



Agenda Item # 10

BOA-003405-2025

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:

Kimley-Horn and Associates (Katie Fitzgerald, Agent)

Property Owner:

Dayton Hudson Corporation d/b/a Target Stores

Current Zoning:

B-3, Community Business Suburban District

Future Land Use:

District Center

Case Numbers:

6691/6331

Unified Development Code (UDC) Requirement:

- The UDC limits informational signs to no more than 20 square feet in a B-3, Community Business Suburban District.

Board Consideration:

- To allow an informational sign larger than 20 square feet 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>6691</u>	DATE <u>August 4, 2025</u>
APPLICANT <u>Kimley-Horn and Associates (Katie Fitzjarrald, Agent)</u>	
REQUEST <u>Sign Variance</u>	



SITE HISTORY

The subject site was annexed into the City in 1945.

With the adoption of the Zoning Ordinance in 1967, the site was assigned its current B-3, Community Business District zoning classification.

In July 2020, the Board approved a Sign Variance to allow three (3) wall signs for a single tenant with two (2) street frontages on a multi-tenant site in a B-3 District.

The site was made a legal lot of record via the approval and recording of the one (1)-lot Target Subdivision in 1995.

Although the site is within the Bel Air Mall complex, it was never included in any of the Planned Unit Developments or subdivisions associated with the complex which were heard by the Planning Commission through the years as it is a stand-alone site.

STAFF COMMENTS

Engineering Comments:

No comments

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 an informational sign larger than 20 square feet in a B-3, Community Business Suburban District; the UDC limits informational signs to no more than 20 square feet 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 applicant is planning a remodeling of the exterior of the existing Target store on the subject site. As part of the project, an informational wall sign at approximately 40 square feet is proposed for a customer drive-up. The Unified Development Code (UDC) limits the size of informational/directional signs to no more than 20 square feet. Hence, a Sign Variance is required to allow such.

As part of the signage upgrade for the site, the main Target wall sign will be replaced with one of compliant size, and the existing compliant CVS Pharmacy sign will remain. The applicant erroneously cites the fact that a Sign Variance is required for the additional signage due to the number of signs allowed per building per Section 64-4-14-K (h) of the UDC for multiple establishments on a single building site. That section allows one wall sign per street frontage per business. However, in this instance, both Target and CVS Pharmacy each have an individual City business license at this location which allows the proposed one wall sign each. What is not complaint is the proposed 40 square-foot DRIVE-UP sign. Staff corrected the application description accordingly.

The applicant has stated that the justification for the request is due to traffic traveling along Bel Air Boulevard not being able to see signage until almost passing the building due to the existing mall plaza sign being located directly before the site entrance. The request is similar to other Sign Variance requests for larger-than-allowable wall signs on large buildings set back at greater distances from the public street and separated from the street by expansive parking lots, all of which hinder signage recognition.

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:

