

LAND USE PLAN

Executive Summary: Growth Sectors

In order to provide more flexibility, the former approach to multiple land use categories has been consolidated into a different scheme, based on "growth sectors" in the most current City of Jonesboro Land Use Plan. The concept of growth sectors was introduced to the Land Use Advisory Committee by noted Arkansas planner Jim von Tungen, 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 Committee in this approach moved away from single-brush land use districts by combining them into growth sectors based on suitability factors and development issues. This will provide more responsible options to land owners or potential developers in seeking either re-zoning or development approvals. This approach reduces the conflicts recently noticed from re-zoning requests that were 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. 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

Draft Proposed Land Use Map

A. Rural Intensity Growth Sector

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 conformance 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
 - Neighborhood Markets
 - Open Space
 - Agricultural (Crop/Animal)
 - Stable or Kennel
 - Churches
 - Institutional (Wastewater Treatment Plants, Sludge Ponds, Water Towers, Landing Strips, Cell Towers, Drainageways)



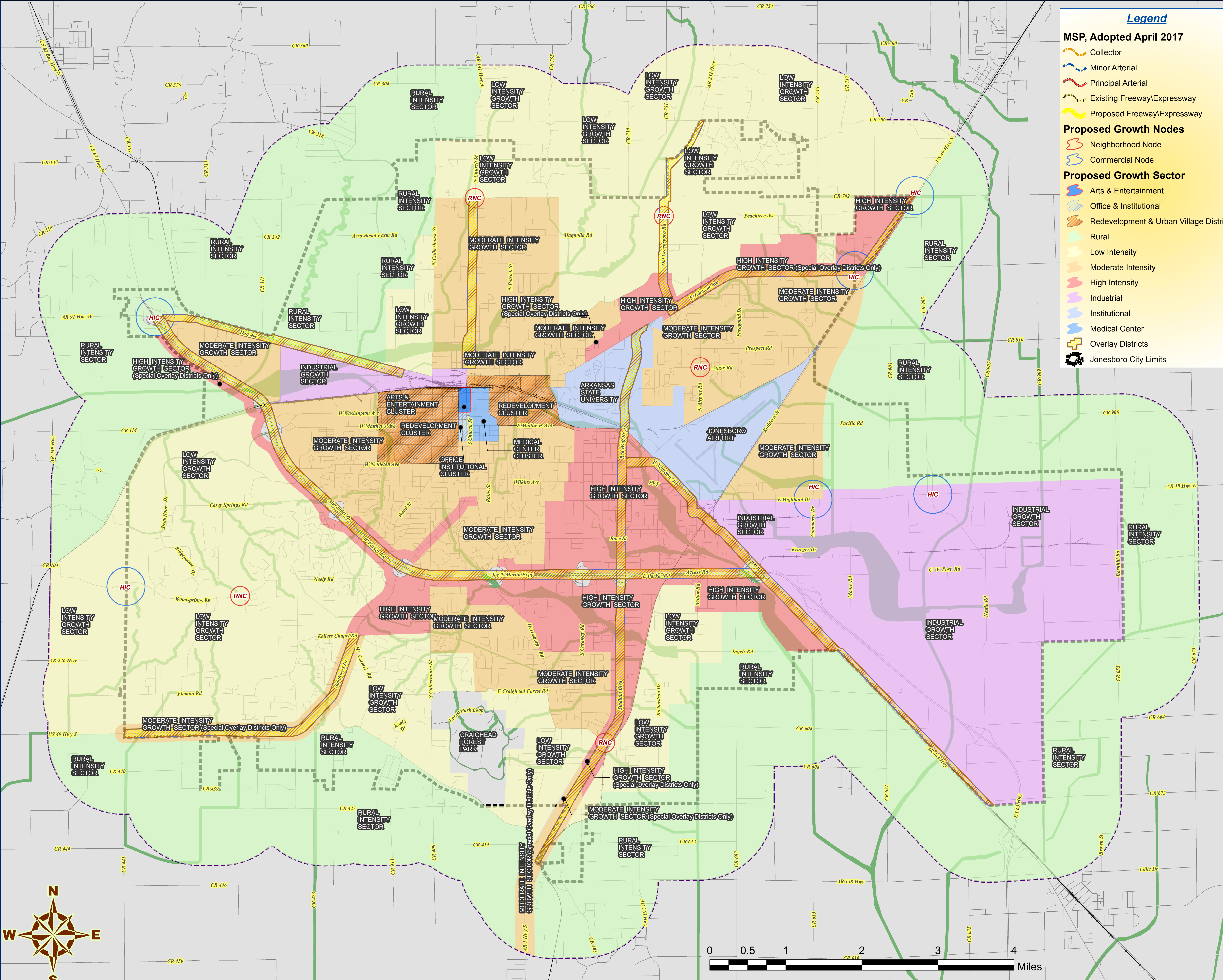
B. Low Intensity Growth Sector

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



Legend

MSP, Adopted April 2017

- Collector
- Minor Arterial
- Principal Arterial
- Existing Freeway/Expressway
- Proposed Freeway/Expressway

Proposed Growth Nodes

- Neighborhood Node
- Commercial Node

Proposed Growth Sector

- Arts & Entertainment
