

Montgomery Planning and Zoning Commission  
**AGENDA REPORT**

<b>Meeting Date:</b> January 2, 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 Wildly Wicked Cottagecore Shop located at 308 Pond Street Suite C in the Historic Preservation District as submitted by Tindy McPhate.

**Recommendation**

Staff recommends approval of the sign as presented.

**Discussion**

Issue:

A new business is opening in one of the suites located at 14259 Liberty Street (art gallery). As you may be know, the property has street frontage on both Liberty Street and Pond Street. This request is for a business located in one of the two suites in the former garage, which is reason for the Pond Street address.

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.

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<b>Approved By</b>		
Asst. City Administrator and Director Planning & Development	Dave McCorquodale	Date: 12/27/2023