



Agenda Item # 6
BOA-003490-2025

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

[**Applicant Materials for Consideration**](#)

DETAILS

Location:

3201 Airport Boulevard

Applicant / Agent:

Wrico Signs (Baldwin Barkerding, Agent)

Property Owner:

Bel Air Mall Realty Holding, LLC

Current Zoning:

B-3, Community Business Suburban District

Future Land Use:

District Center

Case Numbers:

6709/6042/6031/5764

Unified Development Code (UDC) Requirement:

- The UDC limits tenants on a multi-tenant business site to a single wall sign in a B-3, Community Business Suburban District.

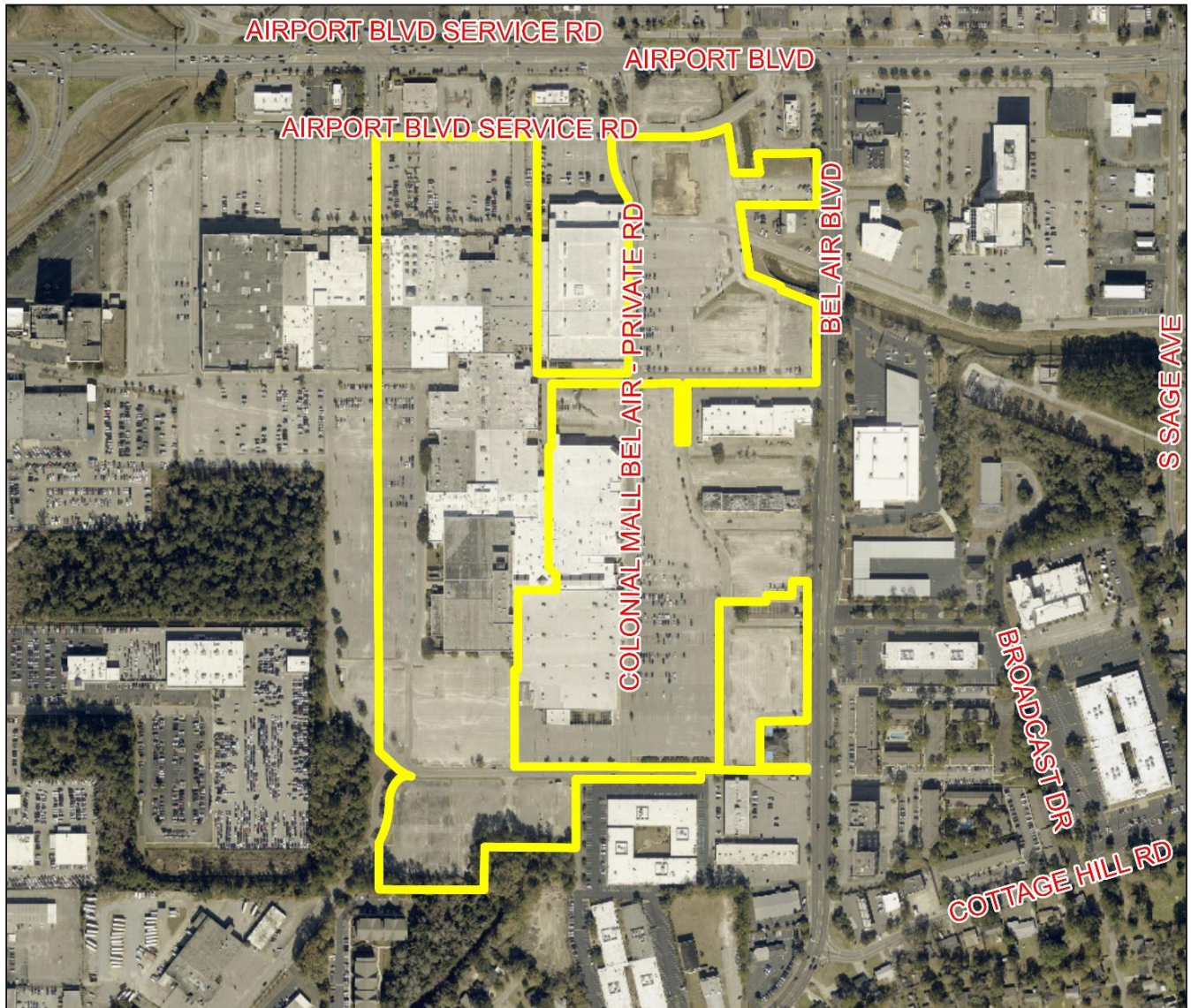
Board Consideration:

- Sign Variance to allow two (2) wall signs for a tenant on a multi-tenant business site in a B-3, Community Business Suburban District.

