



35 Lyman Street  
Northboro, MA 01532

508 393-8200  
508 393-4244 Fax  
signs@ViewPointSign.com  
www.ViewPointSign.com

**INTERIOR/EXTERIOR  
SIGNAGE**

- Electric
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- Dimensional
- Wayfinding
- Channel Letters
- LED/Neon
- Electronic Message Centers
- Digital Graphics

**AWNINGS**

- Commercial
- Backlit
- Canvas
- Retractable

**SIGN SERVICE**

**ARCHITECTURAL  
METAL FABRICATION**

**VEHICLE GRAPHICS**

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- Massachusetts Sign Association
- Rhode Island Sign Association
- International Sign Association
- Northeast States Sign Association
- North East Canvas Products Association
- Industrial Fabrics Association International

**UL LISTED FABRICATORS**

01/10/14

City of Portland, ME – Planning & Urban Development  
Planning Authority - Portland City Hall  
Portland, ME 04101

Re: Red Thread at One City Center

Owner: One City Center Associates LLC  
One City Center  
Portland, ME 04101

Applicant: Bart Steele ViewPoint Sign & Awning (Agent for Owner)  
35 Lyman Street  
Northboro, MA 01532

We wish to seek a “**Variance**” to allow One display consisting of three small pennant style banners ( in lieu of a larger standard wall sign or a bulky awning ) as shown in our drawings.

The purpose of these banners is to provide our customer with adequate representation and visibility at their One City Center location. We would like to do so in a manner that is both creative and informative but without substantial detriment to the public good and without nullifying or substantially deviating from the intent or purpose of the By-law.

**Why three banners as opposed to one:** Our customer ( Red Thread ) typically uses this format. “One design consisting of thee banners” to display their signage in their other locations such as Boston and Wilmington, MA. This is an image that Red Thread is commonly associated with and they would like to keep this image consistent at their Portland location. This banner design allows Red Thread to display the three main services they provide.

We believe this is a very effective and pleasing way to present their signage at this particular location. We realize that “technically” this display involves 3 separate sections, but they are all tied together in an integral way and **the overall combined square footage is still less than what is allowed by right.**

**This building is unique** and seems to be a focal point in downtown. We surveyed the location and the surrounding signage. We can see that this area is well kept and heavily traveled by motor vehicles as well as on foot. The architecture and lighting elements give this area a rural, inviting atmosphere. There are flag mounted banners, similar to what we are proposing, on many of the light poles. Though this area has a certain small town appeal, some of the existing signage appears oversized and obtrusive.

**Planning may grant desirable relief** without substantial detriment to the public good and without nullifying or substantially derogating from the intent or purpose of the By-law.

**Approving this application will be a benefit to this business and the City.** It will not impact the integrity or character of the neighborhood, and will not be detrimental to the general purpose of the by-laws.

**Thank you** for your consideration.

Bart Steele Agent for the owner

ViewPoint Sign & Awning

1-800-636-3430 x17

[bart@viewpointsign.com](mailto:bart@viewpointsign.com)





