



**TOWN OF FALMOUTH**

**ORDER NO 21-2018**

**Adoption of Design Guidelines Amendments**

**BE IT HEREBY ORDERED THIS 24<sup>th</sup> DAY OF JULY, 2017, BY THE  
FALMOUTH TOWN COUNCIL, FALMOUTH MAINE, IN TOWN  
COUNCIL ASSEMBLED:**

Order to adopt the following changes to the Route One Design Guidelines and the Exit 10 Design Guidelines. All other portions of the Design Guidelines remain in effect as currently adopted.

# Route One Design Guidelines

## SIGNAGE

Proposed Amendments – Introduction April 12, 2017, *new introduction May 8, 2017*

# Sign Design, General

New or rehabilitated structures along Route One should be marked with attractive, legible signs that reflect the needs of the individual ~~store or office~~ use and complement the architecture and site detailing.

## GUIDELINES

- Designers. The Signage Plan required as part of Site Plan Review should be developed by design professionals with should be marked with attractive, legible signs experience in commercial signage.
- Compatibility. The Signage Plan should illustrate how each sign will be compatible in terms of color, forms, materials, lighting, and other design elements.
- Shapes. Simple geometric shapes are recommended for all signage.
- Design. The shape of the sign should reflect architectural features on nearby or attached buildings.
- Colors. Signs should be limited to two or three contrasting colors that are complementary to the colors on the building.
- Materials. The materials used for signs should have a matte or dull finishes. Gloss finishes should be discouraged.
- Carved wooden signs are encouraged.
- Lettering Size. The size of the lettering for identification signs along Route One should allow the sign to be read at a travel speed of 35 MPH. As a general rule, the minimum size lettering should be six inches in height.
- Trim. Flat signs should have a trimmed edge or frame, detailed to match the building, to improve the finished appearance of the sign.
- Directional Signage. Driveway directional signage is discouraged, unless necessary due to the complexity of traffic flow.



Directory of health care providers, in a distinctive format.

Entrance sign, following a common graphic format throughout the property.



## Sign Design



Ornate identification sign designed as an extension of the architecture.

A simple sign with a bit of flair. Framing adds a shadow line for emphasis.



## Clarity



Logo and business name are well coordinated. ~~Three bits of information conveys all the information needed.~~

~~Consumers do not need supplemental signs for photo, food, pharmacy, etc. in addition to the primary business sign. Strike photo~~



## Sign Design



A **delightful** sign that **expresses** the type of activity found on the property. Signage is coordinated with fence detail.



Large lettering can easily overwhelm the facade.

## Sign Content

~~Signs should be kept simple and direct in message and content.~~

- **GUIDELINES**

~~Information. In order to deliver a clear, easily readable message, a single sign panel should be used with a minimum of informational content. Repetitious signage information on the same building facade should be avoided, regardless of the sign area allowed.~~

~~Content. The maximum content for any sign should be either 30 letters or 7 bits of information. A bit can be a syllable or a symbol.~~

~~Advertising. The use of signs to advertise 'sponsors' should be prohibited.~~

~~Readerboards. The use of reader boards is discouraged. Prohibited.~~



~~Simple sign with six bits of information. It is questionable if the name of the location is really necessary. Strike photo~~



## Sign Content



Over two dozen bits of information is contained in this overly complex sign. Identification signs should strictly limit the narrative content.



The excess, redundant signage detracts from the traditional image that is being projected

# Façade Mounted Signs

Signs shall be mounted positions that complement the architecture

## Guidelines

- Location. Sign should be incorporated into the façade of the proposed building and should not obscure architectural details. Signage should be mounted on vertical surfaces without projecting above the fascia trim. In general, signs should be a minimum of 18” from the edge of a vertical wall.
- Hardware. Signage should be mounted with concealed hardware.



Wrap around sign band conveys an informal, contemporary feel, and is an important counterpart to the architecture of this remodeled shopping center



Wrap-around band and primary colors of the graphics convey a playful feel in contrast to the utilitarian concrete block structure.

## Facade Mounted Signs



Signs should be mounted in locations that do not interfere with architectural detailing.



Highly reflective glossy materials used for lettering is inconsistent with other building surfaces.

