



C H A T H A M C O U N T Y - S A V A N N A H

METROPOLITAN PLANNING COMMISSION

"Planning the Future - Respecting the Past"

M E M O R A N D U M

DATE: **SEPTEMBER 27, 2017**

TO: **THE MAYOR AND ALDERMEN OF THE CITY OF SAVANNAH**

FROM: **METROPOLITAN PLANNING COMMISSION**

SUBJECT: **MPC RECOMMENDATION**

PETITION REFERENCED:

Text Amendment to the City of Savannah Zoning Ordinance

Re: REVISED Amendment to create the Plant Riverside Sign District

Applicant: SRD LLC (Kessler Collection)

Agent: Harold B. Yellin (Hunter MacLean)

File No. 17-004435-ZA

MPC ACTION:

Approval of the ordinance as proposed by the petitioner and as revised at the meeting to create the Plant Riverside Sign Ordinance to be titled Section 8-3122 Plant Riverside Sign District; amend Section 8-3120 River Street-Factors Walk Sign District to revise the boundaries to exclude the new Plant Riverside area; and amend Section 8-3121 Historic District Sign Ordinance to reference the new Plant Riverside area and allow a streamlined review process for signs which have a masterplan approved by the Historic District Board of Review.

MPC STAFF RECOMMENDATION:

Approval of an alternate amendment for signage at the Plant Riverside development to expand the boundaries of the River Street-Factor's Walk sign district west of MLK so that the entire Plant Riverside development is subject to one ordinance; amend the River Street-Factor's Walk sign district to permit painted signage, and codify the existing policy which allows staff to approve COAs after the Historic District Board of Review has adopted a Sign Masterplan.

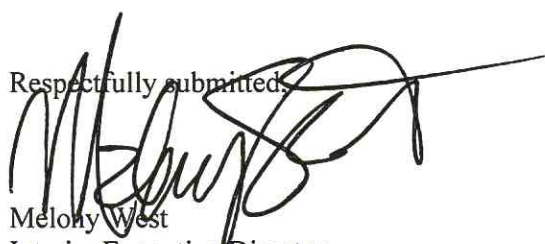
MEMBERS PRESENT: 8 + Chairman

Tanya Milton, Chariman
James Overton, Vice Chairman
Joe Welch
Travis Coles
Ellis Cook
Joseph Ervin
Karen Jarrett
Lee Smith
Tom Woiwode

PLANNING COMMISSION VOTE: Approve petitioner's revised proposal (7-1)

APPROVAL Votes: 7	DENIAL Votes: 1	ABSENT
Milton Overton Coles Cook Smith Welch Woiwode	Jarrett	Coleman Ervin Hernandez Mackey Manigault Suthers

Respectfully submitted,


Melony West
Interim Executive Director

/jh

Enclosure

cc Dyanne C. Reese, Clerk of Council
Brooks Stillwell, City Attorney
Lester B. Johnson, Assistant City Attorney
Jennifer Herman, Assistant City Attorney
Beth Barnes, Department of Inspections



Chatham County - Savannah Metropolitan Planning Commission

September 26, 2017 Regular MPC Meeting

Title

TEXT AMENDMENT: Create New Sign District- Plant Riverside Sign District | SRD LLC (Kessler Collection),
Petitioner | Harold Yellin, Agent | File No. 17-004435-COA

Description

A revised petition to: 1) create a new sign district for the Plant Riverside area in the northwest section of the Savannah Historic District to be titled Section 8-3122 Plant Riverside Sign District, 2) amend Section 8-3120 River Street- Factors Walk Sign District to revise the boundaries to exclude the new Plant Riverside area, and 3) amend Section 8-3121 Historic District Sign Ordinance to reference the new Plant Riverside area and allow a streamlined review process for signs which have a masterplan approved by the Historic District Board of Review.

