



CITY OF SAVANNAH

HISTORIC PRESERVATION COMMISSION

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: The Sign Store, Crystle Leitheiser

MPC File No.: 26-002657-COA

Address: 2400 Bull Street

PIN: 20074 01019

Zoning: TC-1

Staff Reviewer: Rohan Urs

Date: June 24, 2026

NATURE OF REQUEST:

2400 Bull Street is requesting approval for installation of one wall sign for Leopold's Ice Cream within the Neighborhood Sign District. The proposed sign consists of aluminum channel letters with enclosed neon illumination and a total sign area of approximately 29.66 square feet. The sign will be mounted flat to the building façade within the designated signable area above the storefront entrance.

CONTEXT/SURROUNDING AREA:

The subject property is located along the Bull Street corridor within the Neighborhood Sign District and TC-1 zoning district. The surrounding area is characterized by a mix of commercial, mixed-use, and institutional development containing a variety of storefront signage types, including wall signs and illuminated business signage. The proposed sign is located on a multi-tenant commercial building and is intended to identify a tenant space occupying approximately 30 linear feet of frontage.

FINDINGS:

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.

Neighborhood Sign District. The Neighborhood Sign District shall include any area located within the following districts: the Victorian Historic Overlay District, the Cuyler-Brownville Historic Overlay District, and the Streetcar Historic Overlay District.

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.

Signs in the City market Sign District of in any TN- district or the D-R district shall not be internally illuminated.

Enclosed lamp, neon, or exposed fluorescent lighting shall not be permitted within any D-R or TN- zoning district or within the Factors Walk Sign District.

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

The proposed wall sign consists of aluminum channel letters with neon illumination enclosed within the letter channels. The property is located within the TC-1 zoning district, where illuminated wall signs are permitted. The proposed illumination is integrated into individual channel letters rather than a cabinet-style sign and is consistent with the character of commercial signage permitted within the Neighborhood Sign District. Standard met.

Neighborhood Sign District.

Ground, Projecting Signs and Wall Signs.

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) ground, projecting or wall sign for each frontage providing public access shall be permitted. If a business establishment fronts on more than one (1) street or pedestrian walkway but does not provide public access via that frontage, one (1) ground, projecting or wall sign may be located on the frontage without public access in lieu of the permitted signage on the frontage with public access. The sign area shall be calculated based on the frontage providing public access.

One wall sign is proposed for the tenant space. No additional wall, projecting, or ground signs are proposed as part of this application. Standard met.

The maximum sign area shall not exceed the following:

TN-, TR- Zoning Districts:

20 ft.: Wall Sign (max)

12 ft.: Projecting Sign or Ground Sign (max)

5 ft.: Projecting Sign Distance from Wall of Ground Sign Width (max). provided that no portion of a sign shall overhang greater than one-third (0.33) of the width of a sidewalk or be erected within two (2) feet of a curb line.

B-N, TC-1, TC-2 Zoning Districts:

Wall Sign (max): 1 sq. ft. for every linear foot of building frontage not to exceed 40 sq. ft.

Projecting Sign or Ground Sign (max): 1 sq. ft. for every linear foot of building frontage not to exceed 30 sq. ft.

6 ft.: Projecting Sign Distance from Wall of Ground Sign Width (max). provided that no portion of a sign shall overhang

greater than one-third (0.33) of the width of a sidewalk or be erected within two (2) feet of a curb line.

In addition to the above maximum sign size requirements, for buildings with over 75 feet of lot frontage, one (1) additional square foot of sign area shall be allowed for every two (2) linear feet of building frontage within any TC-district.

The tenant space has approximately 30 linear feet of frontage. The proposed wall sign contains approximately 29.66 square feet of sign area, which is below the maximum permitted wall sign area of 30 square feet. Standard met.

A ground sign shall not exceed the following heights:

TN-, TR- Zoning Districts:

6 ft.: Monument

10 ft.: Decorative Pole or Multi-Tenant Monument

B-N, TC-1, TC-2 Zoning Districts:

8 ft.: Monument

12 ft.: Decorative Pole or Multi-Tenant Monument

All signs, except permitted projecting, ground or canopy/awning signs, shall be mounted flat to the façade of the building.

Projecting and wall signs shall be erected only on the signable area of the structure and shall not project over the roofline or parapet wall of the structure.

No portion of a projecting sign shall be less than eight (8) feet above the pedestrian walkway.

Ground, projecting and walls signs in a B-N or any TC- district may be illuminated in accordance with Sec. 9.9.6 and 9.9.17.g.i.

The proposed sign is mounted flat against the building façade within the designated signable area and does not project above the roofline or parapet. Standard met.

The following standards from the Sec 7.11 - Streetcar Historic District Ordinance apply:

Visual Compatibility Criteria. *To maintain the special character of the Streetcar 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 proposed sign utilizes individual channel letters, a raceway painted to blend with the building façade, and a scale appropriate to the tenant frontage. The sign is centered within the signable area and maintains compatibility with the commercial character of the corridor while avoiding the appearance of a cabinet-style sign. Standard met.

Staff Report - Certificate of Appropriateness

MPC File No. 26-002657-COA

June 24, 2026

STAFF RECOMMENDATION:

Approve the installation of one Wall sign at 2400 Bull St, as requested for the proposal is visually compatible and meets the standards

MW: CC: RU

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