



City of Jonesboro Metropolitan Area Planning Commission
Staff Report – RZ 20-05 3506 Southwest Drive
Municipal Center - 300 S. Church St.
For Consideration by the Commission on April 28, 2020

- REQUEST:** To consider a rezoning of one tract of land containing 118.34 acres more or less.
- PURPOSE:** A request to consider recommendation to Council for a rezoning from “C-3” General Commercial District Limited Use Overlay to “PD-M” Mixed Use Planned Development.
- APPLICANTS** Southern Hills Real Estate, LLC, 2110 Fair Park Blvd, Jonesboro, AR 72401
- LOCATION:** 3506 Southwest Drive, Jonesboro, AR 72404
- SITE DESCRIPTION:** **Tract Size:** Approx. 118.34 Acres
Street Frontage: 3,035 ft. – Southwest Drive; 1,500 ft. – Keller’s Chapel
Topography: Predominately flat
Existing Development: Vacant Land

SURROUNDING CONDITIONS:

ZONE	LAND USE
North	C-3 General Commercial District Limited Use Overlay
South	C-3 General Commercial District and R-1 Single Family Residential
East	R-1 Single Family Residential- RS-7 Residential – C-4 Commercial District
West	C-3 General Commercial District – R-1 Single Family Residential

HISTORY: Land was purchased for a Mall development. The development never occurred.

ZONING ANALYSIS:

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

COMPREHENSIVE PLAN LAND USE MAP:

The Current/Future Land Use Map recommends this location as High Intensity Growth Sector. A wider mix of land uses is appropriate in the **High Intensity Growth Sector**. 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. The proposed rezoning is consistent with the adopted Land Use Plan for the proposed zoning.

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.

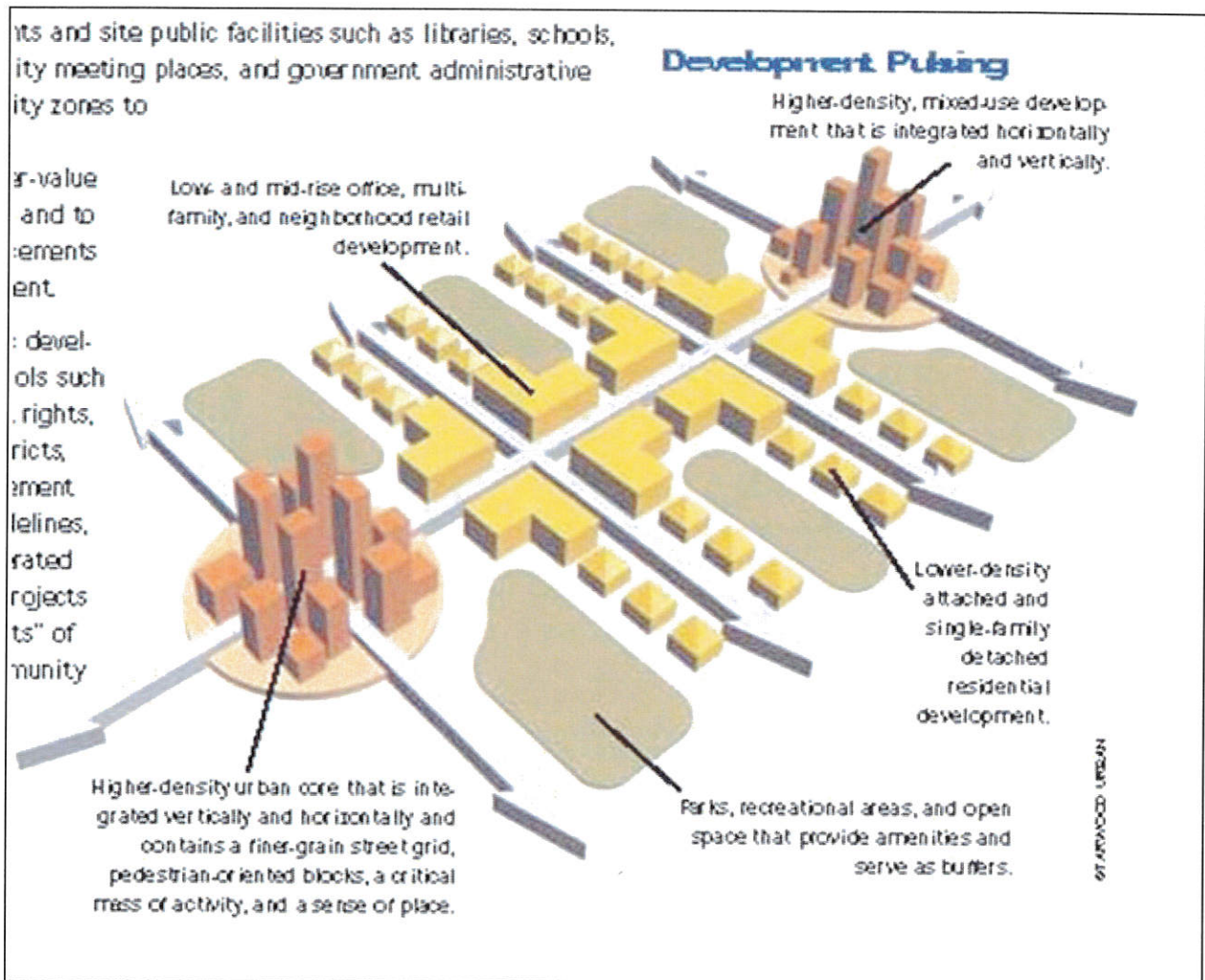
Typical Land Uses:

