This response is intended to answer several questions posed in eContact Comment regarding the Civic Center signage. Thank you for your interest in the Civic Center project and your concern about signage.

First you should be aware that as part of the Planning Board approval for the Civic Center renovation, a condition was imposed requiring submission of a signage master plan for review and approval by the Planning Authority. A signage master plan was submitted by the Civic Center and after a number of revisions the master plan was approved. Also under sec. 526(d)(8) signage requirements may be modified as part of a site plan review process.

We did approve signage for each entrance. Although there is a sponsor in the title of each entrance sign which may not be as clear as the simple word “entrance”, never the less it functions as an entrance sign.

The Civic Center is apparently pursuing naming rights for the entire building. As part of the master plan signage process we approved appropriate areas on the Civic Center for a future building name. The exact design of such signage would be subject to further review and approval.

In your comment you indicate that the sign ordinance does not reference “venue” or “specific entrance naming rights” in the text. We believe the ordinance language is broad enough for the Civic Center signs to qualify as allowable signs.

We did not approve any moving LED banner displays. As part of the master plan review, one entrance (corner of Center and Spring) will have a marquee. The design of the marquee has not been submitted nor has a design been approved.

In regard to the font of the Clark Insurance sign, it was part of the civic Center signage application which we reviewed and was found to be acceptable.

Again thank for your interest in the City of Portland.