

DEVELOPMENT OF A FULL COMPREHENSIVE PLAN FOR

JONESBORO



Crafton Tull

URBAN3



Planning, Urban Design,
Coding, and Community
Engagement Lead



Crafton Tull

Local Partner – Transportation,
Infrastructure,
Sustainability, GIS, Community
Engagement Support

URBAN**3**

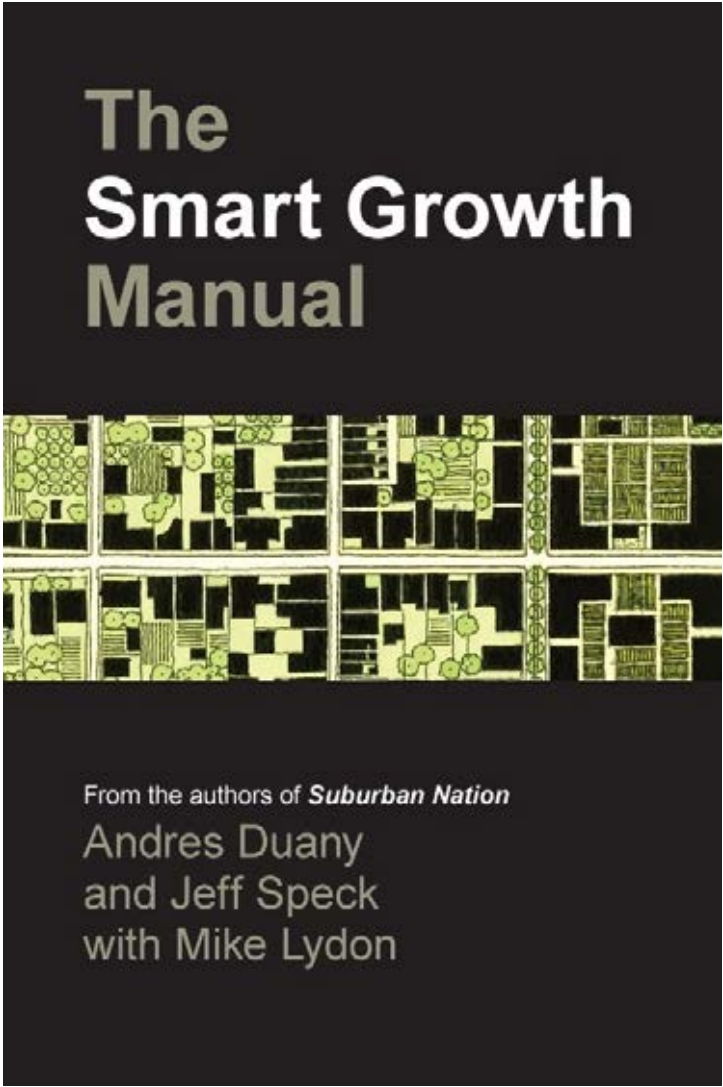
Economic Analyses
and Strategies

OUR TEAM



DPZ
CODESIGN

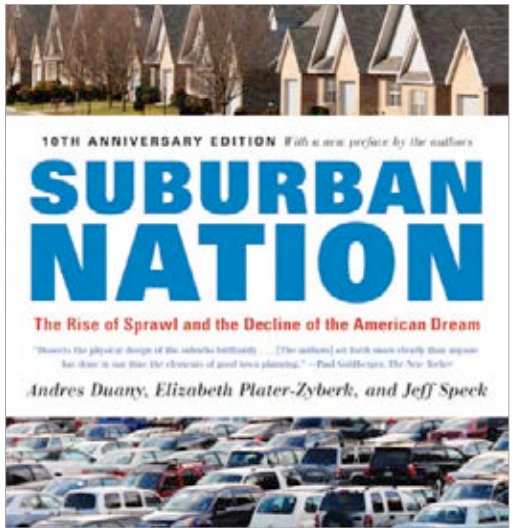
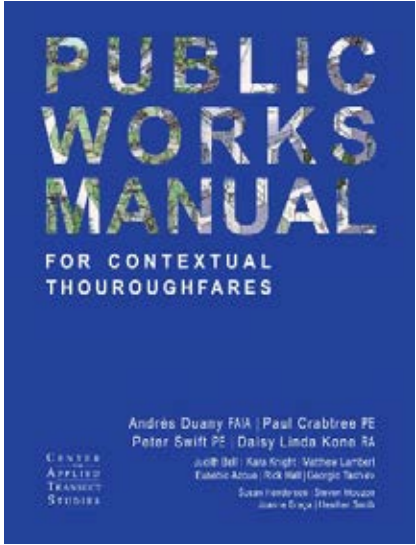
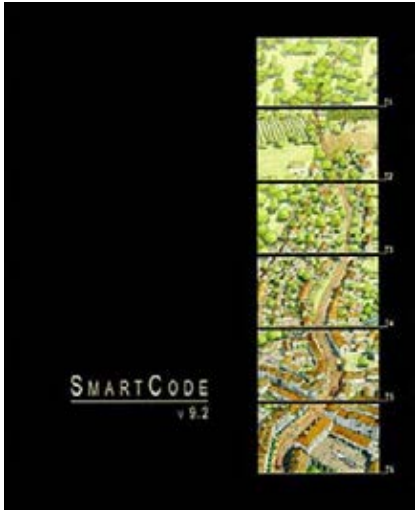
Over 45 Years of Making
Successful, Resilient Places



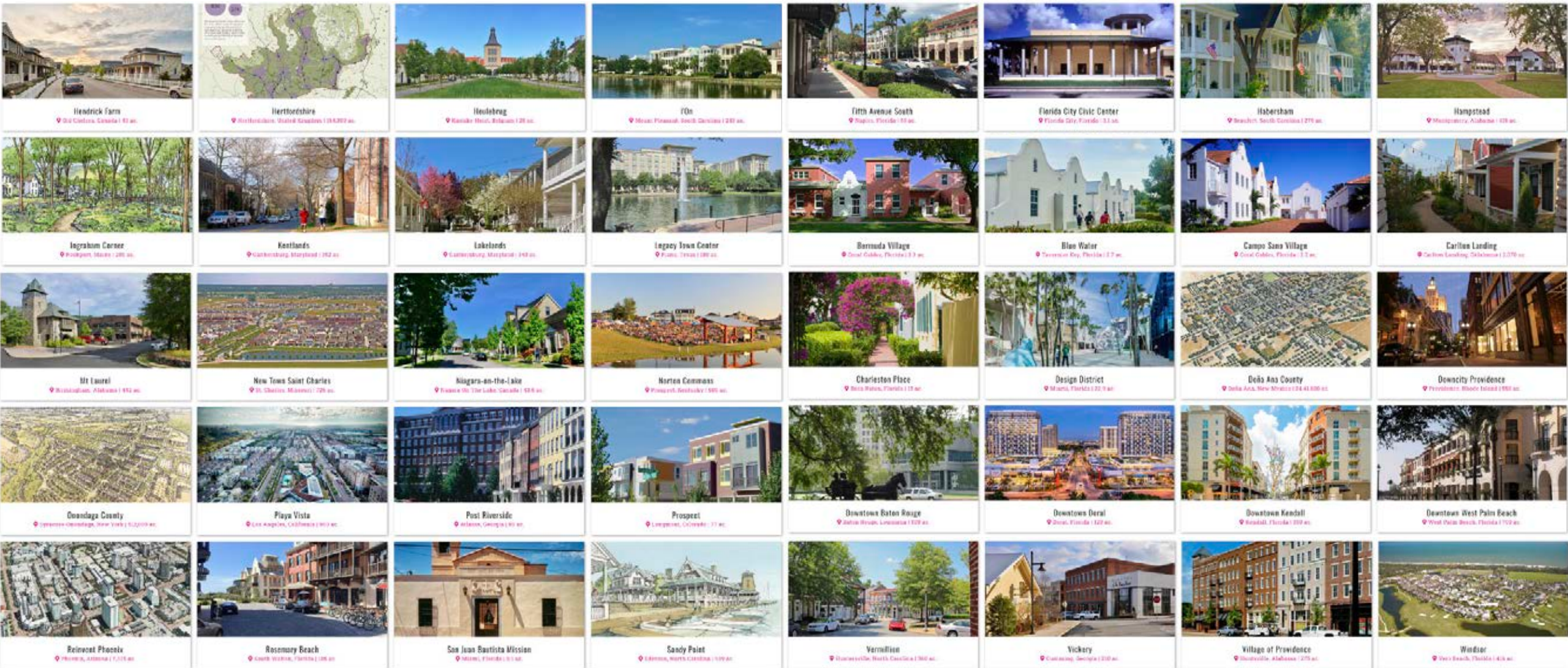
LIVABLE COMMUNITIES FOR AGING POPULATIONS

Urban Design for Longevity

M. Scott Ball



Integrated design and planning expertise from the block to the region



FROM VISIONARY FRAMEWORKS TO BUILT RESULTS

Supporting municipal leaders in shaping lasting, implementable change

Comprehensive Plans

Aligning land use, infrastructure, housing, and economic development with a community’s long-term goals

Master Plans

Plans for downtowns, corridors, neighborhoods, and districts—ready to guide capital investment and private development

Zoning and Development Codes

Codes including SmartCode, form-based, and hybrid tools—to translate vision into predictable outcomes

Public Engagement Strategies

Engagement that fosters trust, dialogue, and buy-in across diverse stakeholders

Implementation Frameworks

Frameworks to prioritize actions, coordinate partners, and enable accountability over time

Project	Location
Winnipeg Infill Housing Code	Winnipeg, Canada
Northwest Arkansas Regional Growth Strategy	Northwest Arkansas, AR
Walton County Comprehensive Plan EAR	Walton County, FL
Plan Bentonville	Bentonville, AR
Orange County, FL Code and Comprehensive Plan	Orange County, FL
Rogers Future Land Use Map and Form-Based Code	Rogers, AR
Dale Summit Area Plan and Code	Township of College, PA
Downtown Vero Beach Master Plan	Vero Beach, FL
Royal Oak Master Plan (Comprehensive Plan)	Royal Oak, MI
OLF-8 Master Plan	Escambia County, FL
41-10 Mixed Use Area Master Plan	Naples, FL
Village of Key Biscayne Vision Plan	Key Biscayne, FL
Erie Town Center Master Plan and Form-Based Code	Erie, CO
NBV100 Master Plan and Form-Based Code	North Bay Village, FL
Three Corners Master Plan	Vero Beach, FL
Bonita Springs Downtown Code Analysis and Form-Based Code	Bonita Springs, FL
Birmingham Master Plan (Comprehensive Plan)	Birmingham, MI
Coral Gables Zoning Code Update	Coral Gables, FL
Bonita Beach Road Corridor Analysis/Report	Bonita Springs, FL
Lower Merion Twp. Code Analysis/Revisions	Lower Merion, PA
Pensacola CRA Form-Based Code	Pensacola, FL
Downtown Pontiac Master Plan	Pontiac, MI
Downtown Kirkwood Code Analysis and Form-Based Code	Kirkwood, MO
Downtown Bethel TOD Code	Bethel, CT
Derby’s Blueprint for Progress Masterplan	Derby, CT
West Haven TOD Vision and Form-Based Code	West Haven, CT
Charleston, SC BAR Process Analysis/Revisions	Charleston, SC

A selection of our municipal projects from the last 10 years

Who We Are

OFFICES

ARKANSAS

- Little Rock
- Jonesboro
- Rogers
- Conway
- Fayetteville
- Fort Smith
- Hot Springs
- Russellville



PLANNING SERVICES

- Comprehensive Planning
- Active Transportation Planning
- Parks & Recreation Planning
- Infrastructure Planning
- Stormwater Planning
- Corridor Planning + Design
- Urban Design

