

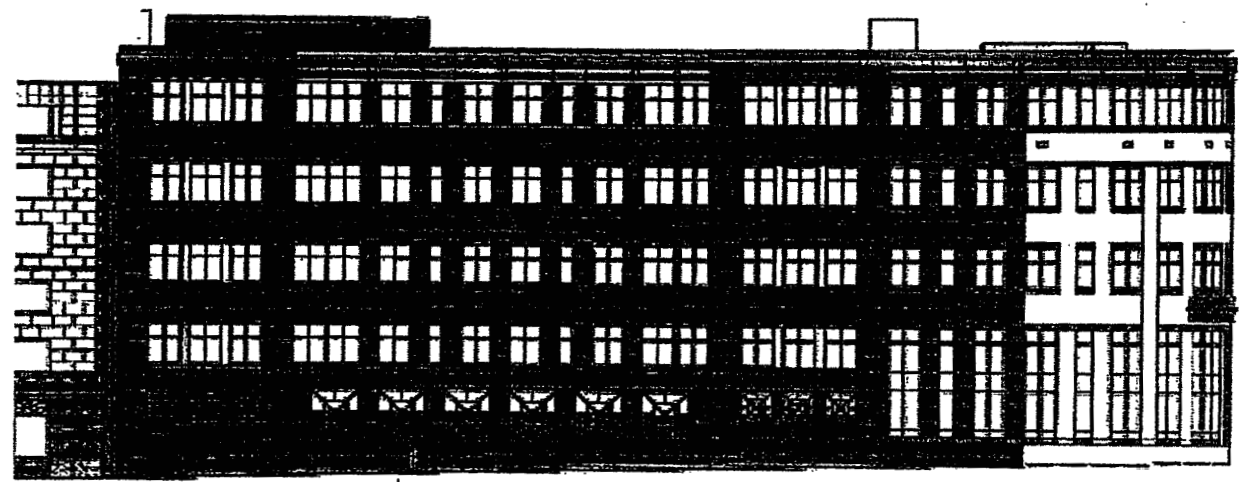
(F)

INTERNALLY ILLUMINATED WALL LETTERS
SCALE: 1/8" = 1'-0" (1) SET EACH REQUIRED



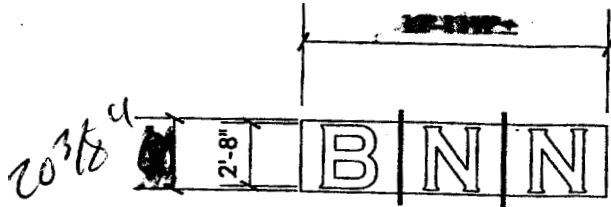
3'-1 1/2"

B



FRANKLIN STREET

BUILDING ELEVATIONS SHOWING
SCALE: 1/32" = 1'-0"



39 Square Feet



Bank

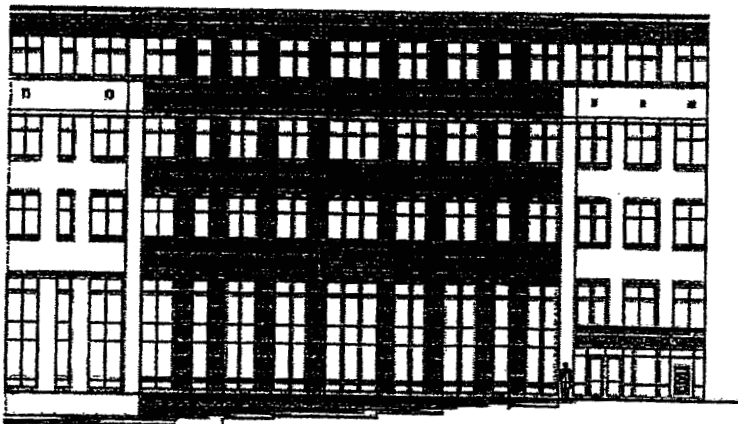
Feet
(in Space)



STAINLESS STEEL
 WOOD SIGN
 Square Feet

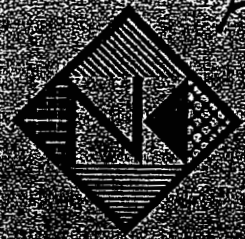


BNN



CORNER ELEVATION

LOCATIONS



ALL

Neokraft

280 Fore Street

280 Fore Street
 Lexington, MA 02421
 Phone: (617) 225-2004
 Fax: (617) 225-2009
 Email: info@neokraft.com
 Website: www.neokraft.com

280 Fore Street
 SIGNAGE PLAN
 01001557

280 Fore Street
 SIGNAGE PLAN
 01001557

Location: 280 Fore St.
 Lexington, MA
 Drawing No: 01001557
 Drawing: P/01/01
 Date: 08-20-2004 (08/25/2004)
 10-13-2004