Recommendation

Approval of an alternate amendment for signage at the Plant Riverside development to expand the boundaries of the River Street-Factor's Walk sign district west of MLK so that the entire Plant Riverside development is subject to one ordinance; amend the River Street-Factor's Walk sign district to permit painted signage, and codify the existing policy which allows staff to approve COAs after the Historic District Board of Review has adopted a Sign Masterplan.

Contact

Ellen I. Harris

Financial Impact

Review Comments

Attachments

- 🔗 [Sec. 8-3120. River Street-Factors Walk sign ordinance.pdf](#)
- 🔗 [Sec. 8-3121. Historic Sign District ordinance.pdf](#)
- 🔗 [Petitioner's Revised Ordinance 9-26-17.pdf](#)
- 🔗 [Staff Report-17-004435-ZA 9-26-17.pdf](#)



C H A T H A M C O U N T Y - S A V A N N A H

METROPOLITAN PLANNING COMMISSION

"Planning the Future - Respecting the Past"

M E M O R A N D U M

TO: City of Savannah Mayor and Aldermen

FROM: Planning Commission

DATE: September 26, 2017

SUBJECT: Text Amendment to the City of Savannah Zoning Ordinance
Re: REVISED Amendment to create the Plant Riverside Sign District
Applicant: SRD LLC (Kessler Collection)
Agent: Harold B. Yellin (Hunter MacLean)
File No. 17-004435-ZA

Ellen I. Harris, AICP, MPC Project Planner

ISSUE:

A revised petition to: 1) create a new sign district for the Plant Riverside area in the northwest section of the Savannah Historic District to be titled Section 8-3122 Plant Riverside Sign District, 2) amend Section 8-3120 River Street- Factors Walk Sign District to revise the boundaries to exclude the new Plant Riverside area, and 3) amend Section 8-3121 Historic District Sign Ordinance to reference the new Plant Riverside area and allow a streamlined review process for signs which have a masterplan approved by the Historic District Board of Review.

BACKGROUND:

The major redevelopment project, commonly known as Plant Riverside, is currently underway in the northwest section of the Savannah Historic District, north of River Street and adjacent to Martin Luther King Jr. Blvd. The historic GA Power Plant is currently undergoing a major renovation in addition to a new parking garage/hotel to the west of the Plant, and a new hotel to the east of the Plant. The entire site was once part of Georgia Power Company and consists of 3.875 acres.

The parking garage/hotel, west of Martin Luther King Jr. Blvd. is subject to the provisions in Section 8-3121 Historic Sign District, while the existing Power Plant building and the new hotel are subject to the provisions of Section 8-3120 River Street-Factors Walk Sign District.

The purpose of the proposed revisions is threefold:

1. Create a new sign district which the entire development will be subject to;
2. Allow for sign types and sizes not currently permitted in one or both of the existing sign ordinances. A variety of sign types are proposed (see Table 1), but sign types proposed

which are currently not permitted in the current ordinances are as follows:

- Signs painted directly on a building;
 - Temporary signs in the form of banners for entities other than government agencies or non-profits;
 - Roof-mounted signs; and
 - Freestanding directory signs.
3. Streamline the review process to allow staff to approve Certificates of Appropriateness after the Historic Review Board has adopted a sign masterplan.

The petitioner has submitted a sign masterplan for the development to the Historic District Board of Review.

The MPC Board reviewed this petition on August 29, 2017 and continued it at the request of the petitioner in order to allow more revisions. The petition has been revised to include more specific language regarding the sign types and sizes, and specifically reference the Plant Riverside Sign Master Plan.