Report Contents:

	Page
Context Map	2
Site History	3
Staff Comments	3
Variance Considerations	4
Exhibits	6

BOARD OF ADJUSTMENT VICINITY MAP - EXISTING AERIAL



The site is surrounded by commercial units. Apartments lie to the southeast.

APPLICATION NUMBER	6709	DATE	November 3, 2025
APPLICANT	Wrico Signs (Baldwin Barkerding, Agent)		
REQUEST	Sign Variance		



SITE HISTORY

The Eastern portion of the subject site was annexed into the City in 1945, and the Western portion was annexed in 1956.

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

The site has been before the Planning Commission several time for Subdivisions and Planned Unit Developments (PUDs). The most recent, approved on March 21, 2024, was the Resubdivision of Lot 1 of the Resubdivision of Lot 2 of Bel Air Mall Subdivision, and an associated Modification of a previously approved PUD allowing multiple buildings on a single building site and shared parking and shared access between multiple building sites. The Subdivision plat was recorded in Probate Court, and the PUD was completed.

The site has also had several sign variance applications over the years. In August 2012, a sign variance was granted to allow a tenant in the mall fronting Airport Boulevard (Versona) to have a total of three (3) wall signs. In April 2016, a sign variance was granted to allow a tenant in the mall fronting Airport Boulevard (Belk) to have a total of three (3) wall signs. Most recently, in August 2025, a Sign Variance was approved to allow an exterior informational wall sign larger than 20 square feet for the Target store.

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) wall signs for a tenant on a multi-tenant business site in a B-3, Community Business Suburban District; the UDC limits tenants on a multi-tenant business site to a single wall 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 multi-tenant shopping mall. The sign regulations of the UDC require interior permanent mall corridor signs to have sign permits with each tenant allowed one (1) wall sign per corridor frontage that it faces, not to exceed 30% of the usable wall area, not to exceed 350 square feet.

The applicant's unit has two (2) entrances side-by-side onto a mall corridor and is requesting a wall sign above each entrance. As justification for the request, the applicant states the following:

Footlocker has been a long-time tenant within Bel Air Mall. They are part of the B-3 Community business. Multi-tenant establishments are allowed one wall sign and a tenant panel display if applicable. Footlocker has their landlord's approval as they have before to have TWO signs for their entrances. FootLocker has updated their branding and just want it to reflect on their store in the mall. They are seeking approval to have the same amount of signage they have had since being a tenant within the mall.

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:

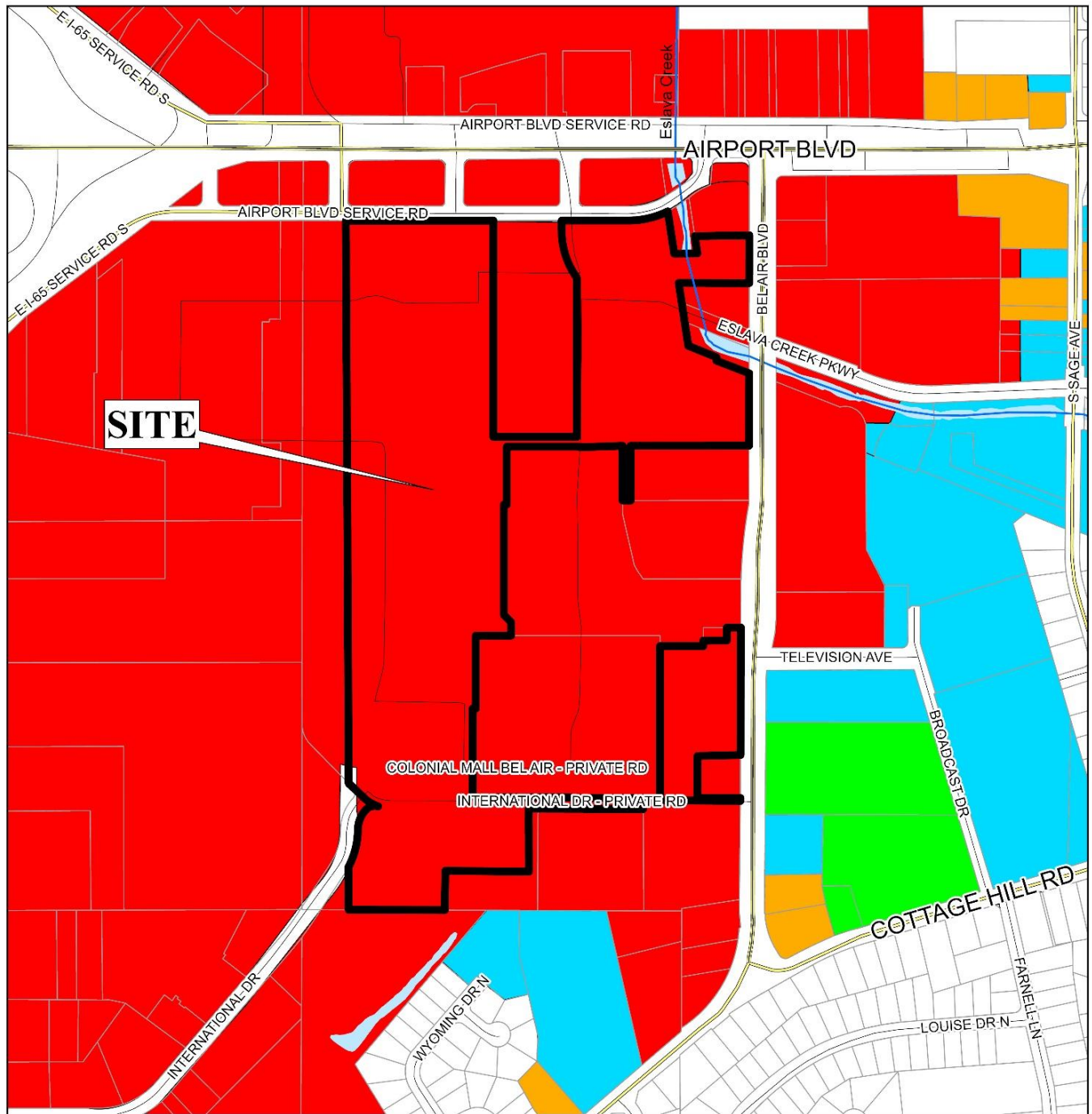
- (a) In order to relieve an owner of restrictive covenants that are recorded in Mobile County Probate Court and applicable to the property;
- (b) Where economic loss is the sole basis for the required variance; or
- (c) Where the variance is otherwise unlawful.

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.

