

*City of Jonesboro Metropolitan Area Planning Commission  
Staff Report – CU 21-05, 2701 Paula Drive  
300 S. Church Street/Municipal Center  
For Consideration by Planning Commission on October 26, 2021*

**REQUEST:** Applicant proposes a Conditional Use to allow for the replacement of four static billboards with two digital billboards.

**APPLICANT:** River Advertising, LLC, 5587 Murray Ave., Ste. 401, Memphis, TN  
**OWNER:** John and Deborah White, 2701 Paula Dr., Jonesboro, AR

**LOCATION:** 2701 Paula Drive, Jonesboro, AR 72401

**SITE DESCRIPTION:** Tract Size: +/- 1.13 Acres  
Frontage: Around 310 feet along W Parker Rd. and 150 feet along Paula Drive.  
Topography: Flat with shopping center on property.  
Existing Development: Shopping center with existing billboard structure.

<b>SURROUNDING CONDITIONS:</b>	<u>ZONE</u>	<u>LAND USE</u>
North:	C-3	Commercial Building
South:	C-3	Commercial Buildings
East:	C-3	Commercial Property, Open Land
West:	C-3	Commercial Building

**HISTORY:** **Developed Property**

**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:**

River Advertising, LLC would like to install two digital billboards to replace four static display billboards at the subject location. This is an existing billboard structure that is intended to be modified, if necessary, to accommodate the proposed digital signs. They are requesting Overlay District considerations to be waived.

#### **Conclusion:**

Staff finds that the requested Conditional Use: Case 21-05: Digital Billboards 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 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.
2. All signs shall contain a default mechanism that will cause the sign to revert immediately to a black screen if the sign malfunctions.
3. 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.
4. That upon issuance of the Zoning Permit Approval, all other building permit and other permits and license 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-21-03 on the floor for consideration of recommended approval by the MAPC with the noted conditions, and we, the MAPC find that the proposed billboard replacement will be compatible

and suitable within 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.

