

DISPLAY THIS CARD ON PRINCIPAL FRONTAGE OF WORK
CITY OF PORTLAND

Please Read
Application And
Notes, if Any,
Attached

BUILDING INSPECTION

PERMIT

Permit Number: 071278

This is to certify that SEGAL ASSOCIATES OF NEW JERSEY LP/Bailey Sign Company

has permission to 6 new 2' x 8' Metal panel signs

AT 238 RIVERSIDE ST

316 B002001

provided that the person or persons, firm or corporation accepting this permit shall comply with all of the provisions of the Statutes of this State and of the Ordinances of the City of Portland regulating the construction, maintenance and use of buildings and structures, and of the application on file in this department.

Apply to Public Works for street line and grade if nature of work requires such information.

Notification of inspection must be given and when permission procured before this building or part thereof is altered or closed-in. 24 HOUR NOTICE IS REQUIRED.

A certificate of occupancy must be procured by owner before this building or part thereof is occupied.

OTHER REQUIRED APPROVALS

Fire Dept. _____

Health Dept. _____

Appeal Board _____

Other _____

Department Name

[Signature] 1/7/08
 Director, Building & Inspection Services

PENALTY FOR REMOVING THIS CARD

City of Portland, Maine - Building or Use Permit Application

389 Congress Street, 04101 Tel: (207) 874-8703, Fax: (207) 874-8716

Permit No: 07-1278	Issue Date:	CBL: 316 B002001
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Location of Construction: 238 RIVERSIDE ST	Owner Name: SEGAL ASSOCIATES OF NEW J	Owner Address: 13 PRODUCTION WAY	Phone:
Business Name: Wicks Lumber/ Bardco Supply	Contractor Name: Bailey Sign Company Inc.	Contractor Address: 9 Thomas Drive Westbrook	Phone 2077742843
Lessee/Buyer's Name	Phone:	Permit Type: Signs - Permanent	Zone: S-4

Past Use: Commercial - Wickes Lumber/ Bradco Supply	Proposed Use: Commercial - 6 new 2' x 8' Metal panel signs	Permit Fee: \$222.00	Cost of Work: \$222.00	CEO District: 5
Proposed Project Description: 6 new 2' x 8' Metal panel signs		FIRE DEPT: <input type="checkbox"/> Approved <input checked="" type="checkbox"/> Denied <i>U/A</i>	INSPECTION: Use Group: <i>U</i> Type: <i>Sign</i>	
		Signature: <i>[Signature]</i>	Signature: <i>[Signature]</i>	
PEDESTRIAN ACTIVITIES DISTRICT (P.A.D.)				
Action: <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions <input type="checkbox"/> Denied				
Signature: _____ Date: _____				

Permit Taken By: Idobson	Date Applied For: 10/11/2007	Zoning Approval		
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<ol style="list-style-type: none"> This permit application does not preclude the Applicant(s) from meeting applicable State and Federal Rules. Building permits do not include plumbing, septic or electrical work. Building permits are void if work is not started within six (6) months of the date of issuance. False information may invalidate a building permit and stop all work.. 	Special Zone or Reviews <input type="checkbox"/> Shoreland <input type="checkbox"/> Wetland <input type="checkbox"/> Flood Zone <input type="checkbox"/> Subdivision <input type="checkbox"/> Site Plan Maj <input type="checkbox"/> Minor <input type="checkbox"/> MM <input type="checkbox"/> <i>denied</i> Date: 11/1/07 <i>AK</i>	Zoning Appeal <input type="checkbox"/> Variance <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Conditional Use <input type="checkbox"/> Interpretation <input checked="" type="checkbox"/> Approved <i>W/ Conditions</i> <input type="checkbox"/> Denied Date: 11/20/07	Historic Preservation <input checked="" type="checkbox"/> Not in District or Landmark <input type="checkbox"/> Does Not Require Review <input type="checkbox"/> Requires Review <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions <input type="checkbox"/> Denied Date: <i>AK</i>
	<i>appeal to Planning</i> <i>OK</i> 1/3/08 <i>AK</i>	<i>10. Andrew B</i>	

CERTIFICATION

I hereby certify that I am the owner of record of the named property, or that the proposed work is authorized by the owner of record and that I have been authorized by the owner to make this application as his authorized agent and I agree to conform to all applicable laws of this jurisdiction. In addition, if a permit for work described in the application is issued, I certify that the code official's authorized representative shall have the authority to enter all areas covered by such permit at any reasonable hour to enforce the provision of the code(s) applicable to such permit.

