

*City of Jonesboro City Council*  
**Staff Report – CU 17-04, 2826 East Highland Drive**  
**300 S. Church Street/Municipal Center**  
*For Consideration by City Council on July 6th, 2017*

**REQUEST:** Applicant proposes a Conditional Use to allow for the modification of an existing billboard on the subject property. The property is zoned C-3.

**APPLICANT OWNER:** Sign Tech of Paragould, LLC. 1220 Hwy 135 N, Paragould, AR 72450  
 Bill Dickens 6103 Hwy 1 South, Jonesboro, AR 72404

**LOCATION:** 2826 East Highland Drive, Jonesboro, AR 72401

**SITE DESCRIPTION:** Tract Size: +/- 0.48 Acres  
 Frontage: 55 feet along East Highland Drive  
 Topography: Flat.  
 Existing Development: Commercial Building/Billboard

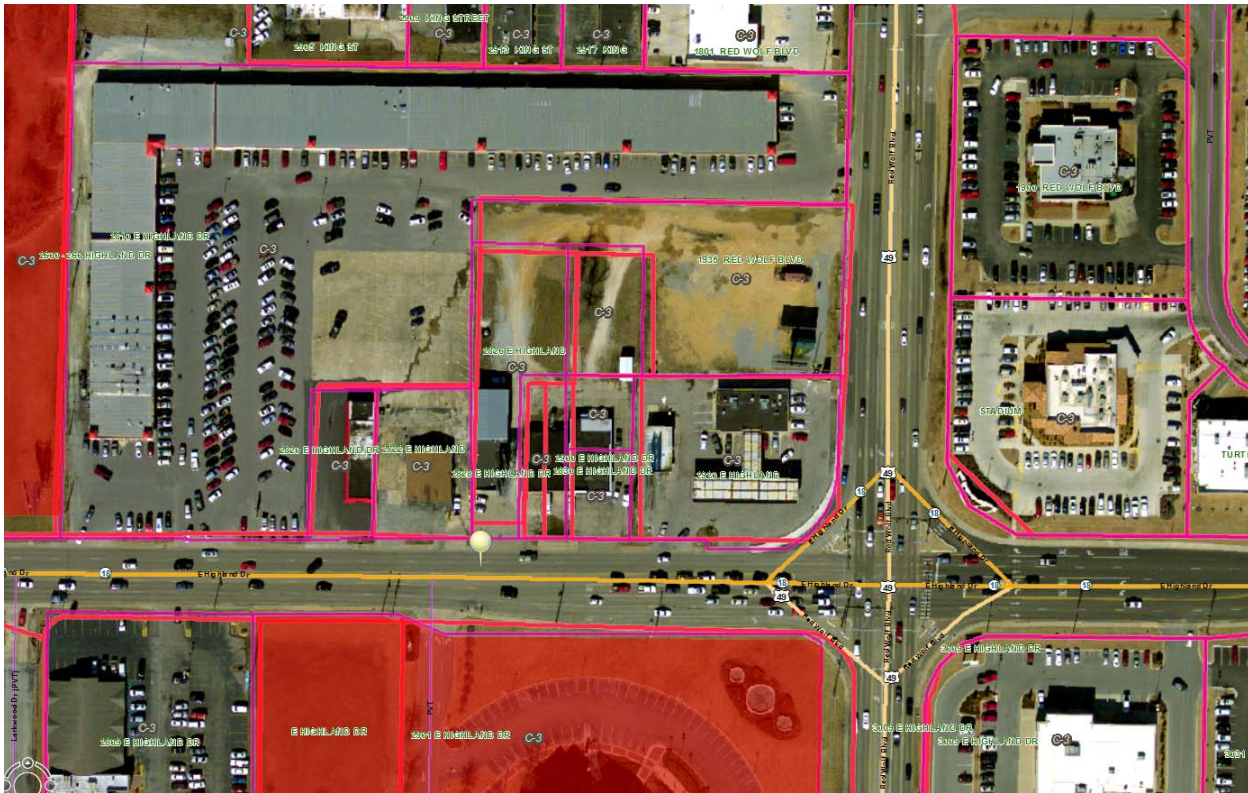
<b>SURROUNDING CONDITIONS:</b>	<u>ZONE</u>	<u>LAND USE</u>
North:	C-3	Commercial Business
South:	C-3	Commercial Business
East:	C-3	Commercial Business
West:	C-3	Commercial Business

**HISTORY:** The billboard has been on this lot since 2000.

**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:**

Sign Tech is requesting the approval of a conditional use to modify the existing billboard on the 2826 E Highland property. The sign has been in place since 2000. It currently has (2) two 12’x24’ triaction faces on each side. Sign Tech is proposing to replace each side with new 12’x24’ LED digital faces. The square feet per side will remain the same.

