



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: Signs By James, James Burnsed

MPC File No.: 26-004688-COA

Address: 414 West Broughton Street

PIN: 20016 16009

Zoning: D-CBD

Staff Reviewer: Rohan Urs

Date: October 14, 2026

NATURE OF REQUEST:

The Petitioner requests approval for the installation of two internally illuminated wall signs at 414 West Broughton Street.

One sign identifies **Apollo Pharmacy** and is approximately **16 square feet** in area. The second sign identifies **Savannah Urgent Care** and is approximately **12 square feet** in area. Both signs are proposed above the storefront glazing on the brick portion of the Broughton Street façade and utilize internally illuminated channel letters with acrylic faces and low-voltage LED lighting.

CONTEXT/SURROUNDING AREA:

The subject property is located within the **Broughton Street Sign District**. Apollo Pharmacy and Savannah Urgent Care operate from the building and share the same public entrance; however, the two uses are separately licensed business establishments.

The submitted elevation indicates an approximately **283.89-inch, or 23.66-foot, storefront frontage** along West Broughton Street. The proposed signs are positioned independently above the storefront, with Apollo Pharmacy occupying the left portion of the signable area and Savannah Urgent Care occupying the right.

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.*

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

The proposed wall signs are located within the established storefront sign band and are proportioned to the scale of the tenant frontage. Their placement, size, and low-profile construction maintain a clear relationship to the façade and do not obscure significant architectural features.

The separate Apollo Pharmacy and Savannah Urgent Care signs are visually compatible with the commercial character of the Broughton Street frontage and with the building to which they are attached.

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).*

Wall signs are permitted for nonresidential uses within the Broughton Street Sign District subject to Certificate of Appropriateness review. Because the proposed wall signs are illuminated, review by the Historic Board of Review is required

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 proposed signs utilize internally illuminated channel letters with acrylic faces and concealed low-voltage LED lighting. Wall signs within the Broughton Street Sign District may be illuminated, and the proposed illumination does not include exposed neon or fluorescent lighting.

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.

Apollo Pharmacy and Savannah Urgent Care are separately licensed business establishments operating from the subject premises. The ordinance permits one projecting or wall sign for each business establishment; therefore, each business may have one wall sign along the Broughton Street frontage.

The storefront frontage is approximately **23.66 feet**. The proposed Apollo Pharmacy sign is approximately **16 square feet**, and the proposed Savannah Urgent Care sign is approximately **12 square feet**. Each sign is individually below the maximum wall-sign area permitted based on the frontage occupied by the respective principal use.

Both signs are located on the brick portion of the façade above the storefront glazing and remain below the parapet and within the limits of the subject storefront. The submitted attachment detail depicts low-profile wall-mounted channel letters and does not indicate a projection exceeding the permitted 15 inches.

STAFF RECOMMENDATION:

Approve the two illuminated wall signs for Apollo Pharmacy and Savannah Urgent Care on 414 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.