



Jeff Lavine  
Director, Planning & Urban Development Department  
City of Portland, Maine

January 15, 2015

Re: Revision to CCCC Exterior Signage Master Plan

Jeff,

The Cross Insurance Arena (formerly Cumberland County Civic Center) requests a revision to the existing Exterior Signage Master Plan issued March 12, 2014.

We *do not* request an increase in the total number of Arena Naming signs beyond the currently approved number of three (3). The total number of exterior Arena Naming signs will remain three (3) locations.

We request the removal of the area identified as *"Future location for Naming Rights Partner signage to be located above marquee"* on page two (2) of the existing Exterior Signage Master Plan showing the Southeast Entrance (Please see the attached page 2 – Southeast Entrance)

We request the addition of the area identified as *"Original fixed signage location to remain until new building partner is found"* on page two (2) of the existing Exterior Signage Master Plan showing the Southeast Entrance. (Please see the attached page 2 – Southeast Entrance)

Our goal is to replace the currently posted Cumberland County Civic Center sign with a future Cross Insurance Arena sign as detailed in the attached drawings.

Sincerely,

A handwritten signature in black ink, appearing to read "Dale Olmstead".

Dale Olmstead, Interim General Manager – Cross Insurance Arena