

DISPLAY THIS CARD ON PRINCIPAL FRONTAGE OF WORK



# CITY OF PORTLAND BUILDING PERMIT

This is to certify that EMSWORTH PROPERTY LLC

Located At 1 PLEASANT ST

Job ID: 2012-06-4338-SIGN

CBL: 038- E-019-001

has permission to install six new aluminum sign panels on exising wall sign  
provided that the person or persons, firm or corporation accepting this permit shall comply with all of the provisions of  
the Statues of Maine and of the Ordinances of the City of Portland regulating the construction, maintenance and use of  
the buildings and structures, and of the application on file in the department.

Notification of inspection and written permission procured  
before this building or part thereof is lathed or otherwise  
closed-in. 48 HOUR NOTICE IS REQUIRED.

A final inspection must be completed by owner  
before this building or part thereof is occupied. If a  
certificate of occupancy is required, it must be

N/A

Fire Prevention Officer

 10/29/12  
Code Enforcement Officer / Plan Reviewer

THIS CARD MUST BE POSTED ON THE STREET SIDE OF THE PROPERTY  
PENALTY FOR REMOVING THIS CARD

## BUILDING PERMIT INSPECTION PROCEDURES

Please call 874-8703 or 874-8693 (ONLY)

or email: [buildinginspections@portlandmaine.gov](mailto:buildinginspections@portlandmaine.gov)

With the issuance of this permit, the owner, builder or their designee is required to provide adequate notice to the city of Portland Inspections Services for the following inspections. Appointments must be requested 48 to 72 hours in advance of the required inspection. The inspection date will need to be confirmed by this office.

- **Please read the conditions of approval that is attached to this permit!! Contact this office if you have any questions.**
- **Permits expire in 6 months. If the project is not started or ceases for 6 months.**
- **If the inspection requirements are not followed as stated below additional fees may be incurred due to the issuance of a "Stop Work Order" and subsequent release to continue.**

### Final Inspection

The project cannot move to the next phase prior to the required inspection and approval to continue, REGARDLESS OF THE NOTICE OF CIRCUMSTANCES.

IF THE PERMIT REQUIRES A CERTIFICATE OF OCCUPANCY, IT MUST BE PAID FOR AND ISSUED TO THE OWNER OR DESIGNEE BEFORE THE SPACE MAY BE OCCUPIED.



# PORTLAND MAINE

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Director of Planning and Urban Development  
Jeff Levine

Job ID: 2012-06-4338-SIGN

Located At: 1 PLEASANT ST

CBL: 038- E-019-001

## **Conditions of Approval:**

### **Planning**

1. The color of the sign panels shall be light gray.
2. There shall be two inches between each panel.

### **Building**

1. Signage and Awning Installation to comply with Chapters 16 (Structural Loads), 31 (Materials) & 32 (ROW Height & Encroachments) of the IBC 2009 building code.

**City of Portland, Maine - Building or Use Permit Application**

389 Congress Street, 04101 Tel: (207) 874-8703, FAX: (207) 8716

Job No: 2012-06-4338-SIGN	Date Applied: 6/26/2012	CBL: 038- E-019-001	
Location of Construction: 1 PLEASANT ST	Owner Name: EMSWORTH PROPERTY, LLC (Fishman Property Management)	Owner Address: 470 FOREST AVE  PORTLAND, ME 04101	Phone:
Business Name:	Contractor Name: Southpaw Sign Studio	Contractor Address: 177 Gray RD Falmouth ME 04105	Phone:  (207) 878-0678
Lessee/Buyer's Name:	Phone:	Permit Type: SIGN - PERM - Signage - Permanent	Zone:  B-3
Past Use:  Retail, restaurant & offices	Proposed Use:  Same – retail, restaurant & offices – replace existing plywood tenant panels with new aluminum tenant panels – each panel 20" x 14" – total of six panels	Cost of Work:	CEO District:
		Fire Dept:  <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input checked="" type="checkbox"/> N/A  Signature:	Inspection: Use Group: Type:  SIGN Signature: ABM
Proposed Project Description: install new tenant sign panels on existing wall sign		Pedestrian Activities District (P.A.D.)  10/29/12	

