



Agenda Item # 12
BOA-003715-2026

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, Inc.

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:

6755/6691/6331/5764

Unified Development Code (UDC) Requirement:

- The UDC limits a single business site in a B-3, Community Business Suburban District to a single freestanding sign.

Board Consideration:

- To amend a previously approved Sign Variance to allow seven (7) new freestanding signs, each less than one (1) square foot, 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 6755 DATE May 4, 2026
APPLICANT Kimley-Horn and Associates (Katie Fitzjarrald, Agent)
REQUEST Sign Variance



NTS

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.

In August 2025, the Board approved a Sign Variance to allow an informational sign larger than 20 square feet in a B-3, Community Business Suburban 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 on the proposed variance; however, according to the submitted plans, the proposed project will require a Land Disturbance Permit. The applicant will need to have the following conditions met:

1. The proposed site improvements will require that a Land Disturbance Permit be submitted through the CSS Portal.
2. The existing drainage patterns and surface flow characteristics should not be altered so as to have a negative impact on any adjoining properties or any public rights-of-way.
3. Any and all proposed land disturbing activity within the property will need to be in conformance with Mobile City Code, Chapter 17, Storm Water Management and Flood Control); the City of Mobile, Alabama Flood Plain Management Plan (1984); and, the Rules for Erosion and Sedimentation Control and Storm Water Runoff Control.
4. Applicant agrees to install adequate BMPs during construction to protect from sediment/pollutants leaving the site.

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 amend a previously approved Sign Variance to allow seven (7) new freestanding signs, each less than one (1) square foot, for a single business site in a B-3 Community Business Suburban District; the UDC limits a single business site in a B-3, Community Business Suburban District to a single freestanding sign.

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 proposing a customer pick-up area in the parking lot with twelve (12) designated parking spaces. There would be six (6) pairs of nose-to-nose parking spaces marked with one (1) double-sided stanchion sign post between the "nose" of each pair of spaces (six (6) signs) containing the Target logo. In addition, there would be one (1) new solar drive-up beacon sign and one (1) relocated solar drive-up beacon sign. The signs would essentially be considered directional, but each would contain the Target logo, albeit less than one (1) square foot, but the proposed would amount to seven (7) new branding freestanding signs for the subject site, whereas only one (1) is allowed by the UDC.

The applicant states the following as justification for the request:

The request to increase the number of signs allowed comes from a need to better direct on-site traffic

flow in a larger shopping center. The specific red car logo delineates this as specific pick-up area which also aids in caution to other drivers navigating the lot.

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:

