

**Sec. 8-3120. River Street-Factors Walk sign district created.**

The following provisions shall apply to the River Street-Factors Walk District:

- (1) *District identified.* The River Street-Factors Walk sign district shall be that area encompassed on the north by the Savannah River; on the east by the extension of the eastern right-of-way line of East Broad Street; on the south by the northern right-of-way line of Bay Street; and on the west by the extension of the eastern right-of-way of Jefferson Street to the centerline of Williamson Street; thence in a westerly direction along the centerline of Williamson Street to the intersection of the eastern right-of-way of West Board Street; thence in a northerly direction along the eastern right-of-way of West Broad Street to the southern bank of the Savannah River.

This area is divided into two sectors. Sector "A" is that area located between Bay Street and the building line or extension thereof of the structures situated along Factors Walk and above a line equal to the ground elevation of the centerline of Bay Street. Sector "B" is made up of the remainder of the area within this special sign district. In general, sector "B" includes all areas and spaces fronting on River Street and all streets or walkways perpendicular thereto, as well as those levels of Factors Walk below a line equal to the centerline elevation of Bay Street.

- (2) *Requirements.*

- (a) *Temporary sign.* Temporary signs shall be permitted provided that:

1. Temporary sale or promotional signs shall be located wholly within a window and shall not exceed an aggregate area equal to ten percent of the total glassed area of the display window.
    2. Except for public information signs erected or maintained by a nonprofit organization or governmental agency or department for which a permit has been issued, no temporary sign shall be located on public property.
    3. Display banners may be erected by nonprofit agencies and governmental departments announcing cultural exhibitions or functions, provided such banner shall be erected in a flat plane along the signable area of the structure.

- (b) *Announcement signs.* Announcement signs shall be permitted as follows:

1. One single-faced announcement sign, not to exceed two square feet of display area, attached flat against the building shall be permitted for each principal public entrance. Such sign(s) shall be located on or adjacent to the subject public entrance.

2. Provided, however, establishments licensed to serve food or drink may have an additional fascia or freestanding announcement sign for each principal ground floor entrance, not to exceed six square feet, for the purpose of displaying menus and/or entertainment provided therein. Freestanding signs shall be permanently anchored and shall be placed within a landscaped area on the site.
3. Individual letters may be attached directly to the face of the building, window or door.
4. Registered trademarks, service marks or the portrayal of specific commodities shall not exceed ten percent of the total sign area.

(c) *Principal use signs.* A permit shall be issued for each sign subject to the following:

1. *One principal use sign per use.* Except as provided for fascia signs along Factors Walk, below the Bay Street level, one principal use sign shall be permitted for each business establishment. One such sign may be mounted or erected as a fascia sign, or one such sign may be erected as a projecting sign. Where a business establishment fronts on more than one street or pedestrian walkway providing public access to the establishment, one principal use sign for each such frontage providing public access shall be permitted.

2. *Size, height, and location of principal use signs.* Such signs shall be limited by the most restrictive of the following:

- (i) *Projecting signs.*

- 1) Except for along Factors Walk below the Bay Street level, projecting signs shall be permitted one square foot of display area per sign face per linear foot of frontage occupied by each ground level principal use; provided that a maximum sign area of 16 square feet shall be permitted per sign face for each projecting principal use sign allowed. The sign copy area shall not exceed 40 percent of the display area. Along Factors Walk, below the Bay Street level, a projecting principal use sign shall not exceed five square feet in area.
- 2) The outer edge of a projecting sign shall not extend more than six feet from the building to which it is attached. Provided, however, that along Factors Walk below the Bay Street level, the outer edge of a projecting sign shall not extend more than three feet from the building.

- 3) Such sign shall be located upon the signable area of the building. The lower edge of such sign shall be a minimum of eight feet above any walkway or ten feet above any driveway or street; provided, that along Factors Walk, below the Bay Street level, the bottom elevation of the principal use sign shall be no less than the clearance provided by the nearest overhead bridges and walkways along lower Factors Walk.

(ii) *Facia signs.*

- 1) Except for along Factors Walk, below the Bay Street level, facia signs shall be permitted one square foot of sign area per linear foot of frontage occupied by each ground level principal use up to a maximum sign area of 30 square feet; provided, that a sign area shall only be computed for and the sign erected along a street or public accessway that serves as a public entry to the principal use. Facia signs erected along Factors Walk, below the Bay Street level, shall not exceed an area of ten square feet.
- 2) One facia sign shall be erected along the signable area of the building; provided, however, two facia signs shall be permitted within five feet of the building facade along the two bottom main support beams of the private walkways above the lower Factors Walk establishments. In addition, a facia sign on the building facade shall not extend to within one foot of the edge of the building, nor shall it project out from the building facade more than 15 inches.
- 3) In addition to the permitted principal use sign, one canopy or awning principal use sign shall be permitted for each entrance providing public access. Such sign shall not exceed a size of more than one square foot of sign face per linear foot of canopy or awning, or a maximum of 20 square feet, whichever is lesser; provided, however, that the aggregate total principal use sign area for the subject use is not exceeded along that street frontage. Signs on the opposite ends of an awning shall be considered a single sign. Individual letters or symbols not to

exceed six inches indicating use, address, or an exit or entrance, painted, stenciled or otherwise applied directly to any awnings or canopy within the River Street-Factors Walk district, shall be exempt from this provision.

4) No more than 40 percent of the display area shall be occupied by such sign copy.

(iii) *Principal use sign when no public access.* Except as provided herein, no principal use sign shall be permitted along a street or public way not providing direct public access to a principal use or activity being promoted or identified.

