

October 23, 2014

Planning Authority  
City of Portland

Re: Jake's Quik Stop - Sign Permit Appeal

Dear Planning Authority,

My husband, Jake, and I own "Jake's Quik Stop", which is the Gulf gas station and convenience store located at 205 Brighton Avenue. We purchased this business 3 years ago and have worked very hard to turn the business and its image into a store we and our neighbors can be proud of. We are in the process of re-imaging the canopy and signage to have a more clean, modern, classy appearance.

Our current image, which is outdated and dingy-appearing, includes the blue/orange/white striped color scheme. There is a white Gulf sign on top of the color scheme on each side of the canopy. Our proposed image, which is clean, fresh and classy appearing, includes a color scheme of clouds, with less bold blue/white/orange stripes. It also has a 20 sq. ft. Gulf sign, which is not much different in size then the current Gulf sign.

The cloud has been denied, because it is being considered a part of the Gulf sign. It is actually not a part of the Gulf sign at all. The clouds are actually part of the applique which covers the sides of the canopy and the actual Gulf sign, which meets the square footage requirement, sits on top of the applique, which covers the sides of the canopy. The clouds are a part of the color pattern that belongs to the Gulf image, but it is no different then a striped image or any other pattern that may be seen in the city belonging to other brands. The clouds, being a part of the color pattern, do not contain any letters or words and is not attached or a part of the Gulf sign in any way.

If you look at the current proposal, which includes the clouds, and compare it with the prior approved proposal, which includes the outdated stripes, I feel you will agree that the current proposal will complement the architecture of our building a great deal. It will enhance not only our building, but the neighborhood appearance. We are going for a clean, fresh, friendly appearance. Our neighbors thank us almost daily for making this business so nice and clean and complimentary to the neighborhood. We feel the old image is not in line with the characteristics of the charming homes around us and that the new proposed image will actually enhance the neighborhood.

If you have any questions about the two proposals, or would like to meet with us in person, please do not hesitate to call or stop in! Thank you so much!

Sincerely,

Christine & Jake Small  
Jake's Quik Stop  
205 Brighton Avenue  
Portland, Maine 04102

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