

August 7, 2013

City of Portland
Planning Department
389 Congress St
Portland Me. 04101
Att: Shukria Wiar

Re: 765 Warren Ave. Portland, Me.
Free Standing Sign Application Waiver

Dear Ms. Wiar:

Attached please find a sign permit application for the referenced property. Ownership of this property is requesting a waiver of the signage requirements for the IM zone in which this property is located. This waiver is being requested per the Standards for Sidewalk Waiver Criteria and as described more fully below.

Size, scale, proportion: The IM zone allows a free standing sign to be a maximum of 15' in height and 70 sf in sign area. A waiver is requested for a free standing sign that is 20' in height and 96 sf in sign area. The proposed sign is more proportional, in both size and scale, to the subject property (per the ordinance "which they are visually related to"). The subject property has an eave height of 36' and is 750' in length and is in excess of 155,000 sf in size. Please see attached photo rendering of proposed free standing sign. (Attachment #1, Attachment #2).

Scale and character of the neighborhood: This property nearly abuts the B 4 zone. There is only one property that separates this property from the zone. It's proximity to the zone and the signage that exists in the B 4 zone is compatible with the scale and character of the neighborhood. See attached photograph of adjacent zone signage located within visual distance from the subject property. (Attachment #3)

Distance, Speed, Mode of Travel: This property will be served more by commercial trucking firms than by the general public. Also, the primary route to the site will be from the nearby Turnpike exist and Riverside St. The distance between Riverside St and the entrance to the subject property is minimal. As larger scale tractor trailers turn on to Warren Ave from Riverside St. their ability to visually see the freestanding sign will enable them to properly adjust their speed to the distance and brake appropriately.

Unique characteristics associated with the subject property: As more fully explained in *Size, Scale, Proportion* above, the size and scale of this property are unique to this property. This building was originally constructed as a build to suit for LL Bean. It was a primary single tenant warehouse depot for 25 years. The construction of this building, being long and narrow, was suitable only for a single tenant user. Ownership, with no success, attempted to lease this property to a single user for approximately 2 years. The real estate market dictated that this property, if ever to be fully occupied again, would need to be subdivided into a multi tenant building. Ownership has just completed site and building improvements in excess of \$1 million dollars to make this possible. The proposed multi tenant free standing sign is an integral part of this investment.

Provisions of this sub section limited to commercial uses in business or industrial zones: This property falls within the IM zone.

I trust the above meets the ordinance criteria for the requested waiver. Should you need any additional information or have any questions please do not hesitate to contact me.

Thank you.

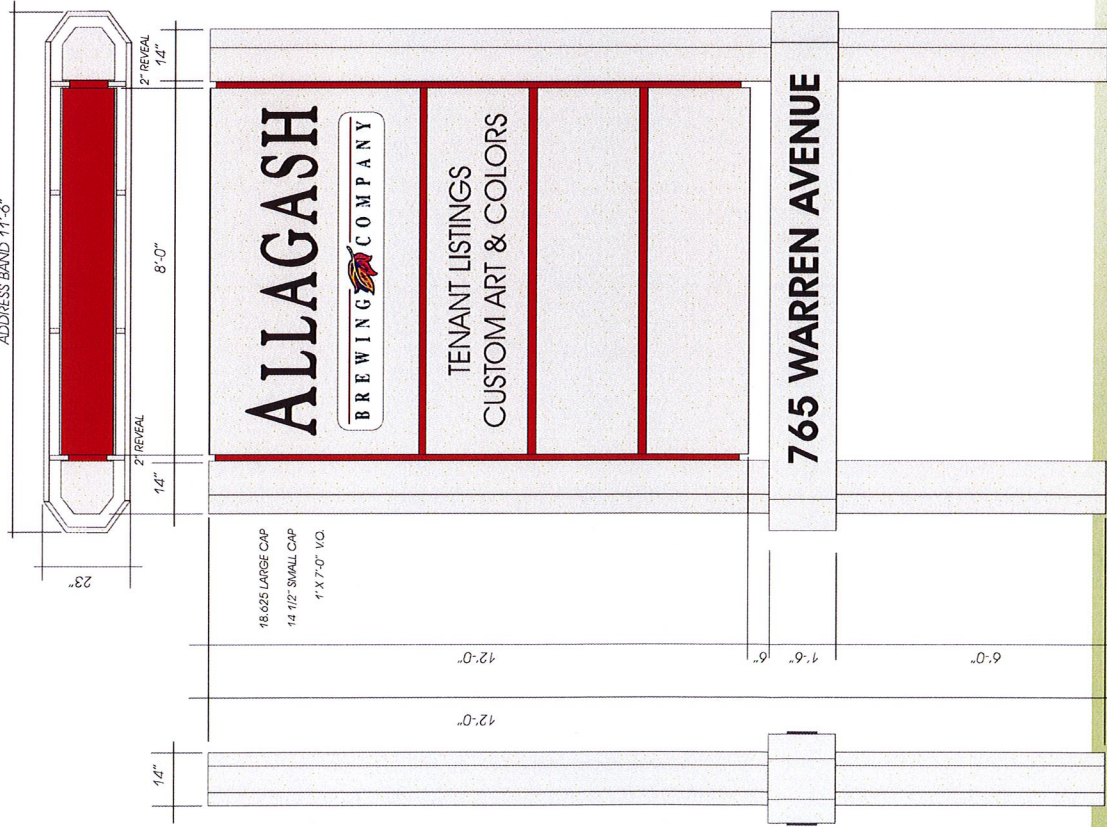


Paul Ureneck
SVP Project Management
CBRE Boulos Asset Management

Duly authorized agent for Warren Ave Development LLC

Cc: Marge Schmuckal, Zoning Administrator.

