



Agenda Item # 2

BOA-003298-2025

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

[Applicant Materials for Consideration](#)

DETAILS

Location:

1739 East I-65 Service Road South

Applicant / Agent:

Victoria Enterprises LLC

Property Owner:

Victoria Enterprises LLC

Current Zoning:

B-3, Community Business Suburban District

Future Land Use:

Mixed Commercial Corridor

Case Number(s):

6665/5958/5157/4782

Unified Development Code (UDC) Requirement:

- The UDC allows two (2) freestanding signs on a multi-tenant site with less than 1,200 linear feet of street frontage in a B-3, Community Business Suburban District.

Board Consideration:

- To amend a previous Sign Variance to allow four (4) freestanding signs on a multi-tenant site with 836'± of linear street frontage in a B-3, Community Business Suburban District.

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BOARD OF ADJUSTMENT VICINITY MAP - EXISTING AERIAL



The site is surrounded by commercial units.

APPLICATION NUMBER	6665	DATE	May 5, 2025
APPLICANT	Victoria Enterprises, LLC		
REQUEST	Sign Variance		



SITE HISTORY

The subject site was annexed into the City in 1956.

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

In April 1968, the site was made a legal lot of record via M and T Commercial Center, Unit One Subdivision, a one (1)-lot subdivision.

In March 1996, the previous subdivision was expanded via M and T Commercial Center, Unit Two Subdivision, a one (1)-lot subdivision.

The site was the subject of a Sign Variance approved in August 1998, to allow three (3) freestanding signs for the site.

The 1998 Sign Variance was amended in February 2003 to allow four (4) freestanding signs on a multi-tenant site with only 727 feet of linear street frontage.

In February 2005, the site was again expanded via Robinson Brothers Subdivision, a one (1)-lot subdivision.

A Planned Unit Development (PUD) was approved in August 2006, to allow four (4) buildings for auto sales, servicing and repairs on a single-building site.

The 2006 PUD was revised via an Administrative PUD in September 2008, to allow the addition of a portico to an existing building within the site.

A Sign Variance was approved in April 2015, to amend the 2003 Sign Variance to allow four (4) freestanding signs on a multi-tenant site with 836 feet of linear street frontage.

STAFF COMMENTS

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 Sign Variance to amend a previous Sign Variance to allow four (4) freestanding signs on a multi-tenant site with 836'± of linear street frontage in a B-3, Community Business Suburban District; the UDC allows two (2) freestanding signs on a multi-tenant site with less than 1,200 linear feet of street frontage in a B-3, Community Business Suburban District.

The entire application packet is available via the link on Page 1.

The purpose of the Sign Regulation Provisions is to promote the economic well-being of the entire Mobile community by creating a favorable physical image, to afford the business community an equal and fair opportunity to advertise and promote products and services, and to protect the right of the citizens to enjoy Mobile's natural scenic beauty.

The subject site previously contained dealerships for Mazda, Kia and Volvo. Volvo is no longer associated with the site and it now has only the Mazda and Kia dealerships. The Sign Variance approved in 2015 allowed four (4) freestanding signs apportioned for the total site. One of the four (4) signs approved under that variance was for Volvo, which has since been removed from the site. The two (2) existing Kia freestanding signs are proposed to remain unchanged. The applicant desires to increase the height of the Mazda freestanding sign from its current 25-feet to 35 feet in height, and increase the sign area from its current 69± square feet per face to 103± square feet per face. Also proposed is an "ENTRANCE" sign with the Mazda logo near the Southern entrance to the site, approximately 3'-4" overall height by 4'-1" wide. As this differs from the previous variance approvals, it must be amended to allow the revisions; hence this application.

It should be noted that the site has a recorded 10-foot water and sewer easement along the entire site frontage. Therefore, the proposed entrance sign must be setback at least 10-feet from the right-of-way line.

An on-site staff review of the site revealed that there is existing un-approved signage for both the Mazda and Kia portions of the site. For both dealerships, flag signs with logos are attached to many of the parking lot light poles, and one of the Kia freestanding signs has been converted to digital. If the Board should approve the requested Sign Variance, the removal of all non-compliant flag signs and the obtaining of an after-the-fact sign permit for the freestanding Kia digital sign should be conditions of approval.

VARIANCE CONSIDERATIONS

Standards of Review:

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.

Article 5 Section 10-E. 1. of the Unified Development Codes states that the Board of Adjustment may grant a variance if:

- The Applicant demonstrates that the variance shall not be contrary to the public interest;
- Where, owing to special conditions a literal enforcement of the provision of this Chapter will result in unnecessary hardship; and
- The spirit of this Chapter will be observed and substantial justice done.

Article 5 Section 10-E.2. states; No variance shall be granted:

- (a) In order to relieve an owner of restrictive covenants that are recorded in Mobile County Probate Court and applicable to the property;
- (b) Where economic loss is the sole basis for the required variance; or
- (c) Where the variance is otherwise unlawful.

Considerations:

Based on the requested Variance application and documentation submitted, if the Board considers approval of the request, the following findings of fact must be present:

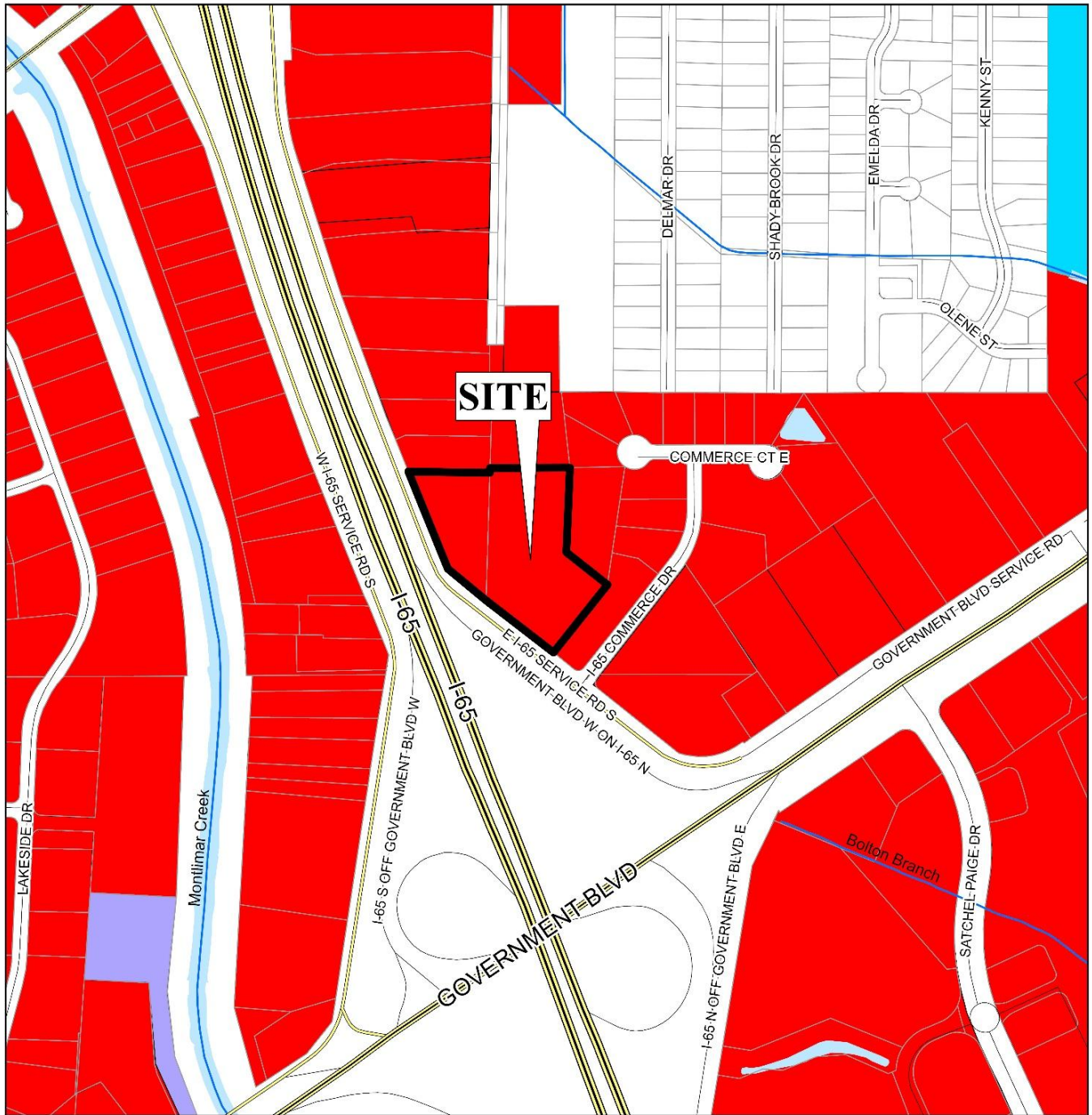
- A) The variance **will not** be contrary to the public interest;
- B) Special conditions **exist** such that a literal enforcement of the provisions of the chapter **will** result in unnecessary hardship; and
- C) The spirit of the chapter **shall be** observed and substantial justice **done** to the applicant and the surrounding neighborhood by granting the variance.

