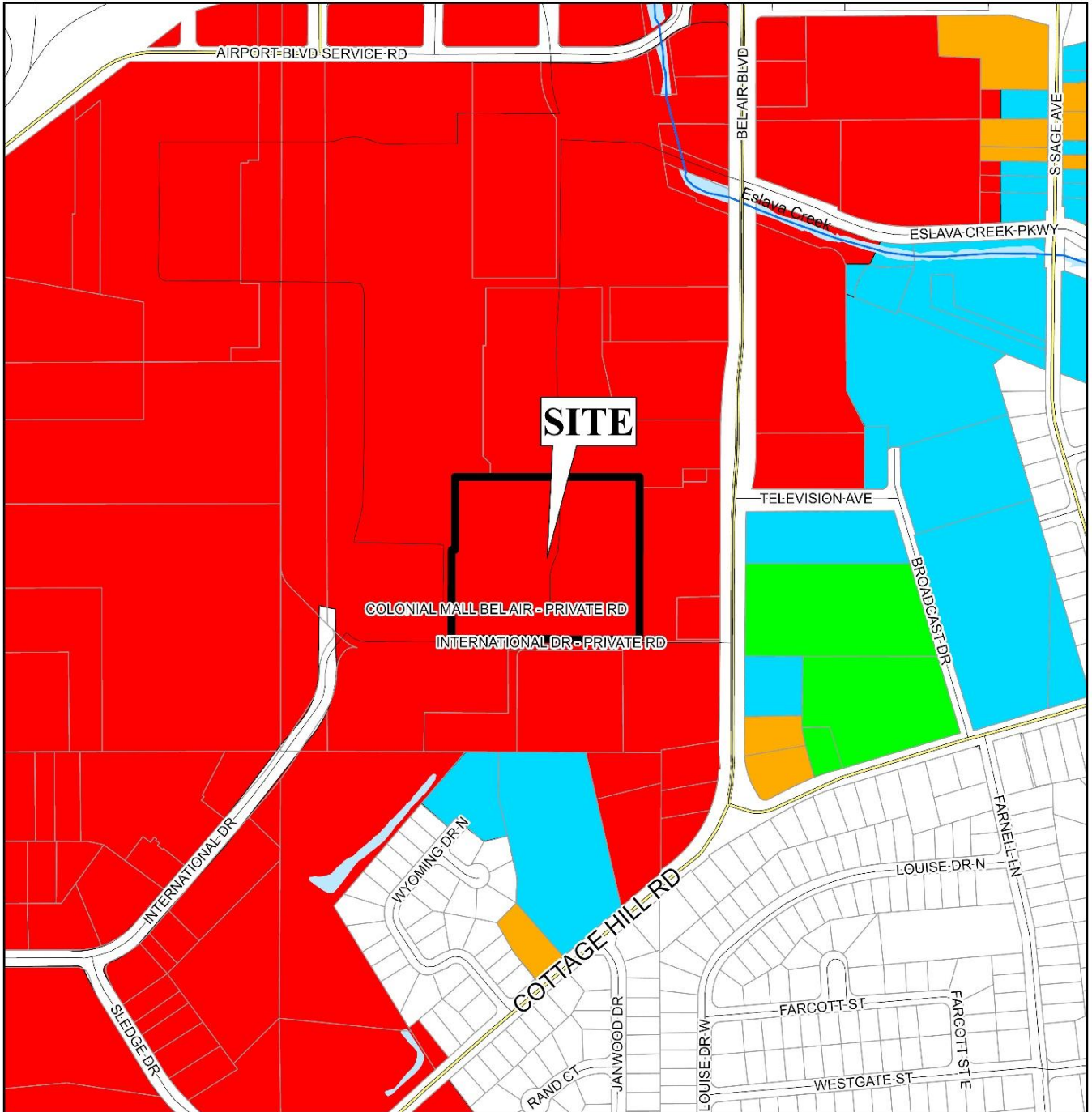
## **VARIANCE EXTENTION CONSIDERATIONS**

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### **Standards of Review:**

The Board is typically amenable to granting extensions, especially a first request when the applicant is working towards site development. Granting of such extensions are always in compliance with the findings of facts associated with the original approval.

