



Jean Fraser <jf@portlandmaine.gov>

Fwd: Fox River, Mercy Hospital

1 message

Jean Fraser <jf@portlandmaine.gov>

Fri, Jun 29, 2018 at 3:29 PM

To: "Machado, Ann" <amachado@portlandmaine.gov>, "Stacey, Christina" <cstacey@portlandmaine.gov>, "Barhydt, Barbara" <bab@portlandmaine.gov>, "Cameron, Caitlin" <ccameron@portlandmaine.gov>, "Wiar, Shukria" <shukriaw@portlandmaine.gov>

Cc: "O'Brien, Stuart" <sgo@portlandmaine.gov>, "Errico, Thomas" <thomas.errico@tylin.com>

Hello all

(he meant Fore River, not Fox River!)

I spoke at length with this gentleman and offered to clarify the permitting/review process for each of the categories he is dealing with. He is working direct to the EMHS to manage this huge rebranding conversion for all the EMHS of sites in Maine (v. large number) including Mercy Fore River. Not only are they changing the name, but the text will be in a different font, background a new color, and there will be a new logo.

He has a package of all the proposed re-signage for Mercy Fore River but it has not yet been approved for release- he is just wanting to understand the required reviews, applications etc that would be required. He understands that we would want to see the overall package of proposals.

As you may know new signs at Mercy are subject to the Mercy design standards which are largely general in nature re design - and during the recent approval for the 2 new Davis signs (which will stay and not be replaced) it was confirmed that the Davis signs were consistent with what EMHS were intending.

While this appears to be a simple "replacement", as I talked to him there did seem to be some changes that we would want to look at, including for some of the smaller ones.

This is what I believe is what I should advise him, but I wanted to check with all of you before confirming to him - there are these broad categories:

Building mounted and existing large monument signs: The new ones will be in the same place and approx same size as existing, with new logo that is a different shape, color etc I indicated I believed they would need a sign permit- he would like to know what zone dimensional standards apply here (what did you use for the original Mercy signs) and what information is required (ie level of detail). MOST IMPORTANTLY he would like to know if he can make one permit application for all of the signs that require a permit. (Ann/Chris- could we talk about this at 10am tuesday after the Dev Rev mtg with Barbara?)

Smaller Freestanding Directional Signs: some are monument and some on poles- they want to make most of them monument and all same color etc. (think teal). Some may be "traffic" signs subject to MUFTD. I said I would look out the original approved signs detail (which was part of the site plan) and check whether there are traffic ones that can not be changed because of MDOT - and also I advised that we would need to check (as part of any review) re sightlines where they are near drives etc especially if going from pole to monument.

Incidental signs: by this he means ones that say "employee parking" or "no smoking" etc on outside signs - all less than about 2 sq ft; I said I didn't think we would review these as long as they were consistent in graphic style and color.

Have I missed anything re this???

Thanks

Jean

PS It occurs to me that signs on I295 and on City streets leading to Mercy also need to be changed but maybe that would not be for this guy to deal with. I will try to find out re this.

----- Forwarded message -----

From: **Randy Appel** <rappel@agi.net>

Date: Thu, Jun 28, 2018 at 12:16 PM

Subject: Fox River, Mercy Hospital

To: "jf@portlandmaine.gov" <jf@portlandmaine.gov>, Demarius Bryant <dbryant@agi.net>, Lynn Auriemma <lauriemma@agi.net>

Jean –

Thank you for speaking with me. AGI is the sign vendor of Eastern Maine Medical System in connection with the reimaging of Mercy Hospital. In addition to the name change to Northern Light, an entire change-out will be proposed for the campus including monuments, wall signs, directional signs and incidental signs wherein mostly all existing signs will be replaced with new.

I will look forward to hearing back from you regarding the issues we discussed.

Thanks again for your assistance.

Randy Appel

Permitting Services

Signage Solutions



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6/29/2018

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Jean Fraser, Planner

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