



A Future Guide for Jonesboro's Development

LAND USE PLAN



Jonesboro, Arkansas

Municipal Center

300 S. Church St.

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 last 12-16 months 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

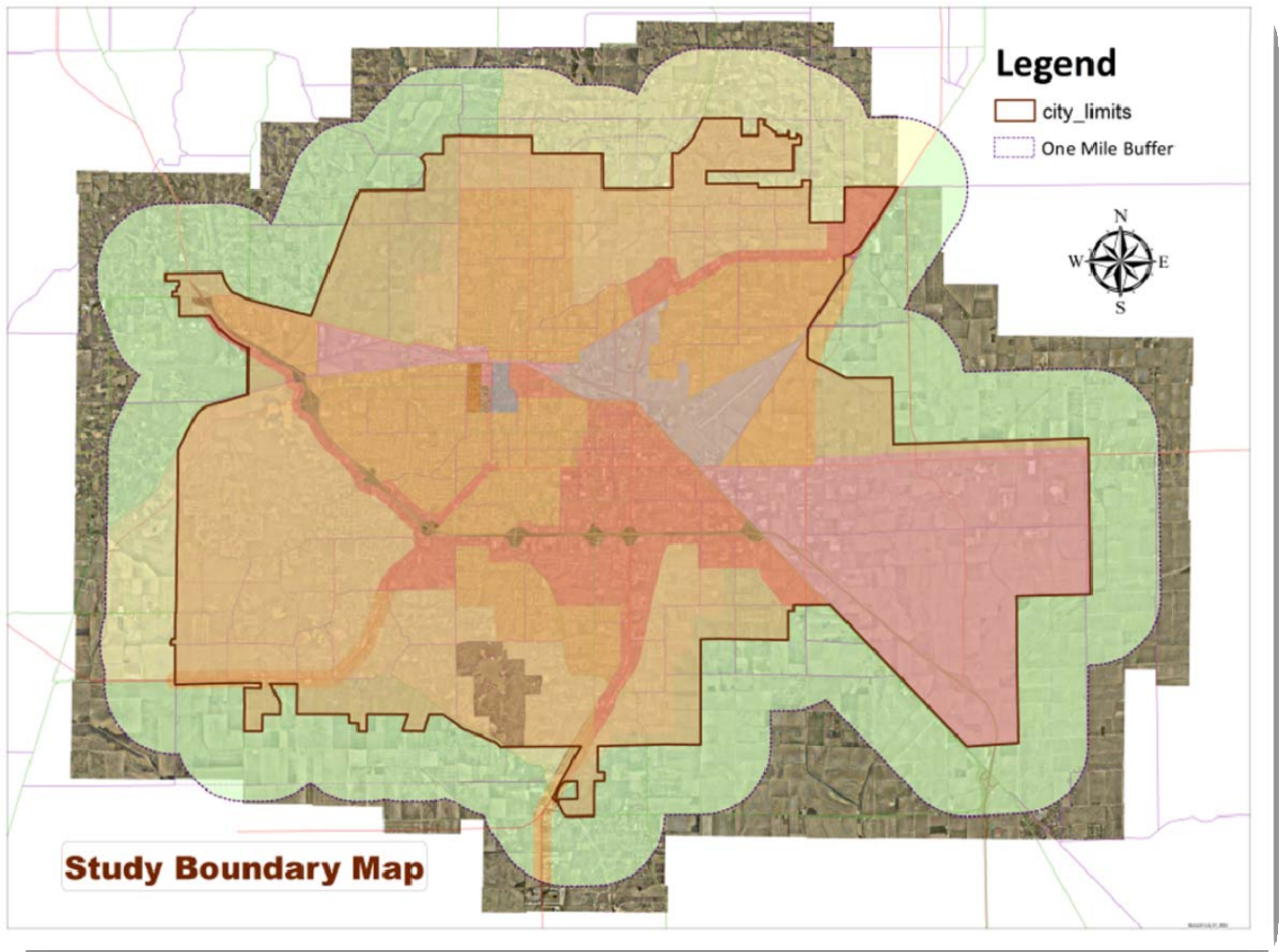
Because Jonesboro is in an era of heavy growth, the Land Use Plan will be reviewed every other year to make sure that it remains current and appropriate. Before any Land Use Plan Amendment is adopted by the Metropolitan Area Planning Commission and City Council, a specific finding must be made that one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

