

MEMO



TO: Members of the Planning and Zoning Commission
FROM: Larry Miller, Building & Planning Manager
DATE: July 29, 2025
SUBJECT: Special Use Permit Request – Billboard Relocation Along
E. Jackson Blvd (Jansco Investments Inc.)

Jansco Investments Inc. is requesting a Special Use Permit to place two existing billboards along East Jackson Boulevard, one on each side of Wanda Lee Way.

These billboards were positioned adjacent to East Jackson Boulevard for visibility to passing traffic. However, due to the MoDOT realignment and rerouting of the roadway, the billboards are no longer located directly along the new road alignment. As a result, new buildable land has been created between the current billboard locations and East Jackson Boulevard. The surrounding area is a mix of commercial and industrial zoning, consistent with locations where billboards are typically permitted.

The applicant is concerned that future development on this newly created land could obstruct the billboards' visibility. To address this, they request a Special Use Permit to relocate the billboards closer to the new alignment of East Jackson Boulevard to maintain visibility and functionality.

Section 65-21(13) of the City of Jackson Code of Ordinances regulates billboards, including their location, size, spacing, setbacks, and structural requirements. Billboards are allowed only in specific zoning districts (C-2, C-4, I-1, I-2, and I-3) and are generally permitted along designated roadways such as Interstate 55. Standard requirements include a 30-foot minimum setback from the street edge, 1,400-foot spacing on the same side of the street, and a 100-foot buffer from residential districts unless a special use permit is granted. Billboards not meeting these standards, such as those proposed in this case, due to the change in road alignment, require a special use permit.

If the Planning & Zoning Commission recommends approving the Special Use Permit, the request will move to the Board of Aldermen for final consideration. While a public

hearing at the Commission level is optional, a public hearing before the Board of Aldermen is required before final action.