SIGNATURE OF APPLICANT	ADDRESS	DATE	PHONE
RESPONSIBLE PERSON IN CHARGE OF WORK, TITLE		DATE	PHONE

City of Portland, Maine - Building or Use Permit

389 Congress Street, 04101 Tel: (207) 874-8703, Fax: (207) 874-8716

Permit No: 07-1278	Date Applied For: 10/11/2007	CBL: 316 B002001
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Location of Construction: 238 RIVERSIDE ST	Owner Name: SEGAL ASSOCIATES OF NEW J	Owner Address: 13 PRODUCTION WAY	Phone:
Business Name: Wicks Lumber/ Bardco Supply	Contractor Name: Bailey Sign Company Inc.	Contractor Address: 9 Thomas Drive Westbrook	Phone (207) 774-2843
Lessee/Buyer's Name	Phone:	Permit Type: Signs - Permanent	

Proposed Use: Commercial - 6 new 2' x 8' Metal panel signs	Proposed Project Description: 6 new 2' x 8' Metal panel signs
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Dept: Zoning	Status: Approved	Reviewer: Ann Machado	Approval Date: 01/03/2008
Note: See letter dated 11/01/07. Appeal to planning was approved. Revised plans received 1/2/08.			Ok to Issue: <input checked="" type="checkbox"/>
Dept: Building	Status: Approved with Conditions	Reviewer: Tammy Munson	Approval Date: 01/07/2008
Note: 1) Signage Installation to comply with Chapter 31 of the IBC 2003 building code.			Ok to Issue: <input checked="" type="checkbox"/>
Dept: Planning	Status: Approved with Conditions	Reviewer: Deborah Andrews	Approval Date: 11/20/2007
Note: 1) Reviewed on appeal of zonal denial. Condition of approval: Individual product signs to be incorporated in a continuous band that runs across the front facade of the building--no separate, individual applied signs. Revised proposal reflecting this modification to be submitted for final review and approval.			Ok to Issue: <input checked="" type="checkbox"/>

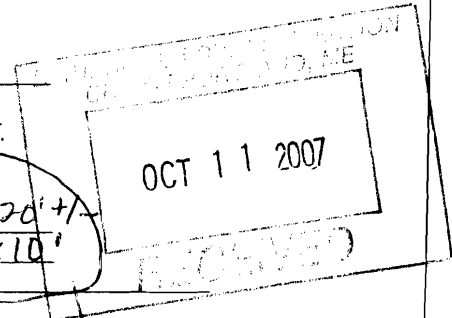
Comments:
10/31/2007-amachado: Left message for Deanna Emery at Bailey Signs. Single Tenant, B-4 zone allows one sign per bldg. Facade facing an abutting Street & one additional. Existing building sign and application is to put up 6 more. Can only have one more.
11/1/2007-amachado: Deanna Emery left a voicemail that we should deny the permit. Wrote letter dated 11/1/07.
1/2/2008-amachado: Planning (Deb Andrews) received revised plan that meets her conditions of approval.
11/20/2007-amachado: Spoke to Mark Singer. Told him that we needed revised plans that met Deb Andrews' conditions.
11/5/2007-amachado: Mark Singer sent email appealing application to Deb Andrews.



Signage/Awning Permit Application

If you or the property owner owes real estate or personal property taxes or user charges on any property within the City, payment arrangements must be made before permits of any kind are accepted.

