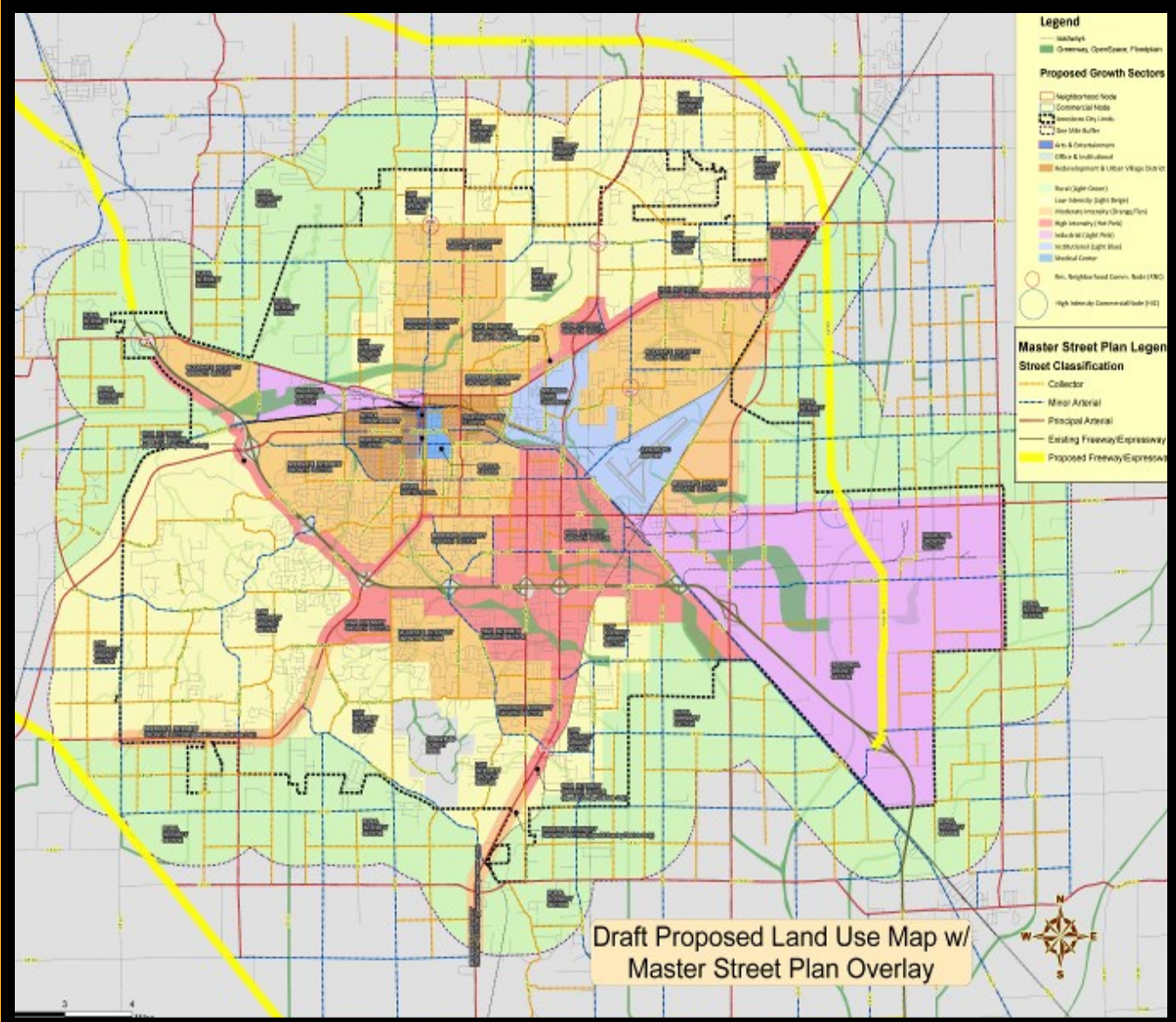




# A Future Guide for Jonesboro's Development

# LAND USE PLAN



## Jonesboro, Arkansas

Municipal Center

300 S. Church St.

[www.jonesboro.org](http://www.jonesboro.org)

## *Mayor's Foreword*

### *Dear Citizens:*

*Long range planning is essential for proper business, neighborhood development, and sound development with a direct impact on orderly growth of our community. Your elected and appointed City Officials are committed to comprehensive land use planning and overall development of Jonesboro.*

*I am pleased to forward the recommendations of our appointed Land Use Advisory Committee (LUAC) Members, who have spent the year diligently studying our City by enhancing our conventional Land Use Planning Methods, while utilizing other innovative ways of making our City grow more responsibly.*

*Moreover, our appointed and well-equipped LUAC will continue to evaluate the adopted Land Use Map every other year, rotating with the Master Street Plan Committee updates. This will ensure that the map will remain current, as we manage the zoning and rezoning of our great city.*

*While this new approach to Land Use Planning will offer more flexibility in land use designations, we will continue to ensure that the Jonesboro Code of Ordinances will automatically be updated and will include clear and concise code standards to protect the continuity of our various neighborhoods.*

*We are optimistic with our continued growth; and, with careful planning and growth management, we will preserve Jonesboro's natural beauty and industrial strength.*

*Let's Continue to PLAN for a Better Community!*

***Harold Perrin***  
***Mayor***

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## I. Legal Basis for Land Use Plan

Preparation and adoption of a comprehensive plan, including a master street plan and land use plan, is the first step to adopting regulations for development of land. This authority comes from Arkansas Code, A.C.A. Section 14-56-402 through 403. The Land Use Plan (Plan) is specifically discussed in Section 14-56-414, which states:

(b)(1) Land Use Plan. The [planning] commission may prepare and adopt a land use plan which may include, but shall not be limited to:

- (A) The Reservation of open spaces;
- (B) The preservation of natural and historical features, sites and monuments;
- (C) The existing uses to be retained without change;
- (D) The existing uses proposed for change; and
- (E) The areas proposed for new development.

(2) The plan may include areas proposed for redevelopment, rehabilitation, renewal, and similar programs.

Additionally, under A.C.A. 14-56-413 a city may exercise extraterritorial jurisdiction, planning for areas up to two miles outside the corporate limits. The perimeters establishing the study area as it relates to the Future Land Use Map are defined below.

## II. Plan Adoption

The Land Use Plan is adopted by the process outlined in Arkansas Code, A.C.A. Section 14-56-422, which states:

All plans, recommended ordinances, and regulations shall be adopted through the following procedure:

(1) (A) The planning commission shall hold a public hearing on the plans, ordinances, and regulations proposed under this subchapter.

(B) Notice of public hearing shall be published in a newspaper of general circulation in the city at least one time fifteen days prior to the hearing.

(C) Notice by first class mail to the boards of directors of all school districts affected by a proposed plan, ordinance, or regulation shall be provided sufficiently in advance to allow representatives of all affected school districts a reasonable opportunity to submit comments on any proposed plan, ordinance or regulation.

(2) Following the public hearing, proposed plans may be adopted and proposed ordinances and regulations may be recommended as presented or in modified form by a majority vote of the entire commission.

(3) Following its adoption of plans and recommendations of ordinances and regulations, the commission shall certify adopted plans or recommended ordinances and regulations to the legislative body of the city for its adoption.

(4) The legislative body of the city may return the plans and

recommended ordinances and regulations to the commission for further study or recertification or by a majority vote of the entire membership may adopt by ordinance or resolution the plans and recommended ordinances or regulations submitted by the commission. However, nothing in this subchapter shall be constructed to limit the city council's authority to recall the ordinances and resolutions by a vote of a majority of the council.

(5) Following adoption by the legislative body, the adopted plans, ordinances and regulations shall be filed in the office of the city clerk. The city clerk shall file the plans, ordinances, and regulations as pertain to the territory beyond the corporate limits with the county recorder of the counties in which territorial jurisdiction is being exercised.