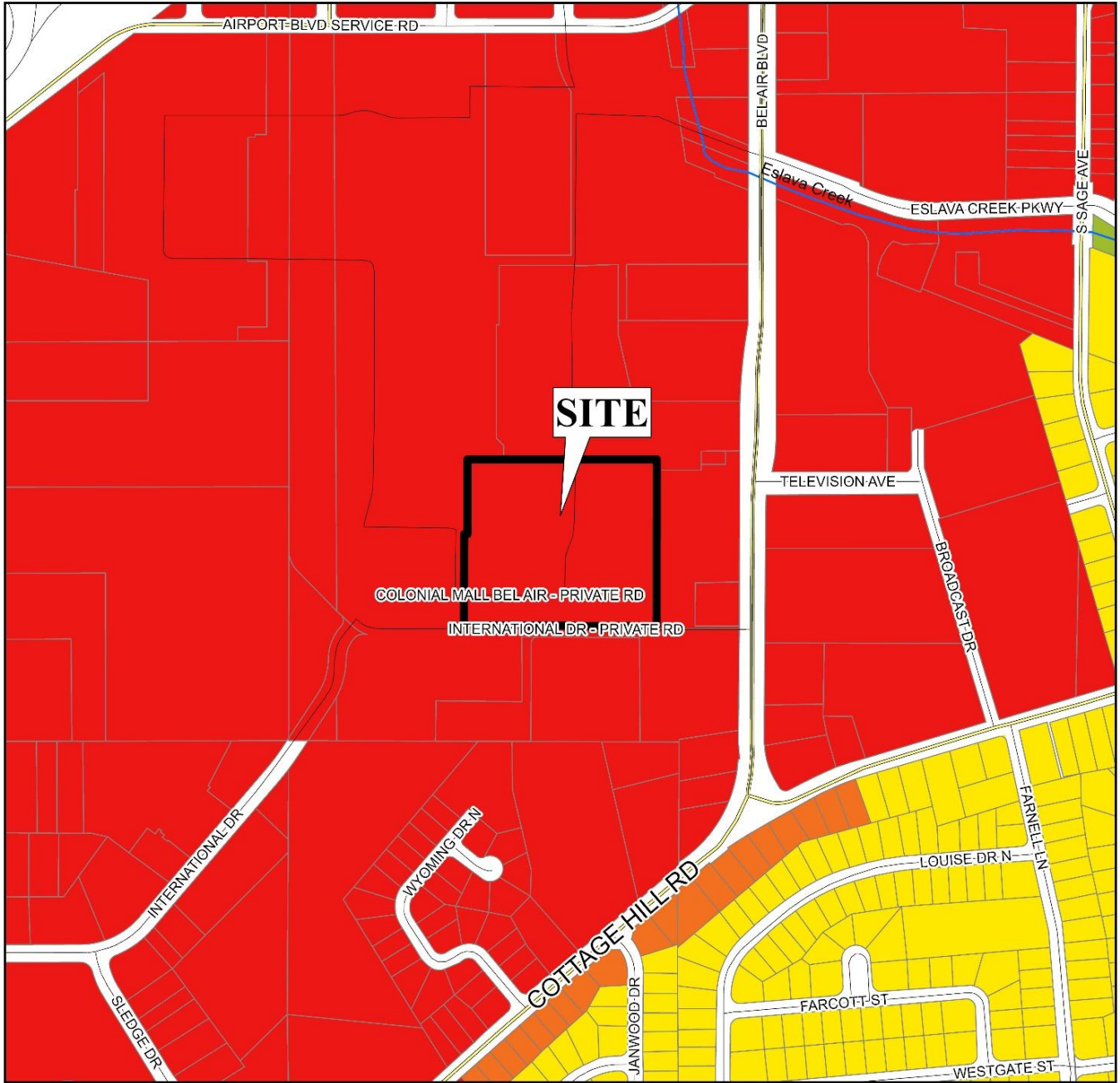
# LOCATOR ZONING MAP



APPLICATION NUMBER <u>6691</u>	DATE <u>March 2, 2026</u>
APPLICANT <u>Kimley-Horn and Associates (Katie Fitzjarrald, Agent)</u>	
REQUEST <u>Sign Variance</u>	



