



February 5, 2015

Zach Davis
Director, Corporate Partnerships
Cross Insurance Arena - ACC
One Civic Center Square - Portland, ME. 04101

Re: Civic Center Signage Master Plan, Second Amendment
Project ID: #2012-505

Dear Mr. Davis,

I am writing regarding your proposed revisions to the signage master plan for the Cross Insurance Arena (formerly the Cumberland County Civic Center) submitted via email on December 31, 2015, with additional information sent via email on January 16, 2015. Condition 6 of the Planning Board approval letter of August 14, 2012 authorizes the Planning Authority to approve a master signage plan. This second amendment follows the first amendment, approved March 12, 2014.

The authority to approve a master signage plan is outlined in Section 14-368 (g), which references an alternative review process for a sign permit that does not meet the normal sign requirements under sec. 14-369.5. This alternative review process references in turn section 14-526 (d) (8) of the site plan ordinance, which outlines waiver criteria allowing review and approval of otherwise denied signs. Two important review criteria are listed below:

“(b) The size and 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 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 to 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 merit or shall respond to unique circumstances or characteristics associated with the subject property.”

Specifically you are requesting to replace a sign proposed above the proposed marquee on the southeast entrance of the Civic Center with a sign on the southeast side of the building, where the current Cumberland County Civic Center sign is located. You propose to retain a sign of the same size at that location, with the new name of the building and a lighthouse. While the name of the arena is the Cross Insurance Arena, you are not proposing using the Cross Insurance logo at that

location, instead proposing a lighthouse with a second accent color. You have stated that the reason you need this amendment to the signage master plan is due to the need to identify the building from a distance for visitors. The Materials for the proposed sign are Aluminum and Acrylic channel letters which will be internally illuminated via LEDs.

Your reasoning on this request is sound and meets the review criteria outlined above. This sign is intended to be viewed by vehicle and/or from a distance, specifically for the visitors to Portland from out of town who are trying to locate the Arena. The Arena is a unique regional draw and therefore worthy of signage more visible than a typical use. The materials are appropriate.

While the original signage master plan did not anticipate a replacement sign in that location, I believe that the success of the Civic Center is in the City's best interests, and a sign as you have proposed will help with that success.

You are not proposing a sign above the cornice of the building, nor are you proposing a sign any larger than the one already located at that location. The number of signs remains the same based on the removal of the proposed sign at the southeast entrance, which, while smaller in size, would be visible from a similar direction.

For these reasons, I approve that substitution with one condition. The metal band on which the marquee is eventually proposed for the southeast entrance will need an interim treatment while the plans to install a marquee are completed. Please submit a plan for an interim treatment for that metal band for Planning Authority review and approval under the master signage plan.

Attached is a revised master signage plan reflecting these changes. Please let me know if this revised plan is not accurate. I wish the Cross Insurance Arena success.

Sincerely,



Jeff Levine

cc: Rick Knowland
Barbara Barhydt
Ann Machado

Enc. Information on amendment request
Approved signage master plan