**HISTORIC PRESERVATION BOARD
CITY OF PORTLAND, MAINE**

**PUBLIC HEARING
280 FORE STREET**

TO: Chair Pitman and Members of the Historic Preservation Board

FROM: *Carrie M. Marsh, Urban Designer, City of Portland*

DATE: October 28, 2004

RE: November 3, 2004 – Unfinished Business
HP Report # 37B-04

Application For: Certificate of Appropriateness – Sign Installation for Baker Newman Noyes

Address: 280 Fore Street, Corner of Fore Street and ~~Franklin~~ *Arterial*

Applicant: Baker Newman Noyes, Represented by Jeff DiPaolo, Pattison Sign Group

Introduction

The Historic Preservation Board previously approved the Signage Master Plan for 280 Fore Street at its meeting on October 20, 2004. Baker Newman Noyes is a tenant *Occupying* the upper floors of that building. Baker Newman Noyes requests review of its proposed signs. These signs should be reviewed according to the parameters established by the approved signage master plan.

This item was also on the agenda for the Historic Preservation Board Meeting of October 20, 2004 but the item was tabled as Mr. DiPaolo was unable to attend the meeting to represent his clients and answer technical questions.

Proposed Signage for Baker Newman Noyes

The proposed upper story building signs for Baker Newman Noyes will be located in two places on opposite sides of the building (See Attachment 1). The signs were designed by Pattison Sign Group represented by Jeff DiPaolo (see Attachment 2). The signs are described as illuminated reverse channel neon letters on a raceway. The reverse channel letters will be painted grey and illuminated from the inside by white neon tubes. The raceway will be painted to match the building color, as to minimize its visual impact. Mr. DiPaolo noted that the signage would be similar to that which was approved for the adjacent Hilton Garden Inn, as well as the AAA Building on Marginal Way. Photos of similar signs are attached (see Attachment 3).

One sign will be located on the **Franklin Arterial** side of the building in the band between the third and fourth floors. The sign will spell out **“BAKER NEWMAN NOYES”** in capital letters. The sign panel measures approximately 3' high and 40' wide for a total of 120 square feet. The letters will be centered in this panel and be approximately 2'8" high. The letters will stand off the metal raceway by about 5'.

For purposes of clarification, the plans included in the packet show a colored band that is approximately 5' high and 40' wide. Jeff DiPaulo at Pattison noted *that this is not the sign*, but rather reflects the dimensions of the building band in which the above-described sign will sit.

The second sign will consist of the letters **“BNN”** and will be located over the main entrance of the building on Fore Street in the band between the third and fourth floors. The sign panel will be approximately 3' high and 12'6" wide for a total of about 39 square feet. The letters will be centered on this panel and will be approximately 2'8" high. The letters will stand off the metal raceway by about 5". Similar to the above, the plans included in the packet show a colored band that is 5' high and 30' wide. This is the band in which the above-described sign will sit.

Review Standards

The signs for Baker Newman Noyes should be reviewed according to the parameters established by the approved signage master plan for the building at 280 Fore Street (see Attachment 4).

The Board should refer to the sign standards that apply in historic districts in reviewing the proposed sign master plan and the signage for Baker Newman Noyes (see Attachment 5).

Also refer to the City's standard sign regulations for dimensional and numerical sign regulations that apply in the B3 business zone (see Attachment 6). Note that where downtown properties are also subject to historic preservation sign standards, the more restrictive standards shall apply.

New signage should recognize the building's position at the gateway to the Old Port Historic District and respect the sign standards that apply elsewhere throughout the district, including the Downtown Urban Design Guidelines. (See Attachment 7).

Staff Comments

At staff's request, Mr. DiPaulo has submitted photos of other signs of comparable construction. Note that the reverse channel letters can be mounted on the building face without a "raceway" or background panel. This is the type of installation that was employed at the Hilton Garden Inn (West Elevation, see photos). The alternative approach is to apply the letters on to a raceway.

Staff encourages the Board to consider which installation technique is most suitable to this site. Staff is of the opinion that letters that are attached directly on the building will provide a higher quality signage treatment that is desirable at the gateway to this historic district.

