

Variance Narrative – Orielle Hotel by Marriott – 102 W. Bay St., Savannah, GA

- 1) **Sign Area of 64 sq. ft.** - We are requesting variance from the 30 square foot restriction in order to allow for a more distinguishable design element for this new hotel brand. The actual hotel name copy is virtually identical to the copy area of the existing “Bohemian Hotel”. The only difference is a wider cabinet that allows for the design element and a less “crowded” brand on the sign face. Approval of this variance request will have no negative impact on the district or the surrounding businesses, as the competing hotels directly next door to this property both have existing signs on the same South elevation that are larger than the 64 square feet we are requesting approval for. (Hyatt Regency – 75 Sq Ft and Cotton Sail Hotel – 70 Square feet.)

- 2) **Internal Illumination** – We are requesting variance from the code prohibiting internal illumination. The existing “Bohemian Hotel” sign is currently internally illuminated, as are both the Cotton Sail Hotel and the Hyatt Regency, our competitors directly next door. Enforcing the restriction of prohibiting the internal illumination will cause an undue hardship to The Orielle not enforced or applied to either the Hyatt Regency or the Cotton Sail Hotel. Approval of this variance request will have no negative or adverse impact on the district, as we are simply requesting to continue allow the same illumination that is currently in place and that the competing hotels currently have.

- 3) **Sign Location on Building** – We are requesting variance in order to install the new sign in the same location the existing “Bohemian Hotel” sign is located. Requiring the sign to be installed at the “top of the building” or the “top of the first floor” would create hardship and compromise the integrity of the architectural design of the building, as these locations have critical design elements and brick accents that would be sacrificed if the sign is required to be placed in these locations. The building also has driveway entry arches, palm trees and front entrance canopy that would effectively block all visibility of a sign installed at the top of the first floor. Approval of this variance request will have no negative impact, as it simply a request to allow the new sign to be installed in the same location as the existing sign and Cotton Sail Hotel has their sign on the top of the SECOND floor without any of the visibility hindrances the Hotel Orielle has.

HOTEL ORIELLE

Design Proposal

PROJECT ID:	0A33813A/2
CLIENT:	ORIELLE HOTEL
ADDRESS:	102 WEST BAY STREET SAVANNAH, GA
DATE:	6/03/2026
CONTACT:	MIKE DRURY
DESIGNER:	LDB