- Office & Institutional
- Redevelopment & Urban Village District
- Rural
- Low Intensity
- Moderate Intensity
- High Intensity
- Industrial
- Institutional
- Medical Center
- Overlay Districts
- Jonesboro City Limits

C. Moderate Intensity Growth Sector

A wider mix of land uses is appropriate in the Moderate Intensity Growth 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 Res.; No more than 8 Dwelling Units per acre for Multi-Family
- Height: 4 stories
- Traffic: Approximately 300 peak hour trips (Commercial Only)



D. High Intensity Growth Sector

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.

- Typical Land Uses:
- 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



E. High Intensity Commercial Growth Sector

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 1/4-1/3 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.

- 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



G. Industrial Growth Sector

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

H. Institutional/Special Land Uses

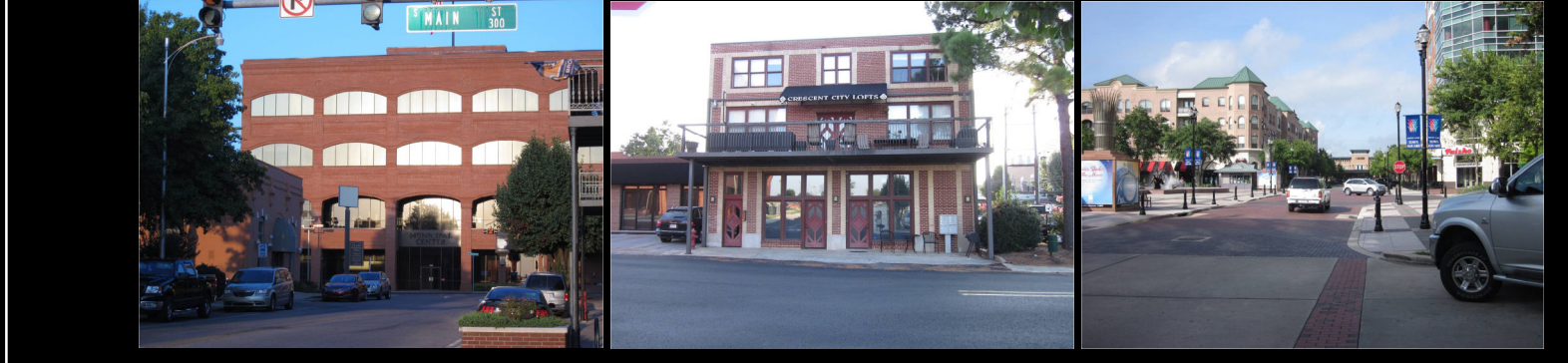
Land uses in this category represent a unique and single purpose function for which normal zoning classifications do not apply. Their locations are often determined by functional necessity. They include the following land uses: Airports, Public Facilities, Arkansas State University, Schools, Prison, Wastewater Treatment Plant, Stadium, and



F. Downtown Growth Sector

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 Redevelopment Cluster



Typical Downtown 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

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.

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.