FINDINGS:

1. A comprehensive sign ordinance was adopted for the City of Savannah in 1960 as part of the zoning code. In 1976 it was amended to create special sign districts for Broughton Street and River-Street Factors Walk areas. In 1979 it was amended again to create the Historic Sign District which governs the remaining areas of the Savannah Historic District.
2. Currently there are three ordinances which govern signs within the Savannah Historic District: Section 8-3121 Historic Sign District governs the majority of the Historic District. Section 8-3119 governs the Broughton Street area. Section 8-3120 governs the River Street-Factors Walk area. The area in question is governed by two of the ordinances.
3. Uniquely, City Market has its own sign criteria which was adopted by the Historic District Board of Review (HDBR) in 1991 and signs are reviewed by City Market management. The HDBR minutes note that, "the criteria are more restrictive than the Historic District Sign Criteria." It is proposed in the NewZO, that a new City Market Sign district will be created and signs will be evaluated by the HDBR.
4. All signs within the Historic District, except those within the City Market area and those specifically exempted from review as identified in Section 8-3116, require review by the HDBR and a Certificate of Appropriateness (COA) approved prior to the issuance of a building permit.
5. For larger developments with multiple tenants, the HDBR has, in the past, approved a "sign masterplan" which allows staff to approve COAs provided that the proposed sign is consistent with the masterplan. This has been a matter of policy however, and is not specifically codified in any sign ordinance.

POLICY ANALYSIS:

1. **Create Section 8-3122 Plant Riverside Sign District:**

When previous sign districts were created, they were created with active public participation and in order to preserve or promote the specific historic character of a particular area. For example, the River Street-Factors Walk Sign District was created with the Mayor's Committee on Revitalization and the Downtown Merchants Association. The sizes of signs were reduced and the list of restricted signs expanded to include roof-mounted, internally illuminated and neon signs, and free standing signage. These standards reflect the high volume of pedestrian traffic, low vehicular speed, and historic character of the area.

Staff believes that the proposed creation of a new Plant Riverside Sign District does not appear to be based on a desire to reflect the historic physical characteristics of the area, but rather a desire to increase the types, sizes and amount of signage allowed. Certainly, the area has a unique history as the former site of the Georgia Power Plant, however, each site in the Savannah Historic District is also unique in terms of its historic uses.

While the site is also unique in that it is large (3.875 acres) and being developed by a single developer, however, staff believes that size and property ownership does not justify or merit a separate sign ordinance. Staff believes that creating a special sign district for a particular project will create an unfair playing field for other businesses along River Street and will create a precedent for every new large development to propose their own sign ordinance.

Additionally, it seems likely that adjacent and nearby property owners will seek to expand this new sign district to their properties so that they can also have similar signage. The site is along River Street and the existing River Street-Factors Walk Sign Ordinance is reflective of the character of the area. As the project is within two sign districts, staff recommends extending the River Street-Factors Walk Sign ordinance to the west of MLK so that the entire developments falls under one set of rules and regulations.

2. Expand the list of sign types, increase sizes, and increase quantities:

The proposed Plant Riverside Sign Ordinance allows several sign types which are specifically not allowed in one of both of the sign ordinances and expands the sizes and quantities allowed. The table below illustrates the proposed sign types:

Sign Type	Historic Sign District	River Street-Factors Walk Sign District	Plant Riverside Sign District
Temporary Signs and Banners	nonprofit and governmental agencies only	nonprofit and governmental agencies only	3 sq ft max on lamp posts
Building ID Sign	90 sq ft max	30 sq ft max	90 sq ft max if fascia 350 sq ft max if painted
Roof Mounted Sign	-	-	140 sq ft- neon permitted
Under canopy and	6 sq. ft. max	2 sq. ft. max	12-20 sq. ft. max

canopy signs			
Principal Use- Fascia	20-40 sq. ft. max	30 sq. ft. max	30 sq. ft. max
Principal Use- Projecting	12-20 sq. ft. max	16 sq. ft. max	30 sq. ft. max
Directory/wayfinding Signs	Wayfinding only	Directory on sign structures erected by City	16-32 sq. ft. max

Temporary signs- banners: Both the Historic Sign District and the River Street-Factors Walk Sign District allow temporary banners for public information signs by a nonprofit or governmental agencies. This includes signs such as the Beach Institute announcing a special exhibit. It also includes banners on City light poles announcing, for example, the Savannah Music Festival. The proposed ordinance would allow banners and temporary signs on street furnishings without regard to content and would allow advertising sales and promotions on public and private property alike, including City street lamps and benches.