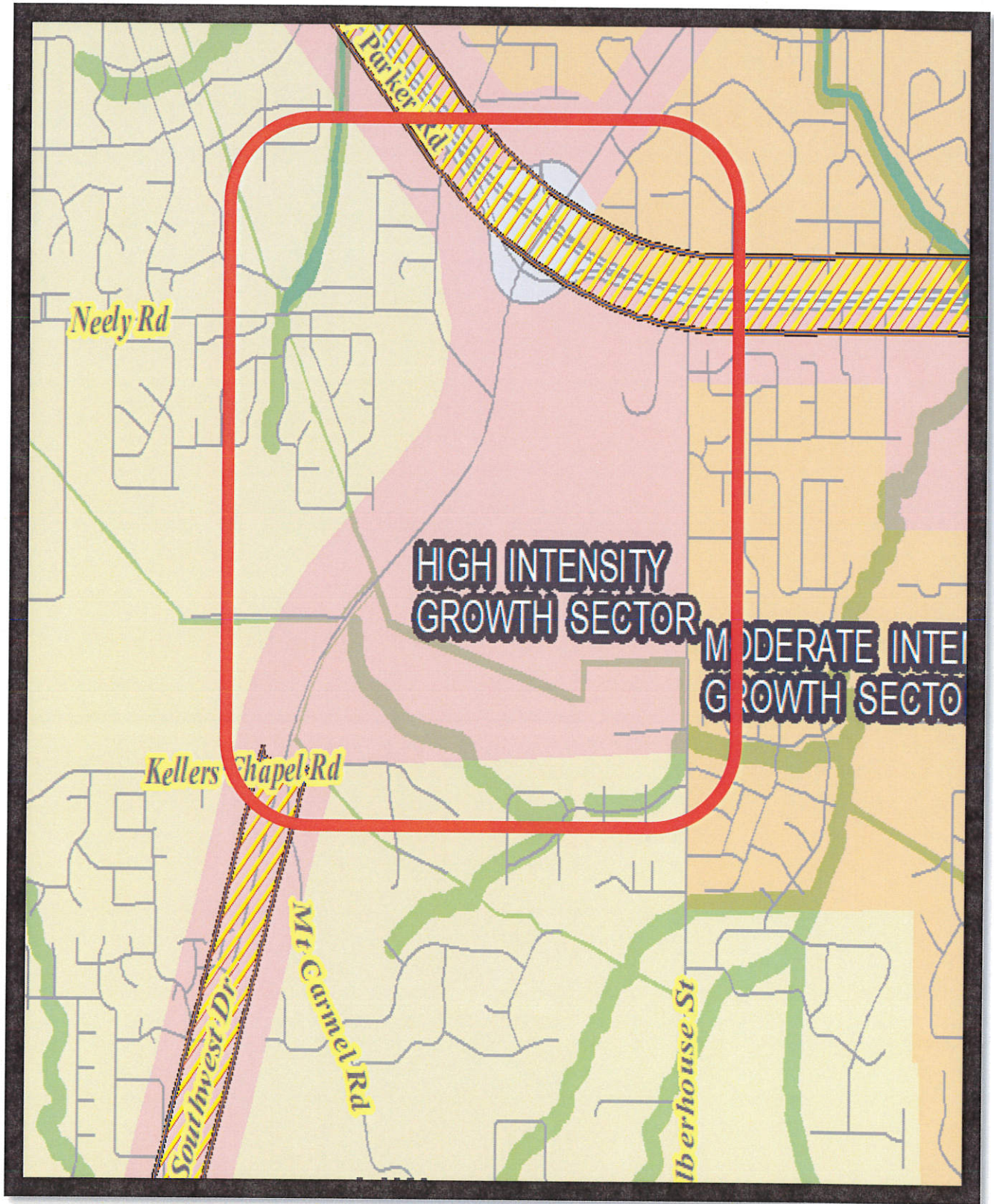
- *Multi-family*
- *Attached single family residential*
- *Retail*
- *Medical and Professional, Banks*
- *Commercial, Office, and Service*
- *Hotel*

Density: *6-14 units per acre for Multi-family*

Height: *150 feet*

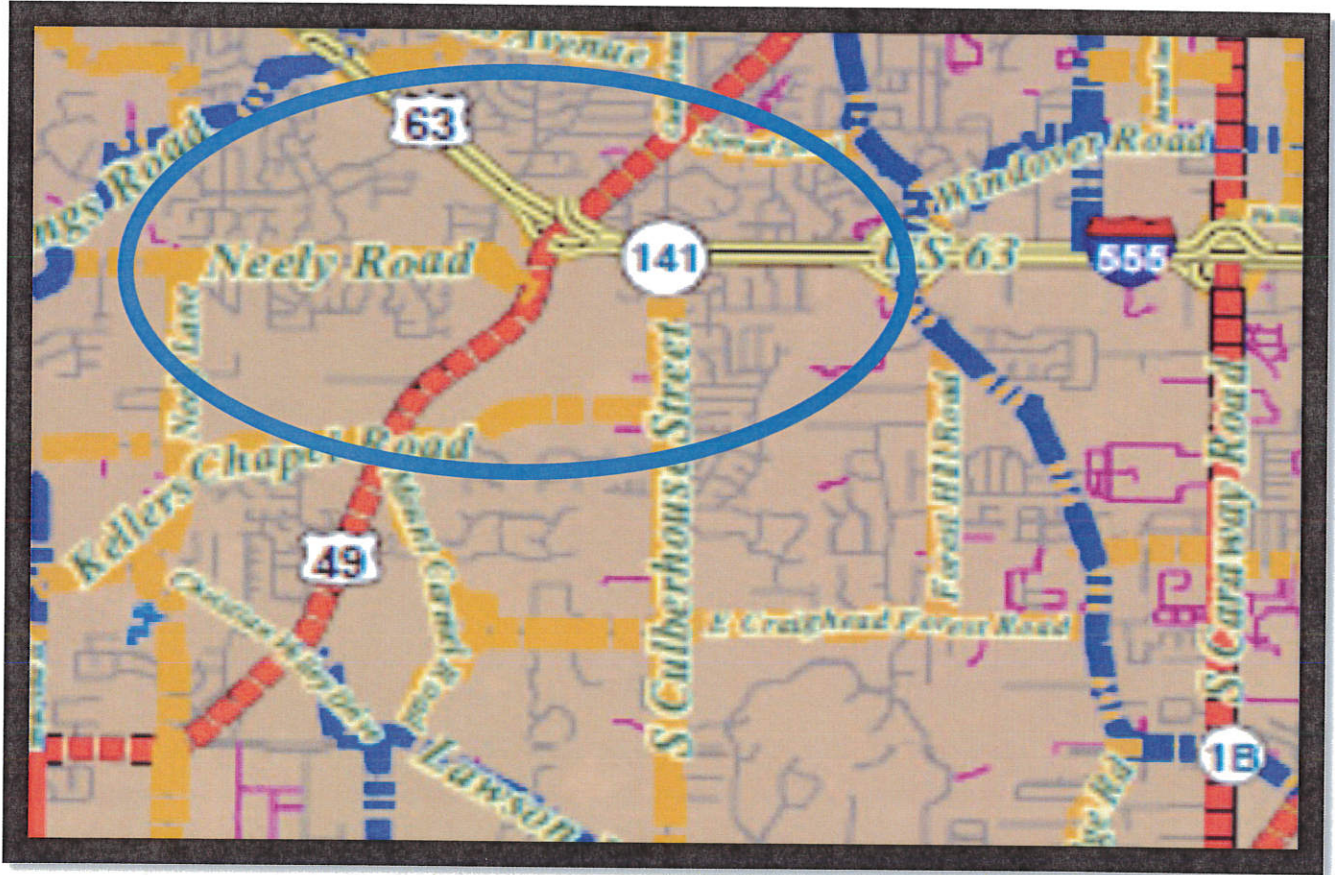
Traffic: *This will be located along arterial streets with a high traffic.*





