

**Town of Gorham  
 Planning Board Meeting  
 November 7, 2022**

**ITEM 6 – ABBA Investment Realty, LLC – Village Mall** – request for approval to amend to the Master Sign Plan to include an additional 3’ x 12’ sign between Goodwill and Burger King. Zoned OC. Map 28, Lot 144 and 146. The applicant is self-represented.

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**PROJECT TRACKING**

DESCRIPTION	COMMENTS	STATUS
Pre-application Discussion		NA
Master Sign Plan Review		November 7, 2022

The following staff notes are written to assist the Applicant with compliance to the Town of Gorham Land Use Development Code and are not necessarily inclusive of all project requirements. Staff notes contain review comments and recommendations from Town Staff and may include comments from any of the Town’s peer review consultants, regarding applicability to the Gorham Land Use and Development Code and standard engineering practices.

The Planning Board refers to staff notes during the review process; however, it shall be noted that staff recommendations are noncommittal and all final decisions are those of the Planning Board and not Town Staff.

*Jim Anderson, Chair, Gorham Planning Board*

## 1. OVERVIEW

This application is an amendment to the approved Master Sign Plan for a unit at Village Mall/102 Main Street. This proposed amendment adds the signage for a unit that has never had a sign. The applicant proposes not to exceed the total allowable sign area for this unit of thirty six (36) square feet.

## 2. WAIVER REQUEST

The applicant is not requesting any waivers.

## 3. ITEMS OF NOTE

- Staff have reviewed the proposed sign under the Village Sign Environment standards and the proposed master plan sign amendments meets all the required sign standards.

## 4. STAFF REVIEWS

**Planning Department:** 11/03/2022

**November 3, 2022**

No comment.

**Code Department:** No comments received.

**Fire Department:** 10/26/2022

**October 26, 2022**

Fire = No Requirements

**Public Works Department:** 10/24/2022

**October 24, 2022**

No issue with sign plan

**Police Department:** No comments received.

**Recreation Department:** No comments received.

**TOWN OF GORHAM PLANNING BOARD  
MASTER SIGN PLAN REVIEW REPORT and  
FINDINGS OF FACT**

**For  
ABBA Investment Realty, LLC – Village Mall**

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**November 7, 2022**

Applicant/ Property Owner: The applicant and property owner is ABBA Investment Realty, LLC; PO Box 445; Raymond, Maine 04071

Property: The lot is identified as Tax Map 102, Lot 146, and is located at 102 Main Street in the Urban Commercial (UC) zoning district.

Consultant: None

Project Description: The application is an amendment to the approved Master Sign Plan for the Village Mall at 102 Main Street. The original plan did not incorporate this unit of the building.

Site Description: The site is developed.

Applicability: The Master Sign Plan performance standards state that the approved master sign plan may be revised with approval of the Planning Board.

Zoning: Urban Commercial (UC) District and signage are reviewed under the Village Sign Environment section of Chapter 2 of the Land Use and Development Code.

Variations: None requested or granted

Waivers: No waivers requested or granted

Pursuant to the Application:

The projects and plans and other documents considered to be a part of the approval by the Planning Board in this ruling consist of the following:

SIGN (the plans) for a Master Sign Plan, prepared by the applicant and Sign Concepts, LLC, consist of the following:

Master Sign Plan Amendment Application – 10/14/2022; Revised, 10/25/2022 Drawing # 1 - Master Sign Plan Amendment drawings – Dated, 09/30/2020; Revised through, 10/13/2020; Received, 10/14/2022
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Master Sign Plan Application: 10/14/2022, Revised 10/25/2022

Planning Division Comments: 11/03/2022

Code Division Comments: No comments received

Fire Department Comments: 10/26/2022

Public Works Department Comments: 10/24/2022  
Police Department Comments: No comments received  
Recreation Department Comments: No comments received

## **CHAPTER 2 – GENERAL STANDARDS OF PERFORMANCE, SECTION 2-3 - SIGNS**

The Planning Board, following review of the Master Sign Plan Application, makes these findings based on the General Standards of Performance Review criteria found in Chapter 2, Signs, Section 2-3 – Signs, G. Permitted Non- Residential Signs, 1) Village Environment b) Multi-Occupant Property 2) Allowed Building Signs, (c) Wall Business Signs (First Floor Occupants).

Wall Business Signs (First Floor Occupants): Any number of wall business signs having a maximum total sign area of the greater of: 1) thirty-six (36) SF of sign area, or 2) 0.75 SF of sign area for each foot of width of the primary front façade occupied by the occupant to which the sign relates (or width of the front façade of the occupied space if the space faces a parking area or internal roadway), for each occupant on the first floor in accordance with an approved master sign plan if applicable. If the property does not have a freestanding ground-mounted project sign and an occupant does not have a projecting sign, the maximum total area of wall business signs permitted for the occupant may be increased by twenty-four (24) SF. If the occupant has a projecting sign and the property does not have a freestanding ground-mounted project sign, the maximum total area of wall business signs for an occupant may be increased by fourteen (14) SF. Not more than two (2) wall signs for any occupant may be located on each façade of the building, not including signs permanently painted on windows, unless a greater number is approved in accordance with Subsection L.

The applicant has provided a Sign Concepts sign plan dated 10/13/2020 showing that the wall sign is 3 feet x 12 feet.

*Finding: The proposed amendment to the master sign plan meets the requirements of the Village Sign Environment section in the Land Use Code and is coordinated in conformance with this section to create a harmonious visual environment.*

### **Conditions of Approval**

1. That this approval is dependent upon, and limited to, the proposals and plans contained in this application and supporting documents submitted and affirmed by the applicant and that any variation from the plans, proposals and supporting documents is subject to review and approval by the Planning Board, except for minor changes which the Town Planner may approve;
2. That all relevant conditions of approval from the original Master Sign Approval shall remain in effect;
3. That the Planning Board Chairman is authorized by the Planning Board to sign the Findings of Fact on behalf of the entire Board; and

4. That these conditions of approval shall be recorded at the Cumberland County Registry of Deeds within thirty (30) days of the Planning Board's approval, and a dated copy of the recorded Decision Document shall be returned to the Town Planner prior to issuance of a sign permit.

**SUGGESTED MOTIONS:**

**FOR SITE PLAN AMENDMENT APPROVAL:**

**Move to approve Abba Investment Master Sign Plan Amendment, located on Map 102, Lot 146, in the Urban Commercial (UC) zoning district, based on Findings of Fact and Conditions of Approval as written by the Town Planner (and amended by the Planning Board).**