

**Sec. 8-3112. Sign permits--Required.**

No sign, except those listed in section 8-3116, shall be erected, hung, or placed or structurally altered without a permit from the zoning administrator. Except as provided for in section 8-3028, "Victorian planned neighborhood conservation district," section 8-3121, "historic sign district," section 8-3119, "Broughton Street sign district," and section 8-3120, "River Street-Factors Walk sign district," the following standards shall apply for all signs erected, placed, hung, constructed or maintained after the adoption of this section of the zoning ordinance.

- (a) *Sign clearance and height.* The provisions of section 8-3013 of this Code, "vision clearance at intersections," shall apply within 20 feet of an intersection of any rights-of-way where vehicular traffic is likely.
  - (1) *Setback for freestanding and projecting sign.* No portion of a freestanding or projecting sign shall be located within two feet, as measured horizontally, of a street right-of-way line; provided further that no such sign shall be located within ten feet, as measured horizontally, from the edge of the pavement or driving surface of any public or private road, drive, lane or vehicular access easement. No portion of such sign shall be less than ten feet above a pedestrian way, or less than 15 feet above an area used for vehicular access to ingress, egress, park or circulate in any area where vehicular traffic is legally permitted.
  - (2) *Maximum height for freestanding sign.* Freestanding signs shall not exceed the following heights as measured above ground level according to the following street and zoning classifications:

TABLE I. FREESTANDING SIGN HEIGHTS\*

Freestanding Sign Heights*	Maximum Sign Heights <sup>1</sup> (in feet)		
	Secondary and Major Arterials		
Zoning Classification <sup>3</sup>	Class I Streets <sup>2</sup>	Class II Streets <sup>2</sup>	All Other Streets
Conservation (C), Agricultural (A) Residential (R) zones except R-I-P, RIP-B, and RIP-B1	20	15	10
Institutional zones (I-P, O-I, RIP,-B and RIP-B1)	25	20	15
Business zones (R-B, RB-1, B-N, B-N-1 and R-B-C)	25	20	15
Business zones (B-C, B-G, BG-1, BG-2, and B-H)	40	25	20
Industrial zones (I-L, I-H, and I-L-B)	40	25	20

<sup>1</sup> Where a frontage road or other access street separates a sign from a street of greater classification, the standards for the greater classified street shall apply. A freestanding sign shall not exceed 20 feet in height where it fronts into or is located adjacent to a residential (R) or institutional (I-P and O-I) zoned district or a conservation zone (C).

<sup>2</sup> See street classification map, subsection (q).  
 [Sec.8-3112(a)(2) amended 12/12/13 (13-004504-ZA); 6/22/17 (17-002466-ZA)]

<sup>3</sup> For the purpose of this chapter of the zoning ordinance, residential "R" zoning districts include all districts that begin with the letter "R" except for the R-I-P, RIP-B, and RIP-B1 zoning districts as set forth in section 8-3025(a) of the zoning ordinance.

\* Note: See sections 8-3028, 8-3119, 8-3120 and 8-3121 for signs erected within the historic area of the city.

(3) *Fascia and projecting sign.* Fascia and projecting signs shall be erected only on the signable area of the structure. A fascia sign may extend for not more than two feet above a flat roof or parapet wall where the majority of the height of the sign is located below the roofline or parapet wall. However, a fascia sign may be attached to a hip or mansard-type roof provided the location of the sign shall be restricted to the roof area between the base of the roof and one-half the distance to the peak of the roof.

(4) *Roof-mounted signs.* A roof-mounted principal use sign attached to and extending above the roof of building or structure shall be permitted in lieu of a permitted projecting or freestanding sign in the B-C, B-G, BG-1, and B-H zoning districts and in the I-L and I-H industrial zoned districts provided such sign shall not extend more than six (6) feet above the surface or peak of the roof. The maximum size area for a roof-mounted sign shall not exceed the sign area for a permitted projecting or freestanding sign for the zoning in which such roof sign is located.

(b) *Illuminated sign.*

(1) Illuminated principal use signs shall be of an enclosed lamp, neon or indirect light source. The use of reversed silhouette or "cut-out" letters shall be required for all internally illuminated signs of greater than ten (10) square feet in area, within residential (R); institutional (R-I-P, RIP-B, RIP-B1, O-I and I-P); and R-B, RB-1, and R-B-C and R-B-C-1 business zoning districts or in other zoning districts where such sign fronts into or is adjacent to any of the above districts.

*[Sec.8-3112(b)(1) amended December 12, 2013 (13-004504-ZA)]*

(c) *Restricted sign.*

(1) Banner, pennant, streamer, flag, balloon or other inflatable object, pinwheel, rotating flood light, and similar attention-getting device.

(2) Portable, folding and similar movable sign. Such signs include any sign that is not permanently attached to the ground or to a building or structure.

(3) A sign erected or located on any street or public right-of-way, curb, curbstone, hydrant, lamppost, trees, barricade, temporary walk, telephone, or telegraph electric light pole, other utility pole, public fence, or on a fixture or a fire alarm or police call box except publicly erected directory and information signs.

- (4) A sign with revolving or rotating beam of light.
- (5) Flashing, running light sign, illuminated sign with moving parts, and electronically controlled sign face and message board except as follows:
  - a. A special announcement sign limited to the display of time and temperature and not exceeding 24 square feet in area is only allowed within a B-C, B-G, B-G-1, B-H, I-L and I-H zoning districts located outside any National Register Historic District.
  - b. A special announcement sign allowed under subsection (b), "Illuminated Sign" standards for certain special announcement signs of section 8-3121(B)(7)(e).
  - c. An announcement sign with copy changed by electronic means shall be permitted subject to the standards in Sec. 8-3112(d)(3).

*[Sec.8-3112(c)(5)c. amended May 30, 2013 (12-000277-ZA)]*

- d. A marquee sign allowed under subsection 8-3121(B)(9).
- e. The message must not change displays over a period of not less than ten (10) seconds, with all moving parts or illumination moving or changing simultaneously; and the sign cannot display any illumination that moves, appears to move or changes in intensity during the static display period. No auditory message or mechanical sounds may be emitted from the sign. Further, any such sign shall contain a default design that will freeze the sign on one position if a malfunction occurs.
  - 1. Such sign shall only be allowed within the B-C, B-G, B-G-1, B-H, I-L, and I-H zoning districts.
  - 2. Each outdoor sign structure shall have no more than one (1) digital display per direction with a maximum of two (2) signs per structure. Further, no cut outs shall be permitted. Images shall be confined to the digital sign face.
  - 3. All digital signs shall be modulated so that from dawn to dusk, the brightness shall not be more than 7,500 NITS (Candles per square meter). From dusk to dawn, the brightness shall not be more than 350 NITS.
  - 4. New locations for sign under this subsection (as opposed to conversions of existing signs) shall not be permitted 250 feet of a residential zone. Conversion of existing signs,

whether conforming or nonconforming to a sign permitted under this subsection shall not be permitted within 150 feet of a residential zone. The minimum distance between digital billboards shall be 5,000 feet on the same side of the street and, 2,500 feet on the opposite side of the street. Distances shall be measured pursuant to the requirements of section 8-3112 (1) (8) (g) herein.

5. Such signs shall be permitted only along four lane or more arterial roadways as defined in subsection 8-3112(1) herein.
6. Such signs shall not be permitted inside the boundaries of any locally designated historic district or property or any historic district as defined by the National Historic Register.
7. Such signs shall not be permitted inside the boundaries of any urban redevelopment areas as defined by the City of Savannah.
8. Such signs may be order modified by the City Manager or his designee based solely on accident statistics and/or reports which demonstrate a causal connection between increased accident levels and signs permitted under this section.
9. One (1) new digital billboard face will be permitted within the corporate limits of the city of Savannah when a number of existing nonconforming billboards within the corporate limits of the city of Savannah that correspond to a ratio is removed, unless provided herein. The ratio shall be 2.5 square feet of existing billboard face space for every one square foot of electronic/digital billboard face to be erected. Nonconformity shall be determined by applicable sections of the zoning ordinance.

The required nonconforming billboard area shall first be removed within the same Aldermanic District in which the digital billboard is located. If no nonconforming billboard area exists with such district, the removal of nonconforming billboard area shall occur on a rotating basis beginning with Aldermanic District 1. For example, if the removal of nonconforming billboard area equals two (2) billboard faces and no nonconforming billboard area existed in the same district, the first billboard would be removed from District 1 and the second would be removed

from District 2. Upon the approval of another digital billboard in a district where no nonconforming billboard area existed, nonconforming billboard area would be removed from District 3, and so on. Final approval for new billboard faces shall not be granted until the number of nonconforming billboard faces is removed and certified by the City Manager or his/her designee. The petitioner shall be required to meet all other requirements of the City Code unless otherwise permitted herein.

Should an applicant for a digital billboard not own or operate any existing nonconforming billboards within the corporate limits of the City of Savannah, such applicant shall be allowed to convert an existing conforming billboard to a digital billboard provided the applicant meets all other requirements and development standards of this ordinance. Such applicant shall be required, as a prerequisite to the issuance of a permit, to submit an affidavit that certifies that the applicant does not have any interest in any existing nonconforming billboards within the corporate limits of the City. The affidavit shall be submitted to the Zoning Administrator with a copy to the City Manager and the City Attorney.

