



SAVANNAH ZONING BOARD OF APPEALS

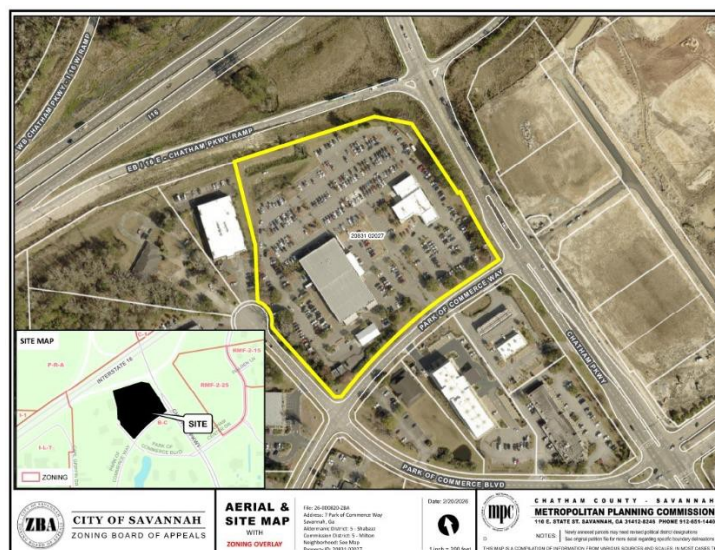
STAFF REPORT

PETITIONER: Pittman Real Estate Holdings of GA – Winston Pittman, Sr.
MPC FILE No: 26-00080-ZBA
ADDRESS: 7 Park of Commerce
Way PIN: 20831 02027
DATE: June 25, 2026
MPC Staff: DeAndrae Spradley

Nature of Request

The Petitioner requests a variance to install a digital billboard.

The Petitioner is requesting a variance on the subject property to locate a new digital billboard outside of the allowable area as determined by the Signable Quadrant for Billboards along Interstate Highways of the Signage Ordinance Regulations and Design Standards. Per the Petitioner's submitted signage drawings, the digital billboard would be forty-eight feet (48 ft.) wide and fourteen feet (14 ft.) tall with a maximum overall height of forty-five feet (45 ft.) above the existing grade. 5. The Petitioner's proposed billboard will be located in an area that complies with the adopted Zoning Regulations and a variance is not necessary for the Petitioner.



Aerial & Site Map for 7 Park of Commerce

Facts & Findings

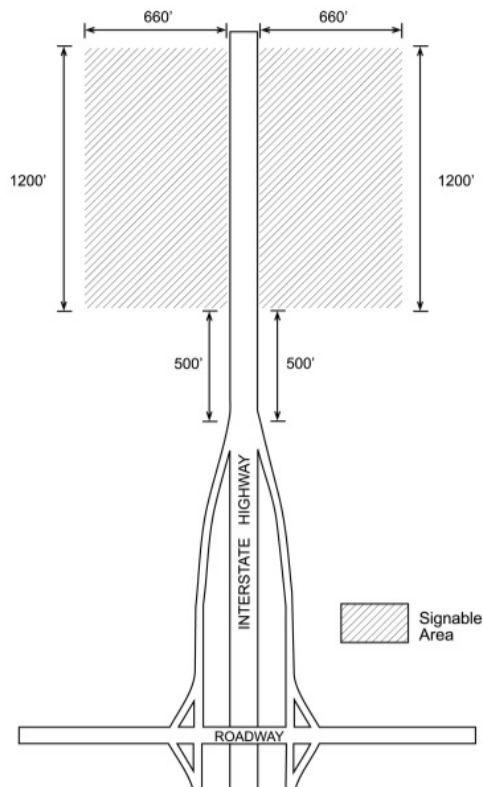
1. The Petitioner is requesting for approval of a variance at 7 Park of Commerce Way, Savannah, Georgia 31401 (parcel identification number 20831 02027 from the following City of Savannah's Zoning Regulations:
 - Section 9.9.15.d.

9.9.15 Billboards

d. Interstate Highway

- i. Billboards adjacent to an Interstate Highway shall be limited to three (3) signs per roadway frontage per interchange quadrant with the signs being restricted to an area of 1,200 feet in length, beginning 500 feet from the point where the pavement commences or ceases to widen at exits from or entrances to the main-traveled way, as measured to accommodate the longest entrance or exit ramp.
- ii. All signs shall be in compliance with GDOT standards and Georgia law. Further, all signs within the same quadrant shall be a minimum of 500 feet apart at their nearest points and shall be located within 660 feet of an Interstate Highway right-of-way.

Figure 9.9.16 Signable Quadrant for Billboards along Interstate Highways



2. Photos of the property and immediate adjacent areas.



General location of the proposed digital billboard facing north along Chatham Parkway



View along Chatham Parkway facing Northwest

Pittman Real Estate Holdings of GA – Winston Pittman, Sr.
26-000820
7 Park of Commerce Way
June 25, 2026



Immediate area across the street from the property (Interstate 16 Interchange)



View facing east along Chatham County Parkway

3. Per Figure 9.9-12, the property is located at the intersection of two ‘Restricted Highways’ (Interstate 16 and Chatham Parkway). Per Section 9.9.15.f. of the City’s Zoning Regulations, a billboard in the proposed location is not permissible under the current development standards.

