

September 9, 2019

Nell Donaldson, Senior Planner
City of Portland Planning Division
389 Congress Street
Portland, ME 04101



Re: MMC Congress Building | 22 Bramhall St | Level III Site Plan
Response to City Reviewer Comments re: Signage

Dear Nell:

Thank you for coordinating the review of the Maine Medical Center Congress Building project located at 22 Bramhall with frontage on Congress St.. This letter provides a summation of our responses to the comments received from various reviewers as part of the Level III Site Plan process and satisfies

- Condition # 15 of the East Tower & Visitor Garage Approval dated March 29, 2018 which states: “That any new signage relating to the East Tower or Visitors Garage shall be subject to separate site plan review in the context of the Regulatory Framework and IDP Design Standards by the Planning Authority prior to installation”;
- Condition #7 of the St John St Garage Approval dated September 11, 2018 which states: “The applicant shall provide a revised signage master plan for review and approval by the Planning Authority”;
- Condition #5 of the Congress St Medical Building approval dated December 17, 2018 which states: “The applicant shall submit a plan for improving wayfinding to the existing MOB Parking Garage and the Visitor Garage on Congress Street in order to help mitigate sudden stops within this section of roadway for review and approval by the Department of Public Works and the Planning Authority and Planning Authority”;
- Condition #11 of the Congress St Medical Building approval dated December 17, 2018 which states: “The applicant shall submit a revised master signage plan addressing staff comments related to sign size, design, and placement for review and approval by the Planning Authority”.

The original comment is in italics below and our response follows each.

Comments from City of Portland Senior Planner – Nell Donaldson Dated September 4, 2019

1. *The response from DPW is that supplemental signs in Bramhall Square will not be permitted. The existing signs are designed to comply with MUTCD standards and therefore provide legibility to a wide audience. Kevin Thomas did mention that the design of the existing signs could be discussed, but there is a strong preference for uniformity among these types of signs in the ROW.*

Response: The revised plan does not propose any changes to existing signage on Bramhall Square. MMC requests a meeting with members of the City’s Planning Department and Department of Public Works to discuss alternatives to improve wayfinding at the intersection of Congress Street, Bramhall Street, and Deering Avenue.

2. *We will need evidence of rights to install MMC signage on private/public property. It is difficult to tell from the graphic in the sign master plan, but I believe that at least 9 and 11 are both proposed for private property. Please confirm. If so, please provide some narrative in the plan that notes this and clearly states that an easement or license will be required prior to the installation of any new signage in these (and any other) locations not owned by MMC.*

Response: MMC will provide a license prior to installation of any new signage or replacement of existing signage at 15 Crescent Street and 25 Ellsworth Street.

3. *Re sign design, the photos and words proposed for the back of some signs is likely to be confusing, as it reads like a sign (or like advertising). Please revise in favor of something more recessive.*

Response: This feature has been eliminated in the revised final submission.

4. *This is a more minor point, but the hierarchy used by the sign consultant is slightly unclear. In some signs, the street number appears as the dominant feature of the sign; in others, it is the building name that appears most prominently. Colors also vary (e.g. should all parking-related signage be the same color? Or all blade signs be the same color? As it stands now, the blade signs directly across from each other on Congress Street use a different color scheme and naming convention, which is confusing).*

Response: The design approach has been revised to simplify the hierarchy. Sign colors no longer vary along the street edge and street number now only appears where it is part of the building name.

5. *Tom Errico reviewed the proposed placement for the MOB sign, and agrees that the location selected is likely the best one.*

Response: MMC acknowledges this comment and that condition #11 stated above is met.