PORTLAND SCIENCE CENTER
illuminating minds

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Inspections Division
Date: 08/26/15

July 13, 2015

To Whom It May Concern:
From: Ethan Platz
Re: Proposed Signs for Portland Science Center

This letter is addressing section14-526 of the City of Portland Code of Ordinances. Specifically items (iv) B, and C, regarding waiver criteria for signs regarding the Portland Science Center venue at 68 Commercial Street, on the second and third floor.

(iv), B: We are asking for an allowance of two signs to be used on the front façade of the building, surpassing the 5% of that façade allowed to be covered. The first sign on the third floor would be used for the name of the Venue "Portland Science Center", and be illuminated from the bottom by floodlights. The second sign, would be located on the upper part of the second floor façade, and be designated for our "special event sign" advertising the specific subject matter on display at the Portland Science Center. This second sign would be displayed for a limited period changed out four to eight times a year to keep up with the current attractions, as well as indicate specific times during the events. Such as "Open Now", "Coming Soon", and "Final Weeks". This is also to ensure that the sign is well maintained, and not detracting from the building due to age and weather.

It is important that we have a constant permanent sign to establish the Portland Science Center, and its location to the public. As a second floor tenant, we are also asking to take advantage of the surrounding sides of the building that overlook the neighboring piers. These signs would fall with in the 5% rule, and be sized to fit in with the façade of the building and be read from Maine State Pier, as well as the Porthole, and neighboring Restaurants. The proposed signs would be done with a clean modern look, to add to the already modern look of the building. It is important to the Portland Science Center to project a fitting image, that augments the building, and not detract from its surroundings.

The building at 68 Commercial Street, on Maine Wharf, is set back from the road by approximately 200 feet, and has a small front viewing window to capture foot traffic's attention. It also has obstructed views due to buildings set closer to the road, and hard to view from passing vehicles, or pedestrian traffic across the street unless directly across from the property itself. Due to the small front footprint of the building, the 5% allotted to us is insufficient in providing a sign of sufficient size to be seen viewed, or representative of the size of our facility. This holds true for the second "event sign" affixed to the second floor, to make sure that it has adequate size to convey the information regarding the ongoing exhibit. This

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sign would have set dimensions, and would be replaced by similar signage with the same dimensions seasonally.

(iv), C: With the new construction and modern architecture of the building we hope to augment the look of the building with clean modern signs, that are fitting and sophisticated, not tacky or garish. Also mentioned above, the building is set back from the street, with obstructed views. Allowing to have two signs on this undersized front façade would help ensure our business is not overlooked or difficult to find. Allowing for the "Venue Sign" to be up at a higher point, and visible from more angles along Commercial Street. Our business relies heavily on foot traffic, and with the supporting market research provided, making sure the Portland Science Center has adequate presence from its set back location on Maine Wharf is vital to our survival.

With these above points taken into consideration, we hope that the City of Portland will recognize the need for special consideration regarding the sign permitting for the Portland Science Center, and its unique circumstances being located on Maine Wharf.

If further information is needed please let me know.

Sincerely,

Ethan Platz