



City of Jonesboro City Council
Staff Report – RZ 14-11: Greensborough Village Town Center
 Municipal Center - 300 S. Church St.
For Consideration by the Council on August 19, 2014

REQUEST: To consider a rezoning of land containing 201.23 acres more or less.

PURPOSE: A request to consider a recommendation to Council for a rezoning from “R-I & C-3 LUO” to a “TC-O” - Town Center District by the MAPC.

**APPLICANTS/
OWNER:** Greensboro Investment, LLC, 2900 Browns Lane, Jonesboro AR

LOCATION: Located approximately 750 ft east of the Red Wolf Blvd / Stadium Blvd. Intersection of Johnson Avenue, on the north side of Johnson Avenue (Hwy 49 North), extending north to Greensboro Rd., and east to Hwy. 351/Old Greensboro Rd..

**SITE
DESCRIPTION:** **Tract Size:** Approx. 201.23 Acres (8,765,464 sq.ft.)
Street Frontage (feet): 5,225 ft.
Topography: Gradually rolling terrain. Woodland habitat forming a natural buffer between Greensborough Village and the adjoining properties.
Existing Development: Vacant Land with growing commercial in this area.

SURROUNDING CONDITIONS:	<u>ZONE</u>	<u>LAND USE</u>
	North: Residential	Mostly vacant with a few homes.
	South: Commercial	Arkansas State University.
	East: Commercial	Retail complex.
	West: Residential	Mostly vacant with a few homes.

HISTORY: Approximately 49.26 acres were rezoned to C-3 Limited Use Overlay covering the majority of the commercial uses situated closest to E. Johnson Avenue on January 7, 2014 adopted under Ordinance 13:070 by City Council.



ZONING ANALYSIS

City Planning Staff has reviewed the proposed Zone Change and offers the following findings:

COMPREHENSIVE PLAN FUTURE LAND USE MAP

The Current/Future Land Use Map recommends this location as a Commercial Node along the central core of the site and the area along the Johnson Ave./Hwy. 351 corridor, and Single Family for the northernmost portion of the site. The proposed rezoning is consistent and in compliance with the adopted Land Use Plan.

It is recommended that most of the new community-scale commercial be associated with nodes. The nodes are characterized by a cluster of mixed commercial uses typically associated with one or more arterial streets. The development scale is recommended at 50,000 to 300,000 square feet total in a node and a maximum of 300,000 square feet in any one building.

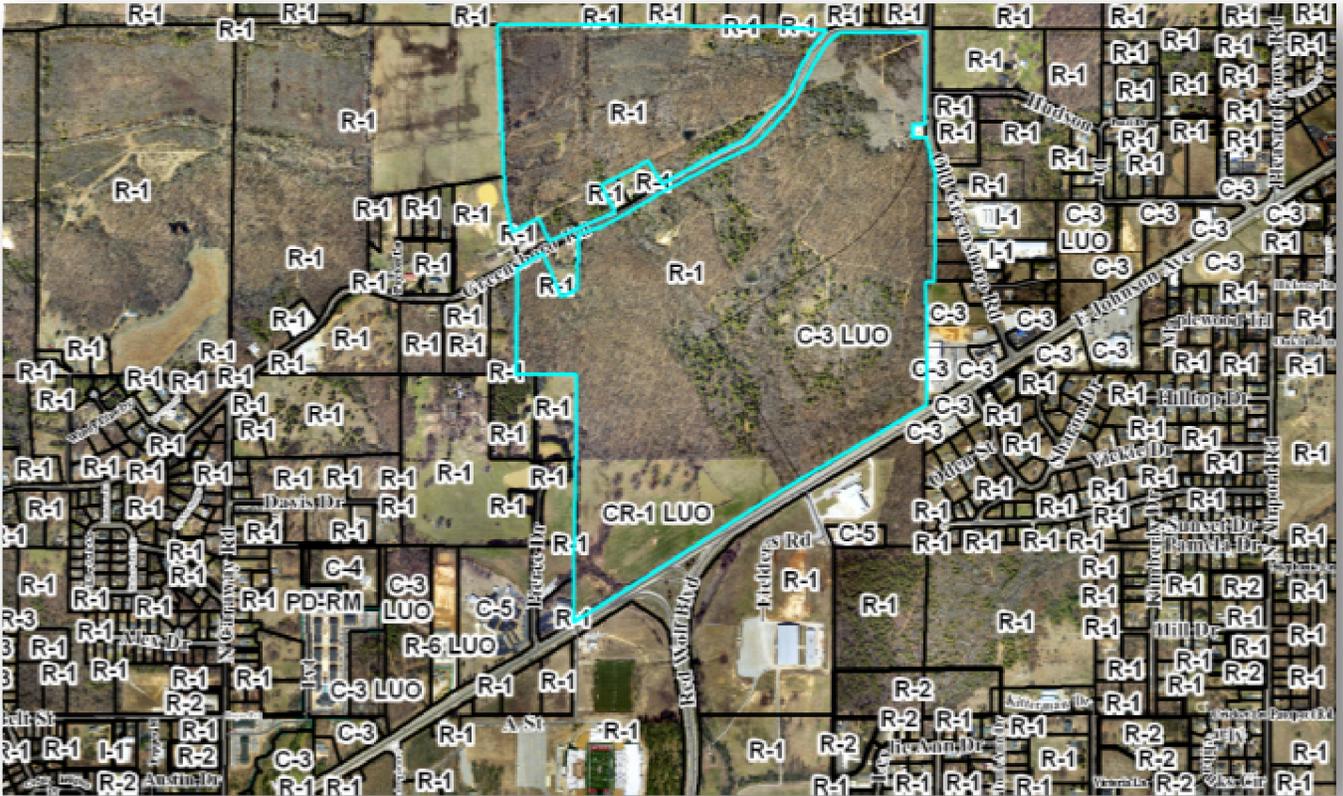
Typically uses within a Community Commercial Node that should be more selective than those permitted in Highway-Oriented Commercial (C-3 Zone). The intent is to create a shopping and service center where there is shared attraction involving one trip to two-or-more destinations within a node.