The current regulations in the existing sign ordinances adequately regulate temporary signs and banners. While the petitioner has indicated a desire to use banners on City street lamps for the purpose of “district branding” and advertising “district events,” this can be accomplished through other sign types currently permitted in the existing regulations. For example, district branding could be accomplished through building identification signage. Staff does not feel it is appropriate to advertise “district events” unless they are associated with non-profits, such as the Savannah Music Festival, which would be permitted under the existing regulations. From an enforcement perspective, there is no way to distinguish between a “district event” such as a Christmas Market and an individual business advertising a Christmas store sale.

Building Identification signs: Building identification signs are currently permitted in both the Historic Sign Ordinance and the River Street-Factors Walk Ordinance. Building identification signs typically identify the name of the building- such as the Cay Building- rather than an individual business. The proposed ordinance would expand the sign types permitted for building identification signs to include painted signs. A painted building identification sign would be permitted up to 350 square feet. This is an extremely large sign- more than ten times larger than what is permitted currently on River Street, and completely out of character with the area.

Roof mounted signs: The proposed Plant Riverside Sign District proposes to allow one roof mounted sign. The sign would be limited to advertising the Plant Riverside District only, and would not be permitted to advertise individual businesses. The maximum size permitted would be 140 square feet and neon lighting would be permitted. Historically, a number of businesses in the Historic District had roof mounted signs at given points in time, often seen in historic 1930s and 1940s photographs of Broughton Street in particular. These signs are often very large and intended to be seen from automobiles and from long distances. Staff is not aware of any roof mounted signs ever existing on River Street historically.

Roof mounted signs are specifically prohibited in all existing sign districts within the historic district. A 140 square foot neon sign on the roof of a building does not reflect the pedestrian nature of the historic district and will detract from the character and historic integrity of the area.

Under-canopy and canopy signs: These sign types are currently permitted in the governing sign

ordinances with the size is limited to two to six square feet, depending on the district. The proposed ordinance increases the allowed square footage to 12 -20 square feet, depending on the use. Staff believes the existing sign ordinances adequately regulate under-canopy and canopy signs and the proposed maximum sizes are far too great.

Principal use fascia sign: The proposed ordinance is generally in keeping with existing ordinances.

Principal use projecting signs: The current ordinances restrict the size to 12-20 square feet, depending on the district and size of the use. The proposed ordinance increases the size to 30 square feet. Staff believes the existing sign ordinances adequately regulate projecting signs and 30 square feet is too large.

Directory/wayfinding signs: Freestanding directory signs are proposed with a distinction between “primary directory signs” and “wayfinding directory signs.” They would be permitted to be eight feet tall and have 32 and 16 square feet of area (respectively).

Directory signs are not permitted in the Historic Sign District but are permitted in the River Street Factors Walk District. In this district, the City of Savannah erects the directory sign structure and individual businesses are responsible for the individual signs. Staff believes this is the more appropriate way to handle directory signage.

Additionally, the City of Savannah has a wayfinding signage project currently in place. Staff recommends the petitioner work with the City on incorporating their needed wayfinding signage into the City’s project.

Summary: The proposed new ordinance increases the maximum square footage of all sign types except principal use fascia signs.

The expansion of new sign types permitted are for the primary purpose of “district branding.” This includes allowing pendants on public light poles for district identity and events, 350 square foot painted signs as building identification signs in order to identify the district, and the 140 square foot neon roof-mounted sign identifying the district. Staff feels that this level of “district branding” is unprecedented within the Historic District and will detract from the historic character and integrity of the Historic District in general and River Street in particular.

3. Painted signs:

In the Historic District Sign Ordinance, signs painted directly on a building are only allowed in specific zoning districts and are not allowed on historic or residential buildings. In the River Street-Factors Walk Sign Ordinance, painted signs are specifically prohibited. Staff believes that allowing painted signs on non-historic buildings is historically and aesthetically appropriate and is recommending that they be permitted in the River Street-Factors’ Walk Sign district on non-historic buildings, subject to the same size and quantity restrictions applied to fascia signage.

