



Town of Falmouth
Community Development Committee (Council Sub-Committee)
approved Meeting Minutes – May 29, 2014
Town Hall Large Conference Room

Members Present: Councilor Anderson, Councilor Goldberg
Staff Present: Theo Holtwijk, Lucky D’Ascanio
Others Present: Bob Shafto, David Raphael

Councilor Anderson called the meeting to order at 8:30 AM.

1. Wayfinding Signage Project

Consultant David Raphael of LandWorks was introduced. David spent some time yesterday with Councilor Pierce and the Town Manager, and will conduct fieldwork today, in preparation of a public meeting later tonight.

The CDC discussed various aspect of the wayfinding signage project with David. One of them was how the issues could best be organized. The project will tackle the core elements of wayfinding signage today, but also it is an inquiry how people feel about their town.

Councilor Anderson wondered if there was room for any business signage on the wayfinding signs and suggested that perhaps this could be accomplished by charging a fee. Both he and Councilor Goldberg saw the effort as an opportunity to start a fresh signage program. There was some discussion about informational kiosks.

Councilor Goldberg did not see this project as generating a logo for the Town, as a logo implied selling something, which was more geared to commercial endeavors. He noted that attracting people to live here was already happening, and that such came with another question: how much people wanted of that. He did not think that Falmouth was a product. Councilor Goldberg did think the town needed to have a 300th anniversary logo. Lucky mentioned the example of South Portland, where its logo was adopted by each department in different ways.

The committee saw significant benefits in directing people to their destinations in the community. There was some discussion to do something different in the commercial districts, and to help position Route One in a special way. There was discussion of gateway signage and if that could include businesses. It was noted that gateway signage does become part of the Falmouth “brand.” There was a sense that the diversity of Falmouth should be celebrated and not be divisive.

Both Councilor Anderson and Goldberg are planning to attend the public workshop.

The meeting was adjourned around 10:00 AM.

Minutes prepared by Theo Holtwijk, June 9, 2014