



May 5th, 2022

City of Sunset Hills
3939 S. Lindbergh Blvd

RE: Bass Pro Shops
3600 S. Lindbergh Blvd
ST. Louis MO 63127
Practical Difficulties or Unnecessary Hardships

Board Members & Attendees,

Bass Pro Shops is recognized Internationally as one of the most identifiable brands due to both the grandeur of their signs as well as the standardized nature of their branding throughout all their locations. This holds true for all their stores located throughout the US as well as Canada. It's very important to Bass Pro Shops that they maintain this standard level of visual branding and consistency throughout all their stores.

Their branding is pivotal for recognition of the brand, but also so they can offer the same overall customer experience to all their customers regardless of what store they visit. Bass Pro Shops is more than just a retail store. Each store is meticulously designed both inside and out with great attention to the smallest of details to create an experience and provide the customer a sneak peek at what they are going to experience on the inside. Bass Pro shops pride themselves on offering a complete customer experience different from anything you have ever experienced while shopping. The customer experience with Bass Pro Shops starts from the moment a customer visually identifies the prodigious building and the standard branding. The excitement for both repeat customers and new customers alike is what the recognition of the identifiable brand is all about. Based on current code allowance Bass Pro Shops would only be allowed 1 wall sign per street frontage (Total Qty of 2) and neither can exceed 5% of the wall area up to 100 SF per sign or a combined total of 200 SQ feet. Based on the current code allowance the code would limit Bass Pro Shops to partial branding which would require them to choose just 1 sign from their signage standards to put on the 2 street facing elevations (North & East). Current code allowance also significantly reduces the standard size of the signs which would then be lost visually with the overall size and grandeur of the building itself.

We are kindly asking you to consider approving the requested variance that would allow Bass Pro Shops standard signage package as presented. Doing so would allow Bass Pro Shops to continue with the consistency of their branding, as well as signage in line with the grand nature and general size of their buildings.

Kindest Regards,

Amanda O'Hara

Amanda O'Hara
Senior Project Manager