



**TOWN OF YARMOUTH**  
200 Main Street, Yarmouth, Maine 04096  
[www.yarmouth.me.us](http://www.yarmouth.me.us)

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**PLANNING BOARD REPORT  
YARMOUTH, MAINE**

701 Route One

Request for Amendment to Building & Lot Plan and Major Site Plan  
and Waiver Request for Size of Multi-Tenant Sign

Patriot Insurance, Applicant

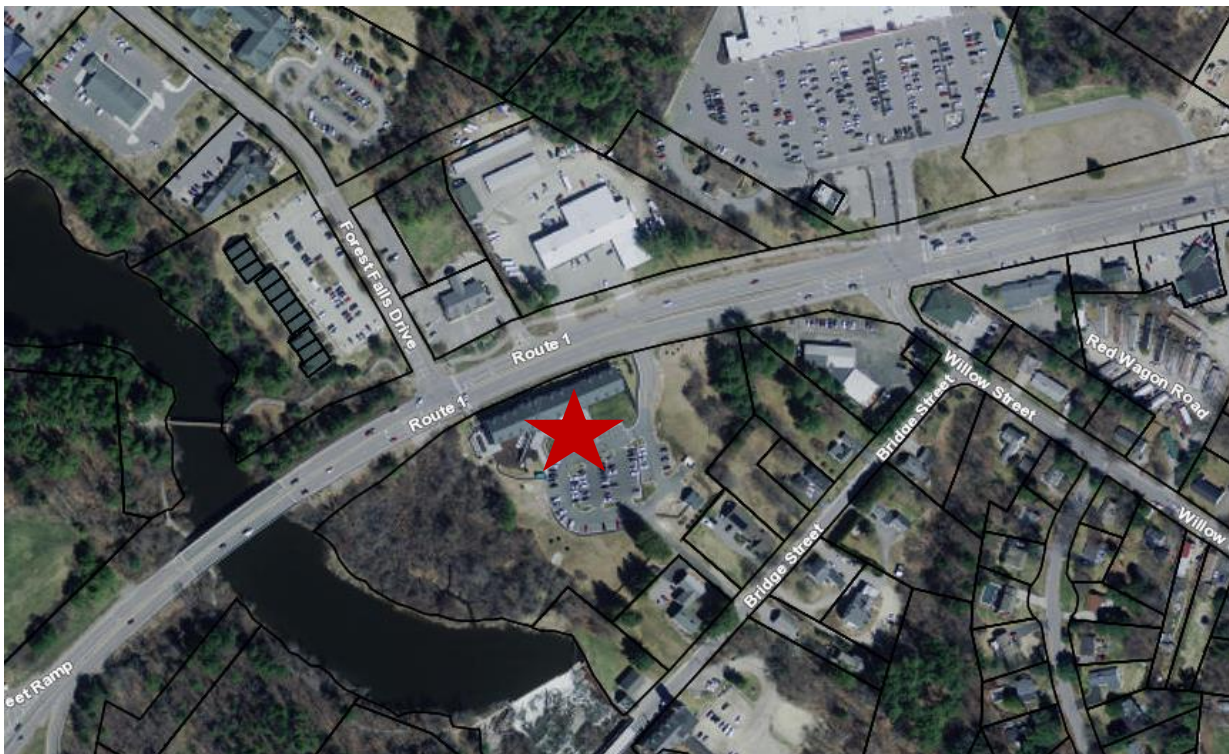
Map 38 Lot 24; CD4-C Route One Corridor Character District

Prepared by: Erin Zwirko, Director of Planning & Development

Report Date: April 20, 2023; Planning Board Meeting: April 26, 2023

**I. INTRODUCTION**

Patriot Insurance requests an amendment of the 2016 Major Site Plan and Building & Lot Plan in order to request a waiver of the sign standards for a multi-tenant sign. In the application materials, it is noted that when the building was built in 2016, Patriot Insurance was intended to be the primary occupant (it is also the building owner) and would lease space to a few occupants. Following the COVID pandemic, Patriot Insurance has found that there is additional space in the building allowing additional leased space. As such, Patriot Insurance is requesting the tenant portion of the signage to be increased without increasing the overall dimensions of the sign allowed by Chapter 703, Character Based Development Code. This will be accomplished by decreasing the Patriot Insurance portion of the sign.



