



CITY OF SAVANNAH

HISTORIC PRESERVATION COMMISSION

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: Murrs Frozen Yogurt, John C. Irving

MPC File No.: 26-003808-COA

Address: 2309 East Broad Street

PIN: 20075 05012

Zoning: TN-2

Staff Reviewer: Alexander Merced

Date: September 23, 2026

NATURE OF REQUEST:

The applicant would like to install a non-illuminated projecting sign above the door at 2309 East Broad Street.

CONTEXT/SURROUNDING AREA:

The building was constructed in 1980 and is a non-contributing resource within the Thomas Square-Streetcar National Register Historic District and the local Streetcar Historic District. It sits on a short block of East Broad Street between 39th and 40th Street and is on the eastern edge of the Streetcar Historic District.

FINDINGS:

The following standards from the Sec 7.11 - Streetcar Historic District Ordinance apply:

Visual Compatibility Criteria. To maintain the special character of the Streetcar Historic District as identified in the architectural survey and visual analysis, new construction and any material change in appearance shall be consistent with the standards, criteria and guidelines developed for the district. The applicable criteria below shall be used to assess new construction and material changes. These criteria shall not be the basis for appeal to any board, commission or administrator described in this Ordinance, or to the Mayor and Aldermen.

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

There are not many other commercial venues operating in the direct vicinity of the subject property. The exception is Hop Atomica which is next door and also has a projecting sign.



1. Projecting sign next door at Hop Atomica

The proposed sign meets the measurement requirements and will be visually compatible in the neighborhood. The criterion is met.

The following standards from the Sec. 9.9.17 - Special Sign Districts apply:

Special Sign Districts. In Addition to the requirements of Sec. 9.9.1 through 9.9.13, signs in the following special sign districts shall comply with the provisions of this Section, provided that where such provisions are in conflict with any requirements of Sec. 9.9.1 through 9.9.13, the requirements of this section shall prevail.

Historic Special Sign District Boundaries.

Neighborhood Sign District. The Neighborhood Sign District shall include any area located within the following districts: the Victorian Historic Overlay District, the Cuyler-Brownville Historic Overlay District, and the Streetcar Historic Overlay District.

Special Sign Standards for the Savannah Downtown Historic, City Market, Broughton Street, Factors Walk and Neighborhood Sign Districts.

Restrictions on Materials.

Signs using reflective paint, lettering or graphics; and

Paper, cardboard and dry erase boards shall not be used as materials for signs.

The sign will be non-reflective and will be made of durable aluminum. The standards are met.

Ground, Projecting and Wall Signs.

Neighborhood Sign District.

Ground, Projecting Signs and Wall Signs.

Only one (1) ground, projecting or wall sign shall be permitted for each business establishment. Where a business establishment fronts on more than one (1) street or pedestrian walkway providing public access to the establishment, one (1) ground, projecting or wall sign for each frontage providing public access shall be permitted. If a business establishment fronts on more than one (1) street or pedestrian walkway but does not provide public access via that frontage, one (1) ground, projecting or wall sign may be located on the frontage without public access in lieu of the permitted signage on the frontage with public access. The sign area shall be calculated based on the frontage providing public access.

The maximum sign area shall not exceed the following:

TN- Zoning District:

12 ft.: Projecting Sign or Ground Sign (max)

5 ft.: Projecting Sign Distance from Wall (max). provided that no portion of a sign shall overhang greater than one-third (0.33) of the width of a sidewalk or be erected within two (2) feet of a curb line.

There will be one projecting sign over the main public entrance. The building frontage is 25 linear feet, and the sign will have an area of six square feet while projecting three feet from the wall. The above standards are met.

All signs, except permitted projecting, ground or canopy/awning signs, shall be mounted flat to the façade of the building.

Projecting and wall signs shall be erected only on the signable area of the structure and shall not project over the roofline or parapet wall of the structure.

The above standards are met.

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

The sign will have a 12.5-foot clearance above the pedestrian walkway. The standard is met.

STAFF RECOMMENDATION:

Approve the installation of a non-illuminated sign at 2309 East Broad Street as requested because it is visually compatible and meets the standards.

MW: CC: APM

Note: This recommendation could change subject to new information provided at the Historic Preservation Commission meetings. Final decisions will be made by the Historic Preservation Commission at the public hearing based on information provided at the meeting, as well as information submitted for the staff recommendation.