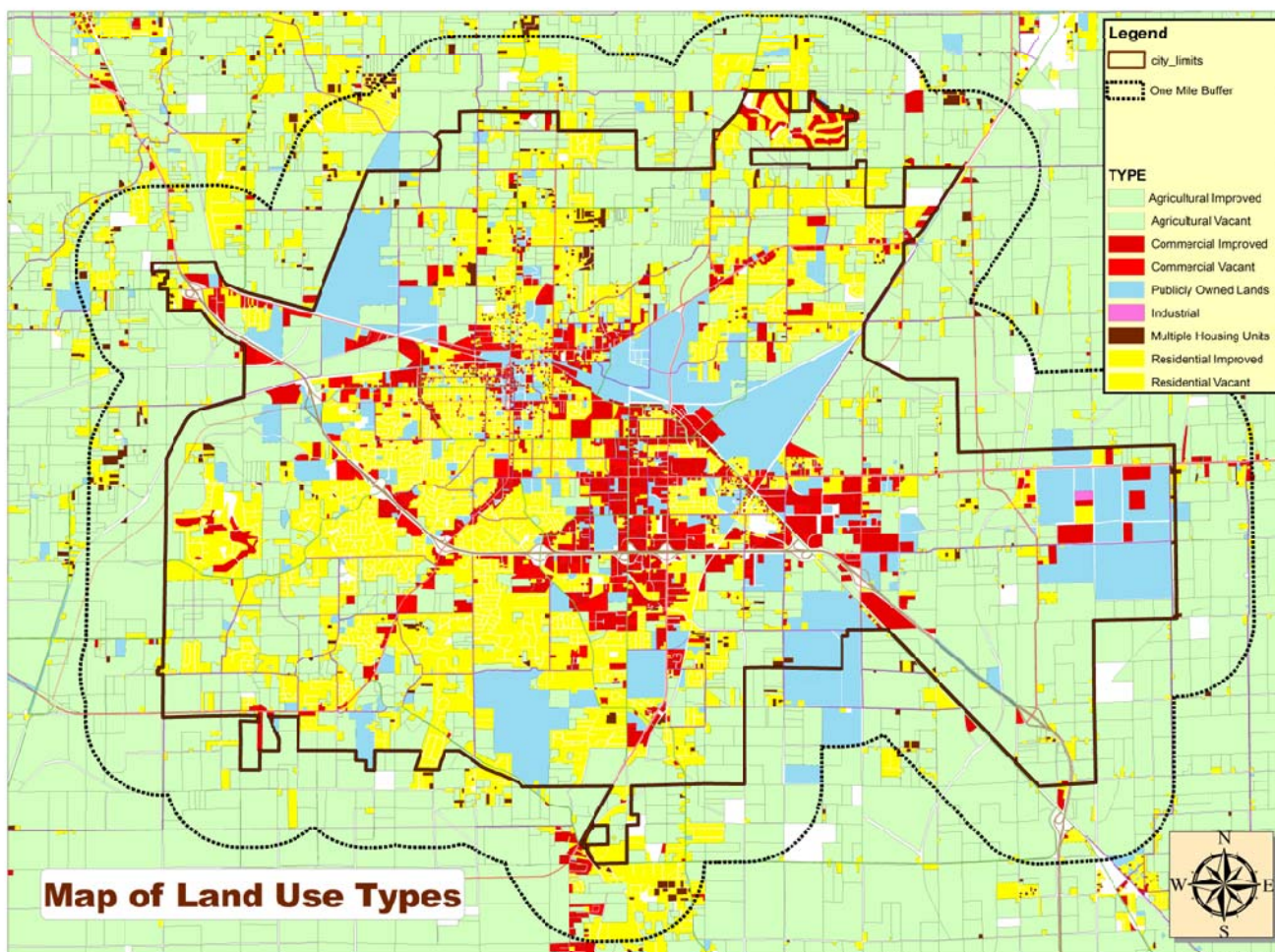
IV. Planning Study Area Boundary

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.