*[Sec. 8-3112(C)(5)e.9. amended May 2, 2013 (File No. 13-000130-ZA)]*

10. Each digital billboard shall have information attached identifying the agent or agency responsible for its construction and maintenance and the permit number issued by the Zoning Administrator for such signs.

Beginning October 7, 2011 no more than three new digital billboard faces shall be erected or converted in the City of Savannah. Such billboards shall meet all other requirements and development standards of this article.

Digital billboard sites established after October 7, 2011, no billboard structure shall support more than one digital billboard face.

*[Sec. (c)(5)e. 1-10 amended December 6, 2007 (Z-070517-57005-2); Sec.(c)(5)e. 1-10 amended September 22, 2011 (Z-110322-89661-2)]*

- (6) Exceptions. The following temporary signs, whether or not they contain written messages or images, may be allowed subject to the listed conditions:

- (i) A single flag or single emblem or other insignia or an educational, charitable or religious group or individual nation or a multiple number of individual government units. In addition, a single nongovernmental flag, not exceeding a size of five feet by eight feet when displayed on a flag standard of greater than 20 feet in height or not exceeding a size of three feet by five feet on a flag standard of 20 feet or less in height, and bearing only a registered trademark, logo, or a noncommercial statement, shall be allowed in any zoning district on the same parcel of the subject principal use.
  
- (ii) A banner, pennant, streamer, flag, balloon or other inflatable object, pinwheel, and similar attention-getting device may be allowed within any B-C, B-G, BG-1, B-H, I-L and I-H district (but not within a National Register Historic District) subject to the following conditions:
  - 1. Such signage may be permitted for a period of not greater than 30 days per quarter nor greater than 60 days per calendar year; provided, the signage is not situated on a lot located across a collector or minor street right-of-way from a residential zoning district or a dwelling unit or is not located within 75 feet of a residential structure on either side of the proposed sign location along any street.
  - 2. Such signage which occupies the same premises for more than 30 consecutive days or more than 60 days out of any consecutive 12 month period shall be considered a principal use sign, announcement sign, or supplemental identification sign according to the function and use of the sign as defined in this section and thereafter shall comply with the standards for such signage as set forth in this chapter or the sign shall be removed.
  - 3. Such signage shall not exceed the maximum height or size allowed for principal use freestanding signs in the zoning district it is proposed to be located within, as specified in sections 8-3112(a)(2) and 8-3112(i)(2) in this chapter; provided further, that such signage shall not be located less than ten feet from any property line or street right-of-way nor within the 20 feet visual clearance zone or any vehicular way unless authorized by the city traffic engineer.
  - 4. Only one non-illuminated such sign may be permitted for the facade of each principal use structure or one such freestanding sign may be permitted for each 150 linear feet or fraction thereof per street frontage for each parcel at any

given time.

5. Such freestanding signage shall be located only along an arterial or collector street or along a minor street if no residentially zoned property or dwelling is located within 75 feet of such sign.
  6. Subject signage shall be located on the same lot or parcel of land such use is established upon or such event is scheduled to be held and shall be secured in a manner required by the city zoning or building codes to protect the public safety and welfare.
  7. An application for such signage shall be made to the city zoning administrator. The permit fee shall be as set forth in the City of Savannah revenue ordinance.
  8. A permitted temporary sign shall display a decal issued by the zoning administrator. The decal shall be affixed to the sign as directed by the zoning administrator so as to be visible to the passing public.
- (iii) A public event temporary sign may be allowed on any public land, park or right-of-way, subject to a permit being authorized by the city manager, or his/her designee. Such public event temporary sign may be allowed subject to the following conditions:
1. Only one non-flashing sign shall be permitted for each street frontage. Such sign shall not be located within any street or public right-of-way or within 20 feet of the edge of any travel way, unless otherwise approved by the city manager or his designee.
  2. The display area of the sign shall not exceed 32 square feet.
  3. The sign shall be located along a collector or arterial street.
  4. The sign shall be located on the same lot or parcel of land where such annual or special event is to be held.
  5. The sign shall not be erected on the premises more than seven days before and two days after an event and shall not be located on the premises for more than 30 days per event unless otherwise authorized by the city manager.

6. Such signs shall not be placed on a property more than 60 days in any one calendar year.
7. Organizers of a special event open to the public and sponsored by an eleemosynary or philanthropic institution or bona fide public or nonprofit institution or organization may be allowed by the city manager, or his/her designee, to maintain a sign on public lands for a longer period than 30 consecutive days or 60 days per calendar year provided the sign is maintained in a good order and is permitted for a special public event of a longer period than usual duration. Such sign shall comply with the provisions as set forth in sections 6-1252 and 6-1254 of the Savannah City Code that no banners shall be erected over any street, land or highway of the city with any insignia or printed or written letters or pictures; nor shall a banner [be] attached to any tree or utility pole within the city limits unless the sign is erected by and removed by the city staff.

(d) *Announcement sign requirements.* Announcement signs shall be permitted as follows:

- (1) Announcement signs attached flat against the building shall be permitted for each entrance or exit; provided such signs shall be restricted to emergency information, business hours, credit cards honored, or incidental information related to the business. Individual letters may be attached directly to the face of the building, window or door.
- (2) The aggregate area of announcement signs per entrance or exit shall not exceed four square feet of display area. However, licensed establishments serving food or drink may have one additional four-square-foot announcement sign for each principal entrance for the purpose of displaying menus and/or entertainment provided therein.
- (3) Manual changeable copy and electronically controlled announcement signs shall be permitted in all zoning districts with the exception that only public uses, public and private schools, colleges and universities and churches/places of worship be permitted to have such signs in the R-20, R-10, R-6, R-6-A, R-6-B, R-6-C, R-4, R-M, RIP-A, RIP-A-1, RIP-C, RIP-D, RMH and RMH-1 zoning districts.
  - a. Manual changeable copy and electronically controlled announcement signs shall be subject to the following standards:
    1. One (1) stationary freestanding announcement sign per street frontage shall be permitted. The announcement sign may be



attached to and in combination with a principal use freestanding sign. Where the announcement sign is located as a separate freestanding announcement sign, such sign shall not extend more than five (5) feet in height above the established ground level.

2. Sign area shall be limited to one (1) square foot of area for each foot of lot frontage occupied by the principal use, provided, however, such announcement sign shall not exceed the sign area standards set forth in Table II, "Announcement Sign Area." The classification of streets for announcement signs shall be determined by the "Street Classification Map for Announcement Signs".