Land Use Plan

MASTER STREET PLAN/TRANSPORTATION



Master Street Plan Map

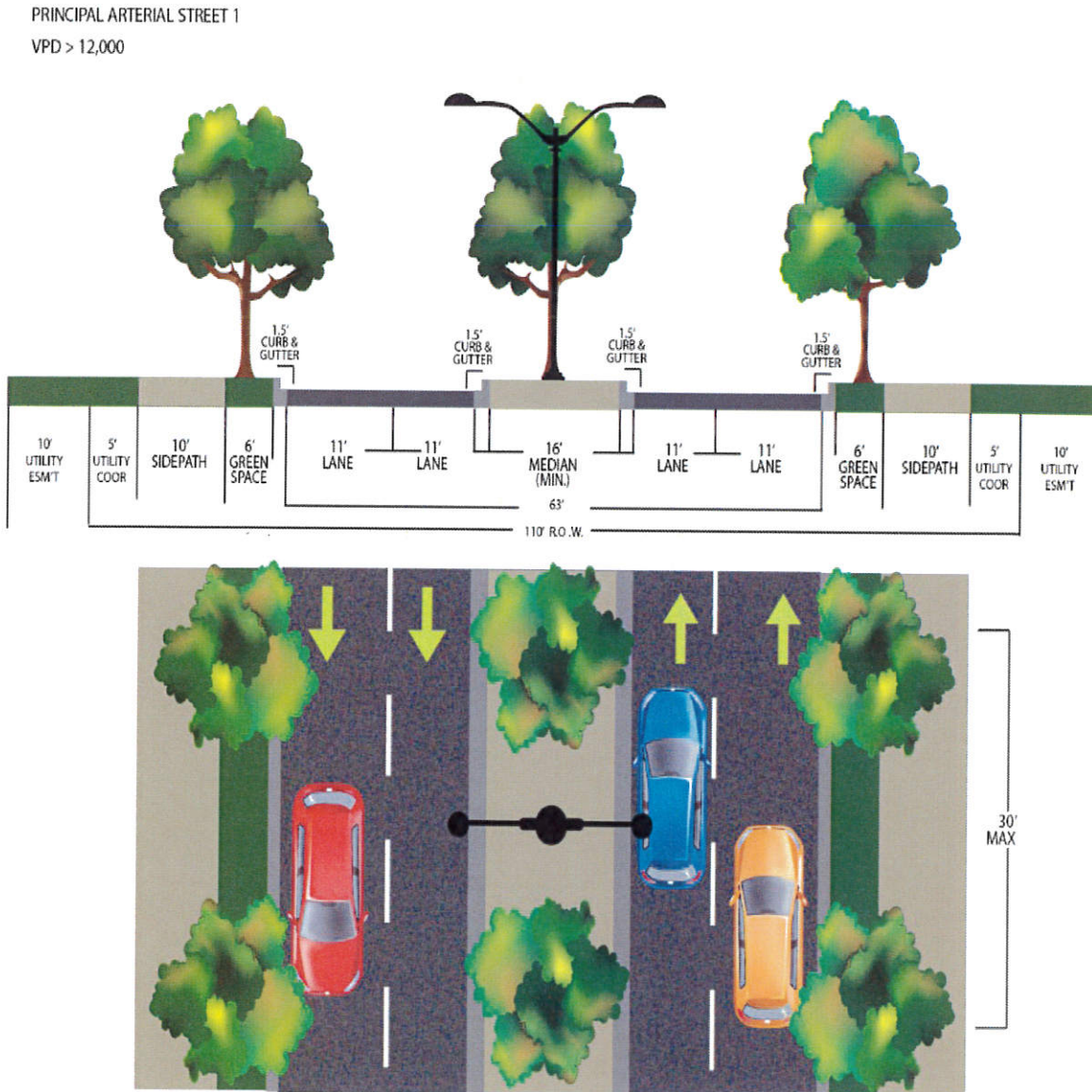
Master Street Plan/Transportation

The subject property is served by Southwest Drive and Keller's Chapel Road. Southwest Drive on the Master Street Plan is classified a Principal Arterial. Principal Arterials provide both long distance connections through the urban areas and to major traffic generators within the community. Roadways are designated principal arterials to imply the need to focus more on moving traffic rather than providing direct access to adjacent land. Keller's Chapel Road is classified as a Collector Road. A collector Street is the traffic connection from Local Streets to Arterials, with the secondary function of providing access to adjoining property. The Collector system should not be continuous, but should direct traffic to Arterials.