1) Exceptions:

a) A second-story establishment with public access from River Street, via a common area or through another principal use, may erect one principal use sign on the River Street signable area of the building. Provided, a projecting sign shall not extend more than four feet from the building nor exceed nine square feet in area, and a fascia sign shall not exceed eight square feet in area.

(d) *Supplemental identification sign.* In addition to the principal use sign, one supplemental identification sign per use shall be permitted adjacent to one entrance, not exceeding an area of three square feet. Such identification sign shall be limited to providing the trade name or logo of the establishment and services provided on the premises, and shall be mounted or attached flat against the building. Where public access is provided from the ground level or through a common area or through another principal use establishment, a supplemental identification sign, not exceeding 1 1/2 square feet in area, shall be permitted adjacent to the principal street level entrance serving each use.

(e) *Under-awning or canopy signs.* A permit shall be issued for an under-awning or canopy sign subject to the following:

1. One sign shall be permitted for each entrance providing public access. The display area of such sign shall not exceed two square feet per sign face.
2. No sign shall extend beyond the outer edge of the canopy or awning structure nor be less than eight feet above the sidewalk or grade elevation.

- (f) *Directory signs.* Directory sign(s) shall be permitted provided:
1. Directory sign(s) shall be erected and maintained by a governmental unit or nonprofit organization. The erection of said directory signs shall be under the direction of the city traffic engineer.
  2. A maximum of one sign per establishment shall be permitted per directory. Individual establishment signs in the directory shall be of uniform color and size and shall not exceed six inches by 24 inches.
  3. Directory signs shall be located on approved kiosks and at pedestrian and/or vehicular intersections as designated by the city traffic engineer. All directory sign designs shall be approved by the Savannah historic district board of review.
  4. Each establishment shall be limited to a maximum of four directory signs, provided directory signs which represent or depict the entire Factors Walk/River Street district shall not be included in this number. Except for directory signs which depict the entire district, an establishment shall only be listed on directory signs located within 400 feet of its principal entrance, as measured along the nearest walkway.
  5. The enforcement of the location and control of off-site directory signs shall be the responsibility of the city traffic engineer.
  6. All signs in conflict with these provisions shall be removed at the city traffic engineer's direction within 30 days of the establishment of directory sign locations by the traffic engineer.
- (g) *Building identification signs.* Building identification signs shall be permitted along the signable area of each building facade. The maximum aggregate size of such signs shall not exceed an area of one-half square foot per linear foot of building frontage; provided, that the maximum aggregate size of such signs along a single facade shall not exceed an area of 30 square feet.
- (h) *Restricted signs.* The following signs are not permitted within the River Street-Factors Walk sign district, unless specifically permitted as a temporary use sign in this district:
1. Banners, pennants and streamers except naval signal flags or flags and banners of the United States or any other political entity.
  2. Portable, folding and similar movable signs.

3. Signs erected on or located on any street or public right-of-way, curb, curbstone, hydrant, lamppost, trees, barricade, telephone, telegraph or electric light pole, other utility pole, public fence or on a fixture of a fire alarm or police system except public directory and information signs.
  4. Signs painted directly on exterior walls of a building or structure.
  5. Signs with revolving or rotating beams of light.
  6. Roof-mounted signs.
  7. Off-premises or separate use signs.
  8. Flashing, animated or running light signs.
  9. Internally lighted or neon signs.
  10. Signs placed upon a structure in any manner so as to disfigure or conceal any window, door or significant architectural feature or detail of any building.
  11. Signs using reflective-type paints; lettering or graphics.
  12. Freestanding signs, excluding directory, public information signs or principal use signs attached to a standard (pole) located entirely on private property.
- (i) *Restrictions on the material used in sign construction.* Except for signs applied to an awning, all principal use signs located in sector "B" shall be constructed from wood or from a material of similar texture or appearance. Lettering shall be restricted to either raised, painted, indented or carved characters or designs on the sign. All "announcement" and "supplemental" signs shall be constructed from wood or metal or from a material of similar texture or appearance.
- (j) *Nonconforming signs within the River Street-Factors Walk sign district.* Except for signs painted on the facade of a structure on the effective date of this subsection, and signs previously approved under the provisions of this section by the zoning board of appeals or the historic board of review, all signs within the River Street-Factors Walk sign district shall be deemed to be nonconforming. A nonconforming sign shall be removed or brought into conformance with this subsection when a principal use existing at the time of the adoption of this subsection changes, subject to the following conditions:
1. The sign shall be maintained in good condition;

2. A nonconforming sign shall not be structurally altered except in conformance with the provisions of this section; and
3. A nonconforming sign shall not be reestablished after damage exceeding 50 percent of the current replacement cost. After such damage, the owner of said sign shall bring it into conformance with the provisions of this section or shall remove the sign.

(k) *Discontinued use signs.* [Reserved.]

(l) *Freestanding signs.*

1. No freestanding principal use sign(s) shall be permitted unless the sign(s) standard (pole) is located entirely on private property.
2. Such sign(s) shall conform to the maximum sign area requirements for a projecting sign in the River Street-Factors Walk sign district sector in which it is to be located and shall project no further than six feet from the sign standard; provided, further, that such sign shall not extend beyond a line projected vertically from two feet inside the curb as defined.
3. Such sign(s), including sign standard, shall not exceed an overall height of 16 feet above the ground elevation on which it is erected, and the lower edge of said sign shall be a minimum of ten feet above the finished grade of the walkway.