



Date: November 21, 2011  
To: Town Council  
From: Falmouth Economic Improvement Committee (FEIC)  
Re: **FEIC Progress Report – Temporary Signage**

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**Falmouth  
Economic  
Improvement  
Committee  
Members**

David Libby, Chair

William Lunt III,  
Vice Chair

Ann Armstrong

Sterling Kozlowski

Mike Skillin

Anne Theriault

Jim Thibodeau

**Council Liaison**

Will Armitage

**Staff**

Nathan Poore

Theo Holtwijk

Following feedback from the Council on its initial work plan in August, the FEIC has started to explore the issue of ordinance relief regarding temporary signage requirements in Falmouth.

To that end, members of the FEIC recently conducted an informal Temporary Sign Survey with about 14 Falmouth businesses. A copy of the survey is attached.

The survey indicated that there is an overwhelming sense that businesses would find temporary signage to be beneficial to their enterprise.

The committee explored in its survey how often business owners would like to have temporary signage (instances per month or year), how long they would want to put that type of signage up, what type of signage they would likely use, and where they would place it on their property.

The committee would like to develop some temporary signage options for the Council's consideration. Town staff, with assistance from the FEIC could develop proposed language, if the Council is interested in this important matter.

We understand there is much to consider and coordinate with several other land use policy tasks before the Council. We hope to be a part of this overall effort including the Route One zoning amendment and infrastructure planning project.

In addition to the signage issue, FEIC members have actively participated in recent business openings and open houses, such as at Sedgewood Commons, Falmouth Hearings Aids, and the Maine Real Estate Network, and has found that this has been very well received in the business community.

Thank you for your support.

Sincerely,

David Libby, Chairman