



MAILING ADDRESS • 50 Industrial Park Rd, Saco, ME 04072 • 1-877-SACO-BID

March 3, 2017

Ms. Deb Andrews  
Historic Preservation Program Manager  
City of Portland  
389 Congress Street  
Portland, Maine 04101

**RE: Proposed Sign for Saco & Biddeford Savings Institution to be located on the Southerly Side of the Carroll Block Building Located at 136 Commercial Street, Portland, Maine**

Dear Ms. Andrews:

At the outset Saco & Biddeford Savings Institution (the "Bank") wants to express its appreciation for the opportunity to present its plan for a sign to be located on the southerly side of the Carroll Block building located at 136 Commercial Street in Portland to the Historic Preservation Board. The Bank recently signed a ten year lease for a portion of the first floor space (it is actually a tri-level space) in the Carroll Block building which lease includes three five year options. It is certainly the plan of the Bank to occupy the space for a very long time. The Bank has many customers in Portland, and we feel that the establishment of a branch in Portland will allow the Bank to better serve those customers.

As the oldest bank in Maine and 9<sup>th</sup> oldest in the United States, the Bank takes great pride in its history and strives to celebrate not only the traditions of the Bank but also the history of the communities that it serves. Almost all of our branches depict historical images of the communities in which they are located and we have attempted to construct and maintain buildings that are an asset to our various communities. In the interior of our new Portland location we intend to turn of the century images of the City along with artwork from local artists while preserving the interior and exterior architectural character of the building.

Signage, however, is an important element for our business. As you well know Commercial Street is an extremely busy and vibrant area in Portland. We intend to conduct a number of real estate closings and meetings at our Portland branch and the ability of our customers to find our location is vital. We will have a sign which will project from the front of the building (photograph enclosed) which you have reviewed and approved. There will also be a small placard sign on the front of the building to direct people who are standing immediately out front which placard will be the same as the signs for all of the other tenants in the building.



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The sign in question is one that would be located on the southerly side of the building adjacent to the DiMillo's parking lot. I have enclosed a rendering of that side of the building with the image of the sign at its proposed location superimposed on the side of the building. The enclosed rendering is to scale and should give you a very good idea of the size of the sign in relation to that side of the building. A sign in that location is very important to the Bank. We have made parking arrangements with DiMillo's for our customers, and therefore, it is important for them to determine the location of our branch before they pass the parking lot entrance. We have included an image of the street view of the DiMillo's entrance and the southerly side of the Carroll Block building with our proposed sign superimposed on the side of the building.

The sign has already been made for the Bank. When the Bank received its approvals for its renovations to the space we understood that those approvals included the proposed signage which was shown to the Code Office. We were not aware that there was another level of approvals required. The sign is a timeless design with a black background and gold leaf lettering very similar to the sign on the front of our Main office in Saco which dates back almost to the Bank's inception in 1827.

We have had a chance to review Section 14-652.5 of Portland's Historic Preservation Ordinance and the referenced provisions of Portland's Historic Resources Design Manual. The Bank maintains that its proposed sign is an appropriate size when compared to the large southerly side of the Carroll Block building. It by no means dominates the side of the building in any way. The sign is very tasteful and its workmanship is of the high quality called for in the guidelines. Its black color and gold leaf lettering seem appropriate to the character and appearance of the building and certainly suggests a sense of permanence just as the Bank intends this location to be a permanent one for it. We have attempted to keep the sign clean and plain and did not try to incorporate our logo into the sign. It should no way detract from the building. Finally, as set forth in your design guidelines, the sign will be below the sill of the second floor windows.

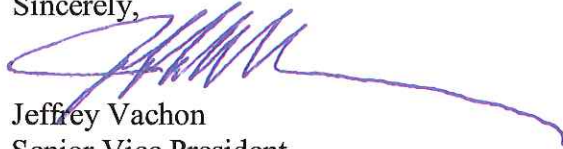
We have attached some images of other signs in the Old Port area for comparison purposes only.

The Bank would propose to light the building with tasteful gooseneck lights that would project onto to the sign. The lit sign will enable our customers to more easily locate the branch in the late fall and winter evenings when it is dark out.

As stated at the outset, the Bank is very proud of its 190 year history, and we would not do anything that we felt would detract from our reputation developed over all of those years nor would we want to deface the historic character of the areas that we serve. The Bank truly believes that its proposed sign is in keeping with the City's guidelines, and we look forward to presenting our sign to the Historic Preservation Board.

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Sincerely,

A handwritten signature in blue ink, appearing to read 'Jeffrey Vachon', with a long horizontal flourish extending to the right.

Jeffrey Vachon  
Senior Vice President  
Director of Bank Administration  
Saco & Biddeford Savings Institution