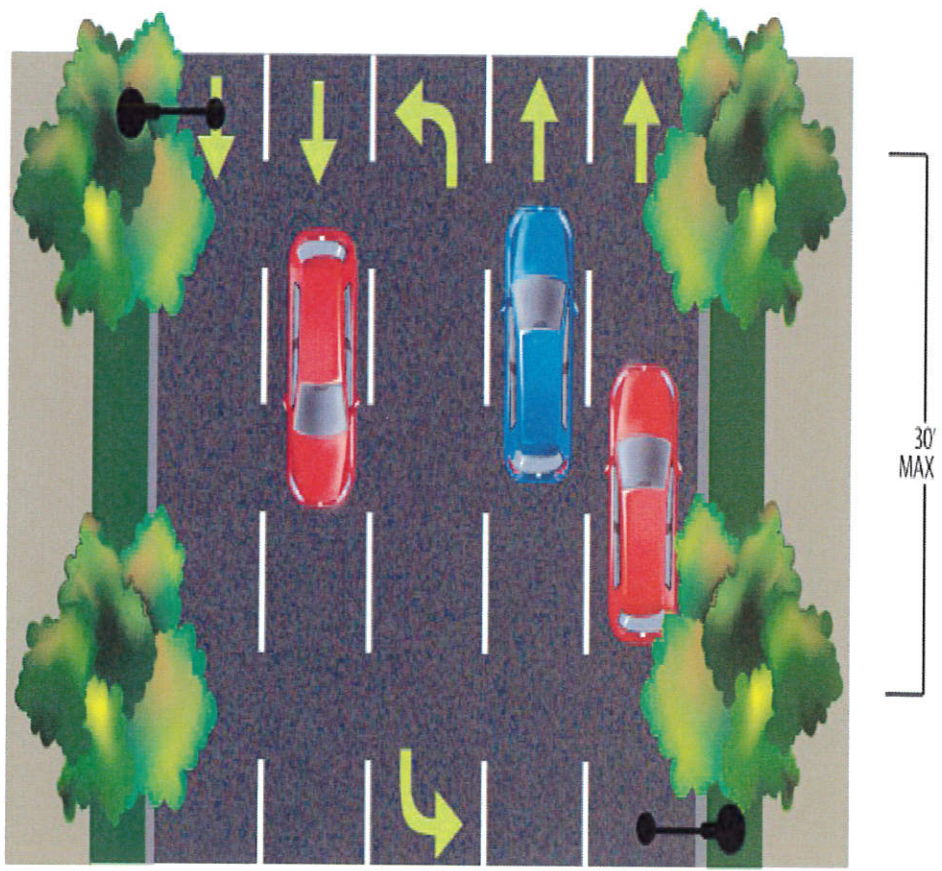
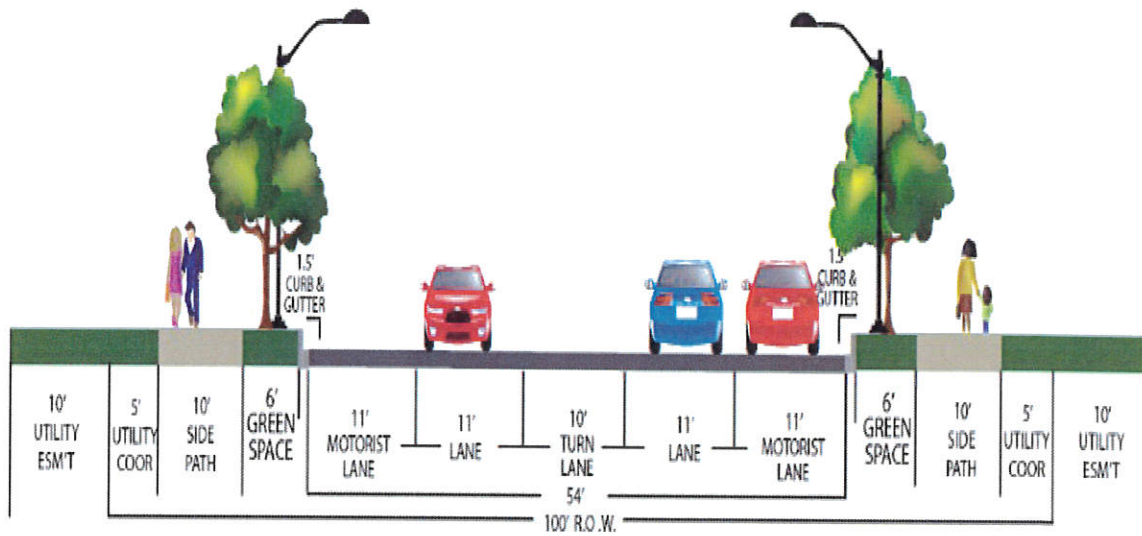
The primary function of a Principal Arterial is to serve through traffic and to connect major traffic generators or activity centers within an urbanized area. Since these roads are designed for through traffic and are generally located three or more miles apart, dedication of additional right-of-way is required to allow for future expansion to four through lanes plus left and right turn lanes. At intersections with Collector Streets or other Arterials (principal or minor), additional right-of-way may be required if the anticipated turning movements warrant extra lanes.

DESIGN: The standard Principal Arterial is to be used in all cases except where City Staff and the MAPC find that an unusual condition occurs. In such cases, the Other Principal Arterial Design Option provided in this section may be used. Cross-section selection shall be based on traffic impact analysis. Design in accordance with AASHTO policy on Geometric design of highways and streets (current edition).

Note: Where VPD is >12,000 and speed is ≥ 35 mph principal cross section should be utilized.



PRINCIPAL ARTERIAL STREET 2
Existing Routes



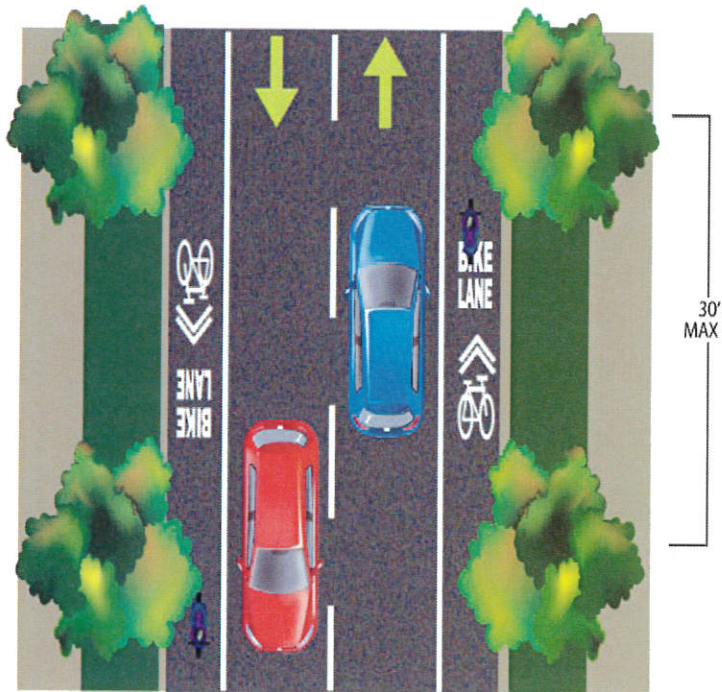
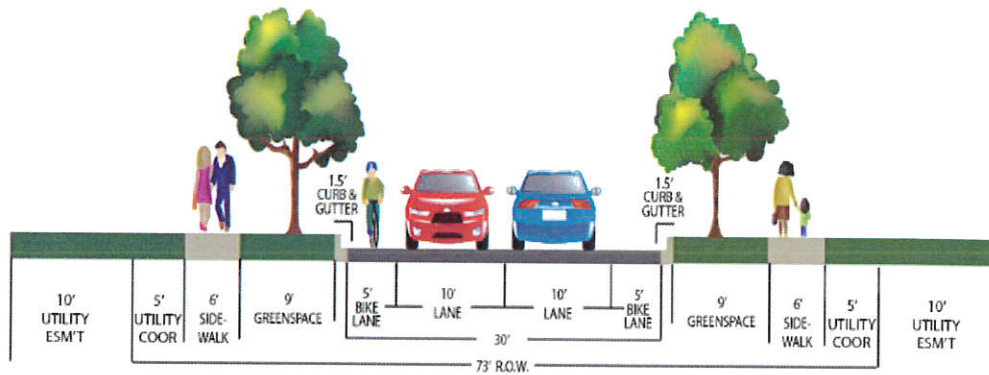
A Collector Street is the traffic connection from Local Streets to Arterials, with the secondary function of providing access to adjoining property. The Collector system should not be continuous but should direct traffic to Arterials. This class of road is generally at a spacing of a quarter mile. At the time of the subdivision, the exact location and additional need for Collectors will be determined by the MAPC upon advice of the City Staff.

DESIGN: Cross-section selection shall be based on anticipated traffic volume and speed limit, or traffic impact analysis, if applicable. Design in accordance with AASHTO policy on Geometric design of highways and streets (current edition).

