



# PORTLAND MAINE

*Strengthening a Remarkable City, Building a Community for Life • [www.portlandmaine.gov](http://www.portlandmaine.gov)*

*Lee Urban- Director of Planning and Development  
Marge Schmuckal, Zoning Administrator*

May 2, 2008

Shane Moffett  
NeoKraft Signs, Inc.  
686 Main Street  
Lewiston, ME 04240

RE: 332 St. John Street – 065 A012 – B-2 – sign permit application #08-0375

Dear Mr. Moffett,

I am in receipt of the application to install new signs at the McDonald's at 332 St. John Street. At this point I must deny the application because not all the proposed signs meet the requirements of the ordinance. Section 14-369.5, Table 2.6 of the ordinance states the criteria for signs in the B-2 zone. Table 2.6 only allows one freestanding sign per lot unless the property abuts more than one street. Since the property only abuts St. John Street and there is already an existing pylon sign, I must deny the request for the second freestanding sign. Table 2.6 only allows one building sign per façade that faces an abutting street plus one sign. Since the building only faces one abutting street, the total number of building signs that are allowed is two. Your application is for two sets of letters and two logos of the McDonald's arch for a total of four signs. The ordinance only allows two signs not four, so I can only permit two.

You have the right to appeal my decision. Section 14 – 368.5(g) of the ordinance states that an applicant who has been denied a permit or approval for failure to meet the signage regulations of section 14 – 369.5 “may apply to the planning authority for review of the denied signage pursuant to the standards set forth in section 14 – 526(a)(23)”. If the planning authority disapproves the application, then under section 14 – 527 of the ordinance you may appeal the decision to the Planning Board within ten (10) days of the decision being rendered.

If you choose not to apply to the planning authority for a review or the planning authority does not rule in your favor, you may revise your application to meet the requirements of the ordinance. If you choose not to appeal my decision or revise your application, you are entitled to get most of your money back if you bring in the original receipt you got when you applied for the permit. Please feel free to call me at 874-8709 if you have any questions.

Yours truly,

Ann B. Machado  
Zoning Specialist  
(207) 874-8709