Section 9.9.15.f. Signs along Restricted Roadways (other than Interstate Highways)

- i. *Billboards shall not be permitted within 660 feet of the right-of-way of a restricted roadway except as provided for in subsection g. below.*
- ii. *A billboard may be permitted where such sign is oriented toward the travel way of an adjacent arterial street and the sign, including the sign support, is blocked from view from the travel way of the restricted roadway by a permanent structure.*

Section 9.9.15.g. Signs within a Signable Quadrant

Billboards shall be permitted within a signable quadrant subject to the following conditions:

- i. *The property is zoned to allow a billboard.*
 - ii. *The billboard complies with all design standards and separation requirements.*
 - iii. *No more than three (3) billboards shall be permitted within each signable quadrant of the intersection.*
 - iv. *The signs do not violate the interstate and protected roadway provisions of these regulations.*
4. Per Section 9.9.15.d.i. of the City’s Zoning Regulations, there is a specific “signable area” where billboards along an interstate highway shall be located:

Section 9.9.15.d. Interstate Highway

- i. *Billboards adjacent to an Interstate Highway shall be limited to three (3) signs per roadway frontage per interchange quadrant with the signs being restricted to an area 1,200 feet in length, beginning 500 feet from the point where the pavement commences or ceases to widen at exits from or entrances to the main-traveled way, as measured to accommodate the longest entrance or exit ramp.*

Based on the Petitioner's proposed digital billboard location, the billboard will be located within the "Signable Area" as defined within Figure 9.9-16. This billboard position is influenced by the geometry of the off ramp, the utility easement for electrical transmission lines, and the existing drainage features on the property.

5. The Petitioner's proposed billboard will be located in an area that complies with the adopted Zoning Regulations and a variance is not necessary for the Petitioner.
6. Sightlines and Limited Visibility: The Petitioner's requested location for a new digital billboard appears to be in a location that will not present a visual distraction to drivers as they exit Interstate 16.



Google Streetview imagery from December 2025 shows visibility from exit ramp



Google Streetview imagery from November 2025 shows visibility from westbound I-16

7. Per Article 3 Section 3.21.9(a), the Zoning Board of Appeals may authorize a variance in an individual case upon finding that:

A. General Consistency

The variance shall be consistent with the intent of this Ordinance and the Comprehensive Plan, and shall not be injurious to the neighborhood or otherwise detrimental to the public health, safety or welfare.

MPC Comment: The variance is consistent with the Sign Ordinance and current design standards. The requested location is within the “signable area” at the intersection of two restricted roadways. If granted, the Petitioner’s request would not present a visual distraction along the I-16 exit ramp and Chatham Parkway that could be detrimental to public health, safety, and welfare to the immediate surrounding area.

B. Special Conditions

- i. *Special conditions and/or circumstances exist which are peculiar to the land, buildings or structures involved and which are not applicable to other lands, buildings or structures in the same zoning district.*

MPC Comment: The property itself has special conditions based upon geographic location, rights-of-way, easements and drainage features. However, these factors should not constitute hardship or relief from the Sign Ordinance since the standards are primarily based upon specific locations and allowable areas.

- ii. *The special conditions and/or circumstances do not result from the actions of the applicant.*

MPC Comment: The special conditions and circumstances are not a result of the actions of the applicant.

- iii. *The special conditions and/or circumstances are not purely financial in nature so as to allow the applicant to use the land, buildings or structures involved more profitably or to save money.*

MPC Comment: Signage, especially a digital billboard along an interstate highway, is intended for marketing and advertising. The primary goal of this billboard would be to increase profits and revenues. The typical operations and utility of the property would not be adversely affected without the requested digital billboard.

C. Literal Interpretation

Literal interpretation of the provisions of the regulations would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of the Ordinance and would result in unnecessary and undue hardship on the applicant.

Pittman Real Estate Holdings of GA – Winston Pittman, Sr.
26-000820
7 Park of Commerce Way
June 25, 2026

MPC Comment: The literal interpretation of the regulations would not deny the applicant of rights commonly enjoyed by other property owners. Properties in a similar location would be subject to the same ordinances that result in the analysis and conditions herein.

D. Minimum Variance

The variance, if granted, is the minimum variance necessary to make possible the reasonable use of land, buildings or structures.

MPC Comment: The requested variance would allow the digital billboard on the property. A lesser variance is not readily apparent.

E. Special Privilege Not Granted

The variance would not confer on the applicant any special privilege that is denied by this Ordinance to other lands, buildings or structures in the same zoning district.

MPC Comment: The Petitioner's variance request would not convey a special privilege to the Petitioner.

Staff Recommendation

MPC Staff hereby recommends **APPROVAL** of the following variance:

1. New Digital Billboard installation at 7 Park of Commerce Way.

Note: This recommendation could change subject to new information provided at the Zoning Board of Appeals meeting. Final decisions will be made by the Zoning Board of Appeals at the public hearing based on information provided at the meeting, as well as information submitted for the Staff report.