### III. Land Use Plan Revisions

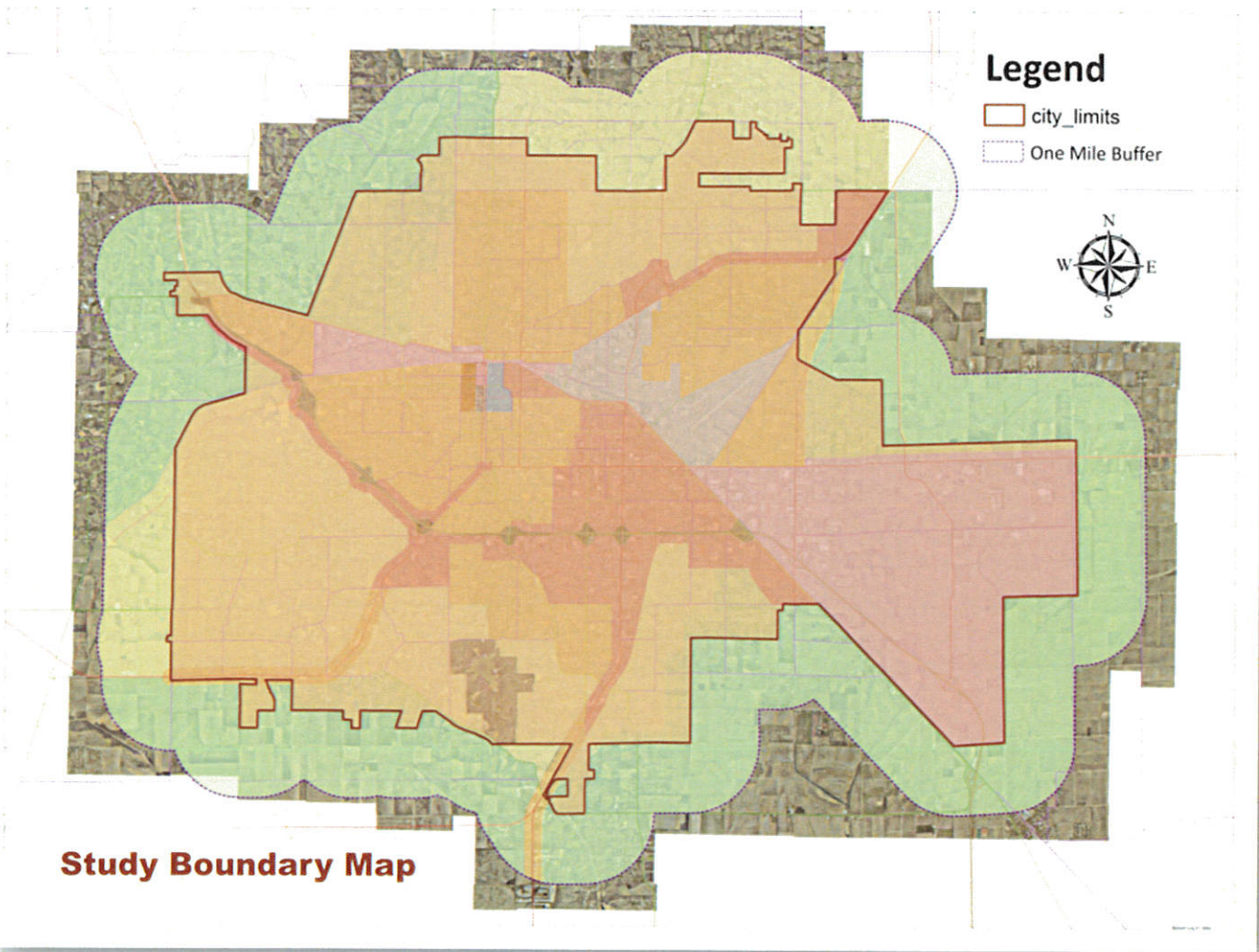
Because Jonesboro is in an era of heavy growth, the Land Use Plan will be reviewed every other year to make sure that it remains current and appropriate. Before any Land Use Plan Amendment is adopted by the Metropolitan Area Planning Commission and City Council, a specific finding must be made that one or more of the following apply, and such finding shall be recorded in the minutes of such update approval.

#### Justification for Land Use Map Revisions:

1. That major changes of an economic, physical or social nature have occurred within the planning area that were not anticipated in the adopted plan and have substantially altered the basic character of the area; or
2. That new information not available when the plan was adopted substantially altered the basis or rationale for a portion of the plan; or
3. That major changes have occurred outside the planning area that have rendered parts of the plan unrealistic or unattainable.

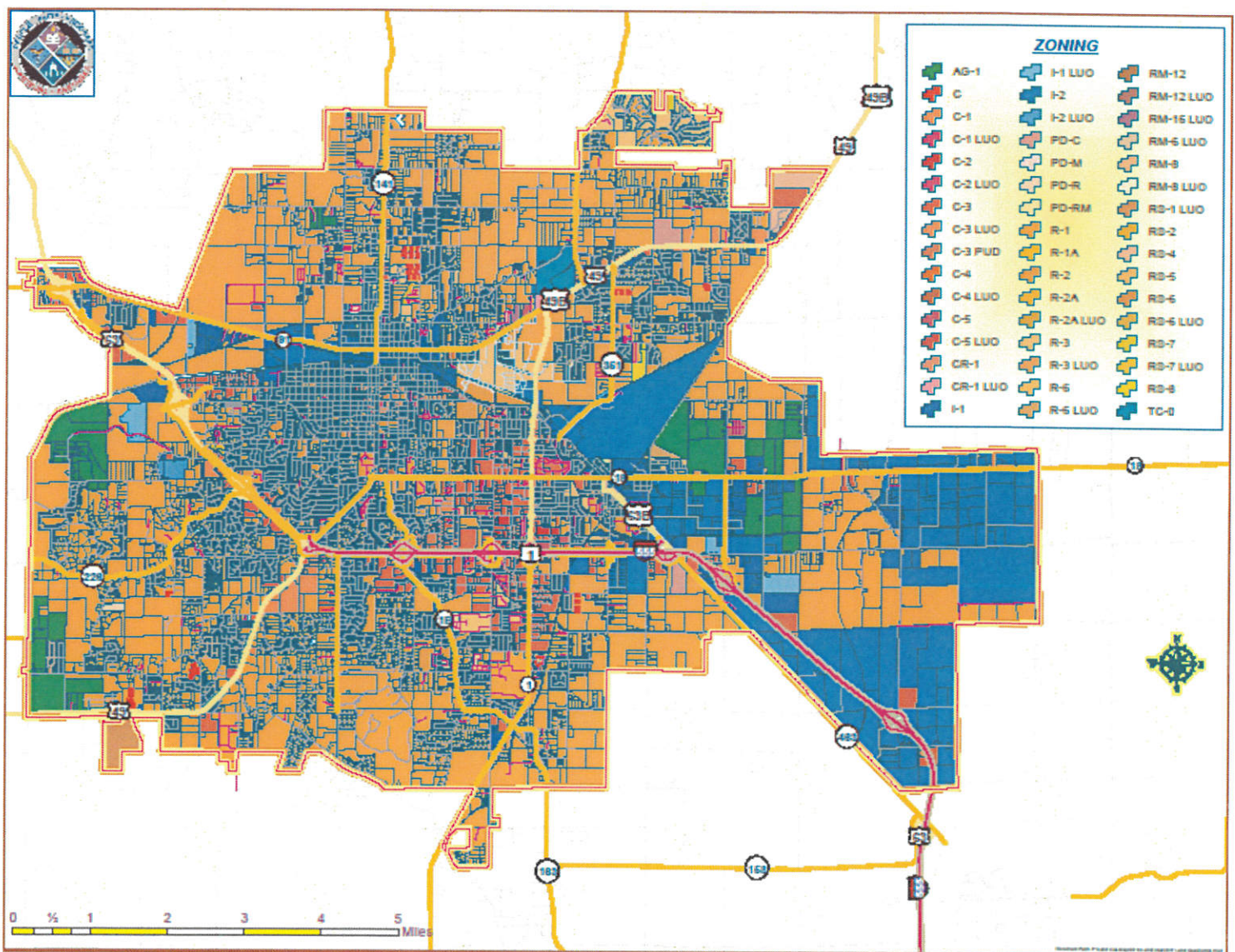
#### IV. Planning Study Area Boundary

The Land Use Study or Planning Area Boundary delineation is defined by a 1-mile buffer beyond the City Limits. This determination was guided by the most available data to the City provided through the GIS Mapping department and the County Assessor's Office.



