

## **JEWELL & BULGER, P.A.**

*Attorneys at Law*

477 Congress Street, Suite 1104

Portland, ME 04101-3453

T: (207) 774-6665

F: (207) 774-1626

**Thomas F. Jewell, Esq.**

tjewell@jewellandbulger.com

**Paul S. Bulger, Esq.**

pbulger@jewellandbulger.com

May 14, 2014

The Zoning Authority  
City of Portland  
389 Congress Street  
Portland, ME 04101

Re: The Inn at St. John, 939 Congress Street, 65-C-1 & 13  
Sign Application and Appeal

Dear Sirs:

Please accept this cover letter as part of the Signage Application and Request for Waiver for The Inn at St. John.

Our office represents The Inn at St. John, which seeks to add some new directional signs. Our client would like to add two new signs. On the east side of the building, facing westbound traffic on Congress Street, there would be a simple arrow with the word "parking" within it and the name of the Inn adjoining. On the west side, facing eastbound traffic, there would be a sign with the text "Parking Lot, Turn Left, Past Inn" and the name of the Inn.

These signs are needed to provide directions to the parking lot at the rear of the building, which is the arrival location for most patrons coming to the Inn and provides an area to loan and unload luggage. As a hotel, the Inn has many new customers arriving daily, and directions to the parking lot are critical to avoid traffic problems out front on Congress Street, which is not well positioned to accommodate new arrivals.

Little advertising is contained within these proposed new signs, primarily directional information for travelers. We submit that the size, style, font and colors of the proposed signs complement the architectural attributes for the building; are appropriate for the character of the neighborhood; and suit the conditions from which the signs will be viewed.

As I understand, these proposed new signs do not violate the square footage allowance and the need for the waiver is due to the cumulative number of signs on the building. The number of signs is high because some of the existing canvas awnings count as signs due to the lettering that has been added. The lettering on the awnings consists simple of three letters "ISJ" in an Old English font that is primarily decorative and difficult to discern any advertising content. Even with those awnings located on The Inn at St. John, I doubt that most observers would recognize that the lettering spelled ISJ.

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The Zoning Authority  
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Re: The Inn at St. John

If necessary, the canvas awnings could be replaced (they were new as of last year) or the initials could be covered over, but that would be a shame to have to go to that effort and expense to address such a technical violation.

Of all of the businesses that operate in the City, few are in greater need for appropriate directional signage than the hotel industry.

We look forward to hearing from you in this regard. Please let me know if there is additional information needed with our submission.

Yours truly,

/s/

Thomas F. Jewell, Esq.

TFJ/t  
enclosures  
cc: Inn at St. John