

City of Jonesboro Planning Commission
Staff Report – CU 19-06: 1409 E Parker Road
300 S. Church Street/Municipal Center
For Consideration by Planning Commission on June 11, 2019

REQUEST: Applicant proposes a Conditional Use to allow for the modification of an existing billboard on the subject property. The property is zoned I-1 Limited Industrial District.

APPLICANT OWNER: Lamar Advertising, 1339 East Parker Rd # A, Jonesboro, AR 72404
TLC Properties, 5321 Corporate Blvd, Baton Rouge, LA 70808

LOCATION: 1409 E. Parker Road, Jonesboro, AR 72404

SITE DESCRIPTION: Tract Size: +/- .0025 Acres
Frontage: Around 20 feet along E Parker Road
Topography: Flat.
Existing Development: Billboard

SURROUNDING CONDITIONS:	<u>ZONE</u>	<u>LAND USE</u>
	North: N/A	I-555 - Interstate
	South: I-1	Commercial Buildings
	East: C-3	Commercial Business
	West: C-3	Commercial Business

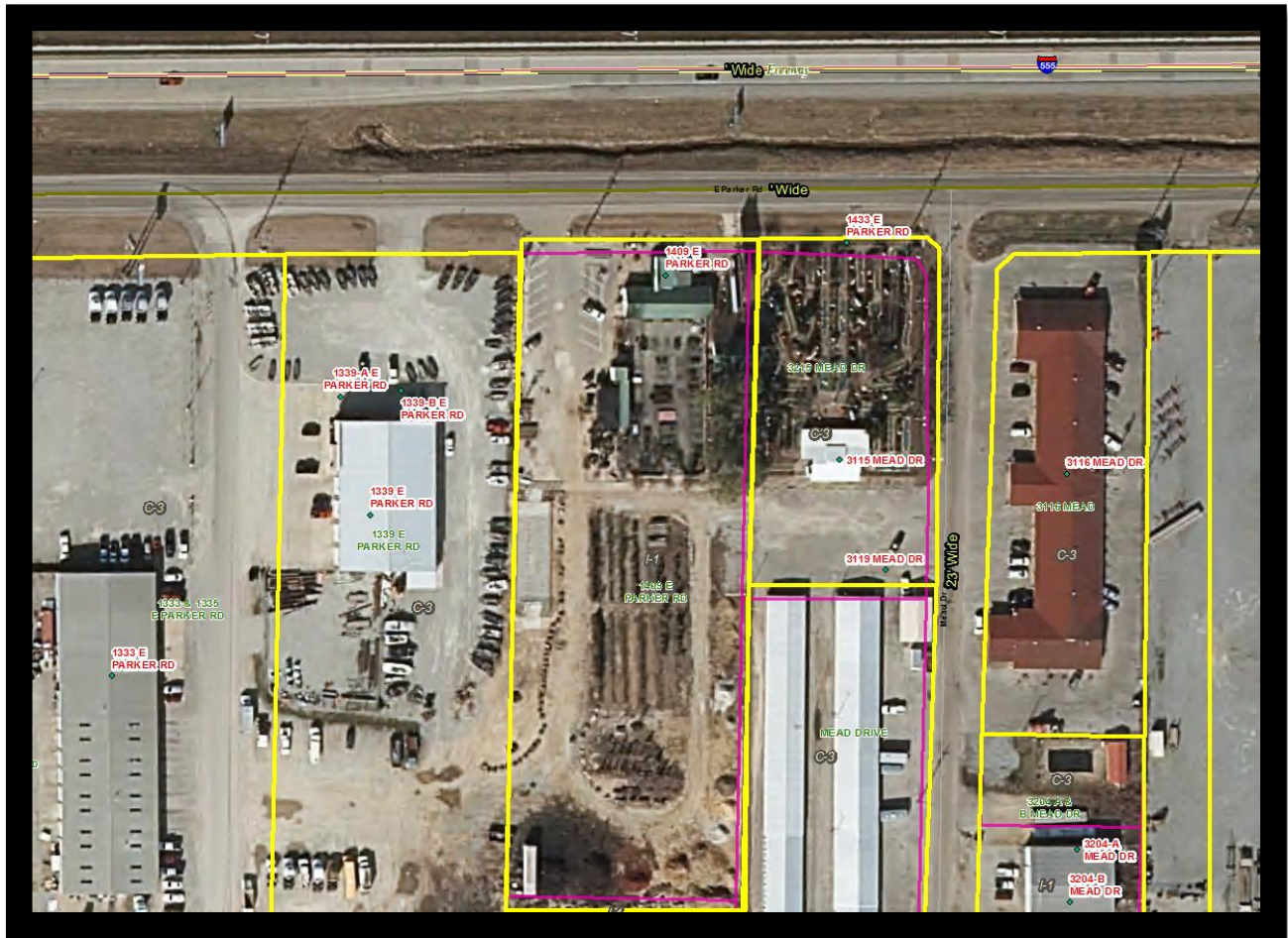
HISTORY: This property has a billboard and a landscape company.

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 conforms to all applicable provisions herein set out for the district in which it is to be located.
- (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)



Aerial View/Zoning Map

Applicant's Proposal:

The applicant is the owner of the existing billboard on site. This billboard structure has been in place since 2007. The sign currently has two 14' x 48' static faces, one per side. Their plans include revisions to the existing sign to make both faces digital displays. They want to replace with state of the art 12' x 25' Premier Digital Panel Northwest Side and a 10'6" x 36' 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 seconds.

Conclusion:

Staff finds that the requested Conditional Use: Case 19-06 will be a proper fit into the general project vicinity and will beautify 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 and maximum transition time between messages shall seem instantaneous to the human eye.

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 19-06 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.

