

Montgomery Planning and Zoning Commission  
**AGENDA REPORT**

<b>Meeting Date:</b> June 4, 2024	<b>Budgeted Amount:</b> N/A
<b>Department:</b> Administration	<b>Prepared By:</b> DMc

**Subject**

Consideration and possible on a wall sign application for rOcktopus Art & Jewelry located at 305 Caroline Street in the Historic Preservation District as submitted by Rebel Smith.

**Recommendation**

Staff has no objections and recommends approval of the sign as presented.

**Discussion**

Issue:

A new business is opening in one tiny house buildings on Caroline on the east side of downtown near Prairie Street. The owner has submitted an application for wall signs on the exterior of the building.

Rules:

**Sec. 98-347. - Approval for alteration or new construction within historic preservation districts or affecting historic landmarks.**

No person shall carry out any exterior construction, reconstruction, alteration, restoration, rehabilitation, demolition, or relocation of any historic landmark or any property within an historic preservation district, nor shall any person make any material change to other exterior elements visible from a public right-of-way which will affect the appearance and cohesiveness of any historic landmark or any property within an historic preservation district without receiving approval from the Planning and Zoning Commission.

**Sec. 66-51. - Measurement of wall signs.**

Wall signs (fixed to buildings) shall be measured as follows: the sign facing or surface area of a wall sign shall be computed as including the entire area within a regular geometric form comprising all display area of the sign including all elements of the display, and including the frame, if applicable.

Sec. 66-53. - Calculation of area; maintenance; permitted signs; variances.

(n) Permanent signs permitted and regulated in commercial districts.

(1) Wall signs.

a. Size and number. Flat wall signs are permitted for each business utilizing up to 60 percent of the total feet of wall area.

b. Location. A wall sign shall not project above the roofline. The sign must be located on the site where the goods or services are offered.

Analysis & Conclusion:

As shown in the attached photo mockup, the sign is significantly below the wall sign area allowed by the City Code of Ordinances, contains a sense of design composition and clearly identifies the business. Staff has no objections to the sign and recommends approval as presented.

Montgomery Planning and Zoning Commission  
**AGENDA REPORT**

<b>Approved By</b>		
Director Planning & Development Assistant City Administrator	Dave McCorquodale	Date: 05/30/2024