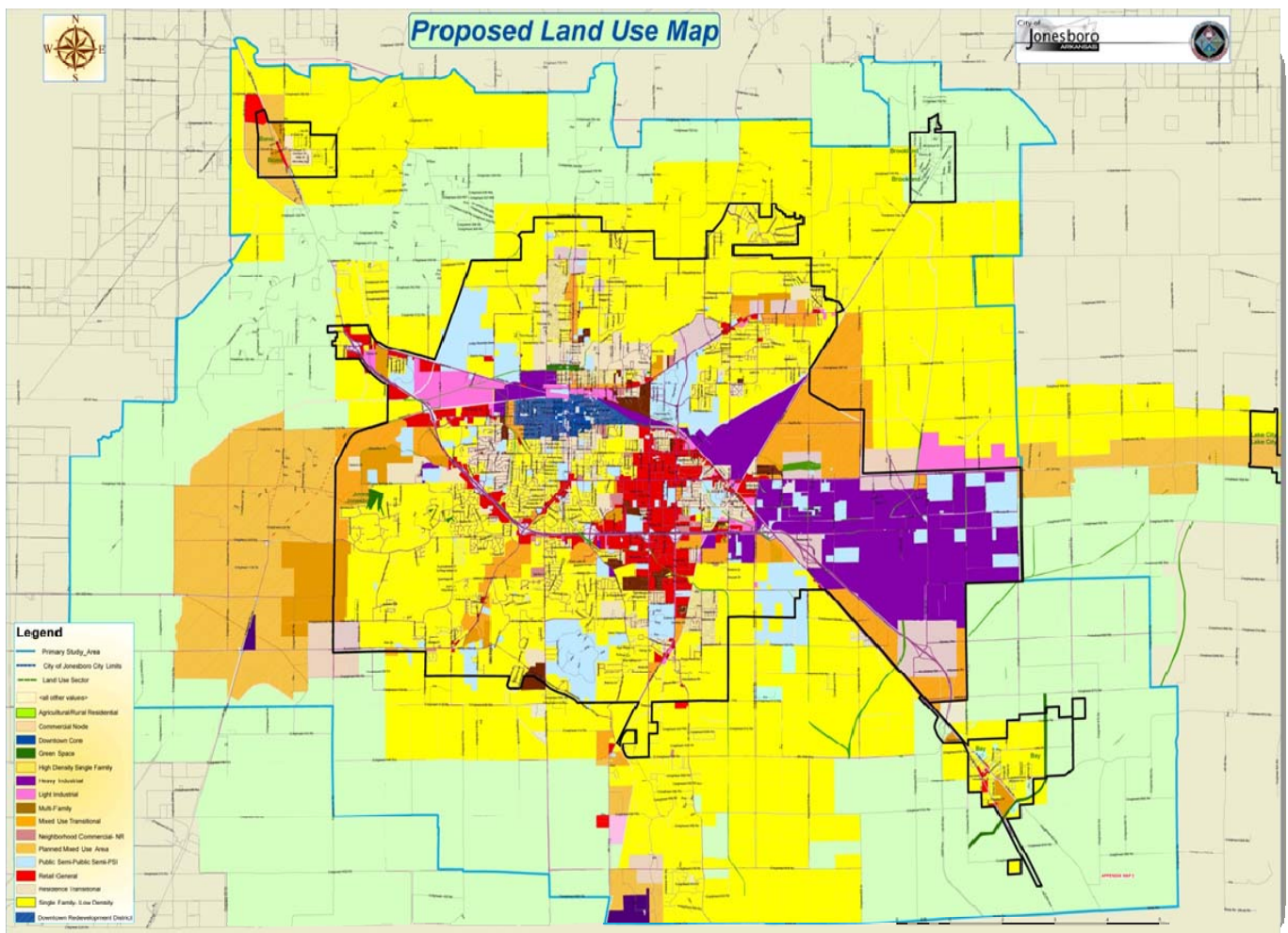
V. Existing Land Uses

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. Bernards 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. 2010 Land Use Plan

The Land Use Plan for Jonesboro preceding this one was adopted in January, 2010. As it was being formulated, word came that NEA Baptist Hospital was going to relocate from its current place in Southeast Jonesboro to new facilities on Highway 49 in Northeast Jonesboro. This relocation became a game-changer that rapidly made the 2010 Plan obsolete, as multiple owners of formerly rural parcels of land requested rezoning to commercial classifications. The hospital's relocation plus the rapid commercial growth taking place throughout the city as Jonesboro has prospered despite the 2008-9 recession, made it necessary to revise the Land Use Plan again, starting in 2013.



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. Meetings with citizens as the 2010 plan was developed revealed that 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 been reduced from the 2010 plan, and a different scheme, based on “growth sectors” is being utilized. The concept of growth sectors was introduced to the Land Use Advisory Committee by noted Arkansas planner Jim von Tungeln, 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 Land Use Advisory in this approach moved away from single-brush land use districts by combining them into growth sectors based on suitability factors and development issues. The land uses within the growth sectors are the same as in the 2010 Future Land Use plan. 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 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 physical characteristics, availability of utilities, topography, size and bulk of planned buildings, contextual appropriateness, and efficiency of public resources.

