

**CITY OF SAVANNAH
HISTORIC DISTRICT BOARD OF REVIEW
REQUEST FOR CERTIFICATE OF APPROPRIATENESS**

STAFF RECOMMENDATION

PETITIONER: Russell Lee
Green Fire Pizza, LLC
236 Drayton Street
Savannah, GA 31401

FILE NUMBER: 16-004824-COA

ADDRESS: 236 Drayton Street

PIN: 2-0015 -30-001

ZONING: B-C-1

STAFF REVIEWER: Alyson Smith

DATE: October 12, 2016

NATURE OF REQUEST:

The applicant is requesting approval for two new principal use signs for two separate businesses located at 236 Drayton Street.

Location: The signs will be located on an existing sign pole that is adjacent to the Drayton Street façade (west façade). The existing pole measures 19' high. The bottom of the lowest sign on the pole will have a vertical clearance of 10' above the pedestrian sidewalk.

Dimensions: The two signs will have the same measurements. The signs will have a height of 54" and a width of 54" for a total sign area of 20 square feet each.

Materials/Design: The sign for "Woof Gang Bakery" will be constructed from aluminum with a light pink face. The sign's design features the business name in brown text with graphics of dogs. The sign for "Green Fire Pizza" is constructed from aluminum with a natural finish brushed aluminum face. The design is a pizza peel in black with other graphics and the business name in white and green. The existing sign pole will be repainted white.

Lighting: The graphics and letters for both signs will be internally illuminated with LEDs and have "push through" ½ inch acrylic faces (reverse-silhouette).

CONTEXT:

On March 9, 2016, The Historic District Board of Review approved one principal use freestanding sign for the business, “Green Fire Pizza.” The sign was approved to be located on the northern half of the building to face East Perry Street at 236 Drayton Street [file no.16-000844-COA]. The business is located along two street frontages East Perry Street and Drayton Street; therefore, the business may be permitted one principal use sign for each street frontage. The approved sign for East Perry Street had a total sign area of 20 square feet. This sign has not been installed yet.

FINDINGS:

The one-story commercial building was constructed in 1936 as a Texaco station and is a contributing structure within the Savannah National Historic Landmark District and the Savannah Local Historic District; however, the preservation standards do not apply because the new sign will not have any impact on the building itself. The following standards from the Historic District Section (8-3030) and the Historic District Sign Section (8-3121) of the City of Savannah Zoning Ordinance apply:

***Visual compatibility factors.** New construction and existing buildings and structures and appurtenances thereof in the historic district which are moved, reconstructed, materially altered, repaired or changed in color shall be visually compatible with structures, squares and places to which they are visually related. The following factors shall be considered in determining the visual compatibility of such a building, structure or appurtenance. These factors shall not be the basis for appeal of an adverse decision. Greater weight shall be given to adjacent historic structures.*

***Relationship of materials, texture and color.** The relationship of materials, texture and color of the facade of a structure shall be visually compatible with the predominate materials, textures, and colors used on contributing structures to which the structure is Visually Related.*

The standard is met. The materials, texture and color of both of the proposed signs are visually compatible.

***Sign clearance and height.** Adequate sign clearance shall be provided to assure that pedestrian or vehicular traffic movements and safety are not adversely affected. Minimum clearance shall not be less than ten feet above pedestrianways nor less than 15 feet above areas utilized by motorized vehicles. Maximum sign heights shall be provided as follows:*

***Freestanding Signs.** Freestanding signs shall not exceed the following permitted heights as measured above the ground level:*

R, BC-1, B-C districts, 20 feet;

B-G, I-L districts, 40 feet.

The standard is met. The subject property is located in a BC-1 zoning district. The existing sign pole has a total height of 19 feet.

Lighted signs. *Lighted signs of an enclosed lamp, neon or exposed fluorescent design are not permitted within any "R" zoning district. However such lighted signs, except for those of exposed fluorescent design, are permitted within the nonresidential zoning districts. Such signs shall be in scale and harmony with the surrounding structures and open spaces. The use of reversed silhouette or "cut-out" letters is encouraged to reduce glare where back lighting is applied.*

The standard is met. Both signs will be internally illuminated with LEDs and will feature "push through" ½ inch acrylic faces (reverse-silhouette).

Principal use sign requirements. *Except as provided ... below, for each nonresidential use, one principal use sign shall be permitted. Such sign shall not exceed a size of more than one square foot of sign area per linear foot of frontage along a given street or shall meet the following size requirements whichever is the most restrictive:*

All nonresidential zoning districts.

*Maximum Sign Area for Fascia Sign (sf) = 40**

*Maximum Sign Area for Projecting or Freestanding Sign (sf) = 30**

*Maximum Projection of Outer Sign Edge for Projecting or Freestanding Signs = 6 ft ***

- * *Provided that in addition to the above maximum principal use sign size requirements, each use within a nonresidential zoning district shall be allowed 1 additional square foot of sign area per each 2 linear feet of building frontage greater than 75 feet along the street [toward] which the sign is oriented.*

(For example, a use having 120 feet of building frontage would net an additional 22.5 square feet of sign area for a projecting sign, i.e., $120 - 75 = 45 \div 2 = 22.5 + 30 = 52.5$.)

- ** *Provided that no portion of a sign shall be erected within 2 feet of a curbline.*

(1) "R" zoning districts have the word "residential" in the zoning district nomenclature except for the RIP-C and R-B-C zoning districts, which are considered as nonresidential zoned districts for the purpose of this section of the zoning ordinance.

"Green Fire Pizza" occupies 36 linear feet of frontage along Drayton Street. The area of the proposed principal use sign is 20 square feet. The maximum area of a sign allotted for this use along Drayton Street is 30 square feet. The size of the proposed sign meets the standard.

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The “Woof Gang Bakery” occupies 44 linear feet of frontage along Drayton Street. The area of the proposed principal use sign is 20 square feet. The maximum size of a sign allotted for this use along Drayton Street is 30 square feet. The size of the proposed sign meets the standard.

STAFF RECOMMENDATION:

Approval of the two principal use signs for the separate uses at 236 Drayton Street as proposed because the signs meet the standards and are visually compatible.

EIH: ahs