



SAVANNAH HISTORIC DISTRICT BOARD OF REVIEW

REQUEST FOR CERTIFICATE OF APPROPRIATENESS

Petitioner: Rose Architects, Kevin Rose

MPC File No.: 25-005674-COA

Address: 402 E Broughton Street

PIN: 20004 42012

Zoning: D-CBD

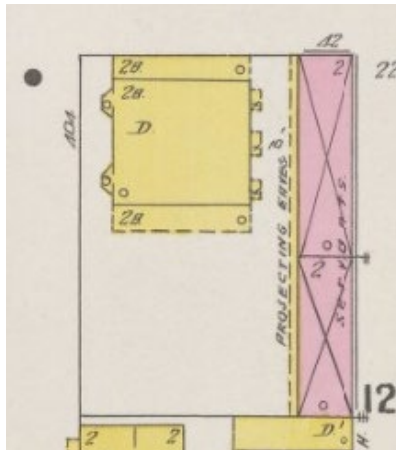
Staff Reviewer: Jodie Brown, AICP

Date: January 14, 2026

NATURE OF REQUEST:

The applicant is proposing to construct a 4-story building. This is a Part 1 review of the project.

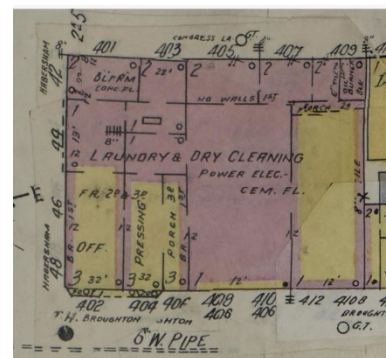
CONTEXT/SURROUNDING AREA:



The existing building was approved for demolition at the September 2025 HDBR meeting. It was built in 1966 and received a new façade in 1985. It is located on the northeast corner of Broughton and Habersham Streets. The one-story concrete block building has plate glass windows and a cantilevered awning. It housed Southern Motors for several years.

Prior to the extant building, there were number of iterations of buildings at the site. In 1884, there was a 2-story dwelling at the corner with a barn/dwelling along the rear lot line. By 1898, the

dwelling had been modified with bay windows and covered porches. By 1916, the area had been converted to multiple store fronts along both Broughton and Habersham Streets with dwellings along the rear property line. In 1950, all of the lots were used for laundry and dry-cleaning service. The corner lots were 3-stories while the area that was previously open was one-story.



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

PROJECT HISTORY:

This project was originally heard at the December 10, 2025, hearing and continued to allow the applicant to:

1. Address the issues with the Height Map; and

The applicant has submitted revised plans that show the 4th floor as a mezzanine. Per §7.8.10.b.3, “A mezzanine shall not count as a story.” The modification of the upper level has made the proposed building consistent with the Height Map.

2. Address issues related to vehicular access off of Broughton Street.

The applicant has submitted revised plans that remove vehicular access from Broughton Street. This modification of vehicular access has made the proposed design consistent with code.

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 proposed building is four stories; however, the fourth story involves a flex space with the elevator and the stair access to the upper floor. The fourth floor is setback from the front façade which minimizes its appearance from the street level and creates the appearance of a three-story building. The height of the three-story portion is 42’ which is comparable to 422 E Broughton Street at 44’5 ½” and 420 E Broughton Street which is 45’3”. The proposed building 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 new construction is comparable to the size and scale of the other commercial buildings along Broughton Street. The proposed design is sympathetic but it is distinct. 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 proposed construction is a stand-alone building and will not impact surrounding historic resources if removed in the future. 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.*

Height. *New construction shall be permitted to build to the number of stories as shown on the “Savannah Downtown Historic District Height Map,” referred to herein as “Height Map,” and the overall height of a building and the height of individual components of a building or structure shall be visually compatible to the contributing buildings and structures to which it is visually related.*

Per the height map, buildings are limited to three-stories. Per §7.8.10.b.7, “Habitable space such as restrooms, bars, dining areas, etc. within a roof or structures above a roof used other than to enclose stairways or elevator machinery shall be considered a story.” The flex space has been converted to a mezzanine which does not count as a floor. The proposed project is consistent with this criterion.

Proportion of front façade. *The relationship of the width of a building or structure to the height of its front facade shall be visually compatible to the contributing buildings and structures to which it is visually related.*

The width of the building is 118.2’ compared to the height of 51.2’. This width/height relationship is compatible with other contributing buildings along Broughton Street such as 201 E Broughton Street and 107 E Broughton Street. The project is visually compatible.

