



**ADDRESS**  
4825 E Kearney St  
Springfield, MO 65803

**CONTACT US**  
800.845.9927  
springfieldsign.com

2/22/2022

City of Bryant Zoning Board of Appeals  
210 SW 3<sup>rd</sup> St  
Bryant, AR 72022

**RE: Scooter's Coffee -Sign Exception Request**

Scooters Coffee located at 1816 N Reynolds Rd would like to respectfully request 6 additional snap frame which would include 3 snap frame panels located on our Drive Through and side elevation totaling 50.4 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 additional snap frames will help the community by showing our wide variety of menu items. Without our brand of Standard Scooters snap frames located on the side elevations, our business could lose business as our potential customers would not have an idea of our seasonal menu options as our menu board is very limited. A large percentage of restaurant businesses are from impulsive buyers through visual graphics that show new items to try. The granting of these requests would not be in any way detrimental to the public's welfare, or injurious.

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.

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

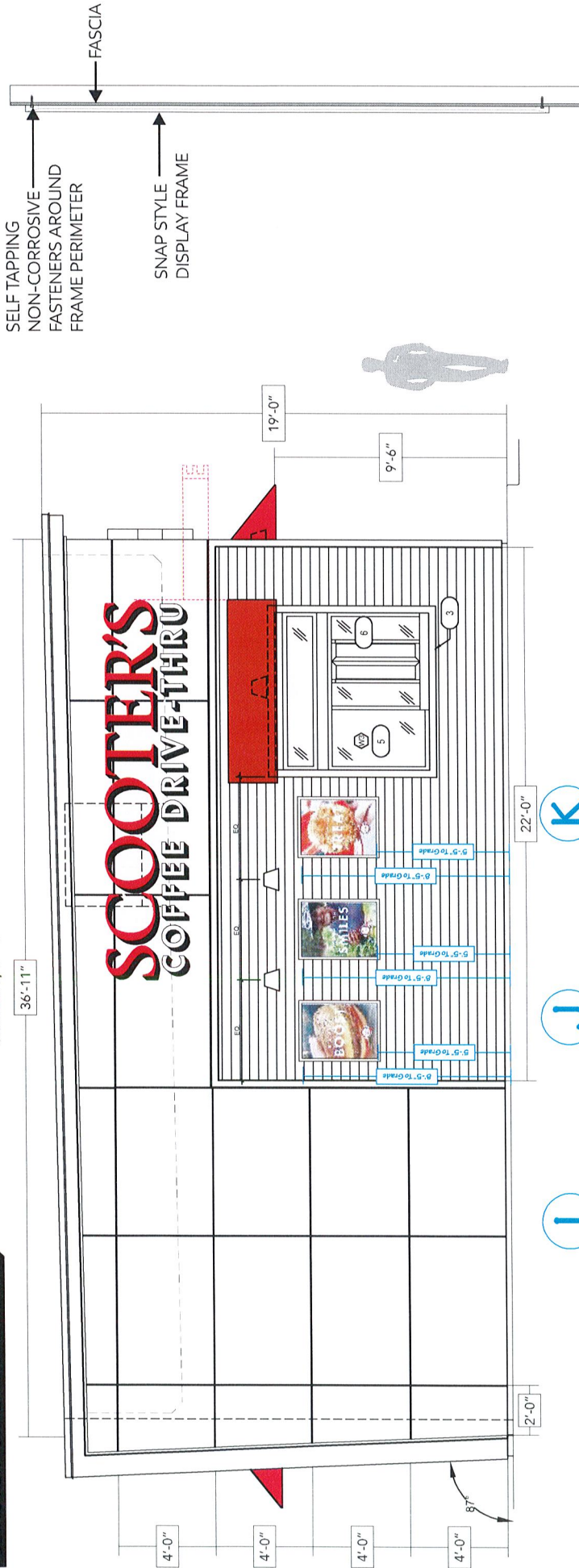
Thank you,

Alicia Walton  
Springfield Sign  
4825 E Kearney St.  
Springfield, MO 65803  
417-862-2454  
[aliciaw@springfieldsign.com](mailto:aliciaw@springfieldsign.com)

INSTALL CUSTOMER PROVIDED SIGN PANELS

DETAIL VIEW - DRIVE-THRU ELEVATION

SCALE: 1/4"=1'



**SNAP FRAME PANELS**  
 - S/F Non lit panel signs.  
 - Install "Snap frame panels" provided signs.  
 - Attachment: Wall mounted to specific locations.  
 - Snap frame panels install on site by General contractor.  
 - Snap frame panels provided by others.

<b>I</b>	2'-6"	<b>8.4 Sq. Ft.</b>	2'-6"	<b>8.4 Sq. Ft.</b>	2'-6"	<b>8.4 Sq. Ft.</b>	3'-4"
3'-1" V.O.							