Approval Criteria- Chapter 117 - Amendments:

The criteria for approval of a rezoning are set out below. Not all of the criteria must be given equal consideration by the MAPC or City Council in reaching a decision. The criteria to be considered shall include, but not be limited to the following:

Criteria	Explanations and Findings	Comply Y/N
(a) Consistency of the proposal with the Comprehensive Plan/Land Use Map	The proposed C-3 Limited Use Overlay District rezoning is consistent with the Future Land Use Plan. The site is ideal for a master planned district. Focus and efforts should be placed on addressing existing and future traffic management in the existing corridor network (i.e. Hwy. 351, Stadium Blvd. and Johnson Avenue with the future site access).	
(b) Consistency of the proposal with the purpose of Chapter 117-Zoning.	The proposal is consistent with the purpose of Chapter 117, provisions for Limited Use Overlays.	
(c) Compatibility of the proposal with the zoning, uses and character of the surrounding area.	The proposal is substantially compatible with the development trends in the area. Although some of the surrounding property is zoned for residential use, a transition of the zoning and land use is occurring with new hospital and the university campus.	
(d) Suitability of the subject property for the uses to which it has been restricted without the proposed zoning map amendment;	Poor suitability due to the current R-1 zoning which will greatly restrict possible commercial development on the site if not zoned. This land is ideal for commercial mixed with transitional and residential uses having an efficient access management design.	
(e) Extent to which approval of the proposed rezoning will detrimentally affect nearby property including, but not limited to, any impact on property value, traffic, drainage, visual, odor, noise, light, vibration, hours of use/operation and any restriction to the normal and customary use of the affected property;	The bordering properties are zoned C-3 to the east, R-2 and R-1. Traffic and noise should be limited to the areas remotely away from Greensboro Road where most of the existing housing stock and residential properties exist.	
(f) Length of time the subject property has remained vacant as zoned, as well as its zoning at the time of purchase by the applicant; and	Property is vacant with the current R-1 zoning.	
(g) Impact of the proposed development on community facilities and services, including those related to utilities, streets, drainage, parks, open space, fire, police, and emergency medical services	Minimal impact, however open space amenities, mixed use, and walkability themes should be incorporated in the development.	



Vicinity/Zoning Map

Staff Findings:

Applicant's Purpose:

The applicant is seeking to rezone over 201 acres of property to the newly established Town Center Overlay District that was formed from the formerly known process of *Village Residential*. For the first time, the City of Jonesboro will experience a true mixed use community that will provide amenities that will focus on quality of life, livability, while encourage a self contained neighborhood that will encourage pedestrian walkability and interaction. The proposed master plan shows interactive and passive water features playground and common open space area that will act as a destination, as visitors and residents will experience a well mix of walkable commercial and residential space all in a self-contained development.

As noted in the application, the applicant states that the proposed TC-O will provide new commercial shopping/service options and job opportunities, along with residential options in close proximity to said commercial development.

The town-center concept also provides for a strong commitment to architectural character and design execution as the MAPC is provided for the first time a Design Pattern Book to be used as a covenant guide as the project is proposed to be phased over a course of several years.

Master Street Plan/Transportation

The subject property is served by Old Greensboro Road/Hwy. 351 on the east. On the Master Street plan, Old Greensboro Road/Hwy. 351 is classified as a Minor Arterial, which requires a 40 ft. right-of-way to road centerline (80 ft. total right-of-way) the rezoning plat illustrates an existing right of way of 30 ft. from the road centerline. Compliance with the master street is required for development of non-platted property.

The subject property is served by Hwy. 49N/East Johnson Ave., a Principal Arterial on the Master Street Plan. A right of way of 120 ft. is required. There is a minor segment of frontage along Highway 351 to the Northeast.

The Stadium/E. Johnson Avenue was recently enhanced with double left-hand turn movements on the Johnson Ave. *Eastbound* connection. This signalized 3-point intersection will be impacted by the proposed development and coordinated access management will be reviewed and coordinated by the Metropolitan Area Planning Commission (MAPC) in a combined review by the Metropolitan Planning Organization (MPO).

The Greensborough Village street hierarchy supports the Master Street Plan adopted by the City of Jonesboro including opportunities for roadway improvements to Johnson Avenue and the extension of Old Greensborough Road to Johnson Avenue at its intersection with Red Wolf Boulevard, which serves as a primary entrance to Arkansas State University. The alignment provided in the master plan for Greensborough Village for the extension of Old Greensborough Road will improve accessibility and safety for residents and will lend towards better traffic coordination of an area now experiencing high traffic volumes.

Paths and trails: Bicycle paths and pedestrian trails are strongly encouraged to link residential areas with commercial and mixed-use nodes, schools and other activity areas inside and outside the Town Center Development.

According to the design pattern book, pedestrian access will be provided throughout the Town Center along neighborhood streets, boulevards, and collector streets with the installation of sidewalks and walkways. Pedestrian crossings at intersections will be designed using traffic calming elements to facilitate safe crossing by pedestrians. The pedestrian system will connect where practical with city-wide pedestrian systems and trails to further promote pedestrian access to the Town Center. Future transit is accommodated in the plan (See Pedestrian Circulation & Transit Analysis Plan).