62 YEARS IN BUSINESS

300+ EMPLOYEES

85+ LICENSED

PROFESSIONALS

A multi-disciplinary team of technical expertise

PLANNING + URBAN DESIGN



ACTIVE TRANSPORTATION



MUNICIPAL ENGINEERING



ARCHITECTURE



TRANSPORTATION ENGINEERING



DEVELOPMENT ENGINEERING



LANDSCAPE ARCHITECTURE



ENVIRONMENTAL SERVICES

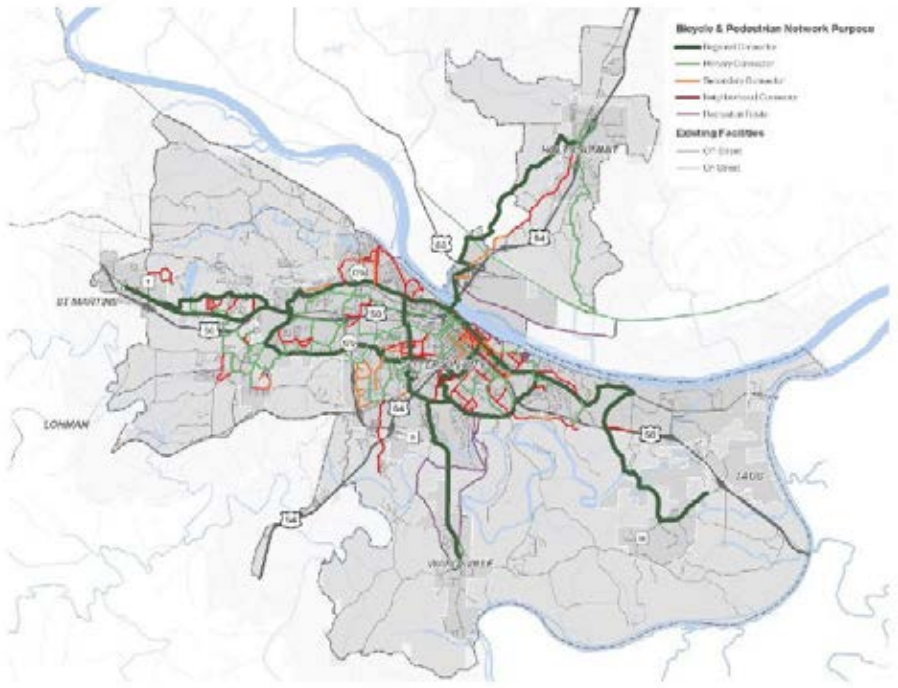
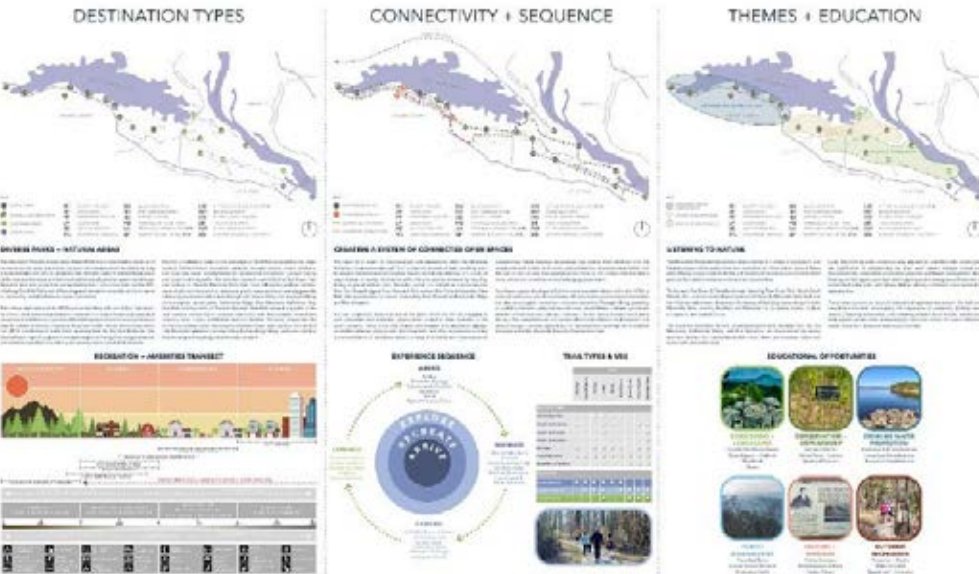


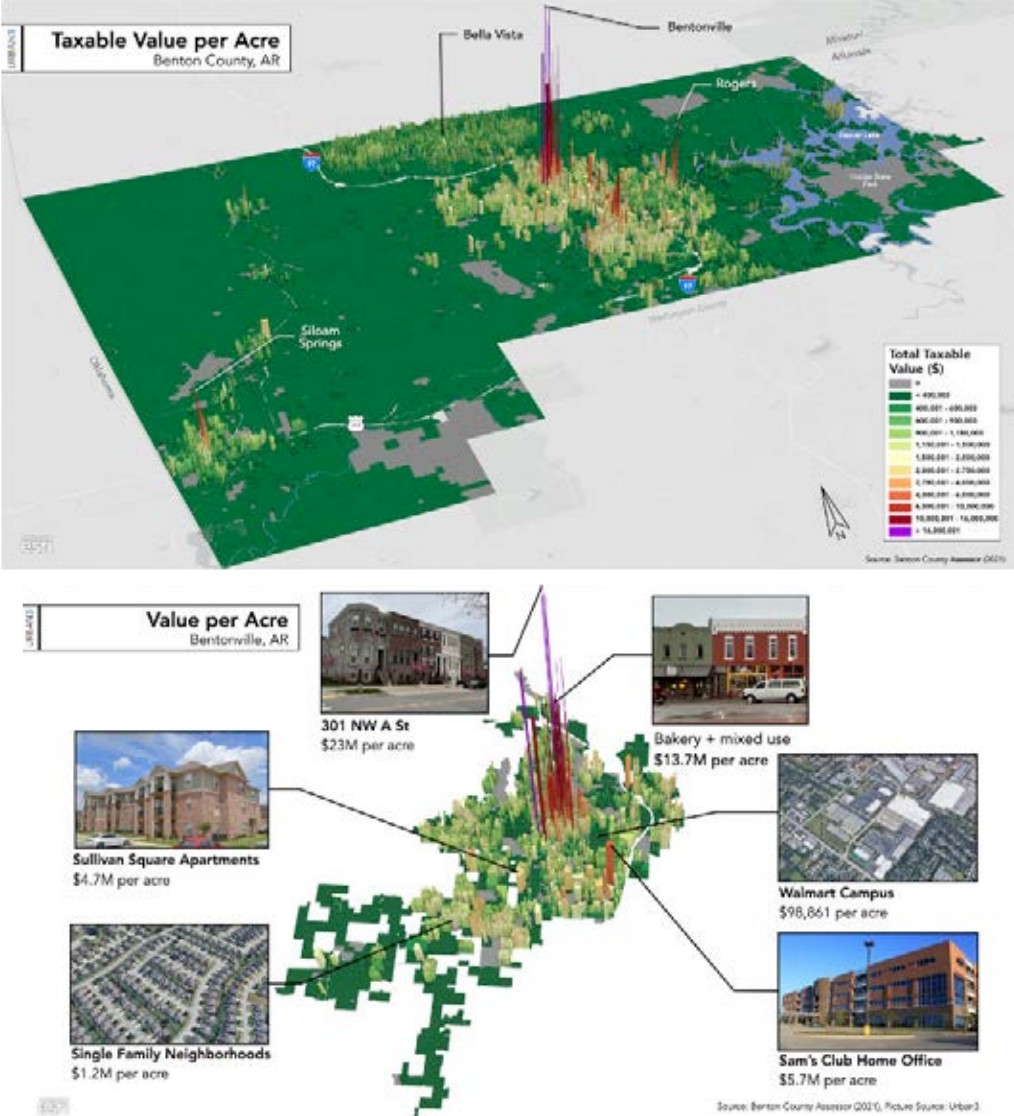
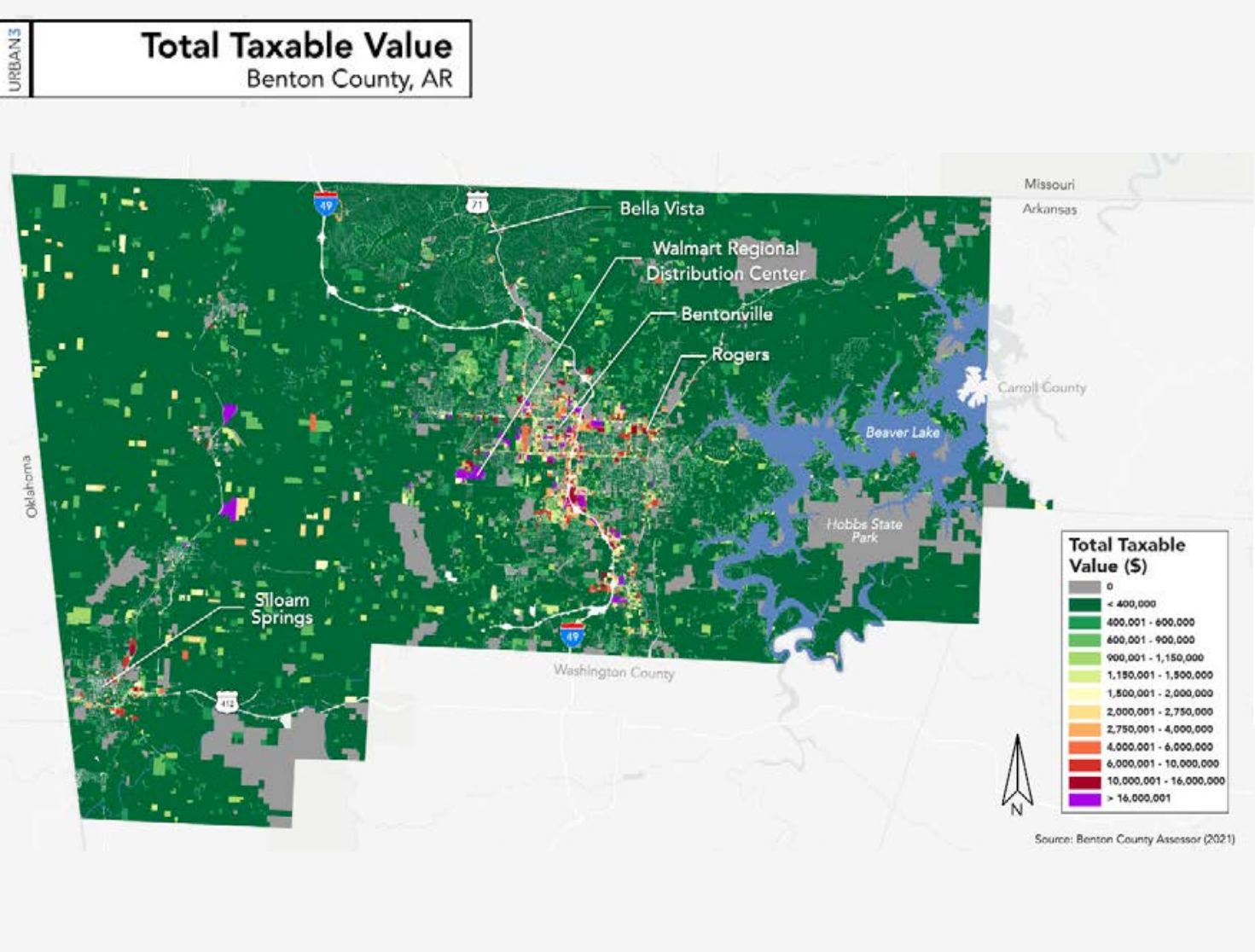
EDUCATION



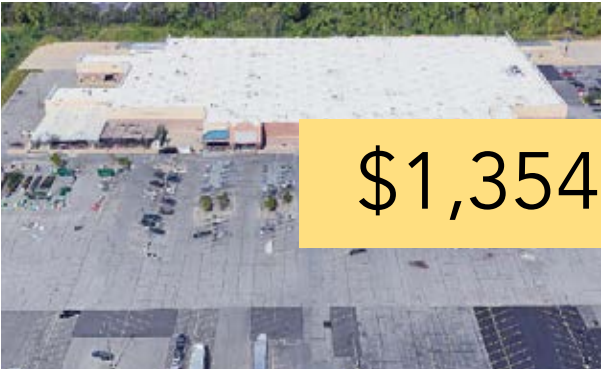
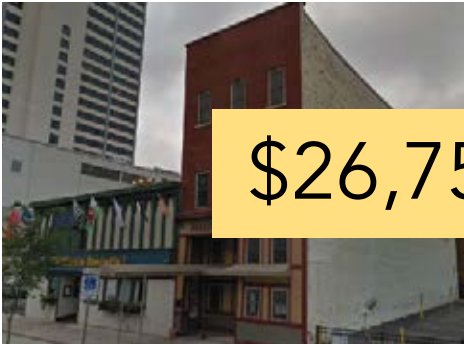
Balancing natural, cultural, and built environments

MAUMELLE PINNACLES OUTDOOR RECREATION VISION MASTER PLAN

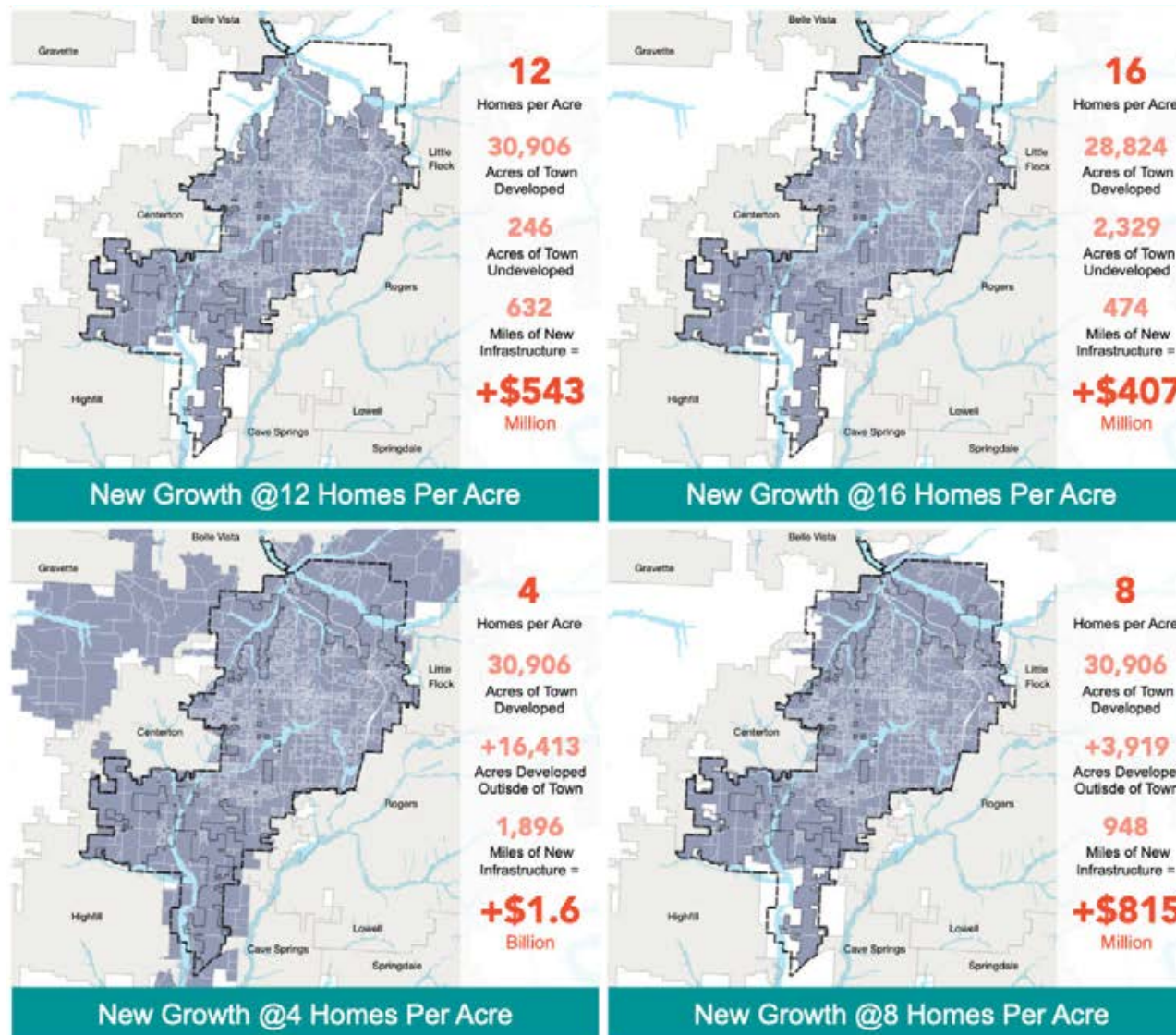




Return-on taxable land and municipal investments

	LOW DENSITY	MEDIUM DENSITY	HIGH DENSITY
RESIDENTIAL	 -\$2,010	 \$1,613	 \$39,369
MIXED-USE	 \$21,663	 \$40,630	 \$142,762
COMMERCIAL	 \$1,354	 \$26,754	 \$155,229

