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October 16, 2017

City of Auburn  
Planning  
60 Court Street  
Auburn, ME 04210

Dear Planning Board Members:

Neokraft Signs is proposing a new sign for St. Philips Catholic Church at 2365 Turner Street in Auburn. The following information and attached supporting documents are being submitted in hopes of acquiring a waiver. Other than removing the old sign and digging a hole for the new sign, we will not be disrupting any other earth at this site.

The internal illumination for this sign will not exceed 50 additional foot candles from ambient light when sign is illuminated from 100 lineal feet from the face of the sign. Height of the measurement at 100 feet is not defined. Also, the exterior Electronic Message Display (or EMD) has the ability to be dimmed by the customer so as not to present a distraction to passing motorists.

Adding the EMD at this site will provide numerous benefits, including but not limited to: easier way-finding since the existing sign cannot be read from a proper distance, community announcements and information, ease of adding or changing a message so that the customer will no longer have to wade through snow to complete this task.

Supported by the enclosed guidelines (please see attached "Sign Viewing Distance Information" PDF, Pages 10 thru 12), the proposed sign can be read for 3 seconds at 280 feet away while traveling the speed limit of 55 MPH. The existing sign is too small to be read from 50 feet away and therefore creates a traffic hazard for drivers looking for this church.

St. Philips Church is requesting a waiver from Chapter 60, Sec. 60-637 (2) (a) General Provisions Regulations and Chapter 60, Sec. 60-638 (a) (3) Signs, on premises, pursuant to Chapter 60, Sec. 60-638 (b) (5). The church is also requesting a waiver from the following information from Chapter 60, Sec. 60-1301: 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 19, 20, 21, 22, 23, and 24. The request is pursuant to Chapter 60, Sec. 60-1302.

Sincerely,

Patrick Bolduc  
Project Manager