



Agenda Item # 4
BOA-003599-2025

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

[Applicant Materials for Consideration](#)

DETAILS

Location:

985 Schillinger Road South

Applicant / Agent:

Lauren Love, Clover Signs

Property Owner:

Hittsch, LLC

Current Zoning:

B-3, Community Business Suburban District

Future Land Use:

District Center

Case Number(s):

6730/6609

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 allow five (5) wall signs and one (1) freestanding sign 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 <u> 6730 </u> DATE <u> March 2, 2026 </u>	 NTS
APPLICANT <u> Clover Signs </u>	
REQUEST <u> Sign Variance </u>	

SITE HISTORY

The subject site was annexed into the City in September 2007 and zoned B-3, Community Business District.

In December 2017, the property was recorded as part of Lot 3 of the *Brewer Center Subdivision*, a four-lot subdivision with an associated Planned Unit Development (PUD) that permitted shared access among multiple lots in support of a proposed 172-unit apartment complex and mixed-use commercial development.

In July 2018, the site was included in an Off-Premise Sign Variance related to the 2017 PUD, authorizing a monument sign for the proposed apartment complex; however, the approved sign was not constructed on the subject site.

In July 2021 and June 2022, the property was re-subdivided as Lot 3C of the *Brewer Center Subdivision, Resubdivision of Lot 3*, a three-lot subdivision. Concurrently, PUD amendments were approved to allow shared access between multiple building sites.

In July 2023, the site's zoning classification was updated from B-3, Community Business District to Community Business Suburban District with the adoption of the Unified Development Code (UDC).

Most recently, at its September 9, 2024, meeting, the Board of Zoning Adjustment approved a Sign Variance allowing four (4) wall signs and one (1) freestanding sign for a single business site within the Community Business Suburban District. However, no Sign Permits were obtained for the signs within the six (6) months necessary for the variance approval to remain active, thus the approval expired.

The subject site is not associated with any additional Planning Commission or Board of Zoning Adjustment cases.

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 allow five (5) wall signs and one (1) freestanding sign for a single business site within the B-3, Community Business Suburban District. The Unified Development Code (UDC) limits single business sites in this district to a maximum of three (3) signs, with no more than one (1) freestanding sign.

A detailed description of the proposed Sign Variance is provided via the link on Page 1 of this report.

The intent of the Sign Regulations is to promote the economic well-being of the Mobile community by encouraging a favorable physical environment, providing the business community with a fair and equitable opportunity to advertise and promote goods and services, and protecting the public's ability to enjoy the City's natural and scenic character.

The subject site is a single-tenant, corner lot developed as a convenience store with gasoline sales. The applicant proposes two (2) wall signs, three (3) canopy signs, and the reface of an existing freestanding digital fuel pricing sign. As proposed, the total signage exceeds the limitations of Section 6-4-14 of the UDC, prompting this variance request.

As justification, the applicant references the approval of excess signage for the site in the past and notes that the property's corner location requires visibility from multiple directions along two (2) public streets. The applicant further contends that the additional signage would assist with traffic circulation and safety along a heavily traveled commercial corridor.

The UDC requires that a hardship be demonstrated in order to approve a variance, including Sign Variances. While a corner lot may present challenges related to visibility from multiple street frontages, these challenges can often be addressed through the placement of a freestanding sign at or near the intersection of the two streets. Additionally, increased building signage does not necessarily improve visibility for passing motorists, as the proposed signs are primarily visible when entering the site or approaching the building, rather than from the adjacent rights-of-way.

In this case, the visibility concerns appear to be more closely related to the placement and configuration of existing signage than to a unique site condition. However, the Board previously approved a similar Sign Variance for this property without a clearly documented hardship. As a result, denial of the current request could raise concerns regarding consistency with prior Board actions. Approval of the variance would therefore be consistent with recent Board decisions and with the goal of maintaining equitable treatment among similarly situated properties.