Departmental/Agency Reviews:

The following departments and agencies were contacted for review and comments. Note that this table will be updated at the hearing due to reporting information that will be updated in the coming days. Staff also forwarded the petition to the School District for review and input. Nettleton Schools was notified.

Department/Agency	Reports/ Comments	Status
Engineering	No issues reported to date.	Coordination of Maintenance of improvements.
Streets/Sanitation	No issues reported to date.	
Police	No issues reported to date.	
Fire Department	No issues reported to date.	
MPO	No issues reported to date.	Coordination with AHDT/MPO of future Streets.
Jets	No issues reported to date.	Coordination with JETS of future routes and services.
Utility Companies	No issues reported to date.	

The applicant has proposed a TC-O, Town Center Overlay-Mixed Use Development and staff has listed the permitted uses to be allowed within the development as follows:

List of Proposed Mixed Uses	Proposed TC-O District
<i>Residential and commercial uses</i>	
Residential (all types including single family attached and detached and carriage homes)	Permitted Use
Multifamily Residential (including units above non-residential use)	Permitted Use
Senior Living and Retirement Homes	Permitted Use
Convenience Stores (including fuel dispensing)	Permitted Use
Pharmacies	Permitted Use
Grocery Stores	Permitted Use
Theaters	Permitted Use
Hotels and motels	Permitted Use
Conference Center	Permitted Use
Financial Institutions	Permitted Use
Medical Services and Outpatient Services Facilities	Permitted Use
Schools and Vocational Instruction Facilities	Permitted Use
Day Care and Extended Care Facilities	Permitted Use
Sports & Fitness	Permitted Use
Mixed-Use developments where residential dwelling units are integrated into buildings with non-residential uses	Permitted Use
Business or Professional Offices	Permitted Use
Retail Sales and Services	Permitted Use
Single tenant stores up to 100,000 square feet gross floor area	Permitted Use
Self-Storage (mini-storage) and associated offices	Permitted Use
Personal Services	Permitted Use
Restaurants and Cafés	Permitted Use
Indoor Recreational Facilities	Permitted Use
Outdoor seating associated with restaurants or cafés subject to applicable licensing requirements	Permitted Use
Live/Work	Permitted Use
Home Occupations	Permitted Use
Places of Worship	Permitted Use
College or University	Permitted Use
Accessory Structures to Primary Permitted Land Use	Permitted Use

Process/Procedure: The proposed Town Center Development shall require review and approval according to the Planned Unit Development review procedures as outlined in the TC-O ordinance.

Phasing of Development: As also required, the applicant has submitted a phasing plan for the Planning Commission approval for the development, in which available public facilities, including utilities can be coordinated that will not adversely affect those areas or facilities. Each completed phase shall comply with all applicable standards. The infrastructure as installed shall be sufficient to accommodate each phase of the development.

Phase I: Land formerly rezoned to C-3 L.U.O. Zoning- Commercial Mixed Use

Phase II: Land formerly rezoned to C-3 L.U.O. Zoning- Commercial Mixed Use

Phase III: Commercial Mixed Use Area

Phase IV: TC-O Commercial/Mixed Use: (101.21 acres)

Phase V: TC-O Residential (91.66 acres).

The phasing plan is stated to generally be as illustrated but, may vary depending upon prevailing market conditions. Target dates are to be determined later.

Big Box/Large Retail Establishment Requirements: It is the intent of the TC-O to create a unique pedestrian-oriented environment through mixed uses and pedestrian scaled design. Each large retail establishment containing more than 50,000 gross square feet is required to provide pedestrian scaled design through the incorporation of several of the following recommended design elements:

- Arcades
- Arches or recessed Archways
- Architectural detailing
- Awnings, canopies or porticos
- Changes in massing
- Changes in material
- Multiple customer entries
- Display windows
- Dormers
- Peaked roof forms
- Outdoor gathering spaces
- Raised cornice parapets over entries
- Separate shops (or the appearance of separate shops) with separate entrances placed in front of the larger building
- Varying plate heights



Photographs are a courtesy of Little John Associates; they are no indication of proposed retailers; for character purposes only...

Residential Uses:

The applicant/developers have strategically designed the master plan where as the TC-O development takes advantage of the context of the area. If the plan goes forth as drafted, the general area will see a preservation of prime single family properties along the Greensboro Rd. Corridor area, while a smooth transitioning of residential housing density tends to occur towards the central core of the project site area in Phase IV, as shown on the phasing plan. This provides adequate buffering of any perimeter single family housing stock. Pedestrian connectivity is outlined below.



Height, Bulk and Area Requirements – Residential Uses. Height, bulk, area and buffer requirements shall be as follows:

- 1) Single-family detached dwellings and two-family detached dwellings:
 - a) Minimum rear yard: 25 feet
 - b) Minimum side yard: 10 feet wide
 - c) Minimum front yard: 25 feet
 - d) Minimum Lot Area: 4,000 square feet per dwelling unit
 - e) Maximum Lot Coverage: 60%
 - f) Maximum Height: 3 stories

- 2) Single-family attached (excluding multi-family):
 - a) Minimum rear yard: 25 feet
 - b) Minimum side yard: 10 feet
 - c) Minimum front yard: 25 feet
 - d) Minimum Lot Area: 4,000 square feet per dwelling unit
 - e) Maximum Lot Coverage: 60%
 - f) Maximum Height: 3 stories

- 3) Multi-family dwellings:
 - a) Minimum rear yard: 25 feet
 - b) Minimum side yard: each 15 feet wide
 - c) Minimum front yard: 25 feet
 - d) Minimum Lot Area: 1,500 square feet per dwelling unit
 - e) Maximum Lot Coverage: 60%
 - f) Maximum Height: 4 stories



Photographs are a courtesy of LittleJohn Associates; for character purposes only...