Location/Address of Construction: <u>238 Riverside St.</u>		
Tax Assessor's Chart, Block & Lot Chart# Block# Lot#	Owner: <u>Segal Associates</u>	Telephone: <u>(732) 943-4224</u>
Lessee/Buyer's Name (If Applicable) <u>Bradco Supply Corp.</u>	Applicant name, address & telephone: <u>Bailey Sign, Inc. 9 Thomas Dr. Westbrook, ME 04092 774-2843</u>	Total s.f. of signage x \$2.00 <u>96#</u> Per s.f. plus \$30.00/\$65.00 For H.D. signage= Total Fee: \$ <u>272-</u> Awning Fee= cost of work _____ Total Fee: \$ _____
Who should we contact when the permit is ready: <u>Deanna Emery</u> phone: <u>774-2843 x 115</u>		
Tenant/allocated building space frontage (feet): Length: <u>120'</u> Height: <u>20'</u> Lot Frontage (feet) <u>250' +/-</u> Single Tenant or Multi Tenant Lot <u>Single</u>		
Current Specific use: <u>Lumber & Supply company - Bradco Supply / Wickes Lumber</u> If vacant, what was prior use: _____ Proposed Use: _____		
Information on proposed sign(s): Freestanding (e.g., pole) sign? Yes ___ No <input checked="" type="checkbox"/> Dimensions proposed: _____ Height from grade: _____ Bldg. wall sign? (attached to bldg) Yes <input checked="" type="checkbox"/> No ___ Dimensions proposed: <u>See attached</u>		
Proposed awning? Yes ___ No ___ Is awning backlit? Yes ___ No ___ Height of awning: _____ Length of awning: _____ Depth: _____ Is there any communication, message, trademark or symbol on it? Yes ___ No ___ If yes, total s.f. of panels w/communications, message, trademark or symbol: _____ s.f.		
Information on existing and previously permitted sign(s): Freestanding (e.g., pole) sign? Yes <input checked="" type="checkbox"/> No ___ Dimensions proposed: <u>8' x 20' +/-</u> Bldg. wall sign? (attached to bldg) Yes <input checked="" type="checkbox"/> No ___ Dimensions proposed: <u>4' x 10'</u> Awning? Yes ___ No <input checked="" type="checkbox"/> Sq. ft. area of awning w/communication: _____		
A site sketch and building sketch showing exactly where existing and new signage is located must be provided. Sketches and/or pictures of proposed signage and existing building are also required. <u>permit # 06-0898</u>		



Please submit all of the information outlined in the Sign/Awning Application Checklist. Failure to do so may result in the automatic denial of your permit.

In order to be sure the City fully understands the full scope of the project, the Planning and Development Department may request additional information prior to the issuance of a permit. For further information visit us on-line at www.portlandmaine.gov, stop by the Building Inspections office, room 315 City Hall or call 874-8703.

I hereby certify that I am the Owner of record of the named property, or that the owner of record authorizes the proposed work and that I have been authorized by the owner to make this application as his/her authorized agent. I agree to conform to all applicable laws of this jurisdiction. In addition, if a permit for work described in this application is issued, I certify that the Code Official's authorized representative shall have the authority to enter all areas covered by this permit at any reasonable hour to enforce the provisions of the codes applicable to this permit.

Signature of applicant: Deanna Emery / Bailey Sign Inc. Date: 10-10-07

This is not a permit; you may not commence ANY work until the permit is issued.

$$120 \times 20 = 2400 \text{ sq ft} = 144 \text{ sq ft}$$

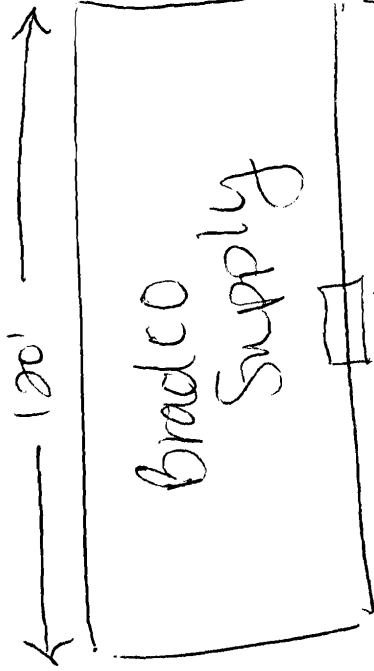
$$2 \times 120 = 240 \text{ sq ft}$$

$$\text{existing } 4 \times 10 = 40 \text{ sq ft}$$

$$120 \times 2 =$$

Not to Scale

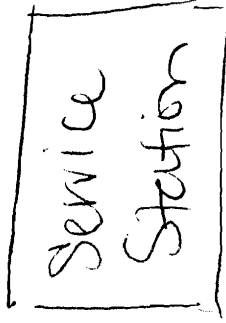
238 Riverside St.