Should the Board consider approval of the Sign Variance, the following conditions should apply:

- 1) Obtaining sign permits for each new sign;
- 2) Verification of the setback for the proposed entrance sign via a site plan based upon a survey of the area where the sign is proposed;
- 3) Removal of all logo flag signs on the parking lot light poles prior to submission of permits for the proposed signage;

- 4) Obtaining of an after-the-fact sign permit for the freestanding Kia digital sign prior to submission of permits for the proposed signage; and
- 5) Full compliance with all municipal codes and ordinances.

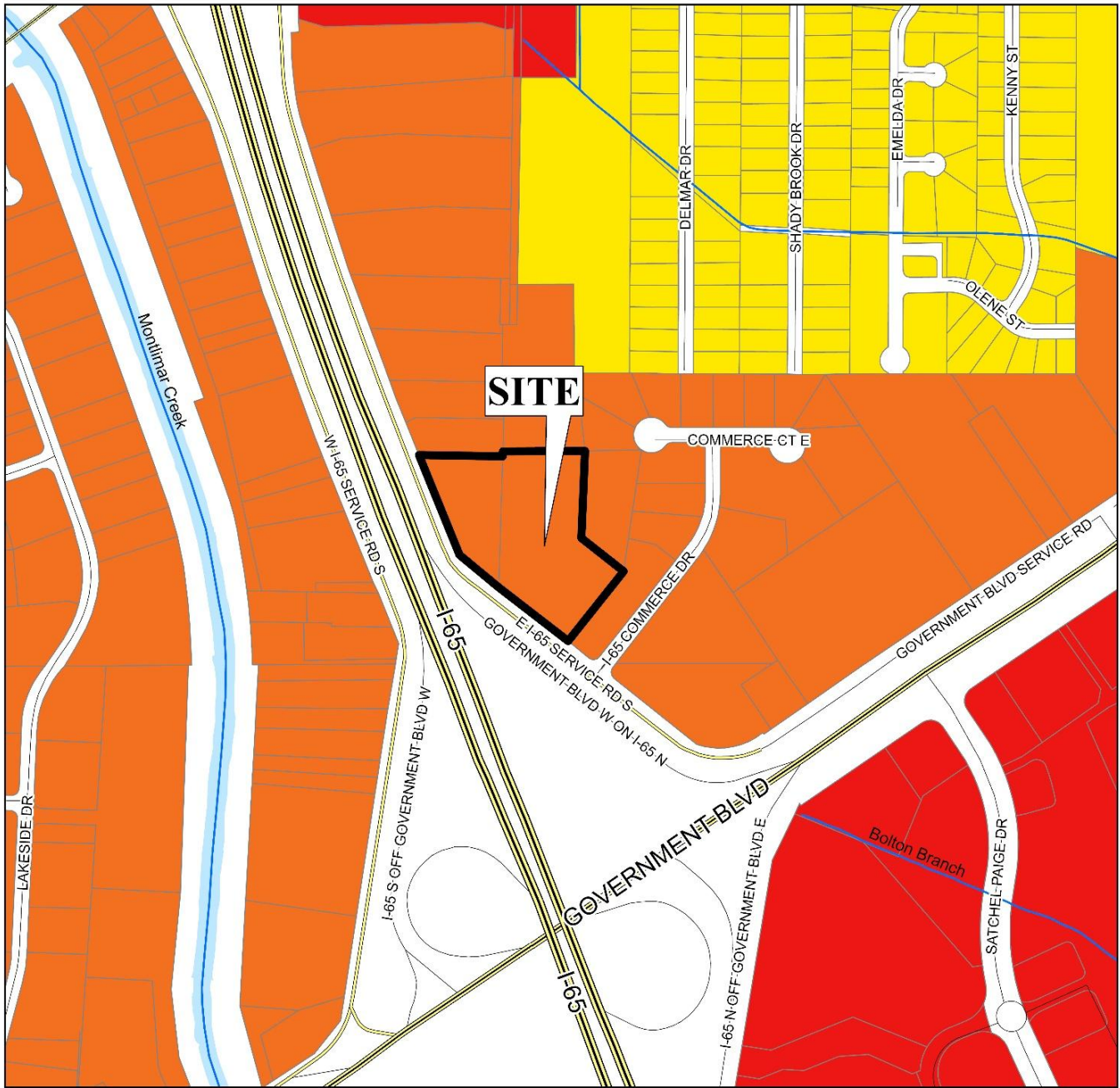