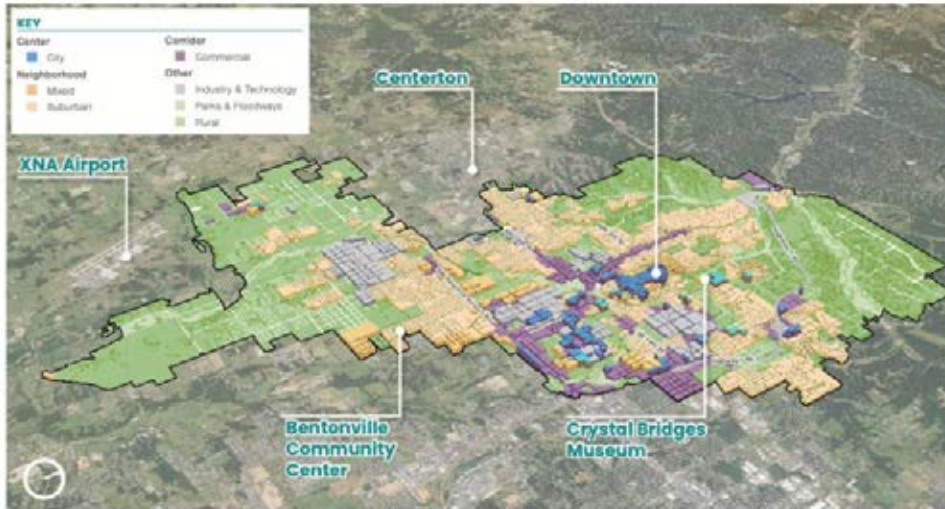
THE COST OF GROWTH



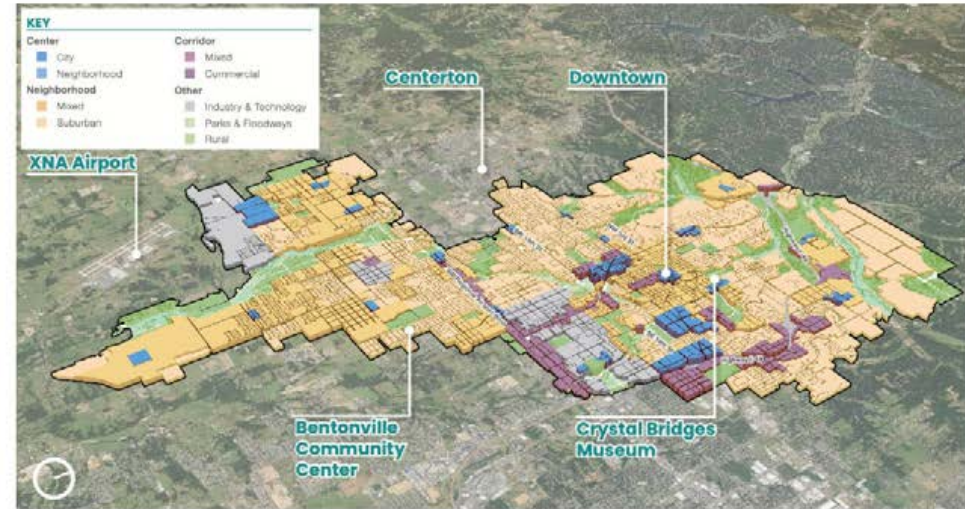
HOW IT COMES TOGETHER: Bentonville Example

GROWTH SCENARIO PLANS

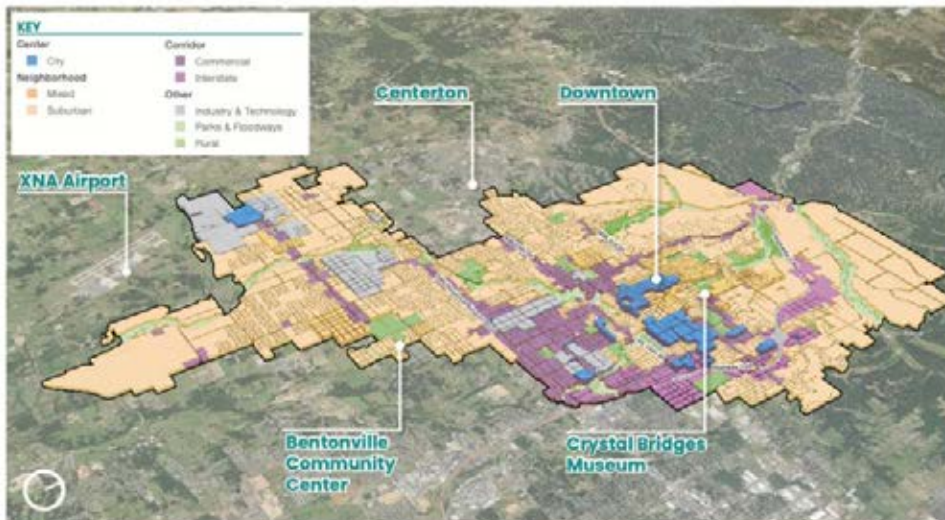
Existing Land Use



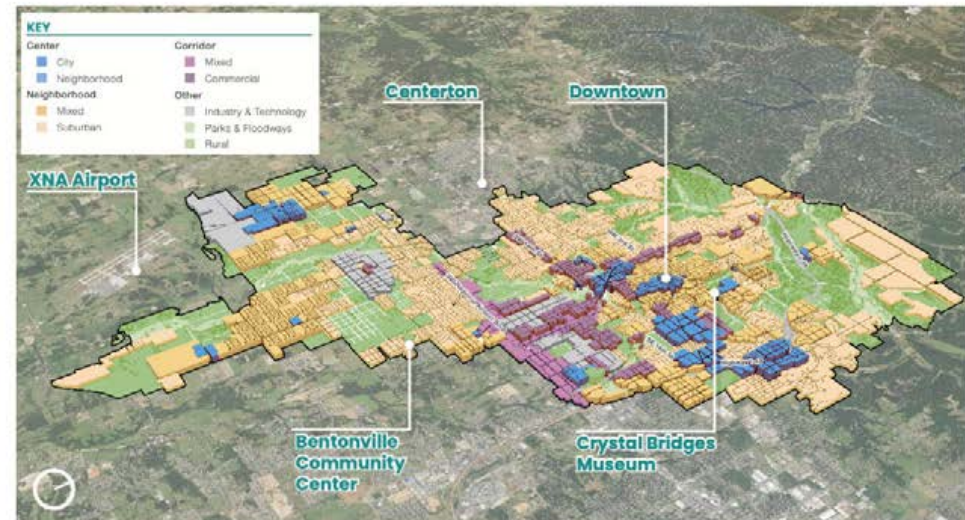
Balanced Growth



Business As Usual

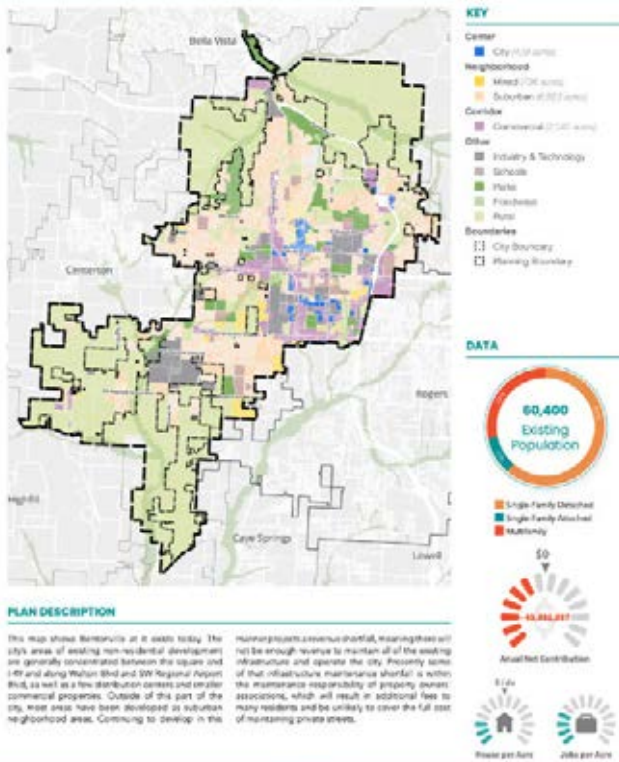


Compact Growth

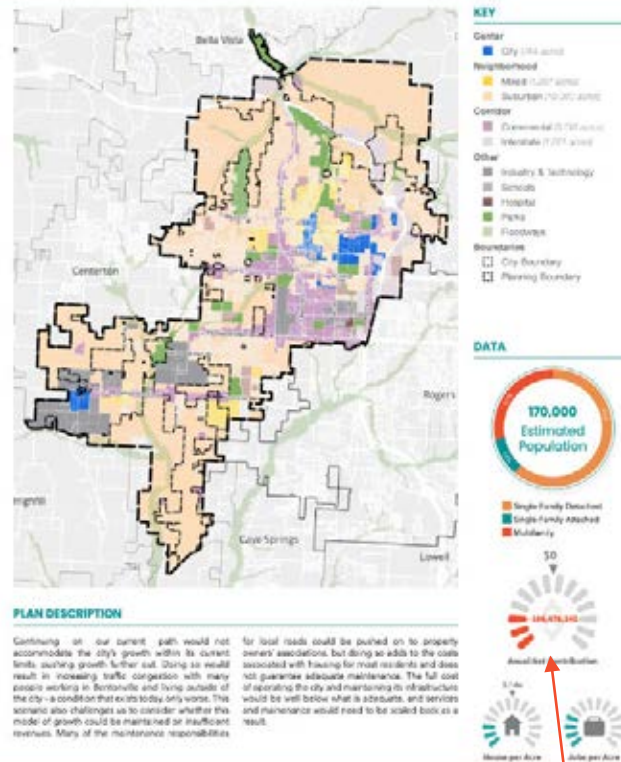


GROWTH SCENARIO PLANS

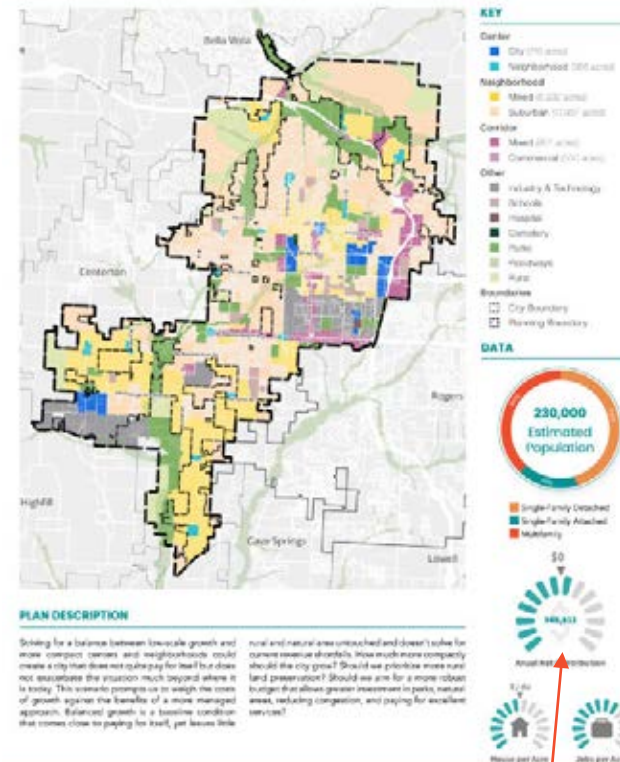
Existing Land Use



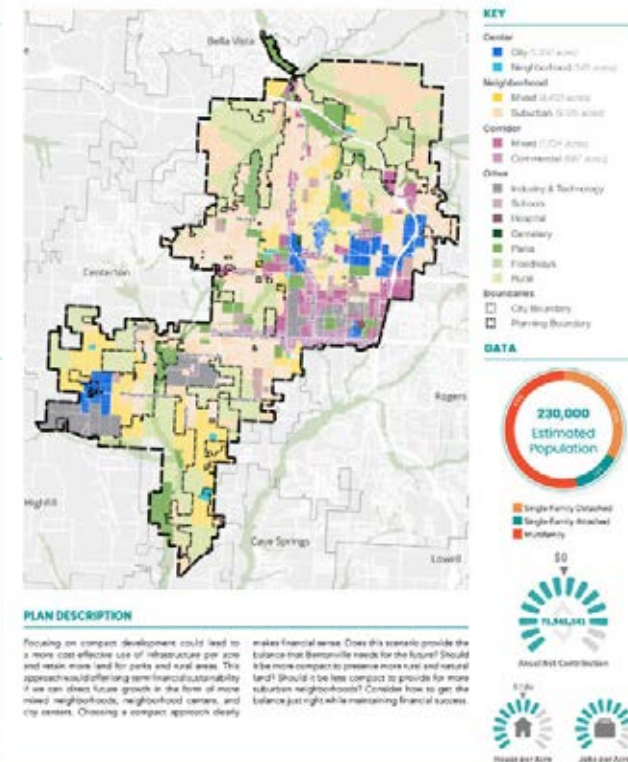
Business As Usual



Balanced Growth



Compact Growth



Fiscal Balance Sheet

MUNICIPAL BUDGET

Managing Growth for Fiscal Sustainability

Operating Bentonville in 2024 costs approximately \$16.824 per developed acre, a figure that will rise with continued growth. The \$209 million budget funds critical services like public safety, infrastructure, parks, and utilities. However, existing revenue streams—sales taxes, property taxes, utility fees, and impact fees—are insufficient to address current and future demands, such as:

- Expanding water, sewer, and power capacity.
- Alleviating traffic congestion and supporting active transportation.
- Addressing regional stormwater challenges.
- Funding additional parks and community amenities.

