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

February 12, 2009

Donna Strom, Store Manager
Rite Aid Pharmacy
365 Allen Avenue
Portland, ME 04103

RE: 365 Allen Avenue – 401 A027 – B-2 – electronic message sign

Dear Ms. Strom,

On February 4, 2009, I inspected the Rite Aid Pharmacy at 365 Allen Avenue. I found that the text on the electronic message board on the pylon sign was changing about once every eight seconds. I came into the store and spoke to you about this. I told you that the City of Portland follows the state ordinance for electronic message boards on signs. The state ordinance says that the display on an electronic message board may not be changed more than once every twenty minutes. I also gave you a copy of the certificate of occupancy that was issued for the Rite Aid Pharmacy. Under limiting conditions it states specifically that the electronic message copy cannot change more than once every twenty minutes. You told me that you would contact your district manager.

I called you on February 9, 2009. At this point the electronic message on the sign was still changing every eight seconds. You said that you had sent the request to change the sign through the system to your corporate headquarters. You had not heard back from them yet.

The sign must be brought into compliance. Your certificate of occupancy is in jeopardy because you are not in accord with the limiting conditions. You have seven days from the date of this letter to program the electronic message board to change every twenty minutes or turn the electronic message board off. If the sign is not in compliance in seven days, we will turn the matter over to our corporation counsel and they may begin legal proceedings to bring the sign into compliance.

Feel free to contact me at (207) 874-8709 if you have any questions. I have also sent a copy of this letter to your corporate headquarters.

Yours truly,

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

Cc: Rite Aid Corporation Office
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