LOCATOR ZONING MAP



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 REQUEST Sign Variance



FLUM LOCATOR MAP



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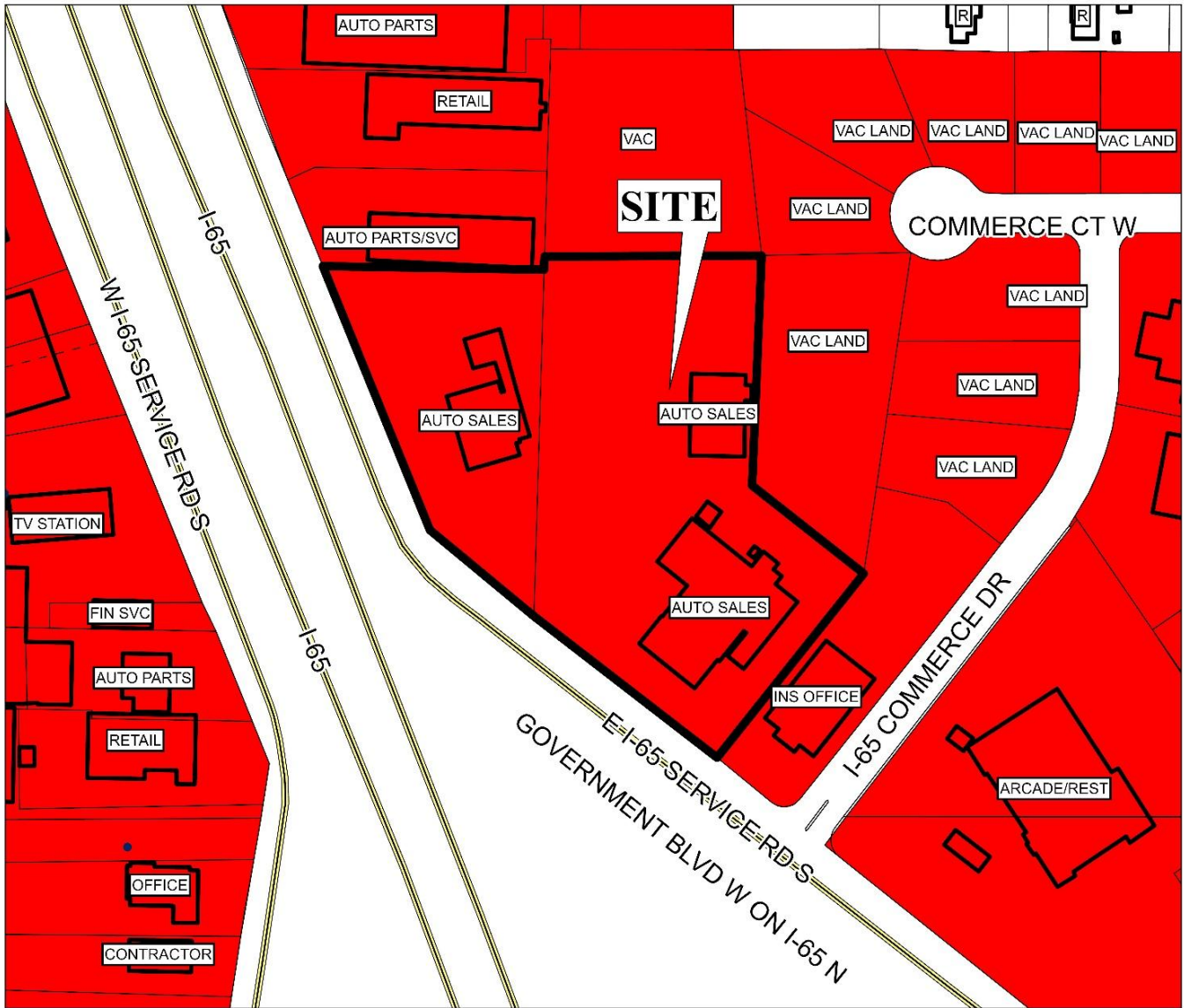
REQUEST Sign Variance

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



BOARD OF ADJUSTMENT

VICINITY MAP - EXISTING ZONING



The site is surrounded by commercial units.

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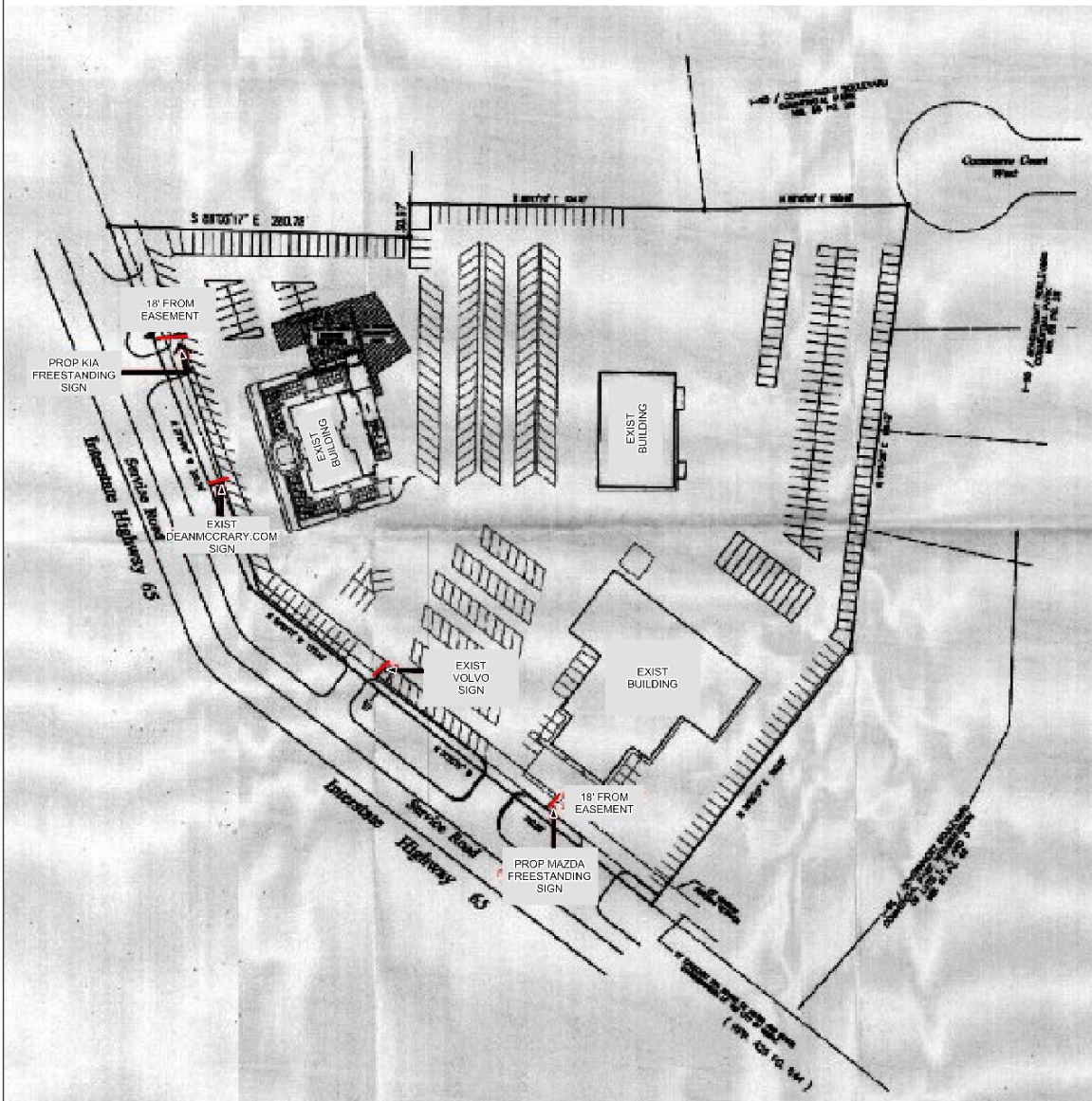
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R-A	R-3	B-1	B-2	B-5	ML	I-2	OPEN	T-3	T-5.2
R-1	R-B	T-B	B-3	CW	MH	PD	SD	T-4	T-6
R-2	H-B	LB-2	B-4	MM	I-1	MUN	SD-WH	T-5.1	



