



Agenda Item # 4

BOA-003578-2025

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

[Applicant Materials for Consideration](#)

DETAILS

Location:

3025 Government Boulevard

Applicant / Agent:

Wrico Signs (Hayden Oliver, Agent)

Property Owner:

Group I Realty Inc.

Current Zoning:

B-3, Community Business Suburban District

Future Land Use:

Mixed Commercial Corridor

Case Numbers:

6724/5789/4880/4821/4373/4372/4101/4066

Unified Development Code (UDC) Requirement:

- The UDC limits single business sites to a total of three (3) signs with no more than one (1) freestanding sign in a B-3, Community Business Suburban District.

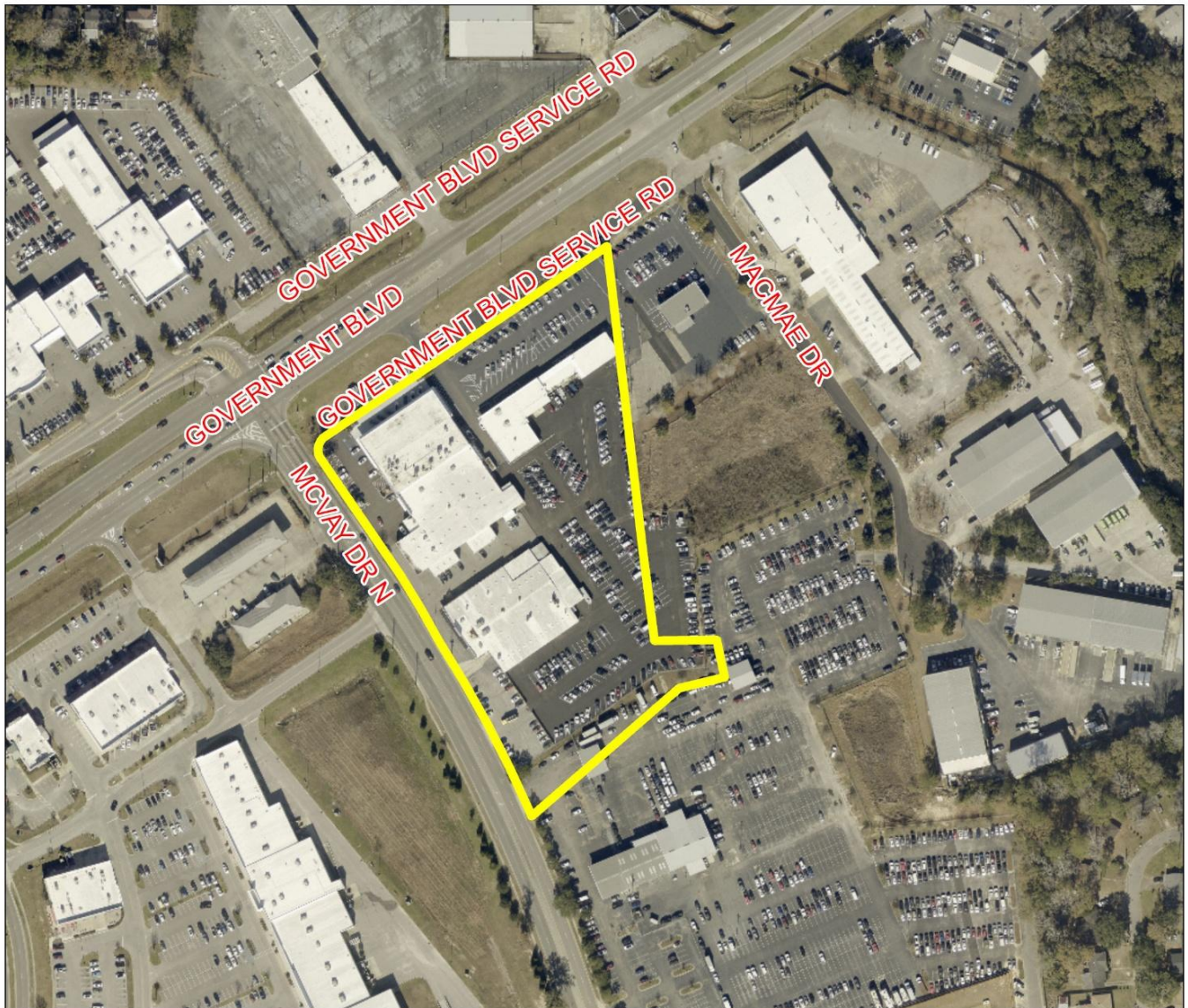
Board Consideration:

- Sign Variance to amend a previously approved variance to allow three (3) wall signs and two (2) freestanding signs for a single business site 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	6724	DATE	February 2, 2026
APPLICANT	Wrico Signs (Hayden Oliver, Agent)		
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.

