



CITY OF SAVANNAH

HISTORIC PRESERVATION COMMISSION

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: Ward Architecture, Josh Ward

MPC File No.: 26-003247-COA

Address: 2018 Habersham Street

PIN: 20064 25015

Zoning: TC-1

Staff Reviewer: Caitlin Chamberlain

Date: July 22, 2026

NATURE OF REQUEST:

The applicant is requesting approval to install one (1) non-illuminated wall sign on the building located at 2018 Habersham St.

CONTEXT/SURROUNDING AREA:

2018 Habersham Street is new construction and is therefore a non-contributing resource within the Streetcar Historic District.

The applicant noted that the structure, Building C, is one of three buildings that are part of a mixed-use development project approved in 2019. The proposed sign is for the tenant on the first floor of Building C.

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.

Materials. *The relationship of materials and textures of the proposed building or structure shall be visually compatible with the contributing buildings and structures to which it is visually related.*

The proposed letters will be aluminum with a matte black finish. Aluminum letters are used on signs throughout the historic districts. It will be epoxy bolted to the brick veneer. The standard is met.

Signs. *Signs, where permitted, shall be visually compatible with contributing buildings and structures to which they are visually related.*

The proposed wall sign is proportional to the size of the building where it would be installed. It will not cause a negative impact or distraction from the historic aesthetic of the area. The standard is met.

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.*

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).*

Insert Table 9.9-5 Here.

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

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.

Only one wall sign is being proposed.

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 proposed square footage of the wall sign is 4.25 square feet. The standard is met.

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

The individual letters of the sign will be mounted flat to the building façade.

*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.*

The sign is within the signable area of the structure.

*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 sign itself is not proposed to be illuminated, but nearby existing light fixtures will serve as a source of external illumination, which is permissible.

STAFF RECOMMENDATION:

Approve the proposed non-illuminated wall sign on the first floor of Building C, at 2018 Habersham Street as requested because the work is visually compatible and meets the standards.

MW: CC

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.