



City of Jonesboro Planning Commission
Staff Report – CU 16-03 Vineyard Outdoor Billboard
300 S. Church Street/Municipal Center
For Consideration by Planning Commission on March 8, 2016

REQUEST: Applicant proposes to construct an off-premise billboard. Because the site abuts Residential property, the applicant is required to request a conditional use approval by the MAPC for off-premise signage; located within a C-3 General Commercial District, abutting R-1 Single Family Residential.

APPLICANT OWNER: Vineyard Outdoors, P.O. Box 19058, Jonesboro AR
 Doyle Yarbrough, 600 W. Lawson Rd., Jonesboro, AR

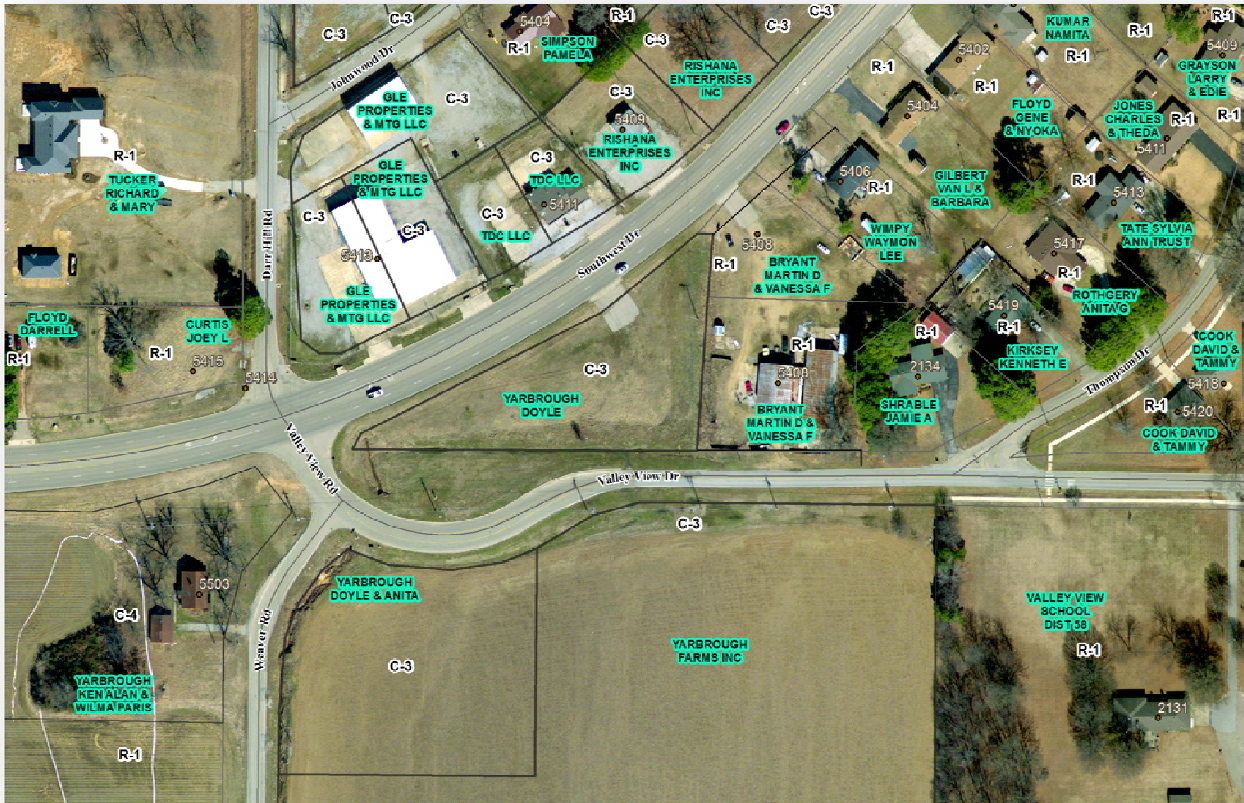
LOCATION: Hwy. 49 South/Southwest Drive and Lawson Road.

SITE Tract Size: Lot 21 of Benton’s Sub, 546’ X 276’ X 464’

DESCRIPTION: Frontage: 546’ +/- Hwy. 49 S.; 464’ +/- along W Lawson
 Topography: Flat
 Existing Dvlpmt: Vacant

SURROUNDING CONDITIONS:		<u>ZONE</u>	<u>LAND USE</u>
	North:	R-1	Industrial
	South:	I-1/I-2	I-63 Expressway, Commercial
	East:	C-3	Commercial
	West:	C-3	Commercial

HISTORY: None



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)

Jonesboro Code of Ordinances, Section 117-259 states: *Permitted locations—off-premises sign permitted by right in C-3, I-1, & I-2 except where the property on which the sign is to be located adjoins a residentially zoned property then it shall become a conditional use.*

While the proposed location is feasible and appropriate, the Zoning Code requires that the request be approved by the MAPC. The application meets all other requirements such as setback, height and proximity standards to other billboards.

