



S A V A N N A H H I S T O R I C D I S T R I C T
B O A R D O F R E V I E W

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: KPC Signs, Pamela Stokes
MPC File No.: 26-001236-COA
Address: 24 East Broughton Street
PIN: 20004 38003
Zoning: D-CBD
Staff Reviewer: Jodie Brown, AICP
Date: April 8, 2026

NATURE OF REQUEST:

The applicant is proposing to install a 3D white face lit channel letters on a blue non-illuminated pan wall sign.

CONTEXT/SURROUNDING AREA:

Located midblock on the north side of the street, the building is in the Derby Ward. The building is a Two-Part Commercial building constructed in 1921. The building features two-stories with a brick exterior. The varied parapet replicates a low sloped gable roof at the middle. The first floor has two storefronts with angled recessed entries while the second floor has six (6) arched windows. Within each arched window opening is a pair of double hung windows.

The subject building is a contributing resource within the National Historic Landmark District and the local Savannah Downtown Historic District.

FINDINGS:

The following standards from §7.8 - Savannah Downtown Historic District Ordinance apply:

***Secretary of the Interior's Standards and Guidelines for Rehabilitation.** Material changes to contributing resources and resources that are eligible for listing as contributing shall be evaluated by use of the current edition of the Secretary of the Interior's Standards and Guidelines for Rehabilitation as published by the U.S. Department of the Interior. In considering proposals for alterations to contributing resources, the documented original design of the resource 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.*

The applicant is proposing to install an illuminated wall sign on the sign band area just below the cornice. This is the historic location for signage, and the installation of a new sign will not negatively impact the historic resource. The proposed work is consistent with Standard 2.

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.*

The proposed signage will be applied to an existing sign band. It will be 17 ¾” x 209” which is significantly smaller than the sign band space. The sign will not negatively impact any character defining features. The proposed work is consistent with Standard 9.

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 sign is easily detachable from the sign band. Minor repairs will restore the sign band to its original condition and integrity. The proposed work is consistent with Standard 10.

Visual Compatibility Criteria. *To maintain the special character of the Savannah Downtown 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.*

As a significant shopping area, Broughton Street has a fair amount of signage, both illuminated and not illuminated. The proposed sign is consistent with surrounding, contributing properties. This standard is met.

The following standards from § 9.9.17 - Special Sign Districts apply:

Historic Special Sign District Boundaries.

Savannah Downtown Historic Sign District. *The Savannah Downtown Historic Sign District shall include any area location within the Savannah Downtown Historic Overlay District, with the exception of City Market, Broughton Street, Factors Walk, and Plant Riverside Sign Districts.*

Signs Allowed in Historic Special Sign Districts. *Sign types in historic special sign districts shall be allowed in accordance with the following table. Regardless of sign type, with the exception of decorative pole signs and signs painted on walls, non-illuminated signs that are three (3) square feet in size or less shall be permitted without a sign permit (COA).*

Table 9.9-5 Signs Allowed in Historic Special Sign Districts					
Sign Type	Savannah Downtown Historic and City Market	Broughton Street	Factors Walk	Neighborhood	Plant Riverside
✓ = Sign Type Allowed * = Sign Type Allowed for Nonresidential Uses Only -- = Sign Type Not Allowed COA = Certificate of Appropriateness Required					
Building Signs					
Incidental Sign	✓COA	✓COA	✓COA	✓COA	✓COA
Canopy or Awning Sign	*COA	*COA	*COA	*COA	✓COA
Under-Canopy or Under-Awning Sign	*COA	*COA	*COA	*COA	✓COA
Above-Canopy or Above-Awning Sign	*COA	*COA	*COA	*COA	✓COA
Hanging Sign	*COA	*COA	*COA	*COA	✓COA
Marquee Sign	*COA Downtown Historic District Only	*COA	--	--	--
Projecting Sign	*COA	*COA	*COA	*COA	✓COA
Signs Painted on Walls	*COA	*COA	*COA	*COA	✓COA
Window Sign [1]	*	*	*	*	✓COA
Wall Sign[1]	*COA	*COA	*COA	*COA	✓COA

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

Sign Illumination.

Signs shall not be illuminated unless specifically indicated below.

Signs in this zoning district are allowed to be illuminated.

Enclosed lamp, neon, or exposed fluorescent lighting shall not be permitted within any D-R or TN- zoning district or within the Factors Walk Sign District.

The property is zoned D-CBD and allowed to be illuminated.

Where illumination is permitted, reverse silhouette or “cut-out” letters are encouraged to reduce glare where back lighting is applied.

The applicant is proposing to use illuminated channel letters.

Restrictions on Materials.

Within Sector “B” of the Factors Walk Sign District, all ground, projecting and wall signs, except those located on a canopy or awning, shall be constructed from wood or from a material of similar texture or appearance. Lettering shall be restricted to either raised, painted, indented or carved characters or designs on the sign;

Signs using reflective paint, lettering or graphics; and

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

The standard is met. The letters are cut out and will be individually lit to reduce glare, as the halo lighting effect creates a more diffused glow of light rather than a harsh glare. The letters are the only portion of the sign that will be illuminated.

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

Ground, Projecting and Wall Signs.

Savannah Downtown Historic and City Market Sign Districts.

Ground, Projecting 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) wall or projecting sign for each frontage providing public access shall be permitted.

The applicant is only proposing one illuminated wall sign. This standard has been met.

No portion of a sign shall be erected within two (2) feet of a curb line.

The proposed sign will be located further than 2' from the curb line. This standard has been met.

The aggregate sign area shall not exceed a size of more than one (1) square foot of sign area per linear foot of lot frontage along a given street or shall meet the following size requirements, whichever is the most restrictive:

D-C, D-CBD, D-X, I-L, I-LT Zoning Districts:

40 sq. ft.: Wall sign (max)

The proposed sign will be 25.59SF on a storefront that has 30 linear feet. This standard is met.

Wall 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.

This standard has been met. The sign will be installed in the sign band area.

Wall signs shall be mounted flat to a wall of the façade of the building.

This standard has been met. The sign will be mounted flat to the wall surface.

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

The bottom of the sign will be 11.85' above the sidewalk. This standard has been met.

Ground, projecting and wall signs in D-C, D-CBD, D-X, I-L, and I-LT districts may be illuminated in accordance with Sec. 9.9.6 and 9.9.17.g.i.

9.9.6 Sign Illumination

Sign illumination, where permitted, shall be designed and installed so that it does not cast light directly from any source of illumination onto any street or adjacent property.

The standard is met. The letters will be illuminated from the back. This aligns with the many existing illuminated sign types along Broughton Street and the immediate vicinity.

Enclosed lamp, neon or exposed fluorescent lighting shall not be permitted within any Residential district or across the street from any residential use.

This property is not in a residential district (it is zoned D-CBD) and is not across the street from a residential use. Further, the Special Sign Districts ordinance permits illuminated projecting signs in non-residential districts, and is outlined here:

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.***

Internally illuminated signs shall be designed with:

Individual illuminated letters, i.e., channel letters, including illumination with exposed neon lighting; or

An opaque background.

This sign will have individual illuminated letters and an opaque background. The background is blue in color, but it is opaque and does not include an illumination element. The standard is met.

STAFF RECOMMENDATION:

APPROVE the request to install one (1) illuminated wall sign for the business located at 24 East Broughton Street AS REQUESTED because the project is visually compatible and meets the standards.

MW: CC: JB

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