

**Sec. 8-3122. Plant Riverside sign district created.**

The following provisions shall apply to the Plant Riverside sign district:

(1) ***District identified.*** The Plant Riverside sign district shall be that area of the City of Savannah fronting River Street from Tract B, formerly lands of Georgia Power Company (consisting of approximately 1.12 acres) on the west, and Wharf Lot 1 and the northern portion of Wharf Lots 2 and 3, on the east.

(2) ***Requirements.*** All signs permitted within the Plant Riverside district shall meet the following conditions:

(a) ***Temporary Signs and Banner Signs.*** Temporary signs shall be permitted provided that:

1. Display banners and temporary signs shall be flexible in nature and made from either cloth or canvas and suitable for outdoor areas. They shall be attached to site-furnishings, such as street lamps.
2. Display banners and temporary signs shall coordinate with the colors and patterns of the district.
3. Temporary signs advertising sales or promotions shall be subject to the Savannah Zoning Ordinance.
4. Display banner content shall be limited to no more than three (3) colors.
5. External sign lighting may be allowed if approved by Staff during the sign review process. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
6. Display banner signs, when attached to lamp posts, shall not exceed 18” x 36”, or a maximum of three (3) square feet of display area.

(b) ***Building Identification Signs.*** Building identification signs shall be permitted in the following forms, provided that:

1. ***Fascia Signs.*** Fascia signs shall be permitted provided that:

(i) For fascia signs mounted to an exterior wall:

- 1) Signs shall be mounted flat to a wall or the façade of a building.
- 2) Fascia signs shall not exceed an area of one-half square foot per linear foot of building frontage; provided, however, that the aggregate size of such signs along a single façade shall not exceed an area of ninety (90)

square feet. No more than one (1) such signs shall be permitted per each side of a building.

- 3) No additional lighting shall be permitted for the illumination of plaques.
- 4) Atmospheric lighting from the existing building lanterns shall be the preferred lighting source; however, internally lit signs within an enclosed lamp may be permitted by Staff. Fluorescent lights shall not be permitted. In addition, external sign lighting may be allowed as part of the sign assembly if approved by staff. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
- 5) The use of reversed silhouette or “cut-out” letters is encouraged to reduce glare where internal lighting is applied.

2. *Painted Fascia Signs.* Fascia signed painted on an exterior wall shall be permitted provided that:

- (i) Painted signs shall be limited to no more than three (3) colors.
- (ii) Color palettes shall be neutral and complimentary to building to which they are being applied.
- (iii) Painted signs shall not exceed a maximum of 350 square feet of display area, and shall be limited to one (1) painted sign per side of building. Additional sign lighting may be allowed if approved by Staff during the sign review process. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
- (iv) Painted signs shall only be permitted when painted on buildings rated as nonhistoric.

3. *Roof Mounted Signs.* Roof mounted signs shall be permitted provided that:

- (i) Only one (1) roof mounted sign shall be permitted in the District.
- (ii) The roof mounted sign shall not advertise an individual business or service and shall only be indicative of the Plant Riverside District.

- (iii) The roof mounted sign shall not exceed 7' x 20', or a maximum of one-hundred and forty 140 square feet of display area.
- (iv) The roof mounted sign shall be composed of individual letters supported on a frame. No solid backgrounds shall be permitted.
- (v) The roof mounted sign shall be single color, both when lit and when not lit.
- (vi) Integrated lighting, including neon, shall be permitted. Exposed fluorescent lighting shall not be permitted.
- (vii) External sign lighting may be allowed if approved by Staff during the sign review process. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.

(c) *Principal Use Signs.* Principal use signs shall be permitted provided that:

1. *One principal sign per use.* One principal use sign shall be permitted for each business establishment in the District. One such sign may be mounted or erected or as a fascia sign, or one such sign may be erected as projecting sign. Where a business establishment fronts more than one street or pedestrian walkway providing access to the establishment, one principal use sign for each such frontage providing access shall be permitted. In addition to the principal use sign, supplemental identification signs, not exceeding an aggregate sign area of five (5) square feet shall be permitted adjacent to the entrance of each principal use. Such supplemental identification sign shall be limited to providing the trade name or logo of the establishment and shall be mounted or attached flat against the building.

2. *Fascia Signs.* Fascia signs shall be permitted provided that:

- (i) For fascia signs mounted to an exterior wall:
  - 1) Signs shall be mounted flat to a wall or the façade of a building.
  - 2) Fascia signs shall not exceed an area of one square foot per linear foot of building frontage; provided, however, that the aggregate size of such signs along a single façade shall not exceed an area of thirty (30) square feet of display area.

- 3) No additional lighting shall be permitted for the illumination of plaques.
- 4) Announcement signs and menu boards for individual businesses shall be permitted in accordance with the Savannah Zoning Ordinance.
- 5) Atmospheric lighting from the existing building lanterns shall be the preferred lighting source; however, internally lit signs within an enclosed lamp may be permitted by Staff. Fluorescent lights shall not be permitted. In addition, external sign lighting may be allowed as part of the sign assembly if approved by staff. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
- 6) The use of reversed silhouette or “cut-out” letters is encouraged to reduce glare where internal lighting is applied.