Note: Where VPD is > 3,000 and speed is < 30 mph bike lanes may be utilized

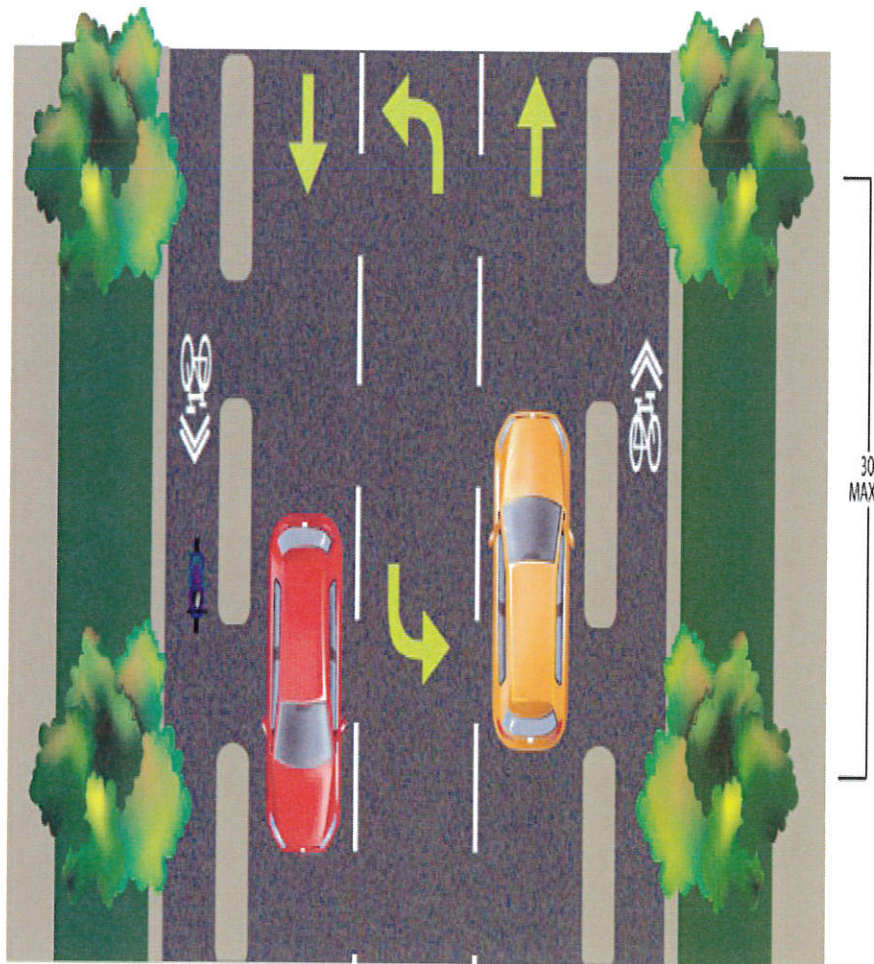
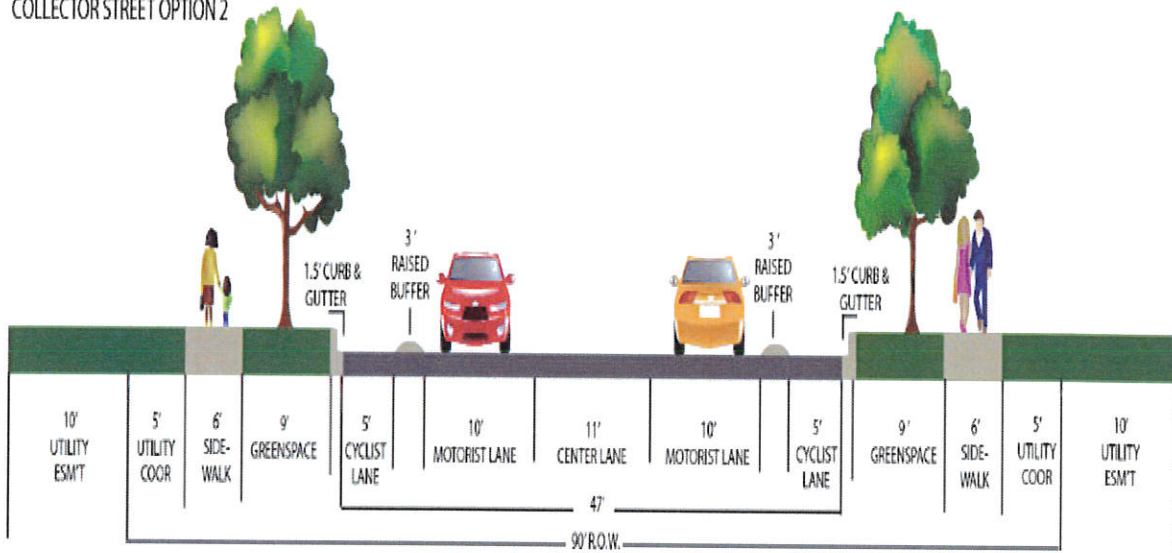
COLLECTOR STREET OPTION 1