Permit Taken By: Brad	<b>Zoning Approval</b>		
<ol style="list-style-type: none"><li>1. This permit application does not preclude the Applicant(s) from meeting applicable State and Federal Rules.</li><li>2. Building Permits do not include plumbing, septic or electrical work.</li><li>3. Building permits are void if work is not started within six (6) months of the date of issuance. False information may invalidate a building permit and stop all work.</li></ol>	<b>Special Zone or Reviews</b> <input type="checkbox"/> Shoreland <input type="checkbox"/> Wetlands <input type="checkbox"/> Flood Zone <input type="checkbox"/> Subdivision <input type="checkbox"/> Site Plan  <input type="checkbox"/> Maj <input type="checkbox"/> Min <input type="checkbox"/> MM  Date: <i>ABM</i> <i>6 month planning under section 14-368.5 (g) 7/16/12</i>	<b>Zoning Appeal</b> <input type="checkbox"/> Variance <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Conditional Use <input type="checkbox"/> Interpretation <input type="checkbox"/> Approved <input type="checkbox"/> Denied  Date:	<b>Historic Preservation</b> <input checked="" type="checkbox"/> Not in Dist or Landmark <input type="checkbox"/> Does not Require Review <input type="checkbox"/> Requires Review <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions <input type="checkbox"/> Denied  Date: <i>ABM</i>
	<b>CERTIFICATION</b> <i>approved w/ conditions 10.29.12</i>		

I hereby certify that I am the owner of record of the named property, or that the proposed work is authorized by the owner of record and that I have been authorized by the owner to make this application as his authorized agent and I agree to conform to all applicable laws of this jurisdiction. In addition, if a permit for work described in the application is issued, I certify that the code official's authorized representative shall have the authority to enter all areas covered by such permit at any reasonable hour to enforce the provision of the code(s) applicable to such permit.

SIGNATURE OF APPLICANT	ADDRESS	DATE	PHONE
RESPONSIBLE PERSON IN CHARGE OF WORK, TITLE		DATE	PHONE

# Signage/Awning Permit Application

If you or the property owner owes real estate or personal property taxes or user charges on any property within the City, payment arrangements must be made before permits of any kind are accepted.

Location/Address of Construction: <u>ONE PLEASANT STR. PORTLAND ME 04101</u>		
Tax Assessor's Chart, Block & Lot Chart# <u>38</u> Block# <u>E</u> Lot# <u>19</u>	Owner: <u>Tom Yoder</u> <u>Emsworth Property LLC</u> <u>2136 North Seneca Ave, Chicago IL 60614</u>	Telephone: <u>312-961-7123</u>
Lessee/Buyer's Name (If Applicable): <u>N/A</u>	Contractor name, address & telephone: <u>Haskell &amp; Hall</u> <u>273 Presumpscot Str</u> <u>Portland, ME 04103</u>	Total s.f. of signage x \$2.00 <u>640.00</u> Per s.f. plus \$30.00 For H.D. signage \$75.00 Fee: \$ _____ Awning Fee = cost of work _____ Total Fee: <u>\$670.00</u>
Who should we contact when the permit is ready: <u>Jennifer Lynn</u> phone: <u>775-6561 x 209</u> - or <u>671-6561</u>		
Tenant/allocated building space frontage (feet): Length: <u>16'</u> Height: <u>20'</u> Lot Frontage (feet): <u>100 FT</u> Single Tenant or Multi Tenant Lot: <u>Multi</u>		
Current Specific use: <u>Commercial office space</u>		
If vacant, what was prior use: _____		
Proposed Use: <u>Advertisement</u> <u>* South Paw Sign - Next week?</u>		
Information on proposed sign(s):		
Freestanding (e.g., pole) sign? Yes _____ No <input checked="" type="checkbox"/> Dimensions proposed: _____ Height from grade: _____ Bldg. wall sign? (attached to bldg) Yes <input checked="" type="checkbox"/> No _____ Dimensions proposed: <u>16' x 20'</u>		
Proposed awning? Yes _____ No <input checked="" type="checkbox"/> Is awning backlit? Yes _____ No _____		
Height of awning: _____ Length of awning: _____ Depth: _____		
Is there any communication, message, trademark or symbol on it? Yes _____ No _____		
If yes, total s.f. of panels w/communications, message, trademark or symbol: _____ s.f.		
Information on existing and previously permitted sign(s):		
Freestanding (e.g., pole) sign? Yes _____ No _____ Dimensions: _____ Bldg. wall sign? (attached to bldg) Yes _____ No _____ Dimensions: _____ Awning? Yes _____ No _____ Sq. ft. area of awning w/communication: _____		

**RECEIVED**  
**JUN 26 2012**  
 Dept. of Building Inspections  
 City of Portland Maine

A site sketch and building sketch showing exactly where existing and new signage is located must be provided. Sketches and/or pictures of proposed signage and existing building are also required.