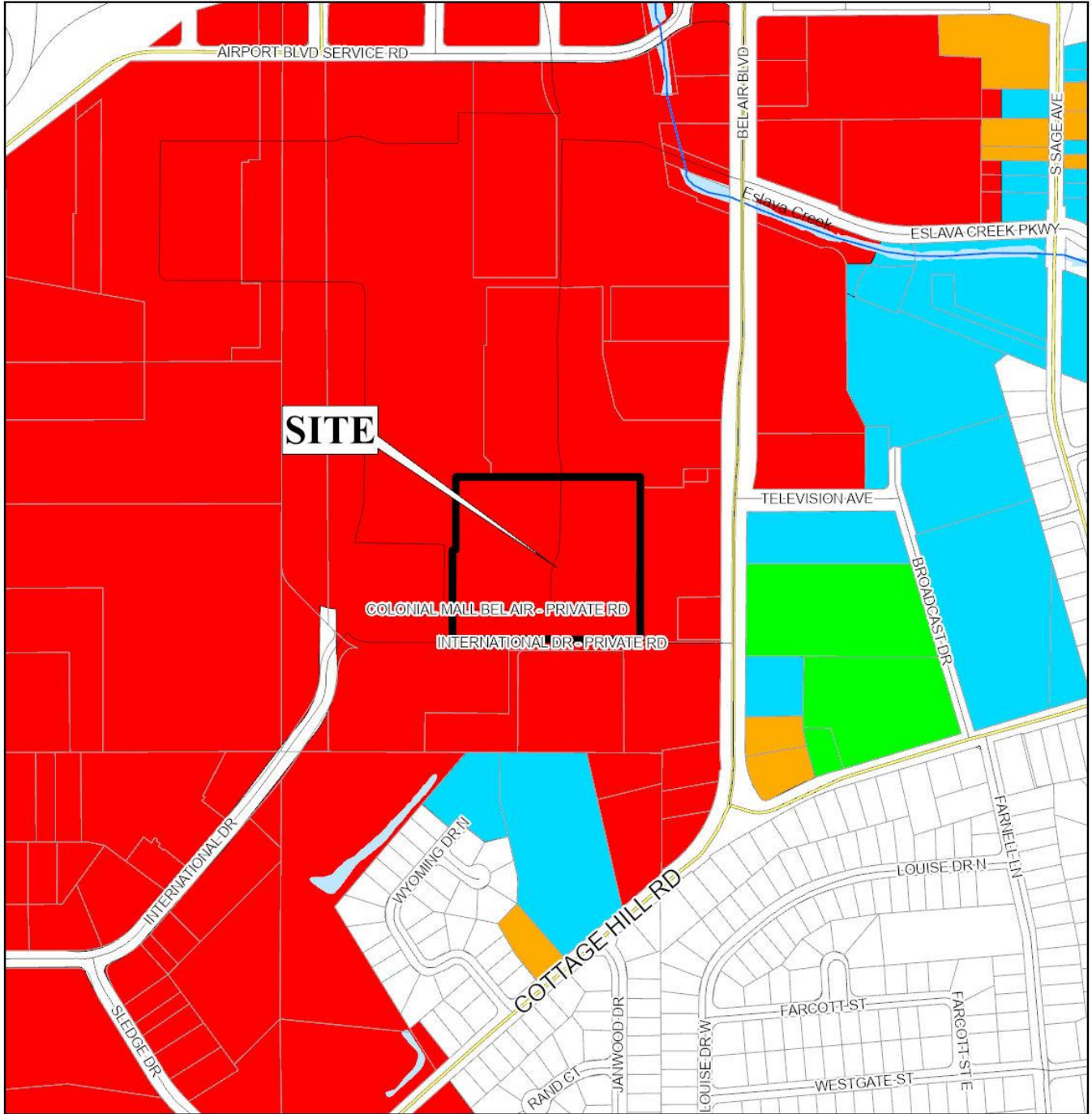
Based on the requested Variance application, and documentation submitted, if the Board considers approval of the request, the following findings of fact must be present:

- 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.

If approved, the following conditions should apply:

