

Falmouth Town Council
Amendment to the Zoning and Site Plan Review Ordinance
Section 19-11.5.9 – Village Center Districts, Wall Sign Lettering Size
Introduction – January 22, 2018

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.

1. All buildings shall display the street number on the primary façade. The full street address may be displayed. The number or address must: a) be a minimum of 4.5 feet from the ground; b) have lettering a minimum of five inches in height; and c) have lettering a contrasting color with the surface on which it is mounted.
2. Freestanding Signs
 - a. Quantity
 1. VC1 and VCC - One sign only is permitted at each intersection of an internal drive with a public street and at the intersections of a commercial driveway with a public street or an internal street. Signs may be placed in the ROW with the permission of the Town. No more than one sign is permitted for each public street frontage.
 2. VC2 - No more than two signs per lot per street or internal drive frontage. A minimum separation of 100 feet shall be maintained between all signs, measured along the abutting right of way or edge of an internal drive.
 - b. Letter and character height shall be a minimum of five inches and a maximum of 15 inches.
 - c. Sign area
 1. VC1 and VCC - Maximum size is 64 square feet.
 2. VC2 – Maximum size is 100 square feet.
 - d. Height – Total height measured includes all framing and posts.
 1. VC1 and VCC - Maximum height is 12 feet
 2. VC2 – Maximum height is 16 feet
 - e. Simple geometric shapes are required.
3. Projecting Signs are permitted in VC1, VC2 and VCC.
 - a. May be projected over the public right of way with an annual certificate of insurance naming the Town of Falmouth as an additional insured.
 - b. May be mounted on the first and second story only.
 - c. Maximum size of 9 square feet.
 - d. Shall be a minimum of 8 feet above the sidewalk, measured from the lowest point of the sign.
 - e. Limited to one per building frontage for each business tenant on the first floor frontage.

4. Canopy, gas station are permitted in VC1 and VC2. Signs are limited to two faces of the canopy and a maximum of 16 square feet on any one canopy side.
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 ~~and a maximum of 15~~ 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.
6. Marquee Signs are permitted in VC1 and VC2.
 - a. Manual reader boards are permitted.
 - b. Letter and character height shall be a minimum of five and a maximum of 15 inches.
 - c. Maximum size – 64 square feet
 - d. Quantity – The sign may occupy all faces of the marquee.
 - e. Sign area shall be included as part of the calculation of wall area in Section 19-11.5.9.5.e.
 - f. Letters and characters shall be a minimum of five and a maximum of 15 inches in height.
7. Materials for all signs shall be limited to matte or dull finishes, except for lettering and accent gilding.
8. Directional signs are permitted where necessary for maintaining public safety on to and within the site. The display area of a directional sign shall not exceed two square feet and free standing signs shall not exceed four feet in height. Content shall be limited to directional text such as "enter", "exit", "drive-thru" or the like. Logos are limited to twenty-five percent (25%) of the sign face. Signs shall be reviewed under Section 19-127 as part of Planning Board Site Plan Review or Minor Site Plan Review as required.
9. Nonconforming signs may be maintained in their current configuration and location. Content may be altered with approval from the Community Development Director or their designee. The Code Enforcement Officer may approve the relocation of a nonconforming sign provided that the relocation does not increase the nonconformity of the sign.
10. Electronic and manual reader boards are expressly prohibited except as provided for in Section 19-11.5.9.6 above. Existing nonconforming reader boards may be maintained but may not be altered or replaced.
11. No signs are permitted above the second story, including signs in windows, with the exception that wall signs, are permitted on the third or fourth story.

12. No sign shall have visible moving parts or consist of banners, ribbons, streamers, spinners or other similar devices.
13. No off-premise sign, including business directional signs as defined in 23 MRSA §1903, shall be erected in a VC District, other than as allowed under Section 19-11.5.9.2 above.
14. Externally Lit Signs
 - a. Illumination level on the vertical surface of the sign shall be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue spillover and glare.
 - b. Lighting fixtures illuminating signs shall be top mounted where possible and aimed and shielded so that light is directed only onto the sign facade.
 - c. Outlining signs is prohibited.
15. Internally Lit Signs
 - a. Internally lit signs shall consist of light lettering or symbols on a dark background. Letters and symbols shall constitute no more than 40% of the surface area of the sign.
 - b. Internally lit individual letters and symbols are preferred over whole panels that are internally lit.