FENNELL | PURIFOY
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Tom Fennell, AIA · Phil Purifoy, AIA · Christian Martin, AIA · Colley Burrow, AIA

# Sign Variance

Date: 07.13.22
Project: Road Runner Bryant - Store #1043

*Excerpts from Section 6.06 – Variances and Special Permits for Signs*

1) *Variances*
*"Such request shall demonstrate that special conditions or circumstances exist that are not applicable to other lands, structures, or building such that a literal interpretation of the ordinance would result in undue hardship."*

2) *Special Sign Permit:*
*The following criteria shall be used in the review and approval of requests:*
   a) *Conditions exists which are unique to the property or type and size of development, which would cause hardship under a literal interpretation of the sign code.*
   b) *The proposed sign will not adversely affect other sing in the area*
   c) *The proposed sings will not be detrimental to the properties located in the vicinity.*
   d) *The proposed sign will not obscure fire hydrants, traffic signs or traffic signals, block motorist's line of sight, or otherwise inhibit or interfere with vehicular or pedestrian traffic.*
   e) *Approval of the special sign permit will not constitute a grant of special privileges which is inconsistent with the limitations placed upon other properties in the vicinity having similar circumstances.*

## Special Conditions and Circumstances

1) We are not using our permitted signage on the eastern façade.
We understand that we are on a corner lot and are permitted to have a sign on the southern building façade and the eastern building facade. The eastern building façade is not as visually prominent as the southern building façade, due to the existing gas canopy. As such, the existing SuperStop sign on the eastern building façade is going to be removed and not replaced.

2) The Road Runner Logo is made up of two parts.
The Superstop convenience store is being converted to a Road Runner Convenience store. Road Runner has two pieces of their logo, their emblem, "Rudy" the Road Runner and their name text "Road Runner". Road Runner Branding has these two pieces of the emblem spaced apart from one another.[1]

[1] When the emblem and logo are placed close together in order to count them as one sign, which we are willing to do, if necessary (although this is a deviation from branding), more than half of the square footage of the "whole as a rectangle" doesn't contain signage, due to the emblem and logo being dramatically different proportions.

3) Request to use the signage allowed on the eastern building façade on the southern building façade.
   We propose the Road Runner Logo (emblem and text) on the southern façade facing the interstate. This will result in two signs on the southern building façade, which together are well within the allowed square footage for signage on the south building facade.

4) Also attached are our previous three signage applications, that I hope will show a sincere desire to comply with the City of Bryant's Sign Ordinance.

**Jamie Holt, AIA, LEED AP BD+C**

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**City of Bryant, Arkansas**
Community Development
210 SW 3rd Street Bryant, AR 72022
501-943-0943

# SIGN PERMIT APPLICATION

Applicants are advised to read the Sign Ordinance prior to completing and signing this form. The Sign Ordinance is available at www.cityofbryant.com under the Planning and Community Development tab.

Note: Electrical Permits may be Required, Please contact the Community Development Office for more information.

Date: 07/13/2022

**Sign Co. or Sign Owner**

Name Coulson Oil Company, Inc.
Address 5101 Northshore Lane
City, State, Zip North Little Rock, AR
Phone 501-813-4109
Email Address john.h@coulsonoil.com

**Property Owner**

Name Coulson Oil Company, Inc.
Address 5101 Northshore Lane
City, State, Zip North Little Rock, AR
Phone 501-813-4109
Email Address john.h@coulsonoil.com

**GENERAL INFORMATION**

Name of Business Road Runner - Bryant Store #1043
Address/Location of sign 23190 1-30 Frontage Rd, Bryant AR, 72022
Zoning Classification C-3

**Please use following page to provide details on the signs requesting approval.** Along with information provided on this application, **a Site Plan showing placement of sign(s) and any existing sign(s) on the property is required** to be submitted**. Renderings of the sign(s) showing the correct dimensions is also required** to be submitted with the application. A thirty-five dollar ($35) per sign payment will be collected at the time of permit issuance. According to the Sign Ordinance a fee for and sign variance or special sign permit request shall be one hundred dollars ($100). Additional documentation may be required by Sign Administrator.