Please submit all of the information outlined in the Sign/Awning Application Checklist. Failure to do so may result in the automatic denial of your permit.

In order to be sure the City fully understands the full scope of the project, the Planning and Development Department may request additional information prior to the issuance of a permit. For further information visit us on-line at [www.portlandmaine.gov](http://www.portlandmaine.gov), stop by the Building Inspections office, room 315 City Hall or call 874-8703.

I hereby certify that I am the Owner of record of the named property, or that the owner of record authorizes the proposed work and that I have been authorized by the owner to make this application as his/her authorized agent. I agree to conform to all applicable laws of this jurisdiction. In addition, if a permit for work described in this application is issued, I certify that the Code Official's authorized representative shall have the authority to enter all areas covered by this permit at any reasonable hour to enforce the provisions of the codes applicable to this permit.

Signature of applicant:

Date:

This is not a permit; you may not commence ANY work until the permit is issued.

Revised 10/19/09

Multi-vent - Bldg ID hyperflex vent.

1 per freash -

frede -  
 5% w/m area =  $46 \times 48 = 2208 \times 0.5 = 110.4$

$$16 \times 20 = 320$$



## Signage/Awning Permit Application Checklist

All of the following information is required and must be submitted. Checking off each item as you prepare your application package will ensure your package is complete and will help to expedite the permitting process.

- ☐ Certificate of Liability listing the City as additional insured if any portion of the sign abuts or encroaches on any public right of way, or can fall into any public right of way.
- ☐ Letter of permission from the owner indicating the permissions granted and the tenant/space building frontage.
- ☐ A sketch plan of lot indicating location of buildings, driveways and any abutting streets or rights of way, lengths of building frontages, street frontages and all existing setbacks. Please indicate on the plan all existing and proposed signs with their dimensions and specific locations. Be sure to include distance from the ground and building façade dimensions for any signage attached to the building.
- ☒ A sketch or photo of any proposed sign(s) indicating content, dimensions, materials, source of illumination, construction method as well as specifics of installation/attachment.
- ☒ Certificate of flammability required for awning, canopy or banner.
- ☒ A UL# is required for lighted signs at the time of final inspection.
- ☒ Photos of existing signage
- ☐ Details for sign fastening, attachment or mounting in the ground.

Permit fee for signage or awning-with-signage: \$30.00 plus \$2.00 per square foot of sign.

Permit fee for awning-without-signage is based on cost of work:  
\$30.00 for the first \$1,000.00, \$10.00 per additional \$1,000.00 of cost.

Base application fee for any Historic District signage is \$75.00.



# PORTLAND MAINE

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## Receipts Details:

**Tender Information:** Check , Check Number: 1209

**Tender Amount:** 670.00

## Receipt Header:

**Cashier Id:** bsaucier

**Receipt Date:** 6/26/2012

**Receipt Number:** 45396

## Receipt Details:

Referance ID:	7055	Fee Type:	BP-Signs
Receipt Number:	0	Payment Date:	
Transaction Amount:	670.00	Charge Amount:	670.00
Job ID: Job ID: 2012-06-4338-SIGN - Large Commercial sign			
Additional Comments: 1 Pleasant Street			

Thank You for your Payment!



# PORTLAND MAINE

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## Receipts Details:

**Tender Information:** Check , Check Number: 1222

**Tender Amount:** 75.00

## Receipt Header:

**Cashier Id:** Ldobson

**Receipt Date:** 7/13/2012

**Receipt Number:** 45955

## Receipt Details:

Referance ID:	7257	Fee Type:	SAP
Receipt Number:	0	Payment Date:	
Transaction Amount:	75.00	Charge Amount:	75.00
Job ID: Job ID: 2012-06-4338-SIGN - Large Commercial sign			
Additional Comments: 1 Pleasant			