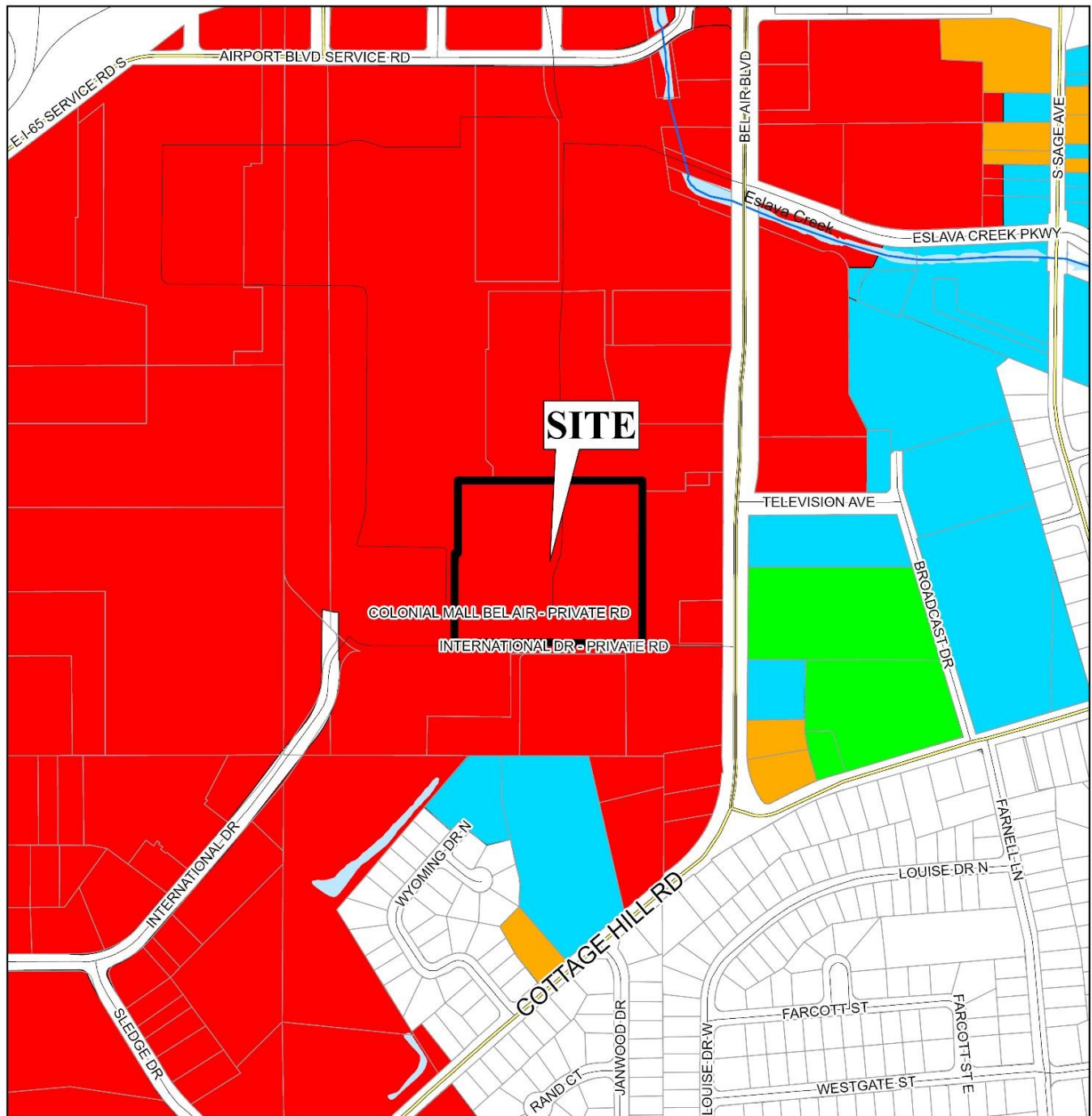
Based on the requested Variance application, and documentation submitted, if the Board considers approval of the request, the following findings of fact must be present:

- 1) The variance **will not** be contrary to the public interest;
- 2) Special conditions **exist** such that a literal enforcement of the provisions of the chapter **will** result in unnecessary hardship; and
- 3) The spirit of the chapter **shall be** observed and substantial justice **done** to the applicant and the surrounding neighborhood by granting the variance.

If approved, the following conditions should apply:

- 1) Approval of all necessary sign and electrical permits; and
- 2) Full compliance with all municipal codes and ordinances.

