

*City of Jonesboro Planning Commission*  
**Staff Report – CU 19-08: 4206 E Johnson Avenue**  
**300 S. Church Street/Municipal Center**  
*For Consideration by Planning Commission on September 10, 2019*

**REQUEST:** Applicant proposes a Conditional Use to allow for the modification of an existing sign to go to LED Electronic Sign on the subject property that is located within 250 feet of Residential Structures. The property is zoned C-3 General Commercial District and lies in the Overlay District.

**APPLICANT OWNER:** Anderson LED Signs, 4502 Access Road Suite AA, Jonesboro, AR 72401  
CPIJC, LLC DPA Wolf Care Wash, 4206 E. Johnson Avenue, Jonesboro, AR 72401

**LOCATION:** 4206 E. Johnson, Jonesboro, AR 72401

**SITE DESCRIPTION:** Tract Size: +/- 1.31 Acres  
Frontage: Around 210.25 feet along E Johnson Road  
Topography: Flat.  
Existing Development: Carwash

<b>SURROUNDING CONDITIONS:</b>	<u>ZONE</u>	<u>LAND USE</u>
North:	N/A	I-555 - Interstate
South:	I-1	Commercial Buildings
East:	C-3	Commercial Business
West:	C-3	Commercial Business

**HISTORY:** This property has Wolf Carwash located at this location.

**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 and the Overlay District.
- (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:**

The Applicant is the Sign Company hired to install the LED Sign. The owner is wanting to install the sign with the intent of increasing revenues for the Carwash that is located at this location. They are adding a full color Watchfire Electronic Message Center under the proposed lowered existing sign.

The need for LED Technology is needed to provide advertisers with a uniform platform to display long term and short-term messages. All messages shall be static and remain on the display for a period of seconds.

This area lies in the Overlay District of Johnson from North City Limits to Red Wolf. The following describes the Overlay:

**Overlay areas:** The following streets will be defined as overlay areas into the City of Jonesboro. These overlay areas will run along the listed streets and shall be adjacent to the streets for a distance of 300 feet from the street right-of-way. If a portion of the property falls within the boundary of the overlay area, the whole property will be held to the requirements of the overlay area.

**Southwest Drive (Hwy 18/49)** from West City Limits to Culberhouse Road

**I-555/Hwy 63** the entire length inside the city limits of Jonesboro

**West Washington** from I-555 to Gee Street

**Stadium Drive (Hwy 1)** from city limits to I-555

**Red Wolf** from I-555 to Johnson

**Nettleton** from South city limits to Red Wolf

**Johnson** from North city limits to Red Wolf

**Dan Avenue (Hwy 91)** from Hwy 63 to Gee Street

**Highland (Hwy 18)** East city limits to Red Wolf

**Church (Hwy 141)** from North city limits to Johnson

**Old Greensboro Road (Hwy 351)** North city limits to Johnson (Hwy 49)

**Signage:** Monument signs shall be the only type of signage allowed off the buildings in the Overlay District. The monument sign shall be ground mounted and match the architectural features of the building. The maximum height of the monument shall be eight feet in height for a single tenant building, and twelve feet in height for a multi-tenant building. The advertising area of the sign cannot contain over 50 percent of the sign face as changeable copy. Changeable copy can be static or LED but cannot be flashing, rotating, or distracting to "motorists" and/or "road users". Signs shall be limited to no more than one sign per lot unless the lot width is greater than 300'. If greater than 300', the lot may be allowed an additional monument sign for every 300' of frontage.





This is the sign that the Applicant has proposed for that location. The sign is existing and they want to add the LED underneath the existing Wolf Carwash Sign.

## **Conclusion:**

Staff finds that the requested Conditional Use: Case 19-08 that the monument sign will be a proper fit into the general project vicinity and will beautify 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.

All signs shall contain a default mechanism that will cause the sign to revert immediately to a black screen if the sign malfunctions.

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.

2. 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.
3. This property is along E. Johnson Avenue, which is in the overly district. This will require that you follow the Signage and Landscape elements in that overlay district, which is to install the monument sign instead of the pole sign that has been proposed.

Respectfully Submitted for Commission Consideration,  
The Planning Department

## **Sample Motion:**

I move that we place Case: CU 19-08 on the floor for consideration of recommended approval by the MAPC with the noted conditions, and we, the MAPC find that the LED Sign installed in a monument 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.















