REQUEST: Applicant proposes a Conditional Use to allow for the modification of an existing billboard on the subject property. The property is zoned C-1.

APPLICANT Lamar Advertising 1330 A East Parker Road, Jonesboro, AR 72404
OWNER: Tom Hendrix 2901 Bernice, Jonesboro, AR

LOCATION: 3000 East Matthews, Jonesboro, AR 72401

SITE Tract Size: +/- 0.43 Acres
DESCRIPTION: Frontage: 83 feet along Herb Street
Topography: Flat.
Existing Development: Undeveloped/Billboard

SURROUNDING

	ZONE	LAND USE
North:	I-1	Undeveloped
South:	I-1	Industrial Building
East:	I-1	Industrial Building
West:	C-3	Commercial Building

CONDITIONS:

HISTORY: The Sign has been on this lot for quite a while.

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)
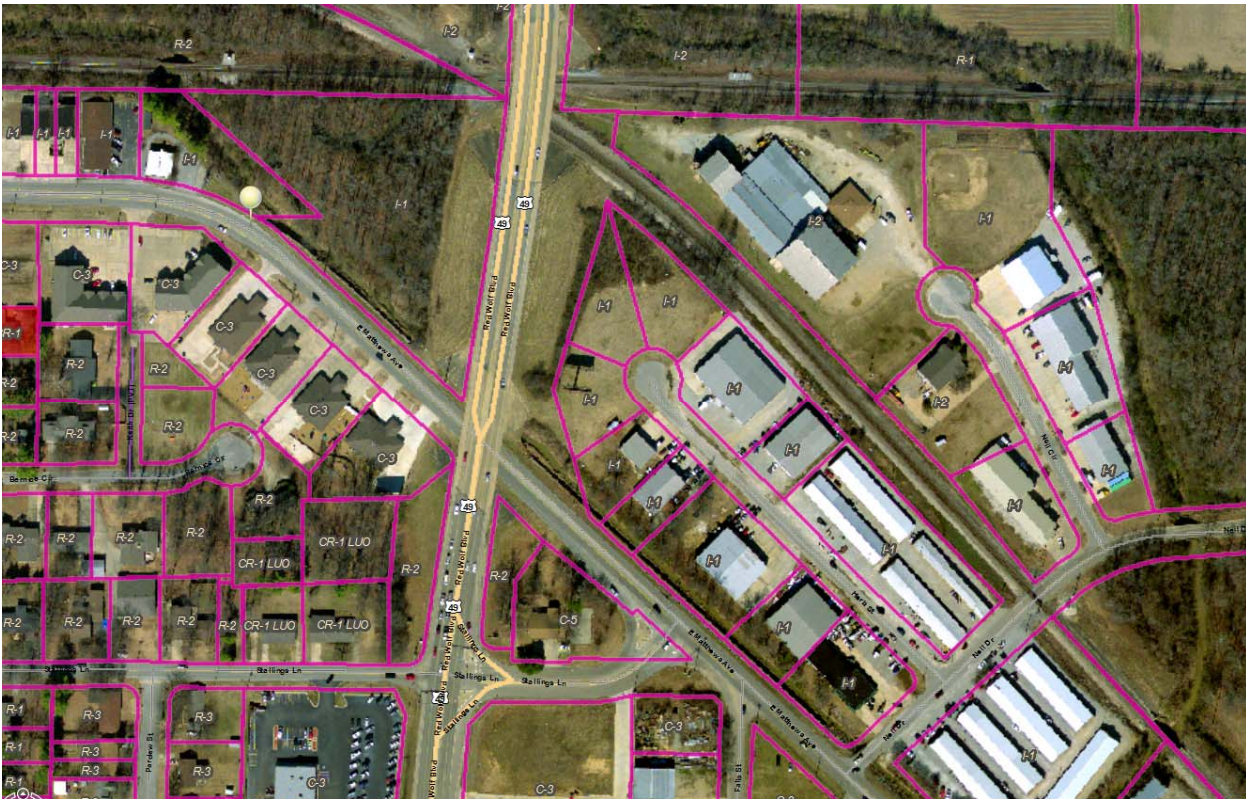
Aerial View/Zoning Map

Applicant's Proposal:

The applicant would like 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'' X 36' LED digital face on the north face and a 10'6'' X 36' 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 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.

Conclusion:

Staff finds that the requested Conditional Use: Case 17-01 will be a proper fit into the general project vicinity and will promote sound land use planning for the City of Jonesboro.
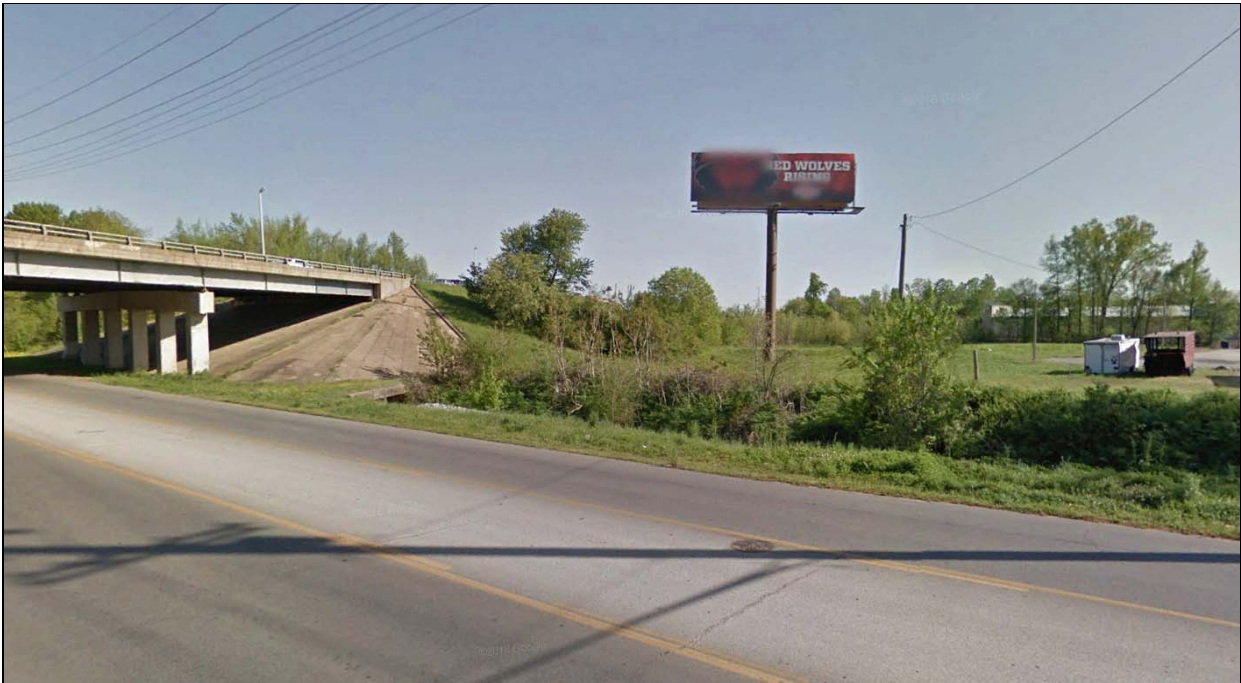
MAPC should consider the following conditions if the request is granted in full based on the Conditional Use:

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 for the Holiday Animation Walk with Retail Sales/Service.

Respectfully Submitted for Commission Consideration,
The Planning Department

Sample Motion:

I move that we place Case: CU 16-19 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