The growth sectors are designed specifically to address land use issues in the Jonesboro planning area. Recommendations were made for the committee to consider by the consultant, and appropriate land uses have been extracted from the pre-existing Future Land Use Plan.

While this approach serves to offer more flexibility in land use designations, it includes clear and concise zoning standards. These standards would allow the planning commission and city council to make decisions that would 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. This may lead to some apparent inconsistencies; for example, the area east of Red Wolf Boulevard (formerly Stadium) between Aggie Road and Johnson Avenue is categorized as Moderate Intensity, even though existing housing in the area includes multi-family and more dense single family residential. But the intent of the Moderate Designation is to limit the intensity of future uses in this area.

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

Comments received from the public during the development of previous land use plans and during the recently concluded *Vision 2030* process showed 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 2010 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.”¹ 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

The Plan anticipates that the Metropolitan Area Planning Commission and Jonesboro City Council will adopt language that allows for the establishment of overlay districts to help achieve specific objectives in certain areas. An overlay district is used to establish alternative land development requirements within a specific area that requires special attention, such as an environmentally sensitive area, historic district, or rapidly developing strip corridor. The overlay is usually superimposed over conventional zoning districts. It consists of a physical area with mapped boundaries and written text spelling out requirements that are either added to, or in place of, those of the underlying regulations.

Because of the strong public preference for quality design, design overlay districts may be established to help implement the Land Use Plan in the absence of city-wide commercial design guidelines.

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.

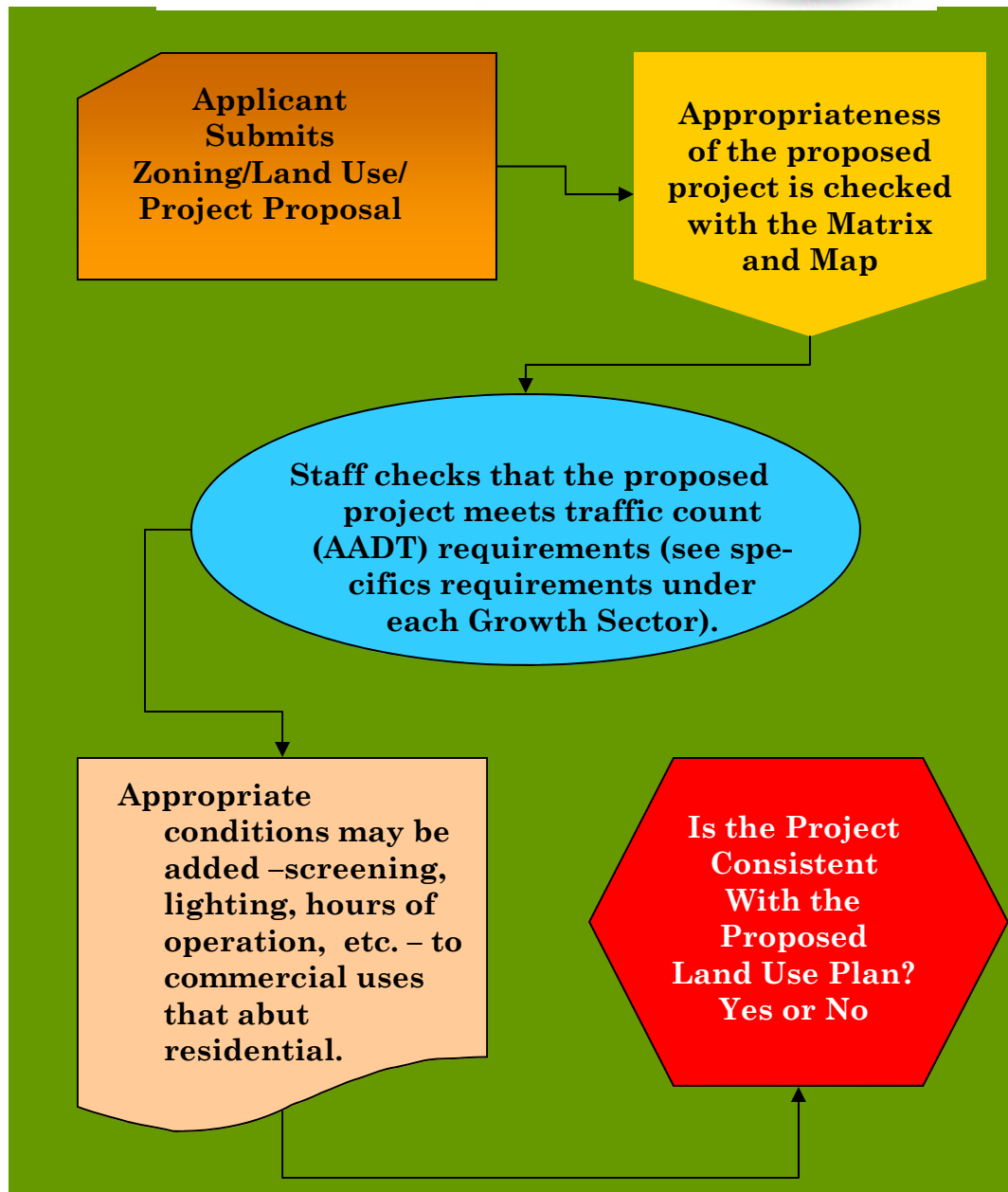
Design, open space or other requirements of any overlay district that may be established in the area are met.

