



Agenda Item # 4
BOA-003709-2026

View additional details on this proposal and all application materials using the following link:
[Applicant Materials for Consideration](#)

DETAILS

Location:

1500 Schillinger Road South

Applicant / Agent:

Wrico Signs (Hayden Oliver, Agent)

Property Owner:

1150 Schillinger Rd Mobile LLC

Current Zoning:

B-3, Community Business Suburban District

Future Land Use:

Mixed Commercial Corridor

Case Numbers:

6758

Unified Development Code (UDC) Requirement:

- The UDC allows one (1) freestanding sign and two (2) wall signs for a single business site in a B-3, Community Business Suburban District.

Board Consideration:

- Sign Variance to allow two (2) freestanding signs and five (5) wall 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 residential and commercial units.

APPLICATION NUMBER <u>6758</u> DATE <u>June 1, 2026</u>	 NTS
APPLICANT <u>Wrico Signs (Hayden Oliver)</u>	
REQUEST <u>Sign Variance</u>	

SITE HISTORY

The subject site was annexed into the City in July 2023, and was subsequently assigned its current B-3, Community Business Suburban District zoning classification.

The site has never had any cases before the Board of Zoning Adjustment or the Planning Commission.

STAFF COMMENTS

Engineering Comments:

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

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 allow two (2) freestanding signs and five (5) wall signs for a single business site in a B-3, Community Business Suburban District; the UDC allows one (1) freestanding sign and two (2) wall signs for a single business site 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 automotive dealership affiliated with Chrysler, Dodge, Jeep and Ram, and was developed prior to the 2023 annexation into the City. As the site was developed under County standards, it was not subject to the City's signage regulations, and signage allowances were more generous than the City's. When the site was annexed into the City, the existing signage was considered legal nonconforming, and such signage could remain until such time that it was removed. Once any nonconforming signage is removed, the site is required to come into compliance with the current City signage regulations and allowances. As the applicant proposes to remove some of the noncompliant signage and replace it with new signage, the site must be brought into compliance with the current signage regulations of the UDC; hence this application.

The site currently has two (2) freestanding branding signs and five (5) wall branding signs. Building repairs and upgrades required the wall signage to be removed, and two (2) of the wall signs containing the business name ENCORE are proposed to be replaced with the new business name ROSS DOWNING. The other wall signage is proposed to be upgraded to conform to the new branding.

The applicant states the following concerning the request:

1150 Schillinger Road South is a B-3 Community Business. The restriction set in place for this establishment only allows for them to have 3 signs. Ross Downing is wanting to remove current dealership name and replace with their new name and upgrade their current signage. Their current signage is outdated and has been removed due to it not conforming to the new branding.

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

VARIANCE CONSIDERATIONS

Standards of Review:

Variations 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:

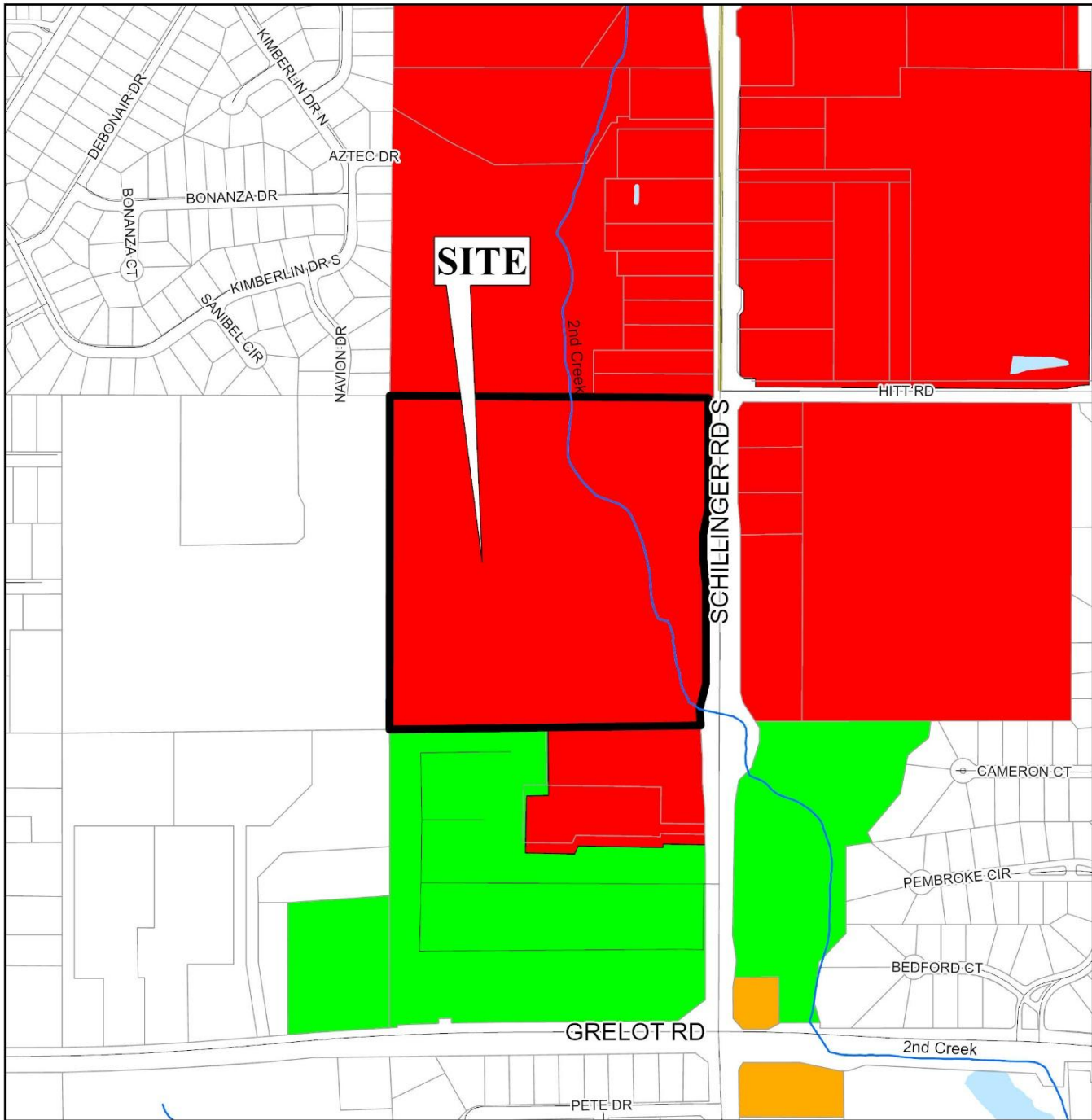
- (a) In order to relieve an owner of restrictive covenants that are recorded in Mobile County Probate Court and applicable to the property;
- (b) Where economic loss is the sole basis for the required variance; or
- (c) Where the variance is otherwise unlawful.

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.