# FLUM LOCATOR MAP

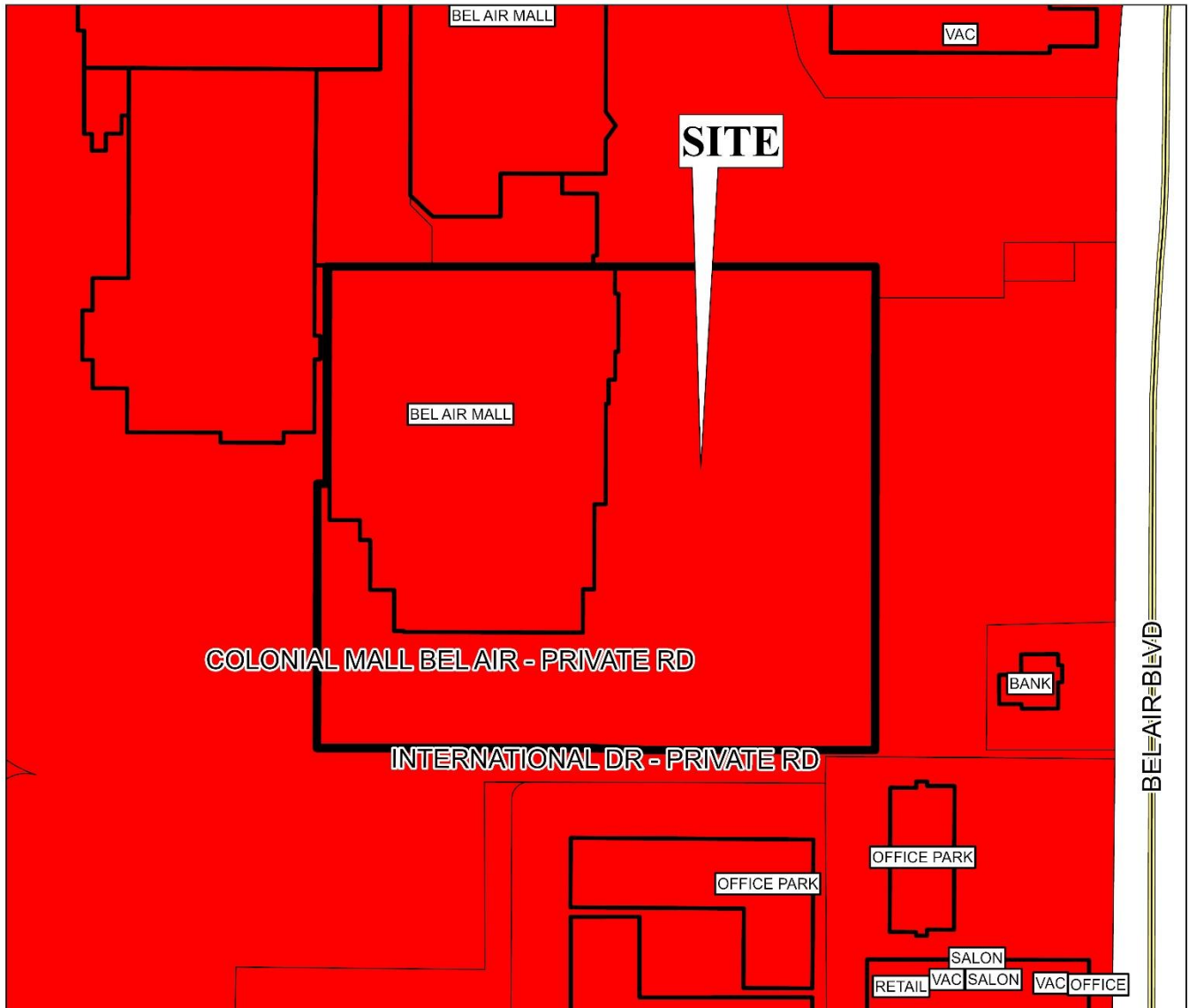


APPLICATION NUMBER \_\_\_\_\_ DATE March 2, 2026  
 APPLICANT Kimley-Horn and Associates (Katie Fitzjarrald, Agent)  
 REQUEST \_\_\_\_\_ Sign Variance