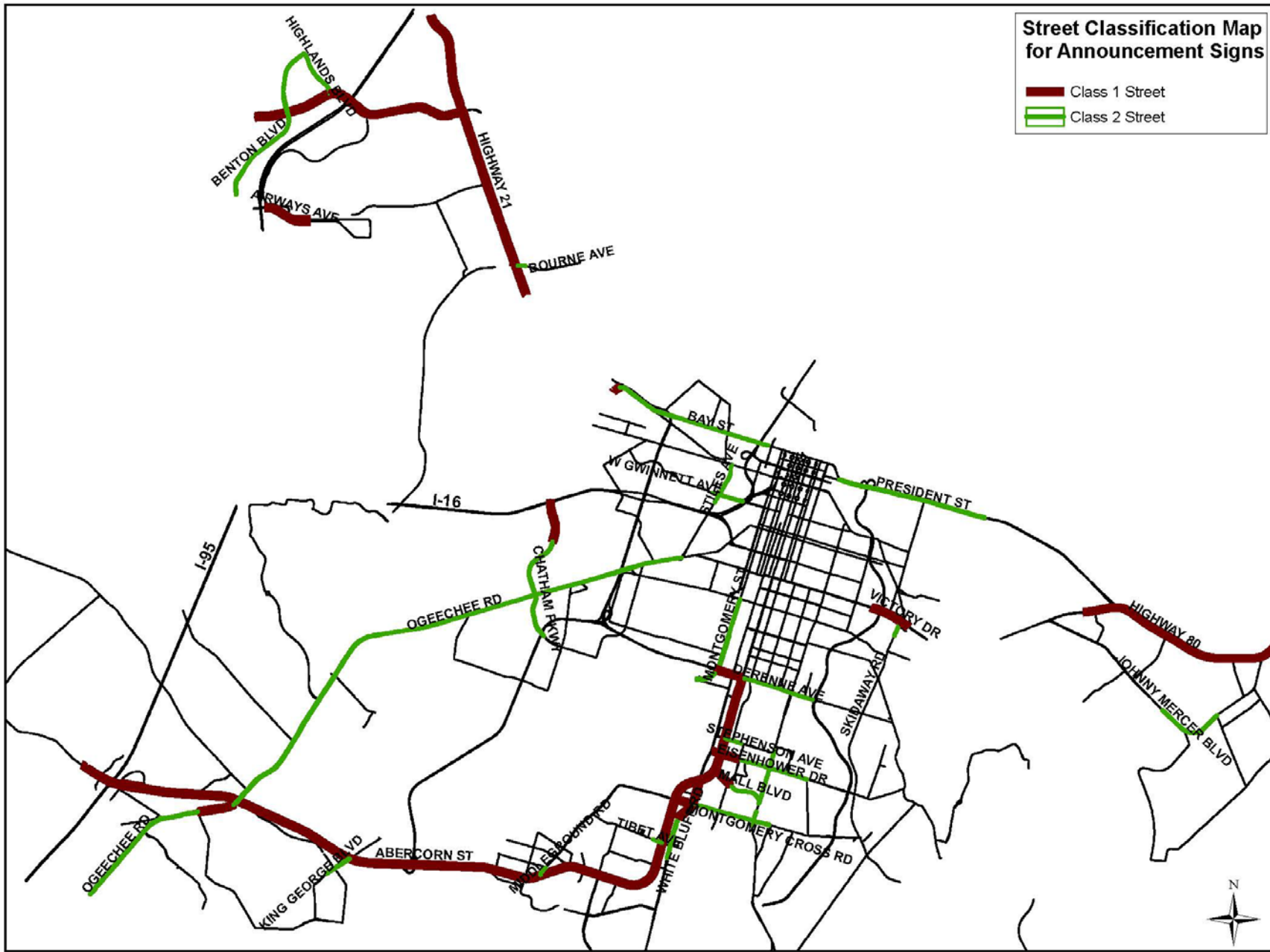
Table II. Announcement Sign Area

	Maximum Sign Area (Square Feet)		
	Class 1 Streets	Class 2 Streets	All Other Streets
Residential Zoning Districts	24	24	15
RIP District & Nonresidential Zoning Districts	40	40	32

3. Such signage shall be limited to locations which front on a street classified as a collector or higher designated roadway as shown on the map in Sec. 8-3048.
  - b. In the RIP district and nonresidential zoning districts, manual changeable copy announcement signs shall not exceed the sign area standards in Table II "Announcement Sign Area" or 75% of the total freestanding sign area, whichever is less.
  - c. Electronically controlled announcement signs shall also be subject to the following standards:
    1. Such signs shall be prohibited within any National Register Historic District.
    2. Copy shall not be changed more than once in a 24-hour period.
    3. Such signs shall come equipped with automatic dimming technology that automatically adjusts the sign's brightness in direct correlation with natural ambient light conditions.

4. Such signs shall not exceed a brightness level of 0.3 footcandles above ambient light as measured using a footcandle (Lux) meter at a preset distance depending on sign area. Such distance is calculated by taking the square root of the product of the sign area and 100. For example, the calculation for the measurement distance for a 40 square foot sign would be  $\sqrt{(40 * 100)} = 63$  feet.
5. In residential zoning districts with the exception of the RIP district, only amber lights shall be permitted.
6. In the RIP district and nonresidential zoning districts, the permitted sign area shall not exceed the sign area standards in Table II "Announcement Sign Area" or 50% of the total freestanding sign area, whichever is less.

*[Sec. 8-3112(d)(3) amended in its entirety May 30, 2013 (12-000277-ZA)]*



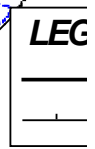
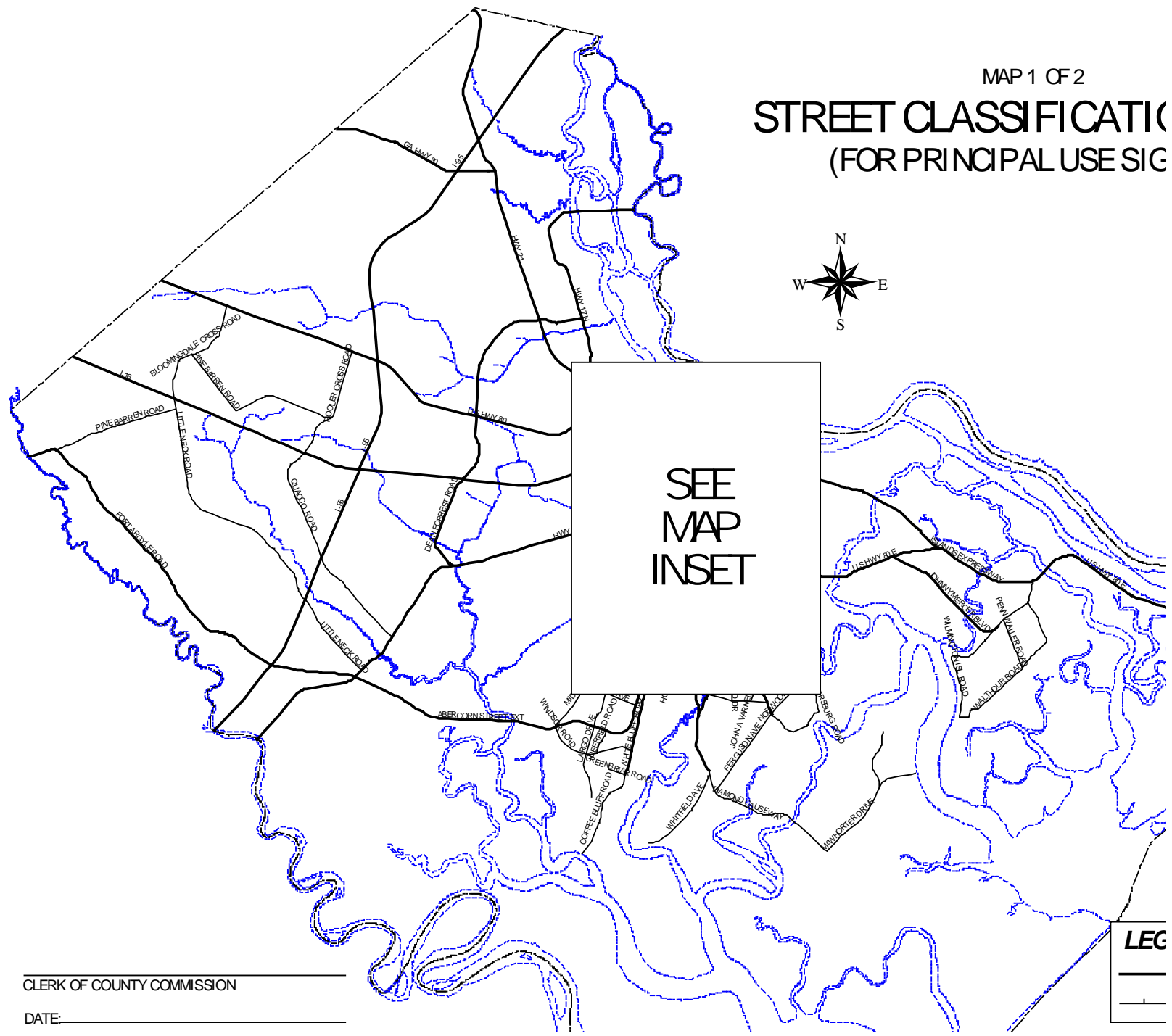
- (e) ***Under-awning or canopy sign.*** One sign attached to the underside of a canopy or awning shall be permitted for each principal pedestrian entrance providing public access. The display area of such sign shall not exceed six square feet per sign face. Signs shall not be less than eight feet above a pedestrian way and shall not be less than one foot from the outer edge of the canopy. In addition, letters or symbols not to exceed ten inches in height, indicating use, address or an exit or entrance, may be painted, stenciled or otherwise applied directly to any awning.
- (f) ***Marquee sign.*** A marquee sign shall only announce existing or future entertainment events or attractions. Marquee signs shall not extend more than eight feet from the facade of a building nor exceed one square foot of sign area per linear foot of frontage per street; however, such sign shall not exceed 90 square feet in area or more than 45 square feet per theater or principal use within the structure, whichever is greater. The height of a marquee sign shall not extend above the parapet wall of the building, and the lowest point of the marquee sign shall not be less than ten feet above the established grade.
- (g) ***Building identification sign.*** Building identification signs shall be permitted along the signable area of each building facade. The maximum size of such sign shall not exceed an area of one-half square foot per linear foot of building frontage; however, the size of such sign along a single facade shall not exceed an area of 30 square feet within residential (R) zoning districts, except for R-I-P, RIP-B, RIP-B1 zoning districts, nor 90 square feet in all other zoning districts, including the R-I-P, RIP-B and RIP-B1 districts.
- (h) ***Area identification sign.*** One area identification sign shall be permitted at each principal vehicular entrance to a subdivision; residential development; public, charitable, educational or religious institution. The location of the sign shall be as approved by the city traffic engineer. For planned districts and planned unit development districts, the size and location of such sign shall be as approved by the planning commission.
- (i) ***Principal use sign.*** For each nonresidential use, two principal use signs, one of which may be a freestanding or a projecting sign, shall be permitted.
  - (1) ***Facia sign.*** Facia signs, attached to the principal use building, shall be permitted two square feet of display area per linear foot of principal building frontage; however, such sign area shall not exceed the standards set forth in table III, "maximum sign area."
  - (2) ***Freestanding and projecting sign.*** Freestanding and projecting signs shall be permitted one square foot of sign display area per linear foot of lot frontage occupied by the principal use; however, such sign area shall not exceed the standards set forth in Table III, "maximum sign area."

