

Variance Request/Project Description

Proposed Aluminum Canopy with Integrated Illuminated Sign

Property: 107 W. Broughton Street, Savannah, GA 31401

We respectfully request a variance to permit an internally illuminated storefront sign integrated into an aluminum canopy at 107 W. Broughton St. The project consists of a new architecturally compatible aluminum canopy with an attached illuminated channel-letter sign displaying the name of the business, "BROUGHTON RESERVE". The proposed improvements have been carefully designed to complement the existing historic commercial building and enhance the pedestrian experience while preserving the character of Savannah's Historic District.

1. Practical Difficulty / Unusual Circumstances

The subject property is an existing commercial building within Savannah's Historic District. The existing façade and historic context limit the available methods for providing effective business identification while maintaining compatibility with the surrounding streetscape. Strictly applying the Design Standards prohibiting illuminated signage would create an unnecessary practical difficulty by preventing an appropriately scaled, pedestrian-oriented sign integrated into the canopy.

2. Harmony with the Design Standards

The proposed canopy and sign respect the architecture of the existing historic structure. Illumination is limited exclusively to the individual channel letters, creating a clean, subtle appearance without exposed light sources, flashing, or excessive brightness. The sign functions as an architectural element and preserves the building's historic character.

3. General Consistency

The request supports continued investment in an existing historic commercial property and is consistent with the intent of the Design Standards and Comprehensive Plan. The modest illumination will not create glare, visual clutter, or adverse impacts on neighboring properties or public safety.

4. Special Conditions

The property is uniquely constrained by its historic status and existing storefront proportions. These conditions were not created by the applicant and are not financial in nature. The request is made to achieve an architecturally appropriate storefront improvement.

5. Literal Interpretation

A literal application of the prohibition on illuminated signs would unnecessarily restrict reasonable business identification. The proposed sign is intentionally designed to minimize visual impact while improving pedestrian visibility during evening hours.

6. Minimum Variance

The applicant requests only the minimum relief necessary: permission to internally illuminate the channel letters. No variances are requested for sign size, location, projection, or canopy dimensions. Illumination will utilize concealed, energy-efficient warm white (approximately 3000K) LED lighting contained entirely within the channel letters, producing soft, even illumination without exposed LEDs, glare, flashing, color-changing effects, or light spill onto adjacent properties or the public right-of-way.

7. Special Privilege Not Granted

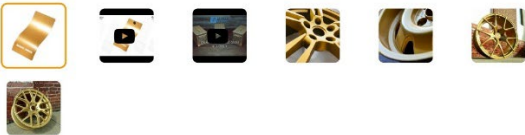
Approval would not grant a special privilege. The request is limited solely to allowing discreet architectural illumination integrated into the storefront and does not seek additional sign area or other exceptions.

Owner/Tenant Statement

The owner and tenant are committed to preserving the architectural integrity of Savannah's Historic District. The proposed illumination is intended to be warm white (approximately 3000K) with low brightness and concealed LED light sources to provide tasteful nighttime identification while respecting the historic streetscape.

Proposal to install 1 aluminum canopy & attached illuminated sign lettering to cover store entrance.

No fabric on canopy, powder coat color sample provided below instead: Goldtastic PMB-6625 & Navy Blue PSB-8009



GOLDTASTIC

Item: PMB-6625

Out of Stock

Price per lb:

1 - 49 lbs	50 - 199 lbs	200 + lbs
\$20.84	\$19.80	\$18.76

Description:

Goldtastic is a brilliant gold metallic. This color is a polyester metallic powder coat and has a semi-gloss finish.

PRODUCT COLLECTIONS

This is included in the following collection(s):



Navy Blue

Item: PSB-8009

TGIC Free

In Stock (Ships in 1-2 Business Days)

Price per lb:

1 - 49 lbs	50 - 199 lbs	200 + lbs
\$16.23	\$15.42	\$14.61

Description:

Navy Blue is a deep blue. This color is a polyester solid tone powder coat with a high gloss finish.