4. Materials:

The proposed ordinance does not have any material restrictions, except for banners. The River Street-Factors Walk ordinance limits sign materials to either wood or metal, or material with a

similar texture and appearance. Staff recommends retaining the existing material standards which are in keeping with the character of the area.

5. Lighting:

Lighting is proposed to be allowed on all the sign types (including banners, window graphics, awnings, etc.) in the new district. Some sign types are permitted to have external lighting, while others are allowed to have internal and neon lighting. In the existing River Street-Factors Walk ordinance, internally illuminated and neon lights are specifically prohibited. Staff recommends retaining the existing lighting standards.

6. New Terminology:

The proposed ordinance introduces new terms to refer to different sign types, specifically, “primary directory signs” and “wayfinding directory signs.” These signs will need definitions.

7. Codify Staff Review for Masterplans:

Currently, as a matter of policy, when a sign masterplan is approved by the Historic District Board of Review, the Board authorizes staff to review and approve individual signage provided its consistent with the masterplan. The petitioner proposes to codify this policy within the ordinance with which staff concurs.

ALTERNATIVES:

1. Recommend approval of the request to amend the Zoning Ordinance as proposed.
2. Recommend an alternate amendment.
3. Recommend denial of the request.

Staff recommended approval of an alternate amendment for signage at the Plant Riverside development to expand the boundaries of the River Street-Factor’s Walk sign district west of MLK so that the entire Plant Riverside development is subject to one ordinance; amend the River Street-Factor’s Walk sign district to permit painted signage, and codify the existing policy which allows staff to approve COAs after the Historic District Board of Review has adopted a Sign Masterplan.

MPC RECOMMENDATION:

APPROVAL of the petitioner’s request, as amended during the meeting, to create a new sign district for the Plant Riverside area in the northwest section of the Savannah Historic District to be titled Section 8-3122 Plant Riverside Sign District; amend Section 8-3120 River Street- Factors Walk Sign District to revise the boundaries to exclude the new Plant Riverside area; and amend Section 8-3121 Historic District Sign Ordinance to reference the new Plant Riverside area and allow a streamlined review process for signs which have a masterplan approved by the Historic District Board of Review as follows:

Amendments recommended to be enacted are shown highlighted in yellow and are underlined.

Sec. 8-3120. River Street-Factors Walk sign district created.

The following provisions shall apply to the River Street-Factors Walk District:

- (1) **District identified.** The River Street-Factors Walk sign district shall be that area encompassed on the north by the Savannah River; on the east by the extension of the eastern right-of-way line of East Broad Street; on the south by the northern right-of-way line of Bay Street; and on the west by the extension of the eastern right-of-way of Jefferson Street to the centerline of Williamson Street; thence in a westerly direction along the centerline of Williamson Street to the intersection of the eastern right-of-way of West Board Street; thence in a northerly direction along the eastern right-of-way of West Broad Street to the southern bank of the Savannah River. The boundaries of the River Street-Factors Walk sign district shall exclude the Plant Riverside sign district, designated in Section 8-3122.

This area is divided into two sectors. Sector "A" is that area located between Bay Street and the building line or extension thereof of the structures situated along Factors Walk and above a line equal to the ground elevation of the centerline of Bay Street. Sector "B" is made up of the remainder of the area within this special sign district. In general, sector "B" includes all areas and spaces fronting on River Street and all streets or walkways perpendicular thereto, as well as those levels of Factors Walk below a line equal to the centerline elevation of Bay Street.

Sec. 8-3121. Historic sign district created.

