

**City of Augusta, Maine**  
DEPARTMENT OF DEVELOPMENT SERVICES

AUGUSTA STATE AIRPORT  
CODE ENFORCEMENT  
ECONOMIC DEVELOPMENT

ENGINEERING  
FACILITIES & SYSTEMS  
PLANNING

Memo

To: City Council  
William Bridgeo, City Manager

From: Matt Nazar, Director of Development Services

Date: March 23, 2015

Re: OBDS on Rt 3 Connector

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At its March 10, 2015, meeting the Planning Board held a public hearing on expanding the allowed locations within the DOT urban compact line for Official Business Directional Signs (OBDS). OBDS are the standardized signs we see along state roads directing motorists to businesses and other locations around the state, and are the system the state legislature implemented for off-site advertising signage when billboards were banned in the 1970s.

In accordance with state law, the city regulates these types of signs within the DOT compact lines. Our land use ordinance lists the segments of road where these types of signs are allowed to be placed. **The Board has unanimously recommended an amendment** to the sign ordinance that would allow Official Business Direction Signs along a segment of the new Route 3 connector. The proposed language would be as follows:

5.1.17.12.1.8.5.15      Route 3 from a point 1500 feet east of West River Road to a point 1500 feet west of Riverside Drive.

This new language will allow OBDS signs along a segment of Route 3 intended to assist people in finding businesses along West River Road and Riverside Drive as they travel to and from I-95 Exit 113 and Belfast.