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:

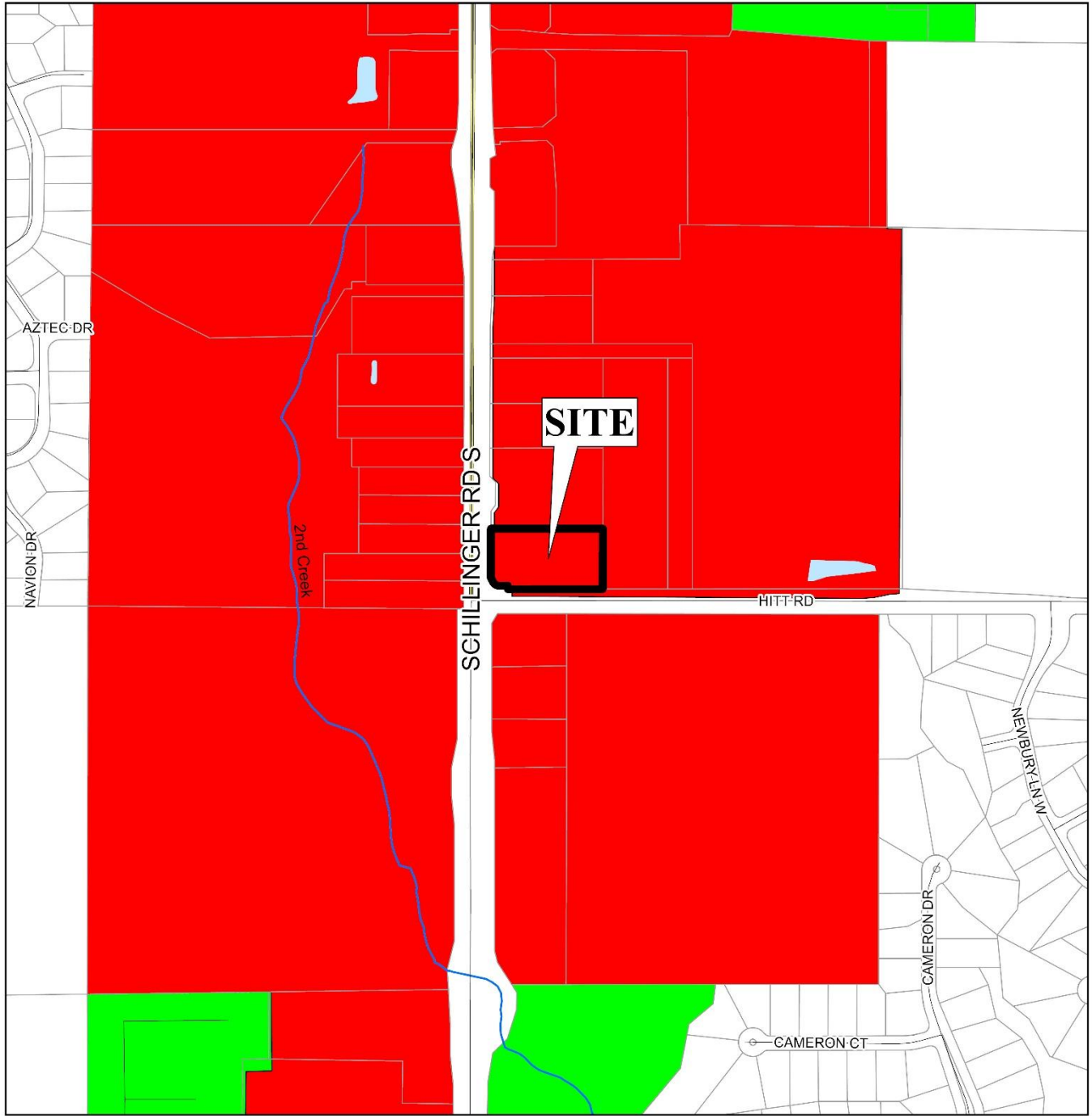
Based on the requested Variance application, if the Board considers approval of the request, the following findings of fact must be present:

- 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.

If the Board considers approving the request, it should be subject to the following conditions:

- 1) Obtaining the applicable permits for each sign, even if refacing an existing sign; and
- 2) Full compliance with all municipal codes and ordinances.