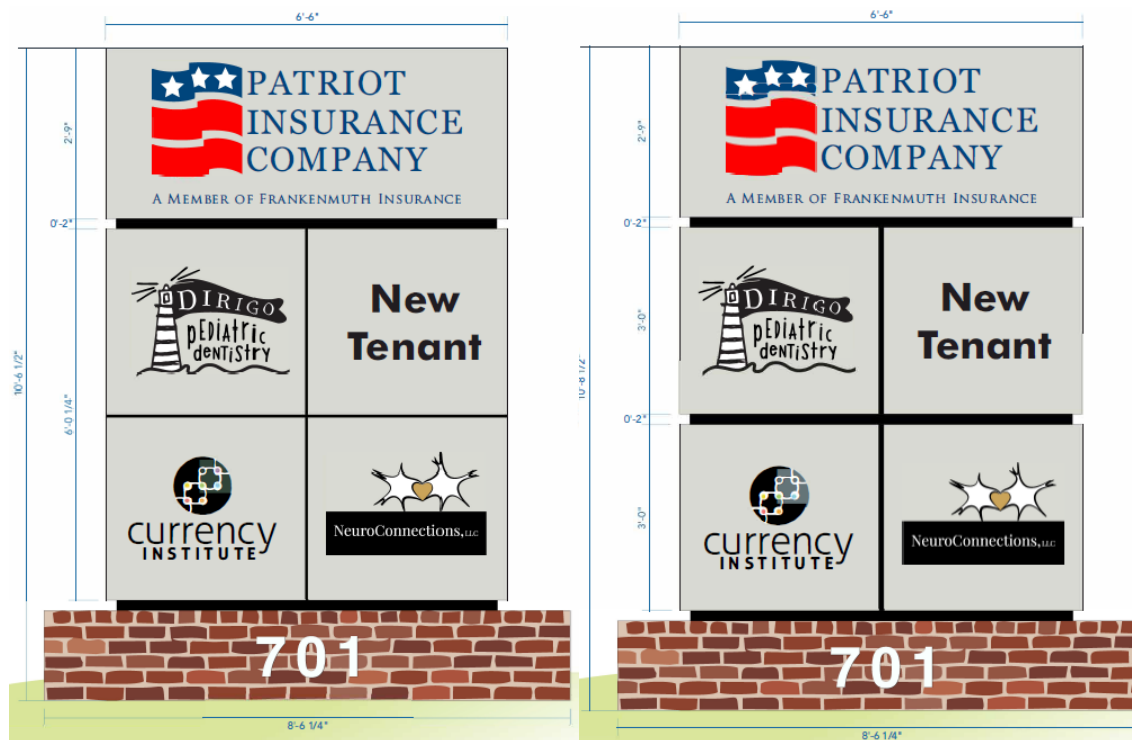
Aerial Photo of Project Area; Site Identified with a Star

The existing sign is approximately 6 feet 6 inches by 8 feet 6 inches for 55.25 square feet.



Photo of Existing Signage; Stop Sign for Scale

The applicant provided two options for consideration by the Planning Board, which simply change the individual tenant signs and spacing between those signs. As proposed, the individual tenant signs require a waiver.



Option 1 on left; Option 2 on right



## II. REQUIRED REVIEWS

<i>Applicant's Proposal</i>	<i>Applicable Standards</i>
Amendment of Major Site Plan and Building & Lot Plan	Chapter 701, Site Plan Review Chapter 703, article 1.M.1, Building & Lot Plans
Waiver of Size of Individual Tenant Signs in Multi-Tenant Signs	Chapter 703, Article 1.N.1, Waivers

Forty-one notices were sent to property owners within 500 feet of the subject parcel. A notice also appeared in the April 20, 2023 edition of *The Forecaster*. No written comments were received from the public as of this writing.

Uses in Vicinity: Across Route 1 to the northwest is Forest Falls Drive with a variety of commercial uses, a nursing home, Locally Sourced Restaurant, Post Office, etc.; along the west side of Rt. 1 are Norway Savings Bank, a multi-tenant retail building, and the Hannaford shopping center; Tire Warehouse is adjacent on the east side of Rt. 1 at Willow Street, with a real estate office on the northeast corner of Willow and Route 1; east of the site is Bridge Street which is predominantly single family homes, with the Sparhawk Mill commercial multi-tenant building across Bridge Street. The site is adjacent to the Royal River, upstream of the Bridge Street dam.

## III. AMENDMENT TO SITE PLAN REVIEW AND BUILDING & LOT PLAN

The construction of the building and associated site improvements was approved by the Consolidated Review Committee in May 2016, and forwarded to the Planning Board for consideration of certain waivers in June 2016. There are no alterations to the Major Site Plan and the Building & Lot Plan contemplated other than for the sign.