SITE PLAN

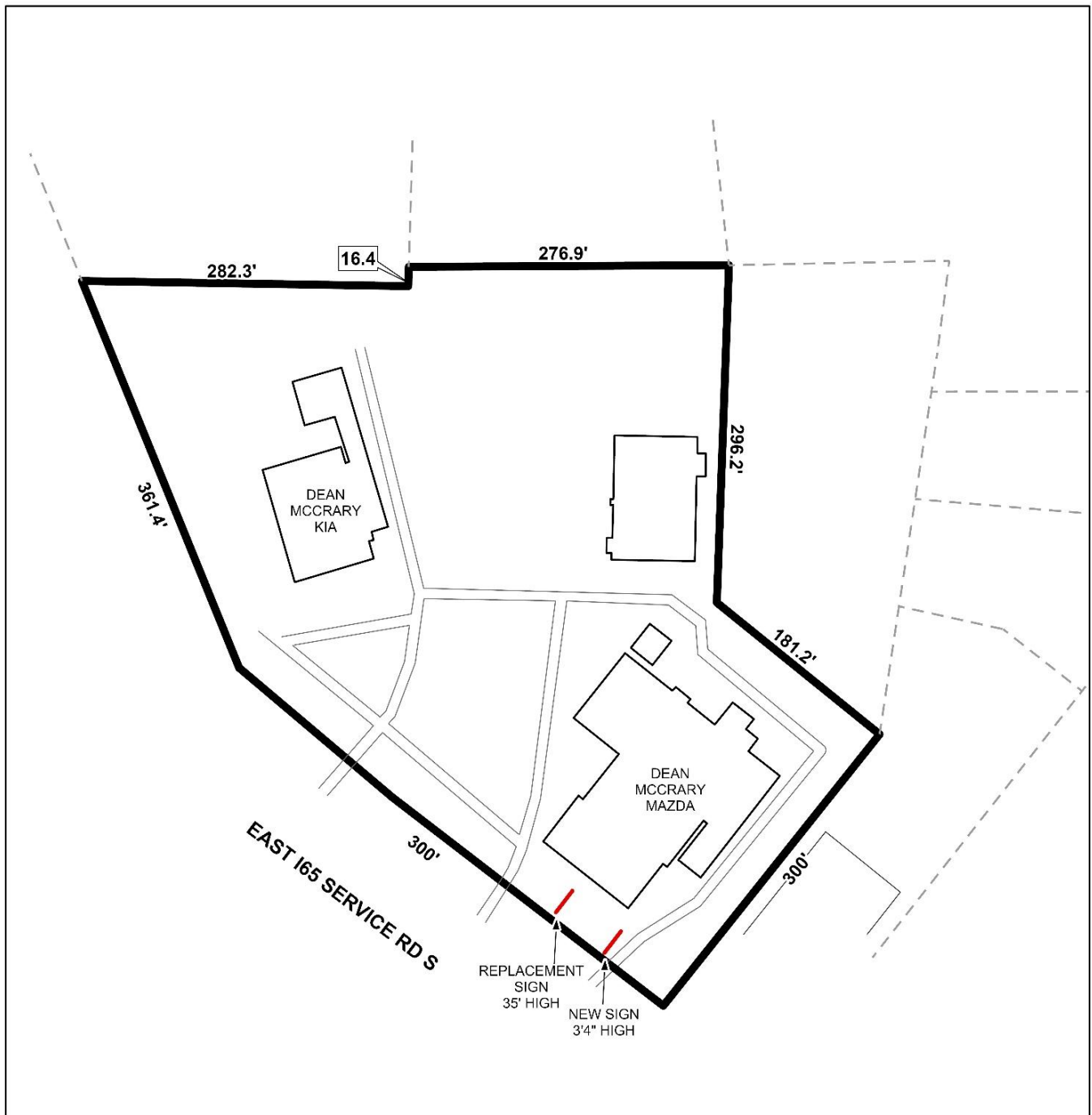


The site plan illustrates existing buildings, parking, signage, and easements.

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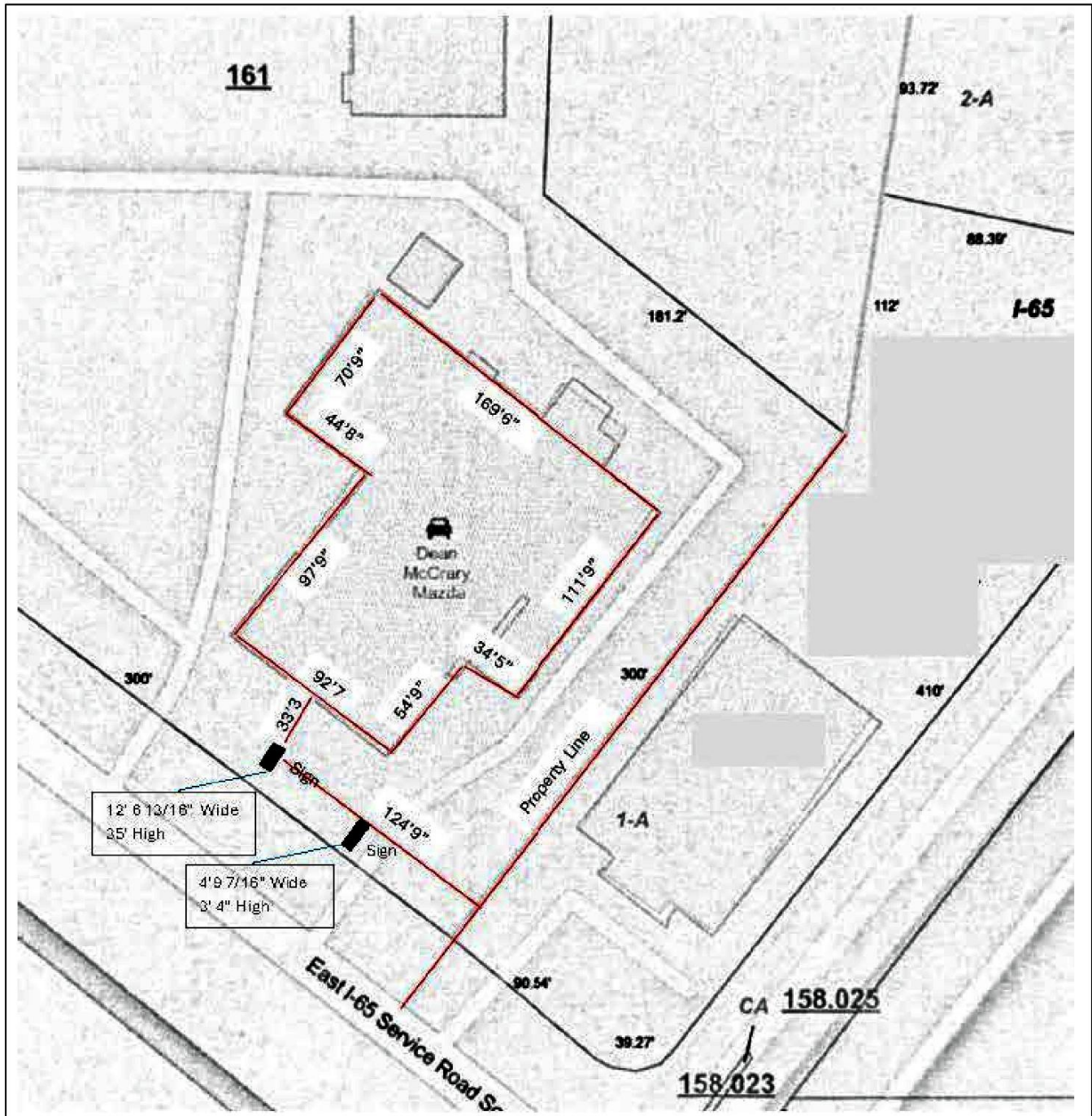
DETAIL SITE PLAN



