

Sec. 8-3119. Broughton Street sign district created.

The following provisions shall apply to the Broughton Street district:

- (1) *District identified.* The Broughton Street district shall be that area encompassed on the north by the centerline of Congress Street Lane; on the east by the western right-of-way line of Habersham Street; on the south by the centerline of Broughton Street Lane, or the extension thereof; and on the west by the eastern right-of-way line of Martin Luther King, Jr., Boulevard.
- (2) *Requirements.*
 - (a) *Temporary signs.* Temporary signs shall be permitted provided that:
 1. Temporary sale or promotional signs shall be located wholly within a window or display case and shall not exceed an aggregate area equal to ten percent of the total glassed area of the display window or 40 percent of the glassed area of the display case.
 2. Except for public information signs erected or maintained by a nonprofit organization or governmental agency or department for which a permit has been issued, no temporary sign shall be located on public property.
 3. Display banners may be erected by nonprofit agencies and governmental agencies or departments announcing cultural exhibitions or functions, provided such banner shall be erected in a flat plane along the signable area of the structure.
 - (b) *Announcement signs.* Announcement signs shall be permitted as follows:
 1. An area of three square feet for announcement signs attached flat against the building shall be permitted for each entrance or exit; provided such signs shall be restricted to emergency information, business hours, credit cards honored, or other such incidental information related to business.
 2. Licensed establishments serving food or drink may have an additional announcement sign not to exceed four square feet for the purpose of displaying menus and/or entertainment provided therein.

3. Principal uses which operate an off-street parking area, available to the general public, shall also be permitted one nonadvertising traffic guidance announcement sign not to exceed an area of 16 square feet as a means of directing attention to such off-street parking facilities.
4. Announcement signs shall be attached directly to the face of the building, window or door. In the case of traffic guidance signs, they may also be attached to the underside of a canopy.
5. Registered trademarks, service marks, or portrayal of specific commodities shall not exceed ten percent of the total announcement sign area.

(c) *Principal use and supplemental identification signs.* Principal use and supplemental identification signs shall be permitted subject to the following:

1. *Number of principal use and supplemental use signs per establishment.* One principal use sign shall be permitted for each business establishment. One such sign may be mounted or erected as a fascia sign, or one such sign may be erected as a projecting sign. Where a business establishment fronts on more than one street or pedestrian walkway providing public access, one principal use sign for each frontage shall be permitted; provided, that only the maximum sign area computed for a given street frontage shall face that street. The copy area shall not exceed 40 percent of the display area of a principal use sign. In addition to the principal use sign, supplemental identification signs, not exceeding an aggregate sign area of four square feet, shall be permitted adjacent to each entrance of the principal use. Such 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. *Size, height and location of principal use signs.* Such signs shall be limited by the most restrictive of the following:
 - (i) *Projecting signs.*
 - 1) For all principal uses occupying 125 or less linear feet of street frontage, "projecting" signs shall be permitted one square foot of display area per sign face per linear foot of frontage occupied by each principal use; provided, that a maximum sign

area of 45 square feet shall be permitted per sign face for each projecting principal use sign allowed. For all principal uses with building frontage exceeding 125 linear feet, one additional square foot of sign area shall be allowed for each additional foot of building frontage occupied over 125 feet; provided, such sign shall not exceed 175 square feet in area.

- 2) The outer edge of a projecting sign shall not extend more than six feet from the building to which it is attached.
- 3) The height of a projecting sign shall not extend above the parapet wall of the building, and the lowest point of the projecting sign shall not be less than ten feet above the established grade.

(ii) *Facia signs.*

- 1) For all principal uses occupying 125 [feet] or less linear feet of street frontage, facia signs shall be permitted one square foot of display area per linear foot of frontage occupied by each principal use; provided, that a maximum sign area of 90 square feet shall be permitted for each facia sign allowed. For all principal uses with building frontage exceeding 125 linear feet, one additional square foot of sign area shall be allowed for each linear foot of building frontage occupied over 125 feet; provided, that such sign shall not exceed 200 square feet in area.
- 2) The facia 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 facade more than 15 inches; provided, that for a principal use facia sign on an awning or canopy, such sign shall project out from the building face no greater distance than would a permitted projecting sign.
- 3) The facia sign shall be located along the signable area of the building facade, and not more than 40 percent of the display area shall be occupied by such sign copy.

