



June 18, 2013

City of Portland
Code Enforcement Office – Rm. 315
389 Congress St.
Portland, ME 04101

Re: Sign Permit for VIP Tires & Service / O'Reilly Auto Parts at 35 Riverside St.

Dear Code Enforcement Officer:

Enclosed please find a completed Sign Permit Application for proposed modifications to the existing signs at the above referenced VIP Parts, Tires and Service location.

VIP has sold its Auto Parts business to a national automotive parts retailer, O'Reilly Auto Parts. O'Reilly is a publicly traded chain of auto parts stores based in Springfield, Missouri which operates approximately 4,000 stores. They have now gained a presence in northern New England through their business deal with VIP, and they are excited to become a member of the local business communities. VIP has retained the Tires & Service business and the two companies are sharing the facilities, resulting in the need for dual branding of all existing VIP locations.

The sign changes are detailed in the attached drawing. The existing freestanding sign will be modified but it will not be relocated. The wall signage on the building is also being revised to reflect the dual branding of the business. In many cases the VIP logo will be downsized and other existing wall signs will be removed.

VIP owns most of its real estate under a number of corporate entity names. In those locations where VIP is a tenant, the underlying owners have granted VIP consent to sublease to O'Reilly Auto Parts and to modify the facility signage. VIP has authorized Bailey Sign to serve as Applicant as well as Contractor for the sign modifications. A copy of that authorization is enclosed.

Please review the Sign Permit Application materials and let me know whether you have sufficient information to issue a permit. If you have any questions, feel free to contact me by email or phone so that we may expedite the permit process. My contact information is included below.

Sincerely,

Bruce W. Bailey
Bailey Sign Inc
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bruceb@baileysign.com