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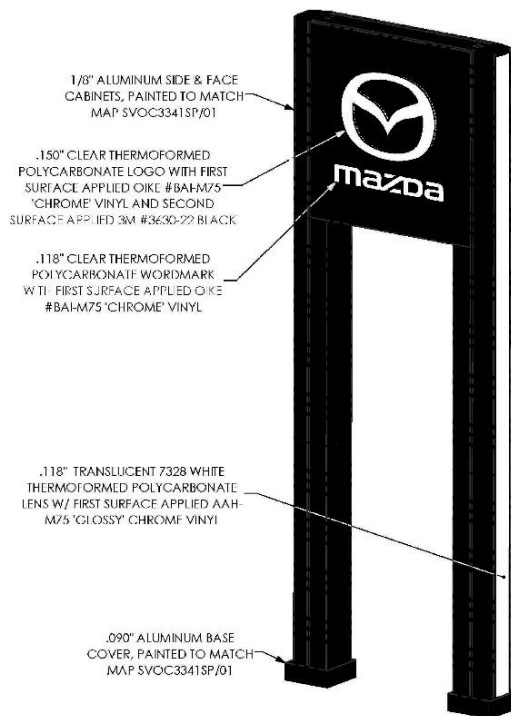
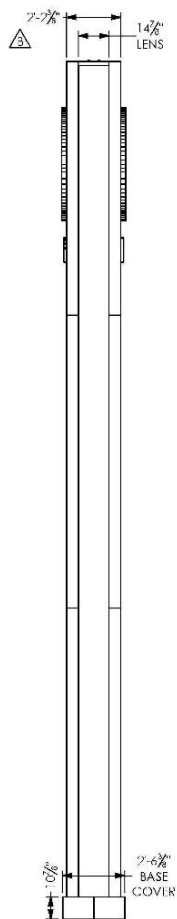
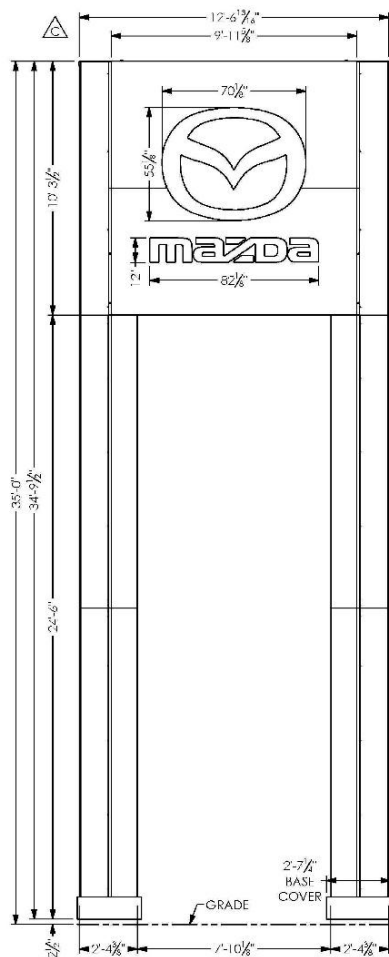
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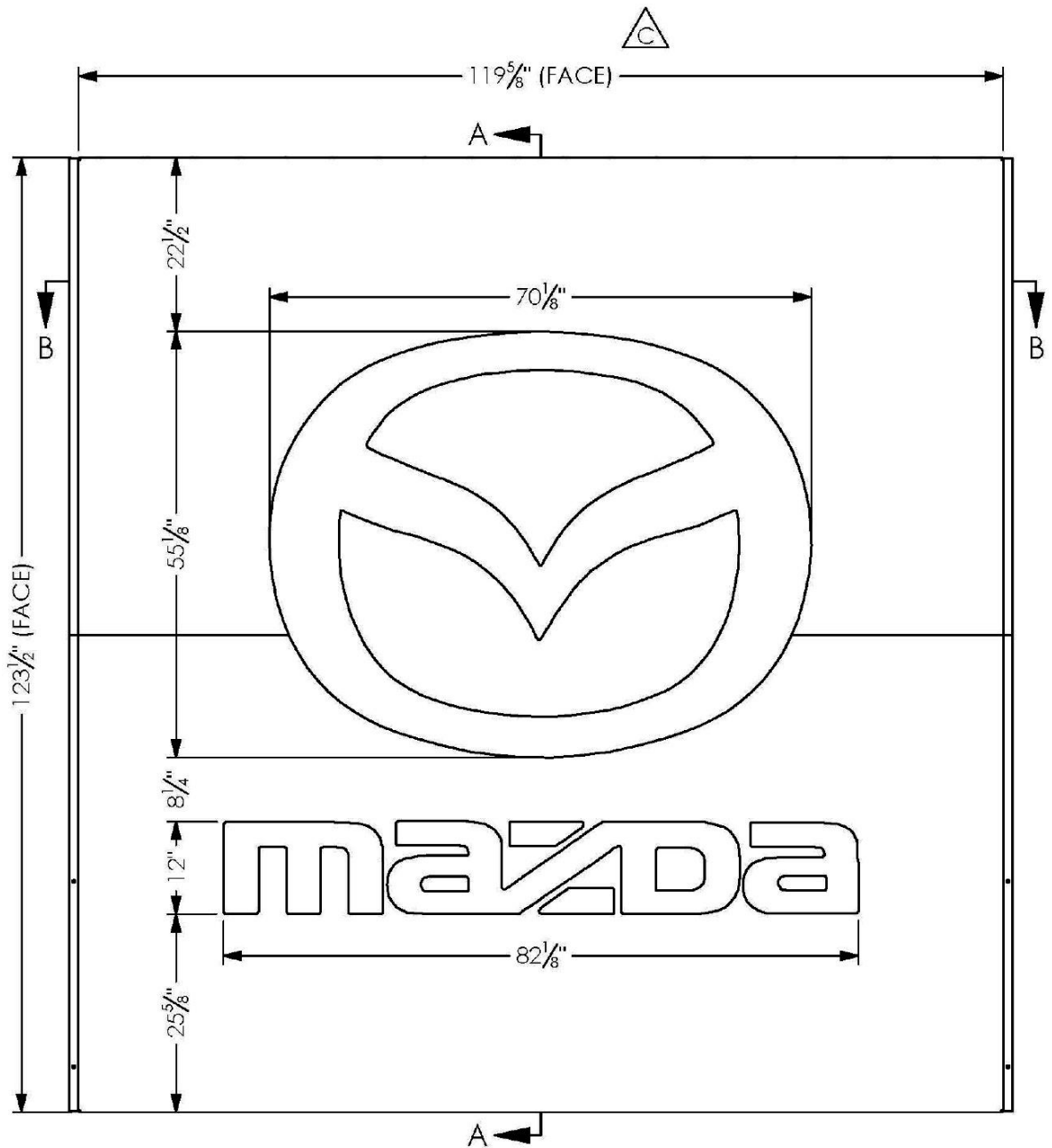


