



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: Jerome Elder

MPC File No.: 26-002485-COA

Address: 112 West Broughton

PIN: 20004 36021

Zoning: D-CBD

Staff Reviewer: Rohan Urs

Date: June 10, 2026

NATURE OF REQUEST:

112 West Broughton Street. The petitioner is requesting approval for exterior alterations to an existing commercial storefront within the Broughton Street Sign District. The scope of work includes a new exterior paint scheme for the storefront façade, updates to the graphics on an existing illuminated projecting sign, and installation of a new non-illuminated wall sign above the storefront entrance.

CONTEXT/SURROUNDING AREA:

The subject property is located on the north side of West Broughton Street within the Savannah Downtown Historic District and the Broughton Street Sign District. The property is situated within a continuous commercial block frontage characterized by attached historic commercial buildings with storefronts, display windows, projecting signs, recessed entries, and pedestrian-oriented architectural features. The surrounding properties contain a mixture of retail, restaurant, and commercial uses typical of the Broughton Street corridor.

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.*

Rhythm of solids to voids in front façades. *The relationship of solids to voids in the façades visible from the public right-of-way shall be visually compatible with the contributing buildings and structures to which the structure is visually related.*

The proposal does not alter the existing storefront openings, display windows, recessed entrance, or upper-story window configuration. The existing relationship between solid wall surfaces and glazed openings remains unchanged. Staff finds the proposal consistent with the established rhythm of solids and voids along the block frontage.

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 proposal includes a new storefront color palette consisting of Sherwin Williams Mature Grape, Pale Moss, and Turkish Coffee applied to the existing façade and storefront elements. The work does not introduce new exterior materials or alter the architectural configuration of the storefront. The proposed colors provide visual distinction for the commercial tenant while remaining compatible with the varied commercial storefronts along the Broughton Street corridor. Staff finds the proposed color palette compatible with the surrounding historic context.

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

The proposal includes updates to an existing illuminated projecting sign and the installation of a new non-illuminated wall sign. The signs are appropriately scaled to the storefront, located within traditional sign locations, and remain subordinate to the architectural features of the building. The proposed signage does not obscure character-defining elements and is consistent with the commercial character of the surrounding Broughton Street corridor. Staff finds the proposed signage visually compatible with the contributing buildings and structures to which it is visually related.

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 alterations are limited to paint and signage and do not modify the existing proportions, massing, or architectural organization of the storefront façade. The building's established vertical and horizontal expressions remain unchanged. Staff finds the proposal compatible with the directional character of the building and surrounding commercial structures.

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

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.

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).*

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 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.

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

The existing projecting sign will continue to utilize illumination. The proposal consists of a graphic update only and does not increase the intensity, size, or overall impact of the existing sign. Illumination is permitted within the Broughton Street Sign District, and the proposed modifications maintain the existing sign's compatibility with the pedestrian-oriented commercial character of West Broughton Street.

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 proposed paint scheme introduces a coordinated palette consisting of Sherwin Williams Mature Grape, Pale Moss, and Turkish Coffee. The proposed colors provide visual distinction for the tenant space while remaining compatible with the commercial character and architectural context of the Broughton Street corridor. The work is limited to paint and graphics and does not alter the underlying historic storefront configuration.

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.

The maximum sign area shall not exceed the following:

Street Frontage. 125 linear feet or less:

Projecting Sign: 1 sq. ft. of display area per sign face per linear foot of building frontage occupied by each principal use. Not to exceed 45 sq. ft.

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.

Street Frontage. Greater than 125 linear feet:

Projecting Sign: 1 additional sq. ft. of sign area for each foot of building frontage occupied over 125 ft. Not to exceed 175 sq. ft.

Wall Sign: 1 additional sq. ft. of sign area for each linear foot of building frontage occupied over 125 ft. Not to exceed 200 sq. ft.

A projecting or wall sign may be illuminated in accordance with Sec. 9.9.6 and 9.9.17.g.i.

The outer edge of a projecting sign shall not extend more than six (6) feet from the building to which it is attached.

The height of a projecting sign shall not extend above the parapet wall of the building.

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

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.

Ground Signs. One (1) such sign per lot frontage may be permitted within principal use off-street parking facilities. The parking area shall be available for use by the general public, and the area and size requirements for a projecting sign shall apply.

The proposed storefront wall sign measures approximately 18.3 square feet and is located within the traditional sign band above the storefront entrance. The tenant frontage measures approximately 31 feet 4 inches, allowing a maximum wall sign area of approximately 31.3 square feet. The proposed sign remains below the maximum permitted area and is appropriately scaled to the storefront. Staff finds the wall sign compliant with the applicable sign area standards.

The existing projecting sign will remain in its current location and dimensions, with the scope limited to updating the sign graphics. The existing sign area of approximately 20 square feet remains below the maximum permitted area for projecting signs within the district. The sign does not project above the roofline or parapet and remains appropriately scaled to the building and surrounding streetscape. Staff finds the projecting sign compliant with the applicable standards.

June 10, 2026

The proposed wall sign and updated projecting sign are located in traditional sign locations associated with historic commercial storefronts. Neither sign obscures architectural features, window openings, or character-defining elements of the building façade. The signs remain subordinate to the architecture of the building and maintain the visual hierarchy of the storefront.

STAFF RECOMMENDATION:

Approve of the exterior alterations at 112 West Broughton Street, as requested for the proposal is visually compatible and meets the standards

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.