

Planning & Urban Development Department

*Jeff Levine, AICP, Director*  
*Marge Schmuckal, Zoning Administrator*

October 15, 2013

Derek Miller  
C/O CBRE/The Boulos Company  
One Canal Plaza, Suite 500  
Portland, Maine 04101

RE: Merrill's Wharf, 254 Commercial Street - 041-A-016 & 017 -WCZ Zone

Dear Mr. Miller & Mr. Sigfridson,

I am in receipt of your request for a determination letter concerning the first floor leasing and whether the proposed businesses meet the requirements of being considered "Marine Related" as defined within the City of Portland Land Use Zoning Ordinance.

I have reviewed the two uses that you requested me to consider: Quest Navigation & Rhumblin Communications. I looked at both their websites and other communications from each business. Based upon all of such information, I have determined that both Quest Navigation and Rhumblin Communications can be considered a "Permitted Use" under 14-307 as Marine Offices [14-307(a)21]. Therefore both businesses are considered to be marine related for your first floor uses.

Please be aware that this determination letter is not a substitution for an approval of the final use. Both businesses must apply for a change of use permit to establish their uses within the premises. This office will also need to be provided with good floor plans showing where these two businesses will be located within the first floor area.

If you have any questions regarding this matter, please do not hesitate to contact me at (207) 874-8695.

Very truly yours,

A handwritten signature in black ink, appearing to read "Marge Schmuckal", written over a horizontal line.

Marge Schmuckal  
Zoning Administrator

Part of the CB Richard Ellis Affiliate network

One Canal Plaza, Suite 500  
Portland, ME 04101

T 207.772.1333  
F 207.871.1288

www.boulos.com

RECEIVED

SEP 25 2013

September 24, 2013

Marge Schmuckal  
Zoning Administrator  
City of Portland Planning Department  
389 Congress Street  
Portland, Maine 04101

Dept. of Building Inspections  
City of Portland Maine

RE: Merrill's Wharf, 254 Commercial Street – First Floor Leasing

*WCE*

Dear Marge,

*041-A-16 & 17*

On behalf of the owner Waterfront Maine, CBRE|The Boulos Company has been marketing the above-referenced property to marine users and we are currently working with two prospective tenants that we believe meet the definition of marine use. Listed below are the links to the company web sites which will provide more specific information about the nature of their businesses. We have also included a summary letter from both prospects explaining their business in greater detail.

We would like to get a determination from you as to whether or not these tenants will be considered marine related.

- **Quest Navigation**

[www.questnavigation.com](http://www.questnavigation.com)

*NOVA 10/9/13 received explanation from operator*

- **Rhumblin Communications**

[www.rhumblin.com](http://www.rhumblin.com)

*marine marketing*

We feel that both of these tenants would be a valuable addition to the Portland Waterfront. Should you need any additional information we would be happy to discuss this further with you either by phone or in person.

Best Regards,

Derek Miller  
Associate

Drew Sigfridson, SIOR  
Managing Director/Partner

# Rhumblin Communications

21 Barbara Ave. • Scarborough, ME 04074  
(+1) 207-450-9943  
nicole@rhumblincommunications.com  
@RhumblinCom  
www.rhumblincom.com

Tuesday, August 27, 2013

Mr. Derek Miller  
The Boulos Company  
One Canal Plaza  
Portland, ME 04101

Dear Derek,

Thank you for giving me the opportunity to view available spaces at Merrill's Wharf. Please allow this letter serve as my formal request to have my business's status reviewed and considered for occupancy in Merrill's Wharf as a marine-related company.

Rhumblin Communications is a DBA that has been operating since January 2011. The company's purpose is to provide marketing strategy and public relations support to marine businesses. Our entire client list is made up of boatbuilders, yacht developers, marine industry associations, marine service providers, and marine manufacturers. At Rhumblin Communications, we market both b2b and b2c products and services in the very narrow marine niche, both regionally and internationally. Our efforts include strategic planning, graphic design, copywriting, website development, event support, media buying, advertising development and placement, and public relations.

