



CITY OF SAVANNAH

HISTORIC PRESERVATION COMMISSION

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: Expedite The Diehl, Damiane' Handa

MPC File No.: 26-000628-COA

Address: 1512 Bull Street

PIN: 20053 23013

Zoning: TC-1

Staff Reviewer: Alexander Merced

Date: April 22, 2026

NATURE OF REQUEST:

The applicant would like to replace two wall signs from the previous urgent care company with two wall signs reflecting the new urgent care company.

CONTEXT/SURROUNDING AREA:

The building was constructed in 2021 and is a non-contributing resource within the Thomas Square-Streetcar National Register Historic District and the local Streetcar Historic District. It is a mixed-use building with multiple ground floor commercial storefronts and residential apartments above. It is bordered by parking lots and non-contributing buildings, with contributors on the next block north and south.

FINDINGS:

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 new signs are very similar to the ones that they are replacing and are compatible with the other storefront signage on the same building. There are no contributing buildings or signs in the immediate block. The standard is met.

The following standards from the Sec. 9.9.17 - Special Sign Districts apply:

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.

Signs Allowed in Historic Special Sign Districts. Sign types in historic special sign districts shall be allowed in accordance with the following table. Regardless of sign type, with the exception of decorative pole signs and signs painted on walls, non-illuminated signs that are three (3) square feet in size or less shall be permitted without a sign permit (COA).

Special Sign Standards for the Savannah Downtown Historic, City Market, Broughton Street, Factors Walk and Neighborhood Sign Districts.

Restrictions on Materials.

Signs using reflective paint, lettering or graphics; and

Paper, cardboard and dry erase boards shall not be used as materials for signs.

Each of the above standards are met.

Ground, Projecting and Wall Signs.

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.

The maximum sign area shall not exceed the following:

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.

The establishment stretches over two storefronts with a frontage of 37 linear feet, and the total wall sign area is 37 square feet. Also, the only change from the existing current signs are the company logo and the color of the "Urgent Care" text. Because the max sign area requirement is met and the signs are nearly identical to what is already there, staff finds these signs acceptable.

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

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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.

Each of the above standards are met.

STAFF RECOMMENDATION:

Approve the proposed signage at 1512 Bull Street as requested because it is visually compatible and meets the standards.

MW: CC: APM

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.