SPRINGFIELD SIGN
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ADDRESS
4825 E Kearney St
Springfield, MO 65803

CONTACT US
800.845.9927
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11/1/2022

City of Bryant Zoning Board of Appeals
210 SW 3rd St
Bryant, AR 72022

RE: Scooter's Coffee -Sign Exception Request

Scooters Coffee located at 2745 Union Lake Road would like to respectfully request 2 additional wall signs which would include 2 wall signs located on our Drive Through and side elevation totaling 130.12 square feet to allow our standard branding of Scooter Sign.

Per code, a business in C-2 is only allowed one façade sign.

Our request for the additional wall signage will provide proper business identification as well as proper wayfinding to traffic traveling along North Reynolds. With regards of traveling Northwest or East on Reynolds, our visibility is very limited without signage on our side elevations due to tree lines and setback of the building. Without proper identification the potential for traffic congestion increases causing traffic concerns along North Reynolds. Without our brand of Standard Scooters signs located on side elevations, our business could lose potential customers. Allowing these variances, we believe, leads to an efficient and concise way to decreasing the traffic congestion and improving public safety. A large percentage of business is impulse by motorist and customers. The granting of this will provide visual knowledge to the public to provide them with property way finding which will decrease potential traffic congestion and improve public safety. The granting of these request would not be in anyway detrimental to the public's welfare, or injurious. The Brand Standard format for Scooter's Coffee is to be consistent with branding, public identity, public way finding, marketing and visual imaging throughout the entire chain. properties in our neighborhood and zoning district

Scooter's Coffee is a nationally recognized restaurant, and with that comes a Brand Standard consistency. The brand Standard format for Scooter's Coffee is to be consistent with branding, public identity, public way finding, public safety, marketing, visual imaging throughout the entire chain and providing a positive impact on the community. We believe this variance request is consistent with the spirit, purpose and intent of the sign ordinance governing Bryant city while offering some new advantages. This proposal is consistent with many other communities that we have been involved in around the country and believe that this minor adjustment is necessary as far as the Brand of Scooter's Coffee and will have a positive impact on the community.

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We respectfully are asking you to review our request, see our need, and approve our request.

Thank you,

Alicia Walton
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