The following provisions shall apply to the historic sign district:

- (A) **District identified.** The historic district shall be that area of the City of Savannah bound on the north by the Savannah River; on the west by West Boundary Street; on the south by the southern right-of-way line of Gwinnett Street; on the east by the eastern right-of-way line of East Broad Street to a point along the southern right-of-way line of Broughton Street; thence in an easterly direction along the southern right-of-way line of Broughton Street to the eastern right-of-way line of Randolph Street; thence in a northerly direction along said right-of-way line and the projection thereof to the point of beginning, with the following exceptions:
 - (1) That area of the historic district along and adjacent to Broughton Street, designated in section 8-3119 as the Broughton Street sign district.
 - (2) That area of the historic district along River Street and Factors Walk, designated in section 8-3120 as the River Street-Factors Walk sign district.
 - (3) That area of the historic district adjacent to River Street and Factors Walk, designated in Section 8-3122 as the Plant Riverside sign district.

(B) **Requirements.** All signs permitted within the historic sign district shall meet the following conditions:

- (1) *Where review board approval is required.* Except for those signs allowed under section 8-3116, all signs within the historic sign district shall require review and approval by the historic district board of review, unless the historic district board of review previously approved a Sign Masterplan and thereby designates COA review and issuance to staff, prior to the issuance of a permit or the erection of said sign.

Sec. 8-3122. Plant Riverside sign district created.

The following provisions shall apply to the Plant Riverside sign district:

- (1) **District identified.** The Plant Riverside sign district shall be that area of the City of Savannah fronting River Street from Tract B, formerly lands of Georgia Power Company (consisting of approximately 1.12 acres) on the west, and Wharf Lot 1 and the northern portion of Wharf Lots 2 and 3, on the east.

- (2) **Requirements.** All signs permitted within the Plant Riverside district shall meet the following conditions:

- (a) **Temporary Signs and Banner Signs.** Temporary signs shall be permitted provided that:

1. Display banners and temporary signs shall be flexible in nature and made from either cloth or canvas and suitable for outdoor areas. They shall be attached to site-furnishings, such as street lamps.
2. Display banners and temporary signs shall coordinate with the colors and patterns of the district.
3. Temporary signs advertising sales or promotions shall be subject to the Savannah Zoning Ordinance.
4. Display banner content shall be limited to no more than three (3) colors.
5. External sign lighting may be allowed if approved by Staff during the sign review process. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
6. Display banner signs, when attached to lamp posts, shall not exceed 18" x 36", or a maximum of three (3) square feet of display area.

- (b) **Building Identification Signs.** Building identification signs shall be permitted in the following forms, provided that:

1. **Fascia Signs.** Fascia signs shall be permitted provided that:

(i) For fascia signs mounted to an exterior wall:

- 1) Signs shall be mounted flat to a wall or the façade of a building.
- 2) Fascia signs shall not exceed an area of one-half square foot per linear foot of building frontage; provided, however, that the aggregate size of such signs along a single façade shall not exceed an area of ninety (90) square feet. No more than one (1) such signs shall be permitted per each side of a building.
- 3) No additional lighting shall be permitted for the illumination of plaques.
- 4) Atmospheric lighting from the existing building lanterns shall be the preferred lighting source; however, internally lit signs within an enclosed lamp may be permitted by Staff. Fluorescent lights shall not be permitted. In addition, external sign lighting may be allowed as part of the sign assembly if approved by staff. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
- 5) The use of reversed silhouette or “cut-out” letters is encouraged to reduce glare where internal lighting is applied.

2. Painted Fascia Signs. Fascia signed painted on an exterior wall shall be permitted provided that:

- (i) Painted signs shall be limited to no more than three (3) colors.
- (ii) Color palettes shall be neutral and complimentary to building to which they are being applied.
- (iii) Painted signs shall not exceed a maximum of 350 square feet of display area, and shall be limited to one (1) painted sign per side of building. Additional sign lighting may be allowed if approved by Staff during the sign review process. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
- (iv) Painted signs shall only be permitted when painted on buildings rated as nonhistoric.