Residential Design:

Attached residential includes a variety of residential typologies including duplexes, townhomes, and multi-family residences. Single family attached is limited to duplexes and other forms of attached housing, including townhomes not to exceed 8 dwelling units per building. Combinations of single-family attached dwellings, such as a flat over townhome are permitted with number of dwellings not to exceed eight dwelling units per building. Multi-family shall include buildings containing nine or more dwelling units are housed within the same structure.

Single-family detached provides for both front-loaded and rear-loaded dwellings. The yard and bulk requirements vary between front-load and rear-load dwellings primarily because of the placement and orientation of the garage. In the case of front-loading residences, the garage is oriented toward the street whereas a rear-loaded residence has its garage oriented toward the rear property line with access provided by an alleyway or rear lane.

The front yards are proposed to not be dominated by garages and parked cars. Homes with a front-loaded garage shall be design so the garage becomes a secondary mass and does not take prominence away from the front entry. Breaks in building mass, the use of projecting porches, and other architectural treatments will be utilized to help de-emphasize the garage.

Commercial Uses/Mixed Uses:

The subject property will front on a major arterial which experiences one of Jonesboro’s highest traffic volumes. Opportunities and challenges present themselves with this large scale development. Coordination with the State Highway Department is being done to provide for smooth connectivity of the core intersection of Red Wolf Blvd. and E. Johnson Ave., along with Highway 351. Staff anticipates the realignment to be designed as a result of the proposed master plan that will it will solve access management issues of the past, including those issues that will result as part of the enormous growth occurring in this sector. The advantage of this development is that residents that choose to live in such a mixed use development will have very little need to use a vehicle to conduct business, as they live, work, and play within this proposed self-sufficient community.

Land Area and Density Requirements. It is the intent of the TC-O to create a mixed-use environment that includes a combination of residential and non-residential uses. To ensure an appropriate mix of permitted land uses, the TC-O shall adhere to the following:

- 1) **Non-residential and mixed uses** (that combine residential and non-residential uses in a vertical building configuration) shall occupy a range of ***50 to 70 percent of the total land area of the Town Center***, including rights-of-way and open space.
- 2) **Residential land uses** shall occupy a range of ***30 to 50 percent of the total land area of the Town Center*** including rights-of-way and open space.
- 3) In order to provide a mix of residential types, a range of 50 to 70 percent of the total land area devoted to residential use within the Town Center shall be developed as single-family detached and attached (excluding multi-family). **Multi-family** (excluding single-family attached) may occupy a range of ***30 to 50 percent of the total land area*** devoted to residential uses. In the case of residential uses such as lofts above ground floor retail/office located within the non-residential or mixed-use land area of the Town Center, there shall be no prescribed minimum or maximum acreage or units.

Height, Bulk and Area Requirements – Non-Residential and Mixed Uses

- 1) Non-Residential and Mixed Uses
 - a) The maximum allowable height for non-residential and mixed use buildings shall be seven (7) stories.
 - b) Setback Requirements for Parcels fronting upon Arterials and Collectors and Parcels located along perimeter boundary of the Town Center:
 - (1) Minimum rear yard: 20 feet
 - (2) Minimum side yard: 10 feet
 - (3) Minimum front yard: 25 feet
 - c) Setback Requirements for Parcels fronting upon Local Streets within the Town Center:
 - (1) Minimum rear yard: 10 feet
 - (2) Minimum side yard: 0 feet
 - (3) Minimum front yard: 5 feet (build-to line shall be 5 feet unless a lesser front yard is approved with corresponding build-to line)

- d) Minimum Lot Area: N/A
- e) Maximum Lot Coverage: 90%
- f) Maximum Building Coverage: 70%

Open Space/Parks and recreation areas: A Town Center Development should include usable open space that provides passive and/or active gathering places and activity and special event spaces.

A minimum of ten percent (10%) of the gross land area of a Town Center Development shall be designated and preserved as common open space or private open space. Landscape amenities, recreation facilities or structures and accessory uses in common areas shall be considered as open space if the total impervious surfaces such as paving and roofs constitute no more than fifteen percent (15%) of the total open space. A property owners' association shall be responsible for continued maintenance of common open space areas.

Within Greensborough Village, the open space will comprise approximately 15% of the total land area. The open spaces will be strategically placed throughout the Town Center and will include parks, greens, mews, and courtyards. Open spaces will include benches, pedestrian-scale lighting and other features to encourage interaction.

Architectural Guidelines: Building façades should be varied and articulated to provide visual interest to pedestrians. Buildings should be proportioned and defined by clear façade elements such as a base, middle, and top. Building architecture shall adhere to the architectural guidelines featured in the master plan. The applicant has filed the Designed Pattern Book which shapes the character of the proposed development and sets the guidelines for all architectural treatment. Staff feels confident that the Pattern book meets the spirit and intent of the Town Center Overlay Ordinance. The architectural guidelines by building type are recommended to be approved by reference and for future coordination by the Metropolitan Area Planning Commission for consistency in implementation.

Signage Standards, Lighting Standards, and Landscape Guidelines (See Site Amenity Guidelines) shall fall under the same pretence of approval. Future detailed plans shall be submitted to the Planning Commission to assure consistency.