For determining the permitted sign area for a projecting or freestanding sign for each principal use where more than one principal use occupies the same lot or tract of land, the lot frontage for each such use shall be in proportion to the building frontage occupied by such multiple uses.

MAP 1 OF 2  
**STREET CLASSIFICATION**  
(FOR PRINCIPAL USE SIG)

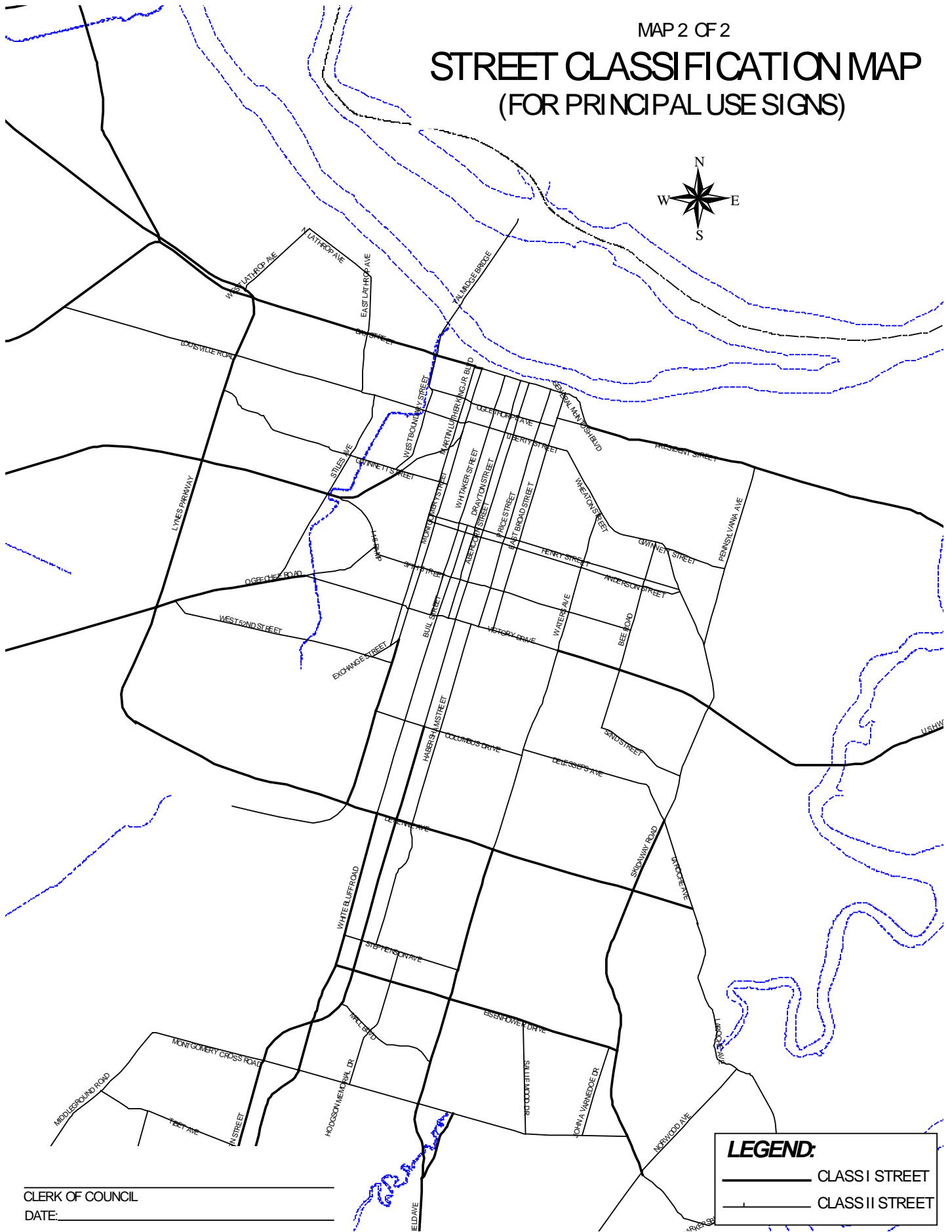


SEE  
MAP  
INSET



\_\_\_\_\_  
CLERK OF COUNTY COMMISSION  
DATE: \_\_\_\_\_

MAP 2 OF 2  
**STREET CLASSIFICATION MAP**  
 (FOR PRINCIPAL USE SIGNS)



**LEGEND:**

	CLASS I STREET
	CLASS II STREET

CLERK OF COUNCIL \_\_\_\_\_  
 DATE: \_\_\_\_\_

The following formula shall be used to determine maximum signage where two or more uses occupy the same parcel or lot:

A	=	Building frontage for each use.	
B	=	Total building frontage occupied by various uses.	
C	=	Maximum aggregate total of principal use signs.	
D	=	A/B	(Factor to be utilized in determining maximum size sign for each area.)
E	=	C × D	(Maximum size projecting or freestanding sign for each principal use.)

Unless erected on the same sign standard in conformance with this section, the minimum distance between such freestanding signs located on the same lot or tract of land shall be a minimum of one-half the aggregate total square footage of the principal use signs being separated; however, the minimum separation between such signs shall be not less than 30 feet (i.e., two freestanding signs on the same lot, having an aggregate sign area of 125 square feet, shall be located a minimum of 62.5 feet apart).

- (3) **Maximum sign area.** The maximum aggregate sign area of principal use signs shall not exceed the standards as set forth in table III, "maximum sign area."
- (4) Reserved.
- (5) **Gasoline company trademarks.** Gasoline company trademarks such as Gulf, Amoco, Chevron, etc., shall be considered part of the principal use sign area. In addition to the permitted number of principal use signs per street frontage for a fuel station, two additional signs depicting gasoline trademarks only shall be permitted on two of the four sides of each pump island canopy provided that the aggregate total principal use sign area is not exceeded for that street frontage. Such sign shall not occupy more than 30 percent of the length of each canopy fascia.

- (6) **Nonresidential zoning districts.** Within nonresidential zoning districts, 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, 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 ten inches indicating use, address, or an exit or entrance painted, stenciled or otherwise applied directly to any awning or canopy shall be exempt from this provision.

TABLE III. MAXIMUM SIGN AREA FOR PRINCIPAL USE SIGNS\*

Location	Maximum Aggregate Sign Area for Facia Signs by Street Classification <sup>3</sup>			Maximum Size Area for Projecting or Freestanding Signs by Street Classification <sup>3, 6</sup>			Maximum Projection of Outer Sign Edge for Projecting or Freestanding Signs (feet)
	Class I Streets <sup>7</sup>	Class II Streets <sup>7</sup>	All Other Streets	Class I Streets <sup>7</sup>	Class II Streets <sup>7</sup>	All Other Streets	
C-A zoning districts	10	10	10	10	10	10	5
C-R zoning district	55	55	--	55	55	--	10
All R zoning districts (excluding all R-I-P, RIP-B, RIP-B1 districts) <sup>2</sup>	32	24	16	24	16	10	5
R-I-P, RIP-B, RIP-B1, I-P, O-I, A-1 and R-B-C-1 zoning districts <sup>2</sup>	75	50	40	48	36	24	6
B-N, B-N-1, R-B, R-B-C, RB-1 zoning districts <sup>2</sup>	200	150	100	60	48	36	6
All other business zoning districts <sup>1,4,6</sup>	300	250	200	125 <sup>5</sup>	75	60	15
I-L, I-L-B, and I-H industrial zoning districts <sup>1, 4, 5</sup>	300	250	200	125 <sup>5</sup>	75	60	15
P and PUD districts	As shown on the approved site plan						

<sup>1</sup> In addition to the above maximum principal use sign size requirements, 1 additional square foot of facia sign area per 2 linear feet of building frontage shall be allowed for each 2 linear feet of building frontage greater than 100 feet along one street within the B-C, B-G, BG-1, B-H and industrial districts. (For example, a use on a Class II street in a B-C district having 150 feet of building frontage would net an additional 25 square feet of sign area for a facia sign--i.e.,  $150 - 100 = 50$ ;  $50 \text{ divided by } 2 = 25$ ;  $25 + 250 = 275$ .)

<sup>2</sup> Within the A-1, C-A, C-R, R-I-P, RIP-B, RIP-B1, I-P, B-N and B-N-1 zoning districts, where such sign is to be located across the street from a business zoned district which permits a larger sign area, the maximum sign area for a sign located on a Class II street may be increased to the maximum sign area permitted for a sign fronting a class I street.

<sup>3</sup> Where a frontage road or other access street separates a sign from a street of greater classification, the standards for the greater classified street shall apply.

<sup>4</sup> Where such sign is to be located adjacent to or across the street from an R, R-I-P, RIP-B, RIP-B1 or O-I, I-P district, the sign standards established for the B-N and B-N-1 districts shall apply.