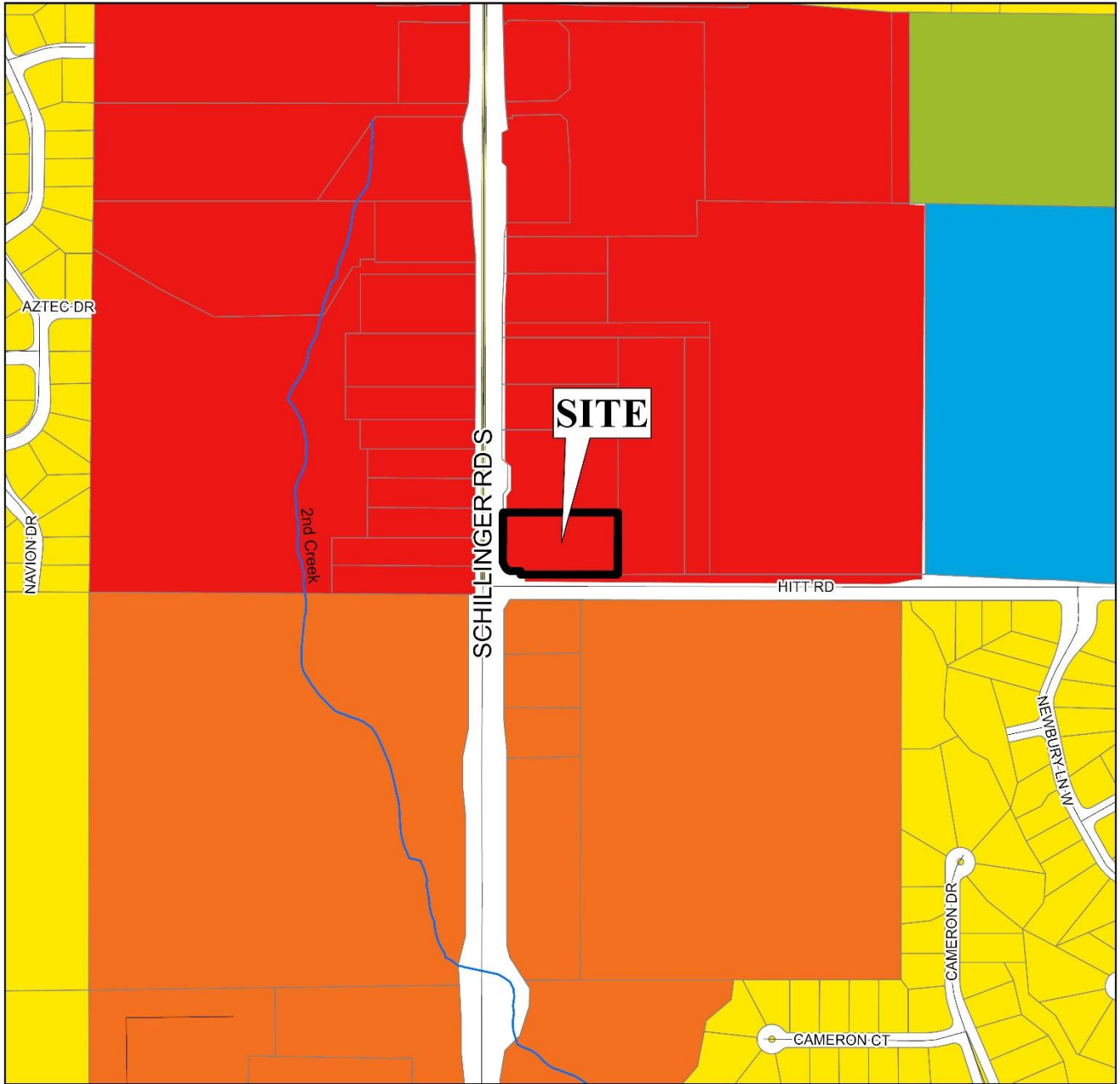
LOCATOR ZONING MAP



APPLICATION NUMBER	6730	DATE	March 2, 2026
APPLICANT	Clover Signs		
REQUEST	Sign Variance		



