

(207) 772-0199
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JUN 19 2013

Dept. of Building Inspections^{6/19/13}
City of Portland Maine

Dear Portland City Zoning and Planning Authority:

We received the approval for the sign for New England Imports (Sign Permit #2013-00435) sign at 55 St. James Street, here in Portland. We understand the allowable height is 10 ft to the top of the sign.

After talking with Ann Machado, she mentioned we should apply for a variance to change the height of the top of the sign.

We would like to make the top of the sign be at 15 feet. The sign is 77 feet back from the road, since the Maine DOT owns the land in front of the business. So it is quite far from the road where we initially wanted the sign to be for visibility. And then there is a 8 foot grade drop from the road, since it slopes down substantially to the parking area, which also makes it less visible from the roadway. And, to complicate things further, there are always cars parked in front of where the sign will be, which are 5-6 feet high, depending on the model of car. If the sign begins just 5 feet up from the ground level, and it is 5 feet high above that, it would be obscured by the cars in front of the sign and look very weird, coming out of the roof of a car, and hardly visible from the road, nestled among the parked cars.

So, to optimize visibility from the street, at this quite set-back location that is below grade, we'd like a variance to raise the top of the sign to 15 feet, so it will be visible and perform its function of allowing visitors to New England Imports to see the business sign when approaching. We don't think this is too much to ask. We have been an active business here in Portland for 22 years and have contributed our fair share to the local economy in many ways.

The sign has already been fabricated by NeoKraft. We just need the "go-ahead" to put it up, preferable, as soon as possible. We were hoping to have the sign up in March, but what with the DOT insurmountable hurdle of "you can't put a sign on our land," to the multiple iterations of the sign for the new siting from near the road to the present spot, many feet back and down, we'd really like to get this up as soon as possible during the busy season to attract customers.

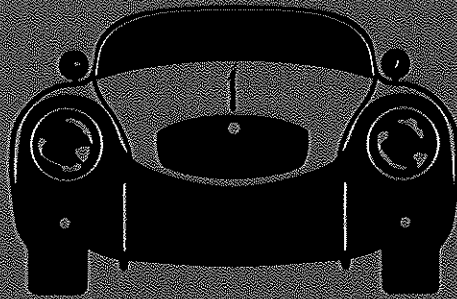
Thank you for your consideration;

Paul Reminga (Owner of New England Imports)

Lucian Burg (graphic designer and sign designer for New England imports)

FOREIGN AUTO REPAIR AND SERVICE

NEW ENGLAND



IMPORTS

FOREIGN AUTO REPAIR

Swedish, German, Japanese, English

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7' x 5'

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City of Portland Maine

New England
Imports 16505

PERMIT DRAWING

Location: 55 St. James St.
Portland ME
Drawing No.: 2 of 2
Drawn by: PPAZ Rep.: RM
Date: 05.23.2013
Lead No.: MAL019153
Cen Ref:



Neokraft Signs, Inc.
486 York Street
Lewiston, Maine 04240
Tel: 207.762.9154 Fax: 207.762.9099
1.800.337.2258
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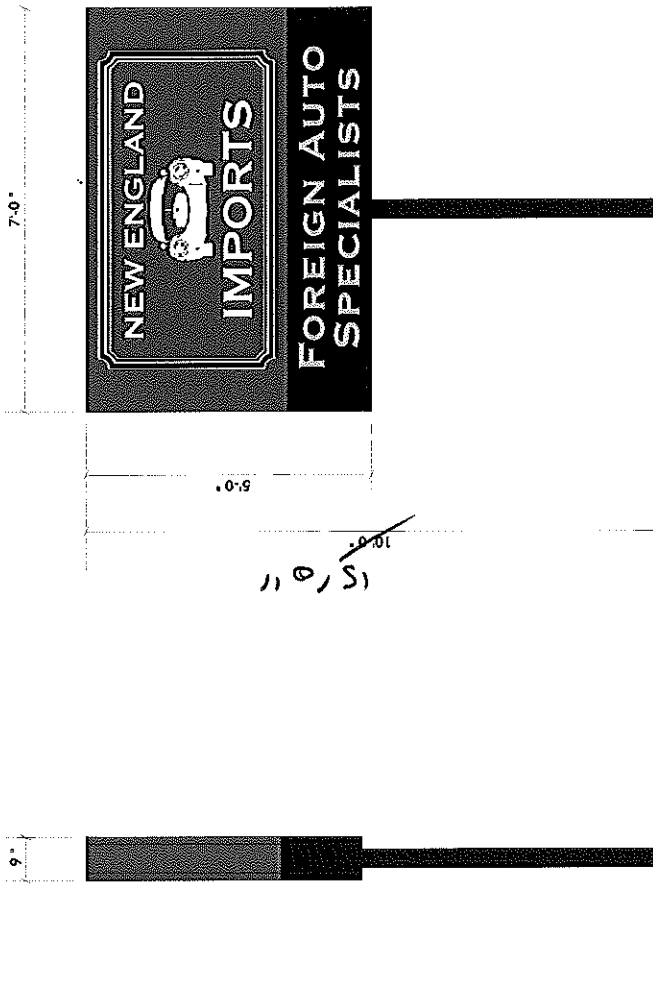


SIGN LOCATION PLAN
NOT TO SCALE

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SINGLE FACE, NON-LIGHTED, EXTRUDED ALUMINUM
CABINET WITH ALUMINUM PAN FACES; PAINTED WITH
VINYL GRAPHICS

BACKGROUND COLORS WRAP ALL SIDES

INSTALL ON (1) 4" X 4" STEEL SQUARE TUBE, PAINTED BLACK



SIDE VIEW
SCALE: 1/2" = 1'-0"

SINGLE FACE NON-LIGHTED PYLON SIGN
SCALE: 1/2" = 1'-0" (1) REQUIRED

New England
Imports 16505

PERMIT DRAWING

Location: 55 St. James St.
Portland, ME

Drawing No.: 1 of 2

Drawn by: P/PAT Rep: RMA

Date: 05.23.2013

Lead No.: H4019153

Gen Ref.:



Neokraft Signs Inc.
1207 West Main St.
Portland, Maine 04102
1.800.339.2258
e. CDDP@KRAFT 2012, BY NEOKRAFT SIGNS, INC.

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