Rhythm of structures on streets. *The relationship of a building or structure to the open space between it and adjacent buildings or structures shall be visually compatible with the open spaces between contributing buildings and structures to which it is visually related.*

Generally, buildings are wall to wall along Broughton Street; however, in the area of the proposed building there are a number of vacant lots. The new construction will have limited space between it and the building to the east. Given the variation on the street, the proposed placement is consistent with the historic precedent and visually compatible with this criterion.

Scale of a building. *The mass of a building or structure and size of windows, door openings, porches column spacing, stairs, balconies and additions shall be visually compatible with the contributing buildings and structures to which the structure is visually related.*

The proposed building’s first two floors feature storefront openings on a monumental scale. The openings feature a low wall at the base, large storefront windows, a sign band, and a large transom.

Upper floor windows are taller than wider consistent with historic window openings. The overall scale of the building is visually compatible with this criterion.

Directional expression of front elevation. *A building or structure shall be visually compatible with the buildings and structures to which it is visually related in its directional character, including vertical character, horizontal character, or nondirectional character.*

The proposed building will front onto Broughton Street consistent with other contributing properties in the immediate vicinity. The project is visually consistent with this criterion.

Savannah Downtown Historic District Design Standards. *The intent of these standards is to ensure appropriate new construction, additions, and alterations within the Savannah Downtown Historic District. They are not intended to promote copies of the architectural designs of the past, but to encourage contemporary designs that protect and complement existing contributing resources. They are further intended to protect the historic integrity of the contributing resources.*

The following design standards shall apply to new construction, additions, alterations to contributing and non-contributing buildings and structures, unless otherwise specified. Though certain building materials are prescribed herein, the Board may approve alternative materials that are not listed as prohibited upon a showing by the applicant that the material or product is visually compatible with historic building materials and has performed satisfactorily in the local climate.

For the purposes of evaluating the visual compatibility and design standards of exterior fenestration, where voids (windows, doors, and storefronts) in the exterior façade are substantially blocked by interior walls or built-in furniture, these may be considered part of the exterior wall if they are built within three feet of the exterior wall. For example, if an interior wall is built abutting the storefront, that interior wall is impacting the exterior design of the fenestration and may be subject to review by the Historic Board of Review.

Height. *The number of stories as shown on the Height Map shall be permitted. Variances from the Height Map shall not be permitted. Additionally, the following standards shall apply:*

The proposed building is three stories with a mezzanine which is consistent with the Height Map.

Height, Commercial buildings.

The exterior expression of the height of the ground floor shall be not less than 14 feet, six (6) inches.

The first floor has an exterior expression of 15'. The proposed work is consistent with the historic district design standards.

The exterior expression of the height of the second story shall be not less than 12 feet.

The second floor has an exterior expression of 12'. The proposed work is consistent with the historic district design standards.

The exterior expression of the height of each story above the second shall be not less than 10 feet.

The third floor has an exterior expression of 12'. The proposed work is consistent with the historic district design standards.

Building Form. *Building form is based on the height, mass and envelope of a building. The proposed building form for new construction shall comply with the following:*

A proposed building located on an east-west through street shall utilize a contributing building form fronting the same street within the same ward or in an adjacent ward.

There are several buildings in the immediately adjacent area that have a similar form: 201 E Broughton Street, 192 E Broughton and 107 (105-123) E Broughton Street. The building form is consistent with this historic district standard.

Setbacks, Front yards. *There shall be no front yard setbacks except as follows:*

On tithing lots where there is a historic setback along a particular block face, such setback shall be provided. For the purpose of this Section, a historic setback is the average of the contributing buildings along a block face.

On a trust lot fronting a square, proposed buildings may establish a front yard setback not to exceed 20 feet.

There are no proposed setbacks. The work is consistent with the historic district design standards.

Parking and Paving. *In addition to the requirements set forth in Sec. 9.3, Off-Street Parking and Loading, parking and paving shall comply with the following:*

Parking areas shall be located in the rear yard. Properties on Trust Lots or with double street frontage are exempt from this provision.

Vehicular access shall be from lanes or north-south service streets. When a property does not front a lane or north-south service street, parking may be accessed from east-west connecting streets or trust streets.

The applicant has revised the plans and removed the vehicular entrance from Broughton Street. Access will be from the lane. Parking will be behind the leasable space along Broughton Street and on the 1st floor of the building. The proposed work is consistent with the historic district design standards.

STAFF RECOMMENDATION:

APPROVE the request for New Construction, Part I: Height and Mass at 402 East Broughton Street AS REQUESTED because the work 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.