

City of Jonesboro Planning Commission
Staff Report – CU 17-04, 2826 East Highland Drive
300 S. Church Street/Municipal Center
For Consideration by Planning Commission on May 23, 2017

REQUEST: Applicant proposes a Conditional Use to allow for the modification of an existing billboard on the subject property. The property is zoned C-3.

APPLICANT OWNER: Sign Tech of Paragould, LLC. 1220 Hwy 135 N, Paragould, AR 72450
Bill Dickens 6103 Hwy 1 South, Jonesboro, AR 72404

LOCATION: 2826 East Highland Drive, Jonesboro, AR 72401

SITE DESCRIPTION: Tract Size: +/- 0.48 Acres
Frontage: 55 feet along East Highland Drive
Topography: Flat.
Existing Development: Commercial Building/Billboard

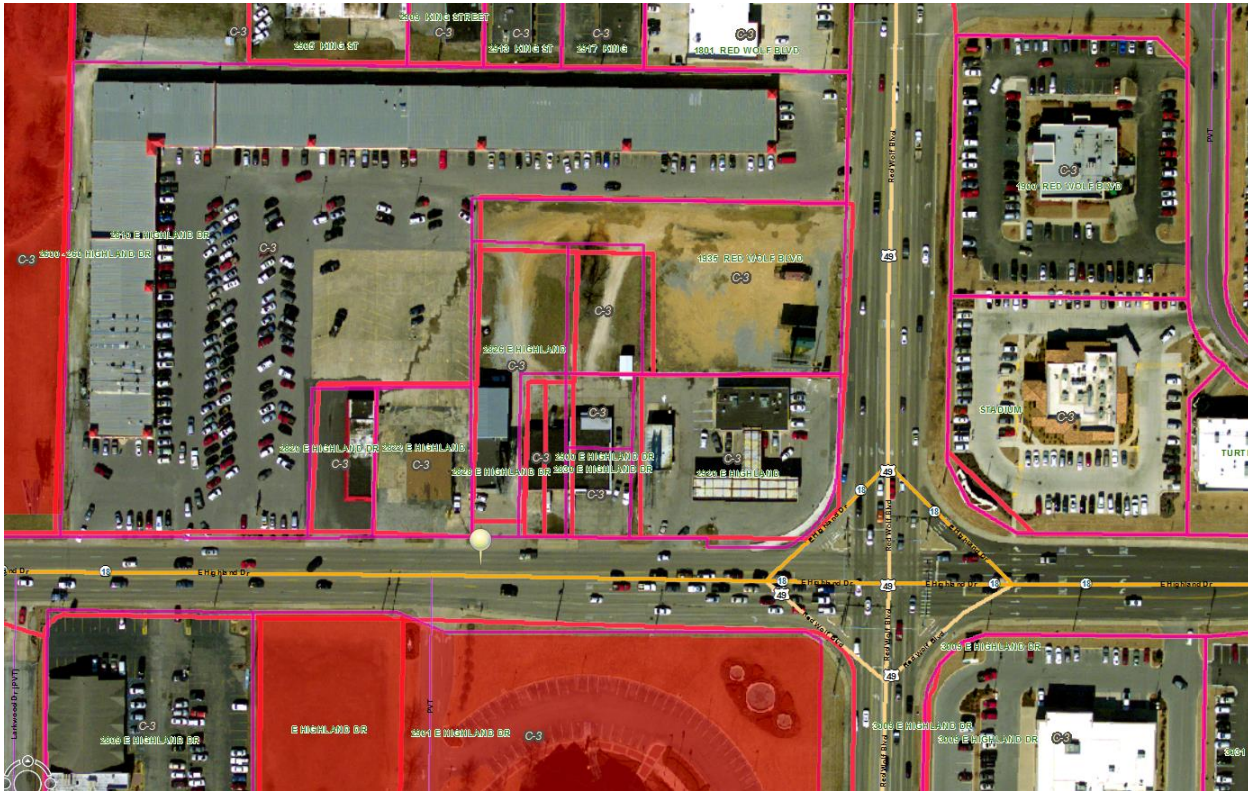
SURROUNDING CONDITIONS:	<u>ZONE</u>	<u>LAND USE</u>
North:	C-3	Commercial Business
South:	C-3	Commercial Business
East:	C-3	Commercial Business
West:	C-3	Commercial Business

HISTORY: The billboard has been on this lot since 2000.