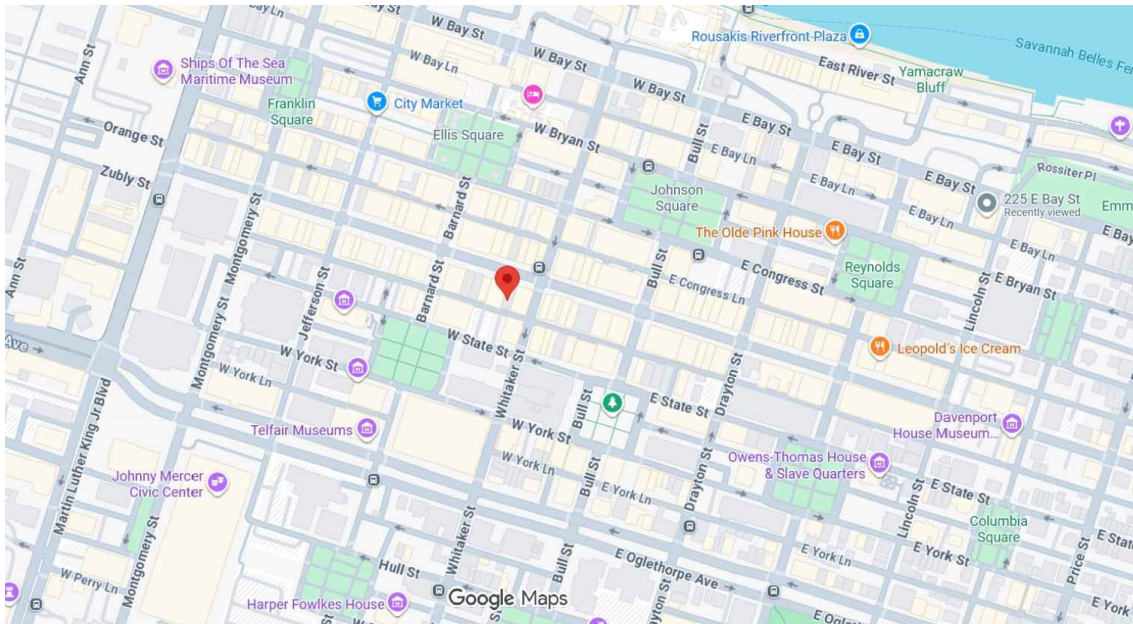
High Gloss: 85+ Gloss Units



SUBMITTAL FOR:

A NEW CANOPY & SIGN REFURBISH
FOR
BROUGHTON RESERVE

107 W BROUGHTON ST
SAVANNAH, GA 31401

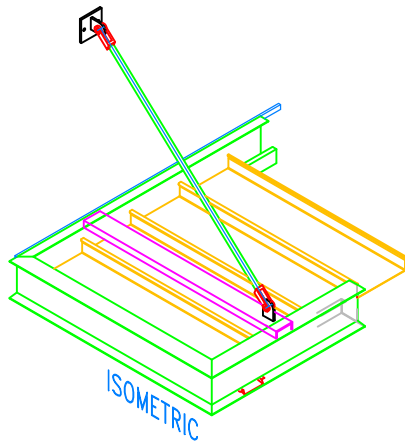


GENERAL NOTES:



COASTAL CANVAS
PRODUCTS

1674 CHATHAM PARKWAY
SAVANNAH, GEORGIA 31405
MAIN: 912 236 2416 FAX: 912 232 7884
WWW.COASTALCANVAS.NET



SUBMITTAL REVIEW

- ☐ APPROVED
EXECUTION MAY PROCEED AS SHOWN.
- ☐ APPROVED AS NOTED
EXECUTION MAY PROCEED BASED ON NOTES INDICATED.
- ☐ APPROVED AS NOTED WITH FILE COPY
EXECUTION MAY PROCEED BASED ON NOTES INDICATED.
CORRECT SUBMISSION TO RESUBMIT FOR RECORD PURPOSES ONLY.
- ☐ NOT APPROVED
RESUBMIT FOR APPROVAL.
- ☐ REVIEW FOR INFORMATION
APPROVAL NOT REQUIRED. ACCEPTED FOR INFORMATION ONLY.