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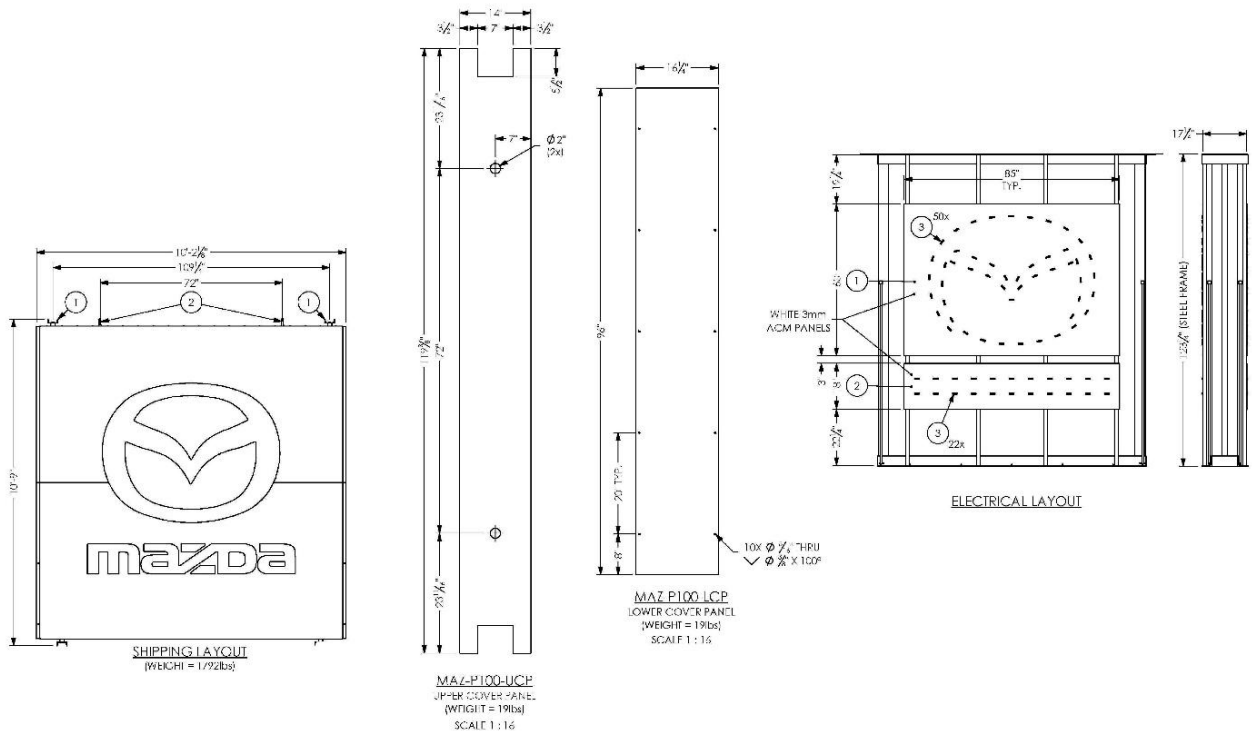
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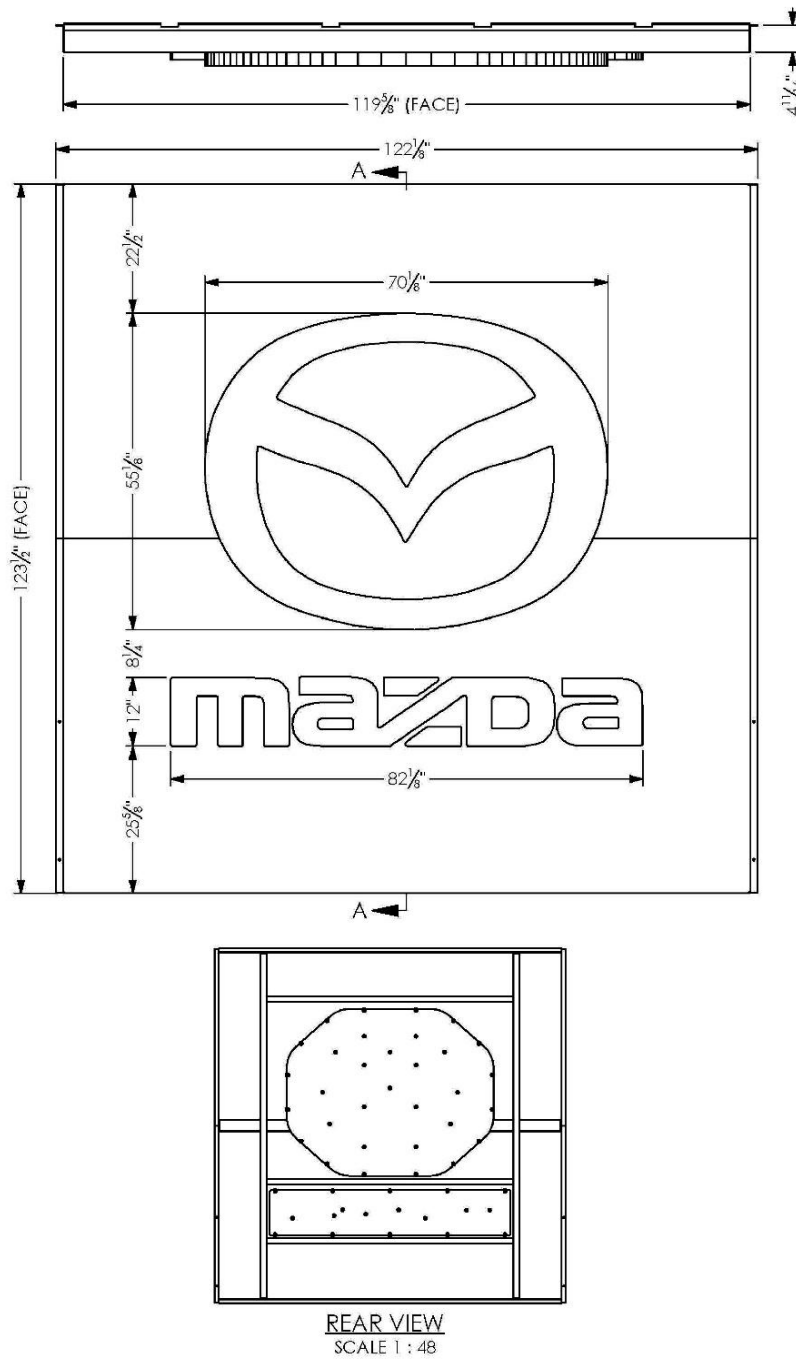
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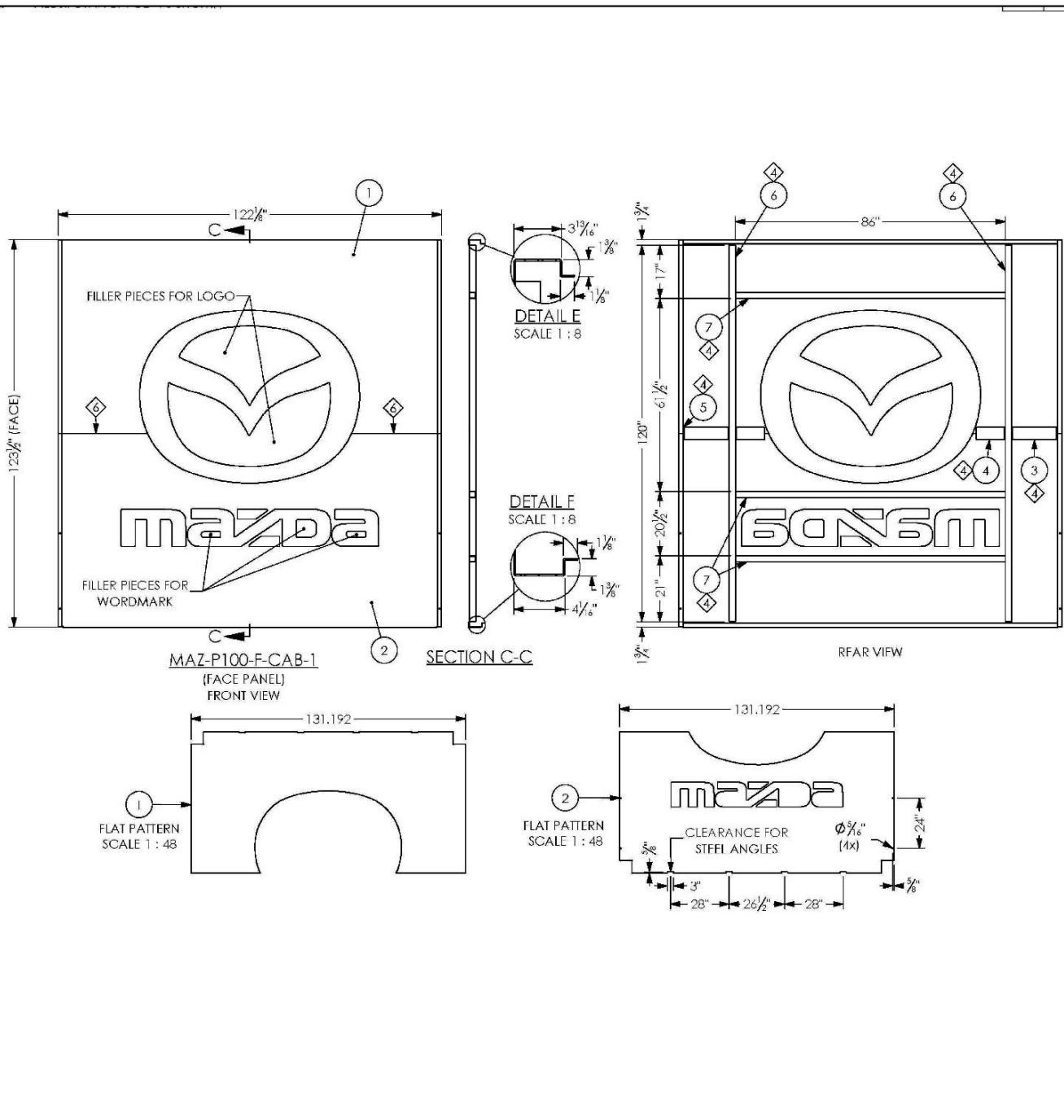
