

**CITY OF SAVANNAH
HISTORIC DISTRICT BOARD OF REVIEW
REQUEST FOR CERTIFICATE OF APPROPRIATENESS**

STAFF RECOMMENDATION

PETITIONER: James Ervin/Courtney Carpenter
125 Martin Luther King Jr. Boulevard
Savannah, GA 31401

FILE NUMBER: 13-004349-COA

ADDRESS: 125 Martin Luther King Jr. Boulevard

PIN: 2-0016 -22-006

ZONING: B-C (community business)

STAFF REVIEWER: Leah G. Michalak

DATE: October 9, 2013

NATURE OF REQUEST:

The applicant is requesting approval for the installation of one (1) principal use projecting sign and window signs for the new business, "City Coffee," located at 125 Martin Luther King Jr. Boulevard as follows:

Principal Use Projecting Sign:

Location: The sign (already installed) is located six inches to the south of the main entrances doors which front MLK. The business maintains 34 linear feet of frontage along MLK. Eight feet (8') of clearance above the pedestrianway is provided.

Size: The sign has a two foot diameter for a total of 3.14 square feet.

Materials/Mounting: The sign is constructed from plastic with a metal frame. The "L" shaped mounting bracket is custom made from plumbing pipes and elbows and extends two feet (2') from the face of the building. The bracket is mounted to the storefront cornice.

Colors: Background: White
Text and Graphics: Black

Lighting: None

Window Signs:

- Location:** Two (2) window signs are proposed: one is located on the window to the south of the main entrance; one is located on the northernmost entrance door. The business maintains 34 linear feet of frontage along MLK.
- Size:** The window sign has a diameter of approximately five feet (5') and the door sign has a diameter of approximately one foot (1')
- Materials/Mounting:** The signs are adhered to the glass on the exterior.
- Colors:** Window Sign: White, Black, and Red
Door Sign: Black and White
- Lighting:** None

FINDINGS:

The building, located at 125 MLK, Jr. Blvd, is not a rated structure within the Savannah Historic District. The following standards from the *Historic District Section (8-3030)*, the *Historic District Sign Section (8-3121)*, and the *Exempt Signs Section (8-3116)* of the *City Zoning Ordinance* apply:

Section 8-3030.

Preservation of historic structures within the historic district. An historic structure, and any outbuildings or any appurtenance related thereto, visible from a public street or lane, including but not limited to walls, fences, light fixtures, steps, paving, sidewalks, and signs, shall only be moved, reconstructed, altered, or maintained in a manner that will preserve the historical and exterior architectural feature of the historic structure or appurtenance thereto and are consistent with the current edition of the Secretary of the Interior's Standards and Guidelines for Rehabilitation published by the U.S. Department of the Interior. The visual compatibility factors and the design standards shall apply.

Relationship of materials, texture, and color. The relationship of materials, textures, and color of the façade of a structure shall be visually compatible with the predominate materials, textures, and colors used on contributing structures to which the structure is Visually Related.

The standards are met.

Section 8-3121.

Sign clearance and height. Adequate sign clearance shall be provided to assure that pedestrian or vehicular traffic movements and safety are not adversely affected. Minimum clearance shall not be less than ten feet above pedestrianways nor less than 15 feet above areas utilized by motorized vehicles.

The standard is not met. The sign is installed at eight feet (8') above the sidewalk.

Maximum sign heights shall be provided as follows:

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

The standard is met.

Principal use sign requirements. *Except as provided in subsection (15) below, for each nonresidential use, one principal use sign shall be permitted. Such sign shall not exceed a size of more than one square foot of sign area per linear foot of frontage along a given street or shall meet the following size requirements whichever is the most restrictive:*

Location	Maximum Sign Area for Facia Sign (sq. ft.)	Maximum Size Area for Projecting or Freestanding Sign (sq. ft.)	Maximum Projection of Outer Sign Edge for Projecting or Freestanding Signs
All "R" zoning districts	(1)20	12	5 **
All nonresidential zoning districts	40*	30*	6 **

** Provided that no portion of a sign shall be erected within 2 feet of a curblane.

The standards are met.

Section 8-3116.

Window signs on or within windows relating to the business conducted within or to nonprofit civic or charitable organizations [are exempt from review] provided no greater than ten percent of any window area is utilized for such signs.

The standard is met. The two proposed window signs are not greater than 10 percent of the window and door areas utilized.

STAFF RECOMMENDATION:

Approval for the installation of one (1) principal use projecting sign and window signs for the new business, "City Coffee," located at 125 Martin Luther King Jr. Boulevard with the condition that the principal use projecting sign be relocated to be 10 feet clear above the sidewalk to meet the sign ordinance.

EIH: lgm