FLUM LOCATOR MAP



APPLICATION NUMBER 6730 DATE March 2, 2026

APPLICANT Clover Signs

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 | |



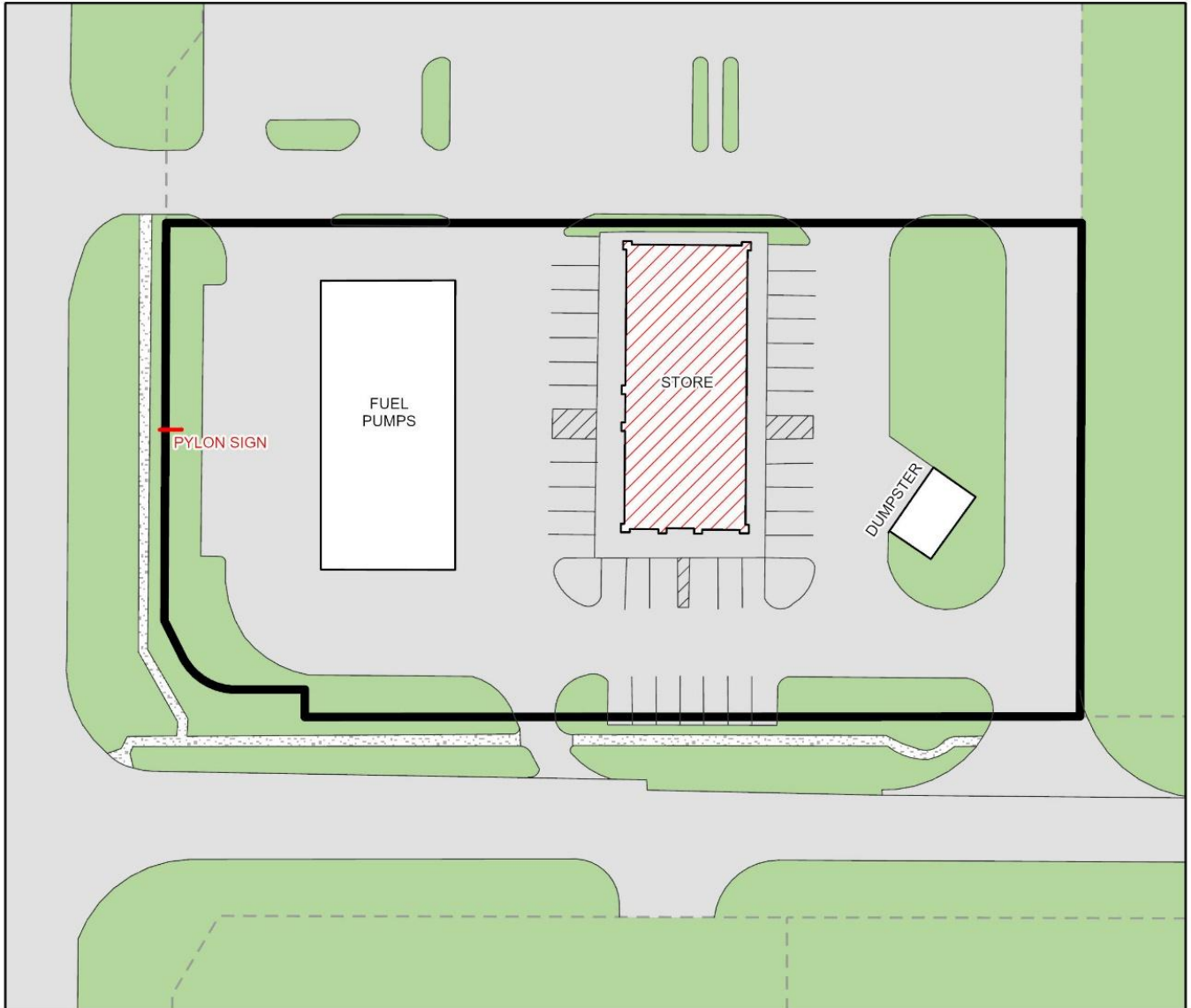
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The site is surrounded by commercial units.

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<table style="width: 100%; font-size: small;"> <tr> <td> R-A</td> <td> R-3</td> <td> B-1</td> <td> B-2</td> <td> B-5</td> <td> ML</td> <td> I-2</td> <td> OPEN</td> <td> T-3</td> <td> T-5.2</td> </tr> <tr> <td> R-1</td> <td> R-B</td> <td> T-B</td> <td> B-3</td> <td> CW</td> <td> MH</td> <td> PD</td> <td> SD</td> <td> T-4</td> <td> T-6</td> </tr> <tr> <td> R-2</td> <td> H-B</td> <td> LB-2</td> <td> B-4</td> <td> MM</td> <td> I-1</td> <td> MUN</td> <td> SD-WH</td> <td> T-5.1</td> <td></td> </tr> </table>			 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	
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SITE PLAN