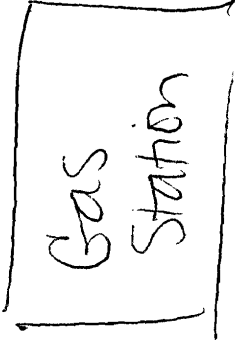
Bradco
Supply

Existing 4x10'
Bldg. sign

Existing Pylon
Sign



Service
Station



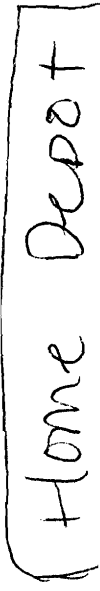
Gas
Station



Existing Pylon
Sign



Riverside St.



Home Depot

Warren Ave.

**Bradco Supply Corp
34 Englehard Ave
Avenel, NJ 07001**

**Phone: 732-382-3400 X 4224
Fax: 732-382-6577**

Fax

To: Deanna Emery

From: Mark T. Singer

Fax: 207-774-1193

Pages: 2 including cover

Phone:

Date: 10/8/2007

Re: Consent Form

CC:

Urgent **For Review** **Please Comment** **Please Reply** **Please Recycle**

• Comments:

Written Consent Form from Segal Associates for the installation of signs at our location 238 Riverside St, Portland ME

Thank You

WRITTEN CONSENT AND AGREEMENT relating to a certain sign(s) proposed to be erected at/on a building located at 238 Riverside St. in Portland, ME.
(Street Address) (City & State)

Segal Associates of NJ, LP being the owner of the premises hereby
(Property Owner)

gives consent to the erection of a certain sign(s) by Bailey Sign, Inc. of Westbrook, ME.

In witness whereof, the owner of said premises has signed this consent and agreement this

01st day of October, 2007.
(Day) (Month) (Year)

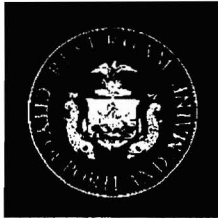
SEGAL ASSOCIATES of NJ, LP

[Signature]
(Property Owner)

[Signature]
(Witness)

Barry Segal - Partner
print

Mark Singh
print



PORTLAND MAINE

Strengthening a Remarkable City, Building a Community for Life • www.portlandmaine.gov

*Lee Urban- Director of Planning and Development
Marge Schmuckal, Zoning Administrator*

November 1, 2007

Deanna Emery
Bailey Sign, Inc.
9 Thomas Drive
Westbrook, ME 04092

RE: 238 Riverside Street – 316 B002 - B-4 – add six building signs – permit #07-1278

Dear Ms. Emery,

I am in receipt of your application to add six building signs to the building at 238 Riverside Street. Section 14-369.5, Table 2.10 of the ordinance outlines the conditions for building signs for a single tenant lot. One of the criteria is that you are allowed one sign per building façade facing an abutting street and one additional sign. The property at 238 Riverside Street only abuts one street, so you are allowed a total of two building signs. There is already one existing building sign (permit #06-0898), so you would be able to add only one more building sign. Your application is to add six new signs, which is five over what is allowed, so I must deny your permit.

You have the right to appeal my decision. Section 14 – 368.5(g) of the ordinance states that an applicant who has been denied a permit or approval for failure to meet the signage regulations of section 14 – 369.5 “may apply to the planning authority for review of the denied signage pursuant to the standards set forth in section 14 – 526(a)(23)”. If the planning authority disapproves the application, then under section 14 – 527 of the ordinance you may appeal the decision to the Planning Board within ten (10) days of the decision being rendered.

If you choose not to apply to the planning authority for a review, you are entitled to get most of your money back if you bring in the original receipt you got when you applied for the permit. Please feel free to call me at 874-8709 if you have any questions.

