



April 6, 2021

Mr. Colton Leonard
City of Bryant
210 SW 3rd Street
Bryant, AR

Re: Variance Application / First Horizon Bank
5111 Hwy 5 North, Bryant, AR

To Whom It May Concern:

Iberia Bank has been serving the community with their current branch in the City of Bryant, and in the process has built a strong customer base. However, Iberia Bank has been purchased by First Horizon Bank and is in the process of changing all of their signage to the new name. Even though Iberia currently has a strong presence in the community it is vital that their existing customers, and future customers, realize that the bank is changing names only and not leaving the community. Therefore, we feel it is vital that the new signage be similar in statue.

It is our understanding that the City Ordinance does not allow for a pylon sign, unless approved through a variance process. Upon reviewing other businesses on the same road we have noted that there are currently businesses up and down the roadway with pylon signs (Relyance Bank, Pro Cleaners, Walgreens, CVS Pharmacy, are a few for reference). We are asking that First Horizon Bank be granted a variance to allow for the construction and installation of a new pylon, per the attached drawing. We believe that the precedent has already been established with the signage of other businesses and therefore respectfully request for the same allowance to First Horizon signage.

Respectfully Submitted,

Polly Talley
Account Executive