

Montgomery Planning and Zoning Commission
AGENDA REPORT

Meeting Date: October 4, 2022	Budgeted Amount:
Department: Administration	Prepared By: Dave McCorquodale

Subject

Consideration and possible action on proposed canopy signage for the Simmons Bank ATM located at 14340 Liberty Street in the Historic Preservation District.

Recommendation

Approve the ATM canopy signage with a maximum height of 12 inches.

Discussion

As you may be aware, Spirit of Texas Bank was acquired by Simmons Bank in April of this year. The local branch at the corner of Eva Street / SH105 and FM 2854 was subsequently rebranded with Simmons Bank signage. As part of the rebranding effort, Simmons Bank is proposing to add canopy signage to the existing ATM located next to the Cozy Grape restaurant. While the property has a Liberty Street address, the ATM is located on the McCown Street side of the property. Spirit of Texas Bank did not discuss or request signage for the canopy over the ATM.

The sign contractor installed the signage in early September without a permit or P&Z approval and subsequently removed the signage after being contacted by the City. The proposed signs are 30-inches tall and match the length of the canopy. With the benefit of seeing the signs installed for several days, my perception is that the scale—specifically the height—of the proposed signs is larger than what is appropriate. I believe that branding is an appropriate and necessary part of business, though I do not feel an ATM should be the most visually dominant element of a streetscape, particularly in a historic downtown.

Approved By

Interim City Administrator	Dave McCorquodale	Date: 09/28/2022