Zoning Code Analysis:

In carrying out the purpose of this section, the following development standards and design specifics shall be subject to review and approval. The appropriateness of these standards shall be determined for each specific **conditional use** location.

- (1) The proposed use is within the provision of conditional uses as set out in this chapter.
- (2) The proposed use does not conform to all applicable provisions herein set out for the district in which it is to be located i.e. The sign is part of an establishment that discontinued operation at location for over a period of two years.
- (3) The proposed use is so designated, located and proposed to be operated that the public health, safety and welfare will be protected.
- (4) The proposed land use is compatible with and will not adversely affect other property in the area where it is proposed to be located.
- (5) The size and shape of the site, including the size, shape and arrangement of proposed structures, as well as signage related thereto, is in keeping with the intent of this chapter.
- (6) The proposed ingress and egress, internal circulation system, location and amount of off-street parking, loading and pedestrian-ways are sufficiently adequate, and not inconsistent with requirements of this chapter.
- (7) The proposed landscaping and screening of the proposed use are in accordance with provisions of this chapter.
- (8) Safeguards proposed to limit noxious or offensive emissions, including lighting, noise, glare, dust and odor are addressed. (Zoning Ord., § 14.24.02)



Applicant's Proposal:

Sign Tech is requesting the approval of a conditional use to modify the existing billboard on the 2826 E Highland property. The sign has been in place since 2000. It currently has (2) two 12'x24' triaction faces on each side. Sign Tech is proposing to replace each side with new 12'x24' LED digital faces. The square feet per side will remain the same.

Conclusion:

Staff finds that the requested Conditional Use: Case 17-04 does not have an existing permit for an off-premise sign and the on premise business has been relocated for over two years. If a CUP is issued the sign must still obtain a permit from AHTD prior to installing new digital panels. This request will fit into the general project vicinity and will promote sound land use planning for the City of Jonesboro.

MAPC should consider the following conditions if the request is granted in full on the basis of the Conditional Use:

1. Signs shall utilize automatic dimming technology to adjust the brightness of the sign relative to ambient light so that at no time shall a sign exceed a brightness level of three tenths (0.3) foot candles above ambient light, as measured using a foot candle (Lux) meter.

All signs shall contain a default mechanism that will cause the sign to revert immediately to a black screen if the sign malfunctions.

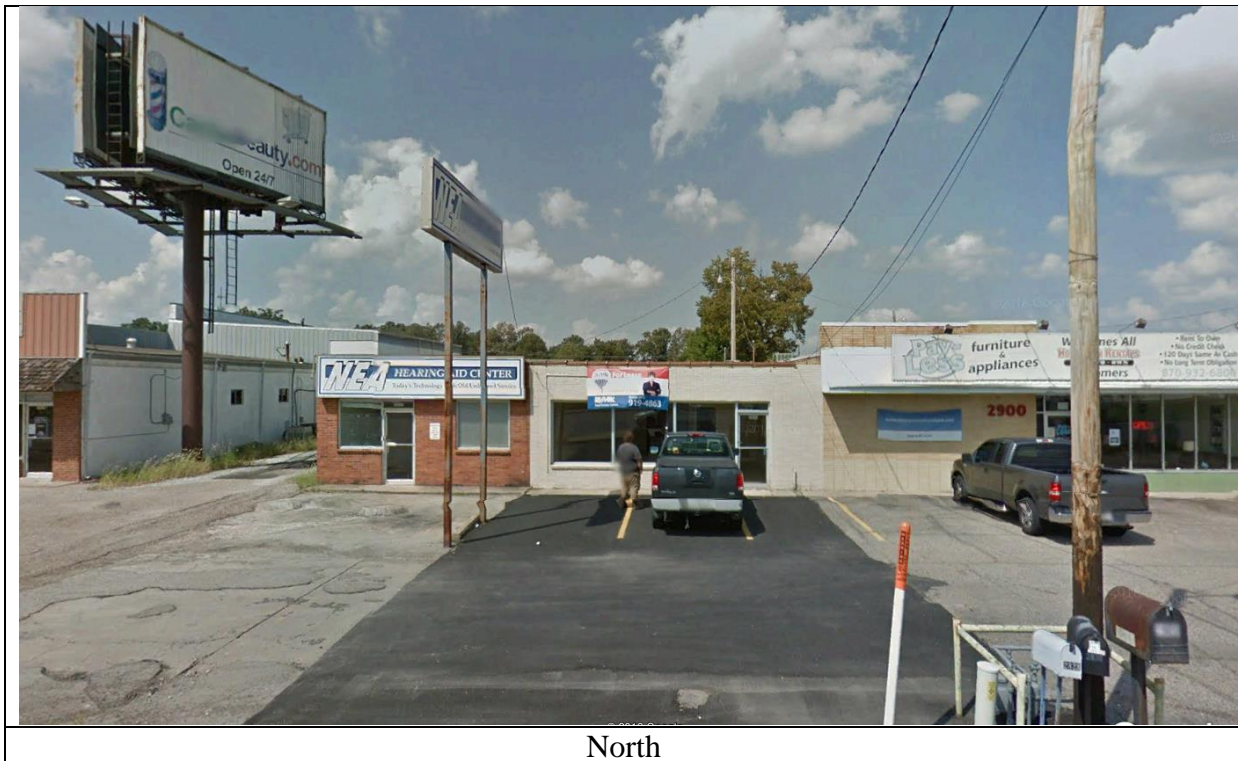
No sign message shall be displayed for a period of time less than 8 seconds.

