



SAVANNAH ZONING BOARD OF APPEALS

STAFF REPORT

PETITIONER: Speedi Sign of South Georgia, Inc. (property owner – Union Mission – Michael Traynor)
MPC FILE No: 26-002000-ZBA
ADDRESS: 127 Fahm Street
PIN: 20016 18006
DATE: May 18, 2026
MPC Staff: DeAndrae Spradley

Nature of Request:

The Petitioner is requesting for approval of a variance at 127 Fahm Street, Savannah, Georgia 31401 (parcel identification number 20016 18006) from the following City of Savannah's Zoning Regulations:

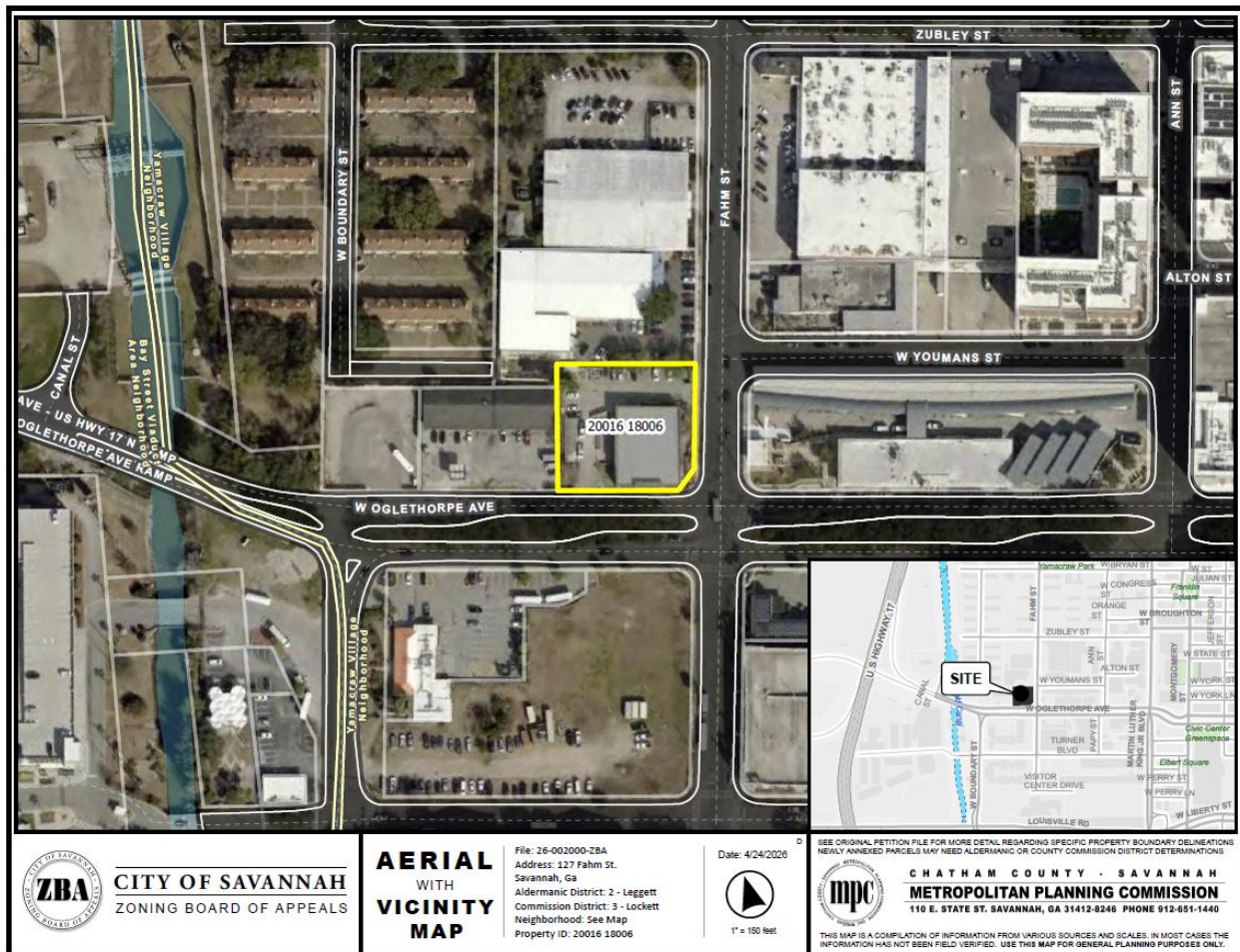
- Section 9.9.17.g.xv.1.a.i.

