



Helen Donaldson <hcd@portlandmaine.gov>

Coastal Pharmacy sign application

27 messages

Helen Donaldson <hcd@portlandmaine.gov>

Tue, Oct 17, 2017 at 4:49 PM

To: demery@baileysign.com, Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>

Deanna,

Chris forwarded your email regarding the Coastal Pharmacy sign to me, as I'm one of the planners that reviews sign waivers in the B-7 zone. (The B-7 design guidelines specifically prohibit both the use of individual, internally-illuminated plastic letters and box signs, so waivers are required for the sign you've proposed.) Since Chris is away, I am responding.

First, Ann has looked at the plans you provided and has requested more information on overall square footage on the sign that you're now proposing for the Marginal Way frontage. That sign can't exceed 94 SF.

Second, as for the box element which you raised questions about, I have spoken with the city's Urban Designer and others in planning who have been involved in the interpretation of the B-7 design guidelines for signs. As I mentioned above, individual, internally-illuminated letters are technically prohibited, as are box signs. We have made a conscious effort in recent reviews to draw a distinction between box signs (which read as boxes during the daytime, when unlit) and individual letters. We have recently required new sign applicants on Marginal Way to revise these portions of their signs to include a backer panel with individual letters.

Let me know if you have questions on this. We are happy to try to work through solutions with you.

Nell

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Nell Donaldson
City of Portland Planning Division
874-8723
hcd@portlandmaine.gov

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Nell Donaldson
City of Portland Planning Division
874-8723
hcd@portlandmaine.gov

Deanna Emery <demery@baileysign.com>

Wed, Oct 18, 2017 at 3:12 PM

To: Helen Donaldson <hcd@portlandmaine.gov>, Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>

Hello Helen,

Thank you for your follow up in Chris' absence. So that I am clear and discuss this with my client, are you saying that Coastal Pharmacy & Wellness will not be able to move and reuse their existing sign as it currently exists at their **84 Marginal Way** location? That they would only be allowed to only use the individual letters for "Coastal" (with a waiver) but not the "Pharmacy & Wellness" piece that you are deeming is a "box" sign? See attached photos of existing sign.

Thanks,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]
Sent: Tuesday, October 17, 2017 4:49 PM
To: Deanna Emery; Ann Machado; Christina Stacey
Subject: Coastal Pharmacy sign application

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Notice: Under Maine law, documents - including e-mails - in the possession of public officials or city employees about government business may be classified as public records. There are very few exceptions. As a result, please be advised that what is written in an e-mail could be released to the public and/or the media if requested.

2 attachments

IMG_3199.jpg
2333K



IMG_3201.jpg
2384K

Helen Donaldson <hcd@portlandmaine.gov> Mon, Oct 23, 2017 at 8:39 PM
To: Deanna Emery <demery@baileysign.com>
Cc: Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>

Deanna,

I'm sorry it's taken me a bit to respond.

Ann has asked to see the overall square footage on the sign you're proposing.

Assuming the square footage works, both the individual, internally-illuminated letters and the box element of the sign would need waivers. We have recently required an applicant who proposed a very similar box element on Marginal Way to use a backer panel with individual, internally-illuminated letters.

Let me know if you need more clarification.

Nell

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Deanna Emery <demery@baileysign.com>

Wed, Oct 25, 2017 at 3:27 PM

To: Helen Donaldson <hcd@portlandmaine.gov>

Cc: Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>

Good afternoon,

Attached is an updated drawing for the one sign Coastal Pharmacy would like on the front of their new building. This would be reusing the existing signage from their 84 Marginal Way location and mounting it on a white metal background to match other tenants in the building. Total square footage for this sign is 77 square feet (listed on drawing). Please let me know what next steps are.

Thank you,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]

Sent: Monday, October 23, 2017 8:39 PM

To: Deanna Emery

Cc: Ann Machado; Christina Stacey

Subject: Re: Coastal Pharmacy sign application

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1717K

Ann Machado <amachado@portlandmaine.gov>

Wed, Oct 25, 2017 at 4:09 PM

Cc: Helen Donaldson <hcd@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>

Nell -

I uploaded this pdf to the sign permit. It does have the dimensions now (5.5' x 14') to show it is 77 sf. We will wait to hear the outcome of the waiver appeal.

Thanks.

Ann

Ann Machado
Zoning Administrator
Permitting and Inspections Department
City of Portland, Maine
(207) 874-8709

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Helen Donaldson <hcd@portlandmaine.gov>
To: Deanna Emery <demery@baileysign.com>
Cc: Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>

Thu, Oct 26, 2017 at 9:35 AM

Deanna,

Have you investigated the option of re-using the 'Coastal' element of the sign but replacing the box element with a backer panel with individual letters? I spoke to Cassi Brooks yesterday about this.

Let me know.

Nell

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>
Cc: Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>

Fri, Oct 27, 2017 at 10:02 AM

Good morning Helen,

We have looked in using the Coastal letters and making new channel LED letters (like Coastal) for the "Pharmacy + Wellness". However, those letters are too small to fabrication as channel letters. The stroke of the letters at that size do not allowed enough room to put LED's inside of them. Just so you are aware though, if they were large enough the cost for making that many lighted individual letters would be about \$3,000.

