

From: Jean Fraser
To: Jeff Materazzi
CC: Amanda Schultz; Christina Stacey
Date: 12/21/2015 11:10 AM
Subject: RE: Conditional approval RE: Permit #2697 - Irving Oil, 2282 Congress St, Portland, ME
Attachments: IMG_0520_1.jpg

Jeff

Could you help me understand why this is important, as it brings the project to 4 feet higher than our standard.

I thought the photo of the sign without that panel (see attached) looked much more in proportion. The blue is very thick in section so to have so much of it seems overscaled. In Portland Maine we don't have any gas station signs of this scale. With the LED lights it is already going to be very intrusive.

The gas station use is not allowed in the zone where it is located and was only granted as a Conditional Use (CZA) that was approved by the City Council. The CZA requires a "campus like setting" and that stretch of Congress Street generally does not have big signs and we have sought to achieve a campus like feel all along it with alot of mature trees etc..

The waiver criteria are based on making exceptions because of unique circumstances and in this case I am not seeing much that is unique except that the sign is somewhat distant from the actual gas station. However, if there is a reason for this extra panel I am willing to look at it again. We have already allowed almost 2 feet above the standard because there is a market in this project and that needs to be signposted.

Thank you
Jean

*Jean Fraser, Planner
City of Portland
874 8728*

>>> Jeff Materazzi <jmaterazzi@prosign.net> 12/21/2015 10:37 AM >>>

Hi Jean,

Thank you for your response and the granting of the waiver. We do appreciate Portland's efforts in making this happen.

I am the PM working with Irving on this project, and have just one final question.

Would it be acceptable to leave the bottom panel as part of the structure but change the "Save on Gas" face to solid blue w/no copy or advertisement?

If the above is acceptable, I would think it best to then leave the overall height at 22' keeping the ground clearance at 4'5".

What are your thoughts?

Thank you.

From: Jean Fraser [mailto:JF@portlandmaine.gov]
Sent: Friday, December 18, 2015 4:45 PM
To: Amanda Schultz <aschultz@prosign.net>
Cc: Christina Stacey <CSTACEY@portlandmaine.gov>; Jeff Materazzi <jmaterazzi@prosign.net>
Subject: Conditional approval RE: Permit #2697 - Irving Oil, 2282 Congress St, Portland, ME

Hello Amanda

I am writing to confirm that your request for a waiver of the sign ordinance provisions, in respect of the building signs, canopy signs and one pylon sign near Congress Street, have been reviewed under section 14-526 (d) (8). The Planning Authority has determined:

building signs and canopy signs: the proposals as shown in the attached elevation and plans dated 12.7.2015 are allowed due to the fact they meet the waiver standards and in particular address the unique circumstances of the gas station layout and orientation where the actual gas station is set back from the main street access and only seen from a limited viewspan from Congress Street, thus requiring slightly larger signage in different locations as compared to most gas stations.

one pylon sign near Congress Street: that the proposed pylon sign (plan dated 12.7.2015 as attached) does not meet the waiver criteria for 2 reasons:
it includes advertising (lowest panel) that does not signpost a separate or particular use on the site there is no need for the extra 4 feet in height, which taken together with the thick blue section is over-scaled.

We will grant a waiver for the pylon sign subject to the following conditions:
that the bottom panel is removed (that refers to "save on gas" with card shape) and the remaining upper section is lowered by 2' 2.5" giving a maximum height of 19.8 feet (with no change to the distance of the sign from the ground, which has been reviewed in relation to sightlines). The 19.8 feet represents a waiver being granted for the increase of 1.8 feet above the standard. This waiver reflects the unique characteristics of the site which limit the location of the sign to a short section of the frontage some ways from the rest of the gas station development; and that although the sketch site plan shows two pylon signs on this site, only one pylon sign has been approved (as outlined above) for the one nearest to Congress Street.

A permit will be issued by the Inspections Division based on the Planning sign off, but I wanted to let you know the final decision. Please do not hesitate to contact me if there are any questions.

Thank you for your patience as this review related to a conditional zone agreement that allowed this use as an exception to the underlying zoning subject to various conditions - and therefore there were a number of additional issues for us to assess.

Jean

Jean Fraser, Planner

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