

Mayor Kogon
Amherst Town Council
Victoria Street
Amherst
Nova Scotia

29/1/19

Dear Mayor Kogon,

I would like to request that an exemption from the bylaw regarding signage in the downtown core be permitted for our business, Birkinshaw's tea room on Ratchford Street in Amherst. We draw business from all over the Maritimes and further afield, and are recognised by the town, the Amherst Chamber of Commerce and other businesses as being one of the 'anchor businesses' in Amherst, and as such bring people to the town and their dollars! We have appeared in Chatelaine magazine and newspapers and magazines across the country from Halifax to Vancouver. We are shortly to be listed with Taste Nova Scotia, and are featured regularly in the Town's promotions.

Being located slightly off the beaten track creates some issues with people finding us. We regularly get comments regarding difficulty finding us from out of towners.

I was going to put up a sign on the law building opposite us which would give us visibility from the traffic lights on LaPlance Street. This in turn would make it easier for people to find us who travel from New Brunswick. Between my having the sign made and being ready to install, the bylaws were changed to forbid off site signage.

I enclose a picture of the sign, which resembles a traditional tin sign as would have appeared on warehouses in the past and would fit esthetically in the area. I see that we are now getting a plethora of digital signs in the downtown which have a bigger impact on the area than my static traditional sign.

I have support from members of the Council including Jason Blanch. The sign is 6' wide by 4' high and would be fixed to the upper side of the law building on Havelock Street with the finger image pointing to us on Ratchford Street.

Thank you for your time and consideration in this matter and if I can do anything or supply further information, please do not hesitate to contact me.

Regards,

Adrian Bligh



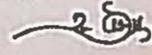
Birkinshaw's tea room

Winner of the small business of the year award 2018

Listed by Chatelaine Magazine as one of the "Top 10 places for afternoon tea in Canada"

BIRKINSHAW'S

TEA ROOM - COFFEE HOUSE - RESTAURANT



Eat In or Take Out