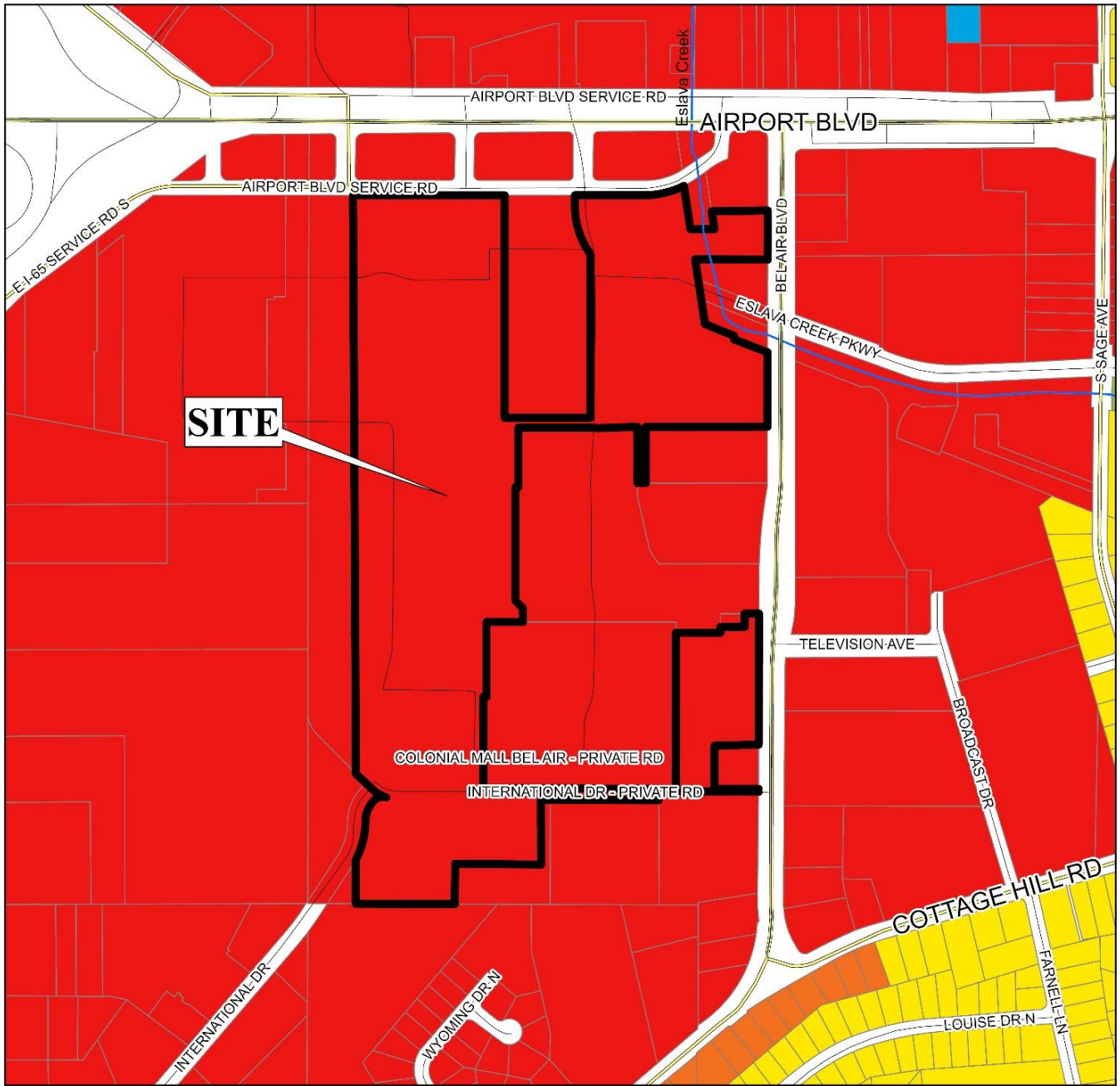
LOCATOR ZONING MAP



APPLICATION NUMBER	6709	DATE	November 3, 2025
APPLICANT	Wrico Signs (Baldwin Barkerding, Agent)		
REQUEST	Sign Variance		



FLUM LOCATOR MAP



APPLICATION NUMBER 6709 DATE November 3, 2025

APPLICANT Wrico Signs (Baldwin Barkerding, Agent)

REQUEST Sign Variance

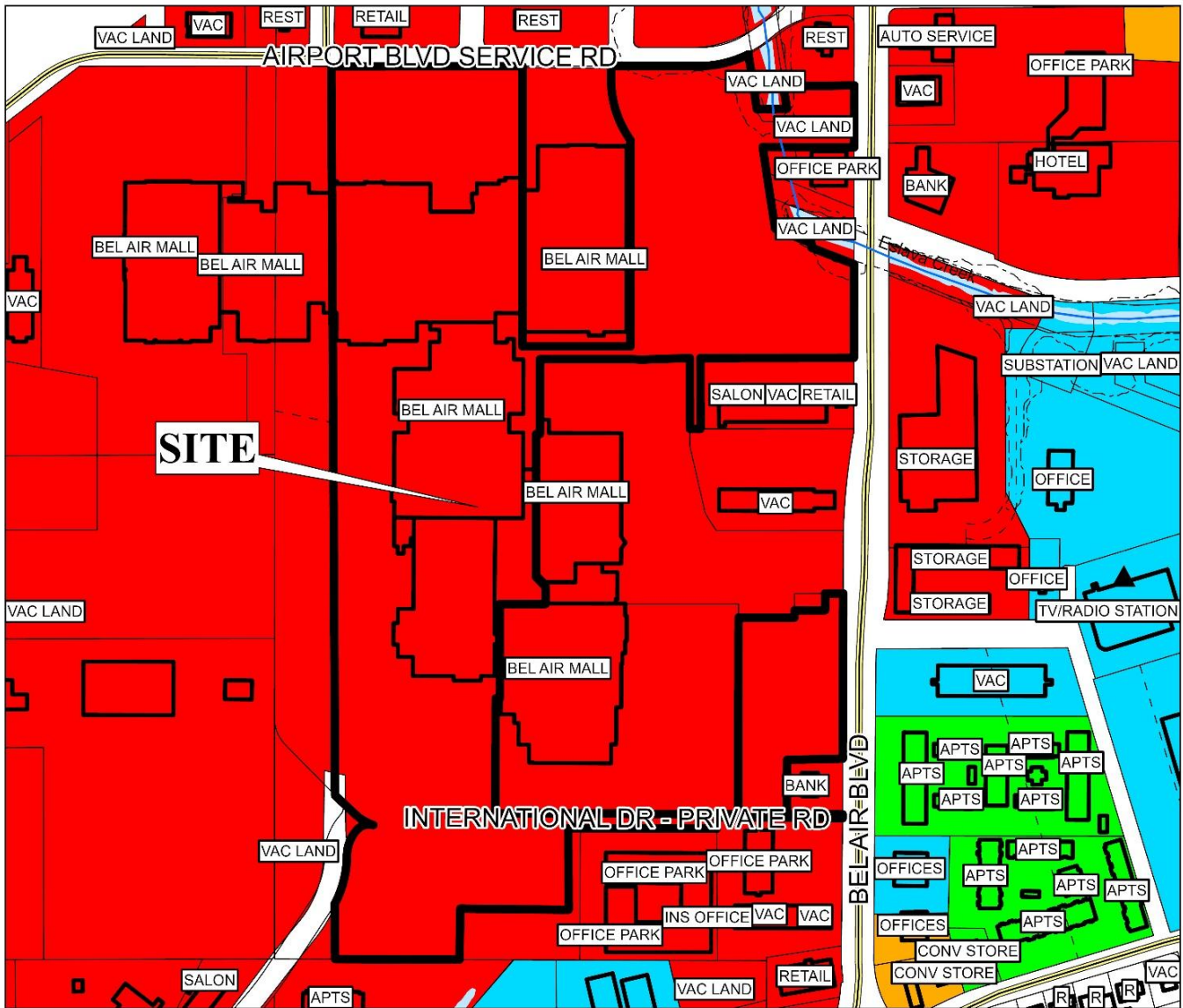
- | | | | |
|---------------------------|-----------------------------------|-------------------|-----------------|
| Low Density Residential | Neighborhood Center - Traditional | Light Industry | Water Dependent |
| Mixed Density Residential | Neighborhood Center - Suburban | Heavy Industry | |
| Downtown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



