

Town of Falmouth - Temporary Sign Survey - October 19, 2011

Hi, I am _____ and I am a member of the Town of Falmouth Economic Improvement Committee. The committee is doing some business outreach and is conducting an informal survey with a few businesses to determine what interest existing businesses have in temporary signage. Currently, such signage is allowed only for new businesses for up to a one-time 60-day period. No promises are being made that the Town Council may adopt any new rules for temporary signage. This survey is simply to explore business interest in it. Thanks for your time.

Interviewer	Respondent Name	Would temporary signage be beneficial to your business?	If so, how often would you like to install temporary signage? # per year or month	Approximately how long would you want to put your signage up each time?	What type of signage would you likely use? Size, number, type	What location would you want to use?	Other feedback	E-mail
Summary:	14 businesses interviewed	11 yes, 2 possibly, 1 no	From every day to 4 times/year	From every day to 2 weeks	Varies: similar to real estate signs, sandwich board signs, banners, wind wavers,	Typ. Along Route 1 or 100 or at job sites		3 provided their e-mail address
1 AA	Business A	Yes. Would help with visibility. They do not advertise much.	4 x year	1 week	Small sign with metal stakes in ground	Route 1 right in front of building	VERY upset with Town staff. Decreasing her setbacks won't allow her to expand. The committee should make it easier for businesses to prosper in this economy. Business Directory would be a good idea.	

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2 AA	Business B	potentially. Biggest challenge is vehicle access!	n/a already puts a sign out on frontstep everyday. Thinks flags and banners are an attractive aesthetic in Town when placed on business property. Not tacky signs, etc.	n/a	n/a	Property (Depot Road)	Does not want the Town to look to junky with a collection of temporary signs. Says there are too many regulated signs all over town on light posts, etc. Look in Rite Aids parking lot. Says it looks shloppy/trashy. Does not want Falmouth looking like a strip mall. Thinks we need more density of business in this Town. interested in a Buy Local campaign and also a local eatery directory.	gets enough email from town. Does not want more.

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3 AA	Business C	Yes can advertise a special and open house events	1 x month	2-3 days	Same type of sign as Ace Hardware	Property/Route 1 Building	No one knows the business is in that location. Big division between Northern Route 1 and Southern Route 1. Divided is 95. Lots of people have no idea what's in this Town. Dwayne wants to see more mixed development to increase traffic North on Route 1-liked Pete Kennedy's proposal some time ago.	Said if we put together a business directory, who gets a copy? Using a lot of social media to get the word out. A directory would be helpful. Always wants to get the message out to Portland, come to Falmouth, see what's in Town. There is no current pull to shop in Falmouth.
4 AT	Business D	might be interested	all other questions she did not have any answers		if interested it would be sandwich board		She said she had difficulty working with Town on signage.	
5 AT	Business E	uses a sandwich board every day and would like to continue to do so.					Difficulty with signage in that area is visibility to Route One which is why there permanent sign is so high.	

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6 AT	Business F	said they had a large [special product] sign which someone took down - they don't know who (Town or Mall Owner) and it has been replaced with a not very visible sign on Depot Road (rode by and it surely is not visible). They just don't have a good feeling about how Falmouth has worked with businesses.					They would be concerned with the style of temporary signs; i.e. they don't like the flashing red bulbs that Rite Aid has. They want the signs to reflect the community.	
7 AT	Business G	says they have no need for temporary signage						

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8 AT	Business H	She would like temporary signage because she wants traffic on Route One to know where she is and that she has a store.				she would like to be able to use the sides and back windows of her store for signage for Route One but has been told by the Town that she cannot.	She had some difficulty getting signage.	
9 AT	Business I	would like temporary signage on Route One. She has been at this location for eleven years and thinks people still don't know where her store is. Her present sign is not enough.	about four times per year					
10 AT	Business J	thinks she is too far back from Rte. One to capture that traffic			would like to use temporary banners for special events and sales		She wants to see more business traffic. She also must comply with franchise regulations.	

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11 DL	Business K	YES !	special every month	change every month	various sizes	front lawn (Route 100)	NEED Sidewalks along this area to Hannaford, credit union,etc.	
12 DL	Business L	YES	5-6 times/month	2-3 days	sandwich board/A-frame	our front (Route 100)	when ever we want, "should be nice looking"	Stop regulating
13 DL	Business M	YES	job site signs	2 weeks	like real estate signs	at [various] job site[s]	make more friendly environment at Town Hall	
14 BL	Business N	Very, very much	1-2/month	1-2 weeks. We would be willing to take our signs down nightly, weekly etc.	Banners 2x6 and 3x8, wind wavers 6 ft. These are professionally producer by [company] and other vendors.	Front of building (building face), front lawn (Route 1)	Many people say our sign is very small and banners,wind wavers and temp. signs have produced very good results for us. (Advertising - temp. signs, banners, etc. - are far more effective and much less expensive than newspaper advertising.	