



Agenda Item # 6

BOA-003888-2026

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

[Applicant Materials for Consideration](#)

DETAILS

Location:

2040 Schillinger Road South

Applicant / Agent:

Sparks Sign Company

Property Owner:

CKD Properties, LLC

Current Zoning:

B-3, Community Business Suburban District

Future Land Use:

Mixed Commercial Corridor

Case Number(s):

6788

Unified Development Code (UDC) Requirement:

- The UDC limits single business sites to a maximum of three (3) signs, including one (1) freestanding sign, prohibits electronic message centers within 300 feet of residential property, and requires all wall signs to be placed below the roofline in a B-2, Neighborhood Business Suburban District.

Board Consideration:

- Sign Variance to allow five (5) wall signs, including an electronic message center that extends above the roofline, and one (1) freestanding sign for a single business site in a B-2, Neighborhood Business Suburban District.

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BOARD OF ADJUSTMENT VICINITY MAP - EXISTING AERIAL



The site is surrounded by commercial units.

APPLICATION NUMBER	6788	DATE	October 1, 2026
APPLICANT	Sparks Sign Company		
REQUEST	Sign Variance		



SITE HISTORY

The subject site has been the subject of the following subdivisions, each of which was approved by the Planning Commission while the property was located within unincorporated Mobile County but within the City's Extraterritorial Planning Jurisdiction:

- *Green Farmettes Unit One* — 14 lots, recorded November 1966.
- *Resubdivision of Lot 3, Green Farmettes, Unit One* — two (2) lots, recorded January 1993.
- *Resubdivision of Lot 2 of the Resubdivision of Lot 3, Green Farmettes, Unit One* — two (2) lots, recorded May 1995.
- *Green Farmettes West* — two (2) lots, recorded December 1999.

The property was developed between 2002 and 2006 with an indoor recreational facility.

The property was annexed into the City in 2023 and subsequently zoned B-2, Neighborhood Business Suburban District. Because an indoor recreational facility is not a permitted use within the B-2 District under the Unified Development Code (UDC), the existing use was granted nonconforming status.

The property has since been acquired by a new owner who intends to continue the established nonconforming use. The owner has obtained permits for interior renovations to the existing building. In August 2026, the owner also submitted several Sign Permit applications, most of which could not be approved due to noncompliance with the sign regulations contained in Article 4 of the UDC.

The subject site has no additional documented cases before the Planning Commission or Board of Zoning Adjustment.

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 requests a Sign Variance to allow five (5) wall signs, including an electronic message center extending above the roofline, and one (1) freestanding sign for a single-business site in a B-2, Neighborhood Business Suburban District. The Unified Development Code (UDC) limits a single-business site to a maximum of three (3) signs, including no more than one (1) freestanding sign. The UDC also prohibits electronic message centers within 300 feet of residential property and requires all wall signs to be located below the roofline in the B-2 District.

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

The intent of the sign regulations is to balance commercial visibility with community aesthetics and compatibility while providing businesses with a fair and equitable opportunity to advertise goods and services.

The subject site is developed with a single-tenant commercial building. The applicant proposes two (2) wall signs advertising “Winner Hub,” one (1) electronic message center extending above the roofline, one (1) information wall sign exceeding 20 square feet identified as “Party Room,” and one (1) freestanding sign.

As justification, the applicant cites the property’s topography, the building’s unique architectural design, and the previous business’s use of three (3) signs. The applicant also states that additional signage is necessary to improve visibility and facilitate vehicular wayfinding along Schillinger Road South.

The UDC requires a hardship to be demonstrated as a basis for granting a Sign Variance. Recent Street View imagery indicates that the building is situated slightly above the grade of Schillinger Road South. Although the property to the north is at a higher elevation, the existing freestanding sign associated with the previous business is visible to traffic approaching from both directions. The information provided does not demonstrate that the site’s topography creates a unique visibility constraint.

