



1339 A East Parker Road  
Jonesboro, AR 72404

p: 870.935.4603  
f: 870.931.5625  
w: lamar.com

May 15, 2019

City of Jonesboro  
Metropolitan Area Planning Commission

Subject: 1409 East Parker Road Billboard Structure

Lamar Advertising of Jonesboro is requesting approval of Conditional Use to modify the existing billboard on the subject property. The billboard structure has been in place since 2007. The sign currently has two 14'x48' static faces, one per side. Lamar is proposing to replace the current static panels with a state of the art 12'x25' Premiere Digital panel Northwest side and a 10'6"x36' static face on the Southeast side. This will reduce the overall square footage by 662 square feet.

The need for LED technology is needed to provide advertisers with a uniform platform to display long term and short term messages. All messages shall be static and remain on the display for a period of wight seconds

Lamar Advertising is hopeful the M.A.P.C. will allow this exciting, vibrant and effective modification.

Thank You for your time and consideration.

Sincerely,

Danny Rainwater  
Asst. General Manager