MAPC Record of Proceedings: Hearing Held on August 12, 2014

Applicant: Mr. Chuck Downham, Little John Engineering Associates, Nashville, TN:
 Appeared before the Commission stated that he represents the applicant. He introduced Jerry Halsey, with HTH, and Randy Tolbert, Traffic Consultant with Peters & Associates who have been hired to do a Traffic Impact Study.

Mr. Downham: He is presenting a change in Zoning from the existing zoning to a TC-O Town Center Overlay District. If you recall recently, the city adopted a new set of Zoning standards that included the addition of a TC-O, Town Center Overlay District to complement the existing small village residential code.

Mr. Downham: The Town Center Overlay District's purpose is to promote the development of a pedestrian oriented, mixed-use district in which a variety of retail, commercial, office, civic, and residential uses are permitted.

Mr. Downham: The Town Center Overlay District has key design elements that:

- Embrace Open Space and Gathering Places
- Compact Concentration of Uses

- Encourage a Sense of Place to live, work and play
- Aesthetic Design – Attention to Detail
- Reduce Dependence on Automobile –Creating a walkable environment.

Mr. Downham: We feel that this property provides excellent site opportunities in regards to its:

- Proximity to ASU
- Gentle Sloping Topography
- Road Access to help diffuse traffic around the property.

Mr. Downham: In terms of the master plan we are creating:

- Mixed-Use, to blend land use for sufficient traffic movement
- Density by Design
- Connected to Community
- Pedestrian Friendly.

Mr. Downham: We wanted to give you a *bird's eye* perspective (3D view was shown) with different building types and land use patterns, all with the intent of creating a walkable sustainable development. The master plan shows the residential area and all housing types with different price points. **Mr. Downham** cited an example in Nashville, where people tend to move from one part of the neighborhood to the other, while staying in the same community. We created a mix of uses with ground floor retail, and opportunities for office with residential above, to create economic vitality.

Mr. Downham focused on the core retail area where there will be restaurants that focus on the village green, positioned directly across from the college campus, on which you can have festivals and pre-game activities; and, it will also serve as a common area adjacent to dining where people can watch their kids play. This *provides all eyes on the park*. We have done this development practice, and it has worked incredibly well in a couple of other settings. **Mr. Downham** went through the various plan documents, including the creation of a walkable and transit supportive community.

- Sidewalks & Pathways on both street edges.
- Pedestrian-Oriented
- Transit Supportive Design

The Street Circulation Hierarchy was described:

- Hierarchy of Streets including alleys
- Interconnected Streets with some on-street parking.
- Pedestrian-Friendly Intersections

Mr. Downham: The open space plan was described: Usable Open Spaces with common green, Gathering Places, and Connection to Community, including a lot of hard-scape plaza and gathering areas are provided.

Mr. Downham: An array of development guidelines and standards are provided in the document. A detailed list of uses by category and types are listed. Yards, bulk, and height requirements are also listed. Streetscape, signage, lighting design are also included.

Mr. Bailey asked for an explanation of the storm water detention. **Mr. Downham:** One area of focus is the village-green, which will be a wet weather detention area. Associated Engineering is working on those details and will assure compliance with the best management practices and the City's Stormwater Regulations. Several areas of open spaces are denoted, and will serve as storm water quality measures, as well.

Staff:

Mr. Spriggs: Summarized the staff report findings focusing on some of the main issues. The Current/Future Land Use Map recommends this location as a Commercial Node along the central core of the site and the area along the Johnson Ave./Hwy. 351 corridor, and Single Family for the northernmost portion of the site. The proposed rezoning is consistent and in compliance with the adopted Land Use Plan.

Mr. Spriggs: The criteria for approval of a rezoning were evaluated. Compliance is achieved on all levels in terms of impact on the surrounding community. This will enhance the area from an access management perspective and land use perspective.

Mr. Spriggs noted that staff has visited a number of similar developments as close as Conway, Arkansas, Franklin, Tennessee, and Atlanta, Georgia as well where folks are choosing to live in these types of self-sufficient neighborhoods.

Mr. Spriggs: A pre-meeting was held by the departments and the utility companies. Several questions were answered regarding phasing and infrastructure. During the Final Development Plan stage a number of detailed issues will be addressed. Pedestrian safety was also addressed in the pre-meeting. A traffic impact study is being done on behalf of the applicant. **The agency reviews:** there were no opposing comments received from the departments or agencies. The HOA/POA will handle most of the maintenance and management of the development. The Jets/Transportation Director has been in conversation with the developer and the transit plan is also being coordinated.

Mr. Spriggs: The permitted uses were listed within the Staff Report. The age-in-place component will lend a positive impact on the area and will allow for housing for all types of residents. This is also a first effort for the City to see development that will hold to design standards as adopted. The phasing plan is provided and the developer is hoping to complete out the development in 5-10 years. The conditions of the report were recognized which would be recommended to Council for consideration.

Public Input: Eight (8) individuals stood; some of which only had questions or concerns for more information.

Debbie Pelley: 2209 Indian Trails: There is a lot more that meets the eye with this complex development. **Ms. Pelley** stated that this is classic United Nations Agenda 21 Development. **Ms. Pelley** referenced Jonesboro Vision 2030. **Ms. Pelley** made a number of quotes from Gary Harpole from the press release she wrote to the Sun Newspaper. She stated she objects to Government Master Plans through public/private partnerships. Behind the Green Mass book was recommended for reading on Agenda 21. EPA is responsible for pushing Agenda 21 and this type of Village Community. Resolution examples were cited against Agenda 21.