VPD > 3,000



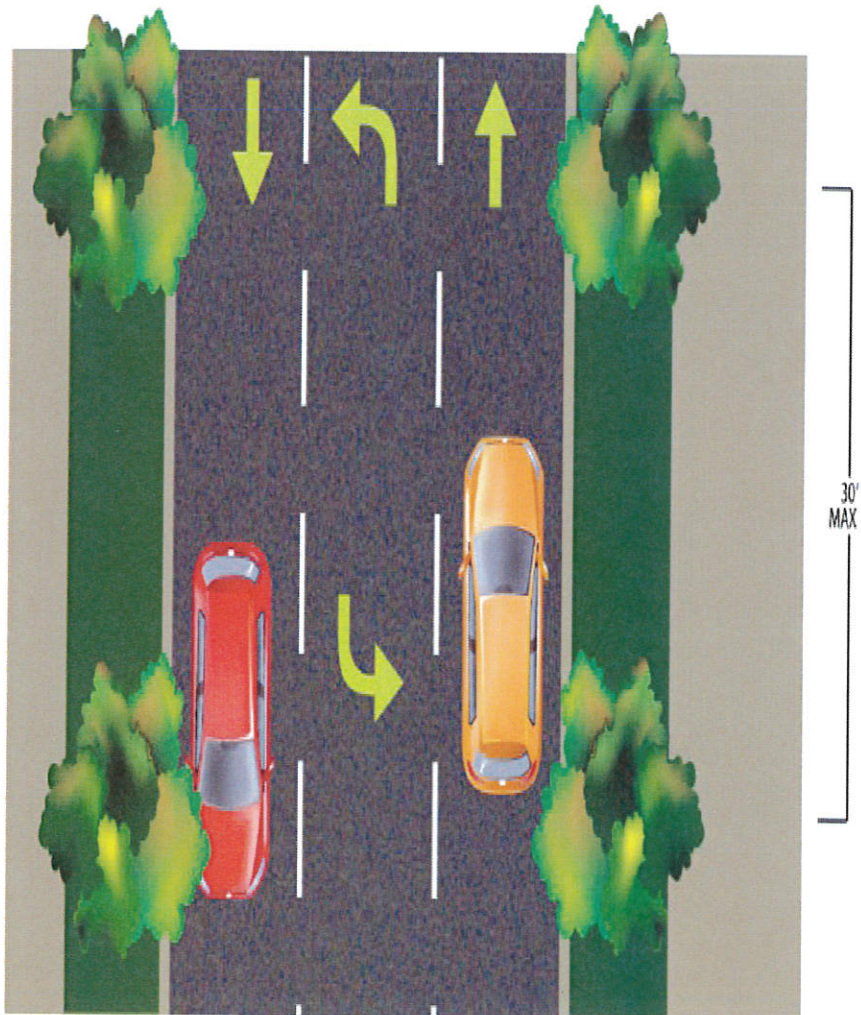
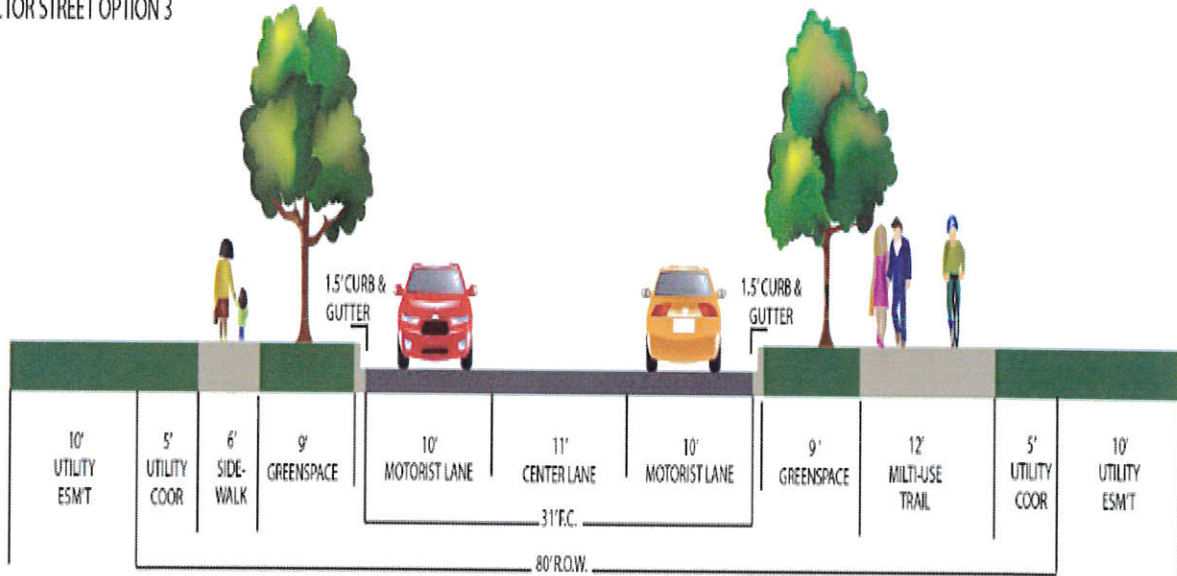
Note: Where VPD is > 3,000 and speed is ≥ 30 mph, three foot wide raised buffers should be used.

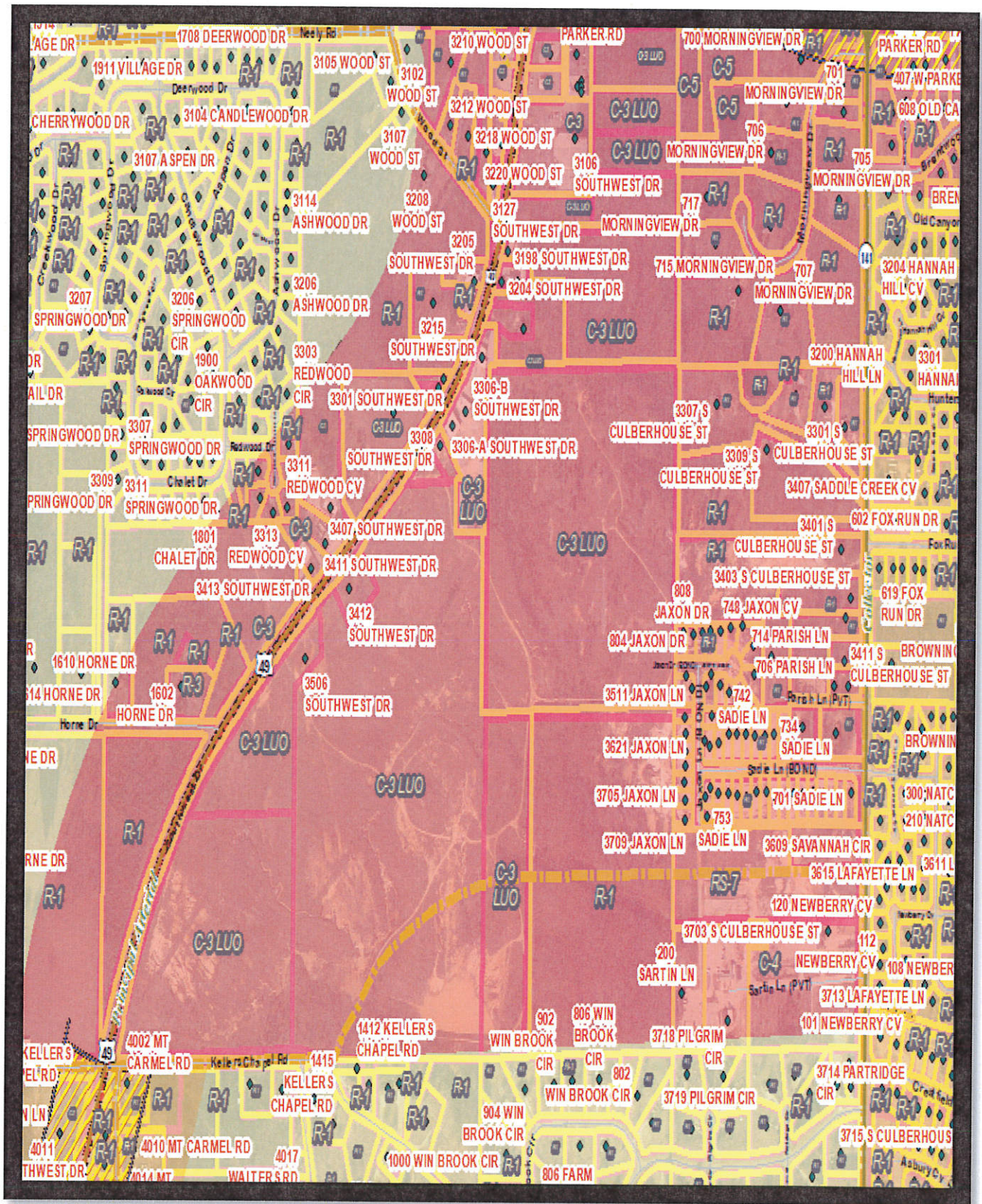
COLLECTOR STREET OPTION 2



Note: Where VPD is > 3,000 or speed is ≥ 35 mph, utilize multi-use trail.