The site has had numerous applications since 1986 before the Board of Zoning Adjustment and Planning Commission, including Variances, Planned Unit Developments, Administrative Planned Unit Developments, Subdivisions and Sidewalk Waivers.

Specific to Variances, the site has had three (3) Side Yard Setback Variances approved since March 1986, and four (4) Sign Variances approved since January 1993.

The most recent Sign Variance granted was in December 2012 to allow three (3) freestanding signs on a single tenant site.

STAFF COMMENTS

Engineering Comments:

Signs must be located on private property and NOT within the public ROW.

Traffic Engineering Comments:

Signs should be located on private property and not within the public right-of-way (ROW). Before any sign is built near an intersection their placement should be checked to verify that they do not impede drivers' line of sight.

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 previously approved variance to allow three (3) wall signs and two (2) freestanding signs for a single business site in a B-3, Community Business Suburban District; the UDC limits single business sites to a total of three (3) signs with no more than one (1) freestanding sign 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 is a single tenant BMW automotive dealership. The applicant proposes to amend the Sign Variance approved in December 2012 allowing three (3) freestanding signs to now allow two (2) freestanding signs and three (3) wall signs for a total of five (5) signs. The site is allowed one (1) freestanding sign and two (2) wall signs, or no freestanding sign and three (3) wall signs, but no more than a total of three (3) signs.

The applicant states that the current signage is outdated and some signs have been removed due to damage and not conforming to the new corporate branding. It is further stated that with all the upgrades that have been made to the building, signage is needed to be added back to the building along with replacements installed where repairs were made to the building.

The proposed signs are within the allowed sizes of the sign regulations of the UDC.

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:

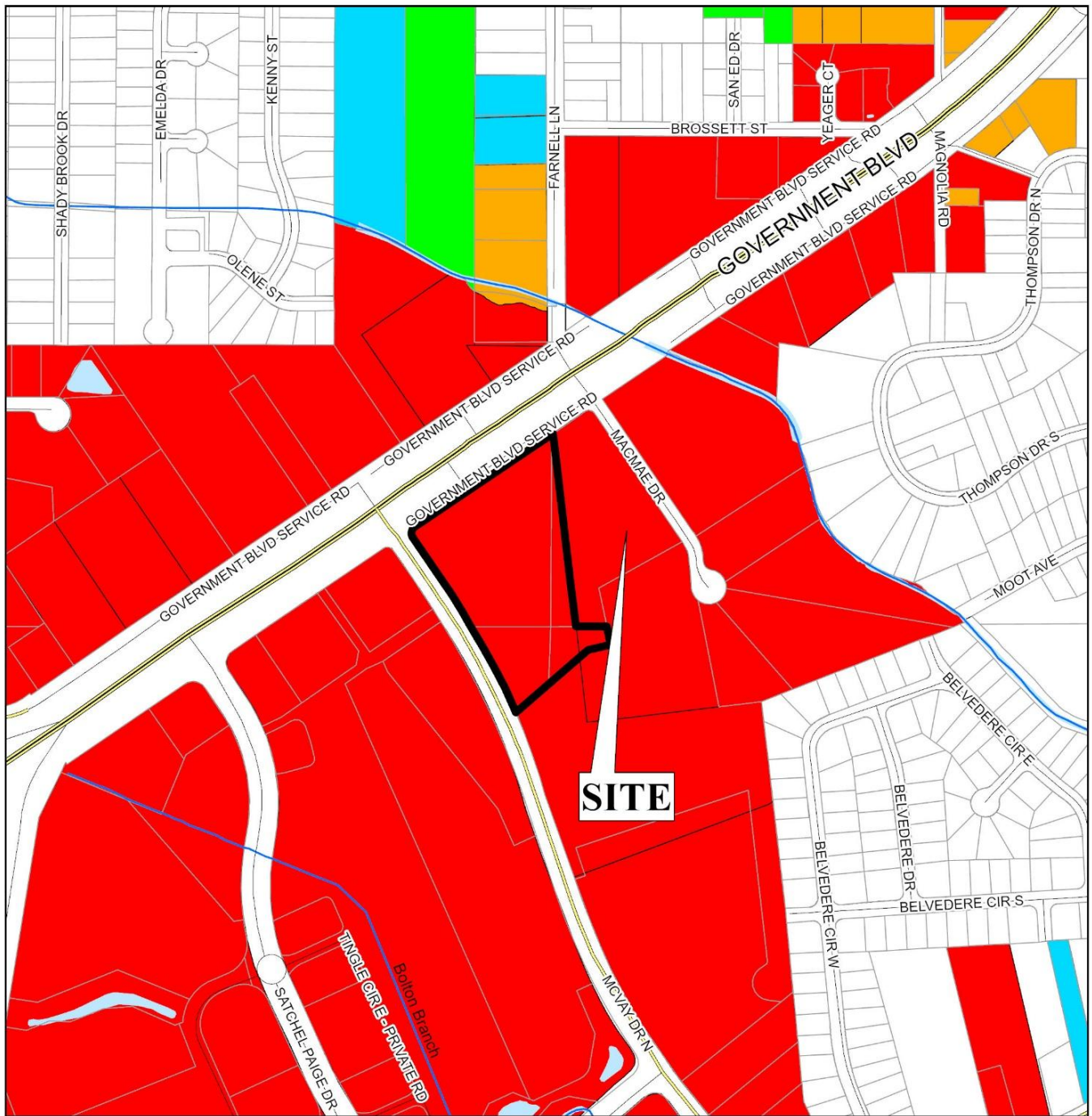
- (a) In order to relieve an owner of restrictive covenants that are recorded in Mobile County Probate Court and applicable to the property;
- (b) Where economic loss is the sole basis for the required variance; or
- (c) Where the variance is otherwise unlawful.