NTS

BOARD OF ADJUSTMENT

VICINITY MAP - EXISTING ZONING



The site is surrounded by commercial units. Apartments lie to the southeast.

APPLICATION NUMBER 6709 DATE November 3, 2025

APPLICANT Wrico Signs (Baldwin Barkerding, Agent)

REQUEST Sign Variance

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	



DETAIL SITE PLAN



APPLICATION NUMBER <u>6709</u> DATE <u>November 3, 2025</u>
APPLICANT <u>Wrico Signs (Baldwin Barkerding, Agent)</u>
REQUEST <u>Sign Variance</u>



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).

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.

Zoning correspondence matrix

[illegible]

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

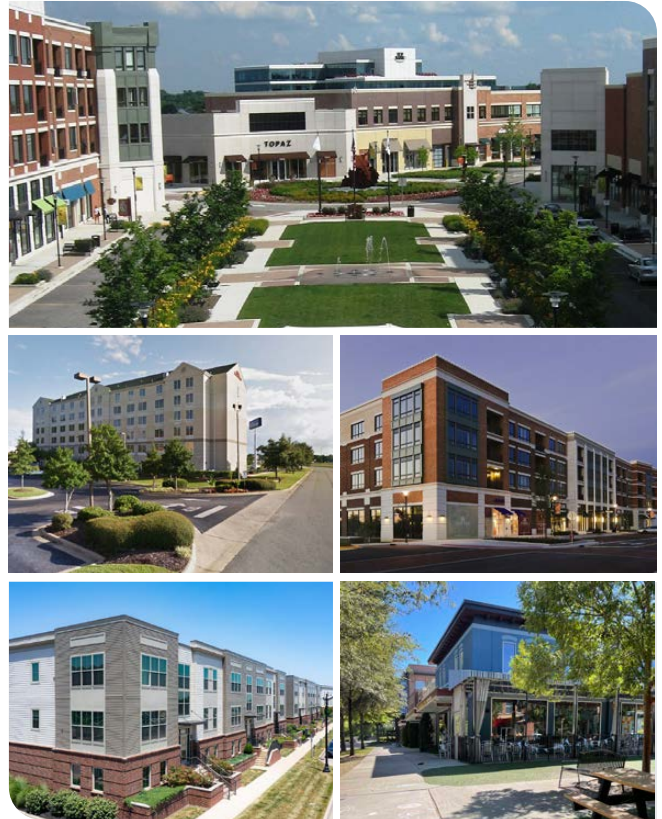
Secondary Uses

- › 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