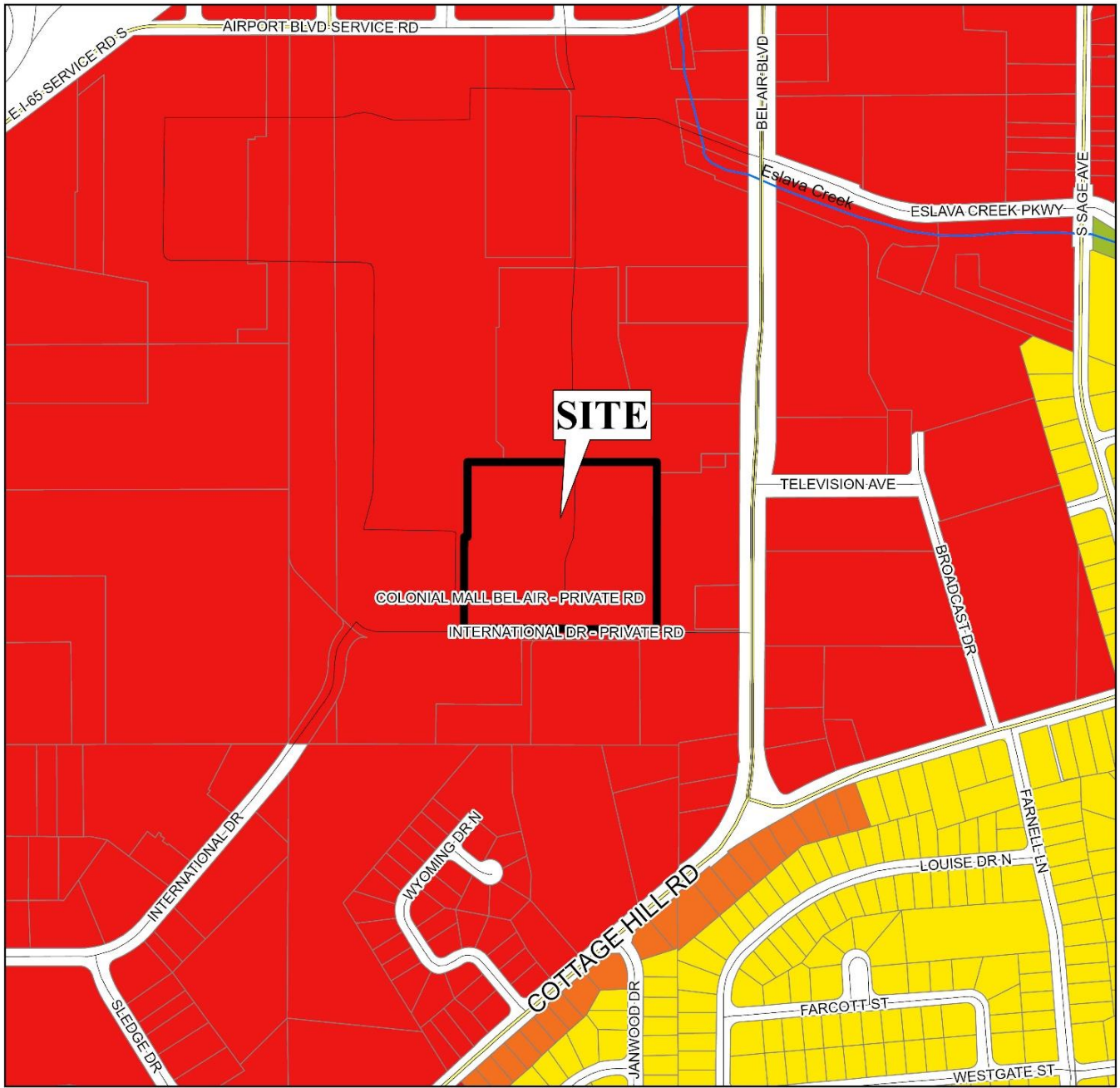
LOCATOR ZONING MAP



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FLUM LOCATOR MAP



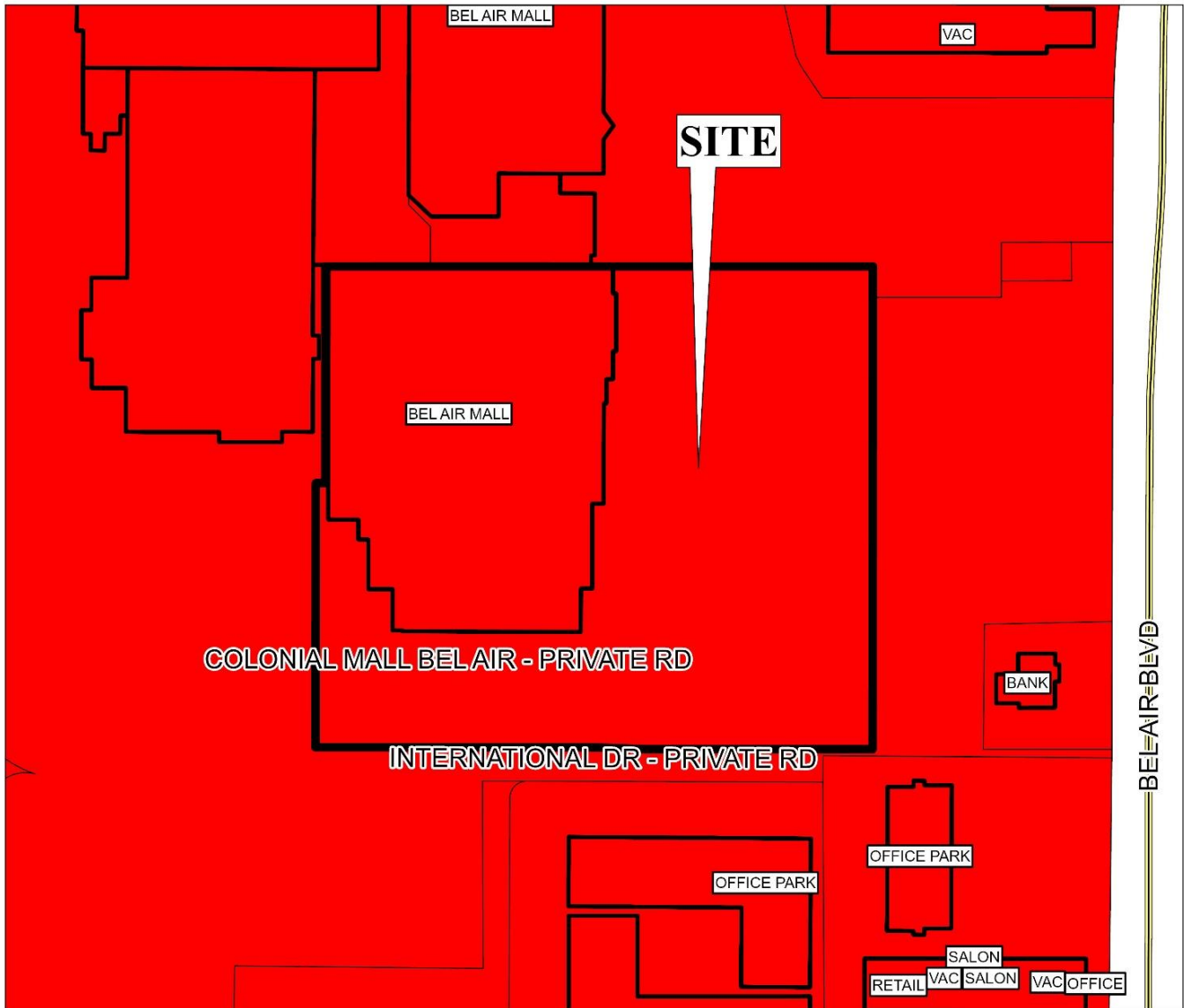
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- | | | | |
|---------------------------|-----------------------------------|-------------------|-----------------|
| Low Density Residential | Neighborhood Center - Traditional | Light Industry | Water Dependent |
| Mixed Density Residential | Neighborhood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