SIGNATURE:

DATE:

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REVIEWED BY

FRONT, SIDE, PLAN
&
ISOMETRIC FRAME VIEW

DRAWN BY
A WEBB

DATE
05-19-26

JOB NUMBER
260418

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CHATHAM

MAY 2026

SCALE

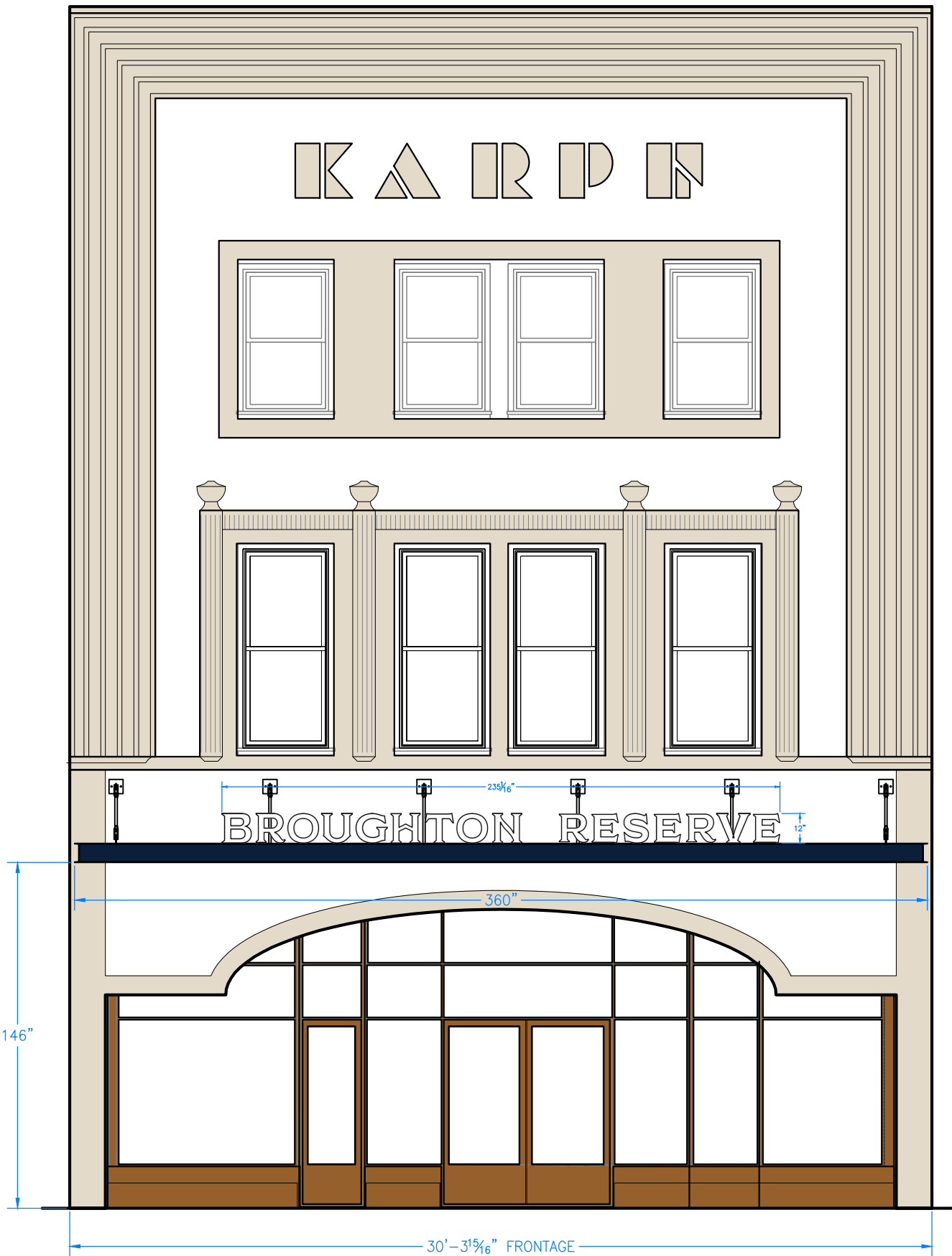
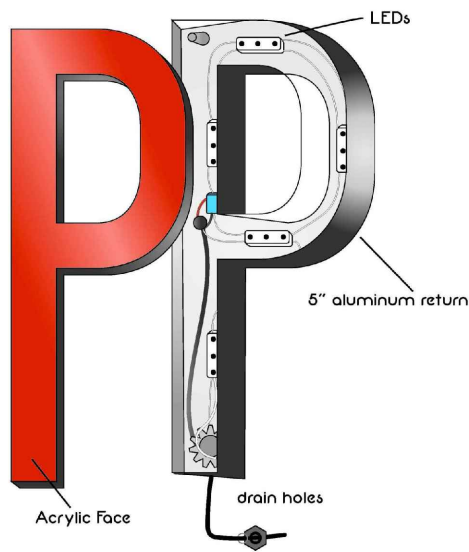
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REVISION	DATE	REASON