Our clients at Rhumblin Communications include (among others): Front Street Shipyard of Belfast, Maine, the largest yacht yard in northern New England; Rockport Marine of Rockport, Maine, a builder of custom wooden yachts; Brooklin Boat Yard of Brooklin, Maine, a builder of custom wooden and composite yachts; W-Class Yacht Company of Newport, Rhode Island, a yacht design and development company; CW Hood Yachts of Marblehead, Massachusetts, a builder of semi-custom and production boats; etc.

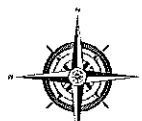
We're also very proud to have as clients two Maine nonprofit organizations that promote the growth of the regional marine industry: Maine Built Boats Inc. and Maine Marine Trades Association. Not only does Rhumblin Communications provide services to these organizations, but we are also members in good standing of both. The memberships of these organizations are exclusively marine-related.

Thank you for considering the status of Rhumblin Communications. I would be happy to provide you with references from my clients or with further information about the types of services we offer.

Best regards,



Nicole Jaques  
Owner, sole proprietor  
Rhumblin Communications





## QUEST NAVIGATION™

September 17, 2013

Mr. Derek Miller  
CBRE/The Boulos Company  
One Canal Plaza  
Portland, ME 04101

Dear Derek,

We're interested in the 'end cap' space we discussed at Merrill's Wharf, providing the build-out schedule coincides with our residency schedule to headquarter Quest Navigation Inc. in the city of Portland. Please allow this letter to serve as my formal request to have my business's status reviewed and considered for occupancy in Merrill's Wharf as a marine-related tenant.

Quest Navigation, Inc. was incorporated in Delaware on 25 May, 2012. Nova Star Cruises, a subsidiary of Quest Navigation, Inc., will be the operating company for a ferry service between Portland and Yarmouth, Nova Scotia and responsible for the ship's operations and management; contracting of vendors, consultants and leases; and employment of shore employees. The ship's crew and hotel operations will be located off-shore, onboard the vessel and will not be utilizing this facility.

I advise that you please contact Greg Mitchell, Director, Economic Development Department, City of Portland at 207-874-8945 if you have any further questions regarding our current status with the City of Portland.

Thank you for considering the status of Quest Navigation as a marine tenant.

Best regards,

Lisa

Lisa Arnold,  
VP, Brand Marketing & Product Development  
[Lisa.Arnold@QuestNavigation.com](mailto:Lisa.Arnold@QuestNavigation.com)  
978-363-5100

QUEST NAVIGATION, INC.  
PO BOX 582  
ELIOT, MAINE 03903  
603 380 4564

**CITY OF PORTLAND**  
**DEPARTMENT OF PLANNING & URBAN DEVELOPMENT**

389 Congress Street  
 Portland, Maine 04101

**RECEIPT OF FEES**

<b>Application No:</b> 0000-1800	<b>Applicant:</b> WATERFRONT MAINE
<b>Project Name:</b> 252 COMMERCIAL ST	<b>Location:</b> 252 COMMERCIAL ST
<b>CBL:</b> 041 A016001	<b>Application Type:</b> Determination Letter
<b>Invoice Date:</b> 10/01/2013	

<b>Previous Balance</b>	-	<b>Payment Received</b>	+	<b>Current Fees</b>	-	<b>Current Payment</b>	=	<b>Total Due</b>	<b>Payment Due Date</b>
\$0.00		\$0.00		\$300.00		\$300.00		\$0.00	On Receipt