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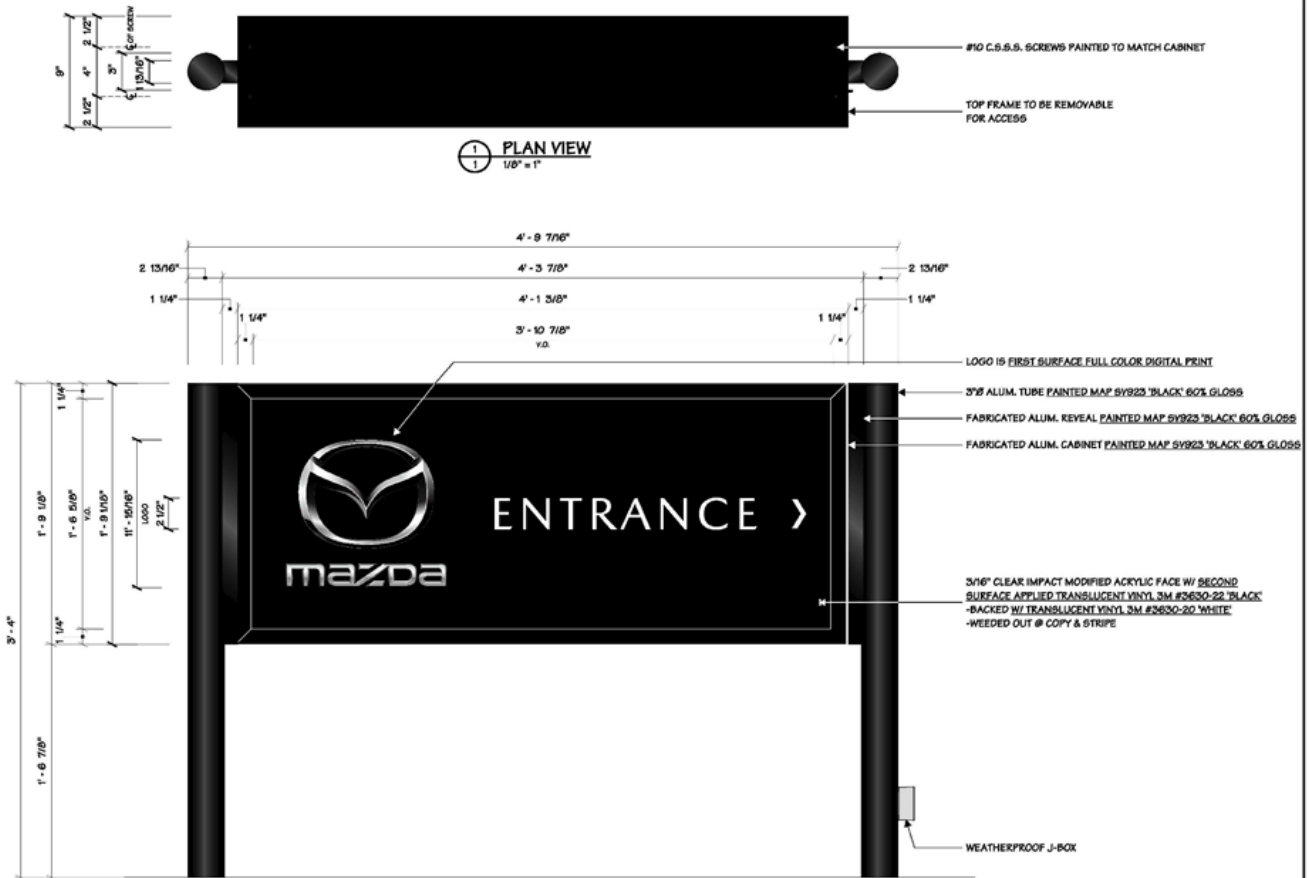
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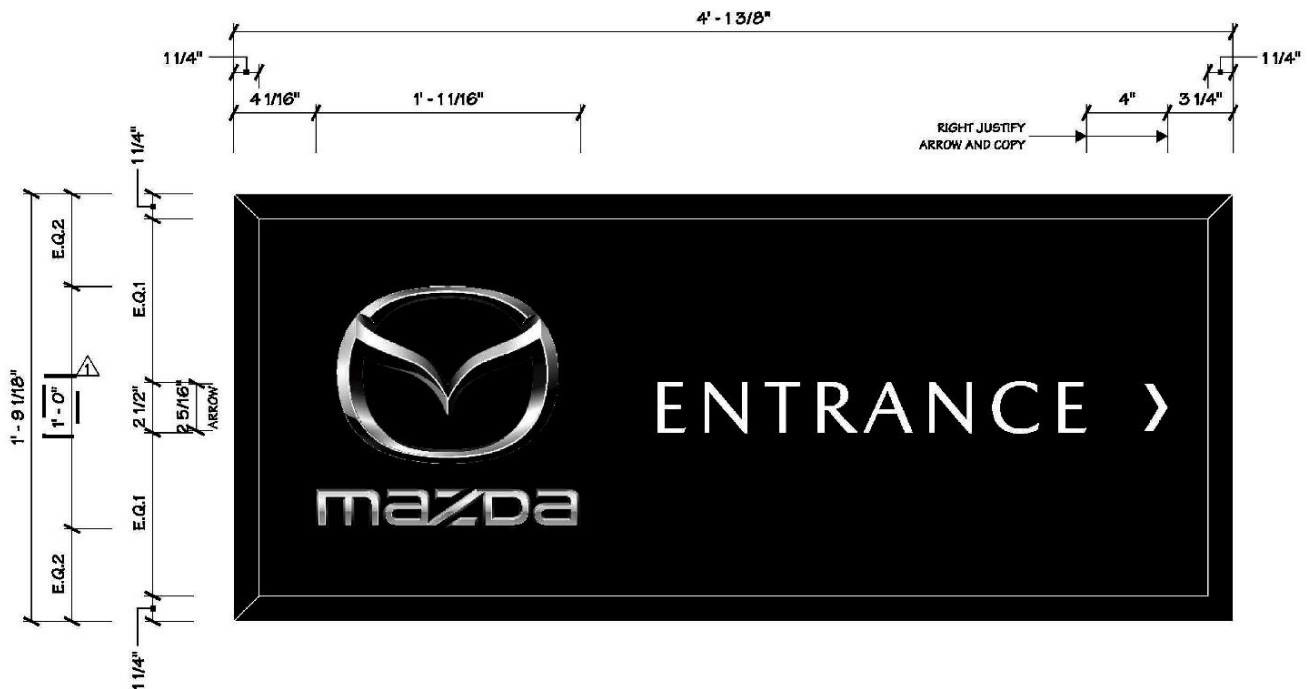
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DETAIL SITE PLAN