3. ***Projecting Signs.*** Projecting signs shall be permitted provided that:

- (i) Projecting signs shall be coordinated with the architectural façade and shall be mounted to a surface perpendicular to the sign’s surface.
- (ii) The lowest point of the projecting sign shall not be less than ten (10) feet above the established sidewalk.
- (iii) The outer edge of the projecting sign shall not extend more than three (3) feet from the building.
- (iv) A maximum of two (2) colors per sign shall be permitted. In the case of corporate logos with official colors, sign design shall reduce color information to a range of tones.
- (v) The projecting sign may be a hanging or fixed sign.
- (vi) Projecting signs shall be less than twelve (12) inches thick and shall not exceed an area of one square foot per linear foot of building frontage; provided, however, that the aggregate size of such signs along a single façade shall not exceed an area of 30 square feet of display area.
- (vii) Atmospheric lighting from the existing building lanterns is the preferred lighting solution; however, internally lit signs with an enclosed lamp shall be permitted. Exposed fluorescent shall not be allowed.

(viii) Additional external sign lighting shall be allowed if permitted by Staff. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District. The use of reversed silhouette or “cut-out” letters shall be required to reduce glare where internal lighting is applied.

(d) *Under-Awning and Canopy Signs.* Under canopy and canopy signs shall be permitted provided that:

1. Signs shall hang from the canopy itself or shall be mounted to the wall.
2. If signs are hung below the canopy, signs shall be oriented perpendicular to the building face.
3. Signs in the form of individual letters shall be permitted if attached to the vertical face of the canopy or as cut-out lettering above or below the vertical edge of the canopy.
4. Under-awning signs attached to the underside of the canopy or awning shall be allowed for each principal entrance providing access within the District.
5. Under-awning signs shall not be less than eight (8) feet above the sidewalk.
6. Under-awning signs shall not be less than one (1) foot from the outer edge of the canopy.
7. Under-awning signs shall not exceed 36” x 48”, or a maximum of twelve (12) square feet per display area for under-awning signs located adjacent to the entrance of commercial, restaurant, or retail space within the District.
8. Canopy signs that are not located adjacent to the entrance of commercial, restaurant, or retail space within the District shall not exceed a size of more than one square foot of sign face per linear foot canopy or awning, or a maximum of twenty (20) square feet of display area. Signs on opposite ends awnings shall be considered one single sign. Only one (1) canopy sign of such size shall be permitted per side of a building within the District.
9. Individual letters or symbols not to exceed six inches indicating a primary use, address, or an exit/entrance, painted, stenciled, or otherwise applied directly to any awnings or canopies vertical face or edge shall be exempt from this provision.
10. Signs shall not items offered for sale and telephone numbers shall not be permitted on an under canopy or canopy sign.

11. Atmospheric lighting from existing building lanterns is preferred as the lighting source. Internally lit signs with an enclosed lamp shall be permitted. Exposed fluorescent lights shall not be permitted.
12. Entirely back-lit plastic panels shall not be allowed. Opaque metal panels with internally lit letters shall be permitted. The use of reversed silhouette or letters “cut-out” of a solid opaque field shall be required to reduce glare when backlighting is utilized.
13. Additional external sign lighting may be allowed as part of sign assembly if approved by Staff. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
14. The location, specific dimensions, and quantity of under-awning or canopy signs shall be controlled by the Sign Masterplan.

(e) *Window and Transom Signs.* Window and transom signs shall be permitted provided that:

1. If transoms are divided into multiple panels, designs shall accommodate the vertical divisions of the transom.
2. Only one (1) window sign shall be permitted per window.
3. Each window sign may only cover up to ten percent (10%) of the glass area.
4. A maximum of two (2) colors shall be allowed for all graphic applied to a window. In the case of official corporate logos with multiple colors, signs designs shall reduce color information to a rate of tones for clarity and simplicity.
5. All window and transom signs shall be removable.
6. Transom signs may cover up to one-hundred percent (100%) of the transom if it complies with the following conditions:
  1. a single field of color or material is used as a background;
  2. the letters are represented as negatives in the field or as figures of contrasting color;
  3. the letters do not occupy more than ten percent (10%) of the entire window assembly. Small, discreet lighting with shielded light sources shall be required with a color temperature between 2500k and 3500k.

(f) *Directory Signs.* Directory signs shall be permitted provided that:

1. Directory signs shall be freestanding signs indicating wayfinding, businesses, events or other related district information and shall be

operated, controlled and maintained by the SRD, LLC or its successors or assigns.

2. Directory signs may include internal lighting, and may solely display maps, graphics, and locators, or information related to features of the district
3. Directory signs shall be divided identified as either Primary Directory Signs or Wayfinding Directory Signs.
4. Primary directory signs shall not exceed eight (8) feet in height and no face of a directory sign shall exceed thirty-two (32) square feet of display area. There shall be no more than two (2) primary directory signs permitted in the District.
5. Wayfinding directory signs shall not exceed eight (8) feet in height and no face of a directory sign shall exceed sixteen (16) square feet of display area. Locations and quantity of wayfinding directory signs shall be identified in a Sign Masterplan approved by the Historic District Board of Review.
6. Digital or interactive media displays integrated into directory signs shall be prohibited.

(g) *Bus stop, trolley, or public transportation bench signs.* [Reserved.]

(h) *Signs within the public right-of-way.* Signs within the public right-of-way shall be required to obtain an encroachment license from the City of Savannah.

- (3) ***Location, Specific Dimensions, and Quantity of Signs within the District.*** The location, specific dimensions and quantity of signs shall be controlled by the Sign Masterplan as approved by the Historic District Board of Review (HDBR).
- (4) ***Variance.*** Any variance to this Ordinance shall be submitted to the Board of Appeals.