2. That upon issuance of the Zoning Permit Approval, all other building permit and other permits and licenses required locally and statewide be applied for and obtained by the applicant.

Respectfully Submitted for Commission Consideration,
The Planning Department

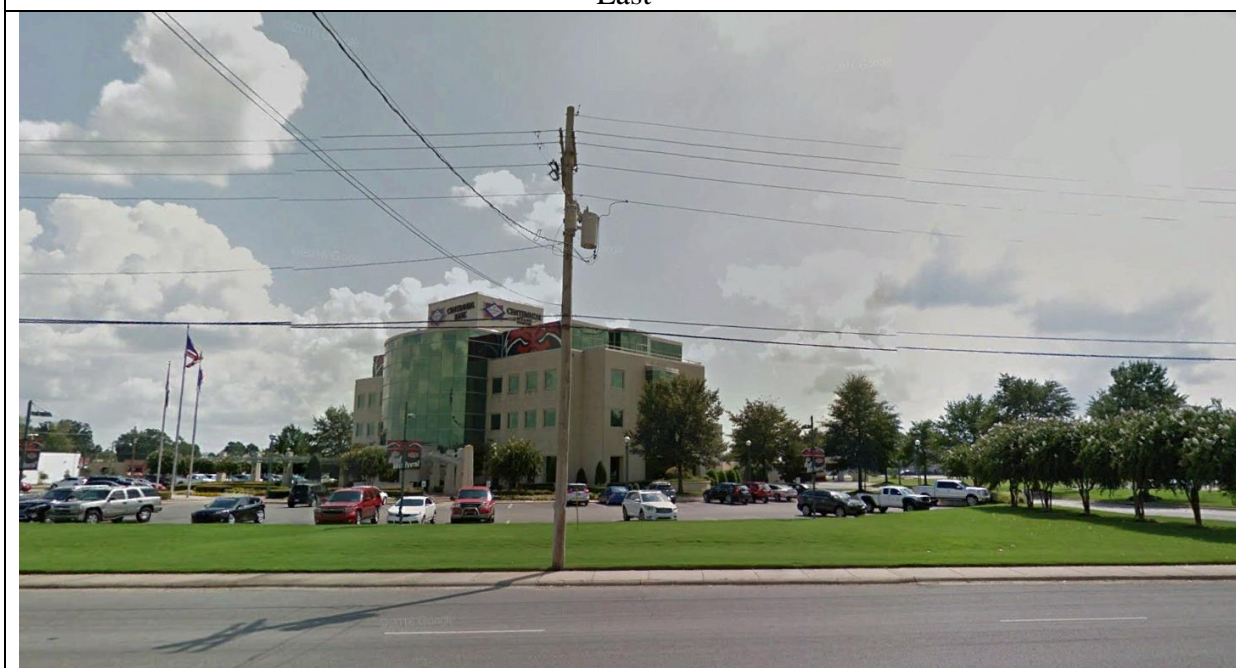
Sample Motion:

I move that we place Case: CU 17-04 on the floor for consideration of recommended approval by the MAPC with the noted conditions, and we, the MAPC find that the holiday animation walk through will be compatible and suitable with the zoning, uses, and character of the surrounding area, subject to the Final Permit review and approval by the Planning, Engineering and Inspection Departments in the future.





East



South



West