1 GRAPHIC LAYOUT
4 1/8" = 1"

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REQUEST_____Sign Variance



ZONING DISTRICT CORRESPONDENCE MATRIX			LOW DENSITY RESIDENTIAL (LDR)	MIXED DENSITY RESIDENTIAL (MXDR)	DOWNTOWN (DT)	DISTRICT CENTER (DC)	NEIGHBORHOOD CENTER - TRADITIONAL (NC-T)	NEIGHBORHOOD CENTER - SUBURBAN (NC-S)	TRADITIONAL CORRIDOR (TC)	MIXED COMMERCIAL CORRIDOR (MCC)	LIGHT INDUSTRIAL (LI)	HEAVY INDUSTRY (HI)	INSTITUTIONAL LAND USE (INS)	PARKS & OPEN SPACE (POS)	DOWNTOWN WATERFRONT (DW)	WATER DEPENDENT USES (WDWRU)
RESIDENTIAL - AG	R-A															
ONE-FAMILY RESIDENCE	R-1	■					■		■					□		
TWO-FAMILY RESIDENCE	R-2	■					■		■					□	○	
MULTIPLE-FAMILY	R-3	○	■				■	■						□	○	
RESIDENTIAL-BUSINESS	R-B		○				■		■					□	○	
TRANSITIONAL-BUSINESS	T-B		○		■		■	■	■					□		
HISTORIC BUSINESS	H-B			■			■		■					□		
VILLAGE CENTER	TCD						■	■						□		
NEIGH. CENTER	TCD						■	■						□		
NEIGH. 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. DDD	SD-WH										○	○		□		
DOWNTOWN DEV. DD	SD	○	○	○	○	○	○	○	○		○	○		□		
BUFFER BUSINESS	B-1		□				□	■	■	■				□	○	
NEIGH. BUSINESS	B-2		○				□	■	■	■				□	○	
LIMITED BUSINESS	LB-2		○				□	■	■	■				□	○	
COMMUNITY BUSINESS	B-3				■					■			○	□	○	
GEN. BUSINESS	B-4			■						■			○	□	○	
OFFICE-DISTRIBUTION	B-5									■	■			□	□	
LIGHT INDUSTRY	I-1										■			□	□	□
HEAVY INDUSTRY	I-2											■		□		□

Zoning District Correspondence Matrix

- Directly Related
- Elements of the zoning category are related to the future LU category, but with qualifications (such as a development plan with conditions)
- Land use category is appropriate, but the district does not directly implement the category (e.g., open space in an industrial district)

MIXED COMMERCIAL CORRIDOR (MCC)

This land use designation mostly applies to transportation corridors west of I-65 serving primarily the low-density (suburban) residential neighborhoods. MCC includes a wide variety of retail, services and entertainment uses.

This designation acknowledges existing commercial development that is spread along Mobile's transportation corridors in a conventional strip pattern or concentrated into shorter segments of a corridor.

Over time, new development and redevelopment in Mixed Commercial Corridors is encouraged to raise design quality, improve connectivity to surrounding neighborhoods; improved streetscapes; and improve mobility and accessibility for all users of the corridor.