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

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DETAIL SITE PLAN



EXISTING
60" X 143" WALL SIGN

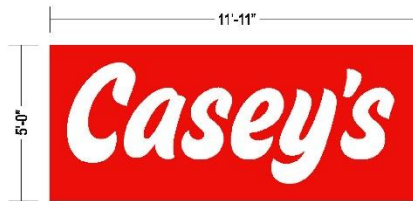
KITCHEN CABINET TO BE
REMOVED AND NOT REPLACED

SIGN INSTALLER
TO PATCH AND PAINT

GREEN AND YELLOW
PAINTED PROGRAM RED



PROPOSED



WALL SIGN FACE REPLACEMENT DETAIL
SCALE: 1/4" = 1'-0"

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NTS

DETAIL SITE PLAN



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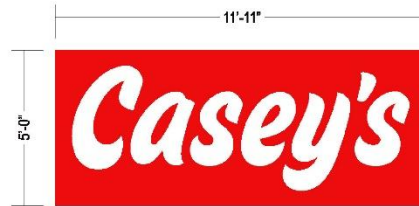
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DETAIL SITE PLAN



EXISTING
42' X 60'-0" CANOPY



PROPOSED

**34" X 92" CASEY'S COPY
ON CANOPY
PUMPS TO BE COMPLETED
BY OTHERS**

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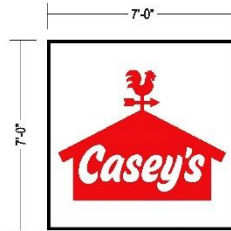


NTS

DETAIL SITE PLAN



EXISTING
 84" X 84" TOP CABINET
 27" X 84" CEFCO BOTTOM CABINET
 22" X 29" PRODUCT CARDS VO
 34" X 84" BOTTOM CABINET
 1 1/2" RETAINER



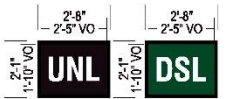
PYLON SIGN DETAIL
 SCALE: 1/4" = 1'-0"



PYLON SIGN DETAIL
 SCALE: 1/4" = 1'-0"



PYLON SIGN DETAIL
 SCALE: 1/4" = 1'-0"



PRODUCT PANELS DETAIL
 SCALE: 1/4" = 1'-0"



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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

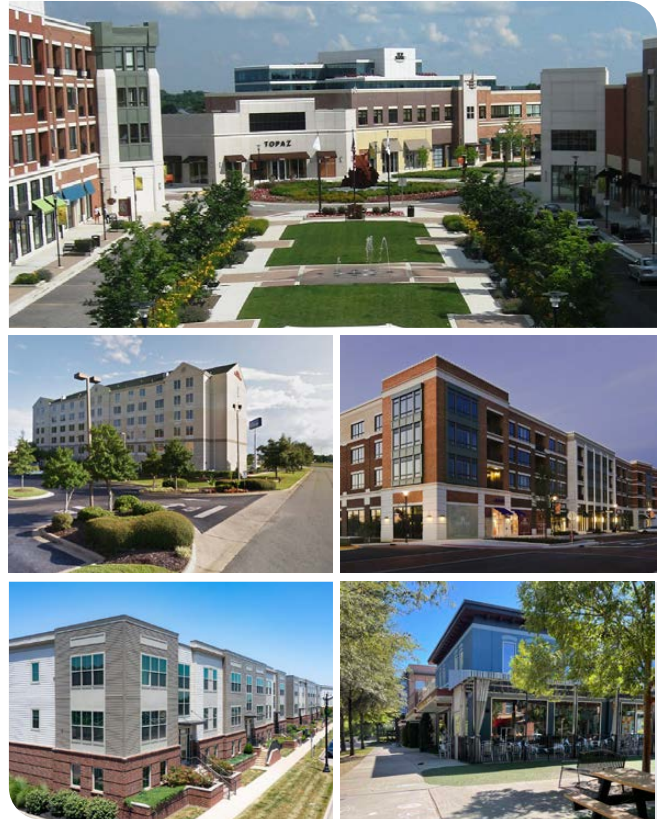
Secondary Uses

- › 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