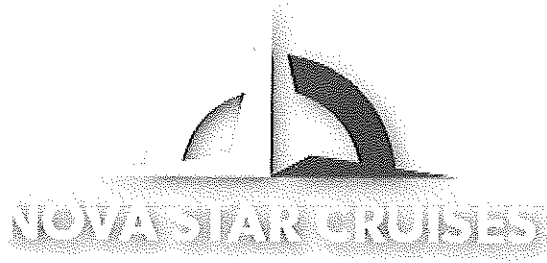
**Previous Balance** **\$0.00**

Fee Description	Qty	Fee/Deposit Charge
Zoning Determinations	2	\$300.00
		<u>\$300.00</u>
<b>Total Current Fees:</b>	+	<b>\$300.00</b>
<b>Total Current Payments:</b>	-	<b>\$300.00</b>
<b>Amount Due Now:</b>		<b>\$0.00</b>

**CBL** 041 A016001  
**Bill to:** WATERFRONT MAINE  
 14 MAINE ST  
 BRUNSWICK, ME 04011

**Application No:** 0000-1800  
**Invoice Date:** 10/01/2013  
**Invoice No:** 42770  
**Total Amt Due:** \$0.00  
**Payment Amount:** \$300.00

Make checks payable to the *City of Portland*, ATTN: Inspections, 3rd Floor, 389 Congress Street, Portland, ME 04101.  
 Check the status of your permit or schedule an inspection on-line at <http://www.portlandmaine.gov/planning/permitstatus.asp>



STM Quest is proud to have been selected as the successful proponent for the Yarmouth Ferry Initiative. We are pleased to be invited to negotiate the terms for a mutually beneficial agreement, and look forward to working with the province of Nova Scotia to launch the Nova Star Cruises ferry service between Yarmouth, NS and Portland, ME beginning in 2014.

We are committed to providing a world-class cruise ferry service for many years to come. More details will be made available once our contract has been finalized.

Thank you for your interest in  
Nova Star Cruises.

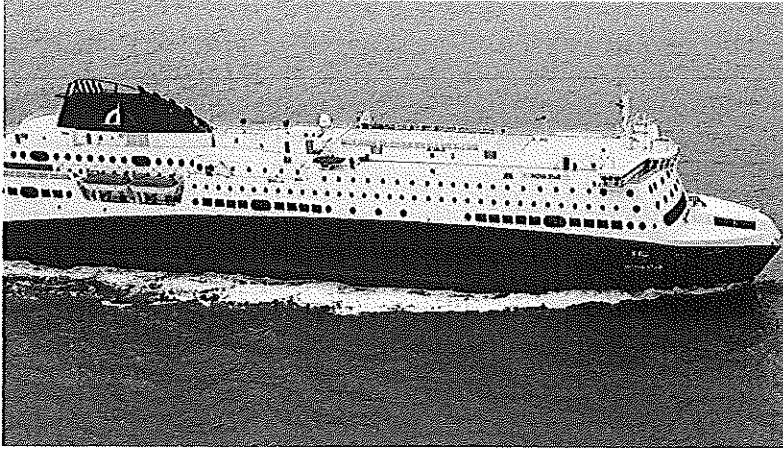
© 2013 Nova Star Cruises. All rights reserved.



4/ 19 NS\_09\_BowLounge\_WEB.jpg

## Prospective Yarmouth ferry operator lines up ship

February 15, 2013 - 12:12pm BY REMO ZACCAGNA BUSINESS REPORTER



Quest Navigation has secured a long-term charter agreement on a \$165-million cruise ferry to be christened Nova Star. (QUEST NAVIGATION)

everyone could be comfortable that we have a serious pr

[\(rzaccagna@herald.ca\)](mailto:rzaccagna@herald.ca)

*About the Author*

**BY REMO ZACCAGNA BUSINESS REPORTER**

Commenting Policy

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The  
**ChronicleHerald**



**Marge Schmuckal - Quest Navigation/Nova Star Cruises request for marine company determination in regards to office space tenancy**

---

**From:** Lisa Arnold <Lisa.Arnold@QuestNavigation.com>  
**To:** <MES@portlandmaine.gov>  
**Date:** 10/8/2013 7:33 PM  
**Subject:** Quest Navigation/Nova Star Cruises request for marine company determination in regards to office space tenancy  
**CC:** Greg Mitchell <gmitchell@portlandmaine.gov>, Derek Miller <dmiller@Boulo...