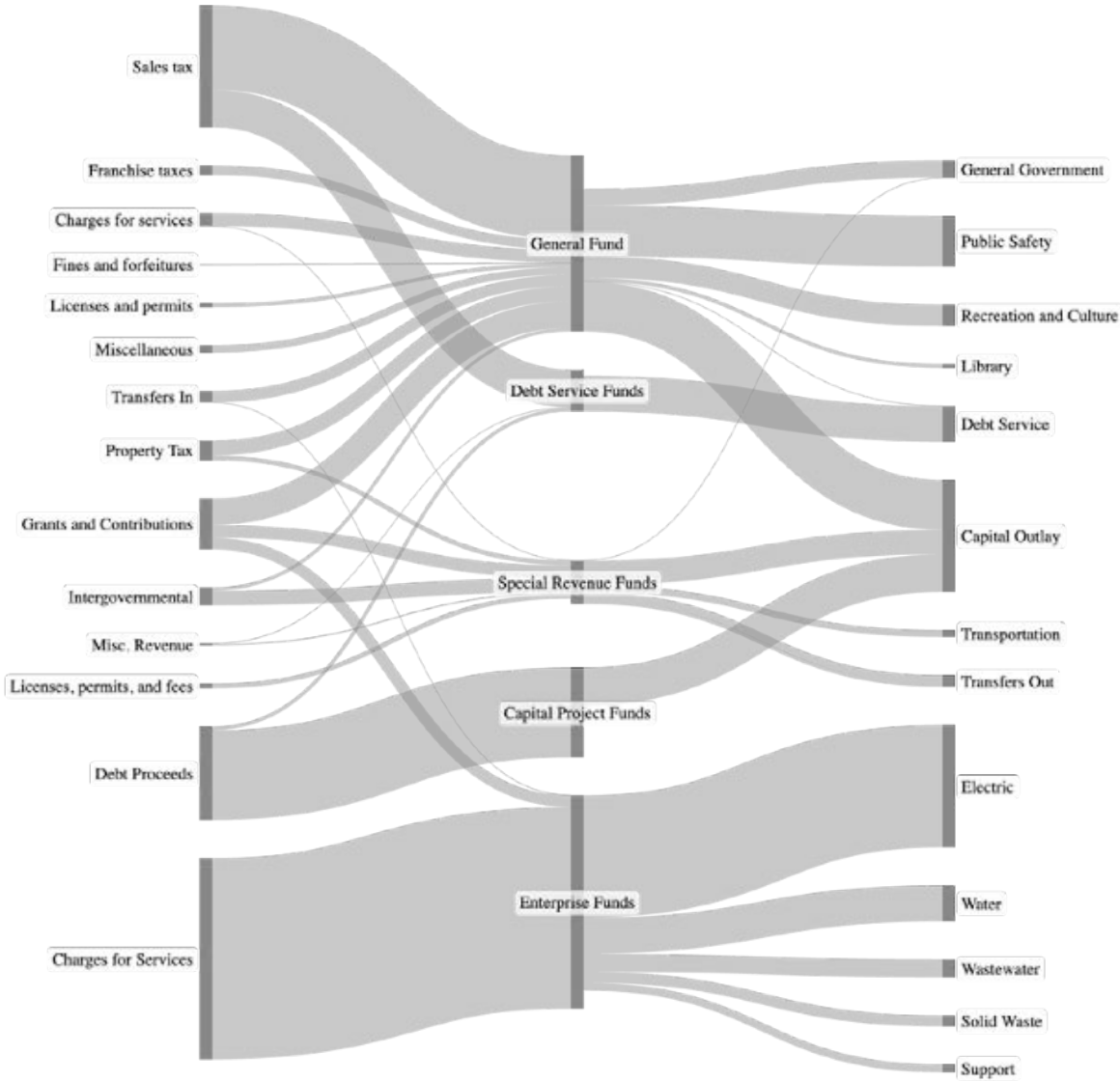
Bentonville's long-term fiscal sustainability hinges on managing growth and land use efficiently to support services without overburdening the budget. Historically, subsidizing low density residential growth with infrastructure investments—roads, sewers, parks, and schools—has stretched resources thin. These patterns assume residential developments cannot pay their way and rely on sales tax contributions. In contrast, townhomes, mixed-use, multi-family housing, and commercial developments typically contribute more

than they consume in resources, offering a path to bridge funding gaps.

As the city prepares for substantial population growth, the current trajectory of subsidized low-density expansion is unsustainable. To ensure a fiscally resilient future, Bentonville must adopt strategies to balance land uses, support self-sustaining growth, and generate surplus revenue to fund unmet needs.



Source: City of Bentonville





DETACHED HOUSE ON A LARGE PROPERTY
An average property size of 43,560 square feet.



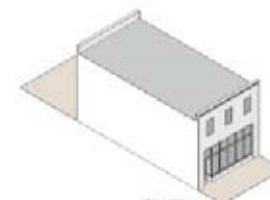
DETACHED HOUSE ON A MEDIUM PROPERTY
An average property size of 6,000 square feet.



6 UNIT BUILDING ON A SMALL PROPERTY
An average property size of 7,200 square feet.



20 UNIT BUILDING ON A LARGE PROPERTY
An average property size of 22,000 square feet.



MAIN STREET COMMERCIAL
An average property size of 3,000 square feet.



STRIP COMMERCIAL
An average property size of 261,360 square feet.



COTTAGE ON A SMALL PROPERTY
An average property size of 3,000 square feet.



TOWNHOUSE ON A SMALL PROPERTY
An average property size of 2,000 square feet.



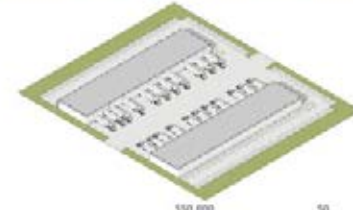
MIXED-USE RESIDENTIAL (4 STORIES)
An average property size of 22,000 square feet.



MIXED-USE OFFICE (4 STORIES)
An average property size of 60,000 square feet.



OFFICE BUILDING (2 STORIES)
An average property size of 80,000 square feet.



LOGISTICAL & MANUFACTURING
An average property size of 300,564 square feet.

Running Bentonville costs \$16,824 per acre, per year

Who is footing the bill?

Housing Supply and Demand



Home Ownership Rate

Today, Bentonville has about the same number of owners as renters, many of whom are renting single family homes. Many of those renters would like to rent an apartment, but there are not enough available. And some of the home owners would prefer to own a townhouse, but there are not enough available. Aligning the demand for housing with the supply, and adjusting new construction to achieve balance can help correct some causes of increased cost, where there are both people who would like a smaller place to live at a lower cost but can't find it, and they are instead occupying a larger home, reducing the number that are available to their ideal demographic.



Existing Supply of Homes



Annual New Home Potential



Oversupplied
& **NOT** footing the bill?



Undersupplied
& **IS** paying a fair share

Supply and Demand for Homes by Type and Ownership

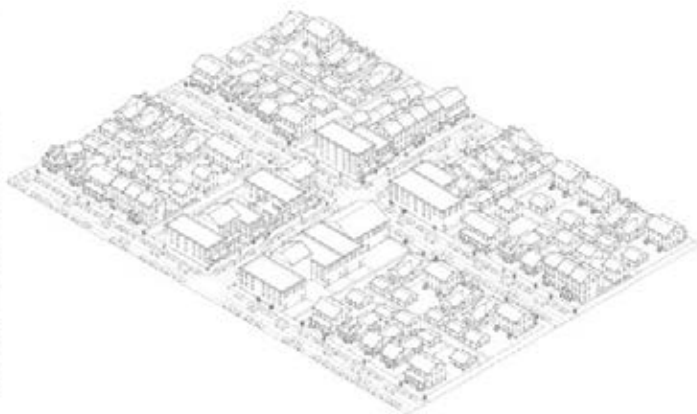
Are we allowing the market to operate?

NEIGHBORHOOD CENTER



Anticipated building height: 3-5 stories

Neighborhood Centers serve as the physical glue between neighborhoods — providing a human-scaled destination where surrounding neighbors can walk or bike, gather in fellowship, dine out, or pick up basic daily needs. Small, local businesses typically provide a variety of entry-level jobs, a sense of increasing independence for area youth, and an opportunity to support more home-grown businesses. They usually also include nearby townhomes, small apartment buildings, and small homes transitioning in scale and activity to less concentrated surrounding neighborhoods. Neighborhood Centers contribute sales tax and concentrated property tax to the city's budget, balancing nearby neighborhoods.



WALKABLE NEIGHBORHOOD

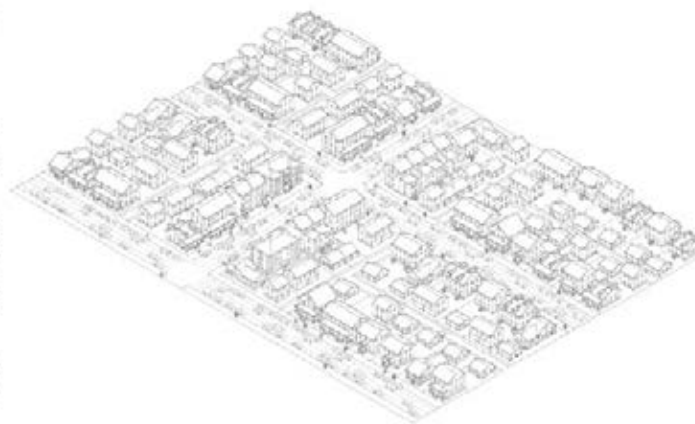


Anticipated building height: 3 stories

Walkable Neighborhoods combine compatibility-scaled single family homes, townhomes, and apartment buildings in a neighborhood setting.

They provide a high degree of housing diversity, allowing for more people of different circumstances to share the same neighborhood. They also support some small neighborhood shops and are often near Neighborhood Centers and parks, making it easy to walk and bike for frequent trips.

Financially, mixed neighborhoods don't fully cover their costs, but by providing housing in a compact footprint, they reduce the amount of land needed for growth.



Growth of these land uses **PAYS A SURPLUS**

Growth of these land uses **IS SUBSIDIZED**

TRADITIONAL NEIGHBORHOOD

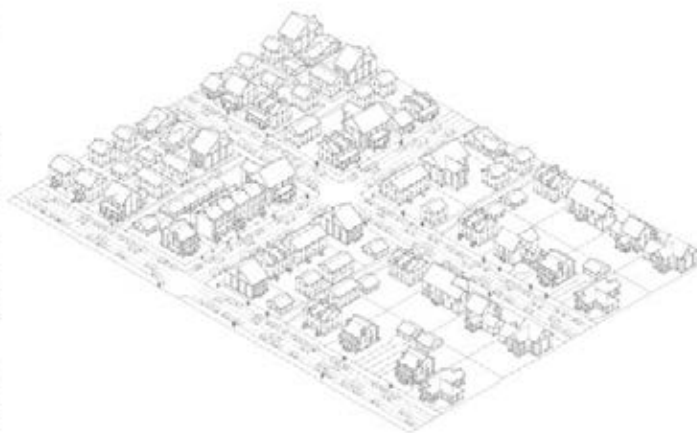


Anticipated building height: 2.5-3 stories

Traditional Neighborhoods serve as a bridge between denser, more mixed-use Walkable Neighborhoods and more dispersed and automobile-oriented Suburban Neighborhoods. As such, they merge features of both.

Characterized by gridded, walkable blocks of single family homes, townhomes, and small-scaled apartment buildings, they provide diverse housing opportunities while easing the way towards areas of single family homes only.

Lots are formally structured but grow incrementally larger as you move outward, maintaining the viability of walking and biking for many trips while contributing to a more relaxed residential character.



SUBURBAN NEIGHBORHOOD



Anticipated building height: 2.5-3 stories

Suburban Neighborhoods, often referred to as subdivisions, consist mainly of single family homes on comparatively larger lots, some including accessory dwellings within the main house volume or in a detached building. They are generally quiet areas more removed from most commercial amenities. Family-oriented, often with large concentrations of children, suburban neighborhoods are often preferred by growing families. Because houses are on larger properties, buildings are more spread out and car trips are required for most needs.

Suburban Neighborhoods don't cover their own costs, but they provide housing needed for a large segment of the community, including families raising the next generation of Bentonville residents.