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**MAPC RECORD OF PROCEEDINGS: PUBLIC HEARING HELD ON JUNE 27, 2017**  
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**APPLICANT:** Mr. Justin Roberts of Sign-Tech requested MAPC approval for property located at 2826 E. Highland Drive for a Conditional Use for off-premise existing billboard signage going from Triaction Panels to LED Digital Face on both sides located within a C-3 General Commercial District.

**COMMISSION:** Mr. Lonnie Roberts summarized the situation surrounding this request. The first time this request was before the MAPC it was pointed out the billboard was only given an on premise sign permit. At that time, Mr. Roberts gave the Commission several documents for them to review that showed the history of this on premise sign.

**COMMISSION:** Mr. Kelton made a motion to untable the request. Mr. Zolper seconded the motion.

**STAFF:** Mr. Derrel Smith said he spoke with the state. After speaking with the state and reviewing city records, city staff could only find documents showing where this sign had

been permitted as an on premise sign. They were never given a billboard permit by the city or the state. Because of that reason, Mr. Smith felt like the city should not allow it to be changed to LED at this time.

**PUBLIC:** Mr. Tom Gibson was at the meeting to voice his opposition to this request. He presented the Commission with a letter from the State of Arkansas that showed they had no records of a billboard permit ever being issued for this location.

**STAFF:** Mr. Derrel Smith also pointed out the applicant would still have to get a state permit.

**COMMISSION:** Mr. Dennis Zolper wanted to make sure the applicant would have to go through the state even if the MAPC approves this request.

**STAFF:** Mr. Derrel Smith said the applicant would have to go through the state even if the MAPC approves the applicants' request. Mr. Smith went on the point out that he did not think the city could issue a permit for an off-premise sign when it was given a permit as an on premise sign.

**COMMISSION:** Mr. Lonnie Roberts asked if the sign would meet the cities off premise sign codes.

**PUBLIC:** Mr. Tom Gibson said it would not meet the cities off-premise sign codes.

**COMMISSION:** Mr. Ron Kelton asked Mr. Derrel Smith how long it had been since the city has reviewed the sign code ordinances.

**STAFF:** Mr. Derrel Smith said the city look at the sign codes around 2008 or 2009 but nothing recently.

**APPLICANT:** Mr. Justin Roberts stated that at the time his client applied for a permit the city did not have a billboard permit. His client did get a sign permit. Also, his client sent all the paperwork to the state and they told him he did not need a billboard permit from them. This was done in the 1990's.

**COMMISSION:** Mr. Dennis Zolper asked why his client wanted to change the face to a LED digital screen.

**APPLICANT:** Mr. Justin Roberts said it took less manual labor to change the face of the billboard.

**COMMISSION:** Mr. Jim Scurlock asked what the difference was between on premise and off premise sign permits.

**APPLICANT:** Mr. Justin Roberts said an on premise sign is a sign advertising for a business on the same property. An off premise sign is a sign advertising for a business at a different location. Mr. Roberts said the sign would stay in the same location.

**No more public comments.**

**COMMISSION ACTION:**

Mr. Denise Zopher made a motion to approve Case: CU: 17-04, as submitted, to the MAPC. Motion was seconded by Mr. Jim Little.

**Roll Call Vote:**

**3 - Aye's: Jim Scurlock; Jimmy Cooper; and Denise Zopher.**

**4 - Nay's: Ron Kelton; Jerry Reece; Kevin Bailey; and Jim Little**

**Motion Failed – Denied**

**Absent: Rick Stripling**

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**Conclusion:**

Staff finds that the requested Conditional Use: Case 17-04 will be a proper fit into the general project vicinity and will promote sound land use planning for the City of Jonesboro.

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

- 1. 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 17-04 on the floor for consideration of recommended approval by the MAPC with the noted conditions, and we, the MAPC find that the holiday animation walk through 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.



North



East



South



West