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.

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 RM-4-12 Low Density			X			X
R-2A Multi-Family Medium Density				X		X
R-3 Multi-Family High Density RM-16 or Higher Density Multi-Fam.				X		X
C-5/CR-1 Neighborhood Commercial			X			
C-4 Neighborhood Commercial	X	X				
C-3 General Commercial				X		
C-2 Downtown Fringe Commercial			X			X
C-1 Downtown Core Commercial				X		X
I-1/-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



LAND USE MAP

Legend

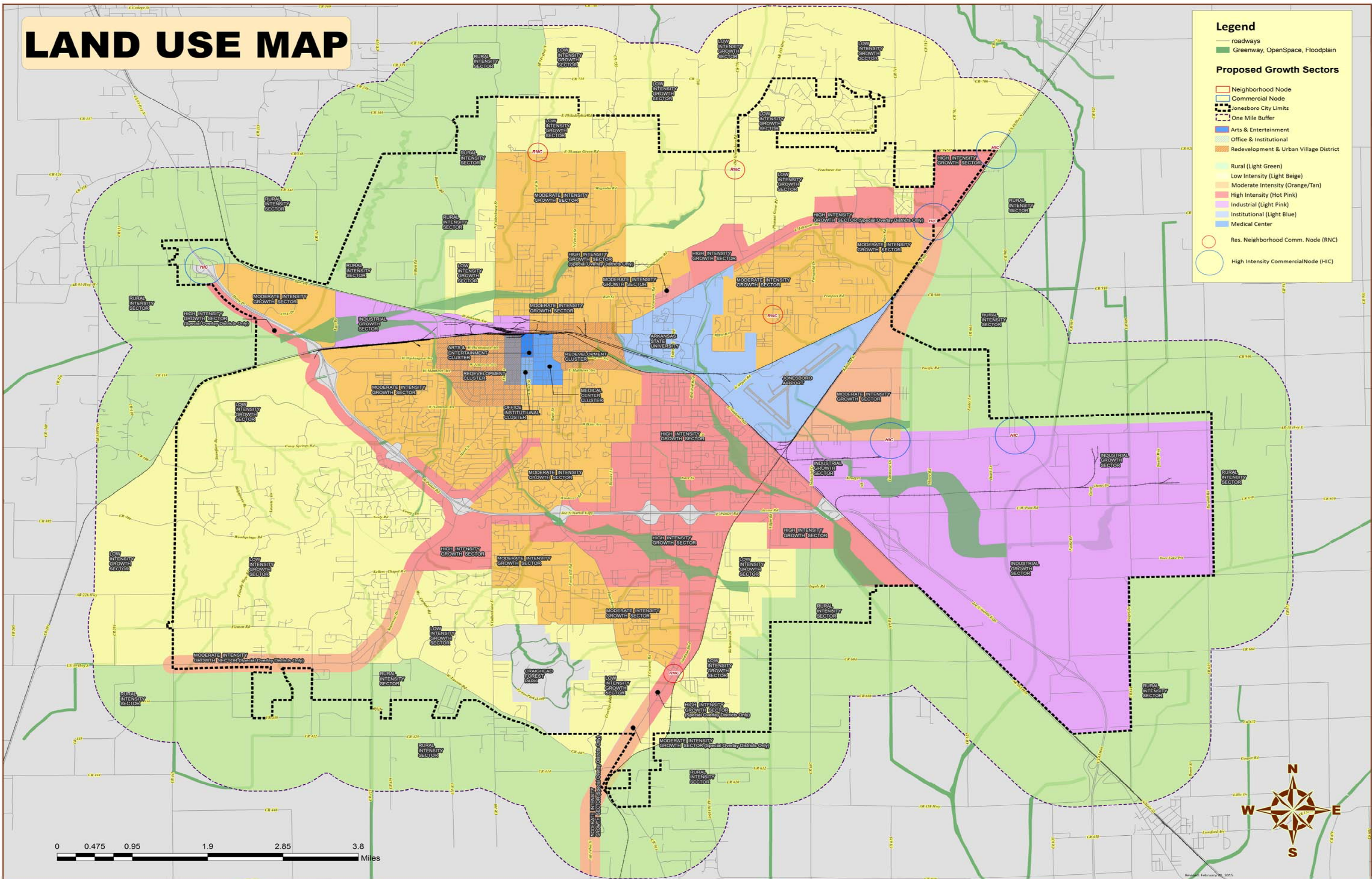
- roadways
- Greenway, OpenSpace, Floodplain