Motion for Consideration

On the basis of plans and specifications submitted by the applicant and information included in HP Report # 37A-04, the Board finds that the proposed signage for Baker Newman Noyes meets/fails to meet the applicable standards of the historic preservation ordinance, (subject to the following conditions:-----)

Attachments

1. **Signage plan for Baker Newman Noyes**
2. **Signage for Baker Newman Noyes**
3. **Photos of the similar signage**
4. **Signage Master Plan for 280 Fore Street**
5. **Historic Preservation ordinance sign standards**
6. **Sign Regulations applicable in B3 zone**
7. **Signage Section from the Downtown Urban Design Guidelines**

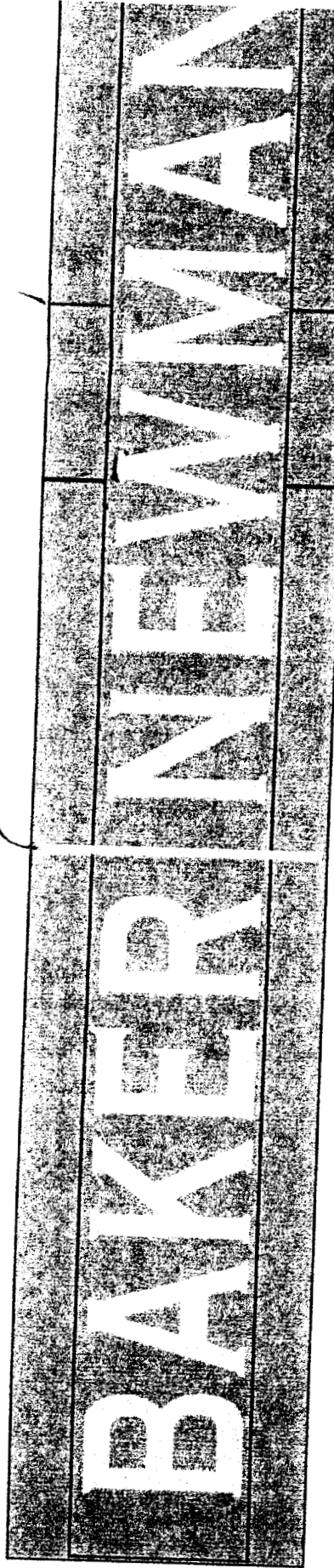
OPTION B

11'0" height

letter spacing



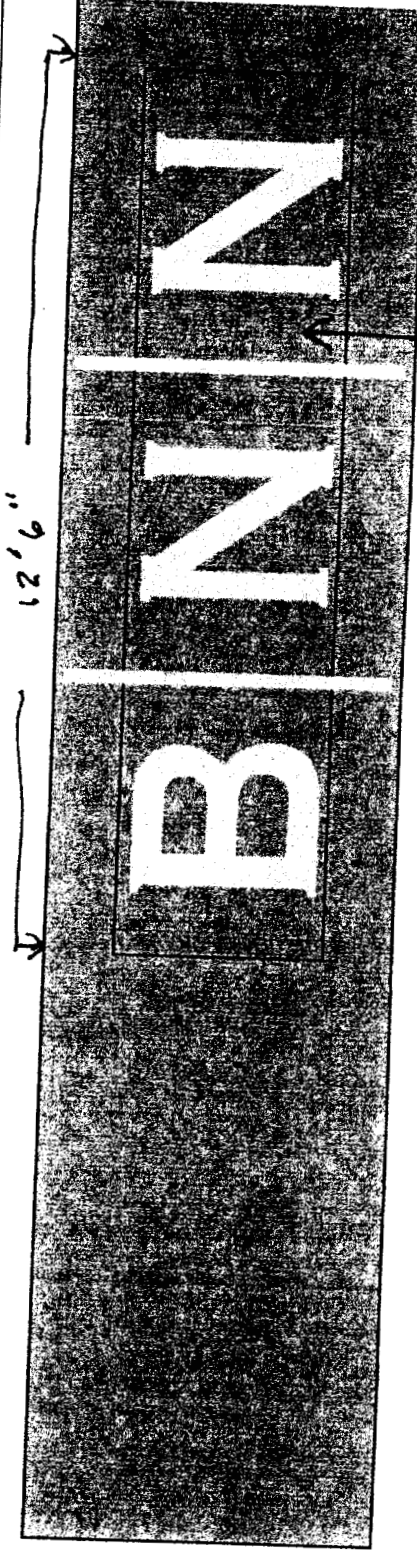
40'-0" (APPROX WALL SURFACE)



5'-0" (APPROX)
3'-0"
2'-8"

30'-0" (APPROX WALL SURFACE)

12'6"



5'-0" (APPROX)
3'-0"
2'-8"

TWO (2) SETS OF -ILLUMINATED
REVERSE CHANNEL NEON LETTERS ON RACEWAY

SIGN BACKGROU

- REVERSE CHANNEL LETTERS FABRICATED PAINTED GREY
GREY GRIP #838.

- ILLUMINATION FROM INSIDE BY WHITE NEON TUBES.
HPF 60/60 TRANSFOS LOCATED IN A RACEWAY PAINTED TO MATCH BUILDING
COLOR WHICH ARE INSTALLED ALL LETTERS.

NOTE: TEXT HAS BEEN MANUALLY
ON WALL SURFACE PROVIDED. [