9.9.17.g. Special Sign Districts

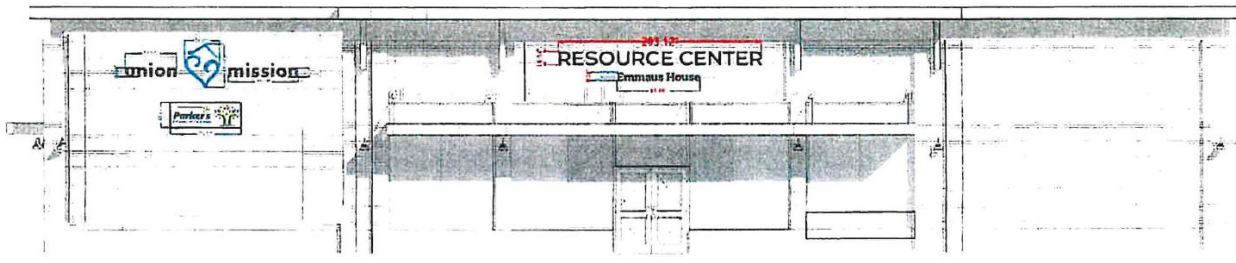
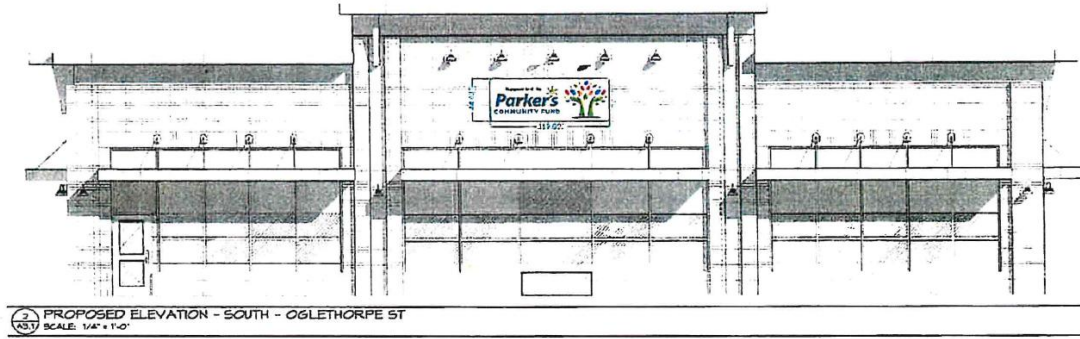
xv. Ground, Projecting and Wall Signs

1. Savannah Downtown Historic and City Market Sign Districts
 - a. Ground, Projecting and Wall Signs
 - i. Only one (1) ground, projecting or wall sign shall be permitted for each business establishment. Where a business establishment fronts on more than one (1) street or pedestrian walkway providing public access to the establishment, one (1) wall or projecting sign for each frontage providing public access shall be permitted.

The Petitioner is requesting the variance on the subject property to accommodate two (2) additional wall signs for the existing onsite business.



