

*City of Jonesboro Planning Commission*  
**Staff Report – CU 19-12: 2001 W. Washington**  
**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 / Electronic Message Center in the Current Brick Structure Sign on the subject property. The property is zoned R-2 Multi-Family Low Density District and is within 250 ft. of a Residential District.

**APPLICANT OWNER:** Anderson LED Signs, 4502 Access Road, Suite AA, Jonesboro, AR 72401  
Washington Av Church of Christ, 2001 W. Washington, Jonesboro, AR 72401

**LOCATION:** 2001 W. Washington Avenue, Jonesboro, AR 72401

**SITE DESCRIPTION:** Tract Size: +/- 3.00 Acres  
Frontage: 349.70 ft. along Washington Av– 211.51 ft. along Stratford Drive  
Topography: Flat.  
Existing Development: Washington Avenue Church of Christ Building

<b>SURROUNDING CONDITIONS:</b>	<u>ZONE</u>	<u>LAND USE</u>
North:	C-3	Commercial Business
South:	R-2	Multi-Family / Residential
East:	C-3 and R-2	Commercial Business / Multi-Family / Residential
West:	R-1	Residential

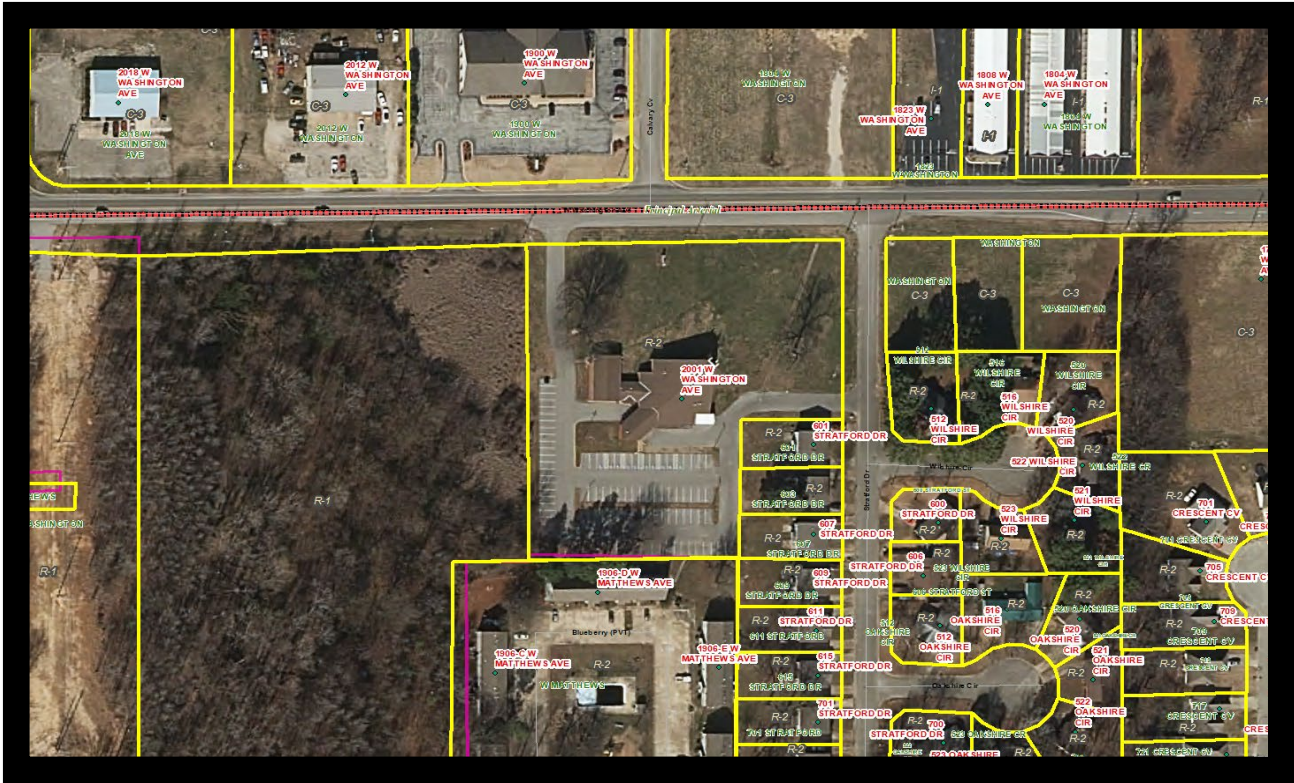
**HISTORY:** This property has a church and has been there over 10 years.