**Thank You for your Payment!**

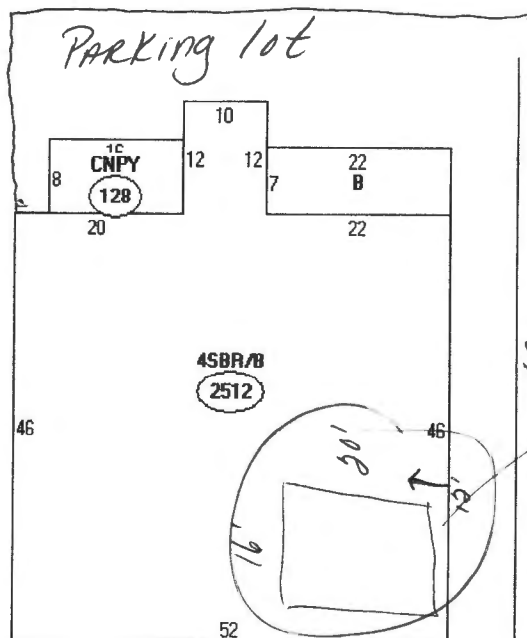




## Building Sketch

**1 Pleasant Street  
Portland, Maine**

Page 1 of 1



### Descriptor/Area

A: 4SBR/B  
2512 sqft

B: OFP  
154 sqft

C: CNPY  
128 sqft

*Center Sdk.*

*Original proposal divided  
by planning for revised plan  
submitted in October.*

*Pleasant Sdk.*

**Fishman Realty Group**  
Phone: 775-6561 x205  
Cell: 939-0325  
Fax: 207-871-0914  
Jim@FishmanRealty.com



**FOR LEASE / 900±SF - 2,300±SF**

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**THE CINAMON BUILDING**

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Client Name:

Address:

Start Date:

Last Revision:

Drawing #:

### Sign Specifications

Sign Type:

Substrate:

Cabinet:

Lettering:

Poles:

Mounting:

Brackets:

Lighting:

Electrical Hookup:

Permitting:

Inclusions / Exclusions:

These plans are the exclusive property of Southpaw Sign Studio and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration to purchase a sign manufactured according to these plans from Southpaw Sign Studio.

Distribution of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such exhibition occurs, Southpaw Sign Studio expects to be reimbursed \$500 in compensation for time and effort entailed in creating these plans.

revised plan  
approved by  
planning  
10/29/12



each sign 20" x 14'

Alum face with 1" x 1" alum tubing frame work  
bolted to the brick building

This proof drawing is for your review & approval before fabrication begins. Signed approval indicates that you have read & approve of the specifications stated. Southpaw Sign Studio will not be responsible for errors that could have been prevented by the proper review of this form. Thank you.

**Client Approval:** SIGNED APPROVAL OF ALL DRAWINGS MUST BE RECEIVED BEFORE PRODUCTION BEGINS

**Date:** .....

# Existing Sign

Name and Address painted  
on the building

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annie | catherine

exquisit designer stationary & accessories

**ART** metal works

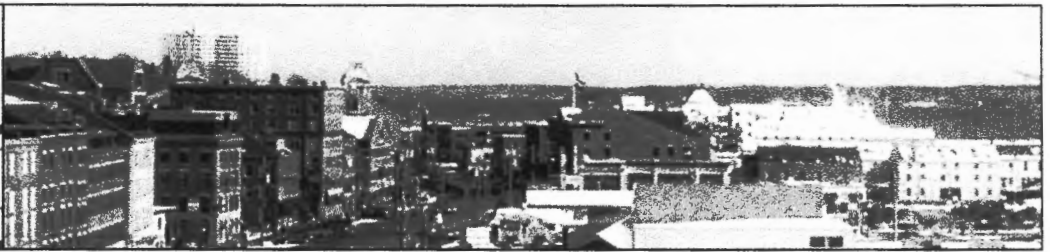
Unique Nautical Chart & Map Jewlery

**Hi Bombay** Fine Indian Cuisine



**KNICKERBOCKER GROUP**

Designers Builders Cabinet Makers Caretakers



Fishman Property Management - 470 Forest Avenue – Suite 203 – Portland – Maine 04101

Date: July 12, 2012

To: Planning Authority

From: Jennifer M. Lynn, Property Manager  
Fishman Property Management

RE: Permit for Signage on the Cinamon Building, at One Pleasant Street

- Fishman Property Management, on behalf of Tom Yoder, Owner, applied for a permit for a 16ft x 20ft sign to cover existing sign on the Cinamon Building, at One Pleasant Street Portland, ME.
- Permit denied: sign is too big for the building, per post 1994 ordinance changes.
- Enclosed are an affidavit from the previous owner and a picture from 2001.
- Also, enclosed is an aerial picture of the area surrounding the Cinamon building. This picture shows the signage on the side of building. This picture is pre 1994, which is the date required to allow this sign to be grandfathered.
- Please let me know if any additional information is required to insure the issuance of a permit.

