



Town of Falmouth Community Development Department  
271 Falmouth Road  
Falmouth, ME 04105  
☎ 207.781.5253  
📄 207.781.8677  
💻 [www.town.falmouth.me.us](http://www.town.falmouth.me.us)

## Memorandum

**Date:** March 5, 2009  
**To:** Nathan Poore, Town Manager  
**From:** Amanda L. Stearns, Community Development Director  
**Cc:** Ethan Croce, Senior Planner, Al Farris, CEO  
**Re:** Council Request to Broaden Provisions for Temporary Advertising Signs

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Please find attached a first draft of amendments to Section 5.11 of the Zoning and Site Review Ordinance. The purpose of this amendment is to offer to the Council possible language to expand opportunities for new and relocated businesses to use temporary advertising signs during an initial period of the business. The areas addressed are:

1. Increase the number of signs from one to two by allowing one wall sign, either by establishing a temporary sign such as a banner or by covering an existing sign, and one additional sign, either a free-standing sign (temporary or covering an existing permanent free-standing sign) or an a-frame portable sign.
2. The option for a portable sign allows the business owner flexibility in the physical placement of an a-frame, provided it does not block visibility and is removed during non-business hours. It is not intended that these signs meet setback requirements but may not be placed in the right-of-way or block sight distance for a driveway or street.
3. The time period for temporary advertising signs is currently 30 days. This could be expanded. I have included a clarification that the temporary sign permit is non-renewable. It would be intended that the business owner would pursue a permanent sign approval during that time frame.

Should the Council choose to move forward with this approach, I recommend a legal review prior to the public hearing. I am happy to answer any questions you might have.