Iris Stevens: 2714 Turtle Creek, Commented on a lack of transparency. Stated that she is very concerned about the new development, Greensborough Village. This development has sprung-up overnight it seems, and we have been deluged with a media blitz about how wonderful it is. Yet we've gotten very little factual information about the components of this "village." She has questions and demanded answers:

- Upscale Development: Half Commercial- What kind of density?
- What is average size of the houses/apartment/townhomes?
- Size of the lots?
- Whether these residences are essentially "zero lot line" homes?
- Proof of the NEED for such a development rather than just a developer's whim?

- How the tax money (whether grants or other) used will be recouped?

Scott Darwin, 807 Sylan Hill Dr.: Lives a mile away from the development and he fully supports the planned development village. But his only concern is for the trees that align Greensboro Road, where you have your development. These trees arch over the road and provide a beautiful canopy, which is unique to the City limits of Jonesboro. It would be a tragedy to cut these trees and replace them with a straight line of Bradford Pears, which is commonly done. Speaking for these trees, I request that you preserve these trees and create not a *speed bump*, but not a *beauty bump* that will naturally slow down the drivers that want to relish the moment of this ideally stretch of road. Obviously, these are the words from super annulated hippy from the 60's, he added.

Cheryl Cheshier, 205 Hillpoint Cove. My husband and I own the adjoining property. Concern is that sometimes people start these large scale developments and they don't get the tenants they originally planned for. They have to abandon the project with things are left half finished. She cited examples of developments in West Arkansas, where they stopped the development and houses were started in all stages of development, and the developer just left and the insulation blew all over the neighborhood. Also, there was a news story in New York, where the developer built a high-rise condo, a few people moved in and they couldn't sell more units and they abandoned the project at 90% completion. The people couldn't get their money back. She stated concern that their home (modest 3 bedroom) over 60 years old, will go up in value, and their property values will go out the roof. The house will actually be a detriment if we actually want to sell the property, she added. It will be more valuable without it. What guarantee does the City have that they won't get stuck with a big uncompleted mess, if and when these people bail? I hope it turns out great. I suggest you go ahead and let them have the commercial, and see how that goes before you let them have anything else, she concluded.

Jeff Spenser, 615 W Matthews: If you had a house that was walking distance to this development, it would probably be easy to sell.

Mr. Spenser: Stated that he considers himself a conservative person and it doesn't surprise him if this thing favors something that is in Agenda 21. The United States is the world's super power and if they signed on to something like that, it shouldn't be too shocking that they would try to implement some of it. This is really is not a move towards anything new in my opinion. This is a step back a few thousand years perhaps, because this is the way human beings have lived for most of our existence. There are public places in there and there are sidewalks; So far no evidence of the United Nations.

Mr. Spenser: If you would like to see the great grandmother of this development, there she is. We have the sidewalks and the public places, library, medical and all we need is people to buy into this, the real stuff can never be replaced, i.e. architecture around here. His main concern is that we have taken our focus off the tons of sidewalks out here. Who is going to maintain the sidewalks? Who is going to make me feel better about ours continuing to decay, while we are maintaining these over here. If there are any builders and developers within the sound of my voice, I hope they will take another look and see how difficult it is to produce some of these houses, that some people actually really love. And, maybe we will start coming back downtown.

Rick Cheshier, 205 Hillpoint Cove. As my wife said, we own the property just north of this development. My biggest concern is the traffic, as it now, and what this will bring into Jonesboro. Highway 49 is one of the major feeders into the City. Unless you have been out there early in the morning or late in the afternoon, it is tough out. Traffic has backed up as far as the Equine Center, and has had difficulty turning onto Hwy. 351. Stated he is not sure how this fits into the plan of the

north bypass. He can barely see how these 5 lanes (proposed), which are curvy will be a feeder to Hwy. 351, which is tough right now. That is my biggest concern, apart from what my wife said about the project being abandoned. He suggested the use of some form of bonds posted in case something happens to fulfill in terms of bringing the property back up to a usable state.

Mr. Spriggs: Suggested that the Commission open up the conversation in addressing some of the questions posed. He also echoed some of the concerns that were raised in the pre-meeting such as what assurance or mechanisms would the City have in terms of the project phasing, that if the project is not completed, that the City would not be burdened or overloaded by infrastructure that was not completed. He pointed to Mr. Chuck Dunham, who has previously addressed the question similarly as the previous gentleman. Each phase would be presented as part of the phasing and subdivision process, and we do have the ability of bonding the improvements from a completion standpoint.

Jerry Halsey: appeared before the Commission, of Halsey, Thrasher, Harpole. We started this process two years ago, we did what we thought was right, we included everyone that this involved including the City and City Water Light, we hired engineers and traffic engineers, to make sure that we realize what 200 acres, *this magnitude of a development*, would take. We have hired all the people that we know to hire, and we have included all the people who have a seat at the table that will be putting in that infrastructure, to say- *what do you need*, what is need for the future outlook; and, we have all put in our comments. We have meetings every day, to discuss traffic, detention and drainage. It changes based on different scenarios. There is nothing in here that is concrete tonight; we are asking for a rezoning. I think it is going to be a wonderful community. It is one that I would actually like to live in. We have spent a lot of time and investment and regardless of what people think, we are trying to do a good thing for the City of Jonesboro. We all have families here and we are raising kids, and have grandparents and parents. We want this place to be a good place to live like everyone else does. A lot of the concerns are valid, and we are trying to plan around them. We don't have those answers tonight or two years ago, but we are much closer tonight than we were two years ago. Through the process, we will take each phase over the next 5-10 years and develop it to the best of our ability to what the market asks.