- |   |   |   |   |
|---|---|---|---|
| <span style="display: inline-block; width: 15px; height: 10px; background-color: yellow; border: 1px solid black;"></span> Low Density Residential    | <span style="display: inline-block; width: 15px; height: 10px; background-color: #800000; border: 1px solid black;"></span> Neighborhood Center - Traditional | <span style="display: inline-block; width: 15px; height: 10px; background-color: #d3d3d3; border: 1px solid black;"></span> Light Industry    | <span style="display: inline-block; width: 15px; height: 10px; background-color: #0056b3; border: 1px solid black;"></span> Water Dependent |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #ffff00; border: 1px solid black;"></span> Mixed Density Residential | <span style="display: inline-block; width: 15px; height: 10px; background-color: #800080; border: 1px solid black;"></span> Neighborhood Center - Suburban    | <span style="display: inline-block; width: 15px; height: 10px; background-color: #666699; border: 1px solid black;"></span> Heavy Industry    |   |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #ff00ff; border: 1px solid black;"></span> Downtown                  | <span style="display: inline-block; width: 15px; height: 10px; background-color: #ffb6c1; border: 1px solid black;"></span> Traditional Corridor              | <span style="display: inline-block; width: 15px; height: 10px; background-color: #00bfff; border: 1px solid black;"></span> Institutional     |   |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #ff0000; border: 1px solid black;"></span> District Center           | <span style="display: inline-block; width: 15px; height: 10px; background-color: #ffa500; border: 1px solid black;"></span> Mixed Commercial Corridor         | <span style="display: inline-block; width: 15px; height: 10px; background-color: #90ee90; border: 1px solid black;"></span> Parks, Open Space |   |



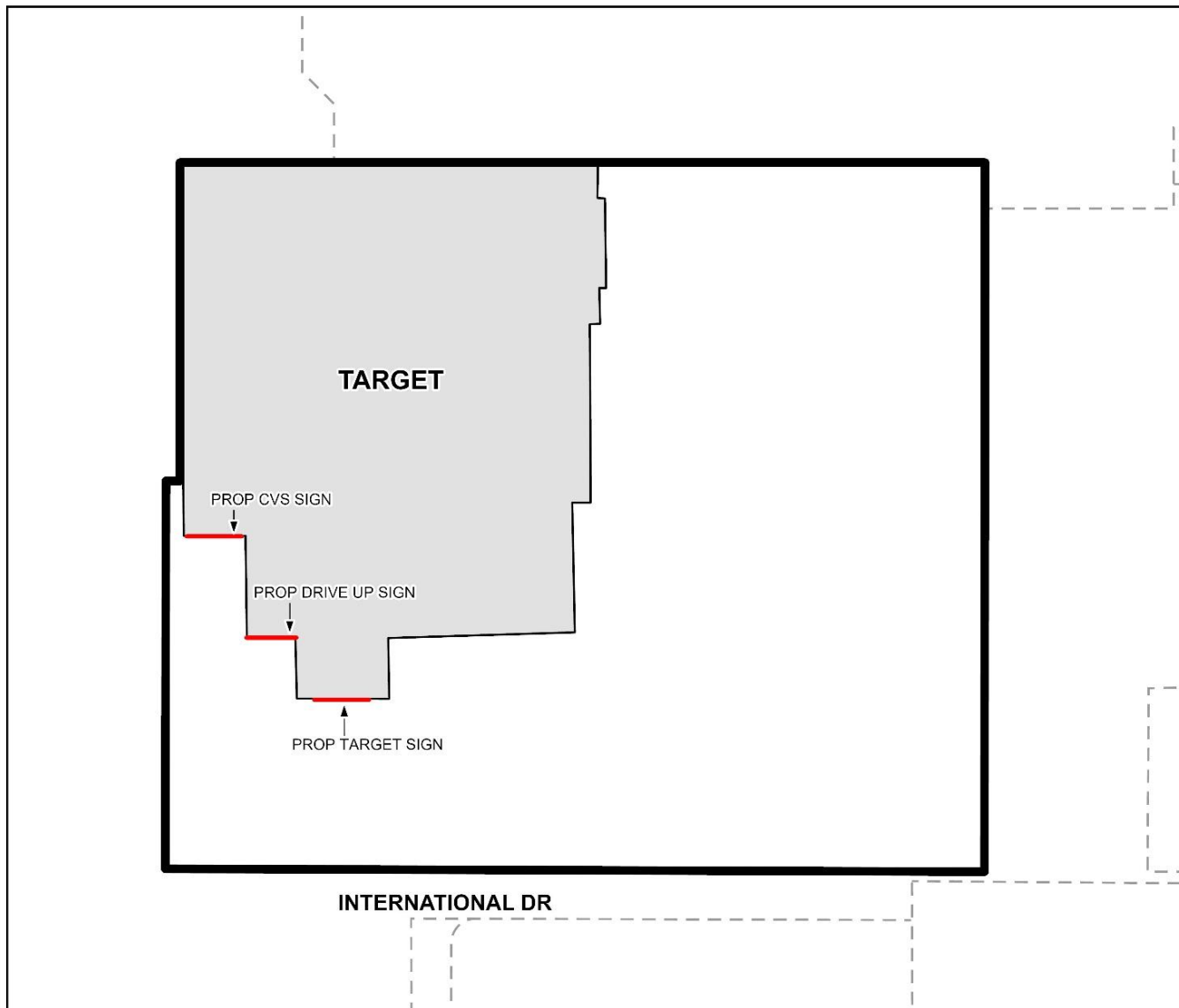
# BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING




