



S A V A N N A H H I S T O R I C D I S T R I C T
B O A R D O F R E V I E W

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: Doug Bean Signs, Angela Bean

MPC File No.: 25-000674-COA

Address: 33 Bull Street

PIN: 20004 37010

Zoning: D-CBD

Staff Reviewer: Caitlin Chamberlain

Date: March 11, 2026

NATURE OF REQUEST:

The applicant is requesting approval to install one (1) double-sided internally lit projecting parking sign at the parking garage on 33 Bull Street. The sign will match those found on other City public parking garages.

CONTEXT/SURROUNDING AREA:

33 Bull Street is a non-contributing resource within the National Historic Landmark District and the local Savannah Downtown Historic District. It is a commercial multi-use building that sits on the corner of Bull Street and Broughton Street.

FINDINGS:

The following standards from the Sec 7.8 - Savannah Downtown Historic District Ordinance apply:

***Visual Compatibility Criteria.** To maintain the special character of the Savannah Downtown 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.*

***Relationship of materials, texture and color.** The relationship of materials, texture and color of the facade of a building or structure shall be visually compatible with the*

predominate materials, textures, and colors used on contributing buildings and structures to which the structure is visually related.

The color scheme is the City of Savannah wayfinding colors of green, purple, yellow, and black. This is aligned with what is seen on other parking garages Downtown and like many modern commercial signs, is of contemporary materials but still blends into the commercial area of Broughton and Bull Streets.

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

As seen on the drawings, and as seen on other parking garages Downtown, the standard is met. The size of the sign is not overpowering and will not interfere with the character defining features of the surrounding historic buildings.

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.

Broughton Street Sign District. *The Broughton Street Sign District shall be bounded on the north by the centerline of Congress Lane, on the east by the western right-of-way line of Habersham Street, on the south by the centerline of Broughton Lane, or the extension thereof, and on the west by the eastern right-of-way line of Martin Luther King, Jr., Boulevard.*

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.

Projecting signs are allowed to be illuminated.

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.

This is in D-CBD zoning.

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

This is not a sign with individual letters, but there is an opaque dark purple and green background to reduce glare where the white letters on the sign would be most visible.

Ground, Projecting and Wall Signs.

Broughton Street Sign District.

Projecting Signs and Wall Signs.

Only one (1) 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) projecting or wall sign for each frontage providing public access shall be permitted.

Only one (1) projection sign is proposed at the entrance to the parking garage.

The maximum sign area shall not exceed the following:

Street Frontage. 125 linear feet or less:

Projecting Sign: 1 sq. ft. of display area per sign face per linear foot of building frontage occupied by each principal use. Not to exceed 45 sq. ft.

The sign is 25 square feet with a building frontage of 81 feet on the Bull Street elevation.

A projecting or wall sign may be illuminated in accordance with Sec. 9.9.6 and 9.9.17.g.i.

9.9.6 Sign Illumination

Sign illumination, where permitted, shall be designed and installed so that it does not cast light directly from any source of illumination onto any street or adjacent property.

The lighting is enclosed in the cabinet with an opaque background to not case light directly onto the street or an adjacent property.

Enclosed lamp, neon or exposed fluorescent lighting shall not be permitted within any Residential district or across the street from any residential use.

The building is not across the street from residential use and is zoned in a Commercial district.

Internally illuminated signs shall be designed with:

Individual illuminated letters, i.e. channel letters, including illumination with exposed neon lighting; or

An opaque background.

The sign has an opaque background.

The outer edge of a projecting sign shall not extend more than six (6) feet from the building to which it is attached.

The sign would extend five (5) feet from the building to which it is attached.

The height of a projecting sign shall not extend above the parapet wall of the building.

This is not the case.

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

The bottom of the sign is twelve (12) feet above the sidewalk.

STAFF RECOMMENDATION:

Approve the proposal to install one (1) illuminated projecting sign for the parking garage located at 33 Bull 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 District Board of Review meetings. Final decisions will be made by the Historic District Board of Review at the public hearing based on information provided at the meeting, as well as information submitted for the staff recommendation.