Mr. Spriggs: Concerning the tax question are there any comments?

Mr. Halsey: The developers are currently roughing in the roads, and preparing to put in the sewer. There have been discussions of whether there will be a state highway that will connect Red Wolf Blvd. with Hwy. 351. We are in discussion with the Arkansas Highway Department and the City of Jonesboro to help alleviate some of the traffic through this property. The ownership has agreed to give 15 acres, and do a lot of the work so it will be less expensive to expand the state highway.

Mr. Spriggs: Commented that it has been noted that the team is working on a traffic impact study.

Mr. Halsey: With or without us, you have bad traffic problems now. We have hired Peters and Associates to do a study, and they are looking at our plan and the existing surrounding area, so that we might be part of a solution. So far, all we have asked from the City and the CWL is their time to help us plan, so we won't get the City or the State of Arkansas in a bind. All through this, we have asked people for their opinion.

Randy Tolbert, Peters & Associates, Traffic Consultant for the project. We are in the midst of working on the traffic impact study. We are doing it in two phases: One is what is initially completed within the next two years, what infrastructure will need to be in place in terms of road way, to operate in terms of satisfactory levels, and then also full build-out conditions. We have been in contact with the Highway Department, to gather ideas they have. We have had preliminary contact with the City as well. We should have the study completed by the end of this month.

Mr. Scurlock: Addressing Mr. Halsey- If this were a government plan, I would be dead against it, but since it is an individual plan, or investor's plan, anyone should have the right to do what they want with their land. You seem to have a good concept for that niche. Can you address these questions, because I would be upset if 5 years down the road, it were to cause the City of Jonesboro a half million dollars or so.

Mr. Spriggs: Directed the Commission to the questions regarding the design components and thresholds on the percentages of building types. Reference was made to the master plan which restricts where the single family homes will be situated.

Mr. Chuck Downham clarified. What we tried to do with the design guidelines, is to create a set of design criteria to address architectural typology, i.e. the form that the residential units would take; i.e., whether it is a single family, detached unit, single family, attached unit all the way up to multi-family. In the design criteria, we have provided a lot of design details, from style of roofs, types of materials, position of the development relative to the property lines; features such as porches, front loaded, rear and side loaded garages with alley access, setbacks off of the front of the house. We tried to provide the *nuts and bolts* of how to build the community. In terms of architectural style, we tried to provide a lot of latitude, where builders can choose the materials in terms of masonry products, and siding material types. Our hope is that the residential units will provide a good mix of housing choices. From the master plan, you can see we have large and modest size lots, down to smaller lots; and, we will have small front loaded lots as well, to provide a variety of housing responsive to the market. If you have just large lots, you are only catering to a certain niche of the community, but if you provide an array of choices you allow people to choose the life style they want to have.

Mr. Halsey: Interjected that the townhomes will range anywhere from 1,500 to 5,000 sq. ft. We talked to some buyers who want to do custom units; they said they would spend any from \$300 per sq/ ft. on their homes. At this point, they will have a shell building, in which they would build it out with their amenities.

Mr. Kelton: Reminded that there was a question regarding City Water & Light, about them incurring additional costs and so forth.

Mr. Halsey: We have had numerous meetings with City Water & Light, they have requested a lot of information about our loads, and what we anticipate. We are putting our infrastructure in. They are planning their future infrastructure accordingly. Referring to the recent hospital construction, they have discussed the loads there. We are paying for our utilities to be put in. The rules that CWL has for all developers are applying to us. We are just following their rules.

Mr. Spriggs: Directed to the question regarding Greensboro Road, and asked Mr. Halsey what was his concept for Greensboro Road in implementing the master plan?

Mr. Halsey stated that he intends to preserve the existing character and the tree-lines of Greensboro Road to the best of his ability.

Mr. Hoelscher: Ask Staff to explain the process of the rezoning, so that public can understand how the process will play out, because tonight is not the end of the process and this body will see other documents.

Mr. Spriggs: The MAPC is being presented a request for rezoning to an Overlay District and make recommendation to Council with a complete record of the findings of fact. We feel that the plan has

been filed within the spirit and intent of the Town Center Overlay District. The property would be rezoned to the TC-O District.

Attached to it, will be the reference of the Design Pattern Book, the Master Plan which will guide the phasing of the project. The details that are mentioned tonight will be taken care of during the Final Development Plan process, as the various phases are presented. Questions of transportation will be answered; Engineering Detailed Drawings related to infrastructure, issues regarding zoning will be outlined at that point as well. Council will adopt by ordinance, the TC-O, Overlay District, with the recommended conditions, three (3) readings of the ordinance will be considered by Council, the public will have opportunity to attend those hearings. If adopted by Council, the TC-O will come back to the Planning Commission in individual stages as Final Development Plans, per phase, in which documents will be a made available by agenda for public review and comment.

Mr. Kelton: Tying this to Agenda 21?: This is *one project* that is being asked to be rezoned. They (Developers/Investors) are assuming the risk that the Town Center Overlay District will be something that works. We are not going to recommend to Council that they change existing codes, and that all future subdivisions have to comply to the Town Center Overly District. This is just one project.