# Property Identification Signs

~~Commercial properties with more than one tenant should be allowed to have one project identification sign at the main entrance(s).~~

## GUIDELINES

- Compatibility. The design of multi-tenant signage should reflect the detailing established for the principal buildings.

~~Hierarchy. Multi tenant signage should have an apparent hierarchy: i.e., Route One address and name of building/development, primary tenant, other tenants.~~

- ~~Advertising. Signage advertising products, goods, or services other than the name of the tenant should be prohibited.~~

- Visibility. For maximum visibility, upper and lower case lettering is recommended for tenant identification.



Multi-tenant signs are of questionable value if the motorist cannot read them. Stone wall, landscaping, and signage considered as part of the entrance treatment.

## Property Identification Signs ~~Multi-Tenant Signage~~



Signage consistent with architectural detailing. ~~Tenant~~ Signs are coordinated by background color.



Disparate styles and colors detract from the sign's legibility.

## Property Identification Signs ~~Multi-Tenant Signage~~

While the project-property sign repeats design elements found on many of the buildings in the development, it has too many typefaces and too many materials. The readerboard listing movies can distract the driver's attention.



An appropriate project-property identification sign, scaled to the space and building that it advertises. The details, lettering styles, and colors are all derived from the architecture.

## Externally

### Illuminated Signs

*Externally illuminated signs should not create glare or unduly illuminate the surrounding area.*



## GUIDELINES

- **Standards.** The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare.
- **Lighting.** Lighting fixtures illuminating signs should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lighting fixtures should not be aimed toward adjacent streets, roads, sidewalks, or abutting properties. Spotlights should be concealed from view.
- **Light Sources.** Wherever possible, lighting fixtures used to illuminate signs should be top mounted and directed downward (i.e., below the horizontal). Lighting should be an integral part of the overall design.

Uplighting from sconces mounted on trim strip and downlighting from gooseneck fixtures wash this storefront with soft light.



Ground-mounted uplights aimed at sign are shielded from view with landscaping.

## Internally Lit Signs

*Internally illuminated signs should not create glare or unduly illuminate the surrounding area.*

### GUIDELINES

- **General.** Internally illuminated signs should not constitute light fixtures in their own right, and should consist of light lettering and/or symbols on a dark background.

Strike entire page, Internally illuminated signs are not permitted in BP.

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Internally illuminated letters  
red over whole  
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a of the sign.



Light fixtures can act as light sources if all components are translucent. Readerboard adds to visual clutter.



## ~~Internally Lit Signs~~

~~Simple logo applied in individual letters is in scale with building surface area. A panel sign used in the pediment would compete with the geometry of the building.~~



Strike entire page, Internally illuminated signs are not permitted in BP.

## Sign Design

*The signage plan developed for Exit 10 should result in attractive, legible signs that reflect the needs of the individual store or office and complement the architecture and site detailing.*

### GUIDELINES

- **Designers.** The Signage Plan required as part of the Site Plan Review procedure should be developed by design professionals with experience in commercial signage.
- **Compatibility.** While the use of a uniform graphic style should be discouraged, the signage plan should illustrate how each sign will be compatible in terms of color, forms, materials, lighting, and other design elements.
- **Shapes.** Simple geometric shapes are recommended for all signage.
- **Design.** The shape of the sign should reflect architectural features on nearby or attached buildings.
- **Coloration.** Signs should be limited to two or three contrasting colors that are complementary to the colors on the building.
- **Materials.** The materials used for signs should have a matte or dull finishes. Gloss finishes should be discouraged.

## Sign Design

Directory of health care providers, in a distinctive format.

Entrance sign, following the graphic format used throughout.



## Content

Signs should be kept simple and direct in message and content.

### GUIDELINES

- ~~Information. In order to deliver a clear, easily readable message, a single sign panel should be used with a minimum of information and content.~~
- Readerboards. The use of reader boards ~~should be discouraged~~ are prohibited.

Delete entire page



~~Simple sign with six bits of information. It is questionable if the name of the location is really necessary. Delete photo~~

## Sign Content Clarity



An example of an overly complex sign.—Identification signs should strictly limit the narrative content. The maximum content for this type of sign should be either 30 letters or 7 bits of information. A bit can be a syllable or a symbol. This sign has over two dozen bits.