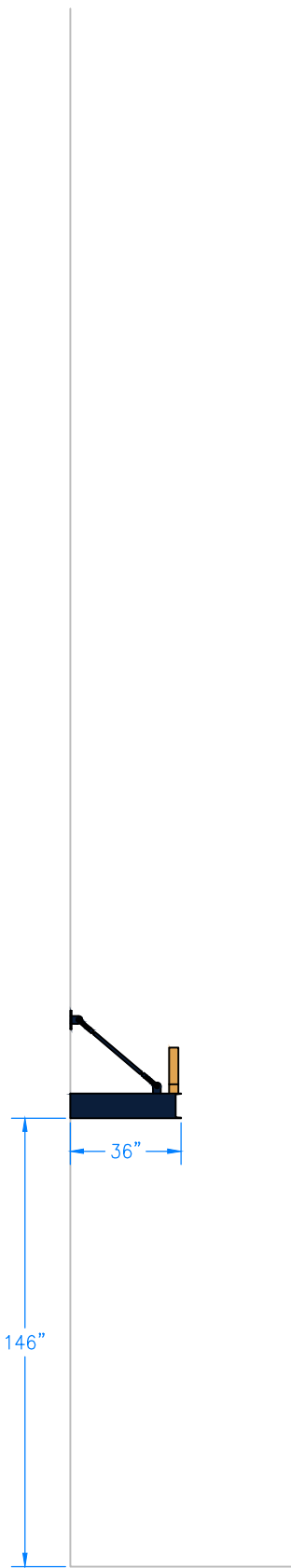
SHEET NO.

COVER

- NOTES:
- QTY: 1
 - POWDERCOAT COLOR: GUTTER & LETTERS RACEWAY BOX: #PSB-8009 (NAVY BLUE)
 - ROOF PANS: #PMB-6625 (GOLDTASTIC)
 - PAN QTYx49
 - CHANNEL LETTERS ARE GEMINI STAINLESS STEEL FACE LIT LETTERS
 - LETTERS ARE 3" DEEP, 12" TALL, COTTONHOUSE SLAB FONT
 - LETTERS ARE RACEWAY MOUNT ON BOTTOM
 - LETTERS ARE WHITE ACRYLIC ON FACE, GOLD ON SIDES
 - LETTERS ARE BACKLIT
 - APPROX. SQ FOOTAGE OF LETTER SIGN: ≈19.59 ft²
 - INSTALL CENTERED ON BUILDING/OVER DOORS
 - INSTALL USING 5/16"x3 1/2" DEWALT ULTRACONS



