

REITER ARCHITECTURE & DESIGN

Lauren J. Reiter, Architect LEED™ AP

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sent via email 4/21/14

Ms. Ann Machado, Zoning Specialist
Planning & Urban Development Department
389 Congress St.
Portland, ME 04101

Re: Signage Application for 90 Congress St, Portland, Me

Dear Ann,

As requested, I am submitting a more detailed drawing (SN-4, attached) of the proposed mural for the new 90 Congress St. project, to accompany the 4/2/14 drawings already submitted with our signage application.

Although ‘a picture says a thousand words’, I would like to take this opportunity to communicate our intent for the proposed mural along the side wall of the building. First of all, the building owner, Neil Reiter, has always intended to paint the side wall, which is currently a garish orange color that is out of keeping with the neighborhood. Secondly, this wall presents itself as an opportunity to let a known Portland outdoor mural artist, Tessa O’Brien, create a sophisticated piece of art that subtly communicates a sense of history and urbanism to one of Portland’s older neighborhoods. This mural would be an asset to the neighborhood, giving artistic character to a currently-unused “canvas”, and is in keeping with the very robust growth of Munjoy Hill’s arts community.

The word “lolita” is part and parcel of the overall wall treatment, appearing to be aged and a remnant of another era. In addition, there is a large tree that obscures much of the mural, and the large grasses and vines that creep up along the wall will also obscure the mural; this, too is part of the artistic vision of letting nature take over something that appears to have been in place for a very long time. Shown below is a picture of the growth “in season”; this vegetation will quickly return and become part of the life of the wall.

We appreciate your consideration of this application and hope that you will approve the proposed artwork submitted in the application. We put this forth in true community spirit, believing that this mural will enhance the lives of the building’s neighbors.

Best regards,



Lauren J. Reiter
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existing wall / anticipated over-growth