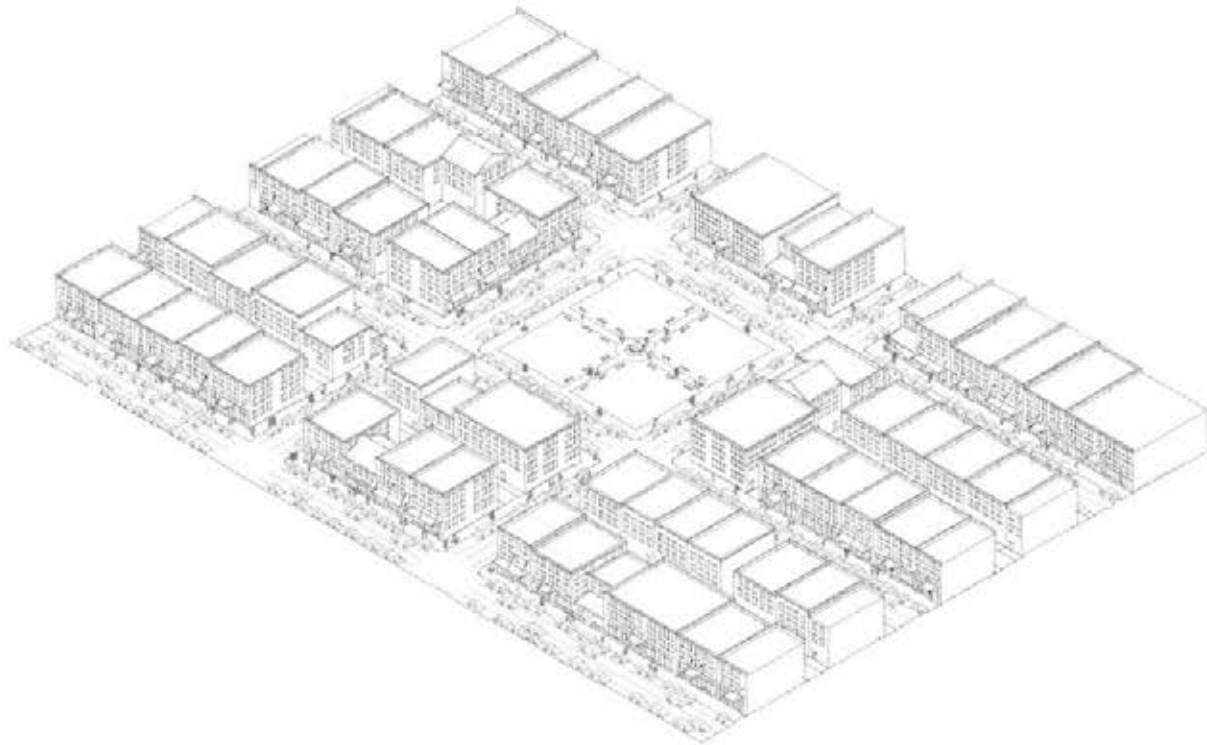
Investing in Downtown **PAYS DIVIDENDS**

CITY CENTER



Anticipated building height: 4-6 stories

City Centers are places like the Downtown Bentonville Square and its surrounding blocks, consisting of jobs, entertainment, convenience retail, daily services, and housing at a variety of scales — from single story shops to office and residential buildings. This combination of types and uses, from sidewalk lining buildings to civic institutions like churches and city hall, to apartments, condos, and townhomes, makes for the city's most active, compact and walkable space. In the future there may be more than one City Center providing convenient access to additional amenities, particularly in the southwest, and reducing the growth pressure around the city's beloved heart. With a high concentration of commercial along with housing, City Centers contribute substantially to the city's budget.



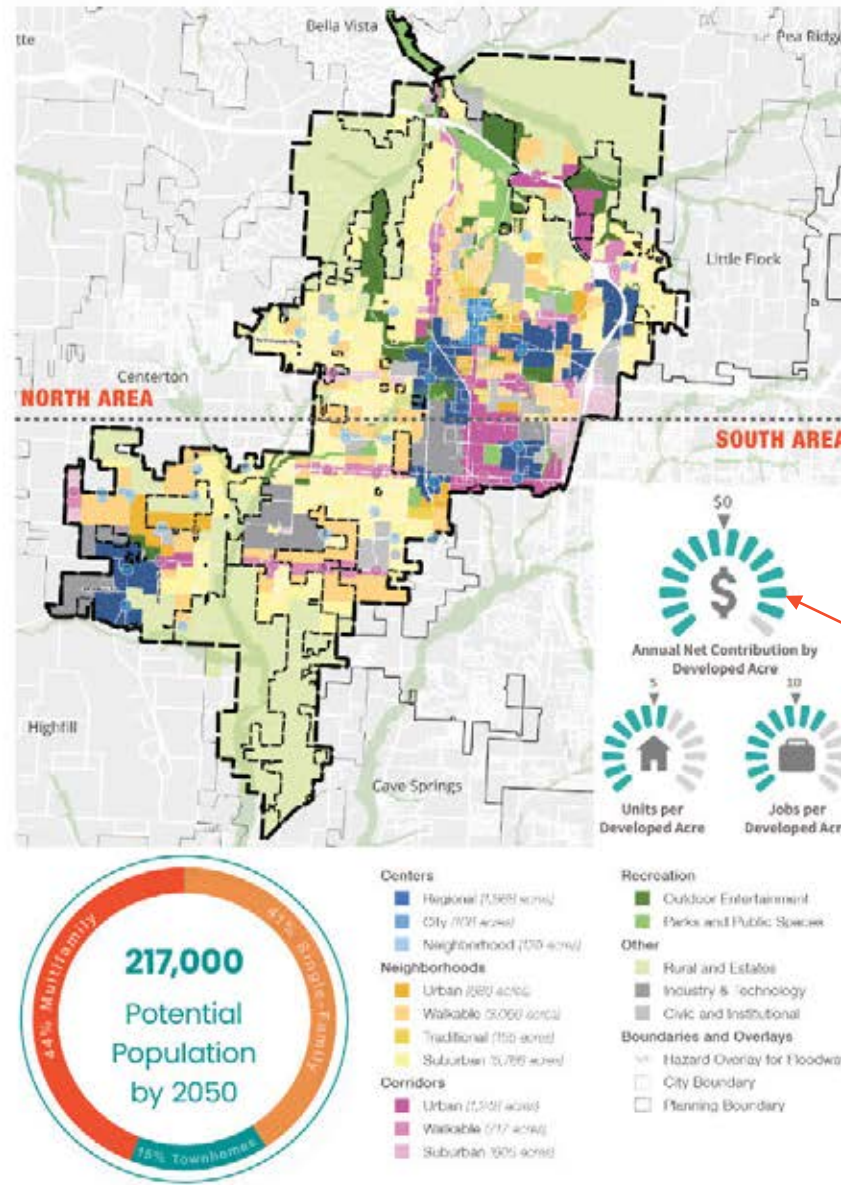
Strategic and Balanced Growth

To ease pressure on downtown and encourage walking and biking, the plan establishes multiple activity hubs, including a major future employment center near Northwest Arkansas National Airport. These Regional Centers will boost the city's economic base with spaces for cultural venues, entertainment, diverse jobs, and higher-density housing in areas away from the airports. Within residential zones, smaller Neighborhood Centers provide convenient retail and gathering spots, fostering a network of community-focused amenities within easy walking, biking, and driving distance for most residents.

Strategically planned infill and compact growth in new areas aim to enhance Bentonville's fiscal health by minimizing infrastructure costs and creating a budget surplus to reinvest in city services, infrastructure, and recreation. With projected growth nearing 220,000 residents, the Future Land Use Plan addresses fiscal sustainability by balancing growth density and housing diversity.

Balanced growth, as outlined in the plan, supports a sustainable fiscal outlook, reduces downtown congestion, promotes alternative travel options, and diversifies housing to meet demand. The Community Plan targets an average new growth of about 13 units per acre, blended between new, high-density places like Regional Centers, medium-density places like Urban Corridors, and low-density places like Walkable Neighborhoods, while discouraging growth in Suburban and Traditional Neighborhoods and Rural areas. Each Place Type contributes to the city's economy, housing, and character, underscoring the need for comprehensive, balanced growth and a diversity of environments for residents, providing a high quality of life and accessibility to housing, jobs, and mobility for future generations.

Preserving rural character remains a key priority. The plan encourages relatively higher-density development within the city's core and hubs, reducing the need for outward expansion. While the plan can accommodate population growth beyond current projections, compact, fiscally responsible growth ensures Bentonville retains its rural surroundings and strong fiscal outlook, meeting population demands while staying adaptable to future challenges.

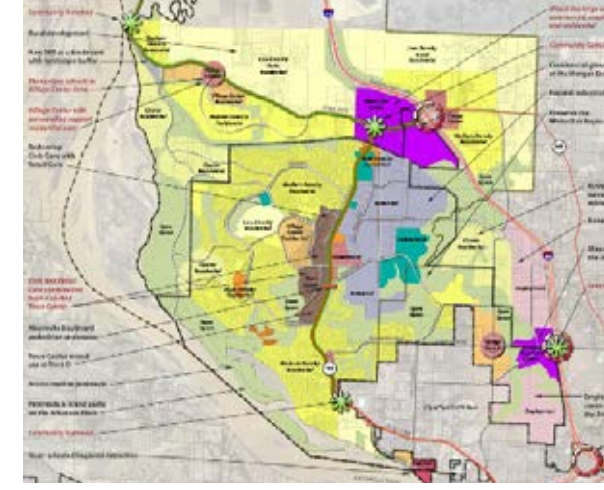
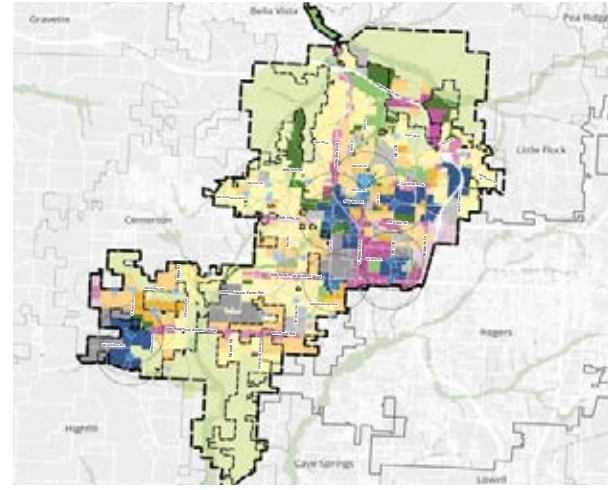


Strategic growth is
SOUND FISCAL POLICY

Pays for:

- City services including Police & fire
- Schools
- Parks & festivals
- Streets
- Utilities

HOW IT COMES TOGETHER: Bentonville Example



Miami 21, FL

Plan Bentonville, AR

Pine Bluff Comprehensive
Plan, AR

Maumelle Strategic Plan, AR

EXPERTS IN URBAN REVITALIZATION AND PLACEMAKING

Work Plan Phases

Project website, interviews, focus groups, survey, and mapping

Background analysis and initial input summarized

Charrette process: input + proposals

Charrette report-out and plan direction evaluated

Plan draft creation and reviewed, survey & web

Plan finalization, comment period, final revisions and adoption process



Phase 0: Ongoing
Engagement

Community Engagement:

Phase 0: outreach, brand, messaging, website, communications, social media

Phase 1: 1-on-1 interviews, steering committee, ward meetings, public survey

Phase 2: on-site visioning charrette, pop-ups, public meetings, public survey

Phase 3: planning commission and city council meeting support

Community Engagement: open houses, pop-ups, walk audits



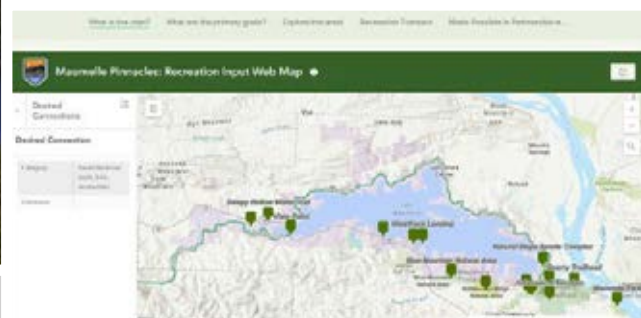
Online Community Engagement: information, surveys, mapping

Outdoor Recreation Vision Master Plan: Maumelle Pinnacles

The Maumelle Pinnacles Recreation Master Plan is the bold vision for conservation, recreation, and adventure in Central Arkansas







1:47 CITYOFSEARCY Posts Follow

cityofsearcy



cityofsearcy We had a great night planning for Searcy's future as we reviewed the work Crafton Tull has been doing and received even more feedback from community members! Thank you to everyone who came out for the Active Transportation Public Meeting.

Springdale Trails Feasibility Study

City of Springdale · Crafton Tull
December 3, 2024

Project Description Active Transportation Facility... Project Interactive Web Map Study Area Scoring



Jefferson City Parks Accessibility & Inclusion Plan

Help us make Jefferson City's parks more accessible for everyone!

Jefferson City · Crafton Tull
November 15, 2024



Ellis Porter Park, Pool, and Amphitheater

When accessed for the 2018 Master Plan, Ellis Porter Park had an ADA access within the pool area, over the amphitheater. The amphitheater has since been updated with access ramps to the stage and seating area, and the pool now has an ADA-compliant lift.