Chapter 702, Site Plan, Article H.15, is the review standard referencing advertising features. The Advertising Features standard is:

*Advertising Features: The size, location, design, color, texture, material and lighting of all permanent signs and outdoor lighting fixtures are provided with a common design theme and will not detract from the design of proposed buildings or neighboring properties.*

However, as the property is located within the Route 1 Corridor Character District, the Site Plan Review standard is superseded by the Character Based Development Code as per Article 1.c.3. The signage standards for a multi-tenant sign are included below:



DIMENSIONS	
Quantity (max)	1 per lot
Area	max 80 sf
Width / Height	max 8 ft / max 10 ft
Clearance	n/a
Letter Height	max 10 in
Distance from frontage line	min 2 ft

#### STANDARDS

In addition to all other applicable standards, each Multi-Business Sign allowed under this Article 5.0 may:

- have individual signage for each business not exceeding 8 sq ft;
- contain only the names of the businesses and logos; and
- be externally illuminated by lights shielded from direct view to reduce glare; or
- provide a larger business center or primary tenant name sign with a rotating banner sign for each tenant business not to exceed 30 days per business banner, for a total sign area not to exceed 80 sf.; or
- provide a larger business center or primary tenant name sign with individual signs meeting size limits above for each subordinate business, for a total sign area not to exceed 80 sf.

The following table provides an analysis of the standards for a multi-tenant sign:

Chapter 703, Article 5.0, Table 5.0 Sign Standards			
Standard	Required	Proposed	Findings
Quantity	1 sign per lot	1 sign per lot	Ok.
Area	80 sf Max.	Option 1: 68.5 square feet  Option 2: 69.6 square feet	Ok. Additionally, if the waiver is approved, the sign continues to be in compliance with standard e. in the graphic above.
Width/Height	8 ft Max./10 ft Max.	Option 1: Width: 6 ft 6 inches Height: 8 feet 11.25 inches  Option 2: Width: 6 ft 6 inches Height: 9 feet 2 inches	Ok.
Letter Height	10 in Max.	Uncertain	The applicant should clarify in the meeting, but it is anticipated that the letters are in compliance.
Distance from Frontage Line	2 ft Min.	Complies	Ok.
Individual Signage for Each Business	8 sf Max  Provide a Primary Tenant Name Sign with individual signs meeting 8 sf for each subordinate business, for a total sign area not to exceed 80 sf	Option 1: Patriot Insurance: 17.8 sf Dirigo: 9.75 sf Currency Institute: 9.75 sf NeuroConnections: 9.75 sf  Option 2: Patriot Insurance: 17.8 sf Dirigo: 9.63 sf Currency Institute: 9.63 sf NeuroConnections: 9.63 sf	The applicant is requesting a waiver to allow the subordinate business signs to be larger than 8 square feet, while the overall sign area remains at less than 80 sf.  The maximum waiver could be 10.8 sf, and the two options show signs at less than the maximum.

#### IV. STAFF RECOMMENDATION

The staff recommend that the proposed sign waiver be approved to facilitate the larger sign. The existing sign is approximately 55.25 square feet, and as can be seen there is no space for additional tenants. The increase will enable the property owner to ensure that future tenants can enjoy the same signage that the other tenants have on the multi-tenant sign. Scott LaFlamme, Yarmouth's Economic Development Director, supports the waiver request.

The staff prefer Option 1 as it minimizes the overall size of the sign.

#### V. PROPOSED MOTIONS

The following motions are recommended for the Planning Board:

- A. On the basis of the plans presented by the applicant, the testimony and public hearing, and the findings of Planning Board Report dated April 20, 2023 for Building & Lot Plan and Major Site Plan Amendment, Patriot Insurance, Applicant, 701 Route One, Map 38 Lot 24, regarding compliance with the applicable regulations and standards of Chapter 703, the Character Based Development Code, the Planning Board hereby finds and concludes a waiver of the size requirements for subordinate tenants in a multi-tenant sign **[meets/does not meet]** the required standards and is therefore **[approved/not approved]**.

Such motion moved by \_\_\_\_\_, seconded by \_\_\_\_\_, and voted \_\_\_\_ in favor, \_\_\_\_ opposed, \_\_\_\_\_.  
(note members voting in opposition, abstained, recused, or absent, if any).

- B. Based on the application, plans, reports and other information submitted by the applicant, information from the public hearing, information and the findings and recommendations contained in Planning Board Report dated April 20, 2023 for Building & Lot Plan and Major Site Plan Amendment, Patriot Insurance, Applicant, 701 Route One, Map 38 Lot 24, regarding the compliance with the applicable regulations and standards of Chapter 703, the Character Based Development Code, and the applicable regulations and standards of Chapter 702, Site Plan Review, the Planning Board hereby finds and concludes that the Building and Lot Plan and Major Site Plan Amendment **[meets/does not meet]** the required regulations and standards and is therefore **[approved/not approved]** subject to the following condition of approval:

- a. That the proposed sign receive a Sign Permit by the Department of Planning and Development prior to installation.

Such motion moved by \_\_\_\_\_, seconded by \_\_\_\_\_, and voted \_\_\_\_ in favor, \_\_\_\_ opposed, \_\_\_\_\_.  
(note members voting in opposition, abstained, recused, or absent, if any).

