

# CITY OF PORTLAND, MAINE

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December 17, 2012

Wendy Caisse  
Buck's Naked Barbecue  
P.O. Box 209  
Freeport, Maine 04032

Re: 50 Wharf Street - Signage for Buck's Naked Barbecue

Dear Wendy,

I am writing to follow up on our phone conversation this morning about the signs at Buck's on Wharf and Union Streets. I am enclosing a copy of the Historic Preservation Conditions of Approval for your reference.

As you know the wall sign on Wharf Street was denied because there was already a planned wall sign in the door alcove, as well as a hanging sign. Zoning and the Sign Standards prohibit a third sign on one elevation. The Historic Preservation staff also strives to limit visual clutter and concentrations of signs in one area. Our position on the current (re)location of the wall sign, near the Union Street corner of the Wharf Street façade, is that there are too many signs for your business in close proximity to each other. With the Union Street hanging sign relocated closer to the corner of Wharf Street, and another hanging sign on Wharf Street, it doesn't seem necessary or appropriate to position the wall sign where it presently is.

Our reviews of sign proposals assume installation in a certain location. If the original location of a sign is deemed ineffective or otherwise problematic, Historic Preservation staff is glad to be consulted about relocation – and should be. If you would like to meet to discuss a more suitable location for the wall sign where your goal of visibility can be met, I'd be glad to do that. My quick assessment is that maybe a location on the wall just under the canopy at the main door (where there is currently a wreath to the right of the door,) or perhaps on the end of the canopy itself, facing Union Street, would work well.

You and I also discussed lighting of the signs. Condition 5 stipulates that exposed conduit is not allowed on the face of the building, and that lights should be installed as part of the bracket. We are working on collecting some photos of examples of well-designed hanging sign lighting (both discreet and artfully obvious,) that can be attached to brackets to effectively light the sign without harming the façade. I hope you will agree the Union Street face will be improved by removal of the obsolete conduit and spotlights over the windows.

Please feel free call me at 756-8023 to discuss any of these points, or to arrange a meeting. I appreciate your openness to our suggestions for bringing the building into compliance with the Historic Preservation Ordinance.  
I look forward to your response.

Sincerely,

A handwritten signature in cursive script that reads "Rob Wiener".

Robert Wiener  
Historic Preservation Compliance Coordinator

Enc

Cc: Deborah Andrews, Historic Preservation Program Manager

Approval is subject to the following conditions:

1. Sign in alcove is approved as submitted.
2. Hanging sign proposed for Wharf Street is approved as submitted.
3. Flat wall sign on Wharf Street elevation not approved.
4. Additional hanging sign to match that of Wharf Street is approved for Union Street. Sign to be hung between two large windows further down Union as one approaches Commercial Street (and south of the other tenant's projecting sign.)
5. If lighting is proposed for projecting sign on Union, lights must be incorporated into the sign bracket itself—no exposed conduit on face of building.





**BUCK'S BARBECUE STEAKHOUSE**

**BUCK'S BARBECUE STEAKHOUSE**

**WHARF ST**

**ONE WAY**

**DO NOT ENTER**

**NO PARKING ANY TIME**

**HAPPY HOLIDAYS**  
Marty's Cooking  
BUCK'S BARBECUE STEAKHOUSE





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