

ZONING BOARD OF ADJUSTMENT STAFF REPORT

June 22, 2026

ZBA-26-26

GENERAL INFORMATION

Petitioner

Trident Real Estate Development (David Rogers)

Requested Action and Purpose

Variance from the freestanding sign general standards to allow a 75-foot-tall freestanding sign with a 400 square foot sign face

Location and Existing Zoning

3320 Buttermilk Rd. Zoned HC. (Council District 6)

Size and Existing Land Use

Approximately 9.85 acres, Commercial

Surrounding Land Use and Zoning

North: Vacant, HC

East: Commercial, PJ

South: Commercial, HC

West: Vacant, PJ

Applicable Regulations

Sec.25-180 Freestanding Sign General Standards.

- **Table VI-16: maximum freestanding sign display area.**

Development type/location		Maximum Display Area [2]	Maximum sign height
General business (not shopping center)	In all locations except where specified below	200 sf	25 ft
	On lot abutting Interstate 20/59 [3]	450 sf	25 ft
Shopping center [4]	At least 10,000 sf but less than 50,000 sf	300 sf	25 ft
	At least 50,000 sf but less than 100,000 sf	400 sf	25 ft
	At least 100,000 sf but less than 200,000 sf	450 sf	35 ft
	200,000 sf or more	500 sf	35 ft
Along frontage abutting Black Warrior River or Lake Tuscaloosa		[5]	25 ft

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[1] sf = square feet

[2] The maximum display area per sign (see section 25-178(b), display area)

[3] Increase in maximum sign area applies only if: (i) the development, including developments located at designated exit ramps, lies contiguous to the fenced interstate right-of-way, (ii) the freestanding sign is oriented to the interstate and is not oriented to any other street or avenue or positioned parallel to the interstate right-of-way, and (iii) the development includes at least 10,000 square feet of gross building area and all buildings, parking lots, and accessory uses are located on a single lot. Otherwise, the maximum display area for the freestanding sign is 200 square feet. Maximum sign height may be increased in accordance with subsection c.2. above.

[4] Area measurements refer to the sum of all gross floor areas of all buildings in the shopping center.

[5] One square foot of sign copy area is permitted for each linear foot of river- or water-facing frontage, up to a maximum of 150 square feet of copy area. Only applies to parcels outside the R or RPD district.

SUMMARY

The petitioner is requesting a variance from the freestanding sign general standards to allow the construction of a free-standing sign. The proposed sign will be 75 feet tall and have 400 square feet of display area. The proposed sign will be located along JVC Road and will be oriented towards Interstate 20. The petitioner states "Due to the site's distance and orientation relative to the interstate, strict enforcement of the sign height limitation would significantly limit visibility. This creates an unnecessary hardship by preventing motorists from identifying the site in time to safely access it, potentially leading to abrupt or unsafe driving maneuvers."

Office of Urban Development, Planning Division: No comment

Office of Urban Development, Code Enforcement: No violations found or complaints received

Office of Urban Development, Building and Inspections Division: No comment.

Infrastructure and Public Services, Engineering Division: No comment

Fire and Rescue Department, Fire Administration: No comment

Variance Application

Property Information:

Site Address:

JVC Road at Buttermilk Road, Tuscaloosa, Alabama 35453

Total Acres:

9.42

Number of Existing Structures:

0

Current Zoning:

Highway Commercial (HC)

Current Land Use:

Vacant

Applicant Information:

Applicant Name:

Trident Real Estate Development David Rogers

Applicant Address:

3301 Windy Ridge Pkwy, Ste. 160, Atlanta, Georgia 30339

Applicant Phone Number:

(404) 290-2254

Applicant Email Address:

drogers@tridentredev.com

Is the applicant also the property owner?

Yes

The primary consideration for a variance request is whether a literal enforcement of a zoning ordinance will result in an unnecessary hardship. Circumstances that are not hardships include self-inflicted or self-created, inconvenient, financial or personal. The petitioner must specifically state a hardship for the variance.

Detailed Description of the Proposed Request, including Hardship:

The applicant requests a variance to allow a freestanding price sign of 100 feet in height for the proposed fuel station. The property is located adjacent to a major interstate corridor where visibility from high-speed traffic is essential.

Due to the site's distance and orientation relative to the interstate, strict enforcement of the sign height limitation would significantly limit visibility. This creates an unnecessary hardship by preventing motorists from identifying the site in time to safely access it, potentially leading to abrupt or unsafe driving maneuvers.

