



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: J. Elder Studio, Jerome Elder

MPC File No.: 26-000105-COA

Address: 8 East Broughton Street

PIN: 20004 38006

Zoning: D-CBD

Staff Reviewer: Caitlin Chamberlain

Date: February 11, 2026

NATURE OF REQUEST:

The applicant is requesting approval to install one (1) illuminated wall sign for the business located at 8 East Broughton Street. According to the applicant this will be a halo lit sign with custom channel letters and logo mounted on a dark green ACM (aluminum composite material) background panel.

CONTEXT/SURROUNDING AREA:

8 East Broughton Street is located within a one-story non-contributing building, situated between two contributing buildings, 2 East Broughton Street, and 18 East Broughton Street. There are various businesses located within the building, each with their own entrances. This is part of the previously approved rehabilitation and alterations project, 24-006114-COA for 8-10 East Broughton Street. Another sign was approved at this address, for the neighboring business (Naan) which has since received a new address of 6 East Broughton Street.

FINDINGS:

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.*

Relationship of materials, texture and color. *The relationship of materials, texture and color of the facade of a building or structure shall be visually compatible with the predominate materials, textures, and colors used on contributing buildings and structures to which the structure is visually related.*

The dark green and gold colors of the sign are appropriate and not cause for any issues with the visual compatibility and associated historic buildings. The sign materials will be of an aluminum composite material and stainless steel, commonly used on modern-day signs throughout the historic districts.

Signs. *Signs, where permitted, shall be visually compatible with contributing buildings and structures to which they are visually related.*

The standard is met in the context of a commercial district on Broughton Street.

The following standards from the Sec. 9.9.17 - Special Sign Districts apply:

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.*

Historic Special Sign District Boundaries.

Broughton Street Sign District. *The Broughton Street Sign District shall be bounded on the north by the centerline of Congress Lane, on the east by the western right-of-way line of Habersham Street, on the south by the centerline of Broughton Lane, or the extension thereof, and on the west by the eastern right-of-way line of Martin Luther King, Jr., Boulevard.*

This falls within the Broughton Street Sign District.

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).*

OCTOBER 1, 2015 / ARTICLE 9.0 GENERAL SITE STANDARDS / SEC. 9.9 SIGNS / 9.9.17 SPECIAL SIGN DISTRICTS

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					
Temporary Sign Not Requiring a Permit	✓	✓	✓	✓	✓
Permit 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.

Wall signs may be illuminated, as noted below.

Signs in the City market Sign District or 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.

This location is in the D-CBD district.

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

The sign will have gold colored channel letters on an opaque dark green background, which will reduce any glare effects.

Ground, Projecting and Wall Signs.

Broughton Street Sign District.

Projecting Signs and Wall Signs.

Only one (1) 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) projecting or wall sign for each frontage providing public access shall be permitted.

Only one sign is being proposed for this business establishment.

The maximum sign area shall not exceed the following:

Street Frontage. 125 linear feet or less:

Wall Sign: 1 sq. ft. of display area per linear foot of building frontage occupied by each principal use. Not to exceed 90 sq. ft.

The square footage of the rectangular sign is 10 sf. The linear frontage of the portion of the building is 25’6” and thus the standard is met.

A projecting or wall sign 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 dark green opaque background with the channel lettering ensures that it will not cast light directly onto a street or adjacent property. This aligns with the multitude of existing illuminated signs along Broughton Street.

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. The Altmayer Building across the street is commercial.



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 channel letters and an opaque background. The standard is met.

A wall sign shall not extend above the parapet wall of the building or extend beyond the edge of the building or an adjoining principal use, nor shall such sign project out from the building façade more than 15 inches.

The sign is in the appropriate area of the wall.

STAFF RECOMMENDATION:

Approve the request to install one (1) illuminated wall sign for the business establishment at 8 East Broughton Street as requested because the work is visually compatible and meets the standards.

MW: CC

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.