City of Bryant
210 SW 3rd Street
Bryant, AR 72022

Variance Request - Medic Sleep Care - 3348 Main Street #300

I am requesting a variance for sign code Section 3.06 Signs in Commercial C-2 Districts. The code states that one facade sign is allowed per business. This sign shall not exceed two square feet for each one linear foot of building facade fronting a public street, and is to be mounted on the building wall. For businesses on corner lots, side walls facing public streets may have one additional façade sign subject to the same restrictions noted in this paragraph.

There was a mixup in our office where a previous version of the sign design was exported for production that wasn't the sign that was permitted. The sign size that was installed was 60" x 186" which comes out to 77.5 square feet. According to the ordinance the maximum square footage would be 60 square feet.

If signage allowance was calculated from actual sign area covered, the total square footage would be 58.6. We are not asking the variance committee to change the ordinance, just the method used to calculate the square footage. If the City of Bryant doesn't count the square footage as 58.6, then we are formally requesting a variance for a larger sign. Either of these would save our client from having to purchase a new sign.

The signage that was installed is not out of place for that shopping center. The swoosh part of the logo is what is causing the square footage to be higher because of the rectangle method of calculation.

In closing, if we can draw rectangles around the logo and the actual text, the signage would be in the allowable square footage. We are asking for the city's consideration of this calculation or a variance for the larger sign.

Thank you for your time and consideration.

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