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.

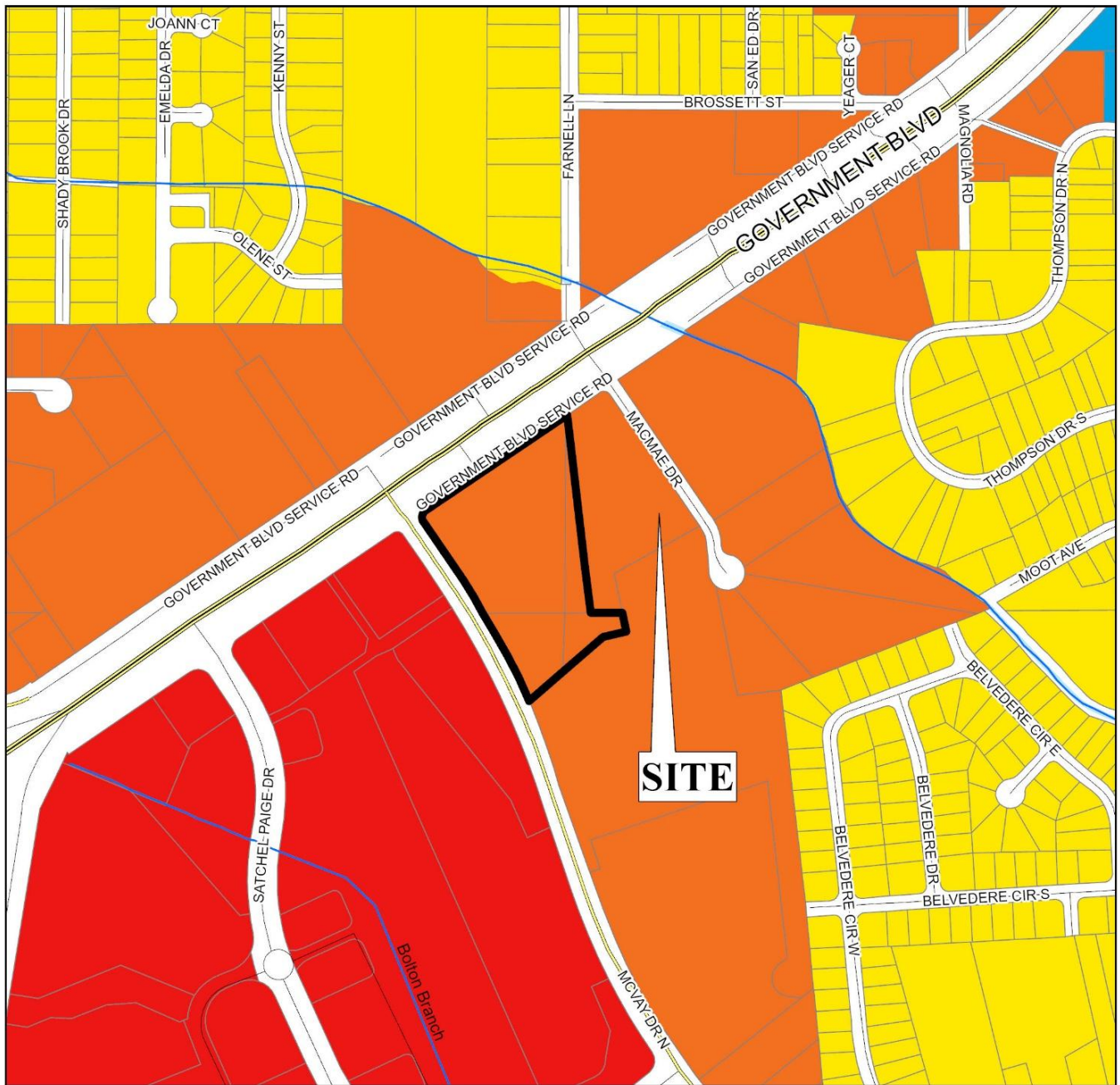
LOCATOR ZONING MAP



APPLICATION NUMBER 6724 DATE February 2, 2026
