



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.

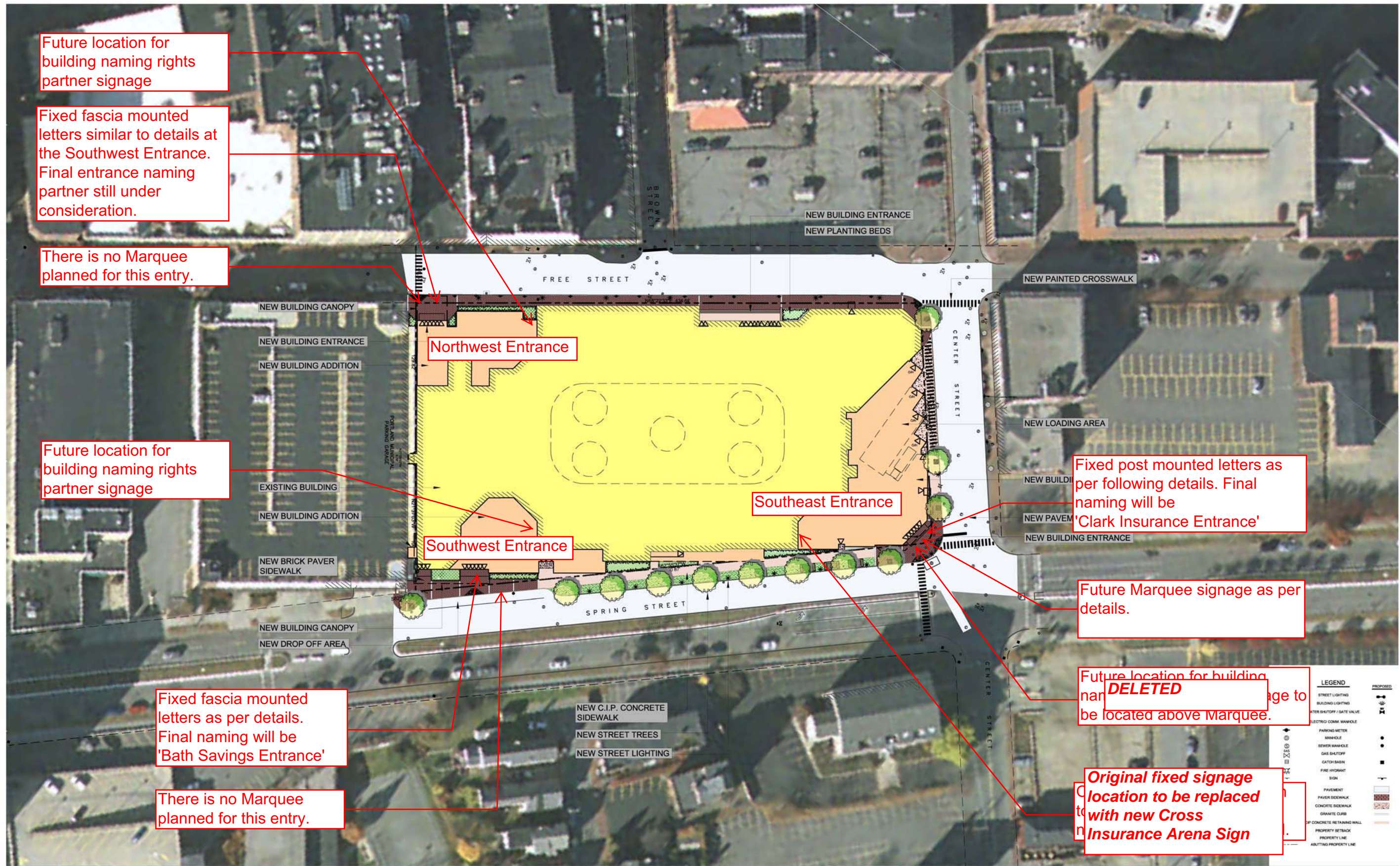
Sincerely,



Jeff Levine

cc: Rick Knowland
Barbara Barhydt
Ann Machado

Enc. Information on amendment request
Approved signage master plan



Future location for building naming rights partner signage

Fixed fascia mounted letters similar to details at the Southwest Entrance. Final entrance naming partner still under consideration.

There is no Marquee planned for this entry.

Future location for building naming rights partner signage

Fixed fascia mounted letters as per details. Final naming will be 'Bath Savings Entrance'

There is no Marquee planned for this entry.

Northwest Entrance

Southwest Entrance

Southeast Entrance

Fixed post mounted letters as per following details. Final naming will be 'Clark Insurance Entrance'

Future Marquee signage as per details.

Future location for building naming partner signage to be located above Marquee.

Original fixed signage location to be replaced with new Cross Insurance Arena Sign



SITE RENDERING PLAN
Cumberland County Civic Center Renovation

Portland, Maine
 MAY 10, 2012

Exterior Signage Master Plan Rev. 02-27-14

Additional Proposed Changes Rev 02-05-15



Original fixed signage location to be replaced with new Cross Insurance Arena Sign

Future location for building name ~~DELETED~~ signage to be located above Marquee.

Future Marquee signage as per details.



Southeast Entrance

Fixed post mounted letters below Marquee as per following details. Final naming will be 'Clark Insurance Entrance'



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)

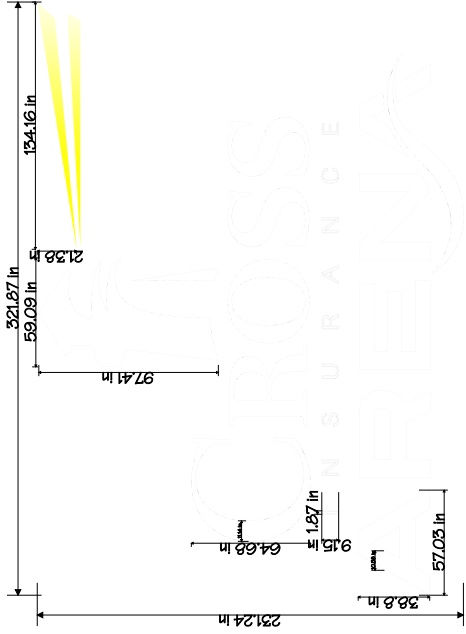
Our goal is to replace the currently posted Cumberland County Civic Center sign with a future Cross Insurance Arena sign as detailed in the attached drawings.

Sincerely,

A handwritten signature in black ink, appearing to read "Dale Olmstead", is written over a faint, light-colored signature line.

Dale Olmstead, Interim General Manager – Cross Insurance Arena

CROSS INSURANCE ARENA - Channel Letters
Scale: NTS
Square Footage:



Proposed



Existing



Existing - Details



40A Manson Libby Road
 Scarborough, ME 04074
 Phone: 207-596-6111
 Fax: 207-596-6435

CLIENT	
ADDRESS	
CONTACT:	

DRAWING NAME	DATE
Halo Lit Letters,fs	11/12/2014
SALES PERSON	DESIGNER
	Kriehl
CLIENT SIGNATURE & APPROVAL DATE	

DATE	REVISION HISTORY

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