---

Attn: Marge Schmuckal,  
Zoning Administrator, City of Portland

Hi Ms. Schmuckal,

Thank you for your inquiry regarding Quest Navigation Inc. and our request for marine company determination in consideration of tenancy of office space at Merrill Wharf.

Quest Navigation is the holding company for Nova Star Cruises, our public facing brand and operating company. Nova Star Cruises will be operating a cruise ferry between Portland and Yarmouth, Nova Scotia. The vessel, to be christened Nova Star will be operating a 24-hour round-trip with 3 hours in the port of Portland and 3-hours in the port of Yarmouth, Nova Scotia. The sailing time is 9 hours. We have capacity for 1215 passengers and up to 336 cars.

We're interested in the Merrill's Wharf location due to it's proximity to both Ocean Gateway where our 161-meter passenger vessel will primarily berth during the loading and unloading of passengers. However, during peak commercial times in the shoulder seasons, the vessel may stop at International Marine Terminal on the West end of Portland harbor to discharge commercial vehicles. Merrill Wharf is situated between both terminals.

Our company will be headquartered in Portland and is the primarily office for shoreside jobs that include operations, marketing personal, event & talent facilitators, guest experience coordinators and support staff. Also, at Merrill Wharf, the end cap unit affords our seeing the top 'stack' of the vessel while in port, an extra perk— to see the vessel immediately when she's come into port.

My job is marketing and product development. Another general partner, Owen John, our VP of Sales and Marketing will both find ourselves relaying between the shore office and the vessel frequently while she is in port. The vessel has an onboard reception and office which will interface with our shore office. In addition, the Merrill Wharf waterfront location is an ideal location for any front and back office issues to be taken care of quickly by nearby shore staff, consultants and vendors for business to business. The vessel's time in port is a limited window in which to resolve matters quickly.

In addition, our president and CEO, Mark Amundsen will oversee Nova Star Cruises terminal employees as they unload and load passengers and vehicles. His shore office will be at our Portland headquarters and he will be back and forth to the terminal(s) daily.

For all shore employees, it would be convenient to walk a few blocks rather than deal with driving a car and parking during summer traffic conditions at peak season in order to support our onboard operation. I hope I can convey to you that the ferry service will be a tightly run operation with a lot of moving parts. Passengers will only use the Ocean Gateway terminal in regard to ticketing and boarding and will NOT be directed to the Merrill Wharf location. We will also have a contact center in Yarmouth, Nova Scotia for phone support. These days most ticketing is done online and our reservation system will be ready online in January when our website goes live.

However, quick access to both terminals is important to our marine employees and to the success of our cruise ferry operation. Our normal business office hours will be skewed to support the vessel schedule in Portland. We feel the cache of the building, and most importantly, the convenience and proximity of the Merrill Wharf location

ideally suits our marine company operation.

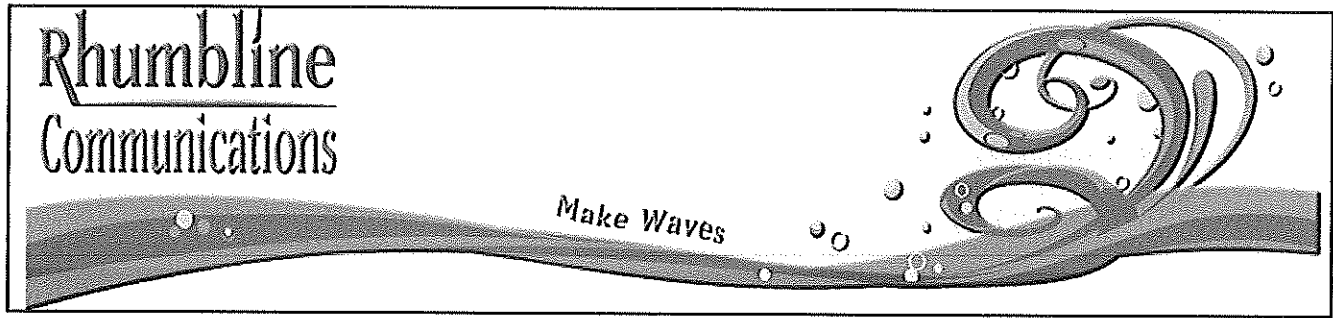
I appreciate your consideration of the above request for a favorable determination letter of marine company status, I would be happy to answer any questions at 978-363-5100 or meet with you at any time.