**Zoning Code Analysis:**

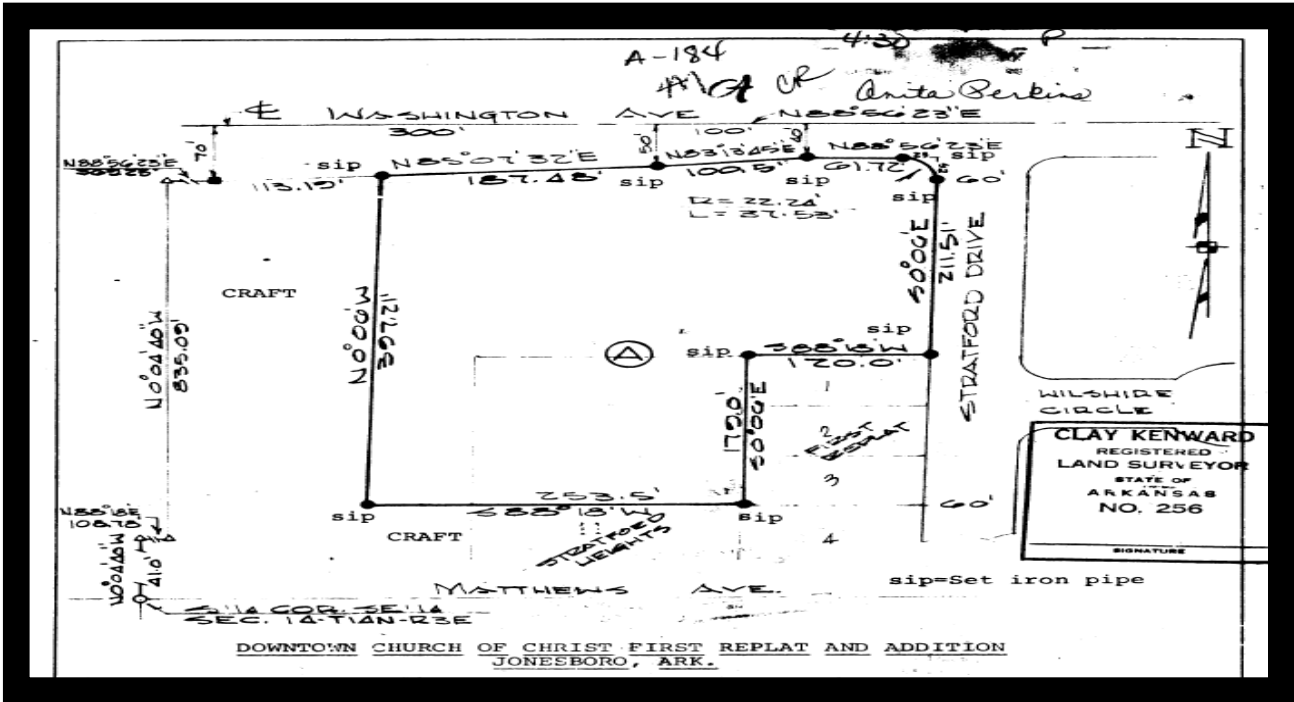
In carrying out the purpose of this section, the following development standards and design specifics shall be subject to review and approval. The appropriateness of these standards shall be determined for each specific **conditional use** location.

- (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 requesting a conditional use in order for his client located at 2001 W. Washington Avenue, which is a Church, to have a LED Messenger / Illumination Sign in replacement of the old sign that is at this location. The Conditional use is being requested because it is within 250 ft. of Residential Structures.

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 19-12 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 19-12 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.