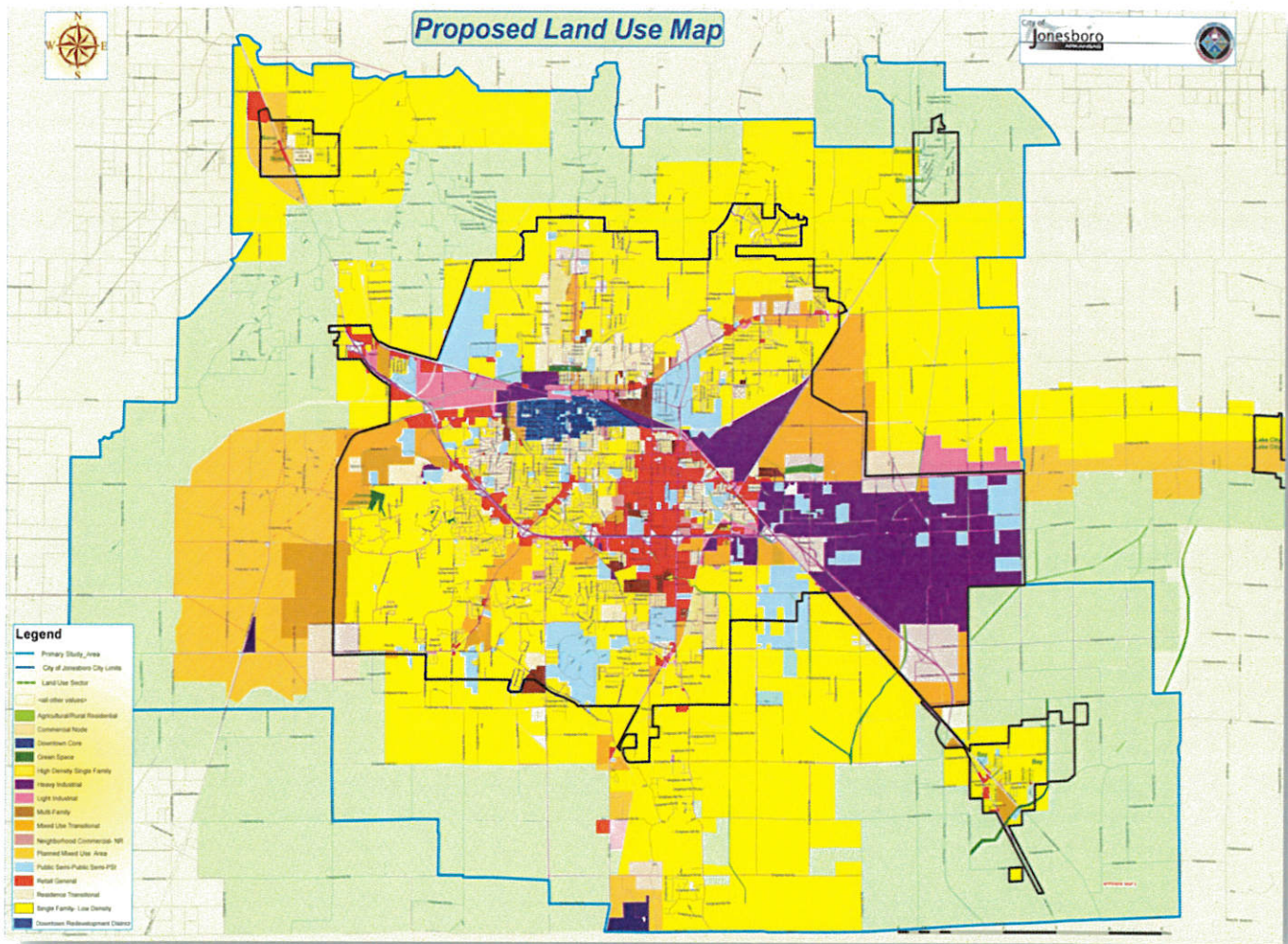
## V. Existing Land Uses

Due to major annexations that took place in April, 1989, large tracts of undeveloped land, much of which is agricultural, lie within the city limits. Also, because of major institutions such as Arkansas State University, St. Bernard's Regional Medical Center, NEA Baptist Hospital, the Arkansas Human Development Center, City Water and Light, among others, large portions of land have some form of institutional use or are reserved for future needs by those institutions.



## VI. 2017 Land Use Plan

The Land Use Plan for Jonesboro preceding this one was adopted in May 2015. Since that time Jonesboro has continued to grow and expand. In 2016 it was announced that two convention centers were looking at Jonesboro. Both have been in the planning phase since their announcement. With Greensboro Village starting construction and the continued growth in the city, there is a need to keep our Land Use Plan up to date. Therefore the LUAC has met and provided updates to the 2015 Plan to stay current with the continued growth of our city.





## VII. Current Land Use Plan

This new Land Use Plan has elements in common with the one that preceded it, namely:

1. It has a strong emphasis on urban design. Jonesboro residents are concerned about the appearance, design, and form of their community.
2. It provides flexibility in the arrangement of future land uses, while striving to avoid strip development and to promote a more pedestrian, bicycle and transit-friendly community.

### A. Growth Sectors

In order to provide more flexibility, the number of land use categories has remained the same from the 2015 plan. The concept was introduced by noted Arkansas planner Jim Von Tungln, and is loosely based on the urban-to-rural transect model used in some communities outside the state. The idea is to sort land uses based on their intensity, and the appropriateness of public facilities and resources available in each area to meet the intensity of impacts that result from the land use. For example, lower intensity development would be appropriate in flood prone areas where sewer is lacking, while more intense uses would be appropriate on major transportation arteries.

The combining of multiple land uses into growth sectors provides more responsible options to land owners or potential developers in seeking either re-zoning or development approvals. This will reduce the conflicts currently arising from re-zoning requests that are not consistent with the land-use plan.

Growth sectors also take into account a number of factors that determine what uses may be appropriate in a specific location. This will allow the planning commission to make decisions based on physical characteristics, availability of utilities, topography, size and bulk of planned buildings, contextual appropriateness, and efficiency of public resources.

While this approach serves to offer more flexibility in land use designation, it includes clear and concise zoning standards. **These standards will allow the planning commission and city council to make decisions that will protect the health, safety, and welfare of all within the planning area boundary.**

The Land Use Plan, in and of itself, does not change any of the existing underlying zoning. It only sets out the rough parameters for zoning of parcels that will be developed or redeveloped.

Additionally, the boundaries of each land use are intended to be a general guide to the appropriate development. If a proposed development meets the underlying intent of the land use description and is contiguous with that land use, it may extend into areas designated as a different land use.

## **B. Open Space**

The Land Use Committee has shown a strong preference for the development of more open space and parks throughout the city. This Plan encourages the preservation of open space and development of linear parks and trails in the vicinity of creeks and floodways as indicated on the map. As summarized in the findings, this Plan does not provide a comprehensive study of parks and open space, but challenges the city to consult with experts to evaluate possible connectivity and coordination along the various natural suitable lands and existing utility line easements.

## **C. Commercial Nodes**

This plan establishes two types of commercial nodes, with a different rationale for each:

**1. Residential Neighborhood Commercial Nodes (RNC)** - Areas suitable for convenience stores, car washes, dry cleaners, small bank branches and other services for area residents have been designated on the map in less densely developed areas, in accordance to the Zoning Ordinance. The intent of these nodes is to protect the underlying intensity of land uses in a given area, but prevent people from “having to drive 2-3 miles to buy a gallon of milk or diapers.” Other areas not currently designated on the map may be suitable for a Residential Neighborhood Commercial Node, but such development should only be considered near the intersection of two functionally classified roads as noted on the Master Street Plan, and also may only apply to property subject to rezoning, which has been submitted through the Planned District, Village Residential or Town Center Application Process.

**2. High Intensity Commercial Nodes (HIC)** - As with the 2015 Future Land Use Plan, this Plan seeks to limit strip development. Where it already exists, no attempt was made to change High Intensity strip development, but in areas where it is expected to occur in the next five-to-ten years, Commercial Nodes have been designated. According to Urban Land Institute guidelines, the “peak nodes of high-intensity, mixed-use residential and commercial development should be interspersed with stretches of low-intensity land uses or open space.”<sup>1</sup> This means that zoning property along major and minor arterials for high intensity uses is strongly discouraged in this Land Use Plan unless it is within the node or is property subject to rezoning, which has been submitted through the Planned District, Village Residential or Town Center Application Process.

