Request for Alternative Sign Plan
Harpers Handcrafted, LLC | 201 SW 3rd Street, Bryant

To the City of Bryant Planning Commission:

I respectfully request approval of an alternative sign plan for the east wall of Harpers Handcrafted at 201 SW 3rd Street.

The proposed mural does not fit neatly within any single sign type described in the City of Bryant sign code. While much of the mural is decorative and community-focused, it also includes the Harpers Handcrafted logo and identifies the primary activities offered within the business: **Furniture Restoration, Upholstery, and In-Person Classes.** I recognize that these elements serve a commercial identification purpose and are therefore an important part of the City's consideration of the mural.

I am requesting an alternative sign plan because those elements are also essential to the mural's purpose and to the success of the property as a destination within the Heart of Bryant. Harpers Handcrafted is a unique business that is not immediately understood by a business name alone. Clearly identifying what happens inside helps residents and visitors understand the business, encourages them to stop, and makes the property more accessible and inviting.

The mural is also designed to create a destination beyond the business itself. I am a Bryant alum and have incorporated the Hornet wings to invite students, families, alumni, visitors, and the broader community to a fun photo op. The goal of the mural is not simply to create a larger advertisement. It is to transform a highly visible exterior wall into an attractive landmark that identifies a local business, celebrates Bryant, and gives people another reason to visit, photograph, share, and spend time in the Heart of Bryant.

Allowing the limited business-identification elements to remain part of the larger mural makes that investment both meaningful and functional. It supports the visibility of a small business while creating a distinctive feature that benefits the surrounding district and the City as a whole.

For these reasons, I respectfully request approval of the proposed mural through an alternative sign plan.

Thank you for your consideration.



Laine Harper
Owner, Harpers Handcrafted, LLC