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FLUM LOCATOR MAP



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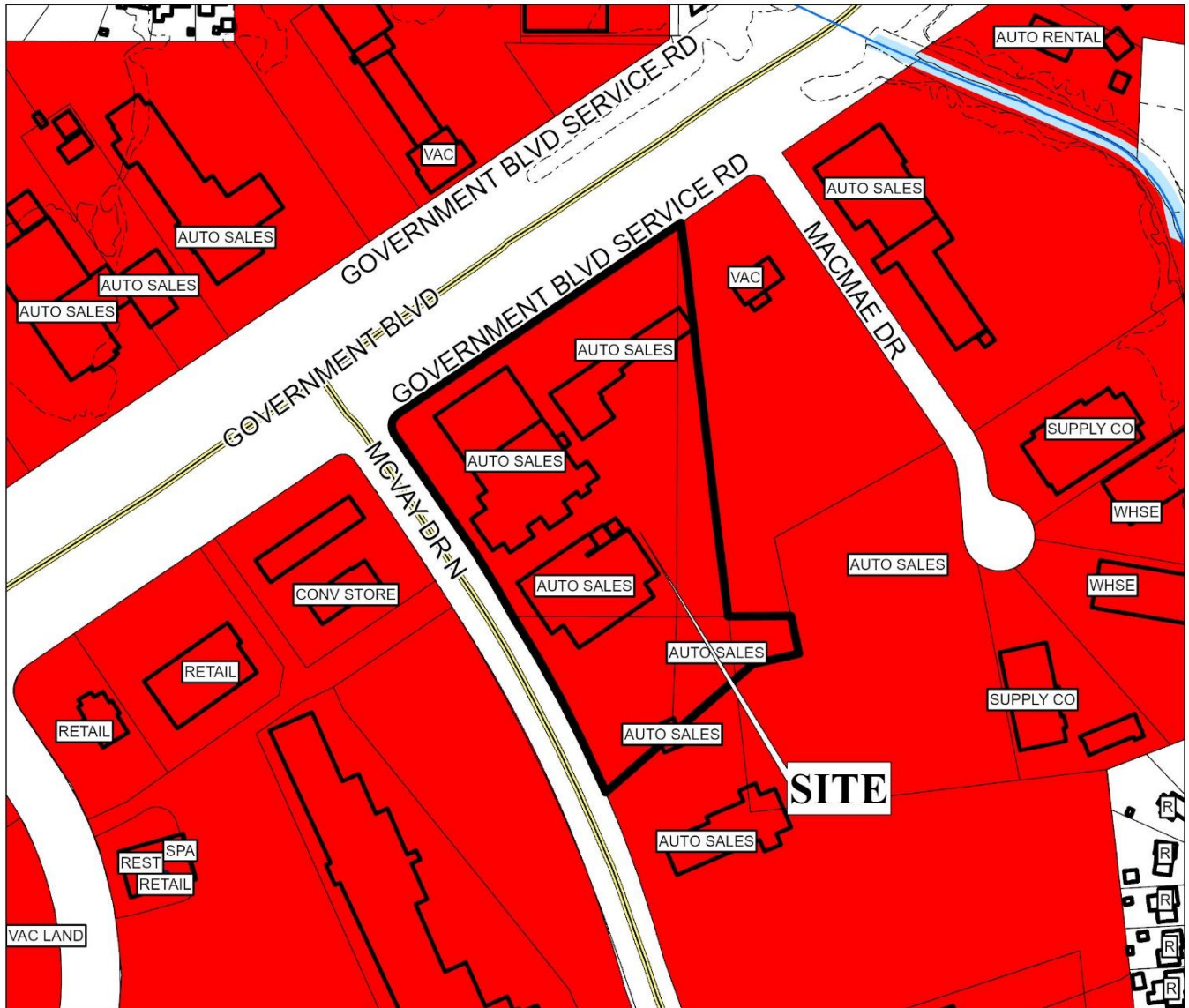
REQUEST Sign Variance

