



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 ³¹27 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





Neokraft
S I G N S

Neokraft Signs Inc.
686 Main Street
Lewiston, Maine 04240
Telephone: 207.782.9654
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1.800.339.2258
<http://www.neokraft.com>

Custom Sign Fabrication

These plans are the exclusive property of Neokraft Signs, Inc. and are the result of the original work of its employees. They are submitted to Neokraft's client for the sole purpose of consideration of whether to purchase these plans or to purchase from Neokraft a sign manufactured according to these plans.

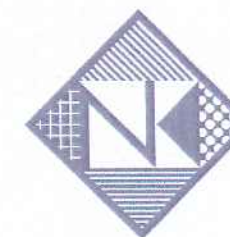
Distribution or exhibition of these plans to anyone other than employees of said client, or use of these plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such exhibition or construction occurs, Neokraft expects to be reimbursed \$1500 in compensation for time and effort entailed in creating these plans.

Northeast Bank
FL021450

PERMIT

Location:	27 Pearl Street Portland, ME	
Drawing No.:	2 of 5	
Drawn by:	DS	Rep.: PM
Date:	03.31.2015	
Revised:	05.19.2015	
Lead No.:	FL017199	
Gen Ref.:	14801	

PHOTO-COMPOSITE— INT. ILLUM. ID
NOT TO SCALE: 1/8"=1'-0"±



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Northeast Bank FL021450

PERMIT

Location: 27 Pearl Street
Portland, ME

Drawing No.: 3 of 5

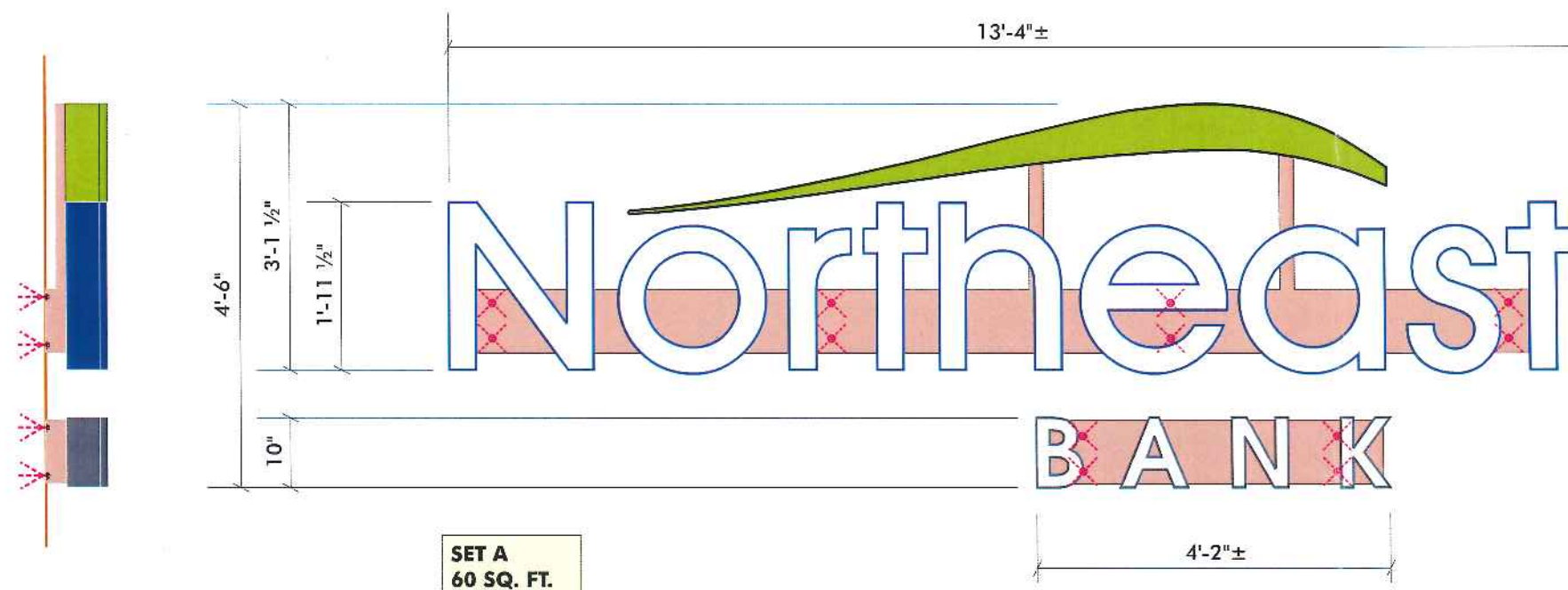
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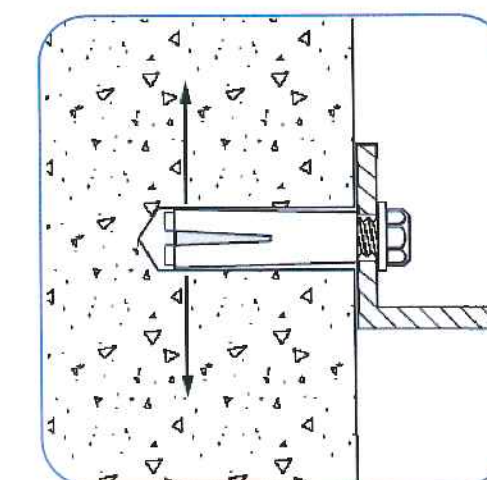
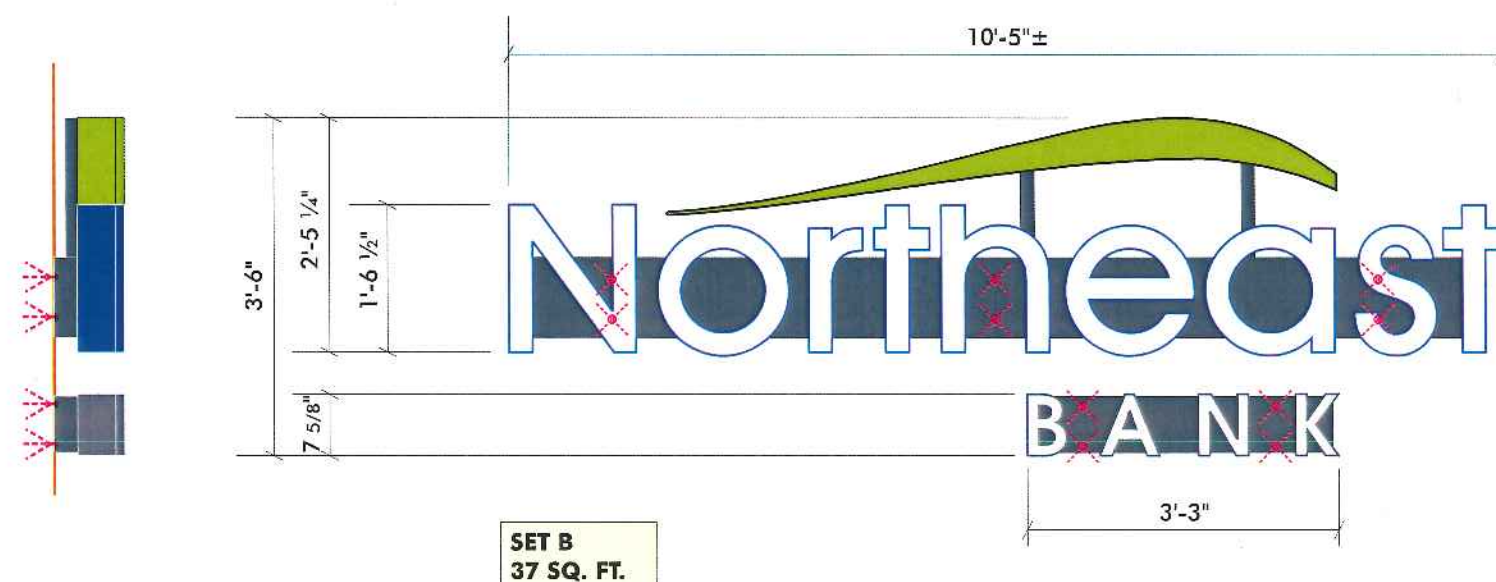
NEW 5/2" DEEP FABRICATED LETTERS AND LOGO

