



August 7, 2013

Ann Machado
Zoning Specialist
Portland City Hall
Planning & Urban Development
389 Congress Street
Portland, ME 04101

RE: Cumberland Farms – 801 Washington Ave

Dear Ms. Machado:

This is my written request to appeal your decision denying the larger building sign. Please forward this request to the Planning Authority. I will overnight to you the \$75.00 check for the administrative review for Friday the 9th.

Your ordinance requires the building sign height to be maximum 2' and maximum square footage of 30. The larger sign at 27.8 sf complies with your square footage requirement. The height of the sign is where we are asking for the approval. In our situation, our letters are stacked and we have the tree which are all inclusive in that height requirement. The attached illustration shows both non-compliant and compliant scenarios. The larger building sign is our standard corporate logo that was designed to complement the gable entrance, which is a predominant feature of the building. In order for me to achieve the 2' height, the entire sign needs to be scaled down so the tree is always proportionate to the letters per our standards. The compliant sign, when reduced to 2', no longer matches the scale of the gable entrance and therefore takes away from its architectural feature.

Please contact me if you require any additional information.

Very truly yours,

CUMBERLAND FARMS, INC.

A handwritten signature in blue ink that reads "Dawn Johnson".

Dawn Johnson
Project Manager
Planning Department

Cumberland Gulf Group of Companies
100 Crossing Boulevard, Framingham, MA 01702
508-270-1400