- | | | | |
|---|---|---|---|
| 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



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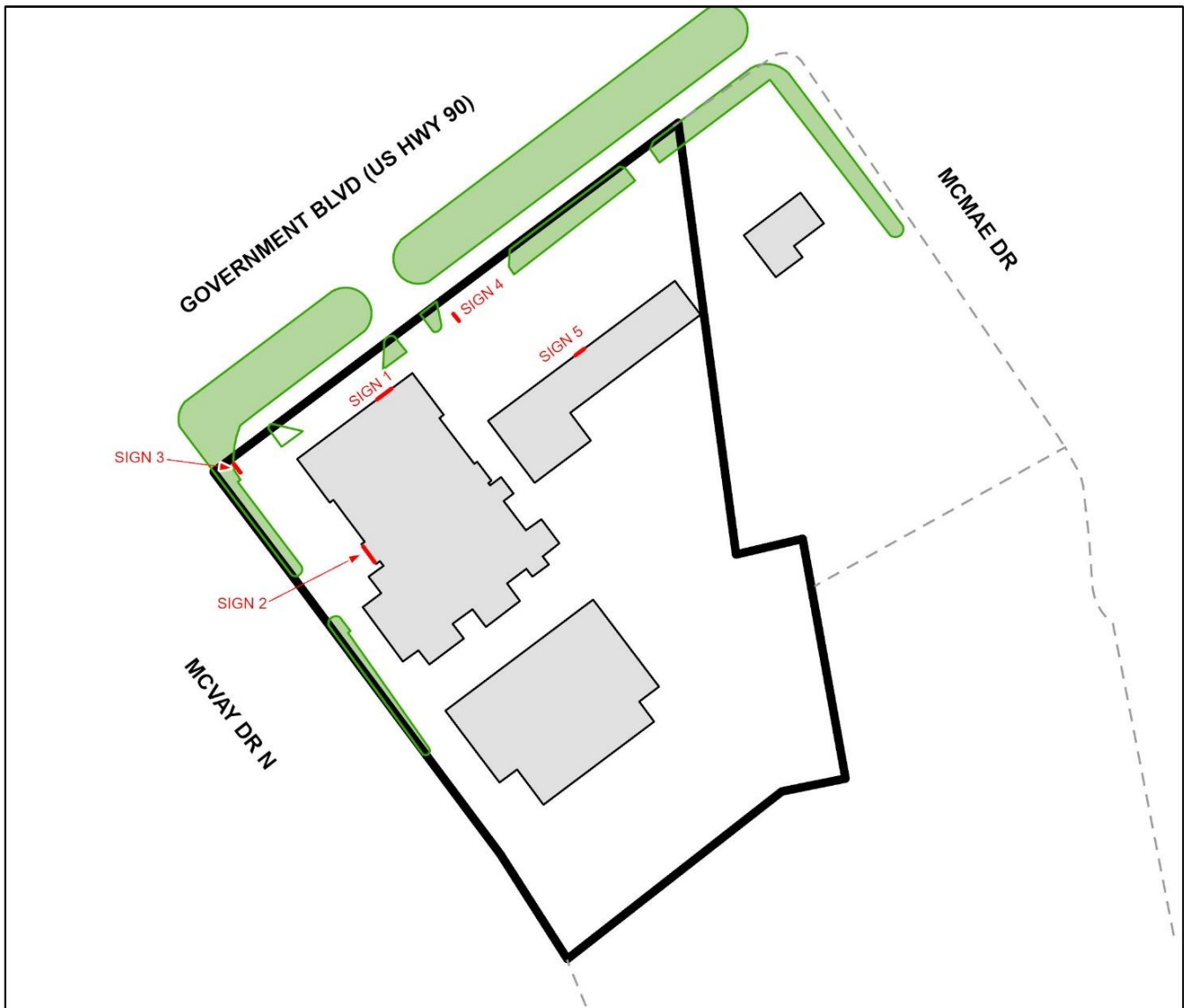
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R-A	R-3	B-1	B-2	B-5	ML	I-2	OPEN	T-3	T-5.2
R-1	R-B	T-B	B-3	CW	MH	PD	SD	T-4	T-6
R-2	H-B	LB-2	B-4	MM	I-1	MUN	SD-WH	T-5.1	



