



S A V A N N A H H I S T O R I C D I S T R I C T
B O A R D O F R E V I E W

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: SpeediSign, Flint North

MPC File No.: 26-003520-COA

Address: 1 North Fahm Street

PIN: 20003 11001

Zoning: D-CBD

Staff Reviewer: Alexander Merced

Date: August 12, 2026

NATURE OF REQUEST:

The applicant would like to illuminate an already existing sign on the building at 1 North Fahm Street. The original non-illuminated sign was approved as a staff decision in March 2026, file number 26-001294-COA.

CONTEXT/SURROUNDING AREA:

The building was constructed in 1970 and is a non-contributing resource within the National Historic Landmark District and the local Savannah Downtown Historic District. It sits at the northwest corner of West Bay Street and North Fahm Street, which is west of MLK Boulevard. This is outside of the Landmark Historic District in an area where much of the historic fabric has been lost and is surrounded by non-contributing buildings. Immediately to the north is a new apartment building built within the past five years and to the south across West Bay Street is Yamacraw Village. The existing sign is on the Fahm Street (east) façade facing a non-contributing Post Office building.

FINDINGS:

The following standards from the Sec 7.8 - Savannah Downtown Historic District Ordinance apply:

Visual Compatibility Criteria. To maintain the special character of the Savannah Downtown Historic District as identified in the architectural survey and visual analysis, new construction and any material change in appearance shall be consistent with the standards, criteria and guidelines developed for the district. The applicable criteria below shall be used to assess new construction and material changes. These criteria shall not be the basis for appeal to any board, commission or administrator described in this Ordinance, or to the Mayor and Aldermen.

Signs. *Signs, where permitted, shall be visually compatible with contributing buildings and structures to which they are visually related.*

The sign already exists, and it is in an area that has other non-contributing structures with illuminated signs as well. The criterion is met.

The following standards from the Sec. 9.9.17 - Special Sign Districts apply:

Special Sign Districts. *In Addition to the requirements of Sec. 9.9.1 through 9.9.13, signs in the following special sign districts shall comply with the provisions of this Section, provided that where such provisions are in conflict with any requirements of Sec. 9.9.1 through 9.9.13, the requirements of this section shall prevail.*

Historic Special Sign District Boundaries.

Savannah Downtown Historic Sign District. *The Savannah Downtown Historic Sign District shall include any area location within the Savannah Downtown Historic Overlay District, with the exception of City Market, Broughton Street, Factors Walk, and Plant Riverside Sign Districts.*

Special Sign Standards for the Savannah Downtown Historic, City Market, Broughton Street, Factors Walk and Neighborhood Sign Districts.

Sign Illumination.

Signs shall not be illuminated unless specifically indicated below.

Where illumination is permitted, reverse silhouette or “cut-out” letters are encouraged to reduce glare where back lighting is applied.

The sign will be illuminated using reverse silhouette letters. The standard is met.

Staff Report - Certificate of Appropriateness
MPC File No. 26-003520-COA
1 N. Fahm St.
August 12, 2026

STAFF RECOMMENDATION:

Approve the illumination of the existing wall sign at 1 North Fahm Street as requested because it is visually compatible and meets the standards.

MW: CC: APM

Note: This recommendation could change subject to new information provided at the Historic District Board of Review meetings. Final decisions will be made by the Historic District Board of Review at the public hearing based on information provided at the meeting, as well as information submitted for the staff recommendation.