Mr. Kelton Continued: There is a term in real estate: *Situs*- which is defined as the preference people have to live in certain or specific areas, and time will prove whether or not this is the project that the public wants. But when you consider statistics about the problem of obesity, diabetes, heart problems, pulmonary problems, arthritic problems, people need to walk and exercise. I think this will attract a large number of people. When I and my wife retired, it was important that we stay active. And I have never felt better in life, since starting walking, and eating more correctly. To some existing adults, they may not make the transition, but when you rear a child in this type of environment and neighborhood, and they are acclimated at an early age to walking down to a grocery store, to pick up a loaf of bread and a container of milk, or walking to a department store, this is a good habit to develop. Again this is one project and not a rewrite of the Jonesboro City Code.

Connie Needham - 315 Carson, Bono AR: How many people do you see as a capacity to live there?

Mr. Halsey: 2,000 – 2,500 people. **Ms. Needham:** what is the unit size and the smallest home. Mr. Halsey replied he did not have that information.

Rick Cheshier, 205 Hillpoint Cove presented a sketch with questions on the acreage. 2,500 people on 86 acres is proposed. Will you abandon where Hwy. 351 connects? No, **Mr. Halsey** replied. Are you separating the people from the development with the 5-lane corridor? It will be difficult to walk safely. You are doing a traffic study? And will it separate it entirely?

Mr. Downham: The five-lane will have controlled intersections with traffic calming measures with raised pavers, sidewalk medians, traffic signalization, cross walks, etc., with the intent of protecting pedestrian flow that may occur between the residential and the Town Center itself. **Mr. Spriggs** noted that a detailed cross-section of the 5-lane corridor will be added.

Public Debate was closed.

Commission Action:

The conditions were read. Motion was made to recommend approval to City Council subject to recommended conditions by Mr. Bailey. Motion was seconded by Mr. Scurlock.

Roll Call Vote: 8-0 Unanimously to approve.

Mr. Kelton- Aye; Mr. Hoelscher-Aye; Mr. Scurlock-Aye; Mr. Perkins- Aye; Ms. Schrantz- Aye; Mr. Reece: Aye; Mr. Bailey-Aye; Ms. Nix- Aye. Mr. Roberts was chair.

Conclusion:

The MAPC and the Planning Department Staff find that the requested Zone Change submitted for subject parcel, should be evaluated based on the above observations and criteria, of Case RZ 14-11, a request to rezone property from “R-1” Residential and C-3 L.U.O. to “TC-O” Town Center Overlay, and is hereby recommended to Council for approval subject to the following conditions:

1. That the proposed development shall satisfy all requirements of the City Engineer and all requirements of the current Stormwater Drainage Design Manual.
2. A final site plan subject to all ordinance requirements shall be submitted, reviewed, and approved by the MAPC prior to any development/phase of the subject property.
3. A final site plan showing coordination is required of all right of ways and egress/ingress with the State Highway Dept., M.P.O., City Engineering Dept. and the Planning Dept. Coordinated access management design details shall be submitted by the applicant for MAPC review and approval for other abutting commercial/residential mixed-use properties.
4. The setbacks, building heights, screening, and site design standards are required per the Master Plan and Design Pattern Book, as approved by reference.
5. The site shall be developed under the Town Center, TC-Overlay District rezoning with uses permitted as summarized in the Staff Report and approved by the MAPC.
6. Common open space shall compromise minimum of 15% of the total land area.
7. Single Family Residential Subdivision lots shall be developed subject to MAPC subdivision review and approval.
8. A range of 50 to 70 percent of the total land area devoted to residential use within the Town Center shall be developed as single-family detached and attached (excluding multi-family).
9. Multi-family (excluding single-family attached) may occupy a range of *30 to 50 percent of the total land area* devoted to residential uses.
10. For residential uses, such as lofts above ground floor retail/office located within the non-residential or mixed-use land area of the Town Center, there shall be no prescribed minimum or maximum acreage or units. Design and form layout shall be consistent with the approved master plan.

Respectfully Submitted for Council Consideration,



Otis T. Spriggs, AICP, Planning & Zoning Director

Site Photographs



View looking north toward subject property from the western portion of subject property frontage along East Johnson Ave.



View looking east from the western portion of subject property frontage along East Johnson Ave.



View looking south from the western portion of subject property frontage along East Johnson Ave.



View looking west from the western portion of subject property frontage along East Johnson Ave.



View looking north toward subject property from the eastern portion of subject property frontage along East Johnson Ave.



View looking east from the eastern portion of subject property frontage along East Johnson Ave.



View looking south from the eastern portion of subject property frontage along East Johnson Ave.



View looking west from the eastern portion of subject property frontage along East Johnson Ave.



View looking west toward subject property from the southern portion of the subject property frontage along Old Greensboro Rd. A CWL well head site is in the foreground.



View looking south from the southern portion of the subject property frontage along Old Greensboro Rd.



View looking east from the southern portion of the subject property frontage along Old Greensboro Rd.



View looking north from the southern portion of the subject property frontage along Old Greensboro Rd.



View looking south along Old Greensboro Rd. from the northeast corner of subject property.



View looking west along Greensboro Rd. from the northeast corner of subject property.



View looking north along Old Greensboro Rd. from the northeast corner of subject property.



View looking east from the northeast corner of subject property.



View looking south from the location where the western boundary of the subject property intersects with Greensboro Rd.



View looking east from the location where the western boundary of the subject property intersects with Greensboro Rd.



View looking north from the location where the western boundary of the subject property intersects with Greensboro Rd.



View looking west from the location where the western boundary of the subject property intersects with Greensboro Rd.



View of the property located north of Greensboro Rd. which contains approximately 2.09 acres and is not included in the rezoning application.



View looking south toward a construction entrance located on Greensboro Rd. that provides access to subject property.