

Northeast BANK

May 21, 2015

City of Portland
Ann Machado | Zoning Specialist
389 Congress Street
Portland, ME 04101

Dear Ms. Machado,

Recently, the City issued a partial approval of the Bank's proposed signage at 27 Pearl Street. This sign project is part of a larger relocation effort of our 77 Middle Street branch, as well as the establishment of new corporate office space - all located on the first floor. Of the four signs proposed in our application, signs A, C, and D were approved for installation and sign B was denied. The purpose of this letter is to submit the Bank's formal appeal of the decision regarding sign B, and outline our reasons for its inclusion in the final sign plan. The key supporting details for our appeal are as follows:

1. The landlord has agreed to name 27 Pearl Street the "Northeast Bank" building, and assign their allotted "Building Façade" sign to the Bank (see excerpt from lease listed below). It is our understanding that, with the assignment to us of the landlord's right to a building facade sign, our application is in fact consistent with what's permitted.

LEASE SECTION: 11. SIGNS, FIXTURES, ALTERATIONS – Section (a)

"By its execution of this Lease, Landlord hereby acknowledges and agrees that Tenant may install two (2) identification signs at the top of the Building (1 sign facing Pearl Street and 1 sign facing Middle Street) and one (1) identification sign above the retail area. Such signage shall be the dominant signage on the Building. No other new signage shall be permitted on the exterior of the Building above the fourth floor absent the prior written consent of the Tenant."

2. The bank is working hard to add a new retail storefront on Pearl Street, which will promote additional foot traffic in this section of the City. We believe the upper sign (sign B) will improve visibility from Middle Street, and lend prominence to the building, consistent with the other competing banks located in the four block vicinity (i.e. KeyBank, TD Bank, Bangor Savings, and Bank of America).

In consideration of these reasons, we respectfully ask that the City Planning Office reevaluate our request for "Sign B" and approve its installation. If there are additional questions or information needs to help with your review, please contact me directly via the information listed below.

Warm regards,



Jeanne A. Hult
President, Community Banking Division
Northeast Bank

CC: Peter Murphy, Neokraft Signs