The building is generally rectangular, with castle-like turrets at each corner and a parallel principal façade. While distinctive, the architectural design does not appear to create a physical site constraint that prevents compliance

with Article 4 of the UDC. The proposed distribution of signage among the building's architectural elements appears to be a design preference rather than a hardship inherent to the property.

The applicant's characterization of the previous business's signage is also somewhat inaccurate. The three raceway signs with channel lettering collectively advertised "Pete's Party Castle" and, if the property had been subject to the City's Sign Regulations at the time, would be considered a single sign. Together with the one (1) freestanding sign, the property was annexed with signage that otherwise complied with the applicable limitations.

Regarding the proposed electronic message center, the applicant has not identified a site-specific hardship associated with this sign. The site is situated across the street from residentially zoned property, and electronic message centers are prohibited within 300 feet of residential property. No information has been provided demonstrating that a unique physical characteristic of the property prevents compliance with this requirement.

Based on the information provided, the cited circumstances do not appear to result from unique physical characteristics or site-specific constraints that prevent compliance with Article 4 of the UDC. Accordingly, the circumstances appear to constitute a self-imposed hardship rather than a hardship inherent to the property. Approval of the requested variance would therefore not be consistent with the variance standards of the UDC and could establish an undesirable precedent for similar requests.

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:

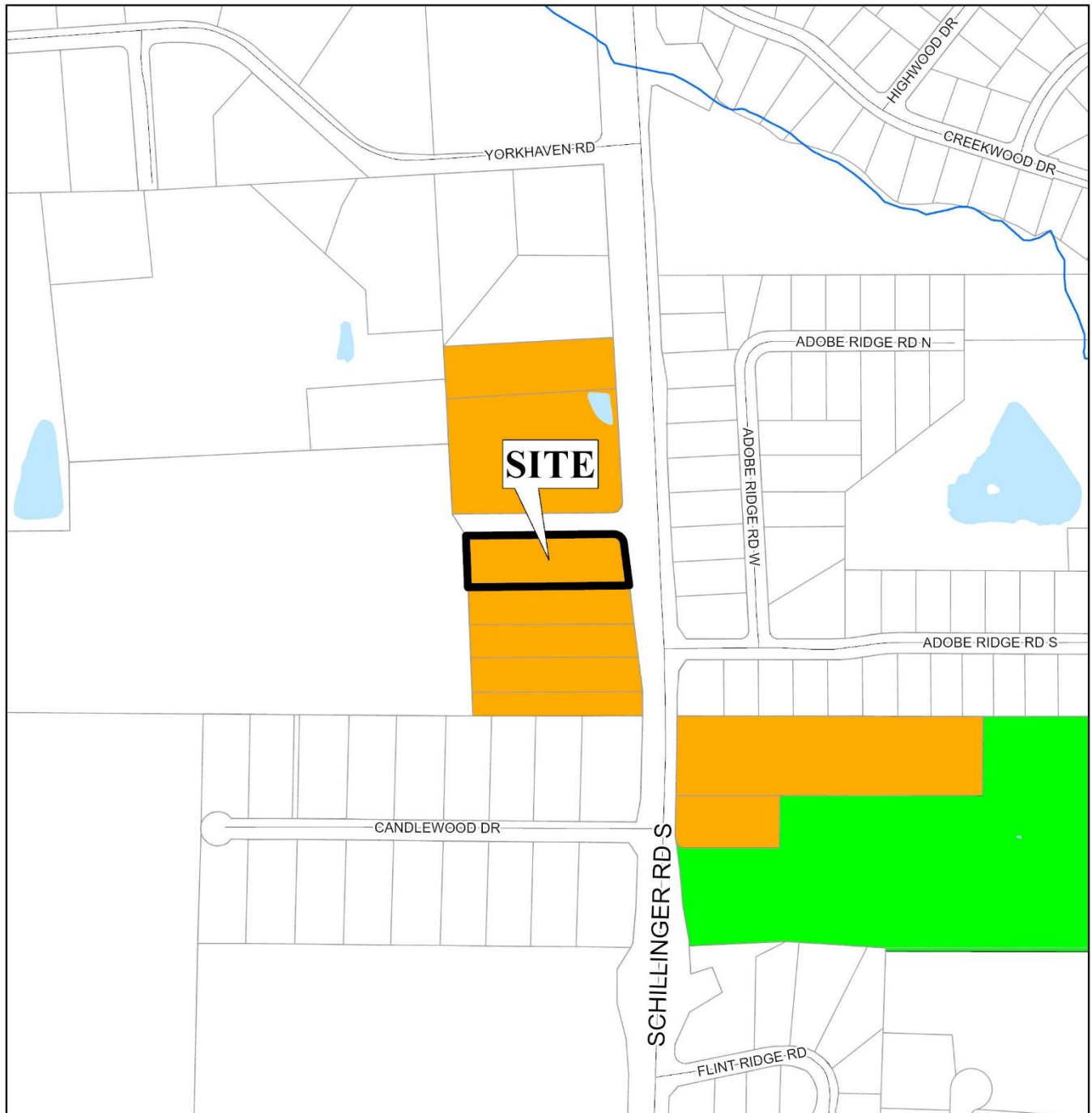
- A) The variance **will not** be contrary to the public interest;