Proposed Growth Sectors

- Neighborhood Node
- Commercial Node
- Jonesboro City Limits
- One Mile Buffer
- Arts & Entertainment
- Office & Institutional
- Redevelopment & Urban Village District

Rural (Light Green)
 Low Intensity (Light Beige)
 Moderate Intensity (Orange/Tan)
 High Intensity (Hot Pink)
 Industrial (Light Pink)
 Institutional (Light Blue)
 Medical Center

Res. Neighborhood Comm. Node (RNC)
 High Intensity Commercial Node (HIC)



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
- 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.

Typical Land Uses:	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
Density:	Single Family Residential on 1/5 to 5 acre lots
Height:	Two Story
Traffic:	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: Residential 1/5 to 1/3 acre lots for Single Family
 No more than 8 Dwelling Units per acre for Multi-Family

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 area where sewer service is readily available and transportation facilities are equipped to handle the traffic.

Typical Land Uses:	<ul style="list-style-type: none"> Regional Shopping Centers Automotive Dealerships Outdoor Display Retail Fast Food Restaurants Multi-family Service Stations Commercial and Office Call Centers Research and Development Medical Banks Big Box Commercial Hotel
Density:	Multi-family 8-14 Dwelling Units per acre
Height:	10 stories
Traffic:	n/a



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.



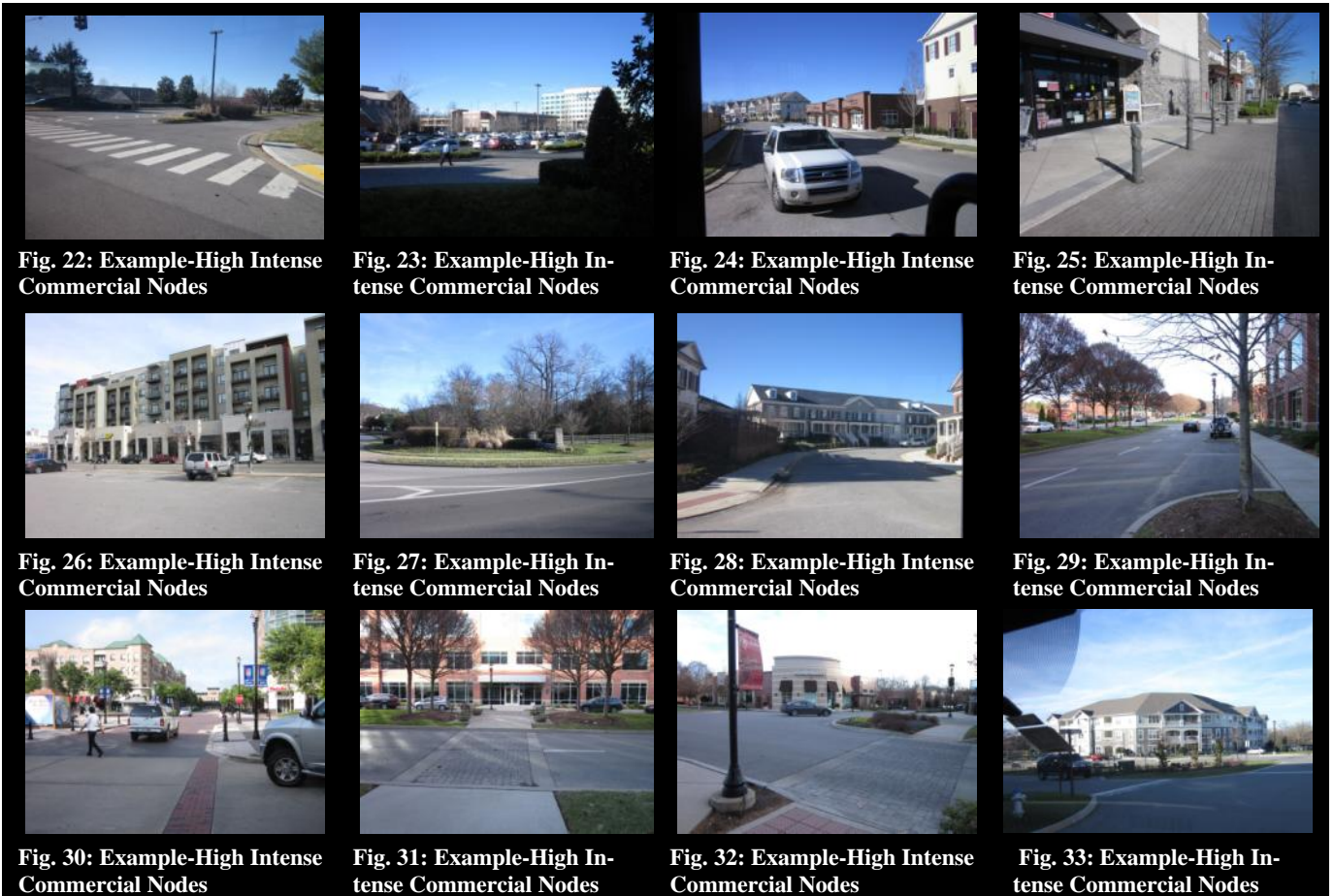
Fig. 20: Example High Intense Type- Retail Service