[Sec.8-3112(i)(6) amended 12/12/13 (13-004504-ZA); 6/22/17 (17-002466-ZA)]



<sup>5</sup> Business uses which provide large open retail sales lots such as new car sales or heavy equipment sales may increase the area size by 35 square feet within the B-C, B-G, BG-1, B-H business and I and I-H industrial zoned districts; provided such sign shall be set back not less than 35 feet from the street right-of-way.

<sup>6</sup> A decorative base or structural support for a sign shall not be included in determining the area of the sign.

<sup>7</sup> See street classification map for principal use signs, subsection (q).

\* Note: See sections 8-3028, 8-3119, 8-3120 and 8-3121 for signs erected within the historic area of the city.

(j) ***Supplemental identification sign.*** In addition to the principal use sign, supplemental identification signs, not exceeding an aggregate sign area of eight square feet, shall be permitted. Provided that for uses in the R-I-P, RIP-B, RIP-B1 and all the nonresidential zoning districts, one additional square foot of supplemental sign area per two linear feet of building frontage shall be allowed, for each two linear feet of building frontage greater than 30 feet along one street, up to a maximum aggregate sign area of 25 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.

(k) ***Directory sign.*** Signs identifying the name of the development, multi-use activities within shopping centers, office complexes or apartment complexes, shall be permitted subject to the following standards:

(1) One sign shall be permitted for the first 200 feet of frontage or a fraction thereof, and one additional such sign shall be permitted for every additional 200 feet of frontage contained in the development.

(2) The location of such sign shall not create a hazard or conflict with the movement of pedestrian or vehicular traffic and shall be set back at least 20 feet from any street or driveway intersection or shall be erected flat against a principal building.

(3) The sign shall be permitted one-half square foot of sign area for each foot of lot frontage provided such sign shall not exceed two hundred fifty (250) square feet or twelve (12) square feet per use, whichever is greater. Within any R zoning district, including the R-I-P, RIP-B, and RIP-B1 districts, and the O-I and I-P zoning districts, such signs shall not exceed an area of sixty (60) square feet or an area of twelve (12) square feet per use, whichever is greater.

*[Sec.8-3112(k)(3) amended December 12, 2013 (13-004504-ZA)]*

(4) A maximum of one sign per establishment or use shall be permitted per directory sign face, and only the official logo or principal name of uses within the development shall be erected on the directory sign, in addition to the name of the overall development.

- (5) No additional freestanding sign shall be permitted on the same lot or tract of land where a directory sign is provided and available for each principal use.

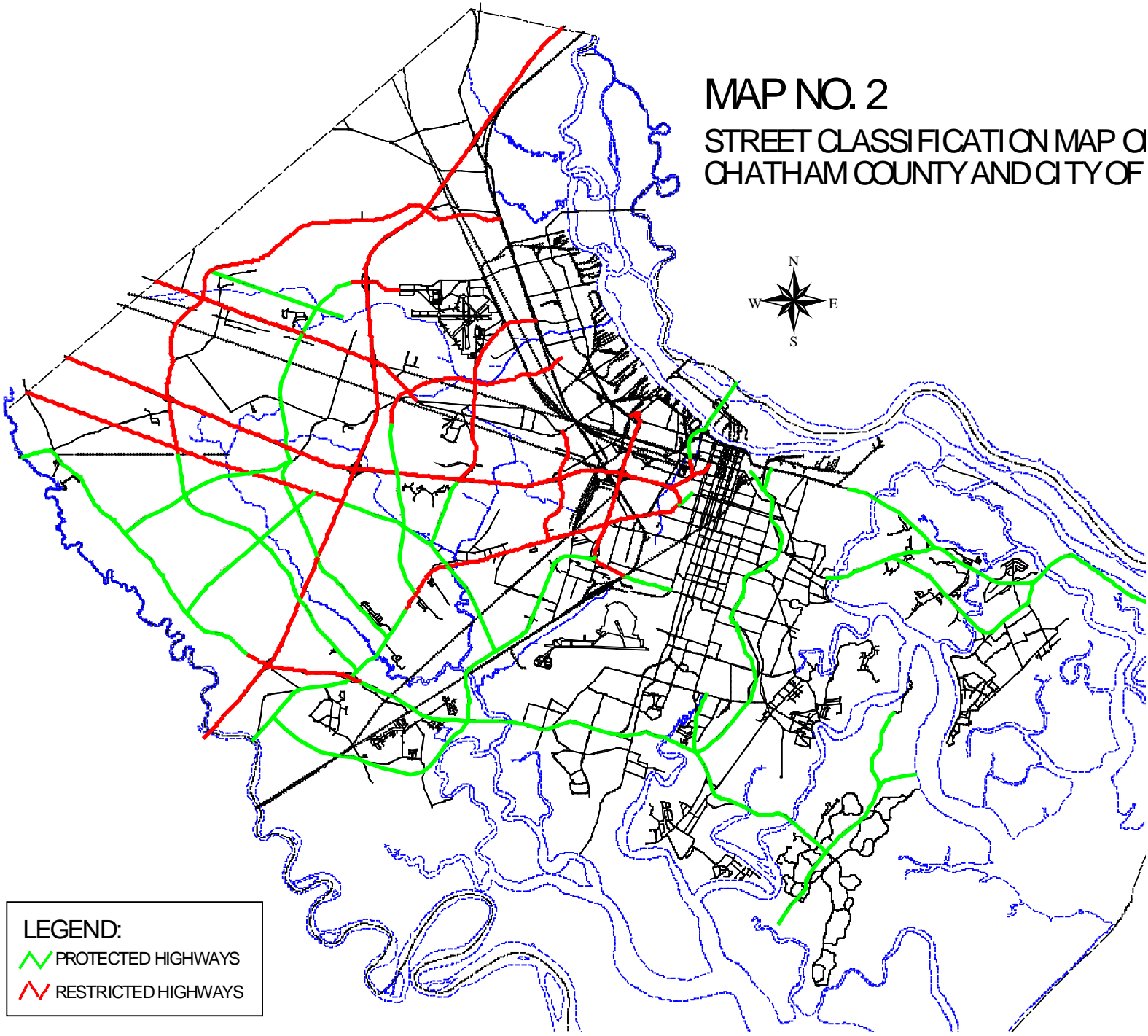
- (1) ***Separate use sign.***

- (1) ***Where permitted.*** Separate use signs are permitted only in the zoning districts identified in section 8-3025(b), use no. (87) of the "B" and "I" use schedule. Further, such signs shall only be permitted on a site which abuts a street classified as a collector or arterial roadway. Separate use signs along roadways identified on the street classification map no. 2 of the City of Savannah shall also comply with the "protected" and "restricted" roadways provisions of this section.
- (2) ***Signs along interstate highways.*** Separate use signs oriented to an interstate highway shall be limited to three signs per roadway frontage per interchange quadrant with said signs being restricted to an area 1,200 feet long, beginning 500 feet from the point where the pavement commences or ceases to widen at exits from or entrances to the main-traveled way, as measured to accommodate the longest entrance or exit ramp. Such signs shall be either 12 feet by 50 feet (600 square feet) or 14 feet by 48 feet (672 square feet) in size provided there are no cutouts or extensions. Such signs shall be in compliance with Georgia D.O.T. standards and Georgia law. Further, such signs shall be a minimum of 500 feet apart at their nearest points; and except as provided for above, no separate use sign shall be located within 660 feet of an interstate highway right-of-way.
- (3) ***Signs along protected roadways.*** Separate use signs shall not be permitted within 660 feet of the right-of-way of a protected highway except where such sign is oriented toward the travel way of a parallel or nearby collector or arterial street and the sign, including the sign standard, is blocked from view from the travel way of the protected roadway by a permanent structure.
- (4) ***Signs along restricted roadways (other than interstate highways).*** Separate use signs shall not be permitted within 660 feet of the right-of-way line of a restricted roadway except as provided for in subsection (5).



Provided, however, a separate use sign shall be permitted where such sign is oriented toward the travel way of a parallel or nearby collector or arterial street and the sign, including the sign standard, is blocked from view from the travel way of the restricted roadway by a permanent structure.

# MAP NO. 2

## STREET CLASSIFICATION MAP OF CHATHAM COUNTY AND CITY OF



**LEGEND:**

-  PROTECTED HIGHWAYS
-  RESTRICTED HIGHWAYS

- (5) *Signs within a signable quadrant.* Separate use signs shall be permitted within a signable quadrant subject to the following conditions:
- a. The property is zoned to allow separate use signs.
  - b. All design standards and separation requirements for separate use signs are complied with.
  - c. No more than three separate use signs shall be permitted within each signable quadrant of the intersection.
  - d. The signs do not violate the interstate and protected roadway provisions of these regulations.
- (6) *Signs within overlapping signable quadrants.* Where the signable quadrant of an intersection overlaps one or more other signable quadrants, no separate use sign shall be permitted which would increase the number of such signs within any one quadrant above three, even where such sign(s) would otherwise be permitted.
- (7) *Sign area and separation.* Except as provided for elsewhere herein, the maximum panel size and minimum distance required between separate use signs are as set forth in the following tables. Separate use sign panels shall not be stacked one above the other. Where multiple sign panels are permitted, the sign structure shall contain no more than two sign panels facing in any one direction.