## **D. Overlay Districts**

**Definition:** An Overlay District is hereby established within the city consistent with the objectives of the Land Use Plan adopted by the City. The overlay corridors are the main

entryways” into the City of Jonesboro. These access points define how people perceive the City of Jonesboro when coming into our city. As the main entry points these areas should show the best of what Jonesboro has to offer. The purpose of the Overlay District is to protect and enhance the scenic quality of the City’s highways and primary corridors designated below, create design stands for developments, and provide effective land use planning and facilitate traffic flow.

**Overlay areas:** The following streets will be defined as overlay areas into the City of Jonesboro. These overlay areas will run along the listed streets and shall be adjacent to the streets for a distance of 300 feet from the street right-of-way. If a portion of the property falls within the boundary of the overlay area, the whole property will be held to the requirements of the overlay area.

**Southwest Drive (Hwy 18/49)** from West City Limits to Culberhouse Road

**I-555/Hwy 63** the entire length inside the city limits of Jonesboro

**West Washington** from I-555 to Gee Street

**Stadium Drive (Hwy 1)** from city limits to I-555

**Red Wolf** from I-555 to Johnson

**Nettleton** from South city limits to Red Wolf

**Johnson** from North city limits to Red Wolf

**Dan Avenue (Hwy 91)** from Hwy 63 to Gee Street

**Highland (Hwy 18)** East city limits to Red Wolf

**Church (Hwy 141)** from North city limits to Johnson

**Old Greensboro Road (Hwy 351)** North city limits to Johnson (Hwy 49)

**Landscape:** In addition to the requirements for landscaping in the City of Jonesboro, the property inside the overlay, corridors will be required to add additional landscape. Buffers Yards: All area will be required to have front, rear, and side buffers yards. Front shall be 25’ grass vegetative buffer. Side yards shall be 10’ grass vegetative buffer, Rear yards shall be 10’ grass vegetative buffer, and exterior side yards shall be 15’ of vegetative buffer. In addition to the buffer areas, the front and exterior side yards shall have trees planted on 25-foot centers. Tree species to be planted within these corridors should be consist of plants that are native to the area.

**Signage:** Monument signs shall be the only type of signage allowed off the buildings in the Overlay District. The monument sign shall be ground mounted and match the architectural features of the building. The maximum height of the monument shall be eight feet in height for a single tenant building, and twelve feet in height for a multi-tenant building. The advertising area of the sign cannot contain over 50 percent of the sign face as changeable copy. Changeable copy can be static or LED but cannot be flashing, rotating, or distracting to “motorists” and/or “road users”. Signs shall be limited to no more than one sign per lot unless the lot width is greater than 300’. If greater than 300’, the lot may be allowed an additional monument sign for every 300’ of frontage.

**Design Requirements:** All new buildings within the Overlay District shall be required to have exterior features of at least 80% brick, wood or stone. Glass, architectural metals and stucco should only be used as accent features for the building. If parking lots are located in the fronts of the buildings, they should include landscaping islands at a ratio of one island for every ten parking spaces. All parking lot lighting within the overlay district shall be limited to full cutoff fixtures with a pole height not to exceed 18 feet. There shall be no light spillage onto adjacent property within this district.

### **E. How the Land Use Plan Relates to Zoning**

The Land Use Plan is the basis for zoning and other land development regulations, so that the zoning of any newly annexed property or rezoning of existing property should conform to the prescribed land uses. The procedure outlined above for revisions to the Plan should ensure that the Plan remains current and appropriate for the existing conditions. Nevertheless, the intent of this Land Use Plan is to be flexible, so that any number of uses are appropriate within a given Growth Sector, as long as they meet the following conditions:

Number of residential units per acre is appropriate,

Traffic produced by the development should not exceed the prescribed number of peak hour trips as estimated by the Institute of Transportation Engineers Trip Generation Manual.

Design, open space or other requirements of any overlay district that may be established in the area are met.

Commercial development in rural, low and moderate zones are of the type listed for each zone and are confined near the intersection of functionally classified roads as shown on the Master Street Plan.

Height restrictions are met.

### **V. Existing Land Uses**

Due to major annexations that took place in April 1989, large tracts of undeveloped land, much of which is used as agricultural but zoned R-1 Single Family Residential, lie within the city limits. Also, because of major institutions such as Arkansas State University, St. Bernard's Regional Medical Center, NEA Baptist Hospital, the Arkansas Human Development Center, City, Water and Light, among other large portions of land have some form of institutional use or reserved for future needs by those institutions.

## F. Future Land Use Committee Recommendations

During the process of developing the land use plan, there were numerous suggestions about how the committee would like to see future development with the city. The following list and definitions were ideas which the land use committee felt should be explored by the Metropolitan Area Planning Commission and the Jonesboro City Council.

**Landscape Ordinance:** All members of the committee agreed that the current landscape ordinance in use within the city is inadequate. All felt that a more restrictive ordinance requiring more greenspace, buffer areas, trees and shrubs should be explored.

**Form Based Codes** The committee likes the idea of Formed Based Codes. They suggested that as the city continues to move forward we should look at setting aside certain areas and converting that area into a form based code redevelopment area. These would be best in areas that are adjacent to the central core of Jonesboro and have an established street network in place. New urban street design helps repair city streets that were damaged by car-oriented traffic engineering.

**Redevelopment Areas:** These areas can be tied into the Formed Based Code design principles. They should be in areas that have experienced their first life cycle. They should be well defined areas that are easily monitored for improvement. The areas should be more concerned with form than traditional Euclidian zoning.

The committee recommended the following areas to be studied as redevelopment areas within the City of Jonesboro;

- Johnson Avenue
- Gee Street
- Old Nettleton Area

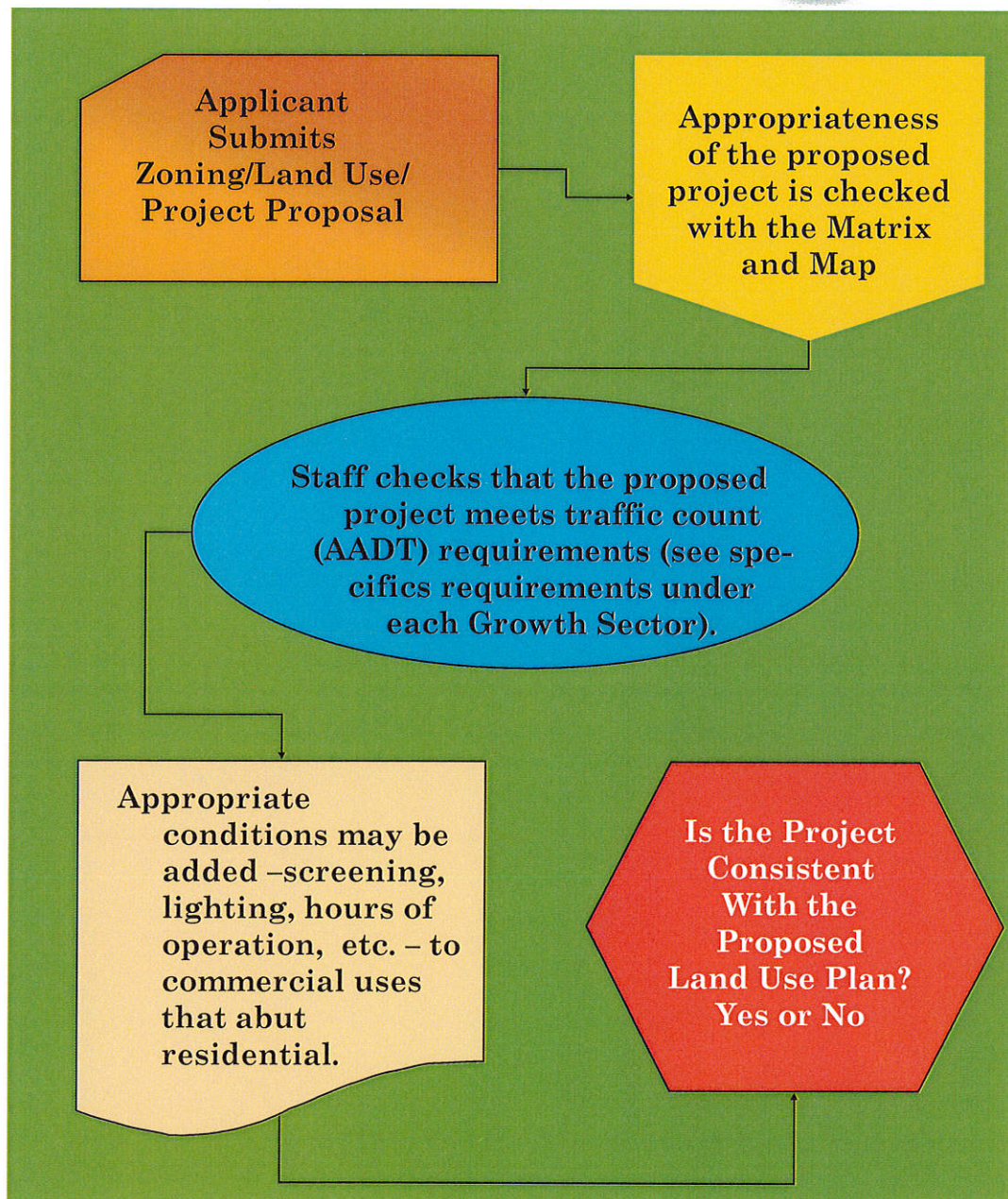
The Late Daniel Burnham made the following statement about planning for the future of a city;

“Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency.”  
— Daniel Burnham

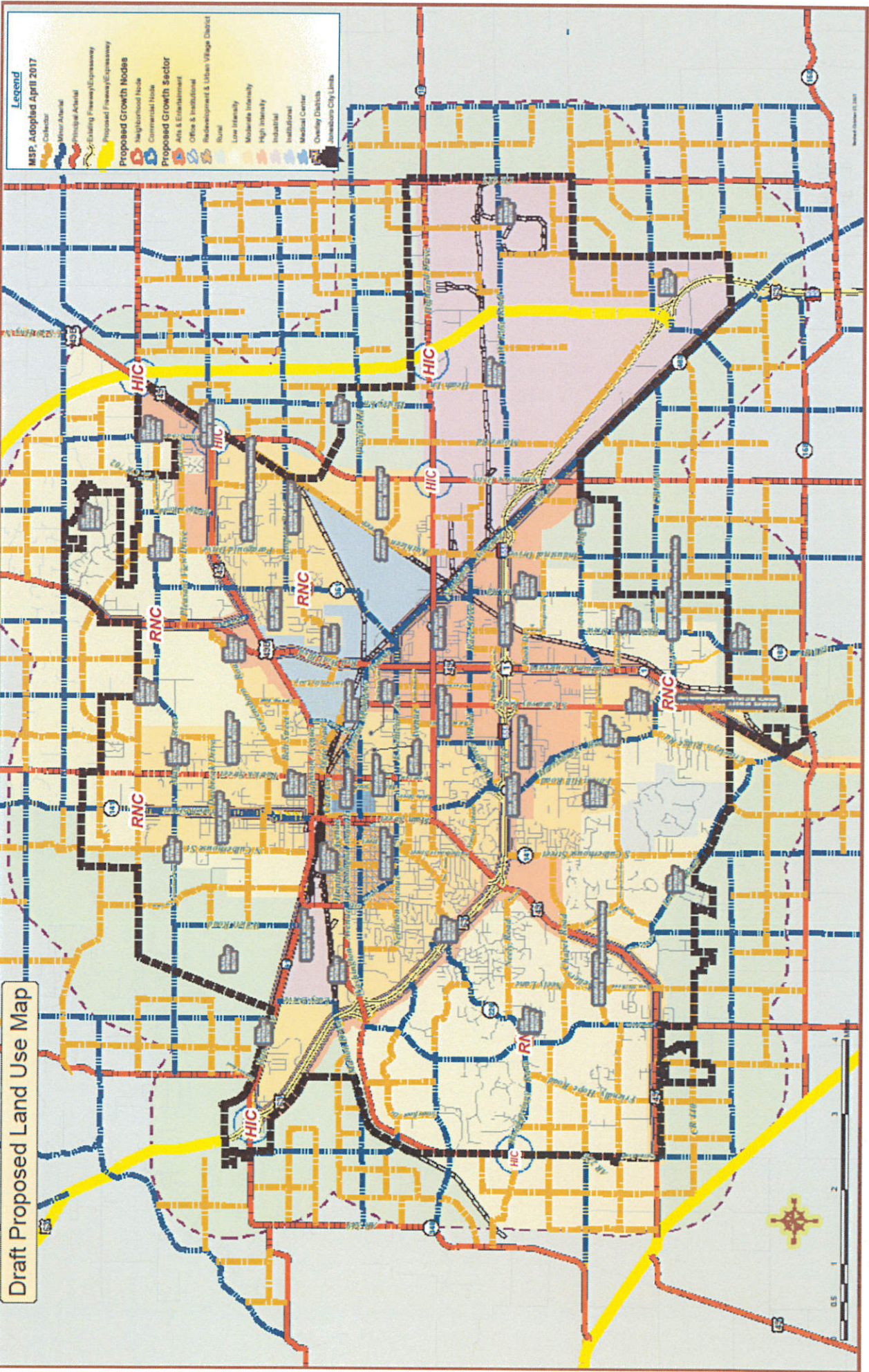
Growth Sector Categories- Table 1

Zoning Categories that Fit w/ Existing Land Uses (Newest Ordinance)	RURAL--This sector has low intensity uses that occur in areas traditionally devoted to agriculture. Typically no sewer is available. Limited development is advisable in some areas due to possible flooding. Small-scale businesses may be allowed at crossroads to serve needs of surrounding residents. Agricultural businesses may also be allowed at crossroads.	LOW INTENSITY --in this area transportation arteries are few and services like sewer are sparse. People move to these areas because they like the open feel, so that limited commercial development is allowed only at the crossroads of arterial and collector roads.	MODERATE INTENSITY-- A wider mix of land uses is appropriate in this sector. Control of traffic is the most important consideration. Where commercial abuts residential, limits on hours of operation, lighting standards, screening, etc. is appropriate.	HIGH INTENSITY--A wide range of land uses is appropriate in this zone.	INFILL/REDEVELOPMENT-- Receiving areas for redevelopment, where existing development has either been removed or has become functionally or physically obsolete.	DOWNTOWN, historic neighborhoods, Annexed neighborhoods with historical identity
Current Zoning Districts	Rural	Low Intensity	Moderate Intensity	High Intensity	Infill/Redevelopment	Downtown
Agricultural	X	X				
Rural Residential	X	X				
R-O Single-Family Low Density		X				
R-1 Single Family Medium Density						
RS-1 Thru RS-8 Single Family			X			
R-1A Single-Family High Density				X		X
R-2 Multi-Family Low Density			X			X
RM-4-12 Low Density						
R-2A Multi-Family Medium Density				X		X
R-3 Multi-Family High Density				X		X
RM-16 or Higher Density Multi-Fam.				X		X
C-5/CR-1 Neighborhood Commercial			X			
C-4 Neighborhood Commercial	X	X	X	X		
C-3 General Commercial				X		
C-2 Downtown Fringe Commercial			X			X
C-1 Downtown Core Commercial				X		X
I-1/I-2 Industrial Districts				X		
Residential Neighborhood Commercial Nodes (RNC)	[Yes for Planned Districts/Town Center/Village Residential only]	[Yes for Planned Districts/Town Center/Village Residential only]	[Yes for Planned Districts/Town Center/Village Residential only]			
High Intensity Commercial Nodes (HIC)				[Yes for Planned Districts/Town Center/Village Residential only]	[Yes for Planned Districts/Town Center/Village Residential only]	[Yes for Planned Districts/Town Center/Village Residential only]

# Plan Process Flowchart 1



Draft Proposed Land Use Map





## Chapter VIII: Growth Sectors

### A. Rural Intensity

Rural land uses are extremely low intensity uses that happen in areas that have traditionally been devoted to agriculture. These areas typically do not have sewer. In much of the area designated rural, flooding is a distinct possibility. Even though individual properties can be brought into conformation with flood-prevention standards to allow construction, limited development is still advisable.

