



**TOWN OF FALMOUTH  
ORDINANCE NO 98-2018**

**An Ordinance Amending the Code of Ordinances  
Regarding wall signs in the VC district**

**Be it ordained by the Town Council of the Town of Falmouth, Maine in Town Council assembled, that the Falmouth Code of Ordinances be amended to read as follows:**

**Sec. 19-11 Village Center Districts (VC1, VC2 and VCC)**

**Sec. 19-11.5.9 Signage**—Buildings shall be marked with attractive, legible signs that complement the architecture and site detailing. Permitting of signs shall be as required in Section 19-44 of this ordinance except where provisions for permitting are noted in this section.

**5. Wall Signs** are permitted in VC1, VC2 and VCC.

- a. Wall signs shall be incorporated into the façade of the building and shall not obscure architectural details. Signage shall be mounted on vertical surfaces without projecting above the fascia trim.
- b. Wall signs are limited to two per business, with one located on the primary façade and one other on the side or rear façade.
- c. Wall signs shall be a minimum of eighteen inches (18”) from the edge of a vertical wall.
- d. Maximum size shall not exceed 64 square feet.
- e. Maximum gross display area of all wall signs on any given wall shall not exceed ten (10%) percent of the wall area to which they are attached.
- f. Letters and characters shall be a minimum of five inches in height.
- g. The maximum size of letters and characters shall be determined by taking into account the sign’s location and its relationship to the street. Lettering shall be sized so as not to overwhelm the building façade and large-scale lettering is generally discouraged where buildings are located at or near a street or internal drive. Where buildings are located farther from a street or internal drive lettering size may be larger to increase the sign’s visibility.

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

**Ellen Planer, Town Clerk**

**March 12, 2018**