



Planning & Urban Development Department

February 15, 2018

Deana Emery
Bailey Sign, Inc
9 Thomas Drive
Westbrook, ME 04092

Dear Ms. Emery,

The Planning and Urban Development Department has reviewed your application for a sign exception to install an additional building sign at 1200 Congress Street for Norway Savings Asset Management Group. The property is located in the B-2 Business Community zone. Per zoning, one sign is allowed per business and the applicant is approved for one sign and requesting an additional façade sign per Section 14- 526 (b)(8)(a)(iv) of the ordinance.

I conducted a site visit of the parcel and the vicinity. Currently there are five signs at this property:

- a) two rooftop signs that read "Norway Savings";
- b) one sign on the front facade that reads "Norway Savings Bank";
- c) one sign as the rear that reads "Norway Savings";
- d) and a free standing that also reads "Norway Savings Bank".

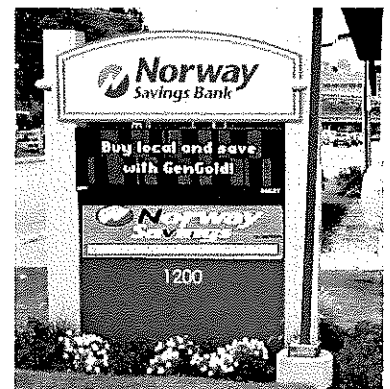
The request is for two signs that read "Norway Savings Asset Management Group". The majority of the neighboring businesses in the vicinity have one individual façade signage, i.e. Keller Williams Building and Clarion Hotels. Based on the waiver criteria, the sign does not meet standard b and c, refer to 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: As mentioned before, there are no multiple signs for individual businesses on most of the signage in the vicinity of this property. The staff supports the addition of one building sign for Norway Savings Asset Management.

2. (c) The signage shall either be of special design merit or shall respond to unique circumstances or characteristics associated with the subject property

Staff Comment: There are no unique circumstances or characteristics that are associated with the property. Since the asset management is a department of the Bank and the branding is the same, the staff support one building mounted sign rather than one on each side of the building. There is a free-standing sign near the entrance on Congress Street and there is sufficient space on that sign to add the Asset Management sign. The staff supports the use of that free standing for additional signage.



The Planning and Urban Development Department approves the addition of signage on the freestanding sign. The Department denies the request for second building sign, which does not meet the waiver criteria of the site plan ordinance.

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 if you have any questions.

Sincerely,


Shukria War
Planner

Electronic Distribution:

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