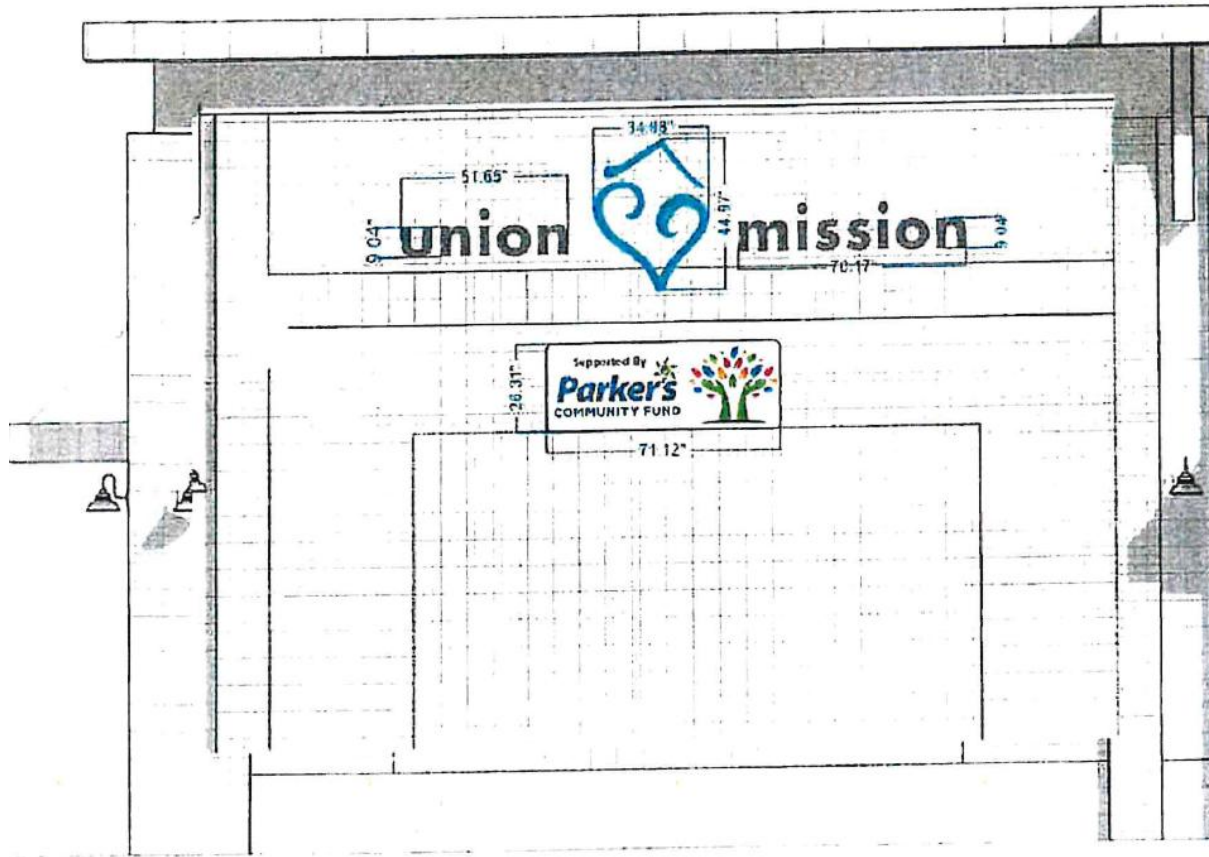
Aerial & Site Map for 127 Fahm Street



Elevations for 127 Fahm Street (top image – south elevation and bottom image east elevation)



Elevation for 127 Fahm Street (south elevation facing Oglethorpe Street)



Elevation for 127 Fahm Street (south elevation facing Fahm Street)

Facts & Findings:

1. The Petitioner is requesting the variance from Section 9.9.17.g.xv.1.a.i. of the City's Zoning Regulations at 127 Fahm Street, Savannah, Georgia 31401 (parcel identification number 20016 18006). The Petitioner desires to add two (2) additional wall signs to the existing building on the subject property to further promote the business to the community.
2. Per the Petitioner's Statement of Justification, the Petitioner will add the following signs to the building:
 - a 44" x 119" non-illuminated painted aluminum can sign (satin finish) with 3" return with a total sign area of 36.36 square feet (the business maintains 174.3 linear feet of frontage along Oglethorpe Street); and
 - a 9" x 51.65", 9" x 70.17", and 34.88" x 45" internally illuminated sign with reverse channel letters with a "halo" illumination effect that has a total sign area of 18.50 square feet (the business maintains 162.4 linear feet of frontage along Fahm Street).

The total sign area for both signs is 54.86 square feet.

3. Per Table 9.9-9 of the City's Zoning Regulations, the maximum wall sign area along Oglethorpe Street is 90 square feet and the maximum wall size area along Fahm Street is 84 square feet. The Petitioner's proposed wall signage complies with the City's Zoning Regulations.
4. The Zoning Board of Appeals may grant variances to certain development standards. Per Section 3.21.10, the granting of variances shall be based on the following criteria:

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 subject property is zoned Downtown Expansion (D-X) and this district is intended to promote the expansion of the Central Business District by accommodating larger buildings and additional uses. These areas are intended to be compatible and interconnected with the Downtown area and surrounding neighborhoods. The Petitioner's proposed wall signage is consistent with the intent of the City's Zoning Ordinance. The Petitioner's requested variance is not injurious to the surrounding neighborhood or detrimental to the public health, safety, or welfare of the residents that are immediately adjacent to the subject property.

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 current wall signage located on the building at the subject property does not cover the maximum wall sign area that's permitted by right in the City's Zoning Regulations. Adding the proposed wall signage to the existing building on the subject property will provide additional marketing and advertising opportunities for the existing business onsite.

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

MPC Comment: The request is the result of the Petitioner's chosen design for the proposed wall signs.

- 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 Petitioner's variance requests is an effort to further promote and advertise the existing business on the subject property by incorporating additional wall signage. More branding opportunities on the subject property allows the Petitioner to use the building more profitably.

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 City's Zoning Regulations would not deprive the Petitioner of rights commonly enjoyed by other properties in the same zoning district. The Petitioner is adding new wall signage to the building on the subject property that still meets the City's maximum wall size requirements. There is no unnecessary and undue hardship on the Petitioner.

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: Per the City's Zoning Regulations, only one (1) wall sign is permitted within the Downtown Expansion (D-X) Zoning District. The two (2) proposed wall signs still meet the maximum wall sign requirements established within the D-X Zoning District. The variance is requested to further promote and advertise the business on the subject property.

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: Approval of the Petitioner's variance requests would not confer special privilege upon the Petitioner.

Summary:

The Petitioner is requesting the variance to accommodate the construction of two (2) additional wall signs for the existing onsite business.

Recommendation:

MPC Staff recommends **approval** of the Petitioner's variance request from Section 9.9.17.g.xv.1.a.i. of the City's Zoning Regulations at 127 Fahm Street, Savannah, Georgia 31401 (parcel identification number 20016 18006).