SITE PLAN

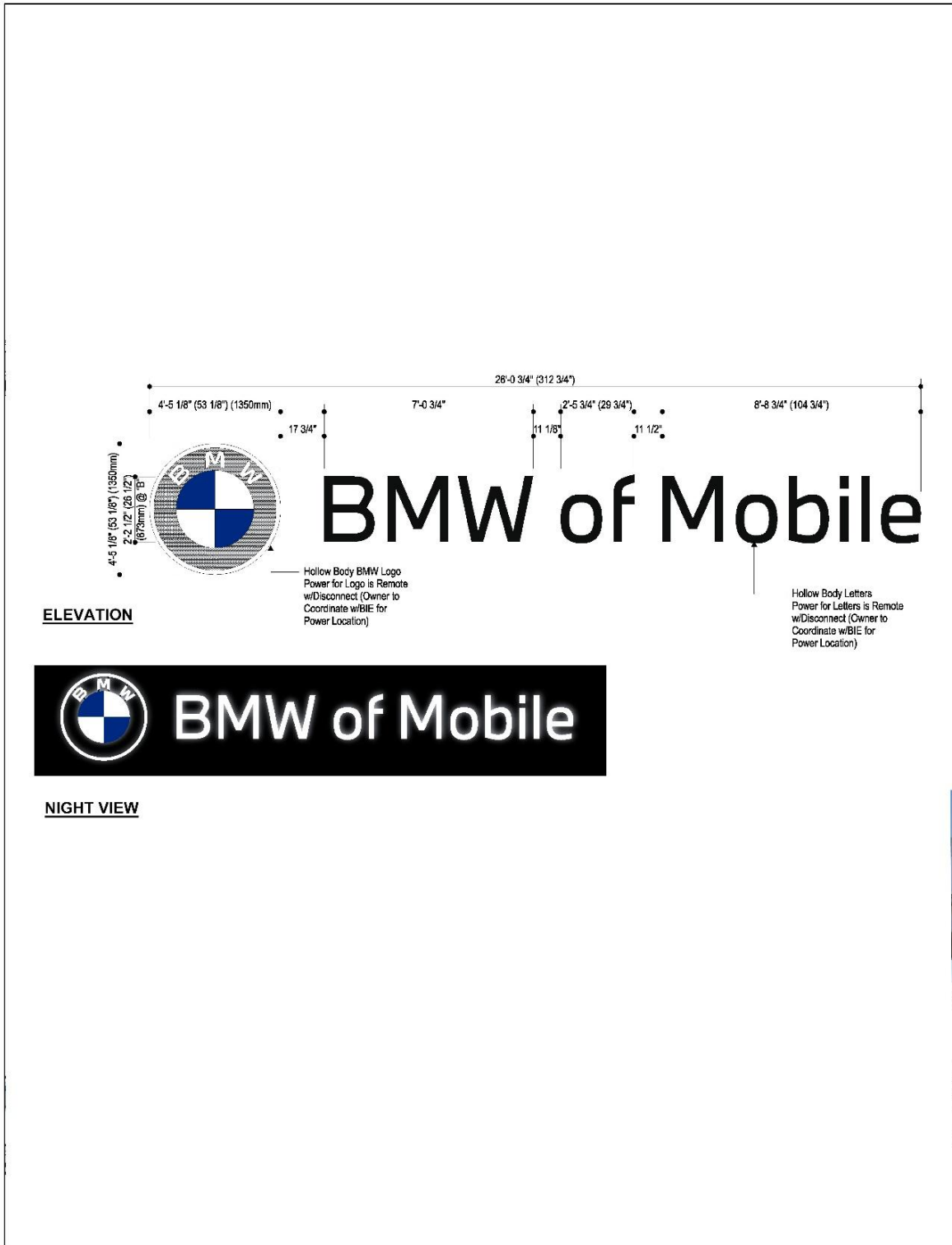


The site plan illustrates the proposed sign placements and current buildings.

