



PORTLAND MAINE

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*Penny St. Louis Littell - Director of Planning and Urban Development
Marge Schmuckal, Zoning Administrator*

October 4, 2010

Richard A. Westergren
Poyant
3 Bud Way #19
Nashua, NH 03063

Re: 91 Auburn Street – 375 C001 – B-2 – pylon sign for CVS - #10-0995

Dear Mr. Westergren,

I finished my reviewed of the sign application to replace the pylon sign at 91 Auburn Street for CVS, Mercy Primary Care Center and Shaw's, and called you on August 23, 2010. I told you that the pylon sign is legally nonconforming and therefore it cannot be increased in size. This means that the total square footage of it cannot increase and the height from grade to the top of the sign cannot increase. The pylon sign is legally nonconforming because the ordinance does not allow for two pylon signs on the same frontage [section 14-369.5, Table 2.13]. This pylon sign and the other pylon sign on Auburn Street were permitted before this section of the ordinance went into effect so they are both legally non-conforming and cannot be increased in size.

I asked you to provide me with the total square footage of the signage of the existing pylon sign (CVS Pharmacy, Mercy Primary Care & Shaw's Osco) and the overall height of the existing sign from grade to the top. I need that information to determine if the square footage of the signage for the proposed sign or the height of the proposed sign is greater than the existing sign. From the plans that I received, the overall height of the proposed sign is 25'. The square footage for the CVS panel is 52.71 square feet and the Mercy/Shaw's panel is 39.93 square feet. I can't determine the square footage of the electronic message center because I don't know how wide it is. Until I get all this information, I cannot determine if the proposed sign is any larger than the existing sign.

If the proposed sign is bigger, than I cannot approve it. You must either modify it so it is no bigger than the existing sign, or you can appeal it. 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)

ays of the decision being rendered. If you decide to appeal it, then you must submit a letter to our office requesting an appeal. The fee for the appeal is \$75. Once the request for the appeal and fee are received we will submit the permit and appeal request to the planning authority.

Please feel free to call me at (207) 874-8709 if you have any questions.

Yours truly,

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