**READ CAREFULLY BEFORE SIGNING**

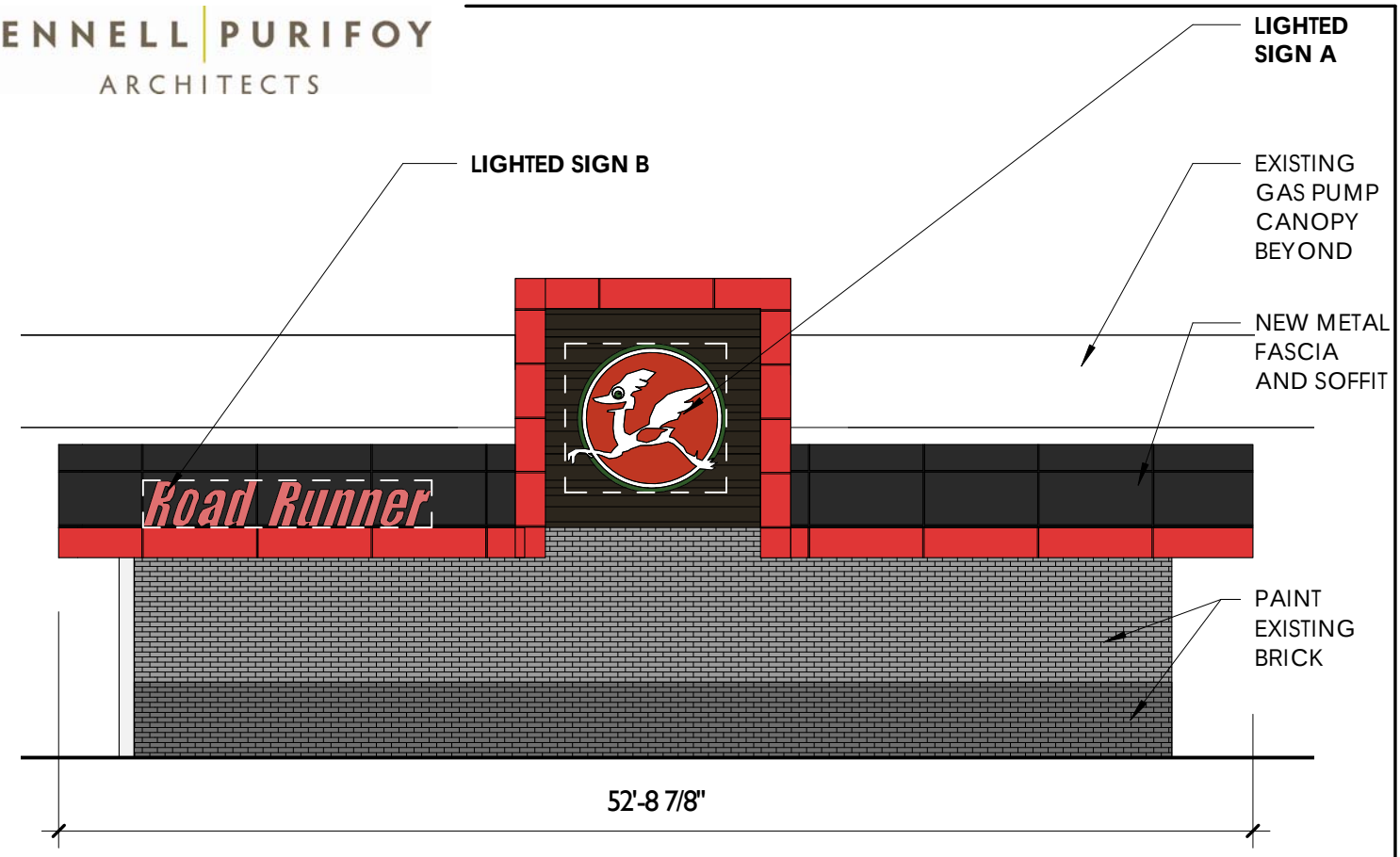
I Jamie Holt, do hereby certify that all information contained within this application is true and correct. I fully understand that the terms of the Sign Ordinance supersede the Sign Administrator's approval and that all signs must fully comply with all terms of the Sign Ordinance regardless of approval. I further certify that the proposed sign is authorized by the owner of the property and that I am authorized by the property owner to make this application. I understand

that no sign may be placed in public right of way. I understand that I must comply with all Building and Electrical Codes and that it is my responsibility to obtain all necessary permits.

**Use table below to enter information regarding each sign for approval. Please use each letter to reference each sign rendering.**

| SIGN | **Type** (Façade, Pole, Monument, other) | **Dimensions** (Height, Length, Width) | **Sqft** (Measured in whole as rectangle) | **Height of Sign** (Measured from lot surface) | | Column for Admin Certifying Approval |
|---|---|---|---|---|---|---|
| | | | | Top of Sign | Bottom of Sign | |
| A | Facade | 6'-7"H x 7'-1 1/2"L | 47 SF | 18'-3 1/2" | 11'-8 1/2" | |
| B | Facade | 2'-1" H x 12'-9" L | 27 SF | 12'-3" | 10'-2" | |
| C | | | | | | |
| E | | | | | | |
| F | | | | | | |
| G | | | | | | |

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SOUTH ELEVATION
1/8" = 1'-0"




SITE PLAN

**SIGN PERMIT APPLICATION**

ROAD RUNNER BRYANT - STORE #1043

07.12.2022