APPLICATION NUMBER 6724 DATE _____
 APPLICANT _____
 REQUEST _____



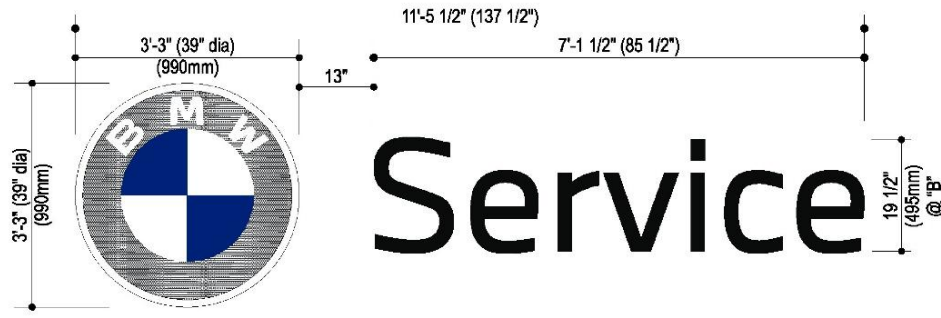
DETAIL SITE PLAN



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DETAIL SITE PLAN



ELEVATION



NIGHT VIEW

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DETAIL SITE PLAN



ELEVATION



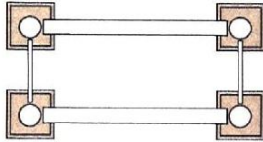
NIGHT VIEW

End View

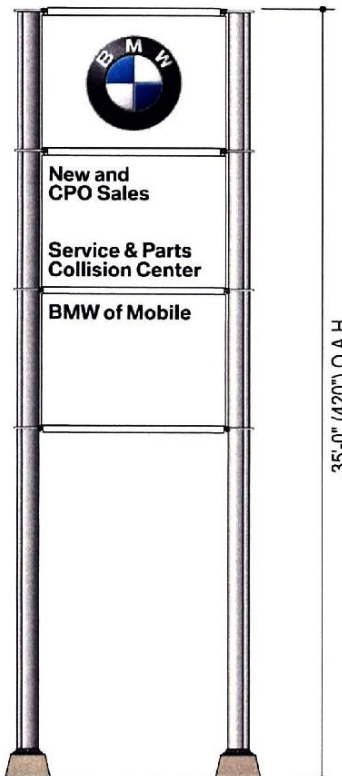
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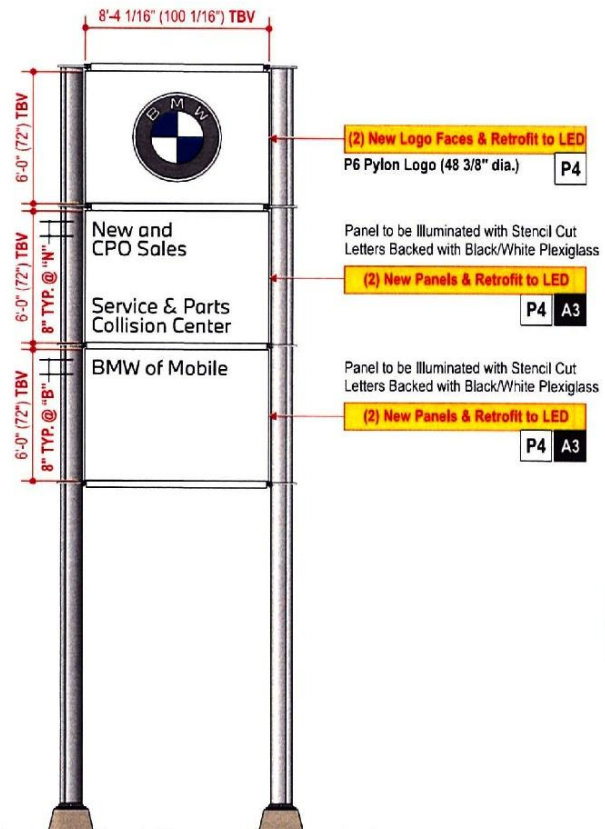
DETAIL SITE PLAN