BOARD OF ADJUSTMENT

VICINITY MAP - EXISTING ZONING



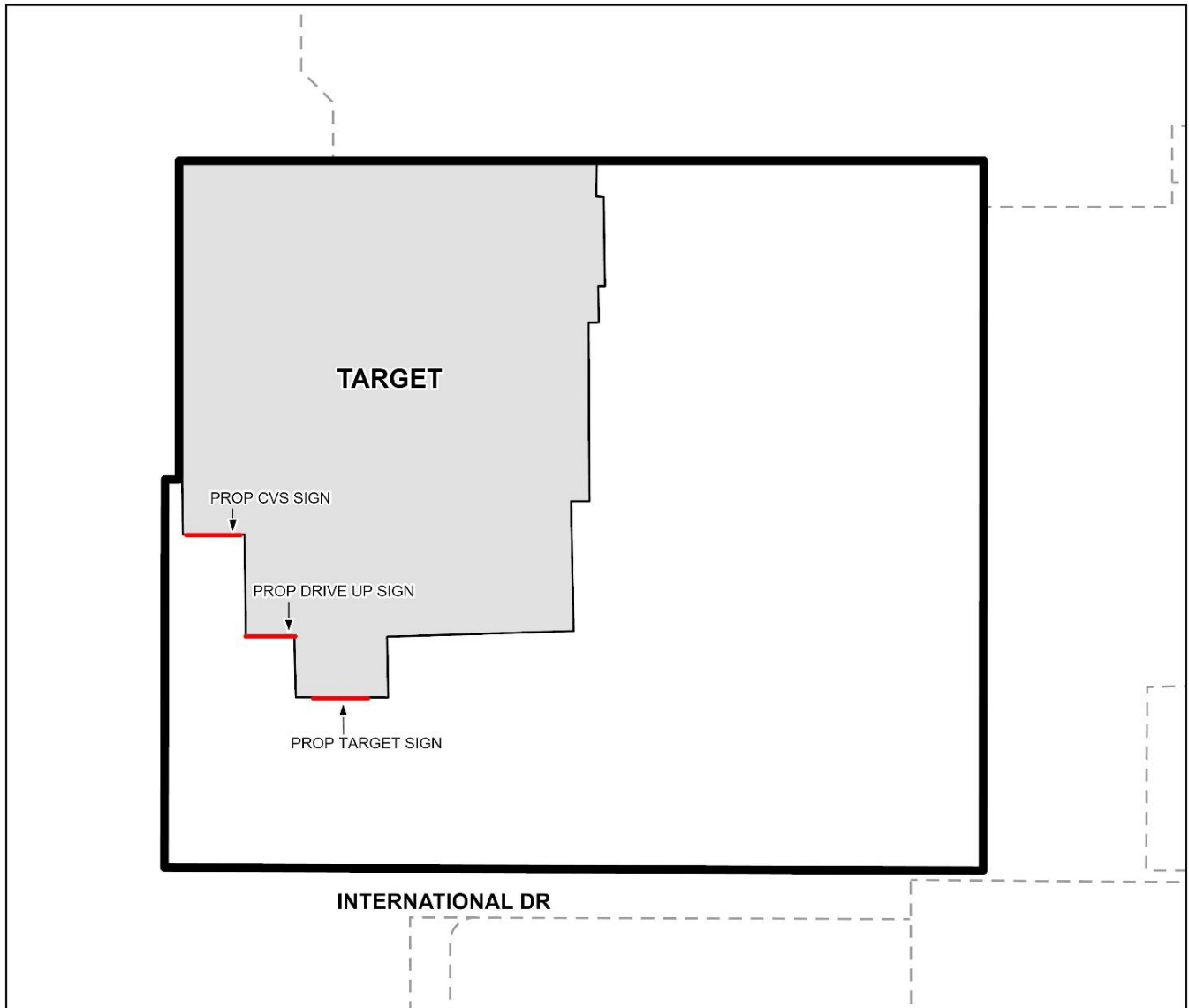
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R-A	R-3	B-1	B-2	B-5	ML	I-2	OPEN	T-3	T-5.2
R-1	R-B	T-B	B-3	CW	MH	PD	SD	T-4	T-6
R-2	H-B	LB-2	B-4	MM	I-1	MUN	SD-WH	T-5.1	