I hope you will come to regard Nova Star Cruises as an asset to the city of Portland.

Thank you and best regards,

Lisa

Lisa Arnold,  
Vice President, Brand Marketing & Product Development  
Quest Navigation, Inc.  
[Lisa.Arnold@QuestNavigation.com](mailto:Lisa.Arnold@QuestNavigation.com)  
978-363-5100



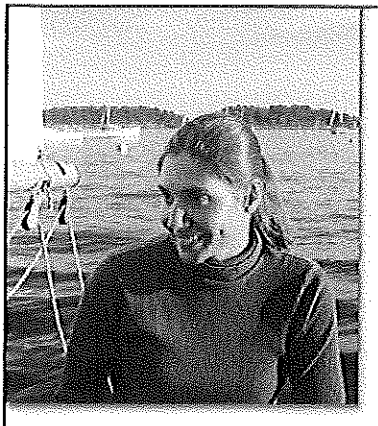
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## About

[Home](#) » [Rhumblin Communications // Marine Marketing Services](#)

### Who we are.



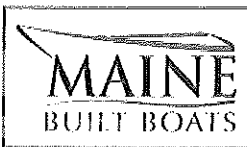
450-9943

Rhumblin Communications is a marine marketing services agency owned by Nicole Jacques, a longtime sailor and marketing strategist. Her passion for boats as sport and artform drives her success both on and off the water. Rounding a windward mark at the top of the fleet takes the same balance of preparation and nimble thinking that she uses in charting courses for her clients. With extensive experience in strategy, public relations, social media, creative development and media buying, Nicole finds the rhumblin for every client's goals.

Rhumblin Communications is located in Scarborough, Maine, with clients throughout New England.

[Contact Nicole for more information.](#)

Rhumblin Communications is a member of:



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#### rhumb line

*n.*

The path of a ship that maintains a fixed compass direction, shown on a map as a line crossing all meridians at the same angle. Also called *loxodrome*.

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#### rhumb line

*n.*

1. (Mathematics) an imaginary line on the surface of a sphere, such as the earth, that intersects all meridians at the same angle  
2. (Mathematics & Measurements / Navigation) the course navigated by a vessel or aircraft that maintains a uniform compass heading Often shortened to rhumb

[from Old Spanish *rumbo*, apparently from Middle Dutch *rum* space, ship's hold, but also influenced by Latin *rhombus*]

[Collins English Dictionary - Complete and Unabridged](#) © HarperCollins Publishers 1991, 1994, 1998, 2000, 2003

#### rhumb' line'

*n.*

the path of a ship that maintains a constant compass direction.

[1660-70]

Random House Kernerman Webster's College Dictionary, © 2010 K Dictionary Ltd. Copyright 2005, 1997, 1991 by Random House, Inc. All rights reserved.

**rhumb line** - A line on a sphere that cuts all meridians at the same angle; the path taken by a ship or plane that maintains a constant compass direction.

See also related terms for [sphere](#).

Farlex Trivia Dictionary. © 2012 Farlex, Inc. All rights reserved.

