



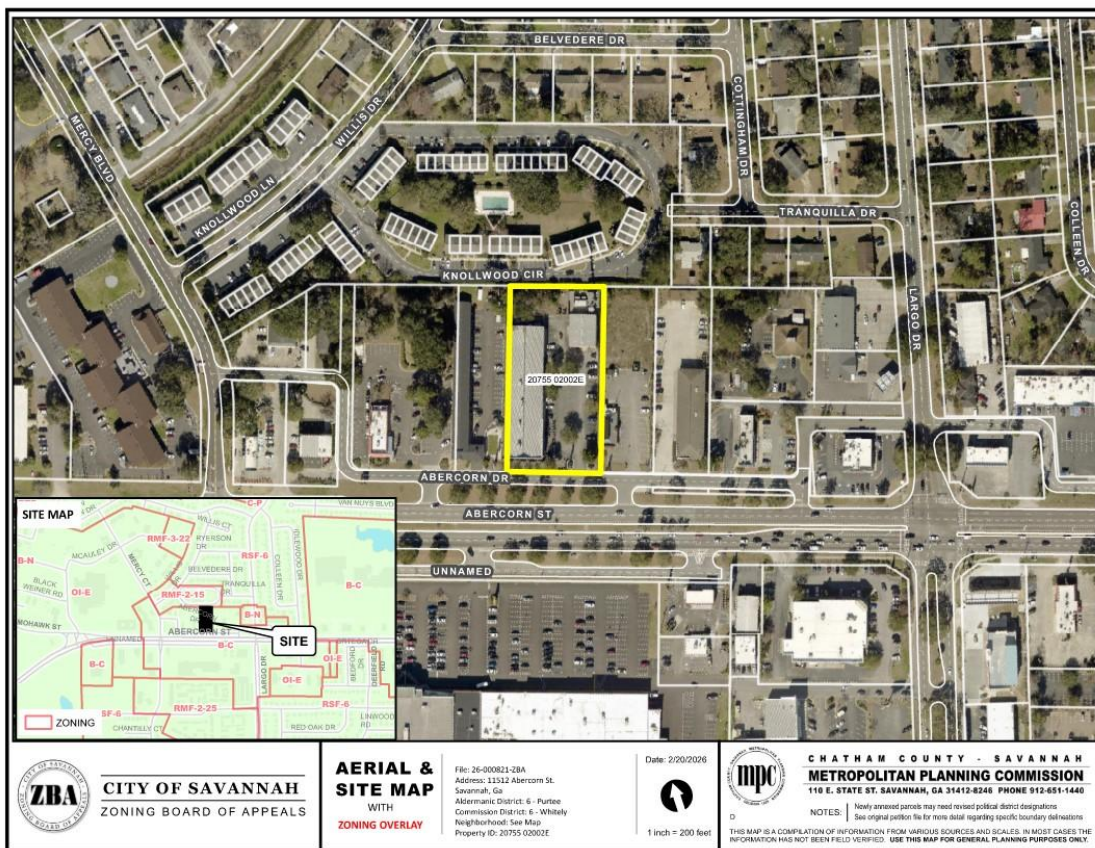
SAVANNAH ZONING BOARD OF APPEALS

STAFF REPORT

PETITIONER: Beaver Dam Holdings – Jed Klimas
MPC FILE No: 26-000821-ZBA
ADDRESS: 11512 Abercorn Street [PIN 20755 02002E]
DATE: March 26, 2026
MPC Staff: Ken Gorski

Nature of Request : Building Signage variance for size & location

The Petitioner requests a variance to locate new signage on the side of the building that faces the parking lot as opposed to facing Abercorn Street. They are also requesting a variance to increase the maximum sign area from 140 sq. ft. to 215 sq. ft. for the signage package as described below.



The exhibit above indicates the subject property and surrounding vicinity.

Background

The subject property is located on Abercorn Drive (the small frontage access road parallel to Abercorn St) with lot configuration and visual obstructions that limit the size and efficacy of the signage for the property. The Sign Ordinance would typically limit the size of the signage based upon the building frontage along Abercorn Street as the primary right-of-way. This building is configured such that the short side of the building faces Abercorn but the entrance and parking are perpendicular to it. As a result, the business at this location would like to place their signage on the side of their building to be visible from their parking lot as opposed to facing the right-of-way.

Findings

- 1. The subject property has two rows of mature street trees in front that obstruct visibility of where the building signage would traditionally occur per the Signage Ordinance:



Google Maps Street View imagery from November 2025

- 2. The building is oriented with a narrow façade of only 70’ in width that faces Abercorn St:



Building sketch from Property Card

Side-entry façade photo from 2022

This orientation seems appropriate for the property based upon the limited building frontage on Abercorn, the rows of street trees, and the primary entry and public access from the parking lot at the side of the building. Since the side façade is the primary entry point, the applicant would like this to be the location for their building signage.

3. Signage calculations and requested variance to increase maximum size allowable.

Section 9.9.11 Signs Requiring Permits (from table of descriptions of the sign types):

Wall/Window Sign A permanent sign which is attached, erected, etched or painted on a wall or window of a building or structure. Standards: a. Such sign shall not exceed an area of two (2) square feet per linear foot of building frontage. b. Where such signs are attached, erected, etched or painted on a window, the sum of such signs shall not exceed 10% of the window area of each façade. Where Permitted: All districts, for nonresidential uses only.	
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Based on standard a. above, the allowable signage for this property would be:

$$70 \text{ linear feet} * 2 \text{ sq. ft} = 140 \text{ sq. ft.}$$

The applicant is requesting an increase to 215 sq. ft. since the signage will be located and distributed on the side of the building, which is over double the linear length. The calculation for the signage along this side would be: 155 linear feet * 2 sq. ft. = 310 sq. ft.



Image of proposed signage at side entry façade - provided by signage company

4. Illumination: The only signs that will be internally illuminated will be the company “RevHouse Powersports” and the “Kawasaki” sign. The other signs will be unlit plastic-faces mounted to an aluminum cabinet. All branded signs are provided by the various product manufacturers.

5. There is one sign at the rear of the building that faces Knollwood Circle for the service department. It is an existing sign cabinet that will receive a new plastic face and it will not be illuminated.



6. All signage shall be professionally installed and comply with all necessary safety and inspection standards. See the application documents for more details regarding each of the proposed signs.
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 requested variances are based upon the frontage orientation and allowable size/quantity, both relative to having the signage face to the side entry and parking area. If granted, the request should not be injurious or detrimental to neighbors or the public health, safety and welfare.

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 configuration of the building on the site, the frontage road, and two rows of street trees are unique to this location. Each of these factors affects the signage location, design and viability in some manner.

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: The intent of this signage is for visibility and identification, not directly for sales, promotions or advertising. It does not appear that the requested variances are purely financial in nature.

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.

MPC Comment: The literal interpretation of the regulations could deny the applicant rights commonly enjoyed by other property owners. Due to the layout, features and limitations of this property, some reasonable variance may be needed to allow this applicant similar signage opportunities as adjacent properties or similar locations.

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 denial of the request for the additional square foot allowance could be considered as a lesser variance. It could allow the new primary signage on the side elevation, just less of it. However, the requested increase and design layout seems reasonable and proportionate to the larger side area of the building.

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 variance would not convey a special privilege to the Petitioner. The signage requested is comparable to other properties in the zoning district, just oriented on a side façade instead of the façade that fronts on the primary right-of-way.

Recommendation:

MPC staff recommends **approval** of the requested variances for this signage as it is a reasonable request given the property features and is generally consistent with the Signage Ordinance and design standards.

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.