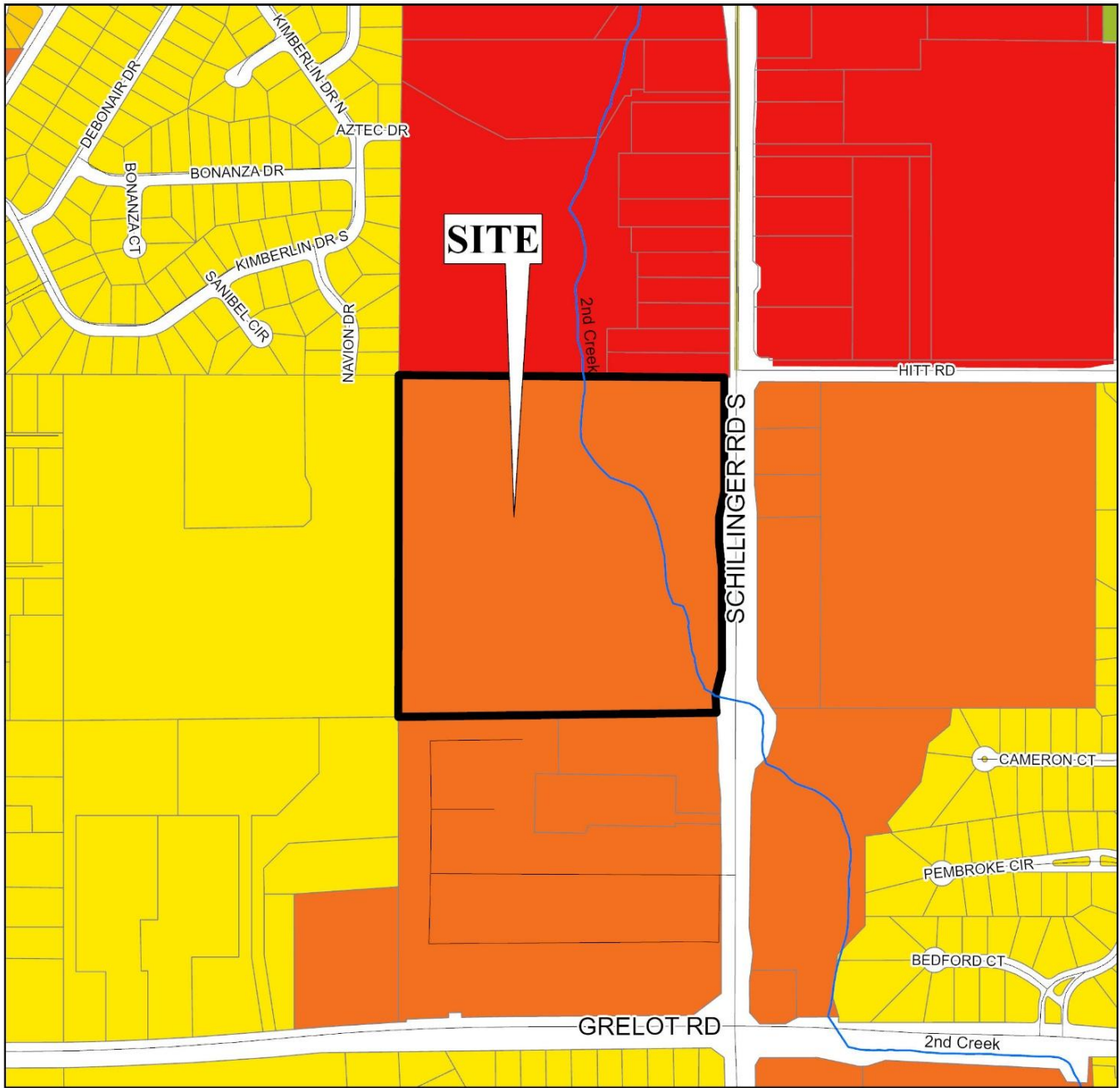
LOCATOR ZONING MAP



APPLICATION NUMBER	6758	DATE	June 1, 2026
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REQUEST	Sign Variance		



FLUM LOCATOR MAP



APPLICATION NUMBER 6758 DATE June 1, 2026

APPLICANT Wrico Signs (Hayden Oliver)

