



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: Patrick Phelps

MPC File No.: 26-004198-COA

Address: 14 West Broughton Street

PIN: 20004 37002

Zoning: D-CBD

Staff Reviewer: Rohan Urs

Date: September 9, 2026

NATURE OF REQUEST:

The Petitioner requests approval for the installation of one illuminated wall sign for Kilwins at 14 West Broughton Street.

The proposed wall sign measures approximately 11 feet 6 inches wide by 1 foot 4 inches high, with a total sign area of 15.33 square feet. The sign consists of dimensional lettering mounted to a solid backing panel and utilizes warm white reverse-silhouette, or halo, illumination. The submitted drawings also depict four non-illuminated window graphics across the storefront glazing.

CONTEXT/SURROUNDING AREA:

The subject property is located along West Broughton Street within the **Broughton Street Sign District**. The storefront occupies approximately 15 feet 11 inches of building frontage along Broughton Street.

The proposed wall sign is located above the storefront glazing and below the existing awning and upper façade elements. The sign is positioned within the width of the tenant frontage and does not extend above the building parapet.

Note: The submitted drawings also depict a 1.68-square-foot non-illuminated pedestrian sign. Because the sign is less than three square feet in area and does not require a sign permit, it is not included in the Board's review of this application.

FINDINGS:

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.*

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 of 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 wall sign utilizes warm white LED reverse-silhouette illumination, producing an indirect halo effect behind the dimensional lettering. Reverse-silhouette illumination is specifically encouraged within the Historic Special Sign District standards as a means of reducing glare where backlighting is used.

The illumination is concealed within the sign assembly and is designed to provide indirect lighting rather than exposing the light source toward the street or adjacent properties.

Window Signs.

This sign shall be allowed in addition to a permitted ground, projecting or wall sign.

Such signs may be attached, erected, etched or painted on a window of a building or structure.

The sum of such signs shall not exceed 10% of the window area of each façade.

Four non-illuminated window graphics are proposed across the storefront glazing. Each graphic occupies approximately 6.9 percent of its respective glass panel, below the maximum 10 percent window coverage permitted by the ordinance. The graphics are proposed as matte, non-reflective vinyl and do not include illumination

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:

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.

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

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.

One wall or projecting sign is permitted for each business establishment within the Broughton Street Sign District. The tenant frontage is approximately 15 feet 11 inches, permitting approximately 15.92 square feet of wall signage. The proposed wall sign is 15.33 square feet and therefore complies with the applicable maximum sign area.

The proposed sign projects approximately five inches from the existing façade assembly, which is below the maximum permitted projection of 15 inches for a wall sign. The sign remains within the tenant frontage and below the parapet wall.

STAFF RECOMMENDATION:

Approve the illuminated wall sign at 14 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.