COLLECTOR STREET OPTION 3











Zoning Map

Approval Criteria- Chapter 117 - Amendments:

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

Criteria	Explanations and Findings	Comply Y/N
(a) Consistency of the proposal with the Comprehensive Plan/Land Use Map	The proposed district rezoning is consistent with the Adopted Land Use Plan, which was categorized as a High Intensity Growth Sector District.	
(b) Consistency of the proposal with the purpose of Chapter 117-Zoning.	The proposal will achieve consistency with the purpose of Chapter 117, with compliance of all District standards.	
(c) Compatibility of the proposal with the zoning, uses and character of the surrounding area.	Compatibility is achieved with this rezoning considering there are C-3 General Commercial Zoning in this area.	
(d) Suitability of the subject property for the uses to which it has been restricted without the proposed zoning map amendment;	The property could develop as it is zoned C-3 General Commercial District with a Limited Use Overlay. It could not have any residential or multi-family without the Rezoning.	
(e) Extent to which approval of the proposed rezoning will detrimentally affect nearby property including, but not limited to, any impact on property value, traffic, drainage, visual, odor, noise, light, vibration, hours of use/operation and any restriction to the normal and customary use of the affected property;	No detrimental or adverse impacts are predicted, if proper planning is implemented. Commercial and Industrial is on all sides of this property.	
(f) Impact of the proposed development on community facilities and services, including those related to utilities, streets, drainage, parks, open space, fire, police, and emergency medical services	Minimal impact if rezoned due to the fact that businesses and residential currently exist in this area.	

Staff Findings:

Applicant's Purpose

The proposed area is currently classified as a C-3 General Commercial District with Limited Use Overlay. The Applicant is wanting to rezone to "PD-M" Mixed Use Planned Development.

Rezoning this property is consistent with the *Jonesboro Comprehensive Plan* and the *Future Land Use Plan*. Rezoning makes sense considering there are already Commercial Businesses located in the area.

Chapter 117 of the City Code of Ordinances/Zoning defines Planned Development Mixed Use District as follows:

Definition of Planned Development Mixed Use District - The purpose of this district is to allow for flexibility in the zoning requirements where the result will be a higher quality development. Provide for and locate suitable recreational facilities, open space, and other common facilities, while preserving the existing landscape to the greatest extent possible. Encourage sound planning principles in the arrangement of buildings, the preservation of open space, the utilization of topography and other site features. Obtain creative and coordinated designs and allow procedures supplemental to those applicable in other use districts to establish under which development plans particularly designed to meet the objectives of this section. Allow for creative development that conforms to the goals and objectives set for in the city comprehensive plan.

PD-Mixed Use Development allows for RS-1, RS-2, RS-3, RS-4, RS-5, RS-6, RS-7, RS-8, RM-4, RM-6, RM-12, and RM-16 Districts. Uses permitted in the C-1, C-2, C-3 or C-4 districts and uses permitted in the I-1 or I-2 district.

Departmental/Agency Reviews:

The following departments and agencies were contacted for review and comments. Note that this table will be updated at the hearing due to reporting information that will be updated in the coming days:

Department/Agency	Reports/ Comments	Status
Engineering	No issues were reported	
Streets/Sanitation	No issues were reported	
Police	No issues were reported	
Fire Department	No issues were reported	
MPO	No issues were reported	
Jets	No issues were reported	
Utility Companies	No issues were reported	CWL
Code Enforcement	No issues were reported	

MAPC RECORD OF PROCEEDINGS: PUBLIC HEARING HELD ON MAY 12, 2020

Jeremy Bevill of Fisher & Arnold, Inc. on behalf of Southern Hills Real Estate, LLC and Mr. Carroll Caldwell are requesting MAPC Approval for a Rezoning from C-3 General Commercial District Limited Use Overlay to PD-M for 118.34 Acres +/- of land located at 3506 Southwest Drive.

COMMISSION: Lonnie Roberts Jr. stated this was previously tabled and will need to be untabled to proceed.

A motion was made by David Handwork to untable this rezoning, seconded by Dennis Zolper, that this matter be untabled. The motion PASSED with the following vote.

Aye: 7 – Mary Margaret Jackson; David Handwork; Kevin Bailey; Jerry Reece; Jimmy Cooper; Jim Little and Dennis Zolper

Nay: 0

APPLICANT: Brant Perkins stated they made their presentation last time. He stated they have had discussions with the city this week about access points. He stated they have reached an agreement with the city that we would allow for a maximum of eight access points. Three of those are the collector streets. There will be five additional curb cuts. Those would be deemed temporary until a structure is constructed or until placement of a signal and a deceleration lane at Collector E which is the middle and main collector. The city has agreed to apply for a signal and deceleration lane at Collector E with the Arkansas highway department. If an access point or curb cut comes within the deceleration lane, the access point will be removed.

COMMISSION: Lonnie Roberts Jr. asked if any updates were need to staff comments from last meeting.

STAFF: Derrel Smith stated they would recommend approval of this development with the following stipulations:

- 1. That the proposed site shall satisfy all requirements of the City Engineer, all requirements of the current Stormwater Drainage Design Manual and Flood Plain Regulations regarding any new construction.**
- 2. A final site plan subject to all ordinance requirements shall be submitted, reviewed, and approved by the Planning Department, prior to any redevelopment of the property.**
- 3. Any change of use shall be subject to Planning Department approval in the future.**
- 4. A final site plan illustrating compliance with site requirements for parking, signage, landscaping, fencing, buffering, outdoor storage, dumpster enclosure, sidewalks etc. shall be submitted to the Planning Department prior to any redevelopment of this property.**

5. The Rezoning will have to comply with all the Planned Development District Standards.

6. The City will allow three permanent roads and up to five temporary driveways along Southwest Drive until such time as a traffic signal is installed by the developer at Drive "E". At that time, any driveway in conflict with the traffic signal shall be removed by the developer. All such, permanent and temporary drives shall meet the spacing and other requirements set forth in the City's Access Management Ordinance, including the need for deceleration lanes or tapers.

COMMISSION: Lonnie Roberts Jr. asked for public comments and commission comments.

COMMISSION: Jimmy Cooper asked how much of this has the highway department seen and what are their thoughts.