At some of the rural crossroads, very small-scale businesses such as convenience stores may be allowed to serve the needs of the surrounding residents. Additionally, commercial businesses serving agricultural needs may be allowed at the crossroads. The intent is to prevent highway-oriented strip development even in these rural areas.

**Typical Land Uses:**

- Large lot single family residential
- Commercial businesses serving agricultural needs
- Small retail to meet needs of local residents
- Convenience store/gas station (at intersections of Collector and above)
- Neighborhood Markets
- Open Space
- Agricultural (Crop/animal)
- Stable or kennel
- Churches
- Institutional (wastewater treatment plants, sludge ponds, water towers, landing strips, cell towers, drainage ways)

**Density:** Single Family Residential on > 5 acre lots

**AADT:** N/A



**Fig. 1: Example Rural Development Type-Service Commercial**



**Fig. 2: Example Rural Development Type-Vacant Residential or Agricultural**



**Fig. 3: Example Rural Development Type-Large Lot Residential**



**Fig. 4: Example Rural Development Type-Service Commercial-Tractor Supply**



**Fig. 5: Example Rural Development Type-Service Commercial-Fueling Station**

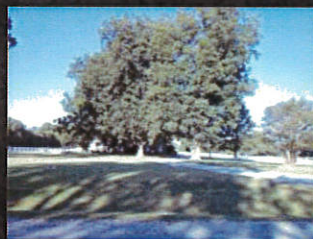
## B. Low Intensity

Low intensity uses take place in areas where transportation arteries are fewer and services like sewer are more sparse. Additionally, many Jonesboro residents have moved to areas of low intensity development because they like it that way, so that one of the major intents of this sector is to preserve the more laid-back feel to residential life. As a result, limited commercial development, primarily at the crossroads of arterials and collectors, is allowed. Where commercial development is allowed, it should be of higher quality construction materials and design. Also, limits on hours of operation, lighting standards, screening from residential uses, etc. are appropriate.

<b>Typical Land Uses:</b>	Moderate to large lot single family residential developments Neighborhood markets Neighborhood convenience stores Neighborhood services (dry cleaners, carwashes, small banks) Senior Living Centers/Nursing Homes, etc. Stable
<b>Density:</b>	Single Family Residential on 1/5 to 5 acre lots
<b>Height:</b>	40 feet
<b>Traffic:</b>	Approximately 100 peak hour trips (Commercial Only)



**Fig. 6: Example Low Intense Type- Neighborhood Market**



**Fig. 7: Example Low Intense Type- Larger Lot Residential**



**Fig. 8: Example Rural Development Type-Service Commercial-Convenience Store**



**Fig. 9: Example Low Intense Type- 1/3 Acre Lot Residential**

**C. Moderate Intensity**

A wider mix of land uses is appropriate in the moderate intensity sectors. Control of traffic is probably the most important consideration in this sector. Additionally, good building design, use of quality construction materials, and more abundant landscaping are important considerations in what is approved, more so than the particular use. Limits on hours of operation, lighting standards, screening from residential uses, etc. may be appropriate. Consideration should be given to appropriate locations of transit stops.

- Typical Land Uses:**
- Single Family Residential
  - Attached Single Family, duplexes, triplexes and fourplexes
  - Neighborhood retail, Neighborhood services
  - Office parks
  - Smaller medical offices
  - Libraries, schools, other public facilities
  - Senior living centers/nursing homes, etc.
  - Community-serving retail
  - Small supermarket
  - Convenience store
  - Bank
  - Barber/beauty shop
  - Farmer’s Market
  - Pocket Park

**Density:** 1/5 to 1/3 acre lots for Single Family

No more than six dwelling units per acre for Multi-Family. Multi-Family should only be allowed on collector and above streets that have been improved or scheduled to be improved in the next construction cycle of city projects unless the developer is willing to build the roads to Master Street Plan stands that serve the development.

**Height:** 4 stories

**Traffic:** Approximately 300 peak hour trips (Commercial Only)



Fig. 10: Example Moderate Intense Type-Nursing Home



Fig. 11: Example Moderate Intense Type- Retail Service



Fig. 12: Moderate Intense Type- Retail/Office



Fig. 13: Example Moderate Intense Type- Retail Service



Fig. 14: Example Moderate Intense Type- Retail Service



Fig. 15: Example Moderate Intense Type- Small Lot Res.



Fig. 16: Example Moderate Intense Type- Retail Service

### D. High Intensity

A wide range of land uses is appropriate in the high intensity zone, from multi-family to fast food to Class A office space to outdoor display/highway oriented businesses like automotive dealerships, because they will be located in areas where sewer service is readily available and transportation facilities are equipped to handle the traffic.

<b>Typical Land Uses:</b>	<ul style="list-style-type: none"> <li>Regional Shopping Centers</li> <li>Automotive Dealerships</li> <li>Outdoor Display Retail</li> <li>Fast Food Restaurants</li> <li>Multi-family</li> <li>Service Stations</li> <li>Commercial and Office</li> <li>Call Centers</li> <li>Research and Development</li> <li>Medical</li> <li>Banks</li> <li>Big Box Commercial</li> <li>Hotel</li> </ul>
<b>Density:</b>	Multi-family 8-14 Dwelling Units per acre
<b>Height:</b>	150 feet
<b>Traffic:</b>	This will be located along arterial streets with high traffic volume.



Fig. 17: Example High Intense Type- Retail Service



Fig. 18: Example High Intense Type- Retail Service



Fig. 19: Example High Intense Type- Small Lot Res.



Fig. 20: Example High Intense Type- Retail Service



Fig. 21: Moderate High Type- Retail/Office

**E. High Intensity Commercial Nodes**

The sections identified on the land use map as high intensity consist primarily of areas where high intensity uses are already in place and strip development is common.