furniture

RED THREAD

audiovisual | technology

RED THREAD

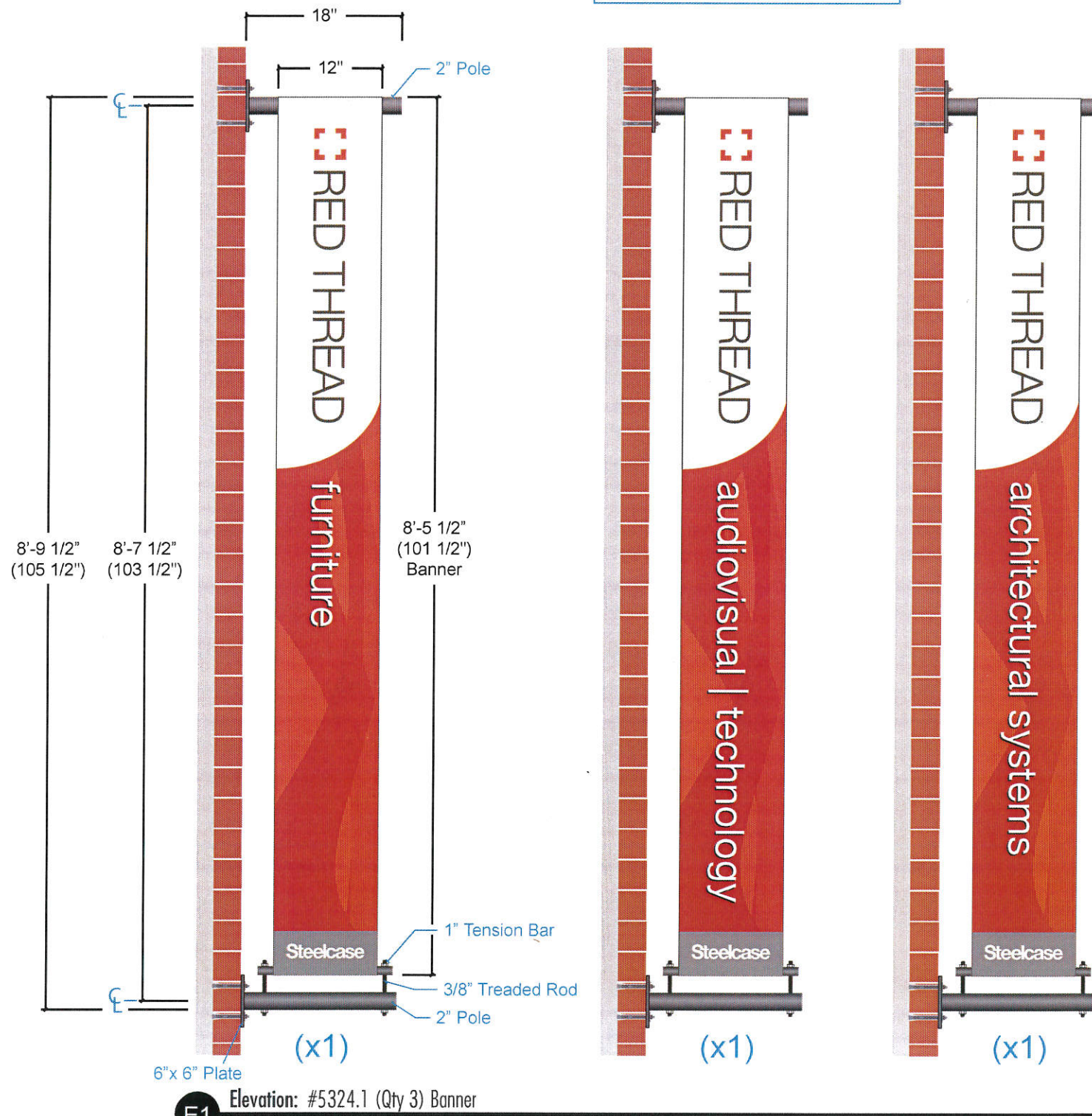
architectural systems

RED THREAD

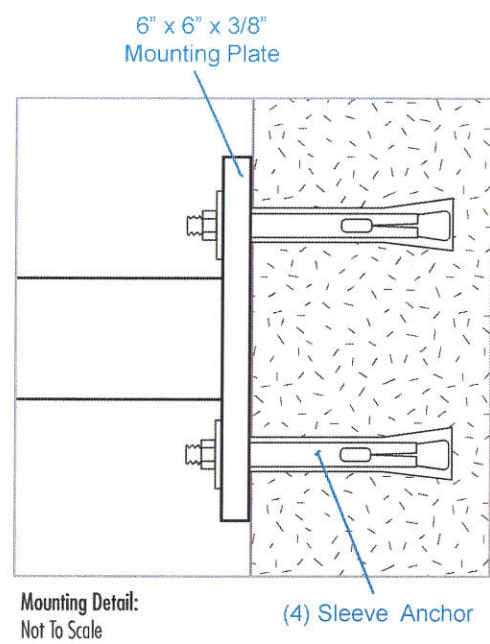
Shanklin

# Banners

Same graphics on both sides.