STAFF: Derrel Smith stated he is not sure what they have seen of it to date. He stated when they get this, they will go to the highway department and work with them to make sure this all happens. Drive E that they are proposing a traffic signal for, the city is going to send a letter to the highway department requesting that traffic signal at that location. It will have the support of the city so we are hoping that will allow the traffic signal to be placed there. He stated they feel the traffic that is out there and the traffic this is going to generate will warrant a signal at that location.

COMMISSION: Jimmy Cooper stated that as close as it is to Kellers Chapel Road and trying to flow traffic to the state highway he would not be surprised if they turn it down.

COMMISSION: David Handwork stated the conditional part of the temporary drives, that is based off of if they get a signal at Collector E. He asked for clarification on what it means to be in conflict with the signal at Collector E.

STAFF: Derrel Smith stated if they get the signal at location E, with the speed of the highway there will have to be a deceleration lane of a minimum of 400'. The will be in conflict with the drive that is southwest of location E. The collector streets may require deceleration lanes as well. It could come into conflict with a couple of others. He stated they will not know that until they get the report back from the highway department and they let us know if they are going to allow the main signal at location E.

COMMISSION: David Handwork stated his concern is having that many access roads, even if it is consistent with the street plan. If they do not get a light there, you are going to have a lot of access points. He stated he is supportive of the concept, but he is not supportive of having that much traffic and not thinking about cross access parking lots and driveways to access those retail and businesses along Southwest Drive. He stated he thinks that is a better approach than having all those temporary access points.

PUBLIC: Ryan Robeson stated he has been asked by phone for the Planner to show where the traffic signal will go on the map.

COMMISSION: Lonnie Roberts Jr. stated this is the answer to the call in question. Please look at the screen.

COMMISSION: Mary Margaret Jackson stated she agrees with Mr. Handwork's comments. She stated she is curious why this did not go to the highway department before in came to MAPC. She stated that in order for them to make a good decision they need to have all of the input from all of the utilities that will be impacted by this site before they make their decision. She stated she agrees that this is a very creative and interesting development. She stated in her past life as a city planner in Florida she reviewed a lot of multimillion dollar, multiuse plans in Destin and San Destin. It can transform a city for better or for worse. She stated some of the developments she has worked with before did transform the city. Luckily that city had the ability to make up for the impact of that development through tourism money, impact fees, and other funding mechanisms which we do not have in Jonesboro. She stated she is glad in the last meeting that we were able to confirm that the developer will pay for those improvements both in the development and outside the development. That will continue throughout the life of the development regardless of whether that changes hands. She stated back to her original point, why did this not go to the highway department first.

APPLICANT: Brant Perkins stated you have to get your plan approved first before the highway department will look at it.

COMMISSION: Mary Margaret Jackson asked if the highway department was part of the technical review process with City, Water, and Light.

APPLICANT: Brant Perkins stated they are not going to look at it because there is no road approved. It is 140 acres of ground. From their perspective it is 100 plus acres of ground. They are just not going to put a traffic light in the middle of nowhere. They need to look at the approved plan first. He stated he would like to remind everyone this is for a rezoning. It is not a site plan. Those will come later.

COMMISSION: Mary Margaret Jackson stated it was hard to believe they would not look at it on some level before putting together the plan. She stated she feels that would be prudent for the developer and the city to have some input. This is an area that has a lot of traffic that backs up to I-555 and she stated that can be included as part of your technical review process. She stated it is common in other areas to include the highway department in the beginning stages.

APPLICANT: Brant Perkins stated not when it is a rezoning. He stated this is just a rezoning request.

PUBLIC: No Comment.

COMMISSION ACTION:

Mr. Jimmy Cooper made a motion to approve Case: RZ: 20-05, as submitted, to the City Council with the stipulations that were read by the Planning Department:

- 1. That the proposed site shall satisfy all requirements of the City Engineer, all requirements of the current Stormwater Drainage Design Manual and Flood Plain Regulations regarding any new construction.**
- 2. A final site plan subject to all ordinance requirements shall be submitted, reviewed, and approved by the Planning Department, prior to any redevelopment of the property.**
- 3. Any change of use shall be subject to Planning Department approval in the future.**
- 4. A final site plan illustrating compliance with site requirements for parking, signage, landscaping, fencing, buffering, outdoor storage, dumpster enclosure, sidewalks etc. shall be submitted to the Planning Department prior to any redevelopment of this property.**
- 5. The Rezoning will have to comply with all the Planned Development District Standards.**
- 6. The City will allow three permanent roads and up to five temporary driveways along Southwest Drive until such time as a traffic signal is installed by the developer at Drive "E". At that time, any driveway in conflict with the traffic signal shall be removed by the developer. All such, permanent and temporary drives shall meet the spacing and other requirements set forth in the City's Access Management Ordinance, including the need for deceleration lanes or tapers.**

The MAPC find to rezone property from "C-3" General Commercial District to "PD-M" Planned Development Multi-Family for 118.34 Acres +/- of land. Motion was seconded by Mr. Dennis Zolper.

Roll Call Vote: 6-1, Aye's: David Handwork; Jerry Reece; Kevin Bailey; Jimmy Cooper; Jim Little; Dennis Zolper

Nay Vote: 1 – Mary Margaret Jackson

Absent: Jim Scurlock

Conclusion:

The Planning Department Staff finds that the requested Zone Change submitted for subject parcel, should be evaluated based on the above observations and criteria of Case RZ 20-05 a request to rezone property from "C-3" General Commercial District Limited Use Overlay to "PD-M" Mixed Use Planned Development; the following conditions are recommended:

1. I. That the proposed site shall satisfy all requirements of the City Engineer, all requirements of the current Stormwater Drainage Design Manual and Flood Plain Regulations regarding any new construction.
2. A final site plan subject to all ordinance requirements shall be submitted, reviewed, and approved by the Planning Department, prior to any redevelopment of the property.
3. Any change of use shall be subject to Planning Department approval in the future.
4. A final site plan illustrating compliance with site requirements for parking, signage, landscaping, fencing, buffering, outdoor storage, dumpster enclosure, sidewalks etc. shall be submitted to the Planning Department prior to any redevelopment of this property.
5. The Rezoning will have to comply with all the Planned Development District Standards.
6. The City will allow three permanent roads and up to five temporary driveways along Southwest Drive until such time as a traffic signal is installed by the developer at Drive "E". At that time, any driveway in conflict with the traffic signal shall be removed by the developer. All such, permanent and temporary drives shall meet the spacing and other requirements set forth in the City's Access Management Ordinance, including the need for deceleration lanes or tapers.

Respectfully Submitted for Planning Commission Consideration,
The Planning and Zoning Department

Sample Motion:

I move that we place Case: RZ 20-05 on the floor for consideration of recommendation by MAPC to the City Council with the noted conditions, and we, the MAPC find that to rezone property from "R-1 " Single Family Residential District to "C-3" General Commercial District Limited Use Overlay will be compatible and suitable with the zoning, uses, and character of the surrounding area.

