

CITY COUNCIL AGENDA

Regular Meeting: April 22, 2025

AGENDA ITEM:

Deliberate and take appropriate action on a request to install temporary event banners on city-owned property located in the Historic Preservation District.

SUBMITTED BY: Corinne Tilley, Code Enforcement Officer, Planning/Zoning Administrator

APPROVED FOR AGENDA: Anthony Solomon, Interim City Administrator and Police Chief

BACKGROUND:

On Wednesday, April 9, we received an email from Mrs. Kambra Drummond, events manager for Full Street Events, to place two 2x6 mesh banners advertising the dates of two events, Montgomery Sip n Stroll and Montgomery Antiques & Uniques Festival, on city-owned property located in the Historic District.

City staff responded, advising that we are unable to approve the request as it would set a precedent for the placement of other temporary signs promoting events. It is important for the city to remain neutral, given its role as the regulating authority.

Additionally, since the city-owned property is located in the historic district, the Planning and Zoning Commission (P&Z) would also have to approve the installation of the temporary sign in the historic district. The next scheduled P&Z meeting is scheduled after the date of this event.

City staff suggested an option of requesting permission from private property owners, not located in the Historic District, to place the temporary event banners on private property. However, Mrs. Drummond stated that it would not promote the district or show the correct location.

While we appreciate the efforts of event organizers to bring tourism and visitors to our city, we must balance these interests with the need to maintain the aesthetic and regulatory standards of our public spaces. To avoid a potential cluster of event signs, we encourage organizers to explore alternative locations for signage that can still effectively promote their events without compromising the city's visual appeal.

FISCAL ANALYSIS:

N/A

RECOMMENDATION:

Staff recommends that the City Council support and uphold the staff's decision to not approve the installation of individual event holders' temporary signs on city-owned property.