**E1** Elevation: #5324.1 (Qty 3) Banner  
Scale: 3/4" = 1'

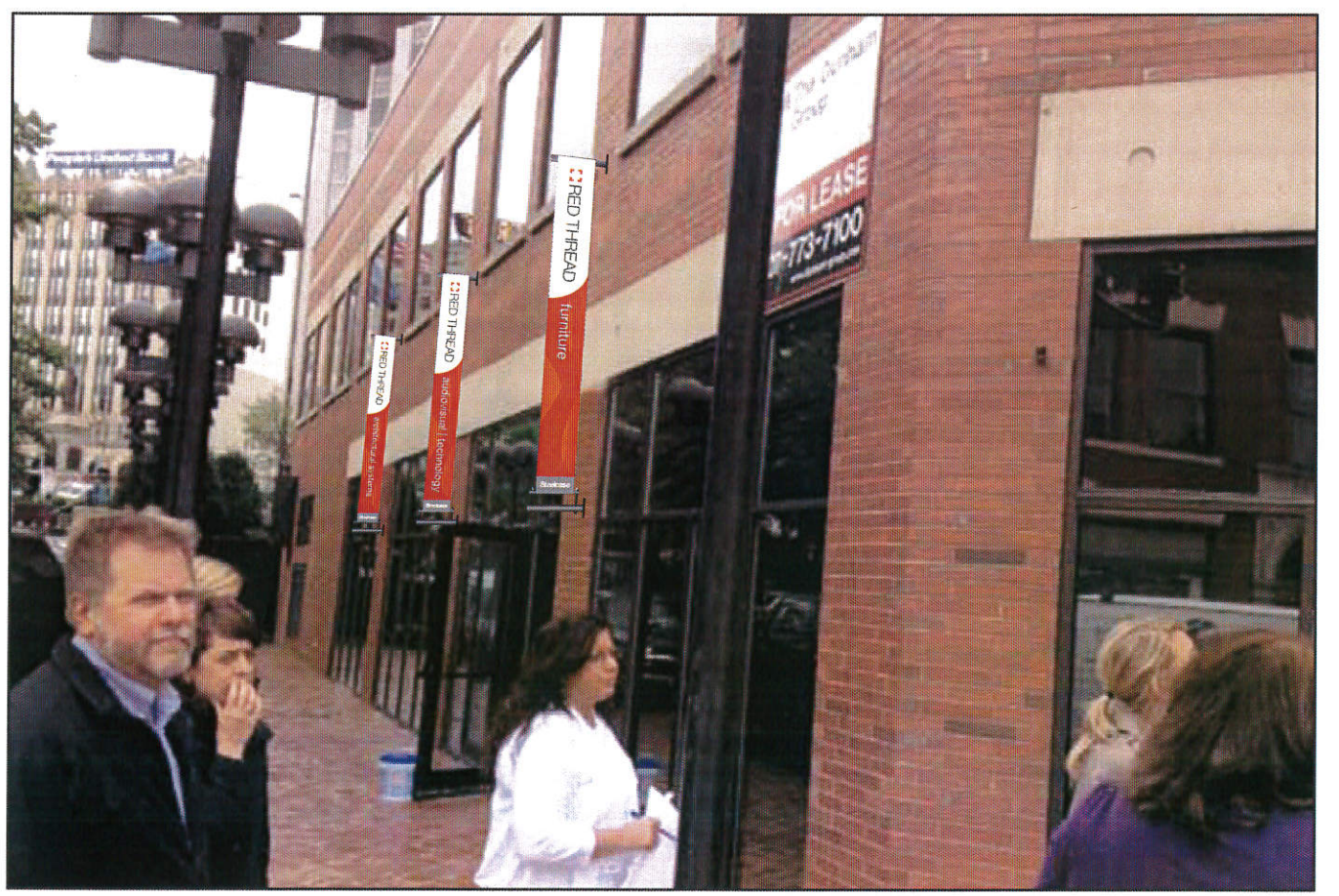


**Description:**  
(Qty 3) Flag mounted banner, double-sided  
- Digitally printed at 360 dpi on 13 oz. banner sewn back to back with hems and pole pockets on top and bottom.  
- Bracket with tension bar system constructed from 2" round tube, 1" round steel tube, 6" x 6" x 3/8" mounting plates.

**Logo:**  
Artwork On File

**Colors:**  
Banners: - Digitally printed at 360 dpi on White banner fabric  
Graphics: - Converted PMS Uncoated to PMS Coated  
- PMS 1797c (red) / PMS 440c (gray) / PMS 424c (Steelcase gray)  
- Gradient CMYK (red) C-0 / M-100 / Y-99 / K-15 (60% Opacity)  
Bracket: - paint Black

**Installation:**  
By Viewpoint.



Proposed:  
Not To Scale