MINIMUM COPY AREA AND MINIMUM SPACING FOR SEPARATE USE SIGNS<sup>1</sup>  
(Height × Length)\*

a. *Maximum copy area.*

Zoning District <sup>2</sup>	Fronting on an Arterial Street	Fronting on a Collector Street
1. B-N	One 12' × 25'	One 6' × 12'
2. B-C and BG-1	One 12' × 25' or One 10.5' × 36'	One 12' × 25'
3. B-G and B-H	Two 12' × 25' or One 10.5' × 36' painted sign	One 12' × 25'
4. I-L and I-H	Two 12' × 25' or One 10.5' × 36' painted sign or One 14' × 48'	Two 12' × 25'

<sup>1</sup> Advertisement copy shall be maintained in good appearance or be removed.

<sup>2</sup> Where located within 100 feet of a B-N zoned district, or a more restrictive zoning district, the copy area shall not exceed the standards set forth for the B-N business zoned district.

Note: Temporary cutouts or extensions shall be allowed on all 10.5' × 36' and 14' × 48' posters; provided, however, that in no event shall the cutout or extension exceed 20 percent of the area of the sign face.

b. *Minimum spacing between separate use signs.*<sup>2</sup>

Poster Panel Size	Separation on Same Side of Street <sup>3</sup>	Separation on Opposite Side of Street <sup>4</sup>
1. One 12' × 25' (300 sq. ft.)	500'	200'
2. One 10.5' × 36' painted sign (378 sq. ft.)	750'	250'
3. Two 12' × 25' side-by-side signs (600 sq. ft.)	750'	250'
4. One 10.5' × 36' painted sign (not to exceed 450 sq. ft. with cutouts)	750'	250'
5. One 14' × 48' (672 sq. ft.)	750'	375'

<sup>1</sup> Provided where a B district fronts into an LL or I-H district, the standards of the I-L and I-H districts shall govern.

<sup>2</sup> Measured in a straight line from signpost to signpost.

<sup>3</sup> Signs on the same side of a street shall mean signs located along the right-of-way of the same street and the poster panels for such signs are positioned for the purpose of conveying an advertisement or message to such street. Except for a single 12' × 25' poster panel, which shall be separated by at least 500' from all other signs, the distance between signs shall be 750'; however, signs located within the same quadrant of an at-grade street intersection but front different streets shall be not less than 100' apart; and where a separate use sign is positioned for the purpose of conveying an advertisement or message to a street which is not at grade with the street being served by another separate use sign, the minimum separation shall be not less than 50'. Signs located along an interstate highway shall comply with subsection (1)(2) of this section.

<sup>4</sup> Except for a single 12' × 25' poster panel, which shall be separated by at least 200' from all other signs, and for 14' × 48' signs, which shall be separated from each other by at least 375', the distance between all other signs shall be 250'. Signs located along an interstate highway shall comply with subsection (1)(2) of this section.

\* Note: See sections 8-3028, 8-3119, 8-3120 and 8-3121 for signs erected within the historic area of the city.

(8) *Additional design standards.*

- a. Separate use signs shall be freestanding unless otherwise approved by the metropolitan planning commission. Such supports shall not consist of wooden material. Such support(s) shall be uniformly painted or covered with other protected coatings as approved by the director of inspections and shall be constructed from a metal material with no more than two upright support poles. No portion of the supporting structure shall be visible above any advertising display area.
- b. A separate use sign may be constructed so as to provide back-to-back poster panels facing opposite directions.
- c. Separate use signs shall be constructed so as to comply with section 8-3111(f), "wind pressure."
- d. Separate use signs shall be located so as not to obstruct the visual display of any principal use sign.
- e. Separate use signs shall be constructed so as to provide a wood, metal or plastic framing around the leading edge or face of the sign, or other protective edge with a painted border on the face of

the sign in lieu of framing. Such framing or painted border shall be not less than two inches in width for signs with 72 square feet or less in area, and not less than three inches in width for signs greater than 72 square feet but less than 260 square feet in area. A border of six inches in width shall be required for signs greater than 260 square feet in area. However, a separate use sign consisting of more than one removable panel and greater than 300 square feet in area shall not be required to provide such framing, protective edge or painted border.

- f. Separate use signs shall be located not less than 500 feet from a school, church, public building, or historically rated building, as measured from the nearest corner of such structure; or not less than 500 feet from an historic site, park, playground, cemetery, or any other place of public assembly, as measured from the nearest property line.
- g. Separate use signs shall be not less than 75 feet from the property line of any property located within a residential or institutional zoned district as set forth in section 8-3025(a) "provisions regarding use in C districts and R districts," or not less than 100 feet from a permitted residential use located in a non-residentially zoned district as set forth in section 8-3025(b), "provisions regarding use in B and I districts," provided, that where a separate use sign fronts onto or is directly across the street from a zoning district or use as defined above, such distance shall be not less than 145 feet from the property line.

The above distances shall be measured from the nearest edge of the poster panel to the nearest property line of any property located within a residential or institutional zoned district, or to the nearest foundation of a permitted residential use located in other than a residential or institutional zoned district.

(9) *Height.*

- a. The lower edge of separate use sign panels shall be a minimum of 15 feet above the grade at the base of the sign.
- b. Height of separate use signs permitted along non-interstate highways. The upper edge of separate use sign panels located along collector or arterial streets or highways (excluding interstate highways) shall be no more than 50 feet above the grade at the base of the sign. Provided, however, that where a sign faces a ramped or elevated street or highway, the height requirement may be extended to not more than 50 feet above the driving surface of such street or highway, but in no case shall the overall height of

such sign extend more than 70 feet above the grade at the base of the sign.

- c. Height of separate use signs permitted along interstate highways. The maximum height of separate use signs located adjacent to interstate highways shall be 70 feet above the driving surface of such highway.
- d. The MPC may approve a sign which does not comply with these height requirements on a finding that it would not:
  - 1. Result in an adverse effect on an adjacent land use.
  - 2. Unnecessarily require the removal of or block the view of trees and landscaping features.
  - 3. Obstruct a building facade, a principal use sign, or a natural vista.
  - 4. Be contrary to the public purposes to a degree lesser than the standard replaced.

Provided however, that in no instance shall the lower edge of a sign panel be less than 15 feet above the ground where vehicular traffic may traverse under the sign panel, nor less than ten feet where pedestrian traffic may traverse under the sign panel.

- (10) *Maintenance.* Separate use signs, together with their supports, braces, guys, and anchors, shall be kept in good repair. Copy area shall be repaired or replaced periodically to maintain a good appearance. No copy area shall be left without copy or sign panels for a period of greater than 45 days. All trash and unused materials shall be removed from the area by the sign owner.
- (11) *Identification.* Each separate use sign shall have attached a legend identifying the agent or agency responsible for its construction and maintenance. The legend shall set forth the permit number issued by the department of inspections for such sign.
- (12) *More restrictive ordinance.* Nothing in this part [section] shall be construed to abrogate or affect any lawful ordinance, regulation, resolution, or state and federal law which is more restrictive than this part [section].
- (13) *Street classification map no. 2 of the City of Savannah.* The attached street classification map for separate use signs shall apply for the purpose of this chapter in determining "protected" and "restricted" roadways. The street

classification map for separate use signs is attached hereto and made a part hereof and bears the designation "Street Classification Map No. 2 of Chatham County and City of Savannah" with the signature and seal of the clerk of council, [and] is hereby adopted and approved and becomes a part of the zoning map of the City of Savannah as an "overlay" thereon.

- (m) *Directional sign.* One sign not to exceed four square feet in area nor to extend more than five feet in height above the established ground level shall be permitted at each vehicular entrance or exit designating the directional flow of traffic into and from the property occupied by a principal use. The sign area of such sign may be increased by one square foot for each additional 50 feet of lot frontage above 100 feet up to a maximum sign area of 12 square feet. Directional signs shall be free of any advertisement except for identifying the principal use served by such signs. Location of directional signs shall be approved by the city traffic engineer.
- (n) *Reserved.*
- (o) *Nonconforming sign.* Signs which existed prior to the adoption of this section and which do not meet the provisions of this section shall be deemed nonconforming. Such signs except for portable signs may continue 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.
  - (3) A nonconforming sign shall not be reestablished after damage exceeding 50 percent of the current replacement cost as determined by the director of inspections. After such damage, the owner of said sign shall bring the sign into conformance with the provisions of this section of the zoning ordinance or shall remove the sign.
  - (4) When a principal use existing at the time of adoption of this section of the zoning ordinance changes to a different principal use, all nonconforming signs that existed on the premises prior to such change of use shall be brought into conformance with the provisions of this section of the zoning ordinance or shall be removed.
  - (5) Where an existing separate use sign structure is nonconforming as a use or does not conform to separation distances between signs or with setback distances or with height, size or number of panels required by the ordinance [this chapter] in the district in which the sign is located, then such sign may be repaired or replaced provided the following conditions shall be met:
    - a. Maintenance repairs only shall be permitted.