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 | |



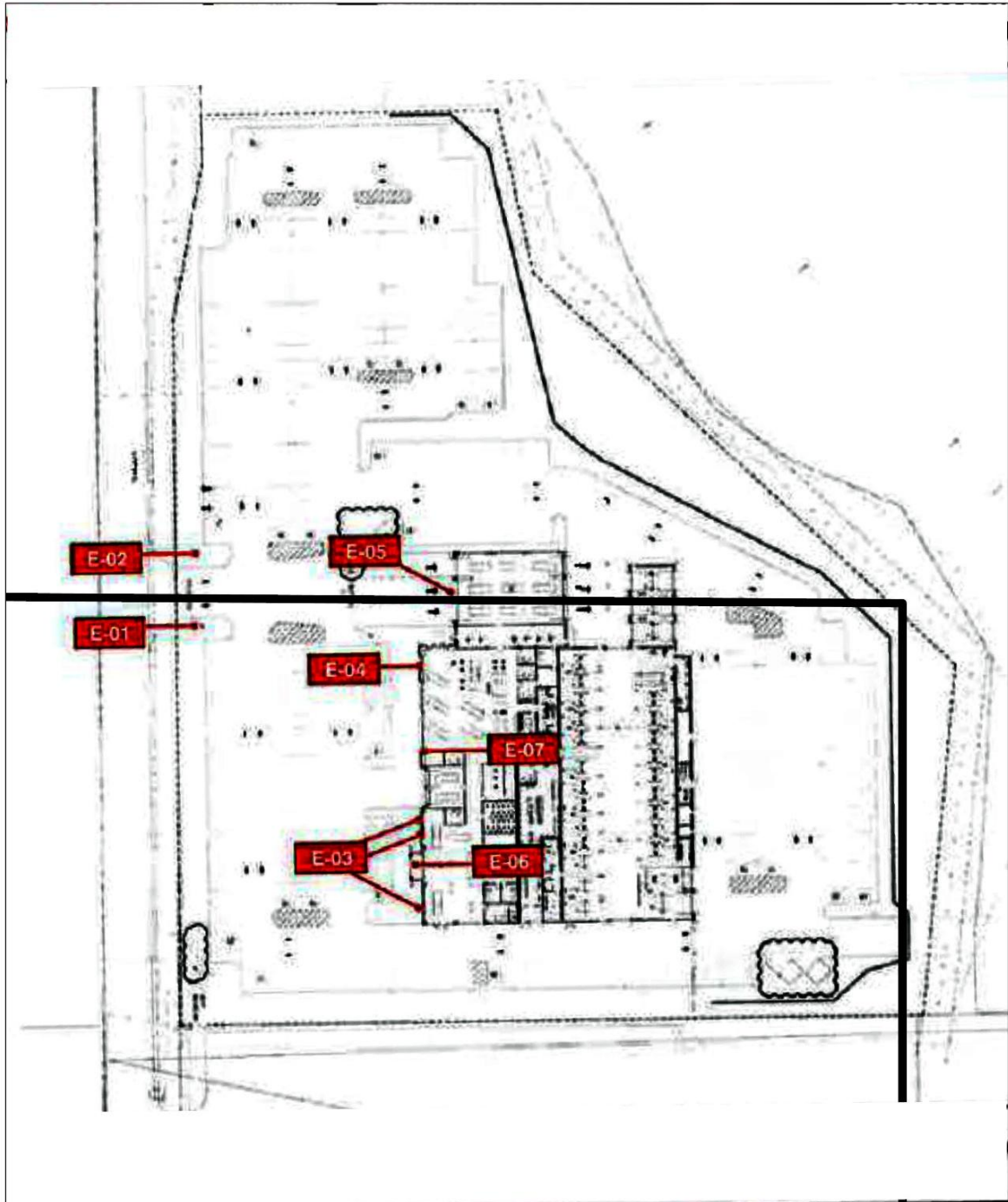
BOARD OF ADJUSTMENT VICINITY MAP - EXISTING ZONING



The site is surrounded by residential and 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 existing buildings and proposed sign locations.

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DETAIL SITE PLAN

E-01



E-02



E-03



E-04



E-05



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DETAIL SITE PLAN

Not Production Art - For rendering purposes only

E-06

INVENTORY

Sign Text / Description		
24" Dealer Name Letters		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	

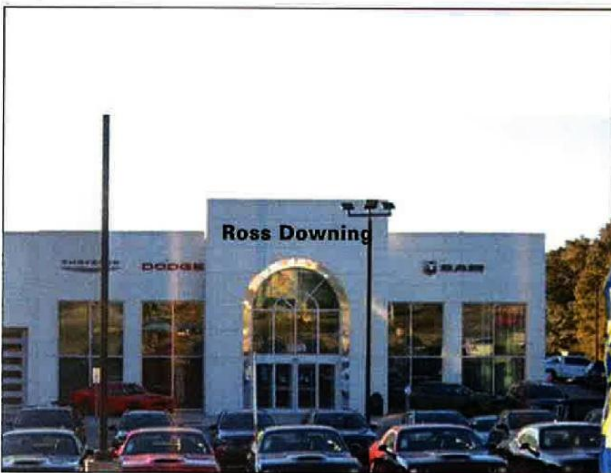


Inventory Comments

Photo represents existing site conditions.

