

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

STAFF RECOMMENDATION

PETITIONER: Trey Fludd
 78 Parkside Drive
 Bluffton, SC 29910

FILE NUMBER: 18-003820-COA

ADDRESS: 412 Martin Luther King Jr. Boulevard

PIN: 2-0031 -36-010

ZONING: B-C

STAFF REVIEWER: Alyson Smith

DATE: August 8, 2018

NATURE OF REQUEST:

The petitioner is requesting approval to install a principal use fascia sign at 412 Martin Luther King Jr. Blvd. The proposed sign will consist of face lit (LED) channel letters on a raceway mounted to the façade of the building. The building maintains 21 linear feet of frontage along Martin Luther King Jr. Blvd.

FINDINGS:

412 Martin Luther King Jr. Boulevard was constructed in 1905 and is a contributing structure within the Savannah National Historic Landmark District and the Savannah Local Historic District. The following standards from the Historic District Section (8-3030) of the City of Savannah Zoning Ordinance revised apply:

Preservation of historic structures within the historic district. An historic structure, portion of a structure, additions, outbuildings, or any appurtenance related thereto which meet the historic criteria defined in Section 8-3030(d)(f)(1), 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 features 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 [Section (m)] and the design standards [Section (n)] shall apply.

For the purposes of this section, exterior architectural features shall include but not be limited to the architectural style, scale, general design, and general arrangement of the

exterior of the structure, including the kind and texture of the building material, the type and style of all roofs, windows, doors and signs. In considering proposals for the exterior alterations of historic structures in the historic district the documented original design of the structure may be considered.

Secretary of the Interior's Standards 2– Historic Character. *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

Secretary of the Interior's Standards 5– Distinctive Features. *Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.*

Secretary of the Interior's Standards 7– Chemical Treatments. *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

Secretary of the Interior's Standards 9– New Additions to not Damage. *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.*

Secretary of the Interior's Standards 10– New Additions Reversible. *New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

The preservation standards are met. The building's historic character and distinctive features will be maintained. The new fascia sign is a reversible addition that will cause minimum damage to the façade of the building.

Visual compatibility factors. *New construction and existing buildings and structures and appurtenances thereof in the historic district which are moved, reconstructed, materially altered, repaired or changed in color shall be visually compatible with structures, squares and places to which they are visually related. The following factors shall be considered in determining the visual compatibility of such a building, structure or appurtenance. These factors shall not be the basis for appeal of an adverse decision. Greater weight shall be given to adjacent historic structures.*

Relationship of materials, texture and color. *The relationship of materials, texture and color of the facade 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 sign cabinet will be constructed of aluminum and the face will be an acrylic. The letters of the word, "Smoke" will have a white face with a black outline. The letters of the word "City" will be red. The proposed materials and colors are visually compatible.

The following standards from the Historic District Sign Section (8-3121) of the City of Savannah Zoning Ordinance apply:

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. Maximum sign heights shall be provided as follows:*

Fascia and Projecting Signs. *Fascia 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. The fascia sign will be located in an appropriate location on the building.

Lighted signs. *Lighted signs of an enclosed lamp, neon or exposed fluorescent design are not permitted within any "R" zoning district. However, such lighted signs, except for those of exposed fluorescent design, are permitted within the nonresidential zoning districts. Such signs shall be in scale and harmony with the surrounding structures and open spaces. The use of reversed silhouette or "cut-out" letters is encouraged to reduce glare where back lighting is applied.*

The standard is met. The building is located in a non-residential zoned district. The petitioner proposes to light the sign faces internally with LED lighting.

Principal use sign requirements. *Except as provided ... 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:*

All nonresidential zoning districts.

*Maximum Sign Area for Fascia Sign (sf) = 40**

- * *Provided that in addition to the above maximum principal use sign size requirements, each use within a nonresidential zoning district shall be allowed 1 additional square foot of sign area per each 2 linear feet of building frontage greater than 75 feet along the street [toward] which the sign is oriented.*

(For example, a use having 120 feet of building frontage would net an additional 22.5 square feet of sign area for a projecting sign, i.e., $120 - 75 = 45 \div 2 = 22.5 + 30 = 52.5$.)

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

(1) *"R" zoning districts have the word "residential" in the zoning district nomenclature except for the RIP-C and R-B-C zoning districts, which are considered as nonresidential zoned districts for the purpose of this section of the zoning ordinance.*

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The building maintains 21 linear feet of frontage along Martin Luther King Jr. Blvd. The proposed sign is 23.81 square feet and exceeds the maximum amount permitted by approximately 2.81 square feet.

The Petitioner agrees to reduce the sign area of the proposed sign by 2.81 square feet. The sign area shall not exceed 21 square feet.

STAFF RECOMMENDATION:

Approval of the principal use fascia sign at 412 Martin Luther King Jr. Blvd with the following condition:

Reduce the total sign area by 2.81 square feet; the sign area shall not exceed 21 square feet;

Because otherwise the sign is visually compatible and meets the standards.

EIH: ahs