- 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



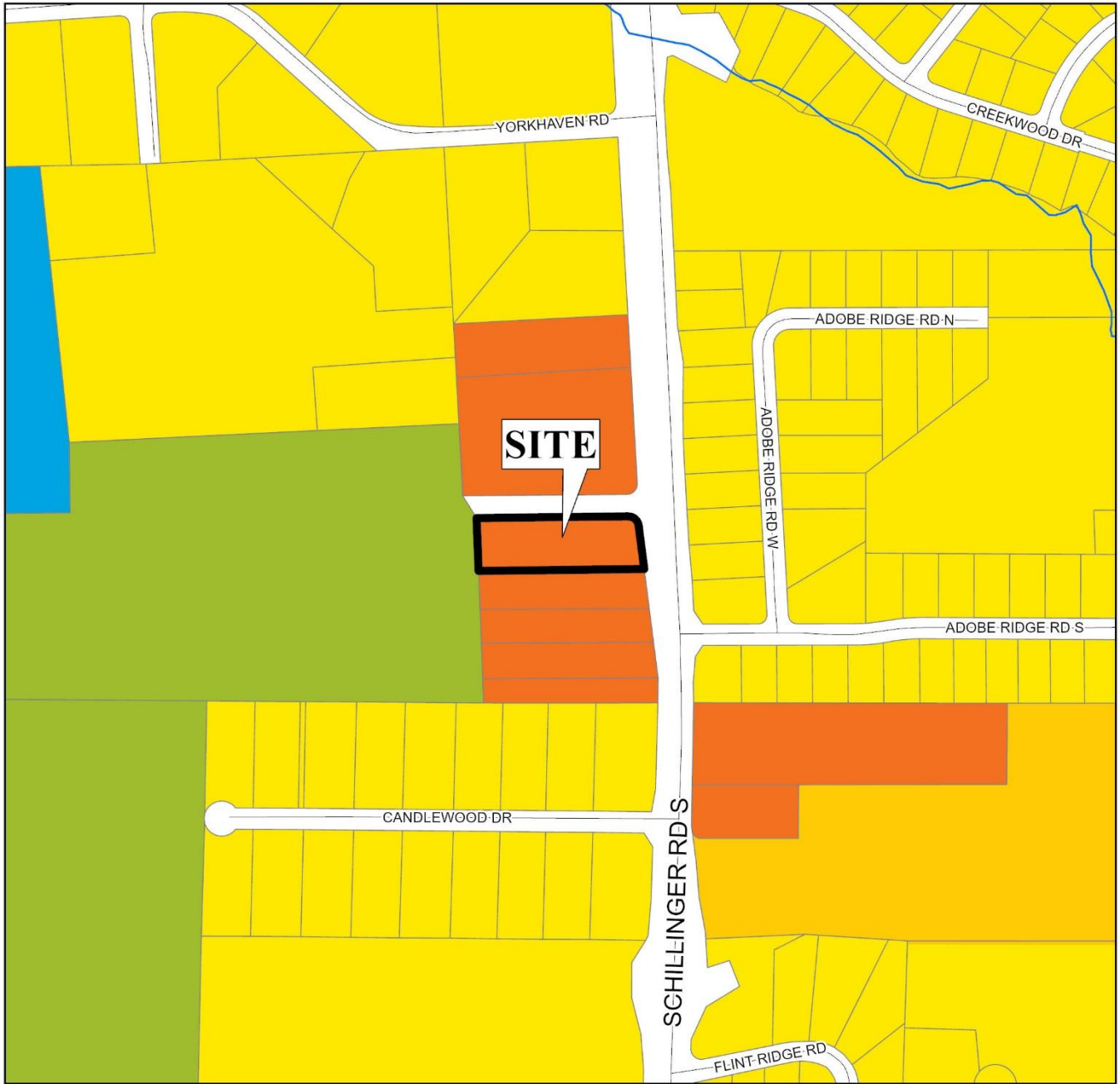
APPLICATION NUMBER 6788 DATE October 1, 2026