What if we painted the sides and front of the box to match the building color? Only the lettering will light at night and the box would blend into the building during the day making it look like they are individual letters. We wouldn't use the white background shown behind the sign in the last rendering I sent in this case.

We hope to get this resolved soon since they are opening the beginning of December and they need a sign in order to open. I do appreciate the attention you spent on this thus far.

Best regards,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]
Sent: Thursday, October 26, 2017 9:35 AM

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Helen Donaldson <hcd@portlandmaine.gov>

Mon, Oct 30, 2017 at 1:45 PM

To: Deanna Emery <demery@baileysign.com>

Cc: Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>

Deanna,

I appreciate you trying to think creatively on this. Let me have a conversation with folks when I'm back in the office tomorrow. I will be in touch then.

Best,
Nell

[Quoted text hidden]

Helen Donaldson <hcd@portlandmaine.gov>
To: Deanna Emery <demery@baileysign.com>

Tue, Oct 31, 2017 at 1:55 PM

Deanna,

I spoke to folks here and am not seeing a way to approve the box element, even if it is painted to match the building color. As I mentioned before, we have worked hard in recent approvals to uphold the prohibition on box signs. Is there any way to externally illuminate the "Wellness & Pharmacy" portion of the sign?

Nell

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>

Tue, Oct 31, 2017 at 2:31 PM

Nell,

I am very disappointed to hear this and I know Cassi, the owner, will be too. So that I am clear when I discuss with her, it is the actual "box" element that is prohibited, correct? We could not keep the box and light it externally, correct?

Thanks,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]

Sent: Tuesday, October 31, 2017 1:55 PM

To: Deanna Emery

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Helen Donaldson <hcd@portlandmaine.gov>
To: Deanna Emery <demery@baileysign.com>

Tue, Oct 31, 2017 at 4:00 PM

Deanna,

I know and I'm sorry you're disappointed.

The B-7 design guidelines state that "standard internally-illuminated signs - including plastic faced, box-type signs and individual plastic letters - shall be prohibited. Acceptable forms of internal illumination may include halo-lit signs and die-cut metal sign panels that illuminate individual letters and symbols only."

Again, we have granted a waiver for the individual letters in the past, so this is just about the box.

Let me know if I can help with new options.

Nell

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>

Wed, Nov 1, 2017 at 9:01 AM

Helen,

Thank you for your help with trying to work through a solution on this. I will need to discuss with Cassi what she would like to do.

Do you have a pdf or link to the design guidelines so that I can have those on file for future? I have not seen the B-7 design guidelines in the past.

Thanks,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]

Sent: Tuesday, October 31, 2017 4:01 PM

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Helen Donaldson <hcd@portlandmaine.gov>
To: Deanna Emery <demery@baileysign.com>

Wed, Nov 1, 2017 at 9:20 AM

Deanna,

See the link below:

<https://www.portlandmaine.gov/DocumentCenter/Home/View/1633>

The B-7 sign guidelines are on p. 96 of the pdf.

Let me know if you have questions.

Best,
Nell

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>

Wed, Nov 1, 2017 at 11:56 AM

Thank you

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]
Sent: Wednesday, November 01, 2017 9:21 AM

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>
Cc: Cassi Brooks <Cbrooks@coastalpharmacyandwellness.com>

Wed, Nov 1, 2017 at 4:56 PM

Nell,

If I'm reading correctly, we can replace the plastic faced box sign with a die-cut metal sign that is painted white with individual letters lighting, correct?

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]
Sent: Tuesday, October 31, 2017 4:01 PM

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Helen Donaldson <hcd@portlandmaine.gov>
To: Deanna Emery <demery@baileysign.com>
Cc: Cassi Brooks <Cbrooks@coastalpharmacyandwellness.com>

Wed, Nov 1, 2017 at 5:31 PM

Deanna,

So long as only individual letters are lit, you should be fine with this option.

Nell

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>
Cc: Cassi Brooks <Cbrooks@coastalpharmacyandwellness.com>

Thu, Nov 2, 2017 at 8:38 AM

OK great! I will have our drawing updated to reflect this and send you and Ann a copy.

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]
Sent: Wednesday, November 01, 2017 5:32 PM
To: Deanna Emery
Cc: Cassi Brooks

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>
Cc: Cassi Brooks <Cbrooks@coastalpharmacyandwellness.com>

Thu, Nov 2, 2017 at 8:38 AM

We will still have the individual Coastal letters. Is there a waiver form or anything I need to fill out for that piece?

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Deanna Emery
Sent: Thursday, November 02, 2017 8:38 AM
To: 'Helen Donaldson'
Cc: Cassi Brooks
Subject: RE: Coastal Pharmacy sign application

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>, Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>
Cc: Cassi Brooks <Cbrooks@coastalpharmacyandwellness.com>

Thu, Nov 2, 2017 at 11:11 AM

Nell & Ann,

Please see attached revised drawing for Coastal Pharmacy sign. We will replace the current acrylic face box sign with a routed metal face where only the lettering lights at night. Please let me know if there is anything for the waiver of the Coastal letters that I need to fill out.

