



# PORTLAND MAINE

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## Planning & Urban Development Department

Jeff Levine, AICP, Director

## Planning Division

Alexander Jaegerman, FAICP, Director

February 21, 2013

## Burr Signs

Attention: Mason Legendre  
40 A Manson Libby Road  
Scarborough, ME 04074

Re: 6 Columbia Road (595 Brighton Ave) – 184- B003001 – Sign Permit for Eyes on Rosemont- Permit #2012-65565

Dear Mr. Legendre:

I am in receipt of your application for a sign exception to have a building sign at 6 Columbia Road (595 Brighton Ave). The property is located in the R-P zone and building sign are prohibited in this zone. Section 14- 526 (b)(8)(a)(iv) of the ordinance states the sign waiver criteria:

An applicant for site plan review that was either denied for failure to comply with the requirements of or is seeking a waiver as part of their site plan application from Section 14-369.5 shall meet the following standards for approval:

- (a) Signs shall meet the requirements of Section 14-526 (e) 2. - Signage and Wayfinding;
- (b) The size, scale, proportions, design, materials, placement, quantity and source and intensity of illumination of any approved signage shall be designed to complement and enhance the architectural attributes of the building(s) to which they are attached or to which they are visually related. In addition, such signs shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed, especially in relation to the distance, travel speed, and mode of travel of the viewing public;
- (c) The signage shall either be of special design merit or shall respond to unique circumstances or characteristics associated with the subject property;
- (d) The provisions of this subsection shall be limited to commercial uses in business or industrial zones, industrial uses or institutional uses.

I conducted a site visit of the parcel and the vicinity. The site has a free standing site next to the building on Brighton Avenue. The neighboring businesses in the R-P zone also have free standing signs but no building signs. Based on the waiver criteria, the sign does not meet standard b and c, see below for explanation:

1. (b) The size, scale, proportions, design, materials, placement, quantity and source and intensity of illumination of any approved signage shall be designed to complement and enhance the architectural attributes of the building(s) to which they are attached or to which they are visually related. In addition,

such signs shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed, especially in relation to the distance, travel speed, and mode of travel of the viewing public.

Staff Comment: This standard states the sign “shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed”. As mentioned before, there are no existing building signs on any of the businesses in the vicinity of this property and are in the R-P zone. There is a free standing sign near the exact location where of the proposed building sign. This is a high traffic area and the free standing sign is more visible than the proposed building sign.


2. (c) The signage shall either be of special design merit or shall respond to unique circumstances or characteristics associated with the subject property
3. Staff Comment: There are no unique circumstances or characteristics that are associated with the property. The property does have an existing free standing sign that is visible from the main street.

Thus, the request for a sign exception at 6 Columbia Road is denied.

You have the right to appeal this decision to the Planning Board. Section 14- 529 (a) of the ordinance states that “any person aggrieved may appeal the decision to the planning board within thirty (30) calendar days of the date of the written decision of the planning authority”.

Please feel free to call me at 756-8083 or [shukriaw@portlandmaine.gov](mailto:shukriaw@portlandmaine.gov) if you have any questions.

Sincerely,



Shukria Wiar  
Planner

**Electronic Distribution:**

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