A1/WEST ELEVATION

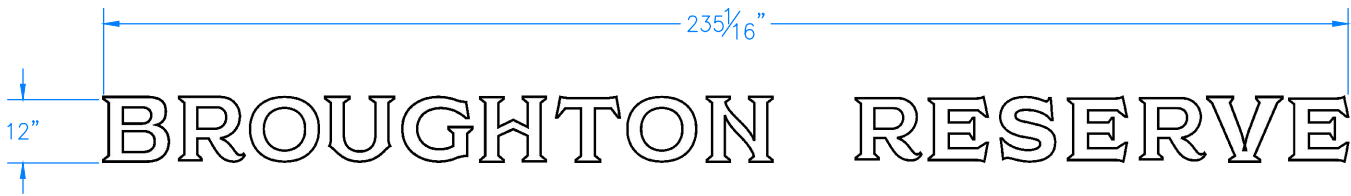


SIDE ELEVATION

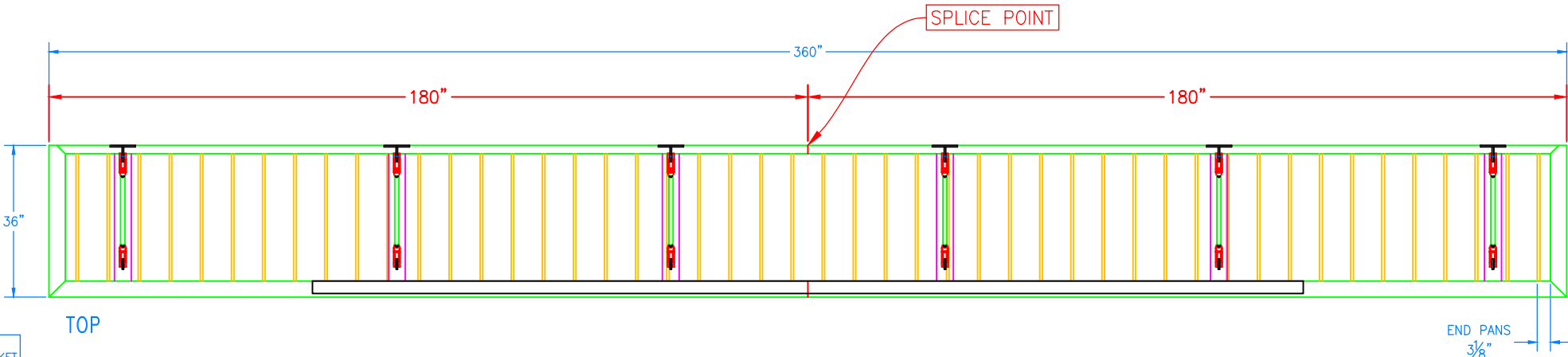
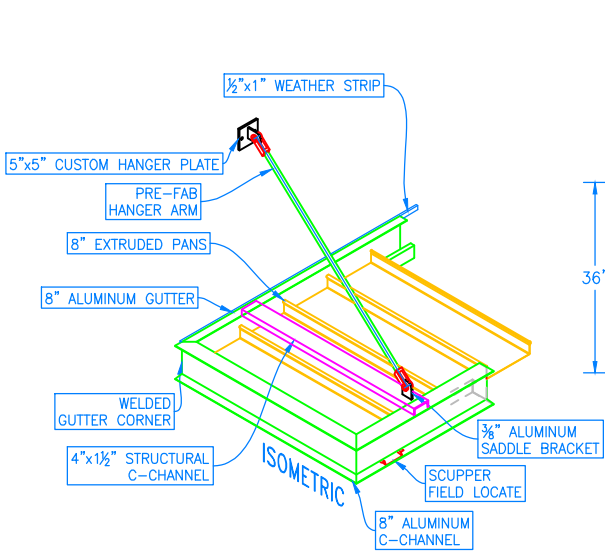
PERMIT	SHEET NO.	REVISION	DATE	REASON	A NEW CANOPY FOR BROUGHTON RESERVE		FRONT, SIDE, PLAN & ISOMETRIC FRAME VIEW		THIS DRAWING IS THE PROPERTY OF CCP CO., INC. AND MUST BE USED ONLY IN CONNECTION WITH OUR WORK, AND AS SPECIFIED BY CCP CO., INC. UNAUTHORIZED USE OR REPRODUCTION IS STRICTLY PROHIBITED		
					107 W BROUGHTON ST SAVANNAH, GA 31401		DRAWN BY A WEBB			DATE 05-19-26	JOB NUMBER 260418
					CHATHAM		MAY 2026			COASTAL CANVAS PRODUCTS	
							1674 CHATHAM PARKWAY SAVANNAH, GEORGIA 31405 MAIN: 912 236 2416 FAX: 912 232 7884 WWW.COASTALCANVAS.NET				



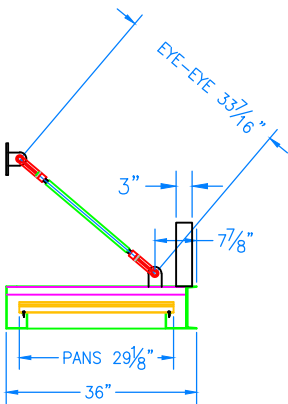
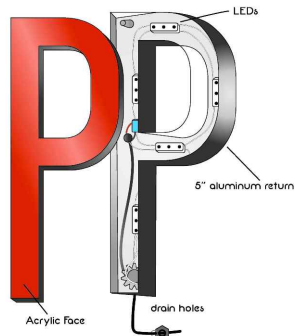
CHANNEL LETTERS MOUNTED LIKE THIS