Consumers do not need supplemental signs. The excess, redundant signage detracts from the traditional image that is being projected

## Sign Mounting and Location - Signs shall be mounted in positions that complement the architecture.

### GUIDELINES

- Location. Signs should be incorporated into the facade of the building and should not obscure architectural details. Signage should not project above the vertical surfaces of the face of the building.
- Hardware. Signage should be mounted with concealed hardware unless it is an integral part of the design.



Pharmacy sign fits well into the gable end of the building. Down-lighting is an attractive accent for the corner.



The wrap-around band conveys an informal, modern feel, and is an attractive counterpoint to the architecture



## Sign Mounting and Location

Roof mounted signs are ~~should be~~ prohibited.



Signage should be mounted in locations that do not interfere with architectural details.

# Project-Property Identification Signage

Project-Property identification signs should be high quality examples of environmental graphics that contribute to a sense of identity. A distinct signage hierarchy should be established to reinforce primary and secondary entrances.



While the project sign repeats design elements found on many of the buildings in the development, it has too many typefaces and too many materials. The readerboard listing movies can distract the driver's attention.

## GUIDELINES

- Standards. Development at Exit 10 should be allowed to have one appropriately scaled ~~major-project identification~~ sign at the main entrance. Other ~~project-property~~ identification signs, at secondary entrances and for individual buildings, shall be limited in size ~~and content~~.
- Compatibility. The design of the entrance sign should reflect the detailing established for the principle buildings.
- Major Sign. The main ~~project-property~~ sign should be treated as an integral part of the entrance. The design and siting should be coordinated with the landscape and lighting plan.
- Turnpike Sign. A sign designed to be visible from the Maine Turnpike shall conform to the Maine Turnpike Authority's current standards for commercial signage for abutting parcels. Signs shall be designed and mounted in a manner that avoids any interference with abutting property owners. Signs shall not be visible from either Route 100 or Leighton Road.



An appropriate project identification sign, scaled to the space and building that it advertises. The details, lettering styles, and colors are all derived from the architecture.



## Project Property Identification Signage



Multi-tenant signs are of questionable value if the driver cannot read them, ~~or if~~ there are too many bits of information.



Multiple colors, typefaces, and shapes lead to confusion, rather than clarification.

## Directories

In multi-tenant commercial developments it may be desirable to provide a directory of all commercial establishments and office space to facilitate wayfinding.

Directories should contain basic information in highly legible typeface. People should not have to get out of their car to be helped by the sign. De;ete photo

### GUIDELINES

- ~~Location. Directories should be sited in a location that does not impede safe circulation.~~
- ~~Legibility. Directory signage shall be designed to be read from inside a stopped vehicle.~~



Signs should contain basic information in highly legible typeface. People should not have to get out of their car to read the sign.

## Directories



The front of an internal directory, with bold graphics and colors.

The rear of the sign has been designed to complement the architecture as well as the front of the sign.



## Externally Illuminated Signs

Externally illuminated signs should be allowable, provided that they do not create glare or unduly illuminate the surrounding area.

Simple wall-mounted flood lights are part of the design theme for this commercial building.

### GUIDELINES

**Standards.** The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare.

**Lighting.** Lighting fixtures illuminating signs should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lighting fixtures should not be aimed toward adjacent streets, roads, sidewalks, or abutting properties.



**Light Sources.** Wherever possible, lighting fixtures used to illuminate signs should be top mounted and directed downward (i.e., below the horizontal).



## Internally Illuminated Signs

Internally illuminated signs should be allowed provided that they do not create glare or unduly illuminate the surrounding area.

This familiar sign is totally translucent and unresponsive to neighboring part of the land uses.

### GUIDELINES

- *General. Internally illuminated signs should not constitute light fixtures in their own right, and should consist of translucent lettering and/or symbols on a dark opaque background.*
- *Illumination. Internally illuminated letters and symbols are preferred over whole panels that are internally lit. Where panel signs are used, the letters / symbols should not constitute a majority of the surface area of the sign.*



The only sign that appears to be lit is the logo and the bank's name.

**Attest:** \_\_\_\_\_

**Ellen Planer  
Town Clerk**