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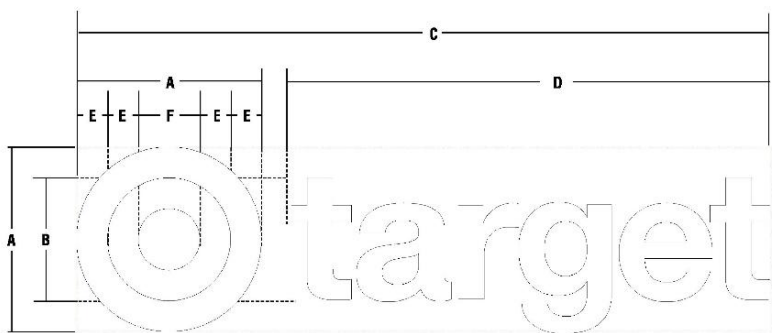
# SITE PLAN



The site plan illustrates the proposed sign placements and current buildings.

APPLICATION NUMBER <u>6691</u> DATE <u>March 2, 2026</u>	 NTS
APPLICANT <u>Kimley-Horn and Associates (Katie Fitzjarrald, Agent)</u>	
REQUEST <u>Sign Variance</u>	

# DETAIL SITE PLAN



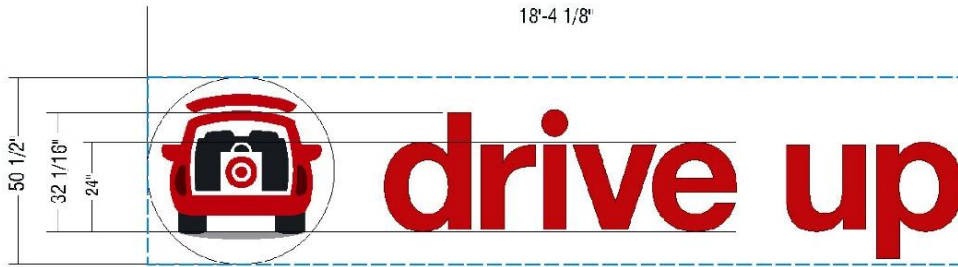
**● ACRYLIC FACED INT. ILLUM. "LOGO & LETTER" SET | LC-3 W**

SIGN TYPE	A	B	C	D	E	F	RETAINER	AMPS CIRCUITS	SQ.FT.
LL120/80 LC-3 W	10'-0"	6'-8"	37'-5-1/2"	25' 11"	1'-8"	3'-4"	1"		375.4
LL108/72 LC-3 W	9'-0"	6'-0"	33' 9-1/2"	23' 4"	1'-6"	3'-0"	1"		304.1
LL96/64 LC-3 W	8'-0"	5'-4"	30' 0-3/8"	20' 0-7/8"	1'-4"	2'-8"	1"		237.3