ADDRESS BAND 11'-6"



D.F. INTERNALLY ILLUMINATED FREESTANDING SIGN
12 X 8 - 96 SQ. FT.

(1) D.F. 12'-0" X 8'-0" X 1'-2" INTERNALLY ILLUMINATED SIGN

COLORS: FACES, POLE WRAP, REVEAL AND ADDRESS BAND TO MATCH OR COMPLEMENT BUILDING COLORS

(1) TENANT PANEL 56" X 8'-0" FACE WITH JIGGED OUT COPY BACKED UP WITH ACRYLIC & VINYL

(3) TENANT PANELS 27 1/4" X 8'-0" ALUMINUM FACES WITH JIGGED OUT COPY BACKED UP WITH ACRYLIC & VINYL

CUSTOM TENANT ART & COLORS

VECTOR ART, COLOR SPECS & PRINT FILES WILL BE NEEDED FOR PRODUCTION

8" ADDRESS COPY: 1/2" CUT OUT COMPOSITE / PAINTED BLACK / MOUNTING: _____

ATTACHMENT #1

CLIENT

ACCEPTANCE SIGNATURE _____ DATE _____

BAILEY SIGN SALES REPRESENTATIVE

APPROVED _____ DATE _____



CUSTOMER / SIGN LOCATION

BOUOS
765 WARREN AVE.
PORTLAND, MAINE

SALESPERSON: **BB** * DRAWN BY: **LMM**

RS # **D-176** MO # _____

SCALE **3/8" = 1'** DATE **7/10/13**

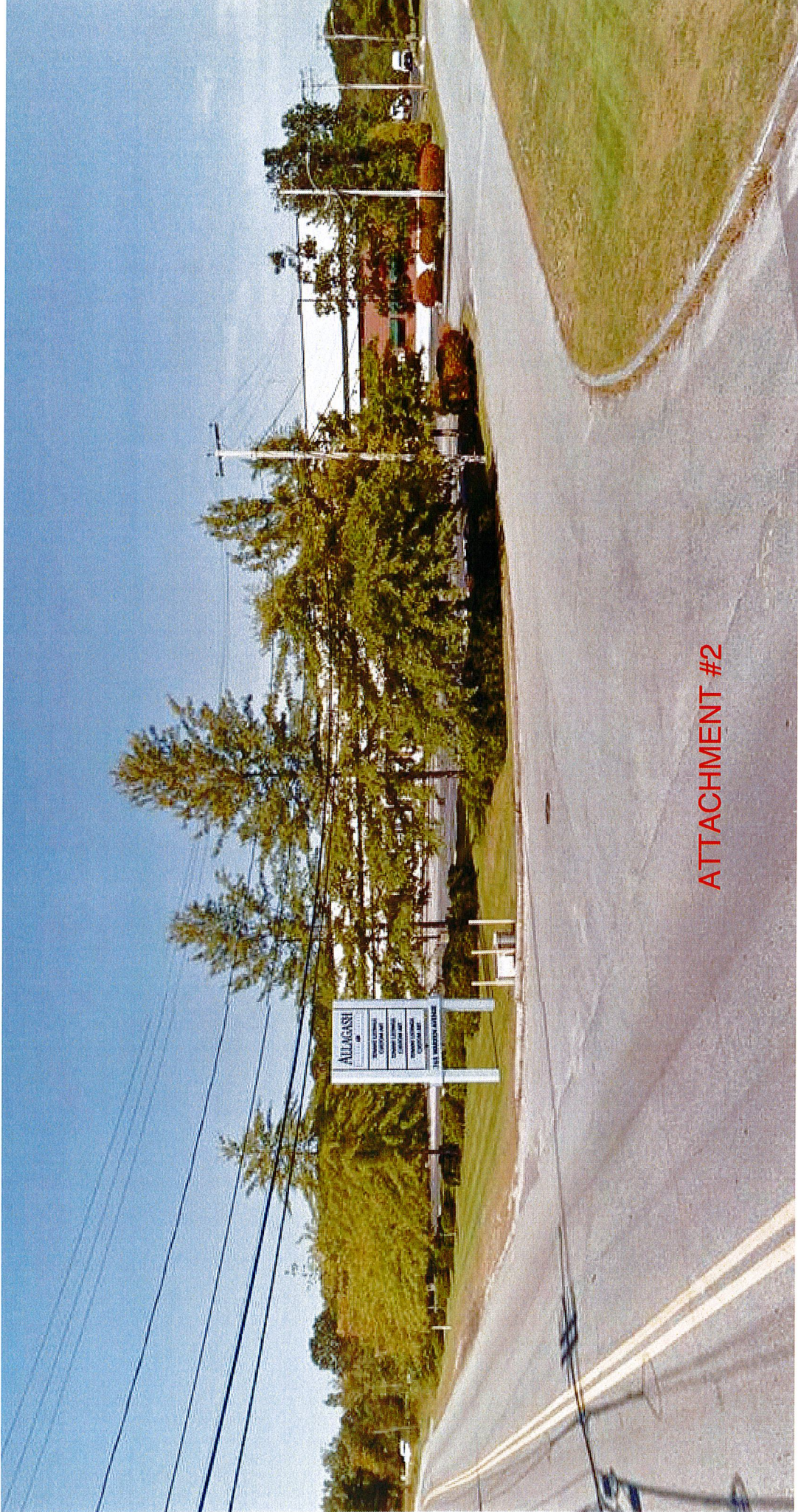
REVISION # / DATE / USER / INITIAL

DRAWING #

07014 D

SHEET _____ OF _____





ATTACHMENT #2



ATTACHMENT #3