

STAFF REPORT: Falmouth Planning Department 59 Town Hall Square Falmouth, MA. 02540

DOCKET/CASE/APPLICATION NUMBER
Application 19.52

APPLICANT/PROPERTY OWNER/CONTRACTOR
Woods Hole Foundation / N/A

PUBLIC HEARING DATE
October 1, 2019
 DEADLINE
November 4, 2019

PROPERTY ADDRESS/HISTORIC DISTRICT
16 Water Street / Woods Hole Historic District

BRIEF SUMMARY OF REQUEST

Approval of wall sign

Wall Sign: 7 in. x 10 in. x ??? thickness
 Sign color: Bronze
 Store Frontage: 32 lineal feet
 Sign SF: 2.5 sf

Sign material: Bronze
 No lighting proposed.



MAP SOURCE:Town GIS

EXISTING ZONING B1	EXISTING LAND USE Postal Service	SURROUNDING ZONING & LAND USE GR, B1 and RB	SITE IMPROVEMENTS N/A	SIZE OF PROPERTY .09 acres
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STAFF RECOMMENDATION

APPROVE

APPROVE WITH CONDITIONS

DENY

COMPATIBILITY with the Design Review Guidelines

6.2 General Considerations

In reviewing signage, the Commission shall consider the appropriateness of the signage for the type and scale of the building. Signage must complement the character-defining features of the building, reflect the historic use of signage in the districts, and not create visual clutter. Sign verbiage should be limited to the name of the business. The Commission may allow the addition of the type of business in addition to the name, (e.g. attorney-at-law). Not allowed are information such as products, services, website, telephone number, address, website, associate names, tag lines, slogans etc. The addition of graphic designs may be allowed per the discretion of the Commission. Any signage placed on the interior of a window and intended for public view shall be treated as window signage subject to Commission review.

COMPATIBILITY with the Design Review Guidelines

6.5 Design Standards

All signs, including lettering, should be constructed of painted or natural finish wood, MDO or metal, and must display painted, routed or raised lettering. Sign colors should be appropriate for the Historic District. (see Appendix D for historic paint colors)

6.6 Sign Boards/Flush-mounted Signs

In all cases, signs mounted on building elevations should be located so as not to obscure character defining features. Commercial buildings often incorporated locations for signage within their design, typically a sign frieze within the cornice above the storefront windows. These historic locations should be used. The size of the sign must be appropriate to the storefront and the building overall.

COMPATIBILITY with the Town Sign Code section 187-37 Wall signs

§ 184-37. Wall and roof signs.

Roof and wall signs are defined in § 184-3.

- A. No part of a wall or roof sign, including the display surface, shall project more than fifteen (15) inches from the surface of a building at which point the sign is attached.
- B. Such sign shall not obscure architectural features of the building, not limited to features such as arches, sills, moulding, cornices and transoms.
- C. Such sign shall not extend above the highest point of the roof, or parapet if one exists, nor beyond the ends of the wall to which it is attached.
- D. For walls up to fifty (50) feet in length, wall signs and roof signs above such walls, shall have a total area not exceeding one (1.0) square foot for each horizontal foot of the building face parallel to a street line. For walls between fifty (50) feet and one hundred (100) feet in length, wall signs and roof signs above such walls, shall have a total area not exceeding five percent (5%) of the wall length over fifty (50) feet times ten (10) plus fifty (50) square feet. The following chart may be used to calculate the allowable square footage of the signs. Wall and roof signs shall have a maximum area allowed of seventy-five (75) square feet. The area of window signs shall be deducted per § 184-38B. For walls facing a street, parking lot for the business or water, allowable roof or wall signage shall be calculated as follows: one square foot for each linear foot of contiguous wall or roof, up to 50 square feet for 50 linear feet of the wall; for walls or roofs, between 50 feet and 100 feet additional signage of 1/2 square foot for each linear foot up to a maximum signage area of 75 square feet is allowed. A wall or roof signage calculator is incorporated herein.
- E. A roof sign may be used in place of a wall sign.
- F. Where two (2) or more wall or roof signs are affixed to one (1) wall or roof, the gross sign area shall be the sum total area of all signs.
- G. Wall or roof signs shall not extend higher than the highest point of the roof or top of the parapet wall of the principal building.

Google Maps 16 Water St



Image capture: Nov 2018 © 2019 Google

Falmouth, Massachusetts



Street View - Nov 2018