The requested height is consistent with nearby properties along the corridor, where similar tall interstate-oriented signage is common. Without the variance, the site would be at a functional disadvantage compared to surrounding developments.

This hardship is not self-created but results from the property's location and the nature of interstate traffic. The requested variance is the minimum necessary to provide reasonable visibility and safe access while remaining consistent with the surrounding area.

ZBA Revisions

Use this form to submit revisions/missing documents from a previously submitted ZBA application, not including STRs.

Property Information:

Site Address:

3320 BUTTERMILK ROAD, TUSCALOOSA, Alabama 35453

Original Application Type:

Variance Application

Applicant Information:

Applicant Name:

Trident Real Estate Development David Rogers

Applicant Email Address:

drogers@tridentredev.com

Supporting Documents:

Description of Revised Documents:

The sign size has been updated and will now be 75' tall and 400 sqft, rather than the previous 100' tall and 450 sqft.

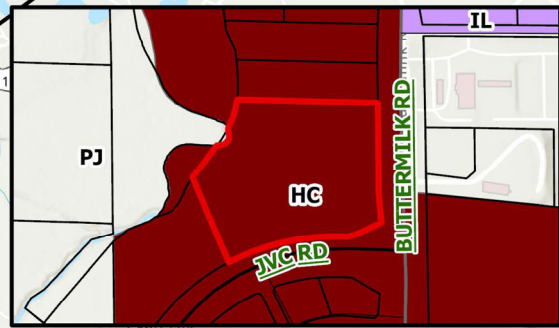
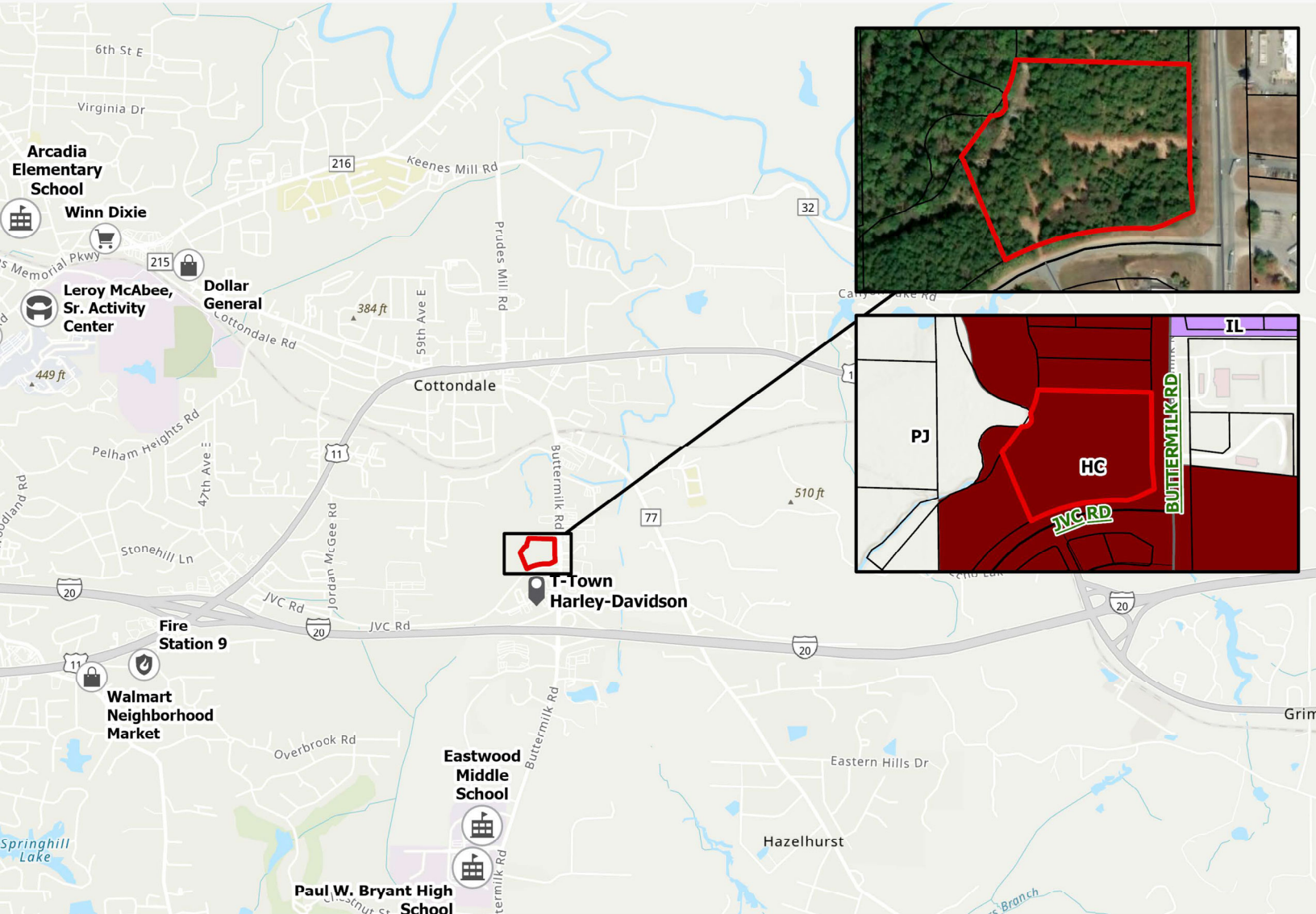
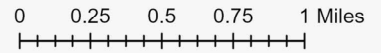
Documents:

C3.0 - R2 - OVERALL SITE LAYOUT PLAN.pdf

C3.1 - R2 - SITE LAYOUT PLAN.pdf



3320 Buttermilk Road





3320 Buttermilk Road

1 inch = 275 feet
0 150 300 450 600 Feet

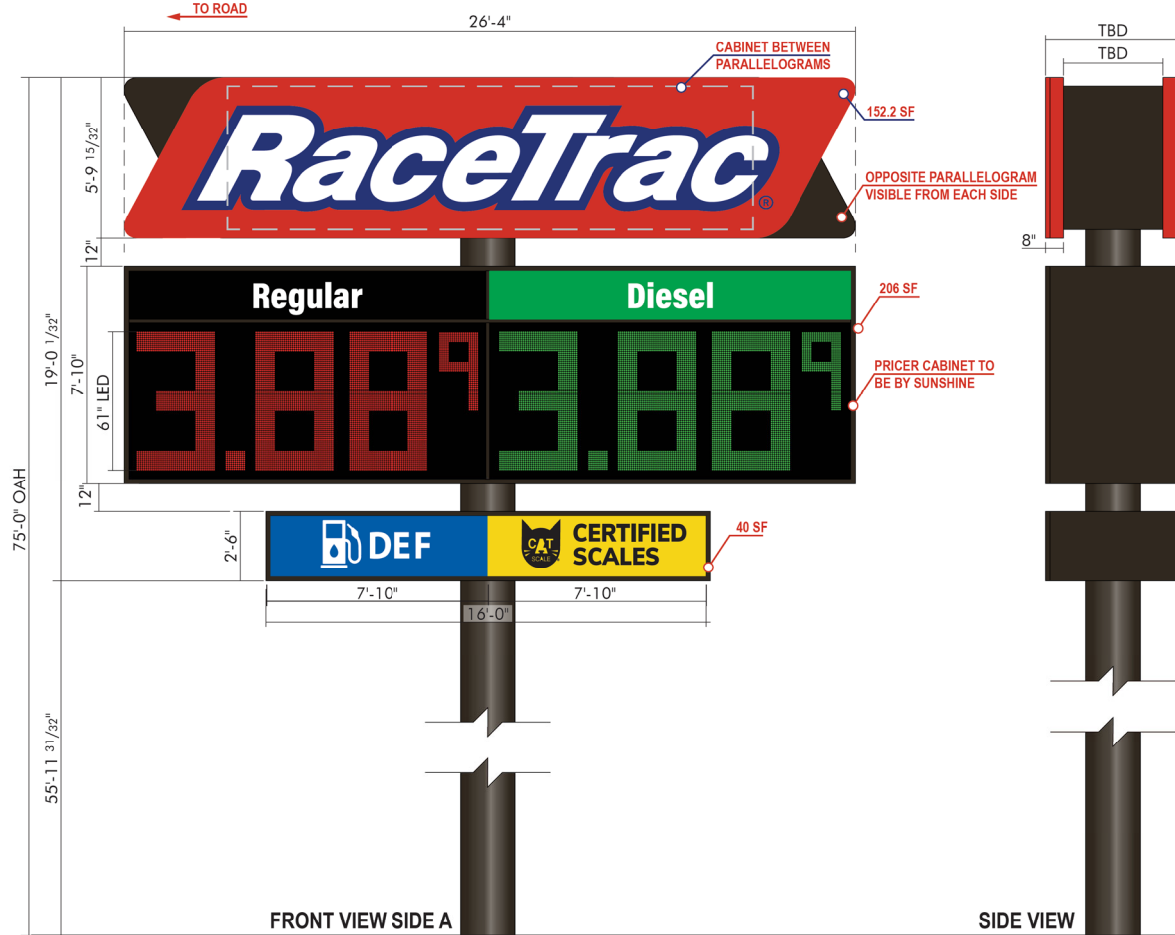


400 SqFt Price Sign- (2) 61" LED

*All sign components to be UL listed. All wiring to conform to UL specifications. Installations to be per NEC requirements. All signs to bear UL labels.
STAMPED, SEALED ENGINEERING REQUIRED
 FOUNDATION INFORMATION PROVIDED BY RACETRAC. MANUFACTURER RESPONSIBLE FOR HAVING A LICENSED ENGINEER VALIDATE FOUNDATION DESIGN PRIOR TO INSTALL
 DOUBLE FACED
 QUANTITY 1
 ALL FUEL GRADE PANELS TO BE ACCESSIBLE FROM TOP OF SIGN

PRICER SPECIFIC COLORS			
C1	LOGO RED	C7	PRICER GREEN
C23	SW 7849 URBANE BRONZE	C8	PRICER RED
C6	PRICER BLACK		

OVERALL CABINET HEIGHT/DEPTH AND SPACING TO BE FINALIZED UPON ENGINEERING



SPECIFICATIONS:

SIGN FACES:

- **LOGO PANEL:** Aluminum panel painted EFC Standard Color C23 with parallelogram mounted to the surface. Parallelogram to be channel letter-type construction with .177" thick Polycarbonate face panels with 1st surface applied translucent vinyl graphics. Parallelogram copy to be digital print provided by Miratec. Systems with red background and with blue area of logo graphic also printed. Cabinet and trim cap to be painted Red C1.
- **REGULAR UNLEADED PRODUCT PANEL:** Solar Grade Polycarbonate; Background to be 1st surface applied opaque vinyl Black C6; "Regular" to be show-through white.
- **DIESEL PRODUCT PANEL:** Solar Grade Polycarbonate; Background to be 1st surface applied translucent vinyl Green C7; "Diesel" to be show-through white.

INTERIOR ILLUMINATION: Sloan Sign Box 3 LED Interior Illumination powered by low voltage power supplies.

THIS IS BEHIND THE LOGO PANEL, FUEL GRADE PANELS & DEF/CAT/DRIVE THRU (IF APPLICABLE) PANELS.

SIGN FRAME: 2" x 2" x .25" steel tube with .063" aluminum cladding painted EFC Standard Color C23. Extruded aluminum 1-1/2" wide Divider Bars installed to retain sign panels. Face dividers and retainer to be painted EFC Standard Color C23.



