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October 27, 2021

Honorable Harold Copenhaver, Mayor
Honorable Aldermen, City of Jonesboro
300 South Church Street
Jonesboro, AR 72401

RE: JOB NAME: River Advertising
Site Address: 2701 Paula Drive
Our File Number: 121055
City Reference: **CU-21-05**

Dear Mr. Mayor and Aldermen:

We are writing today to request an appeal to the City Council for the decision by the Metropolitan Area Planning Commission to deny the request for digital billboards to replace existing static display billboards. The site address is 2701 Paula Drive, near what is commonly termed the "Parker Road Wal-Mart".

As stated in the application, there is an existing billboard structure containing four (4) static display advertising areas, two (2) in each direction (Northwest and Southeast). Please refer to the photographs provided for a view of the existing billboards. Each of the four (4) panels measures 12' x 24', providing a total advertising area of 1,152 SF.

The current zoning of the land is C-3, which by definition, allows billboards. If the applicant wanted to replace the existing billboards with two (2) static billboards with dimensions of 12' x 24', all that would need to be provided would be the plans for the structure. The only purpose of the Conditional Use request is to replace the existing static display billboards with digital display billboards.

Thank you for your time and attention. If we may be of further service, please do not hesitate to contact us at your convenience.

Respectfully,

Civilogic



George Hamman, PE, PS