



STAFF MEMO

To: Jonesboro City Council
CC.: Donna Jackson, City Clerk; Mayor Harold Perrin
Date: October 14, 2010
RE: Panera Bread Restaurant

With the new mall and surrounding new development, this area abuts a changing commercial corridor which includes other new retail development just north and south of the subject property. The previously approved request for rezoning allows for a more planned opportunity as opposed to the typical piece-meal developments brought before the commission and council in the past. With proper buffering a quality commercial development can be incorporated into this planning area.

This area will prove conducive for commercial uses along Stadium Drive north and south of the mall given the traffic volume. The primary request in this Case centers around determining or interpreting the definition of fast food restaurant in the specific propose for a “Panera Bread” restaurant. Having dined at the restaurant in a different City, Staff concurs with MAPC’s finding and interpretation of the proposal as “General Restaurant” for the proposed conceptual Site Plan approved with conditions by MAPC. (The Code Definitions follow)

Restaurant, fast-food, means an establishment where the principal business is the sale of food and nonalcoholic beverages in a ready-to-consume state and where the design or principal method of operation is that of a fast-food or drive-in-style restaurant offering quick food service, where orders are generally not taken at the customers table, where food is generally served in disposable wrapping or containers and where food and beverages may be served directly to the customer in an automobile.

Restaurant, general, means an establishment, other than fast-food restaurant, where the principal business is the sale of food and beverages in a ready-to-consume state, where there is no service to a customer in an automobile, and where the design or principal method of operation consists of one or more of the following:

- (1) A sit-down restaurant where customers, normally provided with an individual menu, are generally served food and beverages in non-disposable containers by a restaurant employee at the same table or counter at which the food and beverage items are consumed; or
- (2) A cafeteria or cafeteria-type operation where food and beverages generally are served in nondisposable containers and consumed within the restaurant.

Conclusion:

The attached draft MAPC minutes give an overview of the deliberation held on October 12, 2010.

The applicant is seeking relief of an approval of a conceptual site plan in the C-3 L.U.O. to allow for the proposed *Panera Bread* restaurant with a pick-up window with restrictions; and that a final site plan be approved by the Metropolitan Area Planning Commission.