

Date: \_\_\_\_\_

September 7, 2017

Helen Donaldson  
Senior Planner, Planning and Transportation Division  
City of Portland, Maine

Re: ConvenientMD Urgent Care - 191 Marginal Way  
Revised Submittal and Waiver Requests  
Portland, ME

Dear Nell,

Thanks you for your assistance on this application. It is very helpful. Attached are two documents:

1. A revised sign design for the Building ID sign that is located on the east side of the ConvenientMD Urgent Care plaza. The sign has been reduced by 3 SF as suggested in Ann Machado's sign review email.
2. A waiver request to allow the following components of the signage as submitted:
  - a. The use of internally-illuminated channel letters as components of the submitted signs;
  - b. The use of internally-illuminated box signs as components of the submitted signs;
  - c. The use of ground floor tenants sign on both the Marginal Way and Bayside Trail side of the building.

Per your previous email, a check for \$75.00 for the waiver request and a hardcopy of this submission has been put in the mail to your attention.

In response to the questions in your email of August 22, 2017, yes - you are correct, we are only applying for the ConvenientMD Urgent Care signage now as the ConvenientMD space is the only portion of the plaza currently leased. There are, conceptually, provisions for six other smaller retail spaces that are currently being marketed with the hopes of securing larger tenants that take up multiple bays. We won't know that until the leases are signed. Yes, we also understand that each sign will need to be permitted with separate waivers.

Sincerely yours,



Benedict B. Walter, AIA  
President  
Licensed Architect ME NH GA  
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## Waiver Request

On behalf of ConvenientMD Urgent Care I request a waiver to allow the following components for each of the three exterior illuminated signs as submitted on behalf of ConvenientMD Urgent Care at 191 Marginal Way in Portland, Maine:

- a. Waiver request for the use of internally-illuminated channel letters as components of the submitted signs;  
*Background: ConvenientMD Urgent Care requires high exposure identification signage for the success of its business and has chosen this site for its ideal location, visibility and success of adjacent businesses with similar signage. See ATTACHMENT A: EXAMPLES OF ADJACENT SIGNAGE IN THE B7 ZONING DISTRICT, PORTLAND, MAINE.*
- b. Waiver request for the use of internally-illuminated box signs as components of the submitted signs;  
*Background: ConvenientMD Urgent Care requires signage with a branded identity for the success of its business and has chosen this site for its ideal location, visibility and success of adjacent businesses with similar signage. Signs that include a box sign area as a component of a larger sign are prevalent in Portland's B7 Zone. See ATTACHMENT A: EXAMPLES OF ADJACENT SIGNAGE IN THE B7 ZONING DISTRICT, PORTLAND, MAINE.*
- c. Waiver request for the use of ground floor tenants signs on both the Marginal Way and Bayside Trail side of the building.  
*Background: ConvenientMD Urgent Care requires signage that easily identifies its facility from its parking facilities and from adjacent public ways. Building orientation and identification towards non-vehicular transportation infrastructure systems (i.e. the Bayside Trail system) is a critical necessity to make access to the site from alternative transportation systems, such as the trail, viable. See ATTACHMENT B: EXAMPLES OF ALTERNATIVE ORIENTATION OF SIGNAGE IN THE B7 ZONING DISTRICT, PORTLAND, MAINE.*

In summary: (a) the signage proposed is consistent with other signage in the neighborhood; (b) the location of parking in the rear of the building means that signage is necessary there to direct clients to the proper location; (c) the Bayside Trail is unique in that there may be users of the Trail who need to locate ConvenientMD (and future tenants) from the Trail without having to walk or ride their bikes to Marginal Way. In addition, the photos in the attachment provided show signage either at the rear (Planet Fitness) or the side (EMS and Trader Joe's) where the buildings don't have street frontage and face both parking on the side and/or the Bayside Trail.