



Falmouth Economic Improvement Committee

Wednesday, October 5, 2011 Meeting Notes

Attendance:

Name	Present	Name	Present	Name	Present
Ann Armstrong	√	Sterling Kozlowski	A	David Libby	√
William Lunt III	√	Anne Theriault	√	Jim Thibodeau	-
Mike Skillin	√				

A = absent with notice

Council Liaison: -
Staff present: Ethan Croce, Justin Brown, Theo Holtwijk
Others present: -

Dave started the meeting at 4:08 PM.

1. Review of Draft Minutes of September 21, 2011

The minutes of September 21st were unanimously approved as written.

2. Continued Review of Signage Issues

Mike asked what made most signs along Route One non-conforming. Ethan replied that this was mostly setback issue (some height issue)

Committee members interviewed about 14 businesses regarding their temporary signage interests. Theo handed out a compilation of the survey results. The committee discussed the next step. One option is to develop a specific proposal.

Dave agreed that Town staff could not be committed to that without Council OK. He mentioned that for the wireless ordinance no staff was used. Bill felt that it was important to show the Council an idea of what a temporary sign ordinance should be. Anne T. felt the committee should not get bogged down and that ordinance changes should be put in place as soon as possible. Ann A. noted that she encountered a lot of resentment towards the Town in her interviews. Mike agreed that temporary signage should be pursued. Dave wondered if an emergency ordinance could be enacted as the holiday season was coming up. Bill did not think that that was realistic.

There was a discussion pertaining to the fact that the survey comments are a public record.

The discussion went back to what to present to the Council: a proposal with general parameters or specific parameters.

Justin was asked for his observations on temporary signage. Justin stated that when he encounters illegal signage, he first makes a friendly visit to the business and asks the owner to please take in the illegal sign. If that does not work, then a letter gets sent. He generally does not take the signs down himself and brings them to Town Hall.

Bill suggested that an on-line form be used for temporary signage. Ann A. suggested that an e-acknowledgement could be added so people check that they will abide by the rules. Dave suggested an e-mail reminder by the Town when the time is about to expire for a sign to be up. He asked if there should be sign fee. Ann stated “no.” Bill suggested that instead of a fee there should be a fine if people violated the rules.

It was suggested that Will Armitage give a Council update, which can then be brought back to the committee.

There was a discussion what else the committee could do in the interim to support businesses. The sense was that doing the business visits, going to openings and open houses, working on the temporary signage, and preparing a business directory for new businesses was sufficient at the moment.

The discussion went back to the sign survey. The committee agreed to remove the identity of people and businesses from the chart. Each member will edit and resubmit their notes to Theo.

Dave and Theo will work on a one page memo for the Council regarding temporary signage.

3. Other Business

Amanda’s BZA memo will be taken up at the next meeting. Theo will send out that memo.

Theo reported that he attended the Sedgewood Open House and Ann A. did so as well. He learned of a signage issue at the Northbrook Drive- Route One intersection and brought that the committee’s attention.

That same day Theo and Ethan met with the owner of 170 US Route One on a very similar signage issue. Theo showed some images and mentioned that the owner was currently checking if he could meet the existing rules. One issue is that the current sign is inside the right of way. There was a discussion regarding right of way acquisitions in the past by businesses.

Theo will also resend the edited survey findings to the committee, once he has received them.

4. Next Meeting

The next meeting is October 19. On the agenda will be the continued signage discussion as well as the BZA ordinance amendment memo.

The meeting was adjourned at 5:06 PM.

Draft Meeting Notes by Theo Holtwijk, October 14, 2011