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 REQUEST Sign Variance



# DETAIL SITE PLAN



**DU24R-LOGO** ACRYLIC FACED INT. ILLUM. "LOGO & LETTER SET"

77.1 SQ.FT.



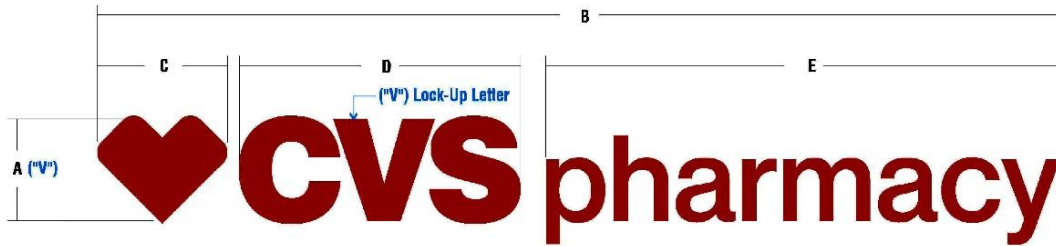
**GENERIC (PARTIAL) ELEVATION** NOTE: PLACEMENT CAN VARY

scale 3/32" = 1'-0"

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# DETAIL SITE PLAN



**ACRYLIC FACED INTERNALLY ILLUMINATED CHANNEL LETTERS**

DESIGNATES HEIGHT OF LOGO (Heart)

CVS-12-CL

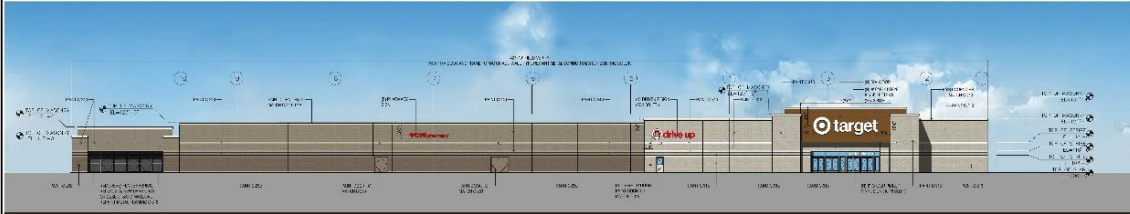
SIGN TYPE	A	B	C	D	E	AMPS CIRCUITS	SQ.FT.
CVS-12-CL	11 5/8"	9'-1 1/4"	1'-2 3/4"	2'-8"	4'-10 1/2"		9.48
CVS-16-CL	12 1/2"	12'-2 1/4"	1'-7 3/4"	3'-6 3/4"	6'-6 1/4"		16.63
CVS-18-CL	17 1/2"	13'-9"	1'-10 1/4"	4'-0 1/4"	7'-4"		20.62
CVS-20-CL	19 1/2"	15'-3"	2'-0 3/4"	4'-5 1/2"	8'-1 3/4"		25.41
CVS-24-CL	23 3/8"	18'-3 3/4"	2'-5 3/4"	5'-4 1/4"	9'-9 1/4"		36.62



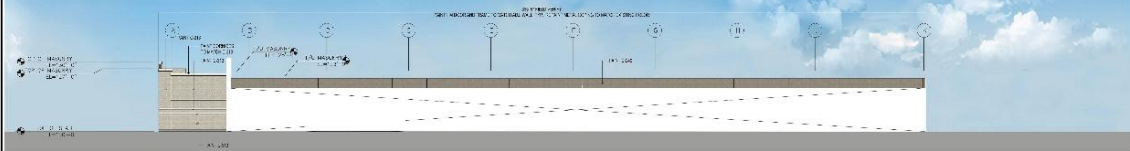
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# DETAIL SITE PLAN