City of Searcy
Mar 7 ·



armoneyandpolitics.com
Searcy to Move Forward With \$93M Transformation Plan

43 4 comments 5 shares

SHOWING: 961 of 961 Responses
PAGE: 3 of 13

5. What do you think are the biggest barriers for biking and walking in El Dorado? Select all that



Skipped: 48 Answered: 913

- Speeding vehicles and traffic
- Lack of sidewalks and trails
- Poor sidewalk and infrastructure conditions
- Sidewalks do not lead where I need to go
- Steep hills make traveling difficult for me

A Citywide Master Plan for 2040

Targeted Stakeholders: meetings, webinars, workshops



Leadership



Technical



Advisory

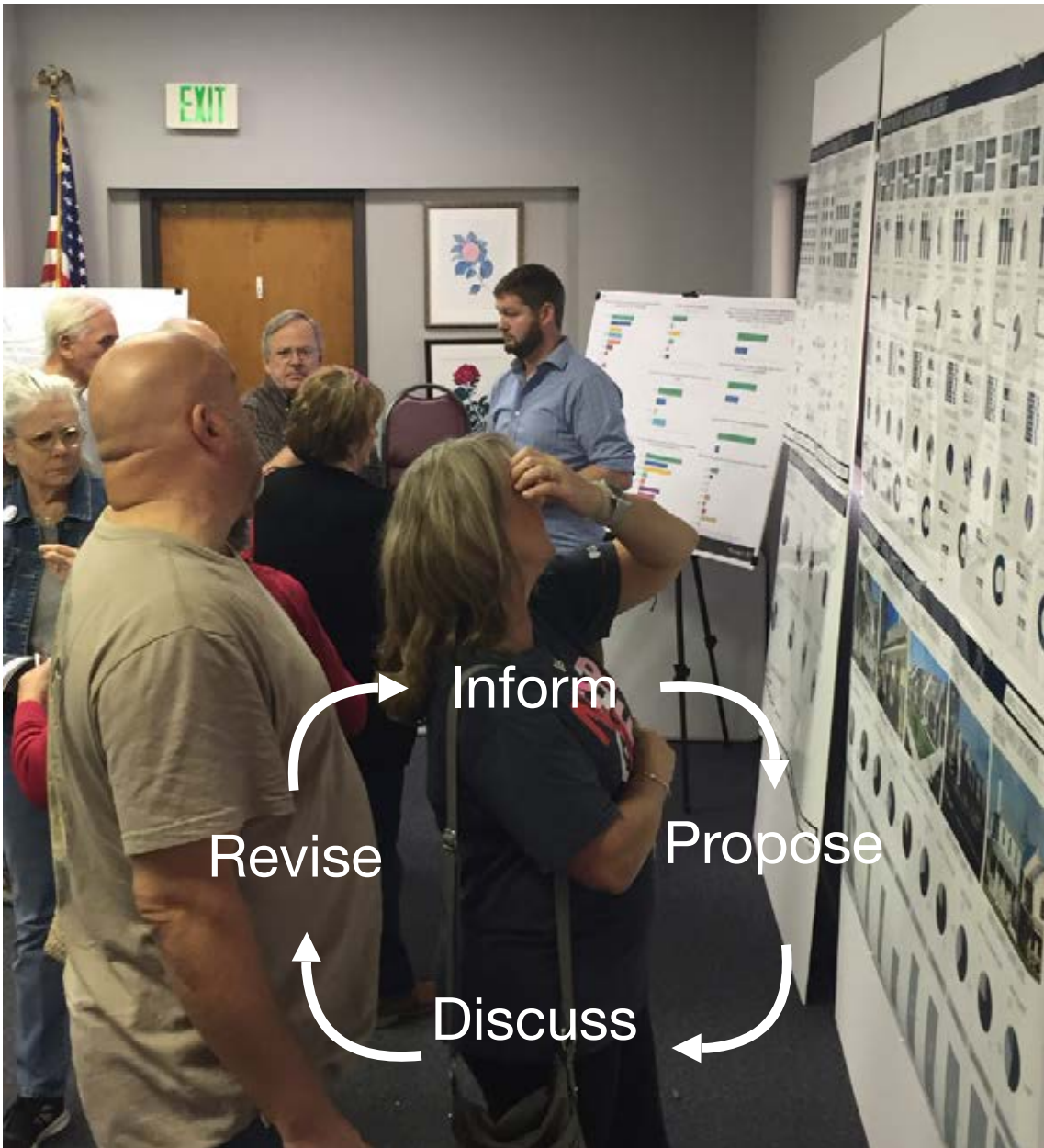
Charrette: on-site meetings, open houses, production, and feedback

What makes a street pleasant to walk along downtown?		
Tree - shade	Stable, slow traffic	Pedestrian protection from vehicles & noise, quality, sidewalks, crosswalks, & signage
Attractive buildings	Interesting window displays	Less traffic noise & slower
Shoppers and others are out on the street	Most office uses on 1st floor	
	Attractive sidewalks	Make sure there is a physically separate, slow, pedestrian zone to enhance safety. Could use bollards or other safety objects

What makes a street pleasant to walk along your neighborhood?		
Who is going to be there?	WALK DOWN LAWSON ST. as a pilot example.	Continuity & community character
Need a more thought-provoking strategy	Community efforts to make the street more attractive, pedestrian friendly, and safe. For example, the street could be made more pedestrian friendly by adding more trees, benches, and other amenities.	Lighting, sound, and other amenities
the tree canopy!	Unobstructed view of the street from the sidewalk	We need to make sure of a good view of the street

Safety		
Safe - no traffic deaths	Safe spaces where people can walk	Strong, well-lit sidewalks
Easy	Greater safety on the roads	Safe - no traffic deaths
More safety	Clear, well-lit sidewalks	

Walkability & Bicyclability		
Walkability	Walk/Bicyclability	Walkability + Bicyclability
Safe	Walk/Bicyclability	Safe - no traffic deaths
Clear, well-lit sidewalks	Bicycling safety + connectivity	Walkable City Design
Walkability + Bicyclability		



Work Plan Phases

Project website, interviews, focus groups, survey, and mapping

Background analysis and initial input summarized



} 1

Charrette process: input + proposals

Charrette report-out and plan direction evaluated

Plan draft creation and reviewed, survey & web



} 2

Plan finalization, comment period, final revisions and adoption process



— 3

Phase 0: Ongoing
Engagement

Phase 1

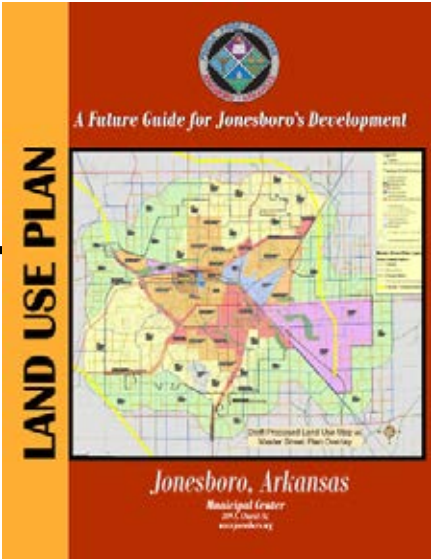
Inventory, Analysis, &
Outreach

Diagnostics: review, coordination, & evaluation of current plans

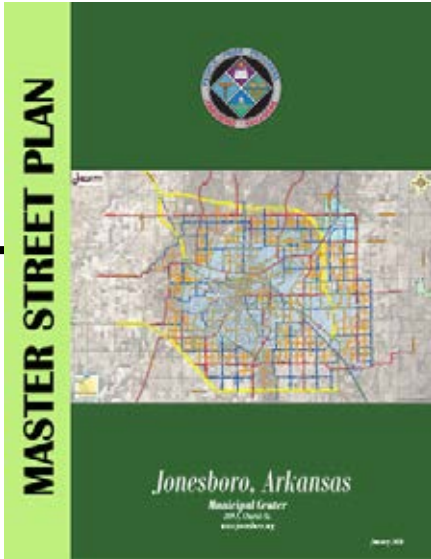
2018



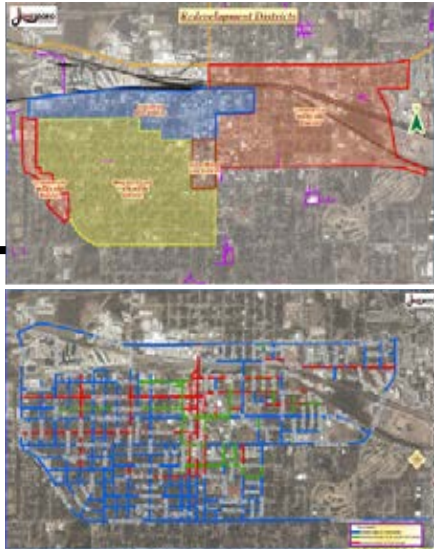
2018



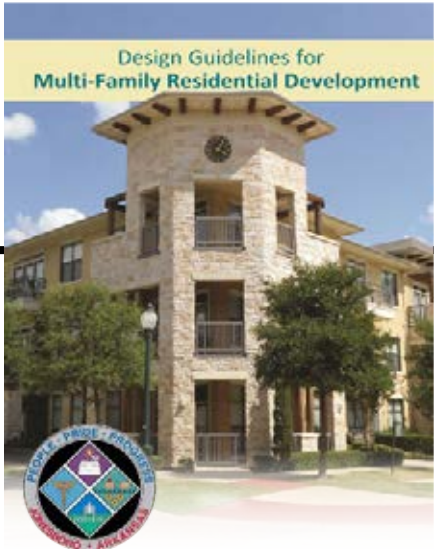
2020



2020



2021



Current



Vision & Goals,
Evaluation,
Coordination,
Shared Direction

Diagnostics: study & evaluation of the built environment and land use

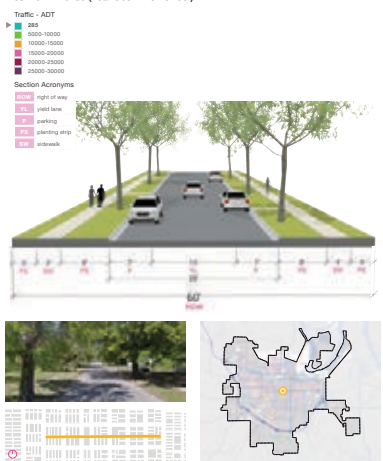
Pedestrian Frontage Assessment

Downtown

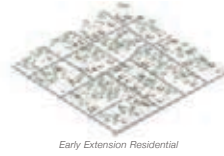


Existing Locals

West 18th Avenue (near South Ash Street)



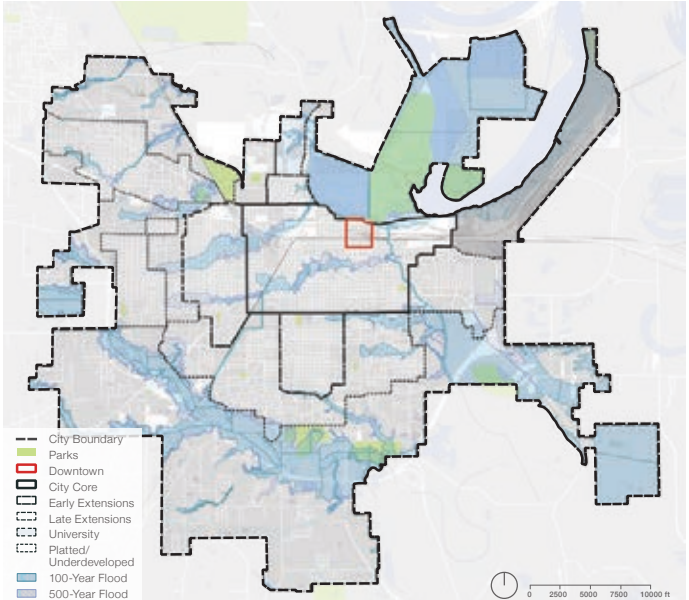
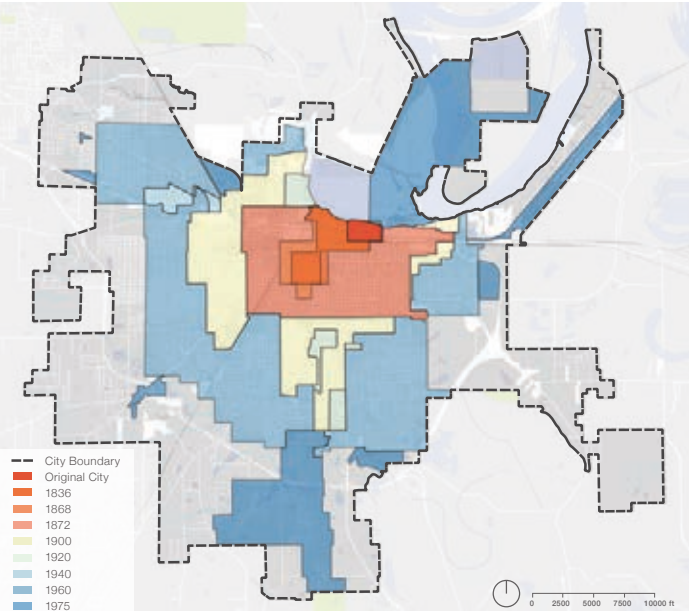
City Core Residential



Early Extension Residential



Late Extension Residential



ACCESS TO COMMUNITY ASSETS

Community Access

This series of maps identifies the locations of key community assets and how near they are to where people live. They address the question of whether people can easily walk to amenities and services. Maps with circular highlighted areas indicate where people are likely to walk to access an asset. The 1/4 mile circle depicts a walk that would take approximately 5 minutes to reach the asset, and the 1/2 mile circle depicts a 10 minute walk. Rather than focusing on the areas within the circles, these maps are intended to identify the areas that lack access, which may be addressed through the master plan.