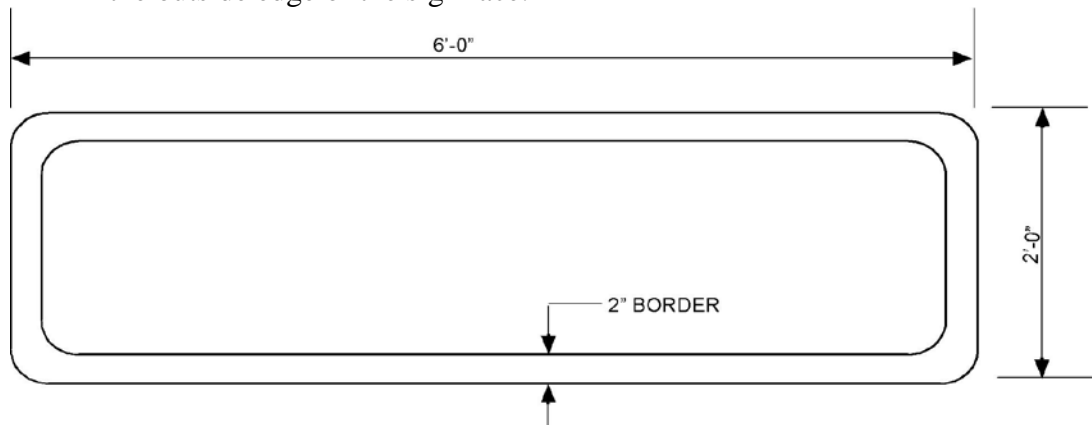


- b. Repairs to sign structures which have deteriorated or been damaged to the extent of 75 percent of the sign structure must be replaced shall be defined as a replacement and shall meet the requirements for replacement of nonconforming signs.
  - c. A nonconforming sign structure may be replaced on the same lot or parcel of land on which it was located provided it shall comply with the height, size, number of panels, and other design standard requirements for conforming signs and provided further that replacing the sign on the lot or parcel of land shall not violate the sign separation distance requirements and the setback requirements of this chapter to a greater degree than the sign that is being replaced.
- (p) *Discontinuance of portable, folding and similar movable sign.* Within 18 months of the adoption of this section of the zoning ordinance, all portable, folding and similar movable signs as defined in section 8-3112(c)(2) shall be removed unless a temporary sign permit for such sign has been issued by the department of inspections. Any such portable, folding or similar movable sign existing on the date of the adoption of this section of the zoning ordinance that becomes permanently attached to the premises must meet all regulations and standards of this section.
- (q) *Street classification map for principal use signs; purpose.* The street classification map for principal use signs shall apply for the purpose of this chapter in determining the maximum size and height for principal use signs fronting major and secondary streets as set forth in subsections (a)(2), "freestanding signs"; and (i)(3), "principal use signs."  
*[Sec. 8-3112(q) amended May 30, 2013(12-000277-ZA)*
- (r) *Street classification map for principal use signs.* The street classification map for principal use signs as provided herein, which is attached hereto and made a part hereof and bears the designation "Street Classification Map for Principal Use Signs" with the signature and seal of the clerk of council, is hereby adopted and approved and becomes a part of the zoning map of the City of Savannah as an "overlay" thereon.
- (s) *Special announcement signs.* Special announcement signs shall be permitted as follows:
- (1) Such sign shall be permitted only in conjunction with uses which present, on a regular basis, on-site events or performances of public interest. Such uses include publicly owned civic centers, stadiums and arenas.
  - (2) The image or copy of such signs shall be changed no more often than every 15 minutes.

- (3) Illuminations shall be by one of the following mechanisms:
  - a. Sunlight or floodlight illuminates one side of a flip disk containing a florescent paint on one side, but blank on the other. The image is created by selectively flipping disks with a magnetic arm.
  - b. Florescent lamps are illuminated behind small square-shaped tubes having an aperture at the exposed side, which is controlled by a magnetic arm to selectively expose lights to create an image.
- (4) There shall be no advertising as part of the displayed image on the sign other than the event or performance being touted. There may be affixed to the bottom of the sign structure a recognition of a sign sponsor where this is being provided by other than the principal use on the site. Such credit shall not include any product or service provided by the sponsor.
- (5) Such sign must front onto an arterial street.
- (6) Such sign may be either a freestanding sign or may be affixed to the principal structure. Such sign shall be permitted one square foot of sign area for each linear foot of lot frontage occupied by the principal use, up to a maximum of 235 square feet, including sponsor panels. The sponsor panel, if provided, shall be located below and affixed to the sign, and shall be no more than 2.5 feet in its vertical dimension, and shall extend to a width no greater than that of the sign.
- (7) Only one such sign shall be permitted per principal use.
- (8) The maximum height for such signs shall be 25 feet.
- (t) *Parking regulation announcement sign.* Such signs shall comply with the following criteria:
  - (1) Such signs shall be located at each designated entrance to a parking lot or parking area where parking prohibitions are to be effective. Where there is no designated entrance, such signs shall be erected so as to be clearly visible from each and every parking space. All such signs shall be visible and readable at all hours.
  - (2) Such signs shall be 7.5 square feet in area (2.5' × 3').
  - (3) Such signs located at a designated entrance to a parking lot shall be four feet above the site grade; provided, that where there is no designated entrance, such signs shall be six feet above the grade if vehicles are to be parked between the sign and the maneuvering area for the parking space.

- (4) The wording on such signs shall consist of "private parking" in three-inch lettering; "All unauthorized vehicles will be towed away at owner's expense to the (garage) (address), O.C.G.A. § 44-1-13 Ga. Law" in two-inch lettering; shall be black on a white, high-intensity reflective grade background; and shall be illuminated if out of headlight range.
  - (5) The placement of all such signs shall be approved by the city traffic engineer.
  - (6) All parking regulation announcement signs shall be brought into compliance with the provisions of this subsection within six months of the effective date of this subsection.
- (u) *Bus stop bench signs.* Separate use bench signs authorized by the City of Savannah [are] permitted subject to the following requirements:

- (1) The sign area shall not exceed 12 square feet (of which maximum overall measurements shall be six feet in length and two feet in height) and shall be restricted to the occupant side of the bench backrest.
- (2) The copy area, including pictorials, shall not exceed 40 percent of the sign area and shall not include any lettering greater than eight inches in height.
- (3) High-gloss, reflective or metallic paints shall not be used for any portions of the sign.
- (4) The backrest (sign area) shall be shaped similar to the illustration provided below with a minimum of a two-inch-wide solid unbroken border along the outside edge of the sign face:



- (5) The city traffic engineer shall approve the location of all bench signs.

**Sec. 8-3113. Same--Issuance; appeals by aggrieved persons.**

The zoning administrator shall only issue a permit for the erection or construction of a sign which meets the requirements of this article. Any aggrieved person may appeal the decision of the zoning administrator by filing such appeal with the board of appeals on forms provided therefore.

**Sec. 8-3114. Same--Application; plans to be submitted.**

Application for permits to erect, hang or place a sign shall be submitted on forms obtainable from the zoning administrator. Each application shall be accompanied by plans showing the area of the sign; size and character and the method of illumination, if any; the exact location proposed for such sign; and, in the case of a projecting sign, the proposed method of fastening such sign to the building structure; the vertical distance between such sign and the finished grade; and the horizontal distance between such sign and the curb.

**Sec. 8-3115. Same--Additional information may be required.**

Each applicant for a sign permit shall, upon request of the zoning administrator, submit any additional information deemed necessary by the administrator.

**Sec. 8-3116. Same--When not required.**

The following signs do not require a sign permit; provided, however, said signs be subject to the provisions of section 8-3111(a) through (i) and to those provisions listed below:

- (a) One sign per residential use indicating a resident's name, street address of the premises, and/or an accessory use sign for an allowed home occupation, and/or such sign for a permitted professional activity, provided that such sign shall not exceed an area of two square feet.
- (b) One non-illuminated principal use sign, not exceeding three square feet in area, located on a nonresidential principal use. Provided; however, if such sign is painted directly on the building, it shall be subject to review and approval by the historic district board of review, and if freestanding it shall be located entirely on private property.
- (c) Traffic or other municipal signs, historic markers, legal notices not exceeding 16 square feet in area, railroad crossing signs, danger, and such temporary emergency or non-advertising traffic-control/guidance signs as may be approved by the city traffic engineer.
- (d) Reserved.
- (e) Names of buildings; date of erection; and commemorative tablets, when cut into any masonry surface and made a permanent and integral part of the building.