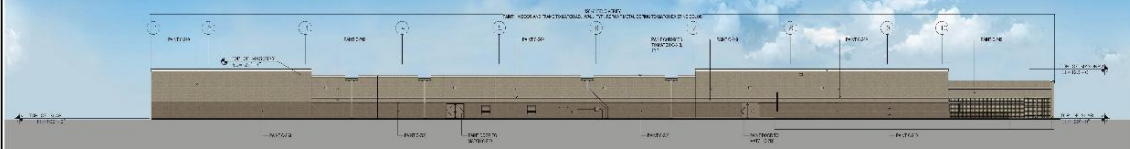
Front Elevation




Right Elevation



Left Elevation



Rear Elevation

APPLICATION NUMBER <u>        6691        </u> DATE <u>        March 2, 2026        </u>	 <p>NTS</p>
APPLICANT <u>        Kimley-Horn and Associates (Katie Fitzjarrald, Agent)        </u>	
REQUEST <u>        Sign Variance        </u>	

# FUTURE LAND USE MAP CORRESPONDENCE TO ZONING

A primary purpose of the Future Land Use Map is to guide zoning decisions. In many cases the designation on the FLUM may match the existing use of land, but in others the designated land use may differ from what is on the ground today. For example, a parcel that is in commercial use today but designated as any of the “mixed use” types on the map could redevelop with a mix of residential and commercial uses (such as retail, office, entertainment, etc., depending on the location).

Each future land use designation on the FLUM will have at least one corresponding zoning district, allowing a more precise application of the FLUM based on specific local conditions. In most cases, there are multiple combinations or types of zoning techniques that can accomplish the future land use designation's objectives.

The correspondence between the FLUM and the zoning district structure is described in the matrix below. This tool gives the City the flexibility over the long-term to determine appropriate changes to the zoning map based on various factors.

The designation of an area with a FLUM land use category does not mean that the most intense zoning district consistent with that category is “automatically” assigned to a property. Instead, an area retains its existing zoning category until it is changed through a landowner-initiated rezoning application, or a rezoning that follows an area plan. This is because the FLUM is a long-term designation, while a change in zoning considers current conditions – such as market demands, availability of infrastructure, or impacts on the immediate neighborhood.

## Zoning correspondence matrix

	RESIDENTIAL - AG (R-A)	ONE-FAMILY RESIDENCE (R-1)	TWO-FAMILY RESIDENCE (R-2)	MULTIPLE-FAMILY (R-3)	RESIDENTIAL BUSINESS (R-B)	HISTORIC BUSINESS (H-B)	BUFFER BUSINESS (B-1)	TRANSITIONAL BUSINESS (T-B)	LIMITED BUSINESS (LB-2)	NEIGHBORHOOD BUSINESS (B-2)	COMMUNITY BUSINESS (B-3)	GENERAL BUSINESS (B-4)	OFFICE-DISTRIBUTION (B-5)	COMMERCIAL WAREHOUSE (CW)	MARITIME MIXED (MM)	MARITIME LIGHT (ML)	MARITIME HEAVY (MH)	LIGHT INDUSTRY (I-1)	HEAVY INDUSTRY (I-2)	VILLAGE CENTER (TCD)	NEIGHBORHOOD CENTER (TCD)	NEIGHBORHOOD GENERAL (TCD)	DOWNTOWN DEV. DDD (T-6)	DOWNTOWN DEV. DDD (T-5.1)	DOWNTOWN DEV. DDD (T-5.2)	DOWNTOWN DEV. DDD (T-4)	DOWNTOWN DEV. DDD (T-3)	DOWNTOWN DEV. DD (SD-WH)	DOWNTOWN DEV. DD (SD)	
LOW DENSITY RESIDENTIAL (LDR)	■	S	S	S			○								○															○
MIXED DENSITY RESIDENTIAL (MDR)		U	U	■	■			■	■						■															○
DOWNTOWN (DT)					■							■										■	■	■	■	■	○		○	
DISTRICT CENTER (DC)								■			U	○	○																	
NEIGHBORHOOD CENTER - TRADITIONAL (NC-T)	■	■	U	■	■	○	■	○	○	○										■	■	■								
NEIGHBORHOOD CENTER - SUBURBAN (NC-S)			S			S	■	S	S	○										■	■									○
TRADITIONAL CORRIDOR (TC)		■	■	■	■	U	■	U	U	○																				○
MIXED COMMERCIAL CORRIDOR (MCC)						■		■	■	■	■	■	■	■	■															
LIGHT INDUSTRIAL (LI)													■	■	■	■			■										○	○
HEAVY INDUSTRY (HI)																■	■	■	■										○	○
INSTITUTIONAL LAND USE (INS)											■	■		○	○					○										
PARKS & OPEN SPACE (POS)	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□
WATER DEPENDENT USES (WDWRU)	■					○									■	■	■		○											