SITE PLAN

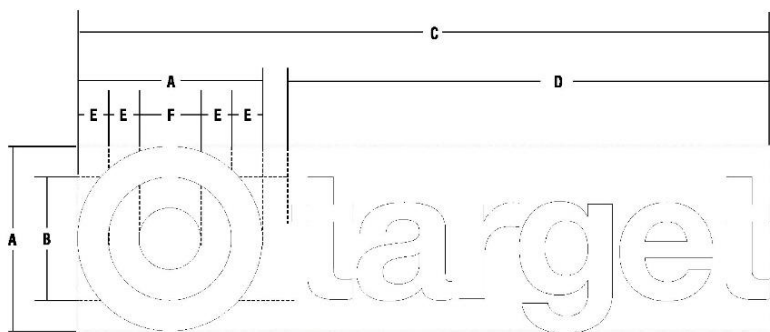


The site plan illustrates the proposed sign placements and current buildings.

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DETAIL SITE PLAN



● ACRYLIC FACED INT. ILLUM. "LOGO & LETTER" SET | LC-3 W

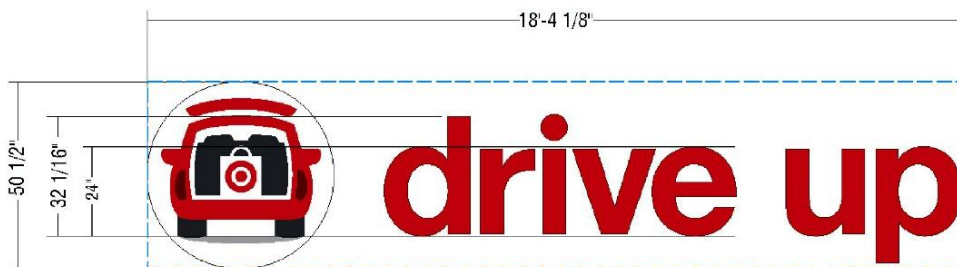
SIGN TYPE	A	B	C	D	E	F	RETAINER	AMPS CIRCUITS	SQ.FT.
LL120/88 LC-3 W	10'-0"	6'-8"	37'-6-1/2"	25' 11"	1'-8"	3'-4"	1"		375.4
LL108/72 LC-3 W	9'-0"	6'-0"	33'-9-1/2"	23' 4"	1'-6"	3'-0"	1"		304.1
LL96/64 LC-3 W	8'-0"	5'-4"	30'-8-3/8"	20' 8-7/8"	1'-4"	2'-8"	1"		237.3

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NTS

DETAIL SITE PLAN



DU24R-LOGO ACRYLIC FACED INT. ILLUM. "LOGO & LETTER SET"

77.1 SQ.FT.



GENERIC (PARTIAL) ELEVATION NOTE: PLACEMENT CAN VARY

scale 3/32" = 1'-0"

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NTS

DETAIL SITE PLAN



● **ACRYLIC FACED INTERNALLY ILLUMINATED CHANNEL LETTERS**

— DESIGNATES HEIGHT OF LOGO (Heart)

CVS-12-CL

SIGN TYPE	A	B	C	D	E	AMPS CIRCUITS	SQ.FT.
CVS-12-CL	11 5/8"	9'-1 1/4"	1'-2 3/4"	2'-8"	4'-10 1/2"		9.48
CVS-16-CL	12 1/2"	12'-2 1/4"	1'-7 3/4"	3'-6 3/4"	6'-6 1/4"		16.63
CVS-18-CL	17 1/2"	13'-9"	1'-10 1/4"	4'-0 1/4"	7'-4"		20.62
CVS-20-CL	19 1/2"	15'-3"	2'-0 3/4"	4'-5 1/2"	8'-1 3/4"		25.41
CVS-24-CL	23 3/8"	18'-3 3/4"	2'-5 3/4"	5'-4 1/4"	9'-9 1/4"		36.62