**Fig. 22: Example-High Intense Commercial Nodes**



**Fig. 23: Example-High Intense Commercial Nodes**



**Fig. 24: Example-High Intense Commercial Nodes**



**Fig. 25: Example-High Intense Commercial Nodes**



**Fig. 26: Example-High Intense Commercial Nodes**



**Fig. 27: Example-High Intense Commercial Nodes**



**Fig. 28: Example-High Intense Commercial Nodes**



**Fig. 29: Example-High Intense Commercial Nodes**



**Fig. 30: Example-High Intense Commercial Nodes**



**Fig. 31: Example-High Intense Commercial Nodes**



**Fig. 32: Example-High Intense Commercial Nodes**



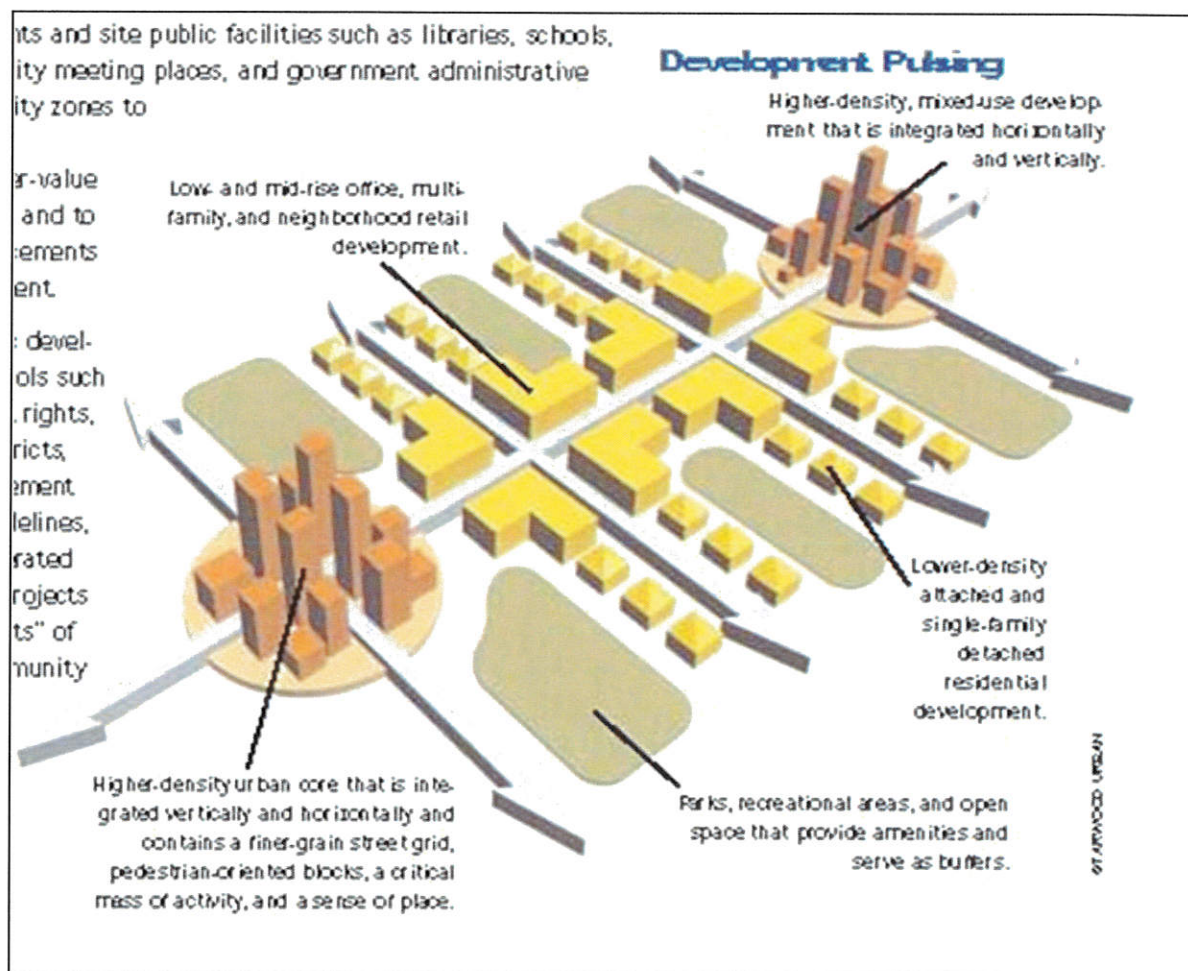
**Fig. 33: Example-High Intense Commercial Nodes**

However, future strip development is discouraged, to be replaced by what the Urban Land Institute calls “pulsed nodes of development,” that are areas of mixed-use residential and commercial development interspersed with stretches of low-intensity land uses or open space as shown below.

High Intensity Commercial Nodes may contain most of the land uses listed under High Intensity, but they are to be clustered in 40-200 acre developments or combinations of developments situated within a ¼-1/3 mile radius of the intersection of arterial roadways. Use of high quality materials, good design, on-street parking, landscaping, and open spaces will be key features of developments contained in these nodes. Good connectivity for bicycle and pedestrian transportation will be featured, as well as appropriately placed bus stops.

**High Intensity Commercial Nodes (Cont.)**

- Typical Land Uses:** Multi-family  
Attached single family residential  
Retail  
Medical and Professional, Banks  
Commercial, office, and service  
Hotel
- Density:** 6-14 units per acre for Multi-family
- Height:** 150 feet
- Traffic:** This will be located along arterial streets with a high traffic



volume

## F. Downtown

Downtown is the focal point of Jonesboro. The compact, walkable environment is the hub of employment, entertainment, civic and cultural activities, with a mix of housing types thrown in. Downtown Jonesboro is symbolic of the growth of the Jonesboro area, starting with the historic downtown commercial buildings, St. Bernard's Regional Medical Center, the Craighead County Courthouse, and the Jonesboro Municipal Center, plus the traditional grid street network. Design guidelines developed by the City in conjunction with the Downtown Jonesboro Association, as well as appropriate setback, parking, on-street parking, landscaping, and open space requirements will help maintain the downtown feel. Outdoor seating for restaurants, pocket parks, and plazas will encourage strolling and will add to the sense of place. Additionally, the wide range of uses will help to ensure this area remains vital seven days a week.

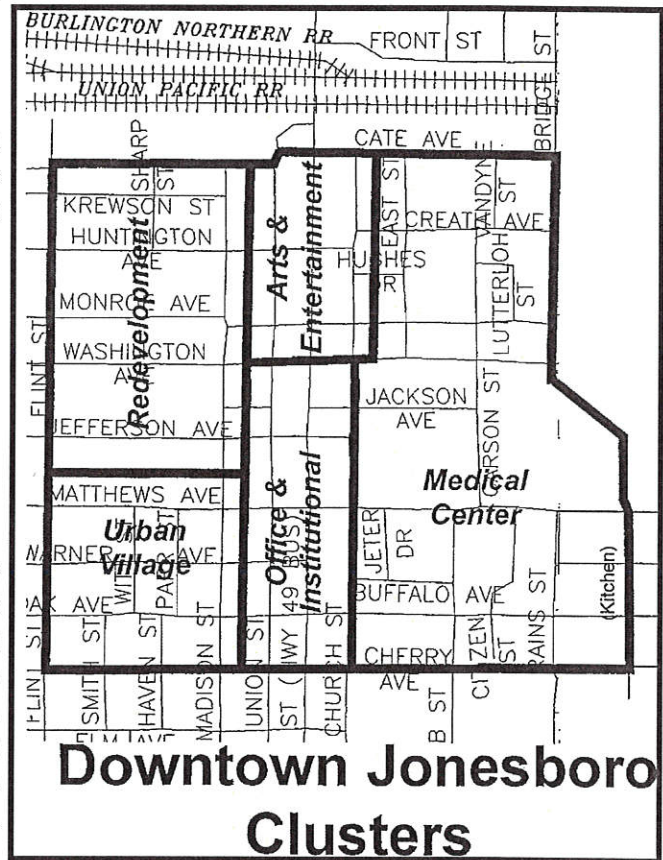
### Downtown Clusters

The following clusters are currently in place in Downtown Jonesboro, as originally derived by the Hyett Palma Study:

- Medical Center;
- Office and Institutional;
- Urban Village; and
- Arts and Entertainment

#### 1. Medical Center

With the presence of St. Bernard's Regional Medical Center as well as its medical, clinical offices, and facilities owned also by NEA Baptist Hospital - Bernard's - Downtown is home to a considerable medical center cluster. This is perhaps the strongest cluster within Downtown Jonesboro, at this time, and one that is expanding continuously.



Source: Downtown Hyett Palma Study- 1999;  
 Note this map does not reflect area boundaries of the current/proposed land use map.

The entire Medical Mile area has evolved in a very positive fashion over time. This has promoted a major clean-up and enhancement of the edges of the Medical Center Cluster as originally recommended by the Hyett Palma Study. The efforts should continue to promote links between the Medical

Center Cluster and the other clusters within Downtown, as well as the Arkansas State University Campus.

The Medical Center Cluster is composed mostly of "hard materials - e.g., brick, concrete, and asphalt - and contains little in the way of greenery, at this time. It is evident with the new greenway pedestrian trail that this cluster will continue to evolve with increasing numbers of trees, flowers, landscaping, adequate parking facilities, and open space.

The Hyett Palma Study has noted that this area can have a huge impact on the overall visual appeal of Downtown. Therefore, it is suggested that the institutions located within this Medical Center Cluster set an example in making Downtown a beautiful aesthetically pleasing area through attention to building design, landscaping, and signage.

## **2. Office and Institutional Cluster**

This cluster is comprised primarily of County government facilities, the attendant professional service firms that tend to locate near County facilities, and churches. Downtown Jonesboro is fortunate to have this concentration of uses and the employees and patrons they bring into Downtown on a daily basis.

The Office and Institutional Cluster should be reinforced through the following actions.

County government, professional offices, and churches should continue to be concentrated in this cluster.

This is an area of higher density within Downtown, which is appropriate. And, as infill development occurs in this cluster, it should continue the higher density pattern now found here.

Strong pedestrian links should be maintained between this and other clusters within Downtown - especially with the Arts & Entertainment Cluster described below. This is extremely important since the employees and patrons of the Office and Institutional Cluster are a built-in customer base that can influence the success of the Arts & Entertainment Cluster.

The visual appeal of the Office and Institutional Cluster should be improved through high quality building design and construction and the paving and landscaping of all parking lots in the cluster.