SWOOSH: 3/16" THICK CLEAR ACRYLIC FACE WITH FIRST SURFACE WHITE TRANS VINYL PRINTED GREEN TO MATCH **PMS 390**; INTERNAL LED ILLUMINATION; 1" TRIM CAP AND RETURNS PAINTED GREEN TO MATCH **PMS 390**

'NORTHEAST': 3/16" THICK WHITE TRANS ACRYLIC FACES; 1" TRIM CAP AND RETURNS PAINTED BLUE TO MATCH **PMS 308**; INTERNAL LED ILLUMINATION

'BANK': 3/16" THICK WHITE TRANS ACRYLIC FACES; 1" TRIM CAP AND RETURNS PAINTED GRAY TO MATCH **PMS 437**; INTERNAL LED ILLUMINATION

RACEWAY: PAINTED MATCH WALL (BLACK TBD, BRICK TBD)



✗ LOK-BOLT™ ANCHORING SYSTEM AS MFG BY POWERS FASTENERS, NEW ROCHELLE, NY OR EQUAL:

A PRE-ASSEMBLED SINGLE UNIT SLEEVE ANCHOR FOR ANCHORING INTO SOLID AND HOLLOW CONCRETE AND MASONRY SUBSTRATES

PATENTED COMPRESSION RING PULLS FIXTURE FLUSH TO THE WORK SURFACE

AVAILABLE IN CARBON STEEL AND TYPE 304 STAINLESS STEEL; SEVERAL HEAD STYLES

SIZE RANGE: 1/4" DIA. x 5/8" TO 3/4" DIA. x 7 1/2"

SLEEVE-ANCHOR MOUNTING DETAIL
NOT TO SCALE

INT. ILLUM. ID ON RACEWAYS

SCALE: 1/2"=1'-0" (2) SETS TOTAL