Pattison

1.866.635.1110
pattisonid.com

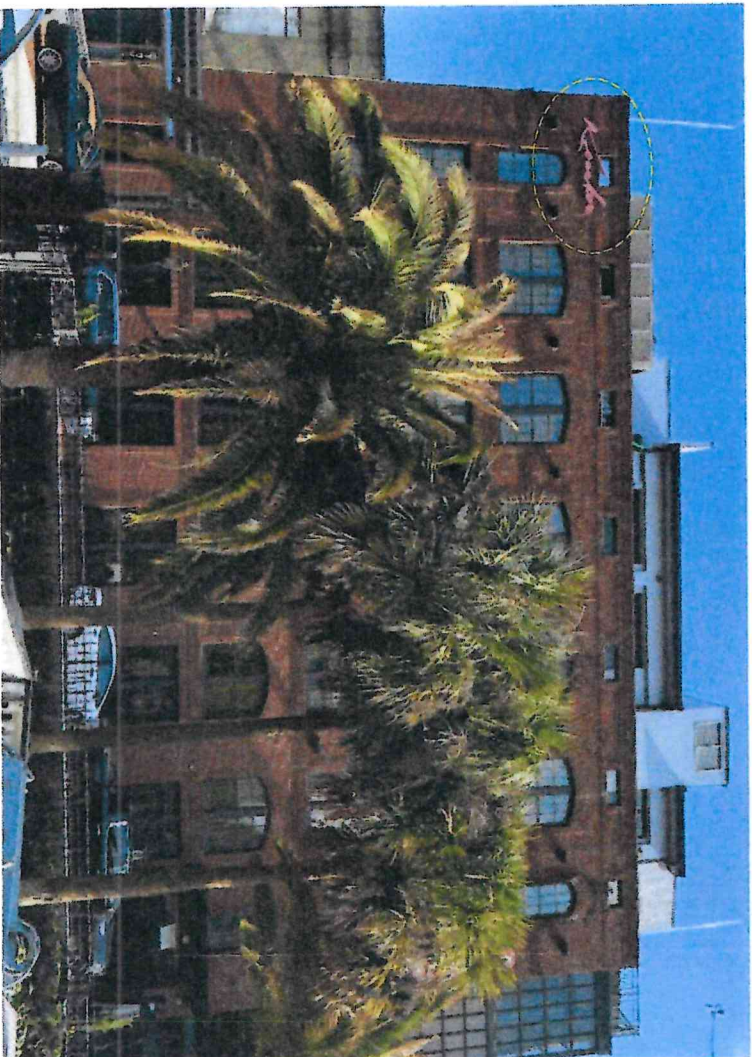


SOUTH ELEVATION

REMOVE AND DISCARD EXISTING S/F "BOHEMIAN" WALL SIGN
PATCH HOLES AND REPAIR FASCIA AS REQ'D

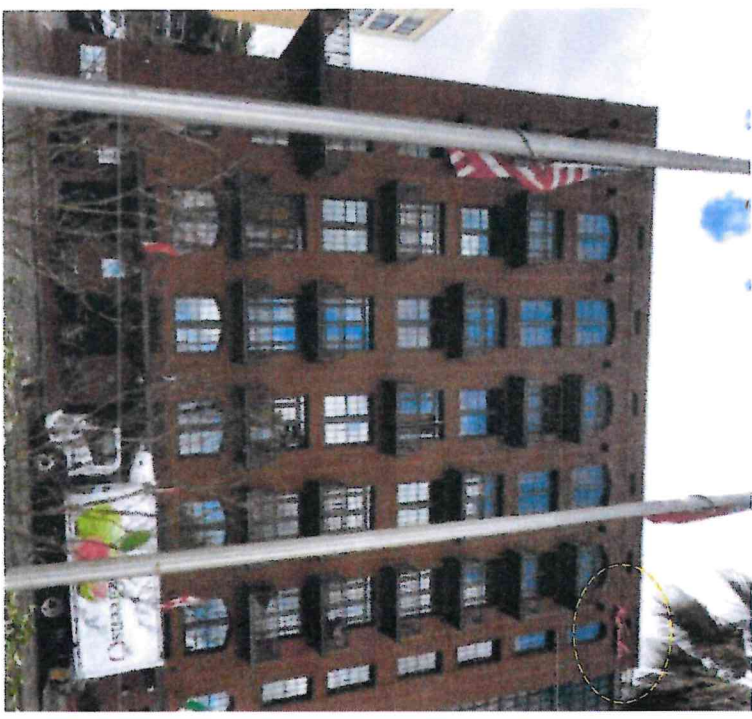


A PROPOSED



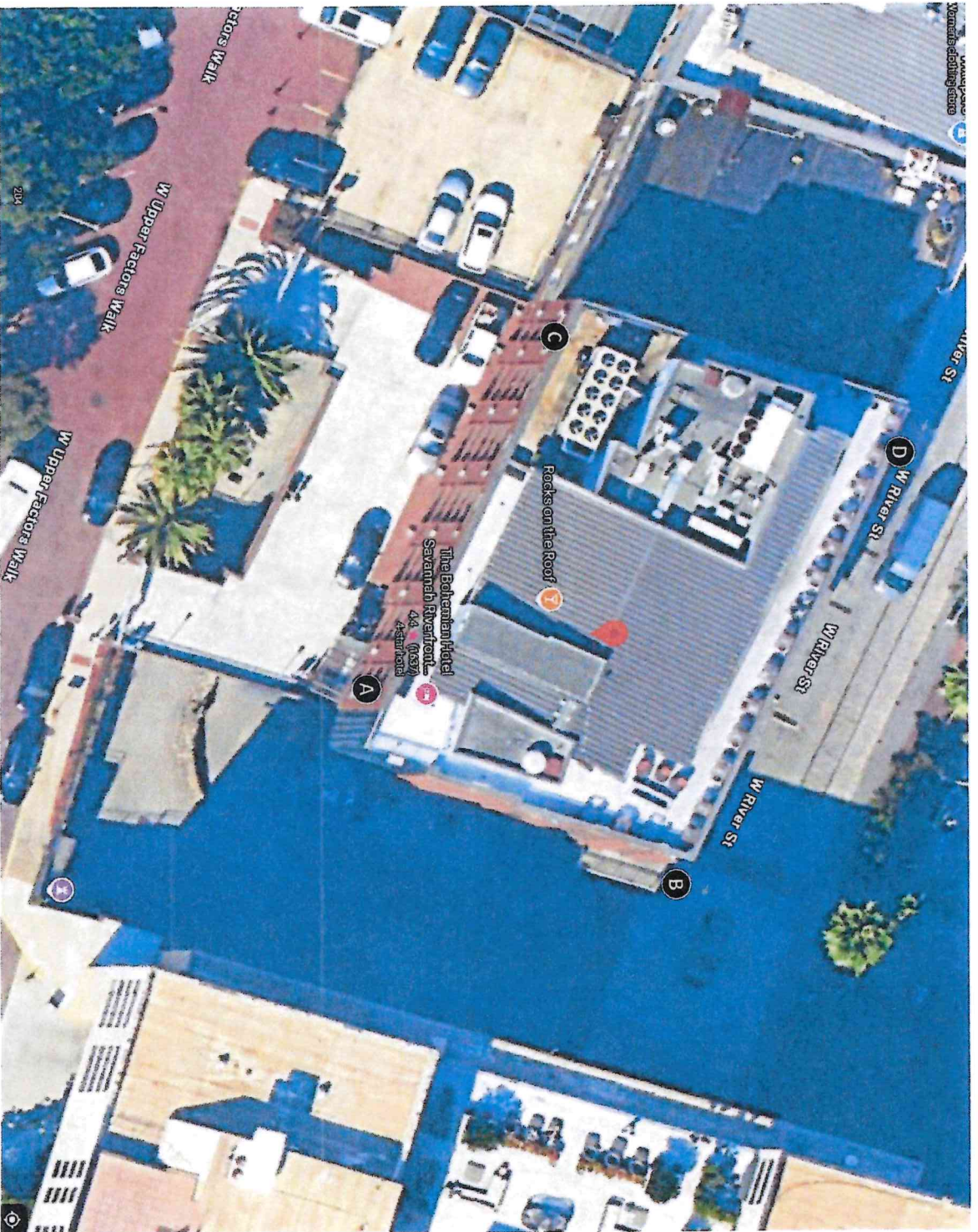
C SOUTH ELEVATION

REMOVE AND DISCARD EXISTING HALO LIT LETTERS "KESSLER"
PATCH HOLES AND REPAIR FASCIA AS REQ'D



D NORTH ELEVATION

REMOVE AND DISCARD EXISTING HALO LIT LETTERS "KESSLER"
PATCH HOLES AND REPAIR FASCIA AS REQ'D



AERIAL VIEW

Zarina Davis

From: Bobbie Stephens <bobbies@aaasignco.com>
Sent: Tuesday, August 18, 2026 12:39 PM
To: John Anagnost
Cc: Zarina Davis; Sally Helm; Caitlin Chamberlain
Subject: [Caution - External Email] RE: Signable Area Variance for 102 W Bay St

Yes, please add this to our variance. Thank you so much.

Bobbie

Bobbie Stephens

912-507-8419 cell



AUGUSTA GA . SAVANNAH GA . CHARLESTON SC . COLUMBIA SC

From: John Anagnost <John.Anagnost@Savannahga.Gov>
Sent: Tuesday, August 18, 2026 12:08 PM
To: Bobbie Stephens <bobbies@aaasignco.com>
Cc: Zarina Davis <ZDavis@Savannahga.Gov>; Sally Helm <helms@thempc.org>; Caitlin Chamberlain <chamberlainc@thempc.org>
Subject: Signable Area Variance for 102 W Bay St

Hi Bobbie,

The variance application for 102 W Bay Street needs to include a variance for “signable area”, which is defined as:

That area of the façade of a building up to the roofline, free of windows and doors or major architectural detail, to which a sign may be attached or erected; provided, however, that the “signable area” shall be further restricted to the horizontal area along the building façade below any upper story windows or at the top of the façade above any windows when a principal use structure is greater than one story in height. A permitted awning or canopy may also be considered as part of the signable area.

Wall and projecting signs in the Downtown district are required by Sec. 9.9.17.g.xv.1.c to be in the signable area. The “Orielle” sign on the south side of the building does not comply with this requirement. Please confirm that you would like to add this section to your variance request.

Best,
John

John A. Anagnost
Planning Manager
Planning and Urban Design
Office: 912-525-3100 ext. 1516
Cell: 912-724-9800
john.anagnost@savannahga.gov