- Zoning district is appropriate to implement the future land use category.
- US Zoning district with Urban or Suburban subdistrict is appropriate to implement the future land use category.
- Elements of the zoning district are related to the future land use category and may be appropriate with qualifications or conditions.
- Zoning district is appropriate, but the district does not directly implement the category (e.g., open space in an industrial district)

## Mixed Use Areas: Centers

### DISTRICT CENTER (DC)

This designation applies across the city beyond Downtown to large areas of existing mixed-use character or where such character is encouraged. District Centers generally serve several surrounding neighborhoods and may even have a city-wide or region-wide reach. They are often anchored by a major commercial or institutional employer such as a shopping mall or a medical center. Depending on location residential areas in District Centers may incorporate a mix of housing types with minimum densities of 20 du/ac in dynamic, horizontal or vertical mixed-use environments ranging from mid-rise multifamily buildings containing apartments and lofts, to townhouses and detached single-family homes. Major civic cultural institutions and public spaces provide regional and neighborhood destinations.

#### Development intent

- › District Centers should be designed to induce pedestrian activity, with high quality streetscapes connecting the different components of a center as well as the center to its surrounding area.
- › District Centers may be served by transit and include development of an intensity and design that supports transit use.

#### Land use mix

##### Primary Uses

- › Commercial
- › Office
- › Civic
- › Residential, Multifamily

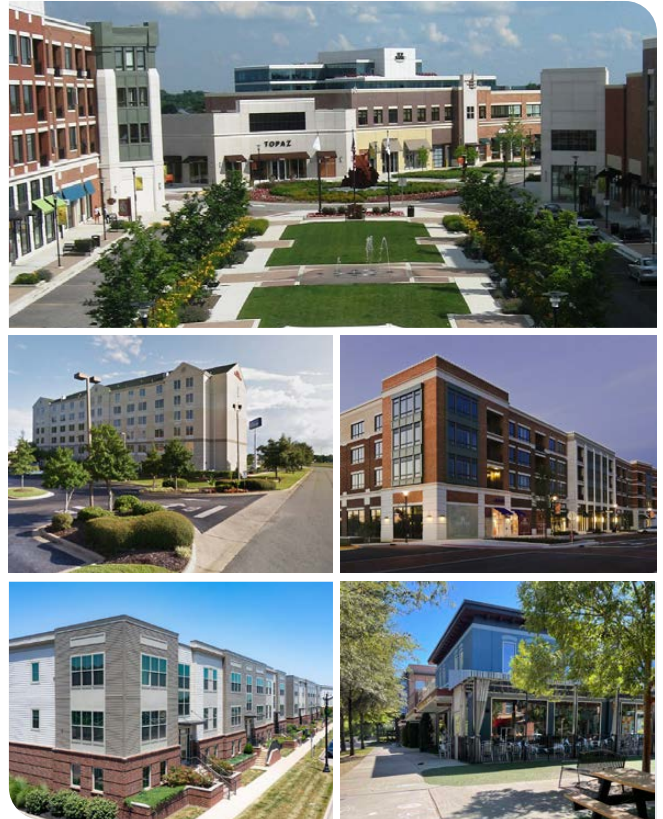
##### Secondary Uses

- › Residential, Attached
- › Residential, Single Family
- › Parks

#### Housing mix

- › Residential units above ground-floor retail
- › Multifamily buildings
- › Attached residential such as duplexes, multiplexes, and townhomes

#### Character Example



Existing district centers should evolve into large walkable mixed-use areas.

Rendering: Dover Kohl