SLOAN SIGN BOX 3
LED Interior Illumination

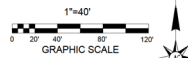
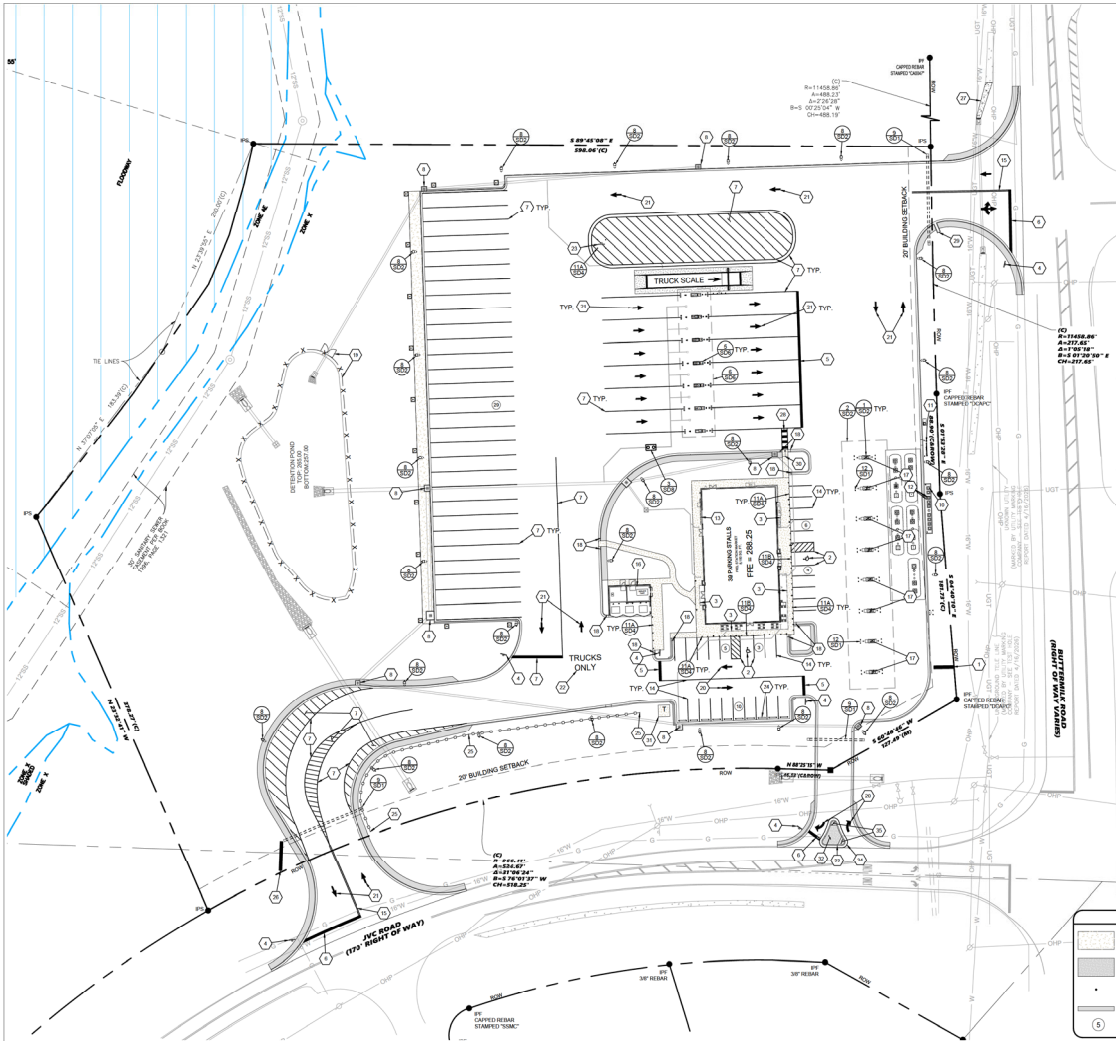
FUEL GRADE FONT:

ACUMIN PRO
CONDENSED BLACK



COLOR SCHEDULE on Page 3

GENERAL NOTE: ALL WORK SHALL BE IN COMPLIANCE WITH RECOGNIZED INDUSTRY STANDARDS, MANUFACTURER'S RECOMMENDATIONS AND ALL APPLICABLE STATE AND LOCAL CODES. NO SUBSTITUTIONS ALLOWED.

