



Jeff Levine, AICP
Director, Planning & Urban Development Department

November 12, 2015

Cotton Street Holdings LLC
Attention: Jed Harris
80 Exchange Street Suite 30
Portland, ME 04101

Re: 59 Washington Avenue- 013 I04301A – Sign Permit for Roustabout Restaurant- Permit #2015-02556

Dear Mr. Harris:

I am in receipt of your application for a sign exception to have a building sign at 59 Washington Avenue. The property is located in the B-4 Commercial Business zone. Per zoning this building uses the "Alternative 2" signage plan which allows total signage not to exceed 5% of the façade. Here, 5% equals 405 square feet maximum. "Alternative 2" allows one sign per tenant plus one additional sign on the building façade. The additional façade sign for this building is already allocated to the "Casey Family Services" sign at the top of the building. The applicant is approved for one blade sign and requesting an additional façade sign per Section 14- 526 (b)(8)(a)(iv) of the ordinance, which states the sign waiver criteria:

An applicant for site plan review that was either denied for failure to comply with the requirements of or is seeking a waiver as part of their site plan application from Section 14-369.5 shall meet the following standards for approval:

- (a) Signs shall meet the requirements of Section 14-526 (e) 2. - Signage and Wayfinding;
- (b) The size, scale, proportions, design, materials, placement, quantity and source and intensity of illumination of any approved signage shall be designed to complement and enhance the architectural attributes of the building(s) to which they are attached or to which they are visually related. In addition, such signs shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed, especially in relation to the distance, travel speed, and mode of travel of the viewing public;
- (c) The signage shall either be of special design merit or shall respond to unique circumstances or characteristics associated with the subject property;
- (d) The provisions of this subsection shall be limited to commercial uses in business or industrial zones, industrial uses or institutional uses.

I conducted a site visit of the parcel and the vicinity. The building had two over-sized blade signs on either end of the building that states the property address for wayfinding. In addition to these signs, there are blade signs for each business along Washington Avenue. The signage and color scheme for the building signs are in unison and complement the building. The businesses do not have individual façade signage. The majority of the neighboring businesses in the vicinity also have blade signs but few building signs. Based on the waiver criteria, the sign does not meet standard b and c, refer to below for explanation:

1. (b) The size, scale, proportions, design, materials, placement, quantity and source and intensity of illumination of any approved signage shall be designed to complement and enhance the architectural attributes of the building(s) to which they are attached or to which they are visually related. In addition, such signs shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed, especially in relation to the distance, travel speed, and mode of travel of the viewing public.

Staff Comment: This standard states the sign “shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed”. As mentioned before, there are no existing building signs on most of the businesses in the vicinity of this property. This is a high traffic area and the blade sign is more visible than the proposed building sign. There are wayfinding blade signs on the structure to enhance visibility for vehicle traffic.

2. (c) The signage shall either be of special design merit or shall respond to unique circumstances or characteristics associated with the subject property

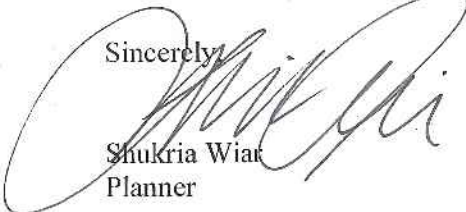
Staff Comment: There are no unique circumstances or characteristics that are associated with the property. The property does have existing signs that are visible from the main street on either direction.

Thus, the request for a sign exception at 59 Washington Avenue is denied.

You have the right to appeal this decision to the Planning Board. Section 14- 529 (a) of the ordinance states that “any person aggrieved may appeal the decision to the planning board within thirty (30) calendar days of the date of the written decision of the planning authority”.

Please feel free to call me at 756-8083 or shukriaw@portlandmaine.gov if you have any questions.

Sincerely,



Shukria Wiat
Planner

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