3. **Roof Mounted Signs.** Roof mounted signs shall be permitted provided that:

- (i) Only one (1) roof mounted sign shall be permitted in the District.
- (ii) The roof mounted sign shall not advertise an individual business or service and shall only be indicative of the Plant Riverside District.
- (iii) The roof mounted sign shall not exceed 7' x 20', or a maximum of one-hundred and forty140 square feet of display area.
- (iv) The roof mounted sign shall be composed of individual letters supported on a frame. No solid backgrounds shall be permitted.
- (v) The roof mounted sign shall be single color, both when lit and when not lit.
- (vi) Integrated lighting, including neon, shall be permitted. Exposed fluorescent lighting shall not be permitted.
- (vii) External sign lighting may be allowed if approved by Staff during the sign review process. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.

(c) **Principal Use Signs.** Principal use signs shall be permitted provided that:

- 1. **One principal sign per use.** One principal use sign shall be permitted for each business establishment in the District. One such sign may be mounted or erected or as a fascia sign, or one such sign may be erected as projecting sign. Where a business establishment fronts more than one street or pedestrian walkway providing access to the establishment, one principal use sign for each such frontage providing access shall be permitted. In addition to the principal use sign, supplemental identification signs, not exceeding an aggregate sign area of five (5) square feet shall be permitted adjacent to the entrance of each principal use. Such supplemental identification sign shall be limited to providing the trade name or logo of the establishment and shall be mounted or attached flat against the building.

2. **Fascia Signs.** Fascia signs shall be permitted provided that:

- (i) For fascia signs mounted to an exterior wall:
 - 1) Signs shall be mounted flat to a wall or the façade of a building.

- 2) Fascia signs shall not exceed an area of one square foot per linear foot of building frontage; provided, however, that the aggregate size of such signs along a single façade shall not exceed an area of thirty (30) square feet of display area.
- 3) No additional lighting shall be permitted for the illumination of plaques.
- 4) Announcement signs and menu boards for individual businesses shall be permitted in accordance with the Savannah Zoning Ordinance.
- 5) Atmospheric lighting from the existing building lanterns shall be the preferred lighting source; however, internally lit signs within an enclosed lamp may be permitted by Staff. Fluorescent lights shall not be permitted. In addition, external sign lighting may be allowed as part of the sign assembly if approved by staff. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
- 6) The use of reversed silhouette or “cut-out” letters is encouraged to reduce glare where internal lighting is applied.

3. Projecting Signs. Projecting signs shall be permitted provided that:

- (i) Projecting signs shall be coordinated with the architectural façade and shall be mounted to a surface perpendicular to the sign’s surface.
- (ii) The lowest point of the projecting sign shall not be less than ten (10) feet above the established sidewalk.
- (iii) The outer edge of the projecting sign shall not extend more than three (3) feet from the building.
- (iv) A maximum of two (2) colors per sign shall be permitted. In the case of corporate logos with official colors, sign design shall reduce color information to a range of tones.
- (v) The projecting sign may be a hanging or fixed sign.
- (vi) Projecting signs shall be less than twelve (12) inches thick and shall not exceed an area of one square foot per linear foot of building frontage; provided, however, that the aggregate size of such signs along a single façade shall not exceed an area of 30 square feet of display area.

(vii) Atmospheric lighting from the existing building lanterns is the preferred lighting solution; however, internally lit signs with an enclosed lamp shall be permitted. Exposed fluorescent shall not be allowed.

(viii) Additional external sign lighting shall be allowed if permitted by Staff. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District. The use of reversed silhouette or "cut-out" letters shall be required to reduce glare where internal lighting is applied.

(d) Under-Awning and Canopy Signs. Under canopy and canopy signs shall be permitted provided that:

1. Signs shall hang from the canopy itself or shall be mounted to the wall.
2. If signs are hung below the canopy, signs shall be oriented perpendicular to the building face.
3. Signs in the form of individual letters shall be permitted if attached to the vertical face of the canopy or as cut-out lettering above or below the vertical edge of the canopy.
4. Under-awning signs attached to the underside of the canopy or awning shall be allowed for each principal entrance providing access within the District.
5. Under-awning signs shall not be less than eight (8) feet above the sidewalk.
6. Under-awning signs shall not be less than one (1) foot from the outer edge of the canopy.
7. Under-awning signs shall not exceed 36" x 48", or a maximum of twelve (12) square feet per display area for under-awning signs located adjacent to the entrance of commercial, restaurant, or retail space within the District.
8. Canopy signs that are not located adjacent to the entrance of commercial, restaurant, or retail space within the District shall not exceed a size of more than one square foot of sign face per linear foot canopy or awning, or a maximum of twenty (20) square feet of display area. Signs on opposite ends awnings shall be considered one single sign. Only one (1) canopy sign of such size shall be permitted per side of a building within the District.
9. Individual letters or symbols not to exceed six inches indicating a primary use, address, or an exit/entrance, painted, stenciled, or otherwise applied directly to any awnings or canopies vertical face or edge shall be exempt from this provision.
10. Signs shall not items offered for sale and telephone numbers shall not be permitted on an under canopy or canopy sign.

11. Atmospheric lighting from existing building lanterns is preferred as the lighting source. Internally lit signs with an enclosed lamp shall be permitted. Exposed fluorescent lights shall not be permitted.
12. Entirely back-lit plastic panels shall not be allowed. Opaque metal panels with internally lit letters shall be permitted. The use of reversed silhouette or letters “cut-out” of a solid opaque field shall be required to reduce glare when backlighting is utilized.
13. Additional external sign lighting may be allowed as part of sign assembly if approved by Staff. If permitted by Staff, only small, discreet lighting with shielded light sources and a color temperature between 2500k and 3500k shall be utilized in the District.
14. The location, specific dimensions, and quantity of under-awning or canopy signs shall be controlled by the Sign Masterplan.

(e) Window and Transom Signs. Window and transom signs shall be permitted provided that:

1. If transoms are divided into multiple panels, designs shall accommodate the vertical divisions of the transom.
2. Only one (1) window sign shall be permitted per window.
3. Each window sign may only cover up to ten percent (10%) of the glass area.
4. A maximum of two (2) colors shall be allowed for all graphic applied to a window. In the case of official corporate logos with multiple colors, signs designs shall reduce color information to a rate of tones for clarity and simplicity.
5. All window and transom signs shall be removable.
6. Transom signs may cover up to one-hundred percent (100%) of the transom if it complies with the following conditions:
 1. a single field of color or material is used as a background;
 2. the letters are represented as negatives in the field or as figures of contrasting color;
 3. the letters do not occupy more than ten percent (10%) of the entire window assembly. Small, discreet lighting with shielded light sources shall be required with a color temperature between 2500k and 3500k.

(f) Directory Signs. Directory signs shall be permitted provided that:

1. Directory signs shall be freestanding signs indicating wayfinding, businesses, events or other related district information and shall be operated, controlled and maintained by the SRD, LLC or its successors or assigns.

2. Directory signs may include internal lighting, and may solely display maps, graphics, and locators, or information related to features of the district
3. Directory signs shall be divided identified as either Primary Directory Signs or Wayfinding Directory Signs.
4. Primary directory signs shall not exceed eight (8) feet in height and no face of a directory sign shall exceed thirty-two (32) square feet of display area. There shall be no more than two (2) primary directory signs permitted in the District.
5. Wayfinding directory signs shall not exceed eight (8) feet in height and no face of a directory sign shall exceed sixteen (16) square feet of display area. Locations and quantity of wayfinding directory signs shall be identified in a Sign Masterplan approved by the Historic District Board of Review.
6. Digital or interactive media displays integrated into directory signs shall be prohibited.

(g) Bus stop, trolley, or public transportation bench signs. [Reserved.]

(h) Signs within the public right-of-way. Signs within the public right-of-way shall be required to obtain an encroachment license from the City of Savannah.

(3) Location, Specific Dimensions, and Quantity of Signs within the District. The location, specific dimensions and quantity of signs shall be controlled by the Sign Masterplan as approved by the Historic District Board of Review (HDBR).

(4) Variance. Any variance to this Ordinance shall be submitted to the Board of Appeals.