RECEIVED

JUL 13 2012

Dept. of Building Inspections  
City of Portland Maine

# **Emsworth Property, LLC**

**2136 N. Seminary Avenue, Chicago, IL 60614**


June 25, 2012

To whom it may concern:

Emsworth Property, LLC is the owner of the building at One Pleasant Street, Portland, Maine.

Fishman Property Management, 470 Forest Avenue, Portland, Maine, is authorized to take all action with regard the permitting and construction of a sign on the Center Street side of that building on behalf of Emsworth Property, LLC.

Sincerely,



Thomas K. Yoder

Sole Member, Emsworth Property, LLC



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
6/25/2012

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Cross Insurance-Portland 2331 Congress Street PO Box 567 Portland ME 04112	<b>CONTACT NAME:</b> Sunny Quintal <b>PHONE (A/C, No. Ext):</b> (207) 780-1677 <b>FAX (A/C, No):</b> (207) 780-6377 <b>E-MAIL ADDRESS:</b> squintal@crossagency.com														
<b>INSURED</b> Emsworth Property LLC c/o fishman Property Management 470 Forest Avenue Suite 203 Portland ME 04101	<table border="1"><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr><tr><td>INSURER A: Peerless Indemnity Ins Co</td><td>18333</td></tr><tr><td>INSURER B:</td><td></td></tr><tr><td>INSURER C:</td><td></td></tr><tr><td>INSURER D:</td><td></td></tr><tr><td>INSURER E:</td><td></td></tr><tr><td>INSURER F:</td><td></td></tr></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Peerless Indemnity Ins Co	18333	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
INSURER(S) AFFORDING COVERAGE	NAIC #														
INSURER A: Peerless Indemnity Ins Co	18333														
INSURER B:															
INSURER C:															
INSURER D:															
INSURER E:															
INSURER F:															

**COVERAGES** **CERTIFICATE NUMBER:** CL1262568143 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY			CBP8861515	7/13/2011	7/13/2012	EACH OCCURRENCE	\$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 100,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	<input checked="" type="checkbox"/>					MED EXP (Any one person)	\$ 15,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PERSONAL & ADV INJURY	\$ 1,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						GENERAL AGGREGATE	\$ 2,000,000
							PRODUCTS - COMP/OP AGG	\$ 2,000,000
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	\$
	ANY AUTO						BODILY INJURY (Per person)	\$
	ALL OWNED AUTOS						BODILY INJURY (Per accident)	\$
	HIRED AUTOS						PROPERTY DAMAGE (Per accident)	\$
								\$
	UMBRELLA LIAB						EACH OCCURRENCE	\$
	EXCESS LIAB						AGGREGATE	\$
	DED							\$
	RETENTION \$							\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						WC STATUTORY LIMITS	OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)						E.L. EACH ACCIDENT	\$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)  
Certificate Holder is an Additional Insured with respect to Commercial General Liability only. Re: 1 Pleasant St., Portland ME  
Refer to policy for exclusionary endorsements and special provisions.

## CERTIFICATE HOLDER

City of Portland  
389 Congress Street  
Portland, ME 04101

## CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

J Wold, CIC/JDW *Jennifer Wold*

**Shukria Wiar - RE: Sign Appeal One Pleasant Street**

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**From:** Jennifer Lynn <jen@fishmanrealty.com>  
**To:** Shukria Wiar <SHUKRIAW@portlandmaine.gov>  
**Date:** 10/15/2012 2:54 PM  
**Subject:** RE: Sign Appeal One Pleasant Street

---

Hi Shukria. See Below.

Thank you  
 Jen

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**From:** Shukria Wiar [mailto:SHUKRIAW@portlandmaine.gov]  
**Sent:** Thursday, October 11, 2012 12:27 PM  
**To:** Jennifer Lynn  
**Subject:** RE: Sign Appeal One Pleasant Street

Hello Jennifer,

Thank you for the information. I had some questions for you regarding the new sign proposal. Please see below:

1. What is the color of the alum face being proposed? Basically we want to know the background color of the alum panels. White or a light gray
2. Will there be any kind of gape between the panels or well is be flush with each other. If there is a gap, please indicate the dimension. Staff would like to see some kind of gap between the signs. 2" space between the signs
3. The Planning Division would like to see the alum panels size decrease and centered under the painted sign. Is there an thought on this from the applicant. Decreased by how much? and centered under what? The lettering will be centered in each sign.
4. The photo shows five panels on which three have signs on them. Will there be only five panels proposed? And will this panels all be displayed on the wall or will the panels be displayed if it has a sign on it? 6 panels all will be displayed but some may be blank.

If you have any questions, please do not hesitate to contact me.