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

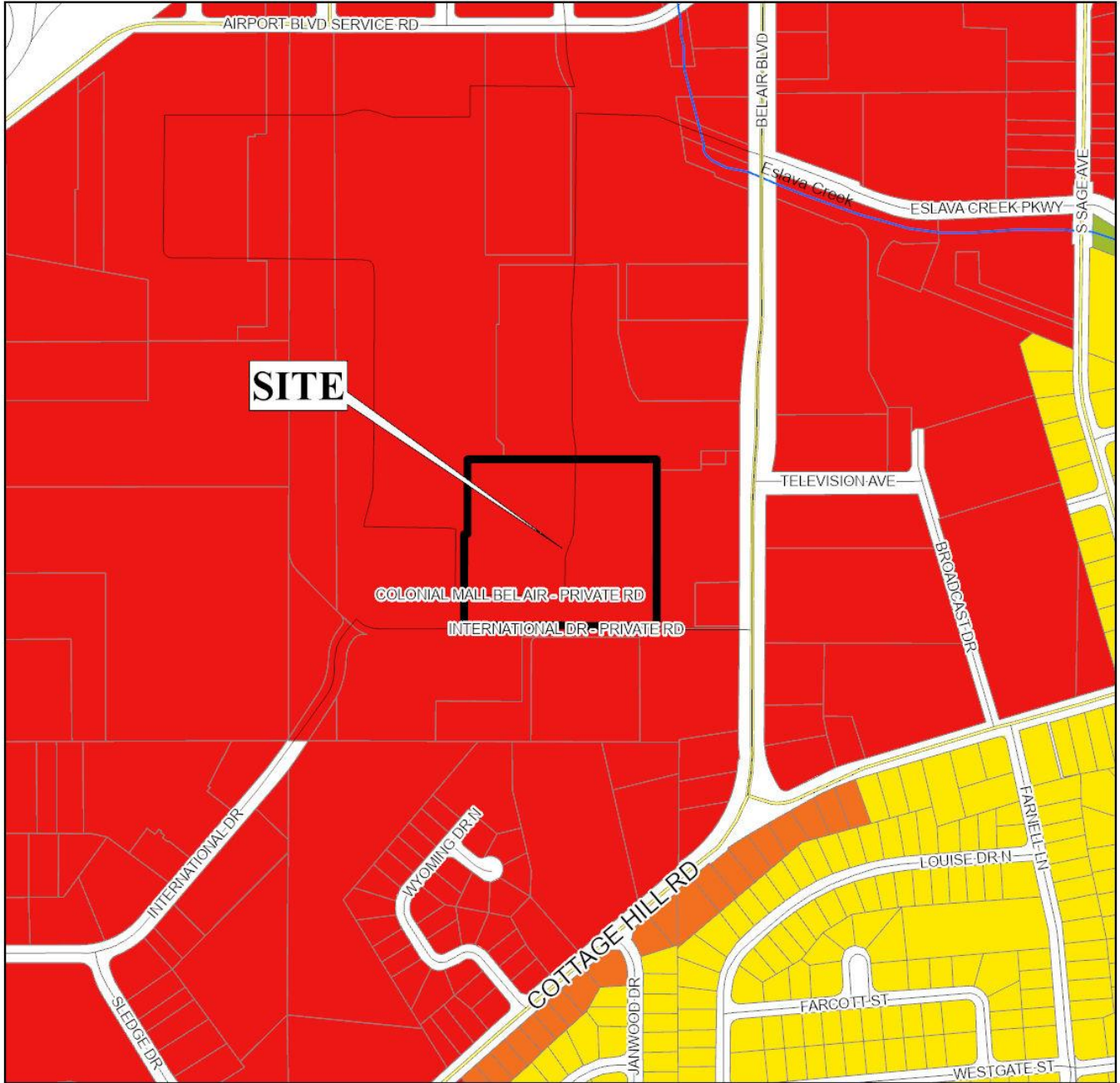
LOCATOR ZONING MAP



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FLUM LOCATOR MAP



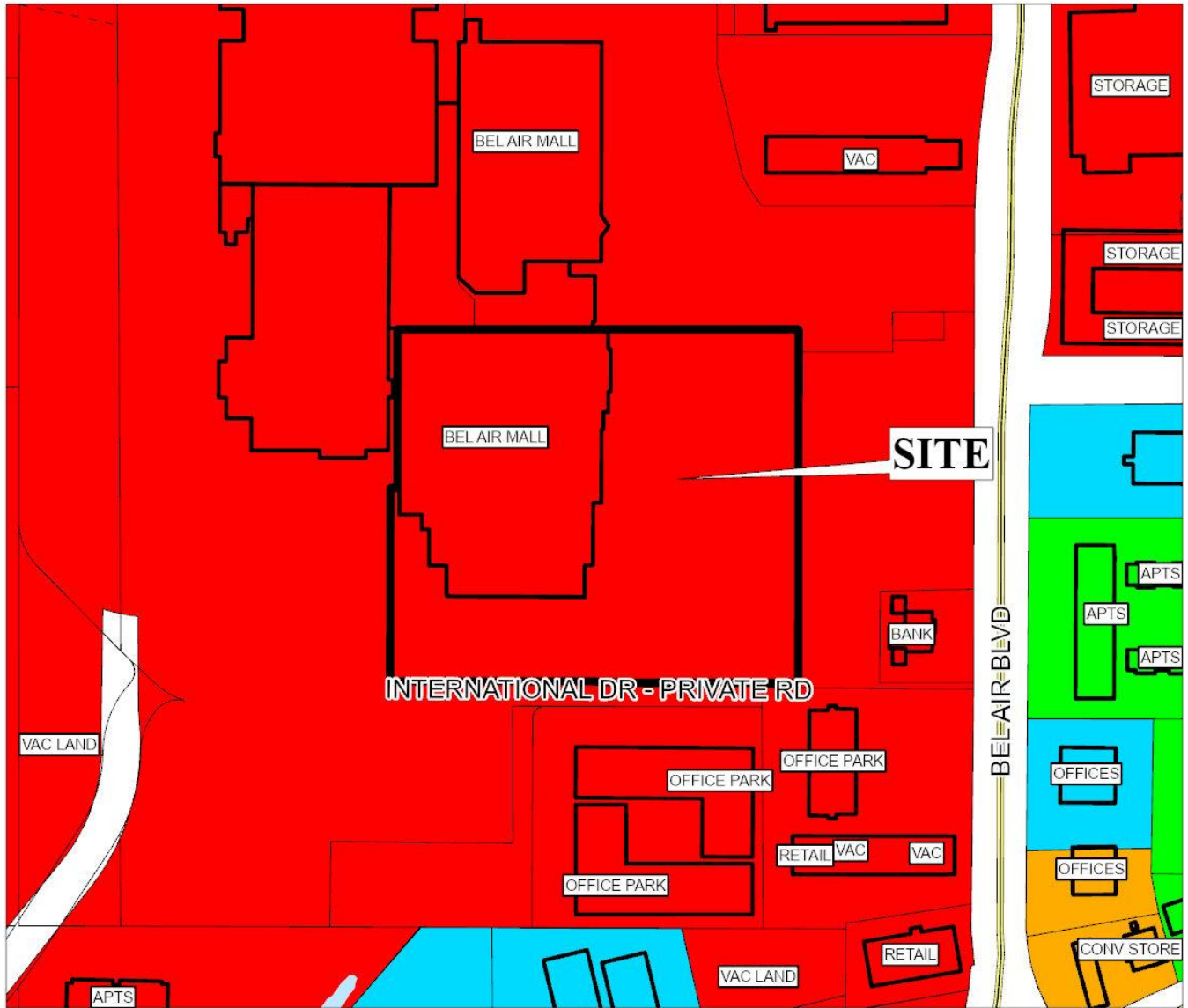
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|---------------------------|-----------------------------------|-------------------|-----------------|
| Low Density Residential | Neighborhood Center - Traditional | Light Industry | Water Dependent |
| Mixed Density Residential | Neighborhood Center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



