

City of Augusta, Maine
DEPARTMENT OF DEVELOPMENT SERVICES

AUGUSTA STATE AIRPORT
CODE ENFORCEMENT
ECONOMIC DEVELOPMENT

ENGINEERING
FACILITIES & SYSTEMS
PLANNING

Memo

To: Planning Board

From: Matt Nazar, Director of Development Services

Date: December 4, 2014

Re: Window signage

The city's current sign ordinance does not regulate signage inside a business's window. The use of blinking and flashing signs inside storefront windows has increased over the past year. Most or nearly all of the signs inside windows could comply with existing signs regulations with the simple flip of a switch to eliminate the blinking, or programming of the sign to eliminate scrolling and movement.

There have also been concerns expressed in the past by some regarding the window signage in the downtown. The desire has been expressed to regulate downtown signage more strictly and is viewed as a way to enhance the attractiveness of the downtown.

Does the Planning Board want to address either of these issues and make recommendations to the City Council for changes to the sign ordinance?