APPLICANT Sparks Sign Company

REQUEST Sign Variance



FLUM LOCATOR MAP



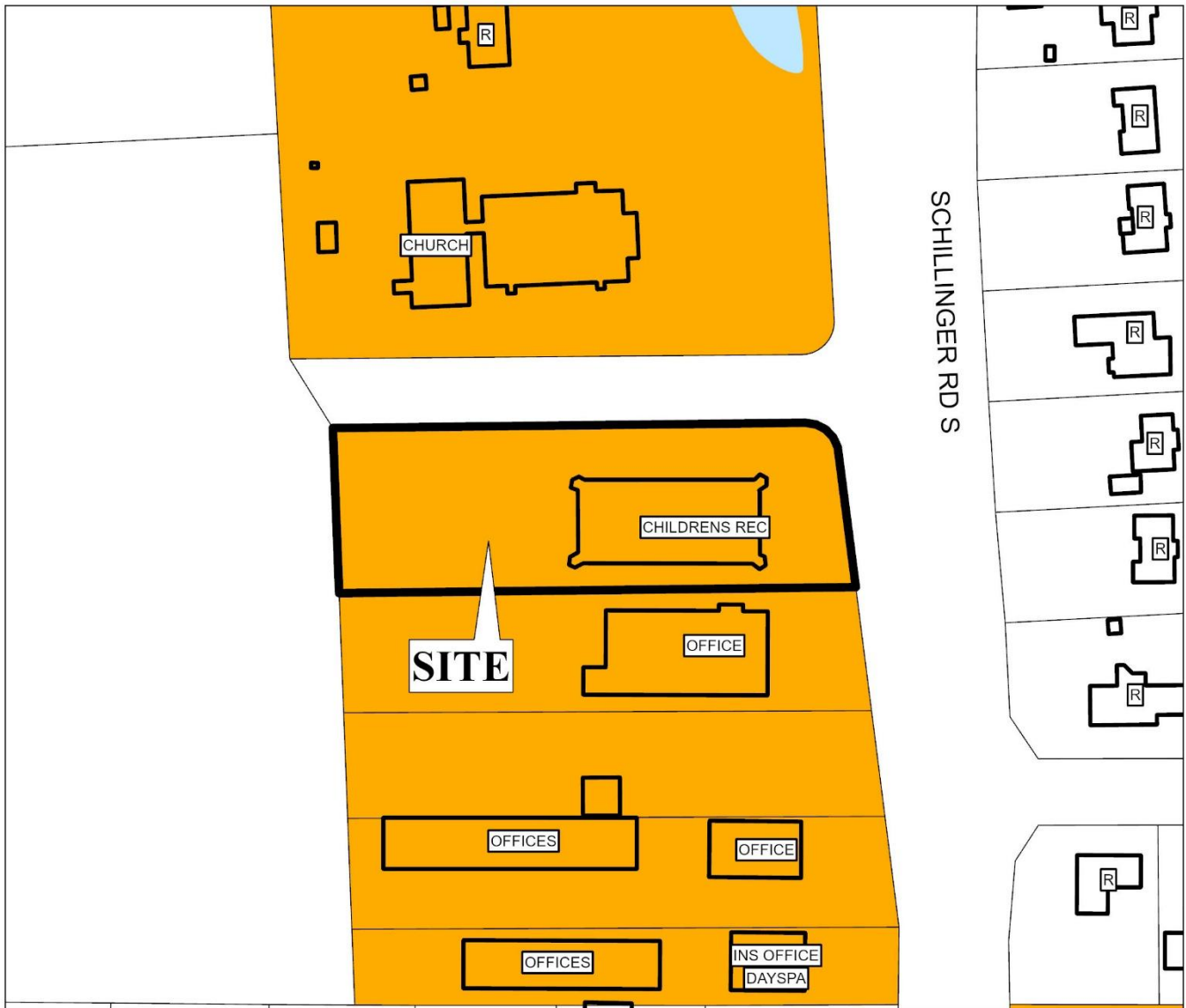
APPLICATION NUMBER 6788 DATE October 1, 2026
 APPLICANT Sparks Sign Company
 REQUEST Sign Variance