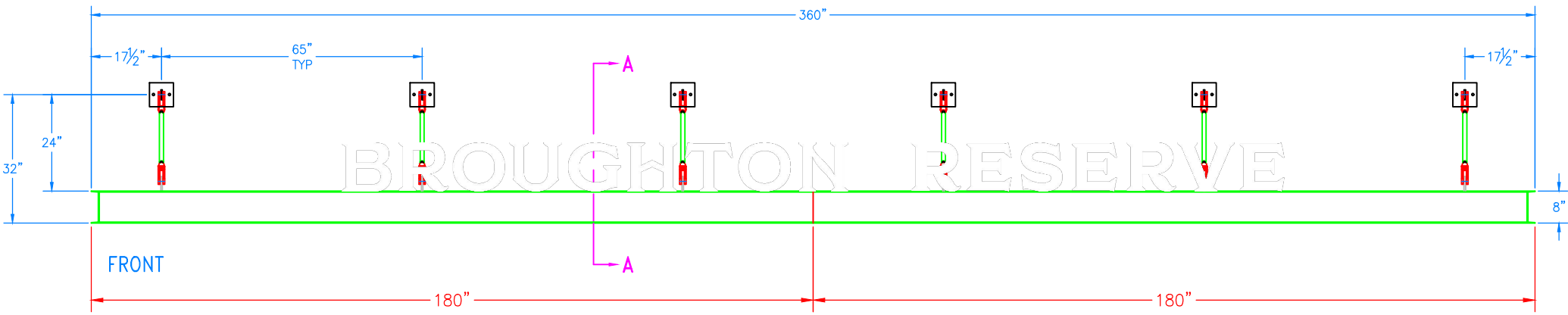
12" CHANNEL LETTERS DETAIL



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SECTION A-A



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FRONT, SIDE, PLAN
&
ISOMETRIC FRAME VIEW

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A WEBB

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1674 CHATHAM PARKWAY SAVANNAH, GEORGIA 31405
MAIN: 912.236.2416 FAX: 912.232.7884 WWW.COASTALCANVAS.NET

A NEW CANOPY
FOR
BROUGHTON RESERVE

107 W BROUGHTON ST
SAVANNAH, GA 31401

MAY 2026

CHATHAM

SCALE

NONE

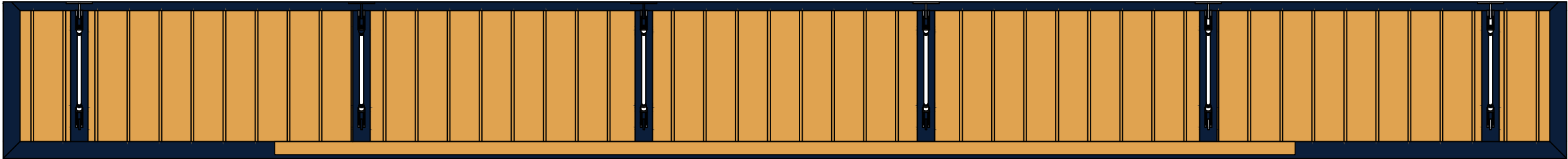
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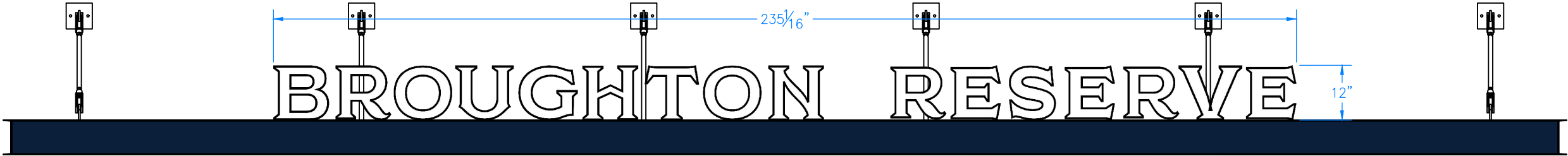
1 OF 2

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TOP



FRONT

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2 OF 2