



1339 A East Parker Road
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June 21, 2016

Metropolitan Area Planning Commission
Lonnie Roberts Jr., Chairman
planning@jonesboro.org
Jonesboro, AR 72401

Greetings!

Lamar Advertising of Jonesboro would like to present an item before the commission. We are requesting a conceptual review (MAPC's interpretation) of the property located at 4500 East Johnson Avenue to waive condition # 3 (Off-premise advertisement shall be prohibited on the subject site) of Ordinance 12:023 rezoning the property from R-1 to C-3 LUO.

Lamar Advertising requests a variance based on the following:

The property identified conforms as a legal location to erect an outdoor structure on East Johnson Avenue based on the current ordinances, and Hwy Department regulations. Lamar would propose to build a high quality 10' 6" x 36' display on a steel mono-pole. A convenience store is being constructed on the property, so the structure should be in keeping with the commercial use of the property. The proposed location of the billboard structure meets all spacing and setback requirements as well. The structure will be located not to create any traffic flow issues as well. Lamar suggests this plan as reasonable.

As such, Lamar is requesting a removal of the LUO, and would like to apply for "conditional use" as the property abuts an R-1 single family residential zone.

Lamar would like to present this item before the commission as a part of your July Meeting.

Thank you for your consideration,

Thomas Gibbens, V.P. /GM
Lamar Advertising of Jonesboro