- 4) In addition to the permitted principal use sign, one canopy or awning principal use sign shall be permitted for each entrance providing public access. Such sign shall not exceed a size of more than one square foot of sign face per linear foot of canopy or awning, or a maximum of 20 square feet, whichever is lesser; provided, however, that the aggregate total principal use sign area for the subject use is not exceeded along that street frontage. Signs on the opposite ends of an awning shall be considered a single sign. Individual letters or symbols not to exceed six inches indicating use, address, or an exit or entrance, painted, stenciled or otherwise applied directly to any awnings or canopy within the Broughton Street district, shall be exempt from this provision.
- (d) *Under-awning or canopy signs.* In addition to other signs, one sign attached to the underside of the canopy or awning shall be permitted for each principal entrance providing access. The display area of such sign shall not exceed six square feet per sign face. Signs shall not be less than one foot from the outer edge of the canopy.
- (e) *Marquee signs.* A marquee sign shall only announce existing or future entertainment events or attractions. Existing marquee signs may extend to the leading edge of the marquee, and the total copy area of such sign shall not exceed 90 square feet. No permit shall be required where a sign is affixed to or part of an existing marquee in accordance with this chapter, until such marquee is replaced, remodeled or altered. New or remodeled marquee signs shall not extend greater than eight feet from the facade of a building nor exceed a sign area of greater than 45 square feet. The height of a new or remodeled marquee sign shall not extend above the parapet wall of the building, and the lowest point of the marquee sign shall not be less than ten feet above the established grade. If a marquee structure is utilized to support an existing principal use sign, such sign shall conform to the size and area requirements of a projecting principal use sign and shall not project more than eight feet from the main facade of the building. Provided, however, that where documented historic precedent exists for a theater marquee, such historic precedent may be permitted to be recreated.
- (f) *Building identification sign.* Building identification signs shall be permitted along the signable area of each building facade. The maximum

aggregate size of such 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 facade shall not exceed an area of 90 square feet.

- (g) *Restricted signs.* The following signs are not permitted within the Broughton Street district unless specifically permitted as a temporary use sign in this district:
1. Banners, pennants, pinwheels and streamers except flags and banners of the United States or any other political entity and except project area identification banners as permitted in BC-1 zoning districts not exceeding 36 square feet in size. Such banners shall comply with the provisions as set forth in sections 6-1252 and 6-1254 of the Savannah City Code that no banners shall be erected over any street, lane or highway of the city with any insignia, or printed or written letters or pictures; nor shall a banner be attached to any tree or pole within the city limits.
 2. Portable, folding and similar movable signs.
 3. Signs erected on or located on any street or public right-of-way, curb, curbstone, hydrant, lamppost, trees, barricade, temporary walk, telephone, telegraph or electric light pole, other utility pole, public fence, or on a fixture of a fire alarm or police system except public directory, information signs and off-street parking signs for uses available for the general public, where the size of the off-street parking sign does not exceed 16 square feet and the location of the sign is approved by the city traffic engineer.
 4. Signs painted directly on exterior walls of a building or structure.
 5. Signs with revolving or rotating beams of light.
 6. Roof-mounted signs.
 7. Off-premises or separate use signs.
 8. Flashing, animated or running light signs except as permitted elsewhere in this chapter for theater marquees where documented historical precedent exists for such structure. This provision shall not apply to signs that are used to convey a changing message such as time and temperature.
 9. Signs placed upon a structure in any manner so as to disfigure or conceal any window opening, door or significant architectural feature or detail of any building.

10. Freestanding signs, except:
 - i. One principal use sign per street frontage may be permitted for 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 principal use sign shall apply.
 - ii. One principal use sign may be permitted for structures existing on the date of this amendment [December 8, 1998], having a frontage of greater than 30 feet and a setback of greater than 20 feet from the public right-of-way. Such sign shall not exceed an overall height of 16 feet above the ground elevation on which it is erected, and the lower edge of said sign shall be a minimum of ten feet above the finished grade of the walkway. The area and size requirements for a projecting principal use sign shall apply.
- (h) *Restrictions on the material used in sign construction.* Paper and cardboard shall not be used as materials for a principal use sign in the Broughton Street sign district.
- (i) *Nonconforming signs within the Broughton Street sign district.* Except for the signs painted on the facade of a structure on the effective date of this subsection, and signs previously approved under the provisions of this section by the zoning board of appeals or the historic district board of architectural review, all signs within the Broughton Street sign district shall be deemed to be nonconforming. A nonconforming sign shall be removed or brought into conformance with this subsection when a principal use existing at the time of adoption of this subsection changes subject to the following conditions:
 1. The sign shall be maintained in good condition;
 2. A nonconforming sign shall not be structurally altered except in conformance with the provisions of this section; and
 3. A nonconforming sign shall not be reestablished after damage exceeding 50 percent of the current replacement cost. After such damage, the owner of said sign shall bring it into conformance with the provisions of this section or shall remove the sign.
- (j) *Discontinued use signs.* [Reserved.]