All new real estate development projects occurring in this cluster should be required to accommodate the parking needs of their employees and clients.

## **3. Urban Village Cluster**

This is a very appealing residential area which should be recognized as a valuable asset - one which Downtown and the City are fortunate to have.

Downtown's Urban Village should be reinforced through the following.

The private and public sectors should do everything possible to encourage families to restore and invest in property within this cluster.

Financial institutions should become involved in this area enhancement by offering favorable mortgage terms to those interested in buying and restoring homes here.

The public and private sectors should recognize the value of this cluster as a close-in



residential enclave of great charm - and one that provides Downtown with a customer base of residents who can walk to employment, businesses, and cultural venues within Downtown.

#### 4. Arts & Entertainment Cluster

This is a very important area within Downtown Jonesboro since:

- It is the area of Downtown that contains the greatest concentration of older commercial buildings;
- It is the area of Downtown about which the community is most concerned; and
- It is the area of Downtown which offers the only possibility of creating the day-to-evening animation so desired by the community.

The Arts & Entertainment Cluster should be orchestrated by:

- Creating a concentration of unique art, entertainment, food, and retail uses in the 'first floor spaces of this cluster;
- Filling the upper stories of buildings within this cluster with market rate housing;
- Focusing attention first on Main Street - creating a cluster of recommended uses along this street first and then building out from there; and
- Enhancing the Arts & Entertainment Cluster to be an area that is very pedestrian-oriented.

#### 5. Redevelopment Cluster

The enhancement of this area represents a longer-term effort. Investment in the Redevelopment Cluster will increase after values increase in the remainder of Downtown. In other words, enhancement of the Downtown Redevelopment Cluster will become feasible after the balance of Downtown's market has been strengthened.

At that time, enhancement of the Redevelopment Cluster should be orchestrated by:

- Encouraging a mixture of uses to be developed in this area, including offices, services, government facilities, and housing;
- Recognizing that this cluster is not an appropriate location for general retail uses;
- Encouraging quality real estate *development* projects similar to those which have recently occurred along Washington Avenue between Flint and Madison streets; and
- Recognizing the importance of code enforcement in this area.

### a. Downtown-University Corridor (Aggie Road Connector)

Revitalization of the Downtown-University Corridor is, in reality, a journey rather than a project. As master developer is being sought to lead, inspire, envision and catalyze the work that must be done. Jonesboro community must assume the leadership role and promote a development that transforms the corridor into a dynamic, integral component of the city, and a point of pride for the entire community.

Initial focus is anticipated to be from the brownfield (former shoe factory) site (Patrick/Aggie Rd. ), creating safe, inviting, walkable areas which can provide attractive residential options for a multigenerational community, from students and young couples or families to seniors in independent or assisted living.

The second aspect is the linkage to downtown. This will focus not only on additional residential offerings, but also on retail, restaurant and entertainment spaces, complementing and extending the vibrant downtown area. Two potential anchor properties are envisioned: first, redevelopment of the railroad roundhouse as a retail and entertainment or community center; numerous examples of such projects, which have been highly successful, are available. To the east of the round-house, the largely vacant land would lend itself to outdoor recreational space, possibly including a water park. The other attractive opportunity would be the existing ice plant, which appears to have potential as a restaurant / music venue.

Redevelopment would keep the street grid basically intact, but with upgrades to improve north-south connectivity, knitting North Jonesboro more tightly into the greater Jonesboro community with improved access to medical services and other destinations, and multimodal capabilities for east-west connections to encourage not only better traffic flow but also support upgraded transit capabilities and enhanced pedestrian and cycling opportunities. All of this will create greater activity in the neighborhood, which not only adds vibrancy but also serves to enhance safety by putting more “eyes on the street”.

A key aspect of the redevelopment plan will be working to mitigate the negative impact of the rail lines, which coincides with the City’s initiative to work with UP and BNSF to resolve traffic issues. Traffic improvements will need to accommodate pedestrians and cyclists as well as vehicles, and as noted previously, berms and plantings can be incorporated not only for noise mitigation but also to provide greater safety and security for railroad property.

Improved access across the rail lines, together with upgrades of north-south streets will support ongoing revitalization efforts for North Jonesboro by knitting it more closely into the fabric of the greater community. These projects will also support and enhance continued development to the northeast along Johnson.

Large-scale redevelopment will also provide an opportunity to address drainage and stormwater issues which have weighed on the area for many years. As an example, detention facilities can be incorporated in residential projects as well as recreational / greenspace areas as water features.

**b. Downtown**

- Typical Land Uses:**
- Multi-family
  - Attached single family residential
  - Retail
  - Medical and Professional Offices
  - Public Plaza
  - Pocket Park
  - Parking Deck
  - Museums and Libraries
  - Live/work/shop units
  - Sit-down Restaurants
  - Corporate Headquarters
  - Conference Center
  - Government Buildings
  - Commercial, office, and service
- Density:** 6-14 units per acre for Multi-family
- Height:** 6 stories
- Traffic:** No more than 300 peak hour trips



Fig. 34: Example-Downtown



Fig. 35: Example-Downtown



Fig. 36: Example-Downtown



Fig. 37: Example-Downtown



Fig. 38: Example-Downtown



Fig. 39: Example-Downtown



Fig. 40: Example-Downtown



Fig. 41: Example-Downtown

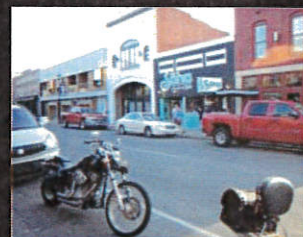


Fig. 42: Example-Downtown

## **G. Industrial**

Industrial uses include those considered “heavy,” such as large-scale manufacturing and production concerns, including assembly and processing, regional warehousing and distribution, bulk storage and utilities. These areas are located in close proximity to the major transportation corridors, and should generally be buffered from surrounding development by transitional uses or landscape areas that increase in size as development intensity increases. Heavy industrial centers may require larger sites because activities are not confined entirely to buildings. Conveyor belts, holding tanks, smoke stacks, or outdoor storage all may be present in a heavy industrial center.

Smaller scale “light” industrial uses include warehousing, storage, limited manufacturing, research and development, laboratories, transportation terminals, and wholesale activities in enclosed facilities without offensive emissions or nuisance.

## **H. Institutional/Special Land Uses**

Land uses in this category represent a unique and single purpose function for which normal zoning classifications do not apply. Their locations are often determined by functional necessity. They include the following land uses:

Airports	Prisons
Public Facilities	Wastewater Treatment Plant
Arkansas State University	Stadium
Schools	Healthcare Campus



**Fig. 43: Example - Industrial**

### **Future Land Use Plan Recommendations:**

*Because of specialized expertise needed and the amount of detailed analysis deserved, the LUAC forwards the following priority items to the MAPC & City Council:*

- The City should in the very near future consider contracting out a Master Parks & Recreation Plan.
- Begin individual Neighborhood Study/Plans, starting with already established Neighborhood Associations/Areas.
- The City Should develop individual Corridor Study Plans.
- The City Should refine and adopt an Updated Greenway/Open Space/Bikeway Plan.
- The City Should adopt a Master Sidewalk Plan.

*AS PRESENTED BY*  
**LAND USE ADVISORY COMMITTEE**

*January 29, 2018*

<b>William Hall,</b> Arkansas State University	<b>Carroll Caldwell,</b> Coldwell Banker Village Communities, Inc.	<b>Darren May,</b> Abilities Unlimited
<b>Eric Scarbrough, P.E.</b> Jonesboro Citizen	<b>Jerry Halsey, Jr.</b> Halsey, Thrasher, Harpole, Inc.	<b>Michael Sullivan</b> Suddenlink Communications
<b>Kevan Inboden, P.E.</b> Special Projects Administrator , City Water & Light	<b>Gene Vance</b> Jonesboro City Council	<b>George Hamman, P. E.</b> Civilogic Engineering
<b>Pam Alexander,</b> HarnessPoint Community Solutions	<b>Ray Osment</b>	<b>Joseph Msall</b> Center Point Energy
<b>Terry G. Bare, PS,</b> Fisher Arnold	<b>James Dunivan</b> Nettleton Public Schools	<b>Rusty Travathan</b>
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