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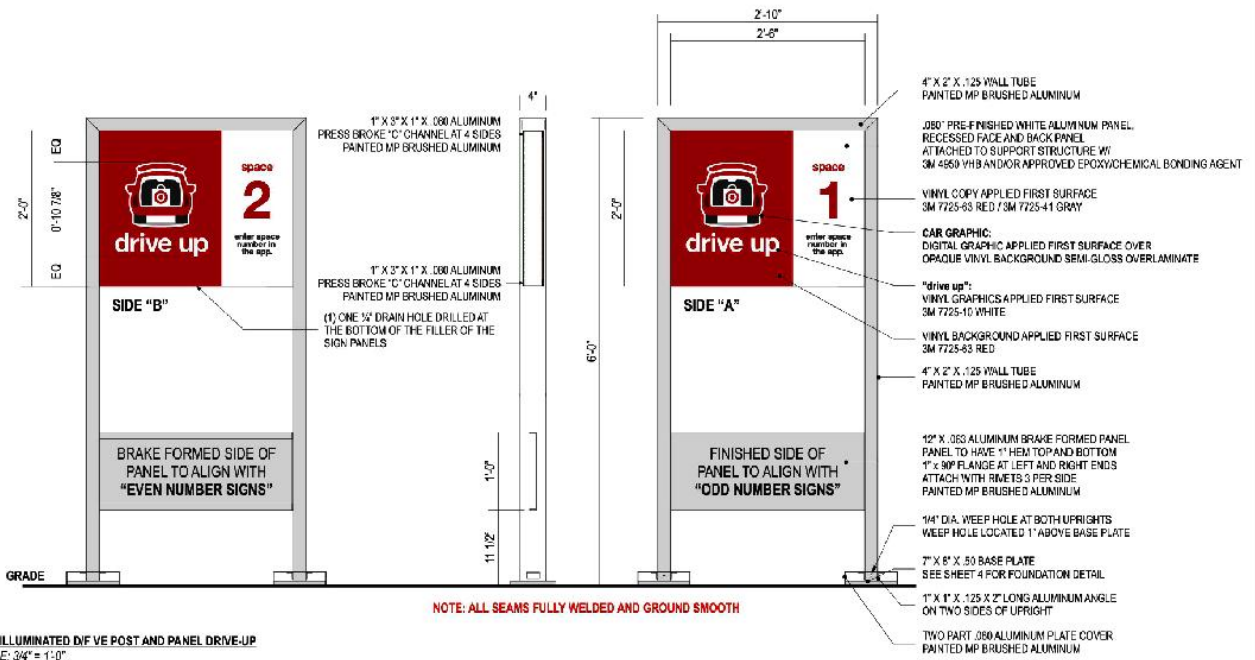
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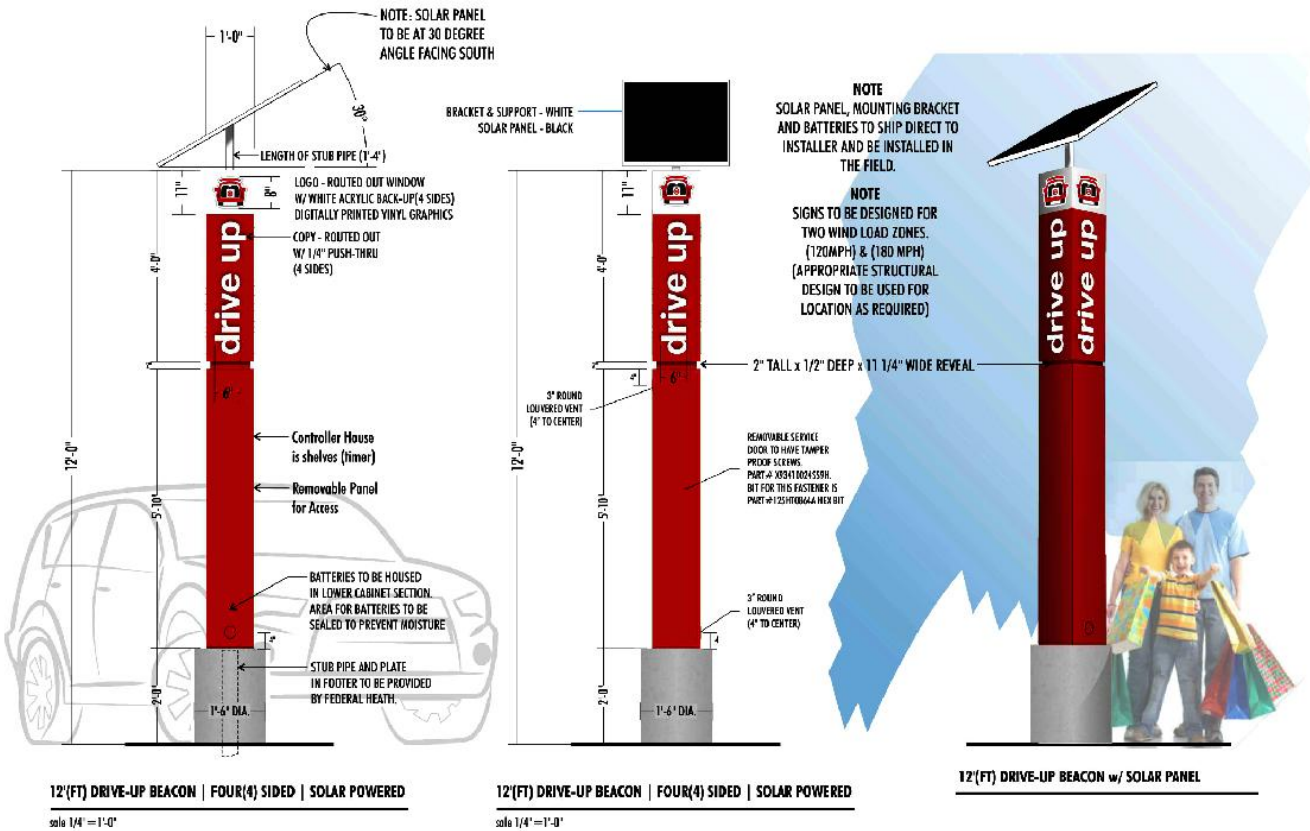
DETAIL SITE PLAN



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