- | | | | |
|---------------------------|-----------------------------------|-------------------|-----------------|
| 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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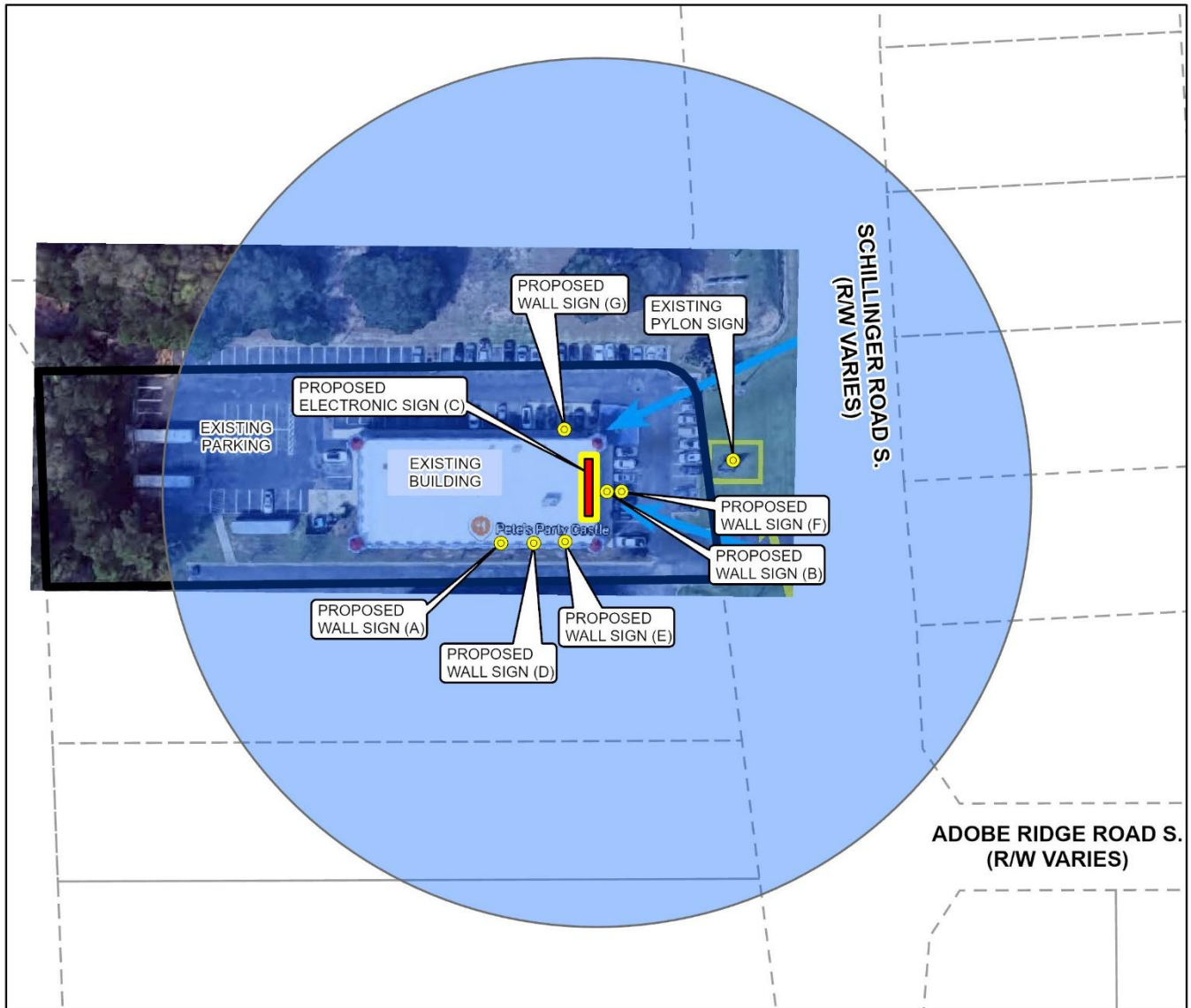
APPLICANT Sparks Sign Company

