

City of Jonesboro Planning Commission
Staff Report – CU 19-11: 1498 Red Wolf Blvd
300 S. Church Street/Municipal Center
For Consideration by Planning Commission on November 12, 2019

REQUEST: Applicant proposes a Conditional Use to allow an LED Message Center to the Monument Sign on the subject property. The property is zoned C-3 General Commercial District and within 250 ft. of a Residential District.

APPLICANT Sign-Tech of Paragould, 1220 HWY 135 N, Paragould, AR 72450
OWNER: Namita Kuman, 1498 Red Wolf Blvd, Jonesboro, AR 72401

LOCATION: 1498 Red Wolf Blvd, Jonesboro, AR 72404

SITE Tract Size: +/- .50 Acres
DESCRIPTION: Frontage: Around 76.51 feet along Red Wolf Blvd
 Topography: Flat.
 Existing Development: Checkers Restaurant

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

HISTORY: This property has a new Checkers Drive Thru Fast Food Restaurant.

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.

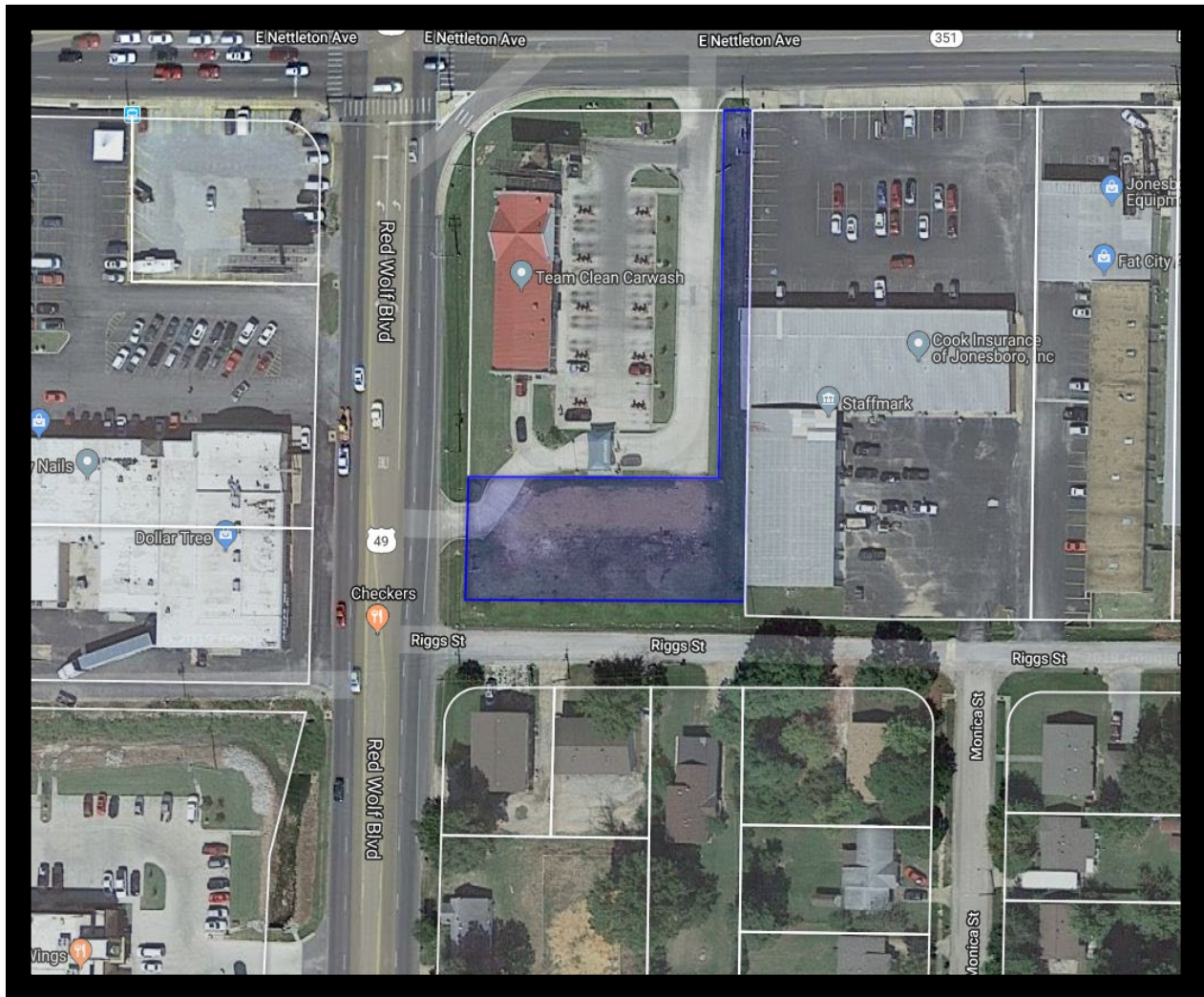
- (1) The proposed use is within the provision of conditional uses as set out in this chapter.
- (2) The proposed use conforms to all applicable provisions herein set out for the district in which it is to be located.
- (3) The proposed use is so designated, located and proposed to be operated that the 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.

[illegible][illegible]

Applicant's Proposal:

The Applicant is requesting a conditional use in order for his client located at 1498 Red Wolf Blvd, which is a Checker's Drive Thru Fast Food Restaurant. The Address fell in the overlay district during construction so the monument sign was only allowed to be 8 feet tall. The Owner feels, as a LED message center will draw more attention to customers. Directly to the south is residential apartment complex, which requires this to go thru Conditional Use.

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 19-11 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 19-11 on the floor for consideration of recommended approval by the MAPC with the noted conditions, and we, the MAPC find that the LED Messenger Sign 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.