Access to Parks



Access to Civic Destinations



Schools



Diagnostics: demographics & projections

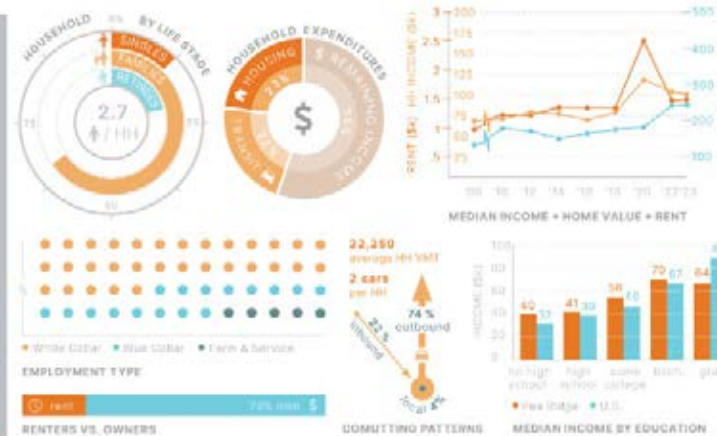
Pea Ridge

Land Area: 7.6 square miles

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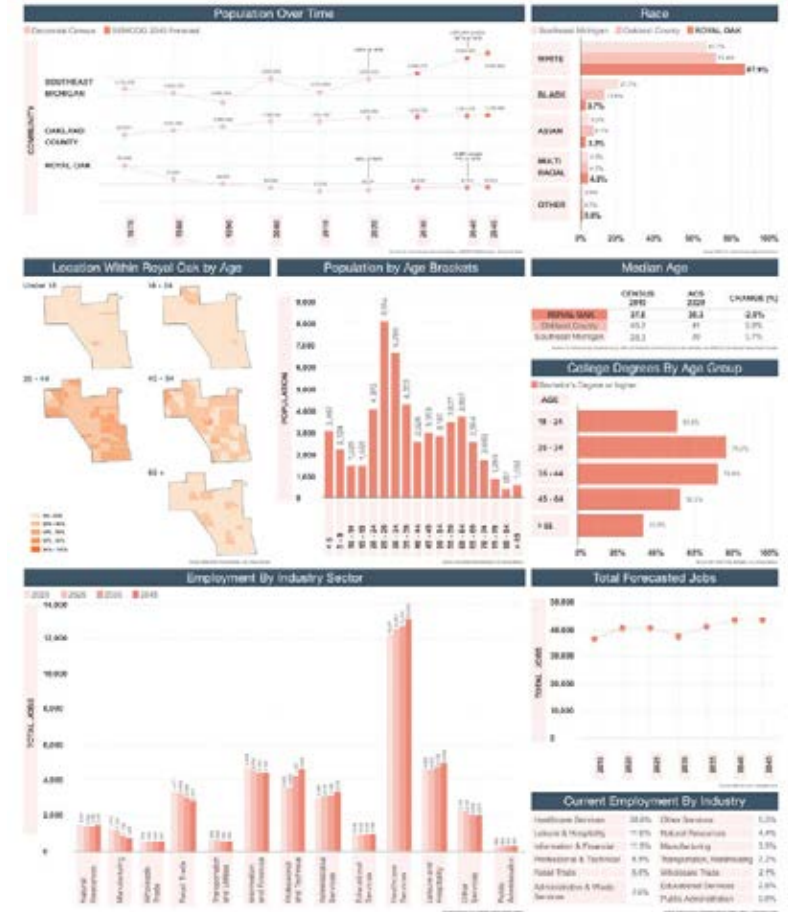
2 HOW PEOPLE LIVE



3 DEVELOPMENT CHARACTERISTICS



DEMOGRAPHICS: POPULATION, EDUCATION, AND EMPLOYMENT



Diagnostics: land value productivity

URBAN3

Value per Acre
Bentonville, AR

Source: Benton County Assessor
(2021), Picture Source: Urban3



301 NW A St
\$23M per acre



Bakery + mixed use
\$13.7M per acre



Sullivan Square Apartments
\$4.7M per acre



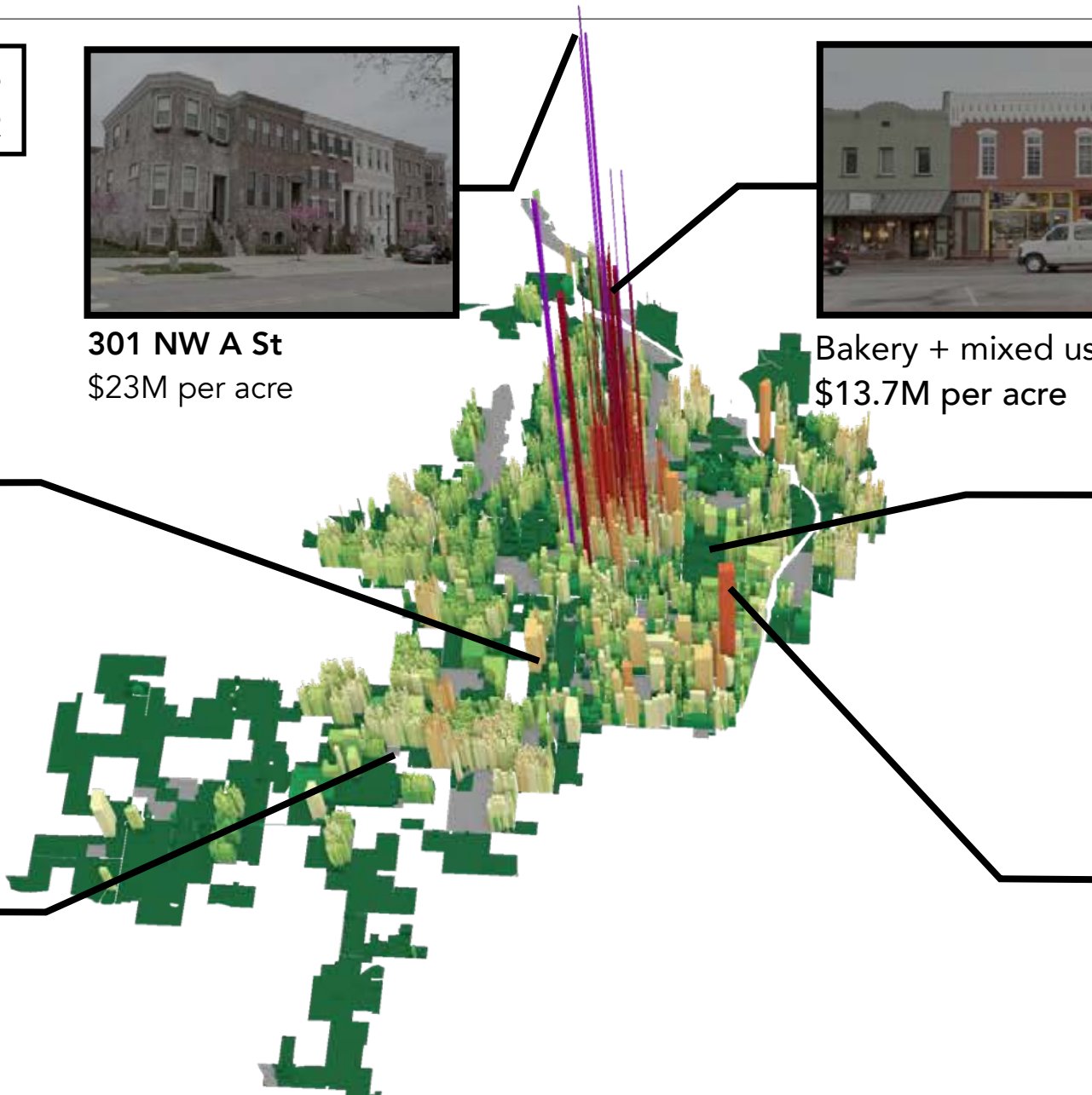
Walmart Campus
\$98,861 per acre



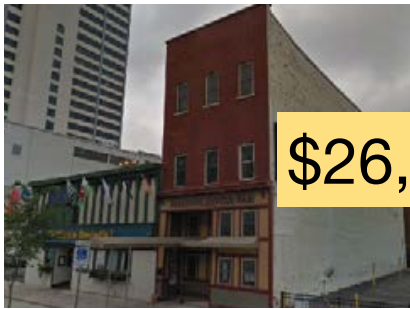
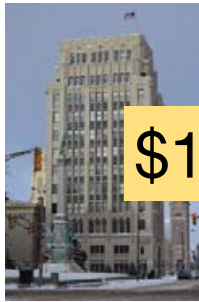
Single Family Neighborhoods
\$1.2M per acre



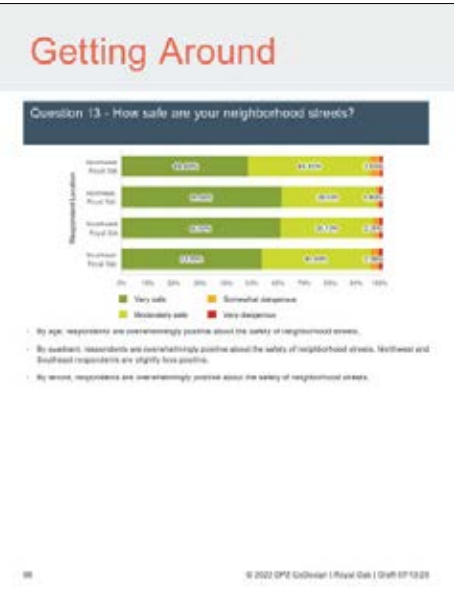
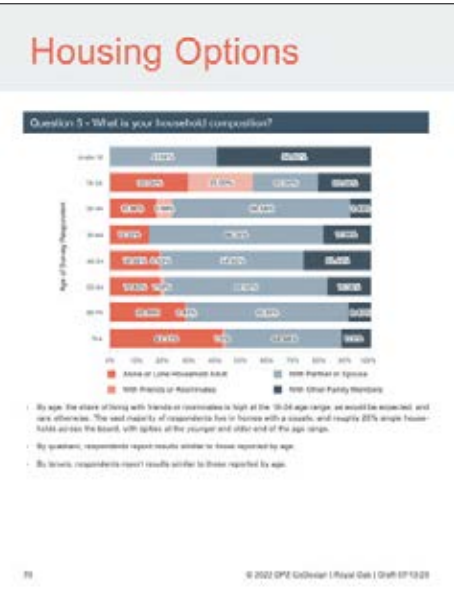
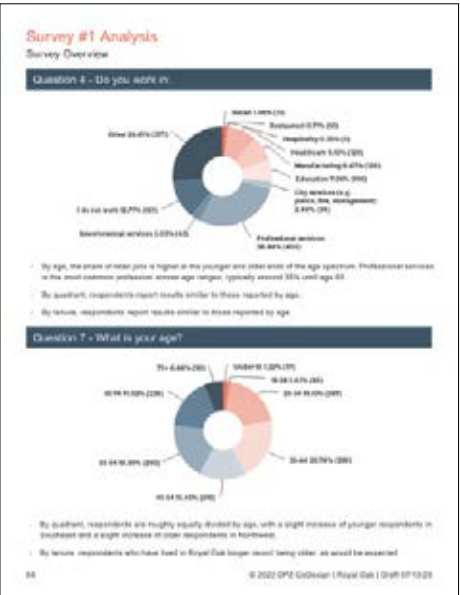
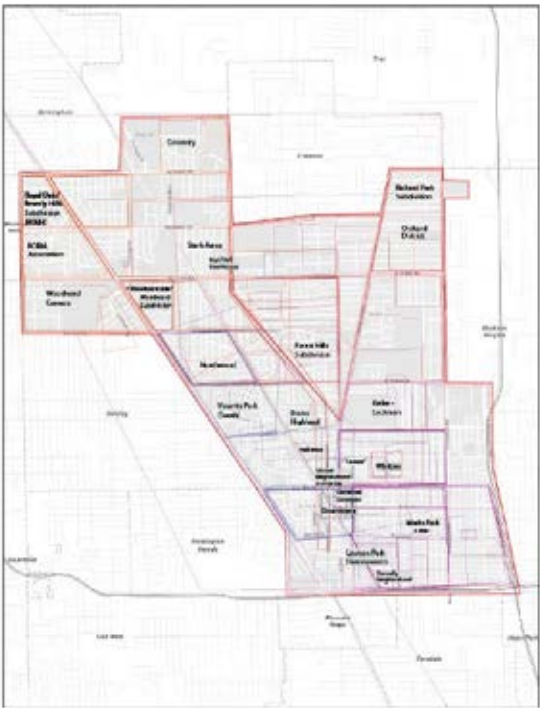
Sam's Club Home Office
\$5.7M per acre



Diagnostics: land value productivity

	LOW DENSITY	MEDIUM DENSITY	HIGH DENSITY
RESIDENTIAL	 -\$2,010	 \$1,613	 \$39,369
MIXED-USE	 \$21,663	 \$40,630	 \$142,762
COMMERCIAL	 \$1,354	 \$26,754	 \$155,229

Engagement: 1-on-1s, ward meetings, public presentation, survey



Public Engagement Overview Neighborhood Meeting: NW Quadrant

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	- Multigenerational Neighborhoods - Royal Oak is "livable" navigated by everyone - Walkability (e.g., to Major from 14 and Crooks neighborhood, to Woodland) - Lower density housing (single-family and parks - more neighborhood than downtown) - Natural areas, small neighborhood parks
Challenges	- People don't feel safe in parking structures, desire cameras - All areas of the city aren't senior friendly, especially with regard to parking accessibility - Privacy concerns with the height of multifamily structures
Opportunities and Ideas: Neighborhoods	- Protect existing neighborhoods and preserve their character - Limit size of new buildings, when tearing down existing homes - Prohibit overnight neighborhood parking (2am-6am) - Encourage neighborhood friendly housing - Encourage grocery stores and walkable necessities (closer to 13 and Crooks) - Avoid "cookie cutter" housing - ADU might be ok as a strategy for aging in place, but with many restrictions - Like to see a range of housing options - costs from low to high - Keep small existing homes that cost less than new big homes
Opportunities and Ideas: Transportation	- Provide smaller, more frequent buses - make places accessible with bike + bus - Encourage bike routes on side streets - Provide better senior transportation

Public Engagement Overview Neighborhood Meeting: NE Quadrant

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	- Sense of community - Tree-lined streets, tree canopy, tree planting program - Availability of parks - Diversity of people, diversity of ages - Quality of schools - Moved to live where there's a "Main St." - Walkability - Night life - City services (especially Police and Fire) - Farmers Market - Access to multiple downtowns - Access to schools - Investment in aging in place
Challenges	- Flooding (perception is it's related to construction of larger homes) - Park maintenance - Parking structures don't feel safe - Parking accessibility downtown - Affordability - Increased height in smaller-scale neighborhoods - Large houses on small lots - Vacancy on Woodland - Pace and scale of change and new development - "too much, too fast" - Maintaining a "beautiful" park system - New development perceived to be putting increased challenges on infrastructure - Spending on Crooks (12 Mile - 13 Mile)