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	



SITE PLAN



The site plan illustrates the proposed sign placements, current buildings, parking areas, and existing signs.

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DETAIL 1

Entrance Signage (former and proposed)



Former entrance (wide angle distortion)



Proposed entrance

Sign C: Electronic Messaging Center (EMC).
10'3" W x 6'10" H

Sign B: Winner Hub + Let's Play.
10'2" W x 9'8" H

Sign F: GAME ON
7'6" W x 11" H

Sign Specifications Reference & Mounting Details

Sign B (Entrance Signage): page 2. **Sign C** (EMC): page 3.

Signs A, D-G (Wall channel letter sets): page 4

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REQUEST Sign Variance



NTS

DETAIL 2

East & North Wall Signage (former and proposed)



Former east wall signage



Proposed east wall signage



Former north wall



Proposed north wall signage

Wall Channel Letter Details:

~27in tall channel letters. Acrylic faces with orange vinyl. Silver returns & trim caps. Illuminated, mounted to wall.

Sign A: "CAFE" | 6' W x 2'3" H

Sign D: "PARTY ROOM" | 14'8" W x 2'3" H

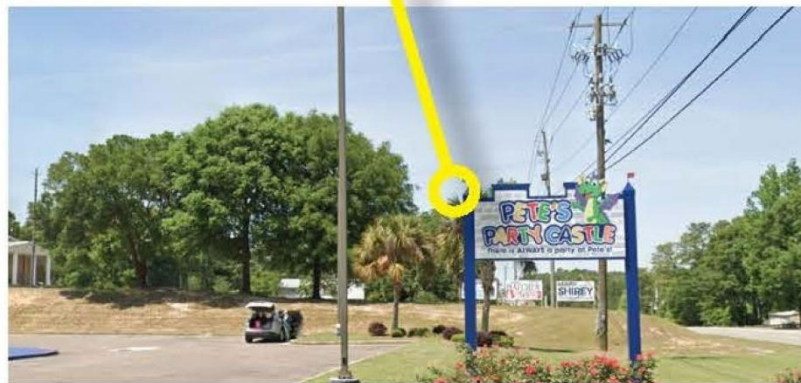
Sign E: "GAMES" | 7'10" W x 2'3" H

Sign G: "WINNER HUB" | 14'8" W x 2'3" H

Sign Specifications Reference & Mounting Details

Sign B (Entrance Signage): page 2. **Sign C** (EMC): page 3.