Panels made separately not by Springfield Sign

**25.2 Total Sq. Ft.**

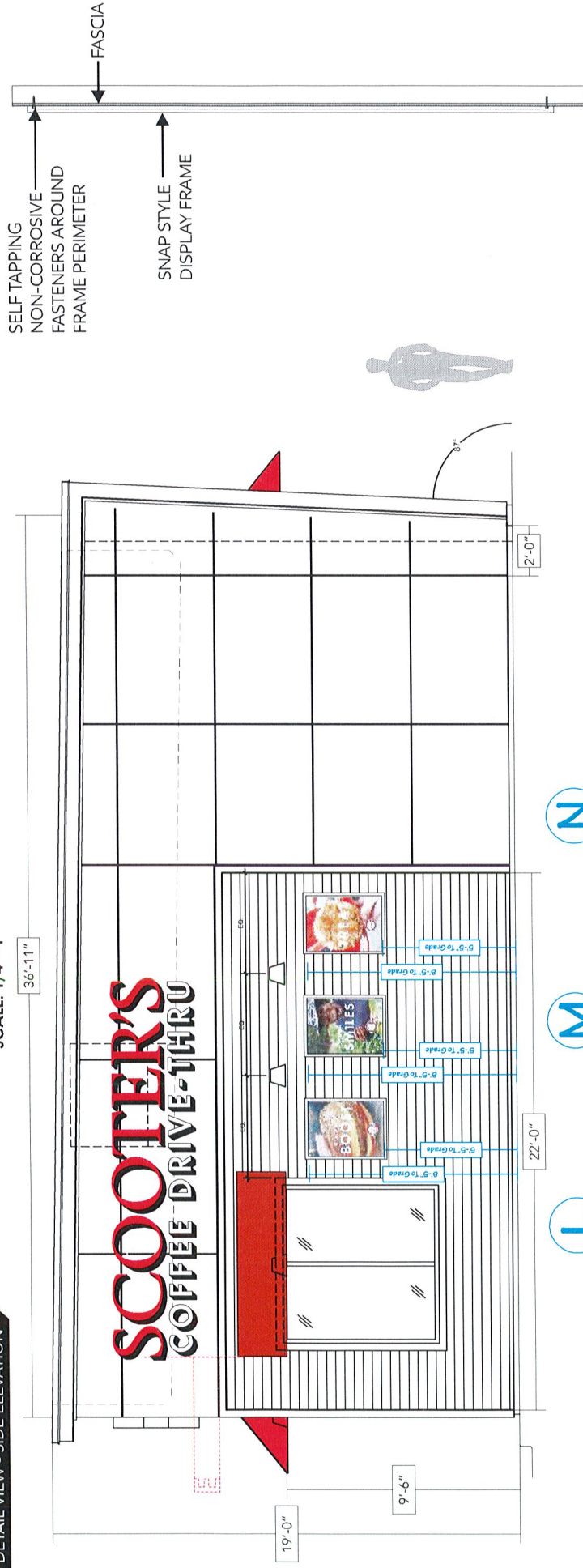
SCALE: 1/2"=1'

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INSTALL CUSTOMER PROVIDED SIGN PANELS

DETAIL VIEW - SIDE ELEVATION

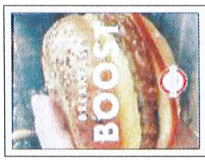
SCALE: 1/4"=1'



**L**

2'-6"

8.4 Sq. Ft.



3'-4"

**M**

2'-6"

8.4 Sq. Ft.



**N**

2'-6"

8.4 Sq. Ft.



3'-1" V.O.


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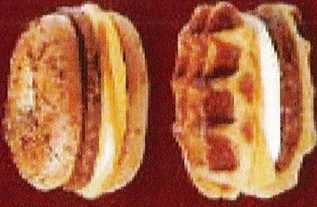
**25.2 Total Sq. Ft.**


SCALE: 1/2"=1'

**SWEETEN**  
Your Day




**SAVOR**  
All Day




 **LOCALLY**  
**Owned &**  
**Operated**

FRANCHISE NAME HERE

**ENERGIZE**  
Your Way



**Our Core**  
**Values**



**INTEGRITY**  
**LOVE**  
**HUMILITY**  
**COURAGE**



DECADENT

CARAMEL



YOUR DAY

ENERGIZED



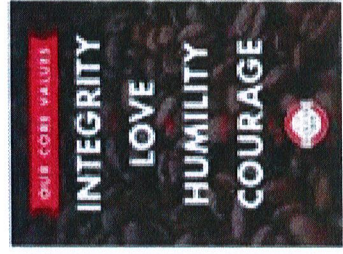
BREAKFAST

ALL DAY



CREATING AN

AMAZING  
EXPERIENCE



OUR CORE VALUES

INTEGRITY

LOVE

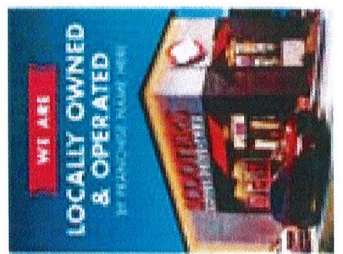
HUMILITY

COURAGE



TREAT YOURSELF TO

AMAZING  
COFFEE



WE ARE

LOCALLY OWNED  
& OPERATED

BY FRANCHISEES, FAMILIAR NEIGHBORS