



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: **Rose Architects, Kevin Rose**

MPC File No.: **26-001278-COA**

Address: **311 West Congress Street**

PIN: **20016 15003**

Zoning: **D-CBD**

Staff Reviewer: **Rohan Urs**

Date: **April 8, 2026**

NATURE OF REQUEST:

111 West Congress Street requests approval for an amendment to a previously approved Certificate of Appropriateness to modify an existing marquee sign. The proposed amendment includes the addition of a business logo to the front face and side panels of the marquee. The previously approved marquee dimensions, projection, and placement remain unchanged.

CONTEXT/SURROUNDING AREA:

The subject property is located along West Congress Street within the Savannah Downtown Historic District. The surrounding context is characterized by a continuous commercial streetscape with a mix of storefront signage types, including wall, projecting, and marquee signs. The subject building is a non-contributing resource within a highly active pedestrian corridor.

PROJECT HISTORY:

The Historic District Board of Review previously approved a Certificate of Appropriateness for the installation of a marquee sign at this location under File No. 22-004373-COA. As part of that approval, a variance was recommended to allow the marquee to be installed below the minimum required clearance. The Board also required additional information regarding sign illumination prior to installation. The current request is limited to modifications to the sign face and provides illumination details not previously included.

FINDINGS:

The commercial building is a Non-Contributing resource within the National Historic Landmark District and the local Savannah Downtown Historic District.

The following standards from the Sec. 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.*

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 the City market Sign District of in any TN- district or the D-R district shall not be internally 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.

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

The proposed sign remains a marquee sign within an eligible zoning district and does not introduce a new sign type. The proposal includes internally illuminated signage with LED lighting contained within the marquee assembly. No flashing or dynamic illumination is indicated.

Marquee Sign. *A marquee sign shall be permitted only within a D-C, D-CBD, D-X, I-L or I-LT district within the Savannah Downtown Historic or Broughton Street Sign District as follows:*

The subject property is located within the Savannah Downtown Historic Sign District. Marquee signs are permitted within the D-CBD zoning district.

No more than one (1) such sign shall be allowed for each façade with a public entrance.

The proposal modifies an existing approved marquee sign and does not increase the number of signs on the façade.

Such signs existing as of the Effective Date of this Ordinance may extend to the leading edge of the marquee, and the sign area 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 Section until such marquee is replaced, remodeled or altered.

New or remodeled marquee signs shall not extend greater than eight (8) feet from the façade of the building nor exceed a sign area of greater than 45 square feet.

The proposed marquee sign includes a front sign face of approximately **17 square feet** and two side sign faces of approximately **8.5 square feet each**, resulting in a total sign area of approximately **34 square feet**, which is below the maximum permitted 45 square feet. The marquee projects approximately **64.75 inches** from the façade, which is below the maximum allowed projection of 8 feet. The amendment does not alter the previously approved marquee height or placement.

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 be less than 10 feet above the established grade. Provided, however, that where documented historic precedent exists for a theater marquee, such historic precedent may be permitted to be recreated.

The proposed amendment does not modify the previously approved marquee height or vertical placement. The existing marquee clearance was previously reviewed and approved by the Board under File No. 22-004373-COA with a variance recommendation. No changes to that condition are proposed as part of this request.

Such a sign may be illuminated in accordance with Sec. 9.9.6. and 9.9.17.g.i.

The sign is proposed to be illuminated.

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

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.*

The proposed logo application and sign face modifications maintain a consistent material palette and do not introduce visually incompatible finishes.

STAFF RECOMMENDATION:

Approve the amendment to the previously approved marquee sign at 111 West Congress Street, as requested, as the proposal is visually compatible and consistent with the applicable standards of the Downtown Historic Sign District.

MW: CC: RU

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.