Thank you.

Shukria

>>> Jennifer Lynn <jen@fishmanrealty.com> 10/11/2012 12:10 PM >>>

Hi Shukria, Attached is, I'm hoping the last piece of the puzzle, the proposal from Hascall & Hall to hang the signs.

Thank you  
 Jennifer

---

**From:** Shukria Wiar [mailto:SHUKRIAW@portlandmaine.gov]  
**Sent:** Tuesday, July 17, 2012 11:56 AM  
**To:** Jennifer Lynn



**Subject: Sign Appeal**

Hello:

The sign appeal application was forwarded to me yesterday from the Inspection Division. I have done a preliminary review of the sign and have comments. The property at One Pleasant Street is located in the Downtown Business B-3 zone and in the Pedestrian Activities District. There are B-3 design standards that specifically discussed signs. Attached is the design standards for the zone, please refer to page 42 (Paragraph IX) for the signage standards. After reviewing the proposal against the standards, there were standards that the proposed sign is not meeting. Please see the following:

**Section IX (B) (1):**

In addition, the design of signage on historic structures should consider historic signage that was previously or is currently incorporated on the building. Where clear documentation exists as to the character and design of original or historically significant signage found on that building, every effort should be made to meet contemporary signage needs with a sign designed in keeping with the building's historic signage.

**Section IX (B) (2):**

**Size**

- The size of proposed signs should be compatible with the scale of the overall building, with the scale and character of the building's architectural features, and with the character of the specific sign location.
- The size of the sign should relate comfortably in size and scale to pedestrians moving about in the vicinity of the sign.
- No sign shall extend greater than four feet into any public right-ofway or beyond a vertical plane two (2) feet inside the curb line (face of curb).

**Section IX (B) (3):**

**Communication**

- Signage is most effective when it is simple and limited in subject matter to the name of the business or property, a street address, and the incorporation of a logo, symbol, or other graphic display that is central to the primary tenant or use of the property. Signage should clearly be incidental to the tenant or use of the property. General commercial advertising unrelated to the principal use is discouraged. Signs advertising businesses or products not found on the property (off-premises signs) are not permitted.
- Lettering typefaces and words should be selected which are simple, easy to read, and scaled appropriately for both the sign and building. Logos or symbols are encouraged where integrated with the proposed sign. Pictographs (such as the creation of a projecting sign in the shape of a key for a lock shop) should be carefully considered and can be an interesting and appropriate feature in some situations.
- Colors on signage should be selected which complement the character and color pattern of the building. A sign should not, by virtue of its color, be distracting from the design and character of the building on which it is located. Signs tend to be most effective when there is a contrast in color between the lettering/symbols and the background of the sign.

**Section IX (C):**

1. The placement of signage on all buildings should be carefully considered, taking into account the scale, character and design of the building, the traditional location of signage on Downtown buildings, the location of existing or designed sign boards, lower cornices, lintels, and piers, and the opportunity to use signage as an element to reinforce building entrances.
2. The placement of signage should not visually obscure architecturally significant features of the building. The method of attachment for new signs should not permanently alter or destroy significant features or materials of the building.
3. Where signage is proposed on window surfaces, such signage should not substantially obscure visibility through the window.
4. Generally, the placement of signage should occur below the sill of the second story windows. Where the design of the base portion of the building establishes some higher location as an appropriate location and where such location complements the character of appropriate signage on adjacent buildings or architectural features of adjacent buildings, alternative locations should be considered. Where unusual site

characteristics exist or where exceptionally well-designed and integrated signage is proposed, placement elsewhere on a building will be considered. Painted signs on upper story windows, such as stenciled names of professional firms, are acceptable provided they do not detract from the character of window design.

Section IX (D) (3):

Where multiple tenants are served by one sign or a grouping of signs, the signs should be treated as a building directory with the building name and/or address most prominent and the names of individual businesses or tenants subservient in the directory design. Such directories should be located at or near building entrances and should be scaled so that individual names are visible to the pedestrian.

Please address these standards and how the proposed sign is meeting these standards. I still do not know how much of the sign will be projecting from the wall and into the right-of-way. If the sign is encroaching into the right-a-way, a license would need to be issued. Would you also have photos of the building prior to 1990, specifically showing this sign?

If you have any questions please do not hesitate to contact me.

Thanks you.

Shukria

*Shukria Wiar, Planner  
City of Portland, Division of Planning  
389 Congress Street, Portland, ME 04101  
Ph: 207-756-8083 Fax: 207-756-8258*