Conclusion:

Staff finds that the requested Conditional Use: Case 16-03: Vineyard Outdoors will be a proper fit into the general project vicinity and will promote sound land use planning for the City of Jonesboro. The frontage road along Hwy 49 S, currently has no existing billboards adjacent. Zoning compliance is demonstrated as set forth by the zoning ordinance.

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

1. That the lighting plan shall be implemented and maintained at restricted levels to prevent adverse effect on abutting residential.
2. That upon issuance of the Zoning Permit Approval, all other building permit and other permits required locally and statewide be applied for and obtained by the applicant.

Respectfully Submitted for Commission Consideration,

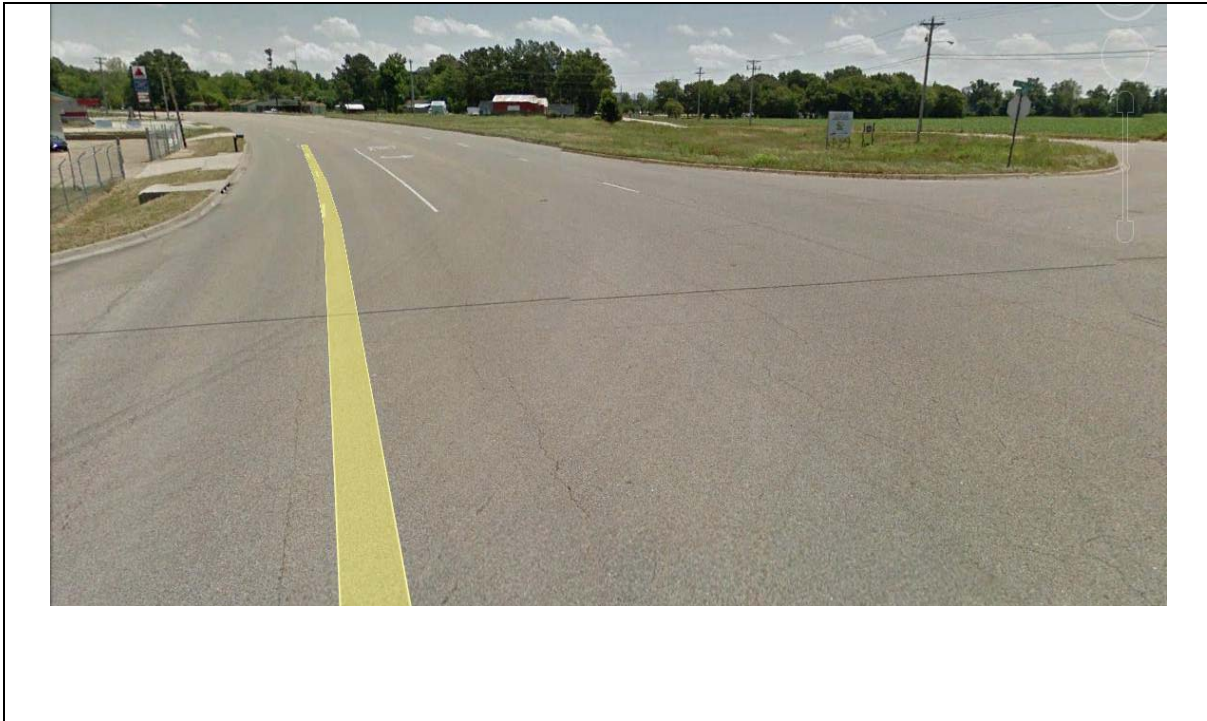


Otis T. Spriggs, AICP
Planning & Zoning Director

Sample Motion:

I move that we place Case: CU-16-03 on the floor for consideration of recommended approval by the MAPC with the noted conditions, and we, the MAPC find that to proposed billboard 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.

Site Photographs



View looking West toward property from Hwy. 49



View looking West toward property from Hwy. 49



View looking west along Frontage Road.



View looking northwest from Lawson Rd.



View looking South on Hwy. 49 S



View looking northwest at site from Lawson Rd.



View looking northwest from Lawson Rd. @ Hwy. 49 S toward Site