### Thesaurus

Legend: [Synonyms](#) | [Related Words](#) | [Antonyms](#)

**Noun 1.** **rhumb line** - a line on a sphere that cuts all meridians at the same angle; the path taken by a ship or plane that maintains a constant compass direction

[loxodrome](#), [rhumb](#)

[line](#) - a spatial location defined by a real or imaginary unidimensional extent

Based on WordNet 3.0, Farlex clipart collection. © 2003-2012 Princeton University, Farlex Inc.

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Link to this page: <http://www.thefreedictionary.com/rhumb+line>

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## **Marge Schmuckal - determination letter info needed**

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**From:** Marge Schmuckal  
**To:** dmiller@boulos.com  
**Date:** 10/4/2013 12:44 PM  
**Subject:** determination letter info needed

---

Hi Derek,

Can you give me more information as to what Quest Navigation will be doing specifically in their space? the web site really doesn't explain that issue. It only explains that Nova Star Cruises are coming to Portland. You need to explain it to me so I know what is actually happening at your site. Will Nova Star Cruises be docked at your pier? Is this a ticket office? Just referring me to a web site is not too helpful to me. Please elaborate.

I will also need a little more information concerning Rhumblin Communications. I did glean that it is a marine marketing services agency. Can you explain what that means in the context of the work that will be performed in your building? What exactly is being marketed on site?

Thank you,  
Marge Schmuckal  
Zoning Administrator  
City of Portland, Maine

**Marge Schmuckal - Merrill's Wharf**

---

**From:** Nicole Jacques <nicole@rhumblinelinecommunications.com>  
**To:** <mes@portlandmaine.gov>  
**Date:** 10/11/2013 1:11 PM  
**Subject:** Merrill's Wharf  
**Attachments:** Merrills Wharf.pdf

---

Hi Marge--

I'm just following up with you about my business, Rhumblineline Communications, with regard to the Merrill's Wharf office space.

I've attached a letter I forwarded to the broker of Merrill's Wharf outlining a lot of what my business does. Essentially I support my clients' sales efforts by providing them with the collateral material, digital material, outreach and event help that facilitates their businesses' sales and growth. My activities are pretty varied; yesterday I spent the day on the water in Rockport photographing and videoing the sea trials of a newly launched boat. Today I'm in my current office creating magazine advertisements for a different client. All of my efforts support the expansion of boating and boatbuilding, as that's my primary mission as a business.

I'm happy to answer any questions.

Best,  
Nicole Jacques

# Rhumblíne Communications

21 Barbara Ave. • Scarborough, ME 04074  
(+1) 207-450-9943  
nicole@rhumblínecommunications.com  
@RhumblíneCom  
www.rhumblínecom.com

Tuesday, August 27, 2013

Mr. Derek Miller  
The Boulos Company  
One Canal Plaza  
Portland, ME 04101

Dear Derek,

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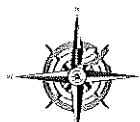
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Thank you for considering the status of Rhumblíne Communications. I would be happy to provide you with references from my clients or with further information about the types of services we offer.

Best regards,



Nicole Jacques  
Owner, sole proprietor  
Rhumblíne Communications



## Marge Schmuckal - Re: Marine Marketing

---

**From:** William Needelman  
**To:** Schmuckal, Marge  
**Date:** 10/4/2013 3:21 PM  
**Subject:** Re: Marine Marketing

---

Marge,

There are a couple of organizations that market the port to potential customers. Cruise Maine is one that comes to mind. They provide marketing services for the Maine Port Authority to increase cruise ship visits to the state.

Does this help?

Bill

Bill Needelman, AICP  
Senior Planner  
Planning and Development Department  
City of Portland, Maine  
389 Congress Street  
Portland, Maine 04101-3509

(207) 874-8722 tel.

(207) 756-8258 fax.

wbn@portlandmaine.gov >>> Marge Schmuckal 10/4/2013 12:46 PM >>>

Bill,

Can you explain or elaborate on what a marine marketing service is?

thank you,

Marge