



CITY OF SAVANNAH

HISTORIC PRESERVATION COMMISSION

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: Neon Zone, Chip Garner

MPC File No.: 26-002722-COA

Address: 130 East Victory Drive

PIN: 20074 11004

Zoning: TC-2

Staff Reviewer: Jodie Brown, AICP

Date: June 24, 2026

NATURE OF REQUEST:

The applicant is requesting to reface some existing signs. Specifically, the sign along the face of the fuel canopy and the freestanding sign.

CONTEXT/SURROUNDING AREA:

The subject site is located on the northwest corner of Victory Drive and Abercorn Street in the Southville Ward.

The subject building is listed as a non-contributing resource within the Thomas Square-Streetcar National Register Historic District and the local Streetcar Historic District.

FINDINGS:

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

Secretary of the Interior's Standards and Guidelines for Rehabilitation. Material changes to contributing resources and resources that are eligible for listing as contributing shall be evaluated by use of the current edition of the Secretary of the Interior's Standards and Guidelines for Rehabilitation as published by the U.S. Department of the Interior. In considering proposals for alterations to contributing resources, the documented original design of the resource may be considered.

Secretary of the Interior's Standards 6– Deteriorated Features. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

The applicant is proposing to replace the faded signs located at the eave of the fuel canopy and on the freestanding sign. The new signs will be aluminum and match the existing non-historic signs. The proposed work is consistent with Standard 6.

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 applicant proposes to use aluminum to reface the signs in-kind. The proposed work is consistent with this criterion.

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

The subject building is surrounded by all non-contributing buildings (see map at right) and directly across the street from another gas station at the edge of the district boundary. The extant signs have been in place for several years and are limited to the fuel canopy and a freestanding sign that is similar in height to the canopy. The proposed work is consistent with this criterion.



The following standards from § 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).*

Table 9.9-5 Signs Allowed in Historic Special Sign Districts					
Sign Type	Savannah Downtown Historic and City Market	Broughton Street	Factors Walk	Neighborhood	Plant Riverside
✓ = Sign Type Allowed * = Sign Type Allowed for Nonresidential Uses Only -- = Sign Type Not Allowed COA = Certificate of Appropriateness Required					
Ground Signs					
Decorative Pole Sign	*COA	*COA	*COA	*COA	--
Decorative Post Sign	--	--	--	--	--
Monument Sign	*COA	--	--	*COA	--
Multi-tenant Sign	*COA	--	--	*COA	--
All Other Signs					
Directory Sign	--	--	*COA	--	✓COA
Flag Sign	--	--	--	--	--
Fuel/Gas Station Canopy Sign	*COA Downtown Historic District Only	--	--	*COA	--
Manual Changeable Copy/Reader Board Sign	*COA Downtown Historic District Only	--	--	*COA	--
Drive-Thru Sign	--	--	--	*	--
Sandwich Board/A-frame Sign	*City Market District Only	--	--	--	--
Special Public Sign	*COA	--	--	--	--
Subdivision/Neighborhood Entry Sign	--	--	--	--	--
Temporary Sign on Public Property	✓COA	✓COA	✓COA	✓COA	✓COA
Temporary Sign Requiring a Permit	✓	✓	✓	✓	✓
[1] For the purposes of the Historic Special Sign Districts, window signs and wall signs shall be considered separate sign types and shall be subject to the standards established for each type below.					

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

Fuel/Gas Station Canopy Sign. A fuel/gas station canopy sign shall be permitted with the Savannah Downtown Historic or Neighborhood Sign Districts as follows:

In addition to the permitted number of wall, projecting or ground signs per street frontage for a fuel/gas station, two (2) additional fuel/gas station canopy signs shall be permitted on opposite ends of each pump island canopy provided that the aggregate total sign area is not exceeded for that street frontage.

The applicant is proposing to remove the BP logo signs and reinstall 2-36”diameter BP logos (along Victory Drive and Abercorn Street) with the remainder of the canopy to have an unlit decal or a white fascia to match the current configuration. The canopy currently has the logo on three sides (Victory, Abercorn and facing the market). One logo will be eliminated, and two logos (Victory and Abercorn) will be reinstalled. Otherwise, the signage will replicate the existing. The proposed work is consistent with this criterion.

Such sign shall not be more than 30% of the length of each canopy face of 20 square feet, whichever is less.

The proposed signage will replicate the existing. The proposed work is consistent with this criterion.

Manual Changeable Copy/Reader Board Sign. A manual changeable copy-reader board sign shall be permitted within a B-N, D-C, D-X, I-L, I-LT or TC-2 zoning district within the Savannah Downtown Historic or Neighborhood Sign Districts as follows:

One (1) such sign shall be permitted as part of a ground sign only.

The property has an extant ground mounted sign with changeable copy. The applicant is proposing to reface the existing sign and reduce the area of changeable copy.

The changeable copy/reader board portion of the sign area shall not exceed the ground sign area as set forth in Table 9.9-9, Sign Standards for Ground, Projecting and Wall Signs within the Savannah Downtown Historic and City Market Sign Districts, or Table 9.9-13, Sign Standards for Ground, Projecting and Wall Signs within the Neighborhood Sign District:

Maximum Sign Area for Manual Changeable Copy/Readerboard Signs:

D-C, D-X, IL, IL-T: 18 sq. ft.

B-N, TC-2: 15 sq. ft.

Such signs may be illuminated in accordance with Sec. 9.9.6 and 9.9.17.g.i.

The amount of changeable copy will be limited to 14.48 SF. The proposed work is consistent with criterion.

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:

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.

The ground sign is extant. The applicant is refacing the existing sign.

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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 ground sign is extant. The applicant is refacing the existing sign.

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STAFF RECOMMENDATION:

**APPROVE the request to reface the existing signage for the property at 130 East Victory
AS SUBMITTED because the work is visually compatible and meets the Standards.**

MW: CC: JB

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.