Fig. 21: Moderate High Type- Retail/Office

E. High Intensity Commercial Nodes

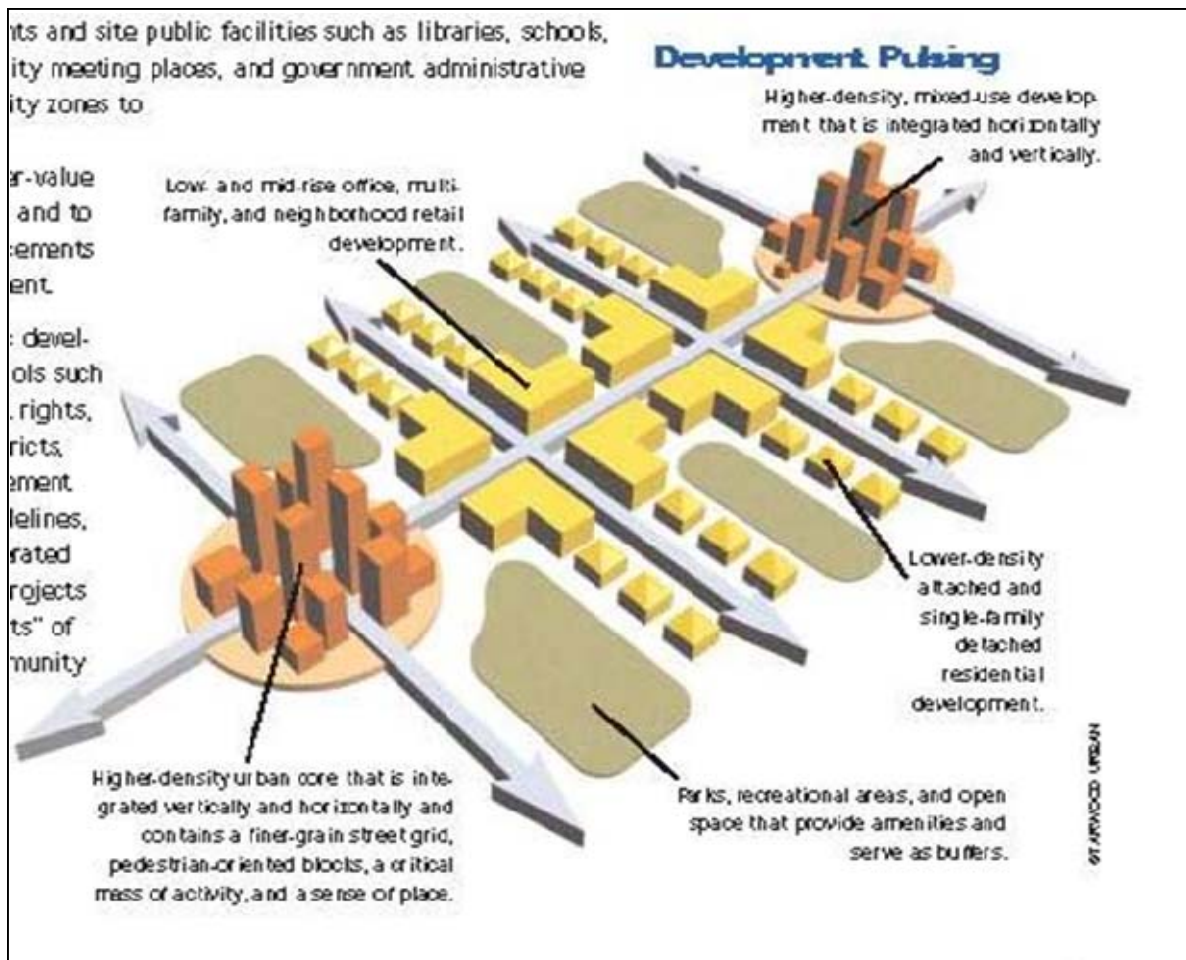
The sections identified on the land use map as high intensity consist primarily of areas where high intensity uses are already in place and strip development is common. However, future strip development is discouraged, to be replaced by what the Urban Land Institute calls “pulsed nodes of development,” 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:** 10 stories
- Traffic:** n/a



