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*Lee Urban- Director of Planning and Development
Marge Schmuckal, Zoning Administrator*

November 8, 2010

Ron Simard
NeoKraft Signs, Inc.
686 Main Street
Lewiston, ME 04240

RE: 1 City Center – 034 L002 - B7 – signs for Portland Press Herald – permit # 10-1280

Dear Mr. Simard,

I have reviewed the application to install three building signs and eleven banners at 1 City Center for the Portland Press Herald. At this point I can only approve two of the proposed building signs. Section 14-369.5, Table 2.8 allows upper floor tenants one sign each plus each façade can have one sign. Using these criteria, I have approved the 34' x 2'8.5" sign above the entrance facing Monument Square and the 18'10" x 2'8" sign above the entrance facing Free Street. I am denying the proposed 7' x 10' sign on the entrance wall facing Monument Square since it is a third sign.

Section 14-369.5, Table 2.8 also addresses freestanding signs. You are allowed one freestanding sign per abutting street but only if the front façade of the building or the individual tenant's frontage in a multi-tenant building is set back a distance of at least 20 feet from either of the front facades of the abutting buildings or other tenant frontages in the same multi-tenant building. Since you have proposed eleven freestanding signs on the Free Street frontage, I must deny them.

You have the right to appeal my decision. Section 14-368.5(g) of the ordinance states that an applicant who has been denied a permit or approval for failure to meet the signage regulations of section 14-369.5 "may apply to the planning authority for review of the denied signage pursuant to the standards set forth in section 14-526(a)(23)". If the planning authority disapproves the application, then under section 14-527 of the ordinance, you may appeal the decision to the Planning Board within ten (10) days of the decision being rendered.

At this point the permit has been approved by zoning to install two building signs, and I have moved the permit forward in the review process. You are welcome to appeal the sign and banners that have been denied. Please feel free to call me at 874-8709 if you have any questions.

Yours truly,

Ann B. Machado
Zoning Specialist
(207) 874-8709

Cc. file