- (f) Memorial signs and tablets or historic plaques not to exceed two square feet in size.
- (g) Bulletin boards for public, charitable, educational or religious institutions not to exceed 15 square feet; provided such sign is located on the premises of said institution. Such sign shall be placed flat against the principal use structure or not less than five feet from any property line.
- (h) Development signs identifying the architect, engineer, developer or contractor when placed on the site under construction, alteration or removal not to exceed 16 square feet when located within any zoning district with the word "residential" in the district nomenclature; or not to exceed 32 square feet when located within zoning districts, unless specifically regulated to be larger, based on state or federal legislative or administrative requirements. All such signs shall be removed from the site within seven days after completion of the project.
- (i) One temporary non-illuminated real estate sign advertising only the sale, lease or rental of the premises or property upon which said sign is located, or one non-illuminated sign indicating a building is open for public inspection. For the "residential" zoning districts, such signs shall not exceed six square feet in sign area; except, where multiuse establishments are involved, then such sign may be increased in size to 16 square feet. Such signs shall be placed no closer than five feet from the street right-of-way line or shall be attached to the principal use structure. For the nonresidential zoning district(s), such signs shall not exceed 32 square feet in sign area, and shall be placed no closer than ten feet from the street right-of-way line or shall be attached to the principal use structure. All such signs shall be removed within seven days after the property has been sold, leased or rented.
- (j) One non-illuminated sign for every 100 feet of frontage when advertising the sale of farm products grown or produced on the premises in any zoning district wherein an agricultural use is permitted; provided, that such sign shall not exceed 12 square feet in area and shall be at least 100 feet from the nearest corner of a street, road or highway intersection and at least five feet from the nearest property line.
- (k) Window signs on or within windows relating to the business conducted within or to nonprofit civic or charitable organizations provided no greater than ten percent of any window area is utilized for such signs.
- (l) Signs in conformance with public traffic sign standards directing traffic movement onto premises or within premises, and orientational signs not exceeding two square feet in sign area for each sign when displayed on private property for the purpose of direction or convenience, including signs identifying restrooms, freight entrances and the like. Directional signs on and flat with paved areas are exempt from these standards.

**Sec. 8-3117. Special sign districts--Created.**

There are hereby created within the City of Savannah in the historic area of the city districts to be known as special sign districts as hereinafter defined or delineated.

**Sec. 8-3118. Same--General requirements.**

- (a) In addition to the requirements of this section, signs in special sign districts shall comply with the provisions of sections 8-3111 to 8-3114, and 8-3115, provided that where such provisions are in conflict with this section, the requirements of this section shall prevail.
- (b) It shall be unlawful for any person to place, erect or maintain any sign or display case of any type other than publicly maintained street and directional signs within special sign districts except as provided for in this chapter.

**Sec. 8-3119. Broughton Street sign district created.**

The following provisions shall apply to the Broughton Street district:

- (1) ***District identified.*** The Broughton Street district shall be that area encompassed on the north by the centerline of Congress Street Lane; on the east by the western right-of-way line of Habersham Street; on the south by the centerline of Broughton Street Lane, or the extension thereof; and on the west by the eastern right-of-way line of Martin Luther King, Jr., Boulevard.
- (2) ***Requirements.***
  - (a) ***Temporary signs.*** Temporary signs shall be permitted provided that:
    - 1. Temporary sale or promotional signs shall be located wholly within a window or display case and shall not exceed an aggregate area equal to ten percent of the total glassed area of the display window or 40 percent of the glassed area of the display case.
    - 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 agencies or 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. An area of three square feet for announcement signs attached flat

against the building shall be permitted for each entrance or exit; provided such signs shall be restricted to emergency information, business hours, credit cards honored, or other such incidental information related to business.

2. Licensed establishments serving food or drink may have an additional announcement sign not to exceed four square feet for the purpose of displaying menus and/or entertainment provided therein.
3. Principal uses which operate an off-street parking area, available to the general public, shall also be permitted one nonadvertising traffic guidance announcement sign not to exceed an area of 16 square feet as a means of directing attention to such off-street parking facilities.
4. Announcement signs shall be attached directly to the face of the building, window or door. In the case of traffic guidance signs, they may also be attached to the underside of a canopy.
5. Registered trademarks, service marks, or portrayal of specific commodities shall not exceed ten percent of the total announcement sign area.

(c) *Principal use and supplemental identification signs.* Principal use and supplemental identification signs shall be permitted subject to the following:

1. *Number of principal use and supplemental use signs per establishment.* 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, one principal use sign for each frontage shall be permitted; provided, that only the maximum sign area computed for a given street frontage shall face that street. The copy area shall not exceed 40 percent of the display area of a principal use sign. In addition to the principal use sign, supplemental identification signs, not exceeding an aggregate sign area of four square feet, shall be permitted adjacent to each entrance of the principal use. Such 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. *Size, height and location of principal use signs.* Such signs shall be limited by the most restrictive of the following:

(i) *Projecting signs.*

- 1) For all principal uses occupying 125 or less linear feet of street frontage, "projecting" signs shall be permitted one square foot of display area per sign face per linear foot of frontage occupied by each principal use; provided, that a maximum sign area of 45 square feet shall be permitted per sign face for each projecting principal use sign allowed. For all principal uses with building frontage exceeding 125 linear feet, one additional square foot of sign area shall be allowed for each additional foot of building frontage occupied over 125 feet; provided, such sign shall not exceed 175 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.
- 3) The height of a projecting sign shall not extend above the parapet wall of the building, and the lowest point of the projecting sign shall not be less than ten feet above the established grade.

(ii) *Facia signs.*

- 1) For all principal uses occupying 125 [feet] or less linear feet of street frontage, facia signs shall be permitted one square foot of display area per linear foot of frontage occupied by each principal use; provided, that a maximum sign area of 90 square feet shall be permitted for each facia sign allowed. For all principal uses with building frontage exceeding 125 linear feet, one additional square foot of sign area shall be allowed for each linear foot of building frontage occupied over 125 feet; provided, that such sign shall not exceed 200 square feet in area.
- 2) The facia sign shall not extend above the parapet wall of the building or extend beyond the edge of the building or an adjoining principal use, nor shall such sign project out from the building facade more than 15 inches; provided, that for a principal use facia sign on an awning or canopy, such sign shall project out from the building face no greater distance than would a permitted projecting sign.
- 3) The facia sign shall be located along the signable area of the building facade, and not more than 40 percent of the display area shall be occupied by



such sign copy.

- 4) 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 Broughton Street district, shall be exempt from this provision.
- (d) *Under-awning or canopy signs.* In addition to other signs, one sign attached to the underside of the canopy or awning shall be permitted for each principal entrance providing access. The display area of such sign shall not exceed six square feet per sign face. Signs shall not be less than one foot from the outer edge of the canopy.
  - (e) *Marquee signs.* A marquee sign shall only announce existing or future entertainment events or attractions. Existing marquee signs may extend to the leading edge of the marquee, and the total copy area of such sign shall not exceed 90 square feet. No permit shall be required where a sign is affixed to or part of an existing marquee in accordance with this chapter, until such marquee is replaced, remodeled or altered. New or remodeled marquee signs shall not extend greater than eight feet from the facade of a building nor exceed a sign area of greater than 45 square feet. The height of a new or remodeled marquee sign shall not extend above the parapet wall of the building, and the lowest point of the marquee sign shall not be less than ten feet above the established grade. If a marquee structure is utilized to support an existing principal use sign, such sign shall conform to the size and area requirements of a projecting principal use sign and shall not project more than eight feet from the main facade of the building. Provided, however, that where documented historic precedent exists for a theater marquee, such historic precedent may be permitted to be recreated.
  - (f) *Building identification sign.* 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, however, that the aggregate size of such signs along a single facade shall not exceed an area of 90 square feet.

(g) *Restricted signs.* The following signs are not permitted within the Broughton Street district unless specifically permitted as a temporary use sign in this district:

1. Banners, pennants, pinwheels and streamers except flags and banners of the United States or any other political entity and except project area identification banners as permitted in BC-1 zoning districts not exceeding 36 square feet in size. Such banners shall comply with the provisions as set forth in sections 6-1252 and 6-1254 of the Savannah City Code that no banners shall be erected over any street, lane or highway of the city with any insignia, or printed or written letters or pictures; nor shall a banner be attached to any tree or pole within the city limits.
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, temporary walk, 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, information signs and off-street parking signs for uses available for the general public, where the size of the off-street parking sign does not exceed 16 square feet and the location of the sign is approved by the city traffic engineer.
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 except as permitted elsewhere in this chapter for theater marquees where documented historical precedent exists for such structure. This provision shall not apply to signs that are used to convey a changing message such as time and temperature.
9. Signs placed upon a structure in any manner so as to disfigure or conceal any window opening, door or significant architectural feature or detail of any building.

10. Freestanding signs, except:
  - i. One principal use sign per street frontage may be permitted for principal use off-street parking facilities. The parking area shall be available for use by the general public, and the area and size requirements for a projecting principal use sign shall apply.
  - ii. One principal use sign may be permitted for structures existing on the date of this amendment [December 8, 1998], having a frontage of greater than 30 feet and a setback of greater than 20 feet from the public right-of-way. Such sign 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. The area and size requirements for a projecting principal use sign shall apply.
- (h) *Restrictions on the material used in sign construction.* Paper and cardboard shall not be used as materials for a principal use sign in the Broughton Street sign district.
- (i) *Nonconforming signs within the Broughton Street sign district.* Except for the 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 district board of architectural review, all signs within the Broughton Street 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 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.
- (j) *Discontinued use signs.* [Reserved.]