Reviewed for Code Compliance
Inspections Division
Approved with Conditions
Date: 06/02/15

The King's Head

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December 16, 2014

To whom it may concern at the Portland Planning Authority:

We are writing to appeal the decision not to grant our sign permit. To address the reasons we were given for its denial, we propose to shorten the height of our sign to 6 feet. Also, our Proposed sign is more than the minimum of 5 feet from the property line. It is set back approximately 13 feet from the public sidewalk. In addition, both properties on either side of the nearest property line to the proposed sign location are owned by Waterfront Maine, our landlord. Waterfront Maine fully supports us in obtaining a variance and placing our proposed sign in the proposed location.

We believe that based on the criteria set forth in section 14-526 that we qualify for a variance based on the following:

1. The nature of our sign Wayfinding in nature
2. The size, scale, proportions, design, materials and placement of the sign do in fact complement the architectural attributes of the surrounding buildings. It is directly in keeping with the design of the large sign adjacent to it on the side of Brownes Trading. Furthermore, it is appropriate to the scale and character of the neighborhood and is designed to suit the conditions from which it will be viewed by the public.
3. The traditional nature of the lettering and gold leaf are of special design merit and respond to unique circumstances by keeping with the historical nature of the property and that section of Commercial street. The nature of our business, and it being difficult for the public to view at a distance of 65 yards from the Commercial Street Sidewalk to our front door, are a unique circumstance of this property.

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4. Our proposed sign complies with the requirement that it be for a commercia use in a business zone.

Finally, we have been in business for 6 months and are an upscale venue with great customer reviews yet even so, numerous local business people repeatedly call us and ask for directions complaining that they simply cannot find us. If local business owners who are well attuned to the Old Port and Portland in general are having a difficult time finding us, it is virtually an accident when a visitor to Portland is able to find us. This sign is of utmost importance in our efforts to make this end of the Old Port a place we can build a business in and provide visitors to the Old Port with our venue's unique ambience and experience.

We would be happy to meet in person with you and a Landlord representative or provide any correspondence you need to assist in your decision.

Very Truly Yours,

Rick Binet

Justin O'Connor