



Town of Falmouth Community Development Department
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Memorandum

Date: July 21, 2011
To: Nathan A. Poore, Town Manager
From: Amanda L. Stearns, Community Development Director
Jay Reynolds, Parks and Public Works Director
Ethan Croce, Senior Planner
Cc: Theo Holtwijk, Director of Long-Range Planning
Justin Brown, Acting Code Enforcement Officer
Re: Development of METRO Bus Stop and Advertising Policy

In anticipation of the Council meeting on July 18 and the discussion regarding the consideration for the placement of formal bus stop shelters and the possibility of advertising on or at the stop, we have summarized our initial observations, thoughts and questions.

Current Status:

1. There are no shelters in Falmouth in the Town's right-of-ways or on private property.
2. The ordinance (Code of Ordinances Section 14-43) addressing streets and right of ways does not currently allow these to be installed.
3. Town staff are moving forward with discussions and development of a 'Route One Streetscape/Design/Vision' as assigned by the Council and suggest that bus stops/shelters be added to the list of items/accessories that are considered as part of that project. If the Town is looking to potentially improve Route One visually with landscaping and burying overhead power underground, the incorporation of bus shelters and related advertising could impact the visual aesthetics.

Questions the Council might consider regarding a policy:

1. Would bus stops be limited in location, certain zoning districts, certain streets?
2. Should bus stops/shelters meet some aesthetic guidelines?
3. Would they be allowed both in the public row and on private property?
4. Would advertising be permitted for any business or businesses located in Falmouth or in some other limiting way?
5. Would the size of signs be restricted?
6. Would signs need to meet the design guidelines?
7. Who would permit the signs?

Conclusions

1. The current ordinances of the Town may allow some very limited application of the statute. Should the Council support the concepts of the legislation the most appropriate avenue would be amendments to the Zoning Ordinance and the Code of Ordinances to permit the use.
2. A projected time frame for the consideration, development and adoption of amendments might be as noted below:
 - July 25/August 8 – Council reviews and approves development of amendments
 - Month of August to write amendments – more time may be necessary if the amendments are sent to or reviewed by a committee
 - September/October introduction and public hearing
 - October/November MRA hearing and order