Thank you,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Deanna Emery
Sent: Thursday, November 02, 2017 8:39 AM

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1784K

Helen Donaldson <hcd@portlandmaine.gov> Thu, Nov 2, 2017 at 11:32 AM
To: Deanna Emery <demery@baileysign.com>
Cc: Ann Machado <amachado@portlandmaine.gov>, Christina Stacey <cstacey@portlandmaine.gov>, Cassi Brooks <Cbrooks@coastalpharmacyandwellness.com>

Deanna,

Yes re the waiver request. There is no form. We ask that applicants submit a letter (or email) formally addressing the city's waiver criteria (in italics below). There is a \$75 fee for the waiver review, which you can send to inspections with reference to your permit number (2017-01587).

As for the redesign of the sign, just for the record, can you produce a section of the 'Pharmacy & Wellness' portion of the sign?

Thanks,
Nell

Section 14-526 c (8) (a) (iv) Waiver Criteria: An applicant for site plan review that was either denied for failure to comply with the requirements of or is seeking a waiver as part of their site plan application from Section 14-369.5 shall meet the following standards for approval:

(a) Signs shall meet the requirements of Section 14-526 (e) 2. - Signage and Wayfinding;

(b) The size, scale, proportions, design, materials, placement, quantity and source and intensity of illumination of any approved signage shall be designed to complement and enhance the architectural attributes of the building(s) to which they are attached or to which they are visually related. In addition, such signs shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed, especially in relation to the distance, travel speed, and mode of travel of the viewing public;

(c) The signage shall either be of special design merit or shall respond to unique circumstances or characteristics associated with the subject property;

(d) The provisions of this subsection shall be limited to commercial uses in business or industrial zones, industrial uses or institutional uses.

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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>

Tue, Nov 7, 2017 at 7:56 AM

Good morning Nell,

Attached is a letter formally addressing the criteria. Please let me know if you need anything further.

As for the \$75 fee, I have already paid \$80 for the second sign that was proposed with this application but not approved. Can this be credited toward the waiver fee rather than refunded?

Thanks,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]
Sent: Thursday, November 02, 2017 11:32 AM
To: Deanna Emery
Cc: Ann Machado; Christina Stacey; Cassi Brooks
Subject: Re: FW: Coastal Pharmacy sign application

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Deanna Emery <demery@baileysign.com>
To: Deanna Emery <demery@baileysign.com>, Helen Donaldson <hcd@portlandmaine.gov>

Tue, Nov 7, 2017 at 7:57 AM

Whoops, forgot to attached the letter to my last email.


Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Deanna Emery
Sent: Tuesday, November 07, 2017 7:57 AM
To: 'Helen Donaldson'
Subject: RE: FW: Coastal Pharmacy sign application

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 **Coastal Pharmacy_Waiver request - Portland, ME 1-7-17.pdf**
32K

Helen Donaldson <hcd@portlandmaine.gov>
To: Deanna Emery <demery@baileysign.com>

Tue, Nov 7, 2017 at 9:47 AM

Great. Let me look into the fee.

Can you easily send a section of the redesigned portion of the sign, just for the record?

Thanks,
Nell
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Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>

Wed, Nov 8, 2017 at 3:18 PM

Thanks Helen. Our design room is very backed up right now. I can see if I can get something for you but it won't be until next week sometime.

Can you confirm that the permit and waiver have been approved?

Thanks,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]
Sent: Tuesday, November 07, 2017 9:48 AM
To: Deanna Emery
Subject: Re: FW: Coastal Pharmacy sign application

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Helen Donaldson <hcd@portlandmaine.gov>
To: Deanna Emery <demery@baileysign.com>

Thu, Nov 9, 2017 at 11:10 AM

Deanna,

I will wait on the drawing before we officially sign off, but I think you should be fine.

I'm out of the office today and tomorrow, but back on Monday. We'll be in touch then.

Thanks,
Nell
[Quoted text hidden]
[Quoted text hidden]

Deanna Emery <demery@baileysign.com>
To: Helen Donaldson <hcd@portlandmaine.gov>

Thu, Nov 9, 2017 at 3:32 PM

Helen,

I did some bribing in our design room.... Attached is the drawing showing a section of the new metal face with routed lit copy for the box portion of the sign. Please let me know that we have final approval on this.

Thanks,

Deanna Emery

Bailey Sign, Inc.

tel: (207) 774-2843 ext. 115

From: Helen Donaldson [mailto:hcd@portlandmaine.gov]
Sent: Thursday, November 09, 2017 11:10 AM
To: Deanna Emery

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3044K

Helen Donaldson <hcd@portlandmaine.gov>
Draft To: Deanna Emery <demery@baileysign.com>

Mon, Nov 13, 2017 at 9:43 AM

Deanna,

I think, technically speaking, that should work. I will put this plan in our file and sign off on the waiver review.

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