Signs A, D-G (Wall channel letter sets): page 4



Existing freestanding pylon

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DETAIL 3

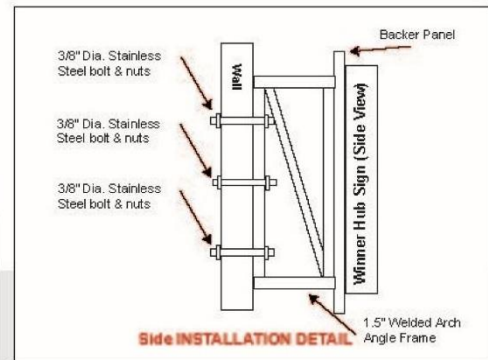
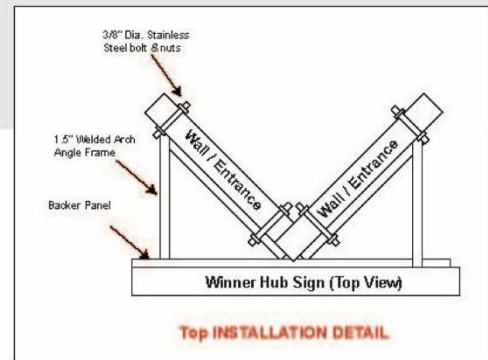
B

Winner Hub
2040 Schillinger Rd S, Mobile, AL 36695

Size represented in image is approximate



- ~92" x 122" Backer Panel
w/ ~74" x 55" "Winner Hub" & ~116" x 55" "Let's Play" Cloud Boxes
Internally Illuminated w/LEDs, w/ vinyl print & mounted to backer
panel, mounted as illustrated.



