

Ann Machado - FW: Permit #2104-01420 - 207 Brighton Ave. - Sign permit

From: Bill Clark <bill.clark@nhsigns.com>
To: "AMACHADO@portlandmaine.gov" <AMACHADO@portlandmaine.gov>
Date: 7/11/2014 2:32 PM
Subject: FW: Permit #2104-01420 - 207 Brighton Ave. - Sign permit
CC: Jeff O'Hora <johora@energynorthgroup.com>, Peter March <Peter.March@nhsi...>
Attachments: 100_1834.JPG

Ann:

Don Booth forwarded me your response to our sign permit request and I have a few questions if you don't mind.

1. The free standing sign has not changed since the last re-branding in March of 2007 (please see attached photo from 3/07), the existing gulf sign is 6' x 6' the price sign is 5' x 6' the message panel is 4.5' x 6'. Can we leave the current message panel or do we have to reduce the size of it. I am just trying to keep the costs down for the customer and not have to buy a new sign.
2. I am going back to GULF to reduce the size of the canopy signs to the 20 sf. you asked for. Will the clouds on the canopy be allowed or is that considered a part of the signage?
3. Building signage, we are only proposing 1 sign on the building the current GULF EXPRESS over the door will removed with the new branding. The sign we are proposing is 3' x 5' does this have to be reduced to a maximum 2' in height and if so can we make it 2' x 6'?

Thank you for your time on this and I look forward to your response.

Regards:

Bill Clark

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From: permitnow@gmail.com [mailto:permitnow@gmail.com]
Sent: Thursday, July 10, 2014 6:44 PM
To: Bill Clark
Subject: Fwd: Permit #2104-01420 - 207 Brighton Ave. - Sign permit

Response from Portland below;

Sent from my iPhone

Begin forwarded message:

From: "Ann Machado" <AMACHADO@portlandmaine.gov>
Date: July 10, 2014 at 4:12:31 PM EDT

To: <permitnow@gmail.com>

Subject: Permit #2104-01420 - 207 Brighton Ave. - Sign permit

Don -

I have completed my initial zoning review and at this point I can't sign off for zoning. I have attached the sign ordinance for what is allowed signs for gas stations. This property is in the B-1 zone.

The last permit we have on file for the free standing sign shows the top panel as 6' x 6' the price panel as 4' x 6' and the message panel as 6' x 3.5'. The total square footage is 81 sf. The sign was 19.5' tall. This is larger than what the table allows. You are proposing 36 sf for the gulf sign, 30 sf for the price sign and I don't know what the square footage of the existing message sign is. You need to confirm the size of the message board and the overall height of the sign. If the total square footage of the sign is 81 sf and not taller than 19.5' it will be OK.

The proposed canopy signs are too big. The square footage can't exceed 20 sf for each. Just the gulf part is over ($48" \times 110.5" = 36.83$ sf) and that does not include the cloud part. You need to submit revised plans that meet the 20 sf total.

The two building signs are allowed' with the principal sign max square footage as 30 sf and the additional major activity as 10 sf. The table also states that the vertical dimension for a building sign is 2' so neither sign meets that criteria. Jake's is 3' x 4', 12 sf total. The gulf sign is 21.4 sf - 3'8" x 5'10". These also need to be revised.

Thank you.

Ann Machado

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