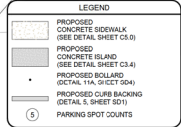


SITE LAYOUT LEGEND

- 1 25' HIGH LED POLE PRICE SIGN RECD. FACE OF SIGN TO BE 300 SF. SEE SIGN PACKAGE FOR DETAILS.
- 2 ACCESSIBLE SPACE, AISLE, SYMBOL RECD. SEE DETAIL 03-04C3.2.
- 3 BUILDING OVERHANG, TYP. SEE ARCHITECTURAL PLANS FOR DETAILS.
- 4 R1-1 STOP SIGN RECD. SEE DETAIL 05-07C3.2. (80'X30", 7" HEIGHT)
- 5 24" WIDE YELLOW AND BLACK STOP BAR RECD. SEE DETAIL 5SD7.
- 6 24" WIDE WHITE STOP BAR RECD. SEE DETAIL 07C3.2.
- 7 TRUCKING COURT PAINT LINE RECD. TYP. SEE DETAIL 5SD7.
- 8 6" HEADER CURB AROUND GRATE INLET RECD. SEE DETAIL 09C3.2. OMIT.
- 9 REMOTE FILL RECD. FOR FUEL STORAGE TANKS. SEE TANK PLANS FOR ADDITIONAL DETAILS.
- 10 TANK VENT STACKS RECD. SEE TANK PLANS FOR DETAILS.
- 11 DEF BOX W/ BOLLARDS RECD. SEE TANK PLANS FOR DETAILS.
- 12 OIL WATER SEPARATOR ALARM RECD. ON REAR BUILDING WALL.
- 13 4" WIDE SINGLE YELLOW PAINT STRIPE RECD. TYPICAL.
- 14 4" WIDE DOUBLE YELLOW PAINT STRIPE RECD. TYPICAL. SEE DETAIL 07C3.2.
- 15 DUMPSTER ENCLOSURE. REFER TO ARCHITECTURAL PLANS FOR DETAILS.
- 16 4" ISLAND (TYP. DETAIL) RECD.
- 17 TRANSITION CURB FROM 6" TO 7" IN 2' RECD.
- 18 4" TALL BLACK 1900-CORTEX CHAIN LINK DOUBLE GATE RECD. SEE DETAIL 19C3.2.
- 19 DIRECTIONAL ARROW RECD. TYPICAL. SEE DETAIL 11C3.2.
- 20 TRUCKING COURT PAINT ABOVE RECD. TYP. SEE DETAIL 5SD7.
- 21 "XXXX" PAINTED IN 4" HIGH LETTERING. REFERENCE PLAN FOR DENOTATION. SEE DETAIL 5SD7.
- 22 120" HIGH EXTEND SIGN RECD. SEE DETAIL 13C3.2.
- 23 CONCRETE WHEELSTOP RECD. SEE DETAIL 14C3.2.
- 24 GUARDRAIL RECD. SEE DETAIL ON SHEET C3.3.
- 25 75' HIGH LED POLE PRICE SIGN RECD. FACE OF SIGN TO BE 400 SF. SEE SIGN PACKAGE FOR DETAILS.
- 26 REPLACE CONCRETE FLUME RECD. SEE DETAIL 08C3.2.
- 27 PEDESTRIAN CROSSWALK RECD. SEE DETAIL 13C3.2.
- 28 2" WIDE CONCRETE FLUME RECD. SEE DETAIL 15C3.2.
- 29 SIDEWALK RAMP RECD. SEE DETAIL 13C3.2.
- 30 CONCRETE TRANSFORMER PAD RECD. SEE SITE UTILITY PLAN FOR MORE INFORMATION.
- 31 RAISED CONCRETE ISLAND RECD. SEE ALDOT SPECIAL DRAWING MED3XVC3.4.
- 32 ALDOT TYPE 'N' CURB RECD. SEE ALDOT SPECIAL DRAWING MED3XVC3.4.
- 33 10" WIDE SINGLE WHITE THERMOPLASTIC LINE RECD.
- 34 SAFETY NOSES AT CORNER OF CONCRETE ISLAND RECD. SEE ALDOT SPECIAL DRAWING MED3XVC3.4 & MED3HREC3.4.

STANDARD LEGEND

- 35 OMIT
- 36 YARD HYDRANT. SEE DETAIL 12S01.
- 37 60" DIAMETER ISLAND. TYPICAL. SEE DETAIL 10D0.
- 38 CANOPY ACCESSORIES LAYOUT. SEE DETAIL 2ISD2.
- 39 SITE LIGHT RECD. TYPICAL. SEE DETAIL 8ISD2 & PHOTOMETRIC PLANS.
- 40 BOLLARD AT SIDEWALK. TYPICAL. SEE DETAIL 11A1SD4.
- 41 HANDICAP SIGNAGE. TYPICAL. SEE DETAIL 11B1SD4.
- 42 PVC CHASE. TYPICAL. SEE DETAIL 9SD1.
- 43 EDD DISPENSER ISLAND. TYPICAL. SEE DETAIL 5SD6.
- 44 EDD CANOPY ACCESSORIES LAYOUT. TYPICAL. SEE DETAIL 6SD6.
- 45 OIL WATER SEPARATOR RECD. SEE DETAIL 3ISD8.



811
Know what's below
Call before you dig

REFER TO SURVEY FOR EXISTING CONDITIONS LEGEND.
REFER TO SHEET GR FOR ADDITIONAL NOTES APPLICABLE TO THE WORK SHOWN ON THIS PLAN.

DATE: 3/1/2024
SCALE: SEE PLAN
DRAWN BY: J. HANSON
DRAWING NAME: C:\20-0493 Site Layout Plans.dwg
C3.1 2
SHEET NO. / REVISION

CHAZAL & ASSOCIATES, INC.
LANDSCAPE ARCHITECTURE & PLANNING
1000 W. UNIVERSITY BLVD., SUITE 100
COTTONDALE, AL 35050
(205) 355-0000

ALABAMA LANDSCAPE ARCHITECTS ASSOCIATION

PROJECT NO. 20-0493