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 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

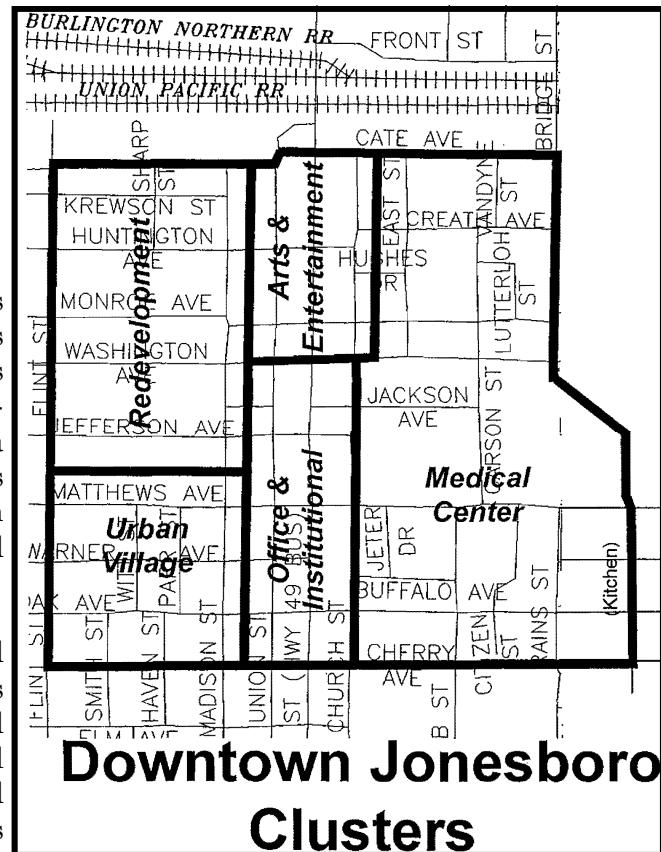
The following clusters currently in place in Downtown Jonesboro, as originally derived by the Hyett Palma Study:

- 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.

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.



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

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 qualify 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
 Public Facilities
 Arkansas State University
 Schools
 Prison
 Wastewater treatment plant
 Stadium
 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

FEBRUARY 19, 2015

William Hall , Committee Chairman University Planner, Arkansas State University	Carroll Caldwell Executive Broker, Coldwell Banker Village Communities, Inc.	Darren May, C.O.O. Abilities Unlimited
Eric Scarbrough , Engineer Jonesboro Citizen	Jerry Halsey, Jr. Halsey, Thrasher, Harpole, Inc.	Dr. Jim Sanders Retired Medical Doctor
Kevan Inboden, P.E. Special Projects Administrator , City Water & Light	Mark Enos, AIA Stuck Architects	Nadine Straitt Consultant
Pam Alexander, President HarnessPoint Community Solutions	Shawnie Carrier Chief of Staff, Arkansas State Univer- sity	Joey Roach Suddenlink Communications
Terry G. Bare, PS, President Haywood, Kenward, Bare Associates, Inc.	Todd Burton Alderman, City of Jonesboro	Rusty Trevathan Center Point Energy

Staff/Elected Officials:

Steve Ewart, JETS Director
Craig Light, P.E., C.F.M., City Engineer
Otis Spriggs, AICP, Planning Director
Donna Jackson, City Clerk
Patrick Dennis, M.P.O. Director
Wixson Huffstetler, Parks Director

Special thanks to:

Jim von Tungeln, AICP, Urban Planning Associates, Inc.