~116 x 122 Total Sign Area (98ft²) - Within 30% Sign Band Total

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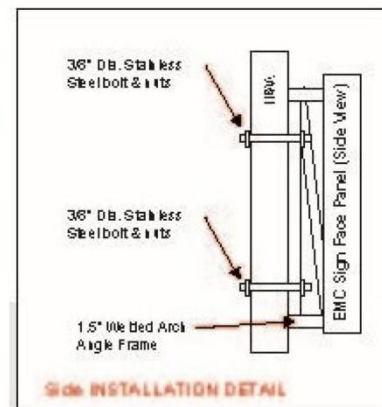
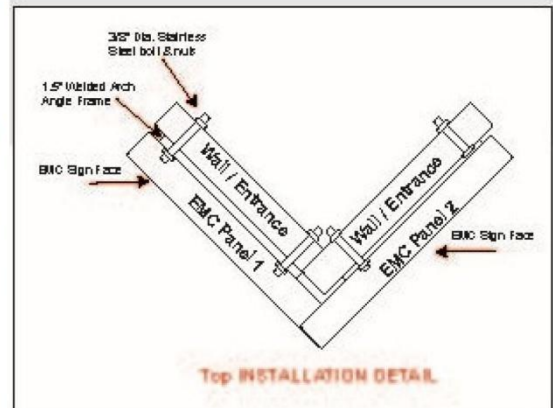
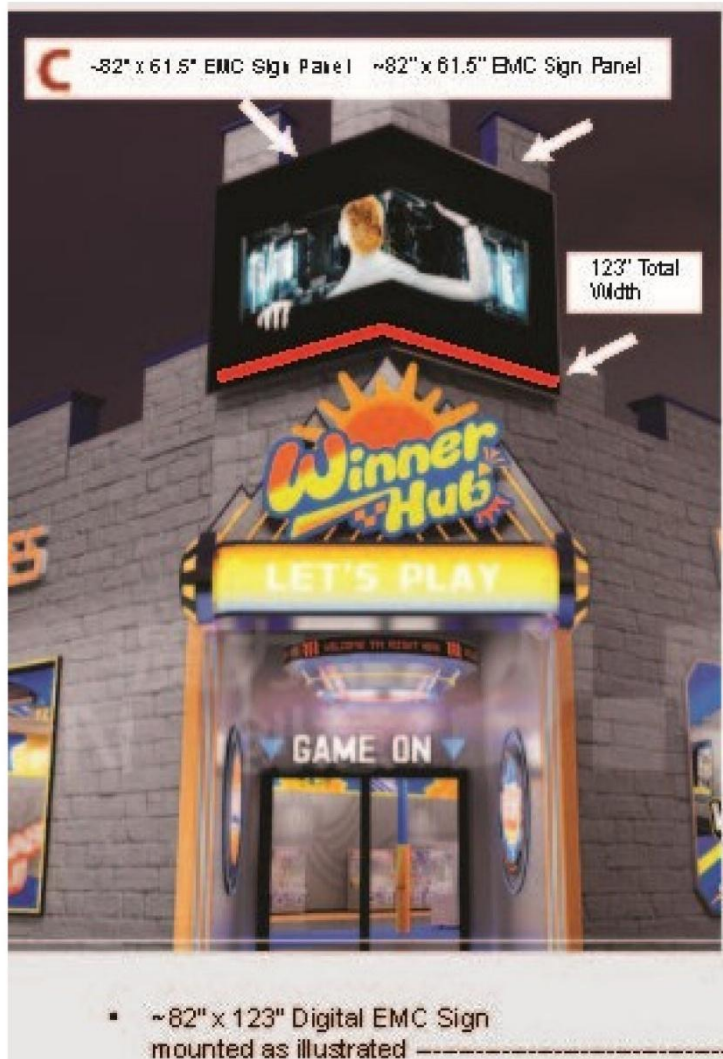
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DETAIL 4



~82 x 123 Total Sign Area (70ft²)

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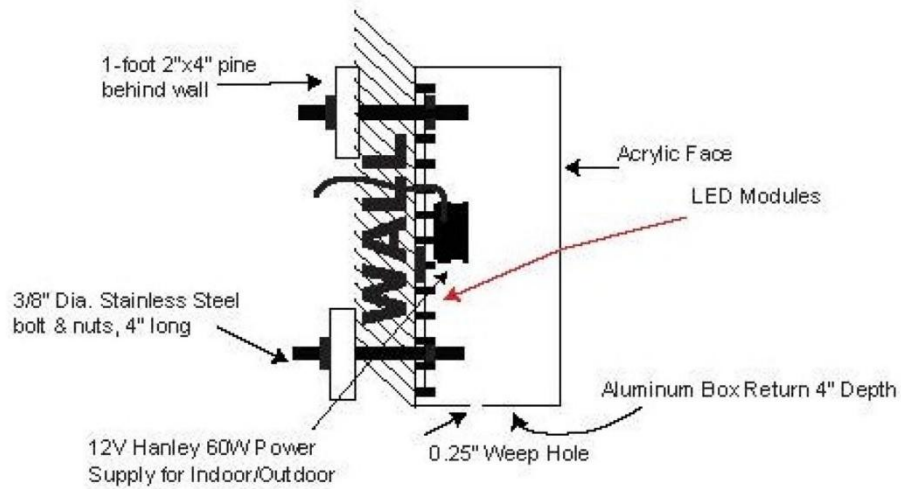
APPLICANT Sparks Sign Company

REQUEST Sign Variance



DETAIL 5

LETTER INSTALLATION DETAIL



WINNER HUB RENDERING



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REQUEST Sign Variance



NTS

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]

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