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ZONING DISTRICT CORRESPONDENCE MATRIX			LOW DENSITY RESIDENTIAL (LDR)	MIXED DENSITY RESIDENTIAL (MXDR)	DOWNTOWN (DT)	DISTRICT CENTER (DC)	NEIGHBORHOOD CENTER - TRADITIONAL (NC-T)	NEIGHBORHOOD CENTER - SUBURBAN (NC-S)	TRADITIONAL CORRIDOR (TC)	MIXED COMMERCIAL CORRIDOR (MCC)	LIGHT INDUSTRIAL (LI)	HEAVY INDUSTRY (HI)	INSTITUTIONAL LAND USE (INS)	PARKS & OPEN SPACE (POS)	DOWNTOWN WATERFRONT (DW)	WATER DEPENDENT USES (WDWRU)
RESIDENTIAL - AG	R-A															
ONE-FAMILY RESIDENCE	R-1	■					■		■					□		
TWO-FAMILY RESIDENCE	R-2	■					■		■					□	○	
MULTIPLE-FAMILY	R-3	○	■				■	■						□	○	
RESIDENTIAL-BUSINESS	R-B		○				■		■					□	○	
TRANSITIONAL-BUSINESS	T-B		○		■		■	■	■					□		
HISTORIC BUSINESS	H-B			■			■		■					□		
VILLAGE CENTER	TCD						■	■						□		
NEIGH. CENTER	TCD						■	■						□		
NEIGH. GENERAL	TCD						■							□		
DOWNTOWN DEV. DDD	T-6			■										□		
DOWNTOWN DEV. DDD	T-5.1			■			■		□					□		
DOWNTOWN DEV. DDD	T-5.2			■			■							□		
DOWNTOWN DEV. DDD	T-4			■			■		□					□		
DOWNTOWN DEV. DDD	T-3			■			■							□		
DOWNTOWN DEV. DDD	SD-WH										○	○		□		
DOWNTOWN DEV. DD	SD	○	○	○	○	○	○	○	○		○	○		□		
BUFFER BUSINESS	B-1		□				□	■	■	■				□	○	
NEIGH. BUSINESS	B-2		○				□	■	■	■				□	○	
LIMITED BUSINESS	LB-2		○				□	■	■	■				□	○	
COMMUNITY BUSINESS	B-3				■					■			○	□	○	
GEN. BUSINESS	B-4			■						■			○	□	○	
OFFICE-DISTRIBUTION	B-5									■	■			□	□	
LIGHT INDUSTRY	I-1										■			□	□	□
HEAVY INDUSTRY	I-2											■		□		□

Zoning District Correspondence Matrix

- Directly Related
- Elements of the zoning category are related to the future LU category, but with qualifications (such as a development plan with conditions)
- Land use category is appropriate, but the district does not directly implement the category (e.g., open space in an industrial district)



DISTRICT CENTER (DC)

This designation applies across the city to larger areas of existing mixed-use character or where such character is encouraged. These areas will include moderate to high-density residential (minimum densities of 6 du/ac) in dynamic, horizontal or vertical mixed use environments, to provide a balance of housing and employment.

District Centers generally serve several surrounding neighborhoods and may even have a city-wide or region-wide reach. As such, they are often anchored by a major commercial or institutional employer such as a shopping mall or a medical center.

Depending on location and assigned zoning, residential areas in District Centers may incorporate a mix of housing types, 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.

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. DC districts may be served by transit and include development of an intensity and design that supports transit use.