#### Attachments:

1. Scott LaFlamme, Economic Development Director, Email 4/19/23
2. Steven Johnson, Town Engineer, No Comments dated 4/12/23
3. Mike Robitaille, Fire Chief, No Comments dated 4/4/23
4. Erik Street, DPW Director, No Comments dated 4/10/23

## Erin Zwirko

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**From:** Scott LaFlamme  
**Sent:** Wednesday, April 19, 2023 10:26 AM  
**To:** Wendy Simmons  
**Cc:** Erin Zwirko  
**Subject:** RE: Request for Comment - Patriot - DUE 4/14

Erin,

Please accept this note in support of Patriot Insurance's sign standard waiver request. Patriot Insurance's redevelopment in 2016 highlighted many of the design and use standards outlined in the Town's character-based development code. Since its construction, Yarmouth has benefited from the addition of several new and highly productive businesses. Even as each business has adjusted to post-COVID conditions, the facility continues to be a vibrant cornerstone of Yarmouth's Route 1 commercial corridor. Their request for an enlarged sign to display existing and future tenants fits within what's allowed in the CD4-C and is consistent with surrounding commercial signage. I would encourage the Planning Board to approve the requested 35% waiver and provide greater visibility to those businesses located at 701 Route 1.

Thank you and feel free to reach out if you have any questions.  
Scott

## Scott LaFlamme, MPA

Director of Economic Development  
Town of Yarmouth, Maine

200 Main Street, Yarmouth, ME 04096  
207-846-2401 Ext. 227

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**From:** Wendy Simmons <WSimmons@yarmouth.me.us>  
**Sent:** Tuesday, April 4, 2023 3:39 PM  
**To:** Andrew Dolloff <andrew\_dolloff@yarmouthschools.org>; Dan Gallant <DGallant@Yarmouth.me.us>; Eric Gagnon <egagnon@yarmouthwaterdistrict.org>; Erik Donohoe <edonohoe@yarmouth.me.us>; Karyn MacNeill <kmacneill@yarmouth.me.us>; Mike Robitaille <MRobitaille@Yarmouth.me.us>; Nat Tupper <ntupper@Yarmouth.me.us>; Scott LaFlamme <slaflamme@yarmouth.me.us>  
**Subject:** Request for Comment - Patriot - DUE 4/14

For your review

Have a great afternoon. W

Wendy L. Simmons, SHRM-CP (she, her, hers)  
Administrative Assistant  
Planning, Code Enforcement and Economic Development  
Town of Yarmouth  
200 Main St.  
Yarmouth, ME 04096  
Phone: 207.846.2401

**Submit Comments to Erin Zwirko by 4/14/23****TOWN OF YARMOUTH****200 Main Street****Yarmouth, Maine 04096****(207)846-2401****Fax: (207)846-2438****NOTICE OF PLANNING DEPARTMENT FILING & REQUEST FOR COMMENT**

Date Rec'd.: 3/29/23

Agenda Date: 4/26/23

Project Description: Site Plan/Building &amp; Lot Plan Amendment

Project Location: 701 US Route One

Applicant: Patriot Insurance

Agent/Contact: Kathleen Megathlin

Project Description:

Increase the tenant portion of the exterior sign

*No Conflicts*  
*S/V*  
*4-12-2023*

- ☐ Review For Completeness/Checklist  
☐ Respond To Applicant Re: Completeness  
☐ Staff Input/Request Sent:

1. Director of Public Works (full size)
2. **Town Engineer (full size)**
3. Fire Chief (pdf)
4. Police Chief (pdf)
5. Director of Community Svcs (pdf)
6. Yarmouth Water District (pdf)
7. Code Enforcement Officer (full size)
8. Town Manager (pdf)
9. Harbormaster (pdf)
10. School District (pdf)
11. Tree Warden (pdf)
12. Tree Committee (pdf)
13. Economic Development Director (pdf)
14. Planning Director (full size)
15. Assessor - Subdivision Only (pdf)
16. Bike & Ped Committee (pdf)
17. Parks & Lands Committee (pdf)
18. Historic Preservation Committee (pdf)
19. Traffic Peer Review - TYLin (pdf)

Date Completed:

3/30/233/30/234/3/23XXXXXXXX—X——XX————

- ☐
- Notice Letters Created/Sent

- ☐
- Agenda To PB

- ☐
- Agenda Posting:

1. Forecaster

2. Website

3. Bulletin Board

- ☐
- Copy Of Findings And Decision In File

## Attachment 3

**From:** [Mike Robitaille](#)  
**To:** [Wendy Simmons](#)  
**Subject:** RE: Request for Comment - Patriot - DUE 4/14  
**Date:** Tuesday, April 4, 2023 3:40:46 PM

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I have no comments or concerns with this

*Michael S. Robitaille*  
*Chief of Department*  
*Yarmouth Fire Rescue*

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