Yours truly,

A handwritten signature in black ink, appearing to read "Ann B. Machado".

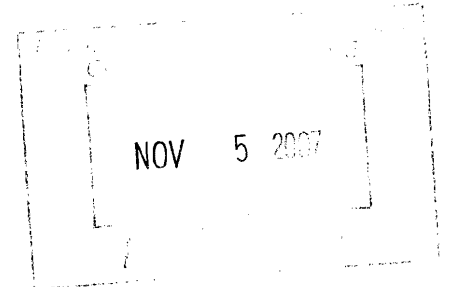
Ann B. Machado
Zoning Specialist
(207) 874-8709

From: "Mark Singer" <MSinger@bradcosupply.com>
To: <amachado@portlandmaine.gov>
Date: 11/5/2007 2:13:21 PM
Subject: 238 Riverside Street: 316 B002-B-4-add 6 signs- permit #1278

Ms Machado

We have been informed by Bailey Signs, Inc that the subject application for a sign permit was denied by your office.

Bradco Supply purchased this Wickes lumber yard back in 2004. Since then, we have invested millions of dollars upgrading this property to what we consider a first class facility and operation. As the final component to our upgrade, we need to finalize the signage and the appropriate marketing of the products that we sell out of this location. Since our purchase, a brand new Home Depot has opened directly across the street. Our main showroom building is over 100' long, and the frontage on Riverside is in approx. 200'. The existing sign over the main door way is inadequate to announce to the public what we sell. We felt that the most efficient way to do so would be to have the six main products each have their own sign, and place these small individual signs across the front of the building. This is a concept that we are starting to use on our buildings elsewhere around the country, and have not had any resistance from local towns and cities.



I have attached to this email the following pictures for your review:

1. Proposed signage for Portland
2. Pictures of the building and signage prior to the renovation
3. Pictures of the building after the renovation
4. Signage similar to what we propose for Portland, ME on our Toledo, OH property.
5. Signage similar to what we propose for Portland, ME on our Warren, MI property.

As mentioned above, we have the Home Depot across the street, a mason yard next door, and are located on a major commercial/retail strip surrounded by a multitude of national retail establishments. We feel that the 6 individual signs are: tasteful, consistent with other neighboring signs, and enhances our building and investment in Portland, ME. In addition, the proposed signs are not in any way distracting to motorists who drive by the property.

I hope you will reconsider our application. A denial of this appeal will have a negative effect on our ability to compete with the Home Depot, as well as some of our neighboring business that sell what we sell.

Thanking you for this opportunity to hear our appeal, we look forward to hearing from you.

Mark T. Singer

Real Estate Manager

Bradco Supply Corporation

Office: 732-943-4224

FAX: 732-382-6577

Cell: 732-742-8018

CC: "Bruce Bailey" <bruceb@baileysign.com>

From: "Mark Singer" <MSinger@bradcosupply.com>
To: <amachado@portlandmaine.gov>
Date: 11/21/2007 10:31:07 AM
Subject: Sign Permit Appeal

Ann

I need some clarification on Deb's recent decision on our appeal.

The building's exterior siding is a "corrugated metal panel". The painting of the stripe on the corrugated panel is not a problem, but lettering on the corrugated panel is almost impossible.

Can we place the individual product signs on the painted stripe on a piece of sheet metal?

Mark T. Singer

Real Estate Manager

Bradco Supply Corporation

Office: 732-943-4224

FAX: 732-382-6577

Cell: 732-742-8018

NOV 27 2007



NOV 27 2007



NOV 27 2007



~~Harrods~~

Toledo, OH.



Warren, MI



238 Riverside before



238 Riverside ~~is~~ new.

2'-6" METAL COLOR BAND

BUILDING TO BE FIELD SURVED

ALLIANCE HUNTER RED ALUMINUM BAND (BEST MATCH TO 3M CARDINAL RED VINYL) WITH AVERY OPAQUE A4574-0 ULTRA MARINE BLUE VINYL
 COPY: 3M OPAQUE WHITE VINYL
 HELVETICA 95 BLACK UNAVAILABLE SUBSTITUTE FONT SHOWN HERE

