

Master Signage Plan  
Bangor Savings Bank and Office Building  
20 Marginal Way, Portland, Maine

In accordance with Portland Downtown Urban Design Guidelines for the B-7 Mixed Use Urban District, attached is the Master Signage Plan for the proposed Bangor Savings Bank and Office Building for 20 Marginal Way, Portland, Maine. The Mater Signage Plan adheres to the Guidelines as follows:

B. Design:

- The design of signage is respectful of the building and has been carefully designed to fit the given facades complementing the building's architectural features.
- The design of signage is oriented and scaled to reflect the scale and character of movement of people around the building, with an emphasis primarily on the pedestrian and slow-moving traffic. To emphasize the two pedestrian entrances into the building an architectural overhang will be installed over both entrances. Back halo-illuminated signs will be installed on each overhang to inform pedestrians along Marginal Way and from the rear parking lot to the appropriate entrance.
- The size of the proposed signs is compatible with the scale of the overall building.
- The size relates comfortably in size and scale to the pedestrians moving about in the vicinity.
- The signage is simple and limited to the primary tenant of the property.

- The lettering typefaces and words are simple, easy to read, and scaled appropriately for both the signs and the building.
- The colors on the signage have been selected to complement the character and color pattern of the building.
- The illumination of the signs is very compatible and consistent with the character of illumination already existing on the surrounding buildings and on existing appropriate signs in the vicinity. The proposed upper wall signs are internally illuminated block letters which is the style of signs for the vast majority of wall signs along Marginal Way, including but not limited to Gorham Savings Bank, Drummond Woodson, Planet Fitness, Walgreens, WinxNet, Trader Joes, Eastern Mountain Sports and West Marine. The signs over the pedestrian entrances are back halo-illuminated signs which is a character of illumination appropriate for pedestrian areas.

#### C. Placement

- The placement of the signage on all building elevations has been carefully considered, taking into account the scale, character and design of the building.
- The placement of the signage does not visually obscure any architecturally significant features of the building.

#### D. Number of Signs

- Building signs are limited to one per building street frontage for each tenant. Bangor Savings will occupy the retail bank branch on the 1<sup>st</sup> floor of the building and the 2<sup>nd</sup> and 3<sup>rd</sup> floors with banking service offices. In keeping with the above guideline, maintaining a simple signage message, Bangor Savings has decided not to uniquely sign the service office uses. Bangor Savings is proposing wall signs on each of three street frontages (Marginal Way, Forest Avenue and I-295).
- The signs have a common pattern and character.

- Standard E-16 limits the number of upper level signs to two and one sign per storefront at the Pedestrian level. Since the proposed building occupies the entire Marginal Way frontage except for the entrance drive and the building is located on the front property line there is no room for a pylon sign. Bangor Savings is requesting a third upper level sign to be located on the Marginal Way elevation in place of a pylon sign. To properly inform pedestrians of the two pedestrian entrances, Bangor Savings is requesting a second pedestrian level sign to be located above the Marginal Way entrance door.

- The total sign area proposed in the Master Signage Plan is approximately 50% of the sign area allowed for the proposed building.