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FEBRUARY 10, 2015

Augusta Planning Board

16 Cony Street Augusta, Maine 04330

Planning Board Members,

This letter is written in support of updating the Augusta Sign Ordinance to include non-residential sections of the Route 3 extension.

As a small business owner for over 37 years of a business located on Route 201 who serves the local populace and a large tourist population, the location of my business has been challenging at times. We receive many phone calls inquiring about directions from new visitors who once off I-95, do not know where we are located. Having a directional sign would decrease the confusion of travelers.

Being able to have a directional sign for our business on Route 3 will not only have a positive impact for us, but also to other businesses in the Augusta area. People who travel from a long distance also need gas and other services and will hopefully utilize Augusta area businesses once off the highway or Route 3.

I thank you for considering the change to the Sign Ordinance.

Sincerely,

Laura Benedict

OWNER, THE RED BARN RESTAURANT