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City of Jonesboro  
M.A.P.C.

Subject: 3000 East Matthews Lamar Billboard Structure

Lamar is requesting approval of Conditional Use to modify the existing billboard on the subject property. The sign has been in place since 1988. The sign was originally erected with two 14'x48' static faces, one per side. Lamar is proposing to replace the static panels with a state of the art 10'6"x36' LED digital face on the north face and a 10'6"x36' static face on the south side. This would reduce the overall square footage of the sign by 581 square feet.

The need for LED technology is there 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 eight seconds.

Lamar is hopeful the M.A.P.C. will allow this exciting, vibrant and effective modification.

Thank you for your time and consideration.