RECOMMENDATION

Recommended Action
Remove - Replace
Recommended Sign
24" Dealer Name Letters
Wall Repair Action
Dealer responsible for repair or replace the ACM panels where the old name letters were installed



Recommendation Comments

Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 3'x3' access panel and 2'-6" x 2'-6" crawl space at each sign location. Principle will install new Dealer Name Letters, and make final electrical connection.

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DETAIL SITE PLAN

Not Production Art - For rendering purposes only

E-01

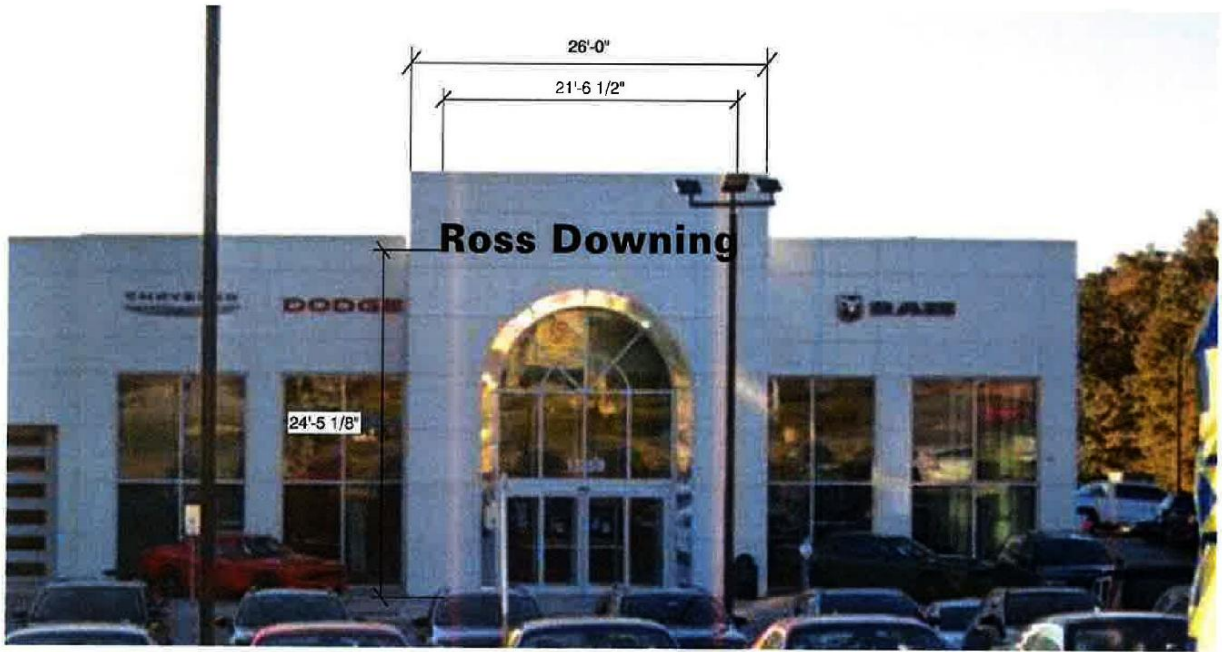
INVENTORY	Sign Text / Description			
	DNL-34 Dealer Name Letters			
	Height	Width	Depth	
	N/A	N/A	N/A	
	Letter Height		Height Off Ground	
	N/A		N/A	
	Face Material		Sign Material	
	N/A		N/A	
	Visible Opening		Retainer Size	
	N/A		N/A	
Surface Material		Surface Color		
N/A		N/A		
Illuminated		Illumination Type		
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Double Face		Mount		
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DETAIL SITE PLAN



Wall signs to be centered and equally spaced in available area.
 Available wall area must be verified in field prior to installation.

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DETAIL SITE PLAN

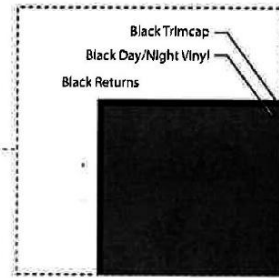


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DETAIL SITE PLAN



24" **Ross Downing**
21'-6 1/2"

24" LETTERSET

Square Footage

43.08 ft²

Description

☒ **Construction:** Channel Letters w/ Plex. Face

☒ **Color:** Black

☒ Black Returns

Electrical

☒ LED Illumination

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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