PLAN VIEW



EXISTING ELEVATION

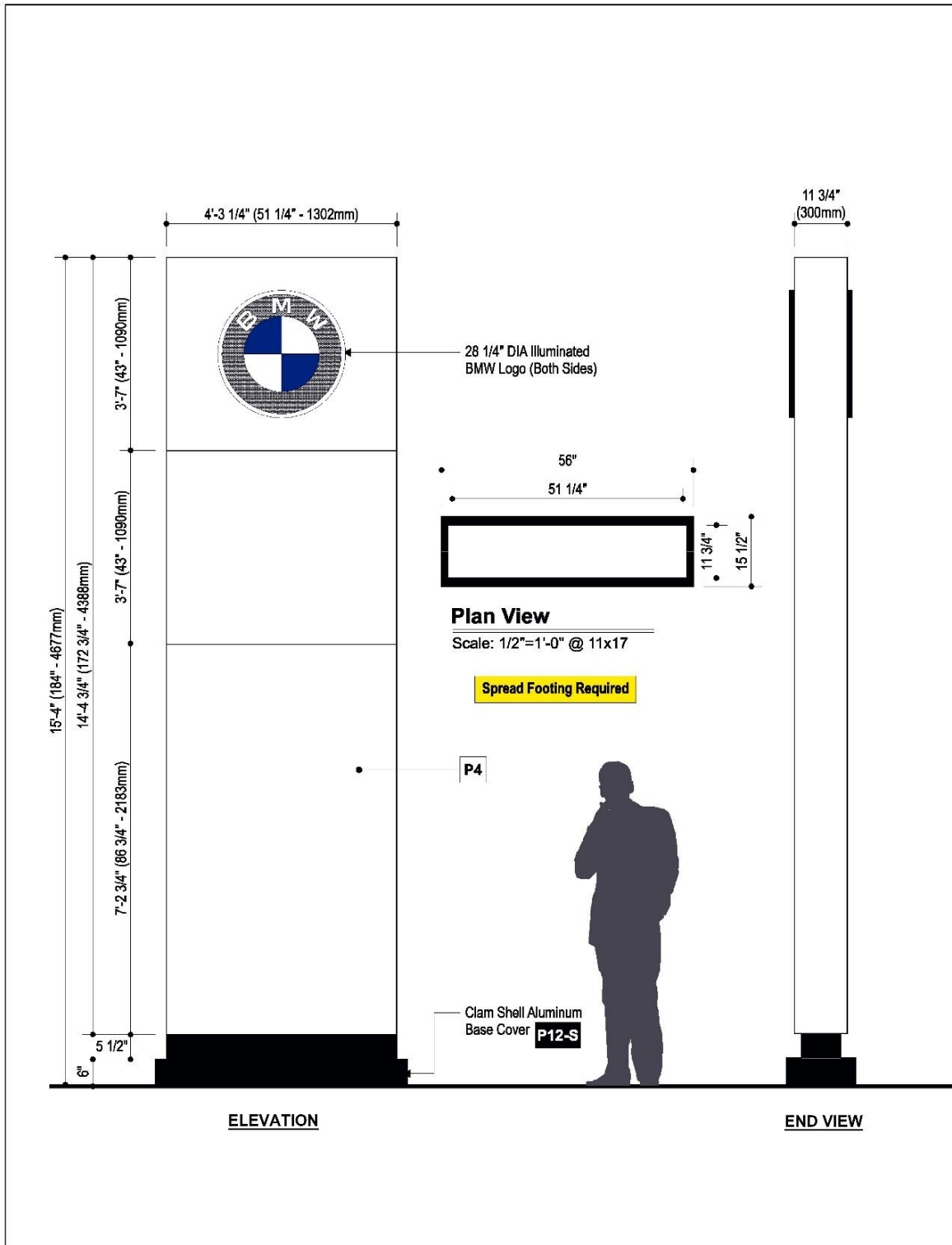


ELEVATION : REFACE & RETROFIT

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DETAIL SITE PLAN



APPLICATION NUMBER 6724 DATE Fe

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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

[illegible]

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.

Development Intent

- › 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.

Land use mix

Primary Uses

- › Commercial
- › Office

Secondary Uses

- › Residential, Multifamily
- › Residential, Attached
- › Civic
- › Parks

Housing mix

- › Multifamily buildings
- › Attached residential such as duplexes, multiplexes, and townhomes

Character Example