Public Engagement Overview Neighborhood Meeting: SW Quadrant

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	- Cultural preservation - Tree canopy - Regional location and connectivity (proximity to downtown, Woodland, 1-696, 1-75) - Quiet neighborhoods - Sense of community, trust among neighbors - The park system - Diversity in residents - Diversity of housing - Character of single-family homes - RD Public Library - Local retail - Walkability - Bikeability - City's focus on sustainability - Community engagement/involvement - Farmers market - Schools - Access to transit (Amtrak, bus availability at 11 Mile and Woodland) - Access to downtown - restaurants/grocery shops - Neighborhood schools - more schools are now closed
Challenges	- Parks (especially newly-developed parks) - Current housing diversity - Regional location - Unique housing characteristics in established neighborhoods - Safety - Citizen Police Academy, residential academy - Walkability - Farmers Market - Sense of community - Access to retail and services - "Most of what I need is in Royal Oak" - Royal Oak feels "community-minded" - Local retail - Walkability - Bikeability - Parks of south side feel under-invested (e.g., east of Campbell) - Parking in downtown - Traffic flow and back-up lights on 11 Mile - Off-street parking accessibility - Short-term rentals - Commercial vacancy (e.g., 4th street and 11 Mile) - Cut-through traffic / speed in residential neighborhoods - Scale of development - high-rise encroachment into neighborhoods - Lack of residential parking - Allow for more townhomes - Make sure south and residential in former industrial areas becomes a complete residential neighborhood

Public Engagement Overview Neighborhood Meeting: SE Quadrant

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	- Parks (especially newly-developed parks) - Current housing diversity - Regional location - Unique housing characteristics in established neighborhoods - Safety - Citizen Police Academy, residential academy - Walkability - Farmers Market - Sense of community - Access to retail and services - "Most of what I need is in Royal Oak" - Royal Oak feels "community-minded" - Local retail - Walkability - Bikeability - Parks of south side feel under-invested (e.g., east of Campbell) - Parking in downtown - Traffic flow and back-up lights on 11 Mile - Off-street parking accessibility - Short-term rentals - Commercial vacancy (e.g., 4th street and 11 Mile) - Cut-through traffic / speed in residential neighborhoods - Scale of development - high-rise encroachment into neighborhoods - Lack of residential parking - Allow for more townhomes - Make sure south and residential in former industrial areas becomes a complete residential neighborhood
Challenges	- Parks (especially newly-developed parks) - Current housing diversity - Regional location - Unique housing characteristics in established neighborhoods - Safety - Citizen Police Academy, residential academy - Walkability - Farmers Market - Sense of community - Access to retail and services - "Most of what I need is in Royal Oak" - Royal Oak feels "community-minded" - Local retail - Walkability - Bikeability - Parks of south side feel under-invested (e.g., east of Campbell) - Parking in downtown - Traffic flow and back-up lights on 11 Mile - Off-street parking accessibility - Short-term rentals - Commercial vacancy (e.g., 4th street and 11 Mile) - Cut-through traffic / speed in residential neighborhoods - Scale of development - high-rise encroachment into neighborhoods - Lack of residential parking - Allow for more townhomes - Make sure south and residential in former industrial areas becomes a complete residential neighborhood

Charrette Planning: focus areas and top community goals & concerns



Work Plan Phases

Project website, interviews, focus groups, survey, and mapping

Background analysis and initial input summarized



Charrette process: input + proposals

Charrette report-out and plan direction evaluated

Plan draft creation and reviewed, survey & web



Plan finalization, comment period, final revisions and adoption process



Phase 0: Ongoing
Engagement

Phase 2

Engagement & Plan Preparation

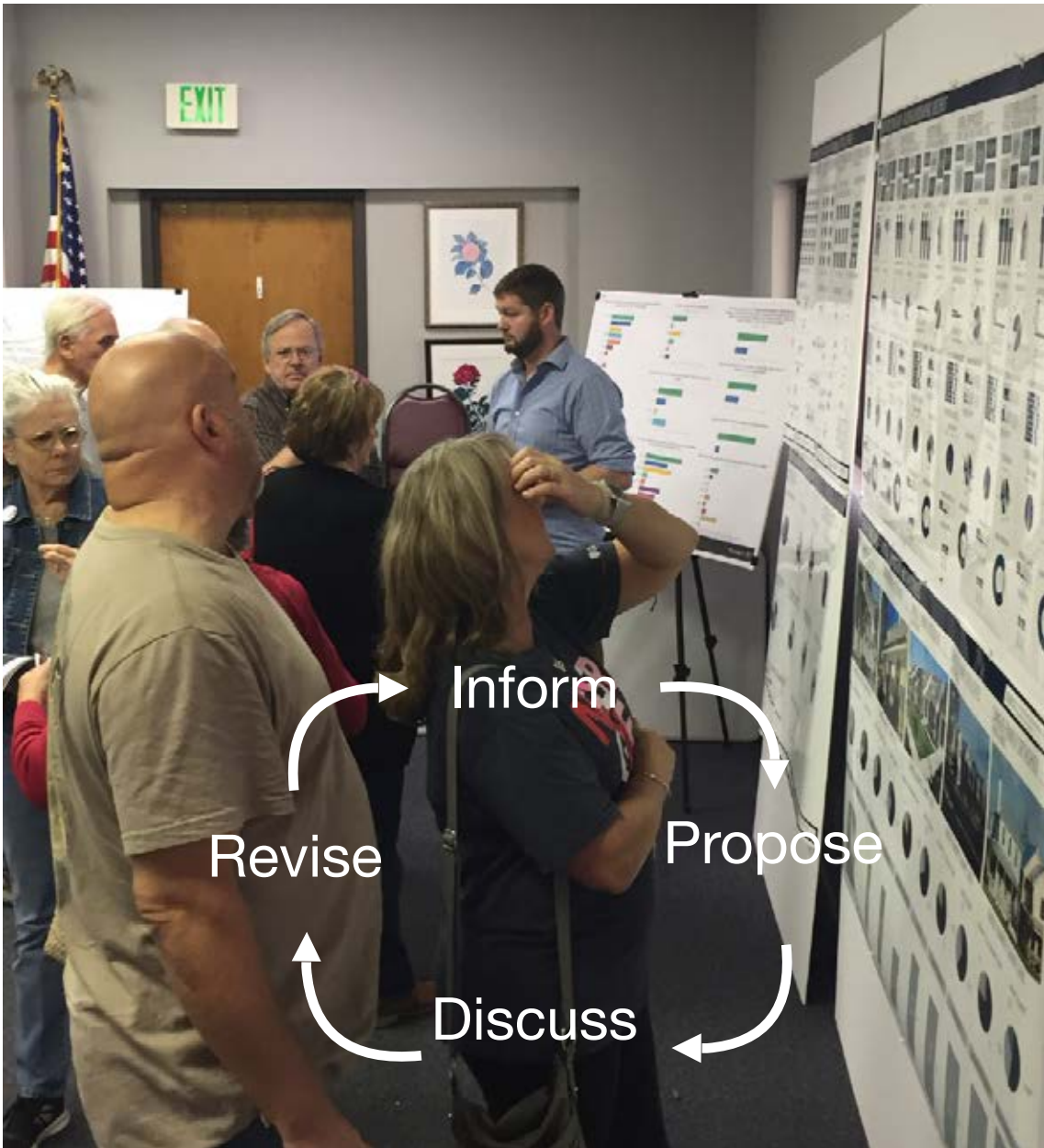
Charrette Process: 7-days of meetings, open houses, & ideation

What makes a street pleasant to walk along Downtown?		
Tree - shade	Stable, slow traffic	PEDESTRIAN PROTECTION FROM TRUCKS & HIGH QUALITY IMPROVEMENTS, UNIFORMITY & BUREAUCRACY
ATMOSPHERIC	interesting window displays	Less traffic noise & bumper
interesting window displays	not office uses on 1st floor	
Shades and trees are seen on light	Attractive sidewalks	Make them more of an physically separate from roadways from the urban safety. Could use decorative or urban safety subject

What makes a street pleasant to walk along your neighborhood?		
Who is spaces in between?	WALK DOWN LAUREN ST. as a pilot example.	CONTINUITY & COMMUNITY CHANGES
need a small change	CONCRETE sidewalk	upside (sidewalk, street, and) can't take off
lighting (sidewalk) - street lighting - street lighting - street lighting	CONCRETE sidewalk	
the tree canopy!	sidewalk - tree canopy	we need space to really enjoy it

Safety		
SPR - street lighting	Stable, slow traffic	SPR - street lighting
SPR - street lighting	Greater Safety on the roads	SPR - street lighting
SPR - street lighting	CONCRETE sidewalk	SPR - street lighting
SPR - street lighting	CONCRETE sidewalk	SPR - street lighting

Walkability & Bicyclability		
Walkability	Walk/Bicyclability	Walkability + Bicyclability
Walkability	Walk/Bicyclability	Walkability + Bicyclability
Walkability	Walk/Bicyclability	Walkability + Bicyclability
Walkability	Walk/Bicyclability	Walkability + Bicyclability



Charrette Process: concept production & public testing



Charrette Process: focus on special project areas & city-wide



Figure 5.35 - Proposed Area Plan Building Types



Figure 19. Haynes Square reconfiguration.

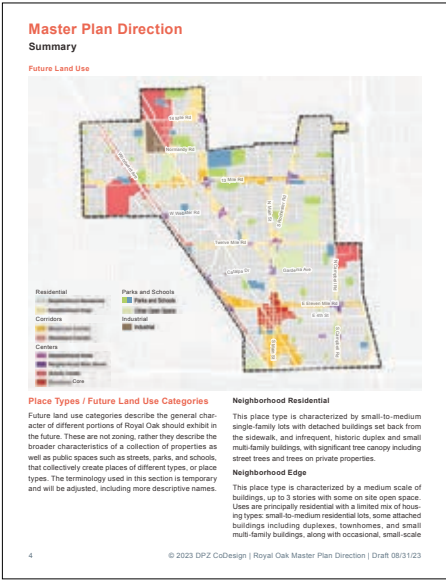


Figure 20. Creating Haynes Square at Haynes St., Old Woodward, and big Woodward.

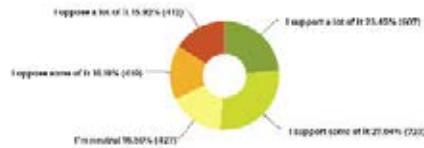
Preliminary Direction: comp plan strategy review, survey, drop-ins



Royal Oak
Master Plan Direction
08/31/23

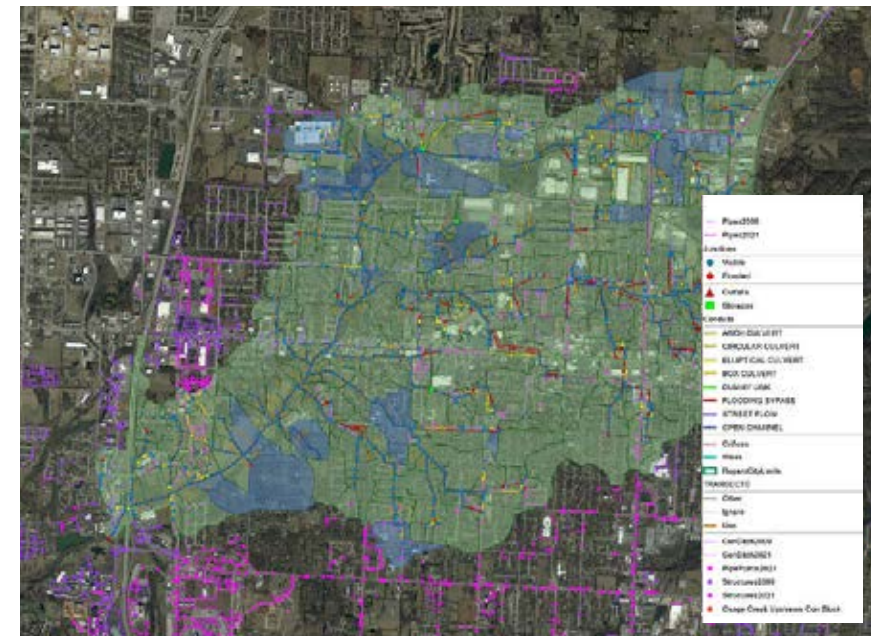


Q22 How do you feel about the proposed master plan direction?



Q13 At Campbell and 12 Mile, should land use be changed to allow mixed-uses and housing in addition to the uses that are there today?





Plan Refinement: review, refinement, and implementation strategy

IMPLEMENTATION TABLES

ELEMENT 3: ECONOMIC DEVELOPMENT

Element 3. Economic Development				
Item	Observation Group	Recommendation	Responsibility	Timeline
3.1.1	Recruiting Developers & Investors	Prioritize the key development concepts for implementation.	POA CEO	2018
3.1.2	Recruiting Developers & Investors	Develop an internal marketing package including master plan renderings, market analysis and prospective pro forma analysis.	POA Communications Manager	2019
3.1.3	Recruiting Developers & Investors	Identify prospective incentives for discussion, including regulatory incentives, infrastructure capacity, and use of assembled properties.	POA CEO	2018
3.1.4	Recruiting Developers & Investors	Identify the target experienced, financially secure master developers and investors most likely to develop a product that meets the community's needs.	POA Director of Placemaking & Development	2018
3.1.5	Recruiting Developers & Investors	Draft a Request for Developers that includes the marketing package and other information pertinent to the prospective targets.	POA CEO	2020
3.1.6	Recruiting Developers & Investors	Establish an approach for negotiating with the selected developer/investor.	POA CEO	2019
3.2.1	Revitalization of Neighborhood Centers	Focus on re-establishing, upgrading and maintaining key recreational amenities within the neighborhood centers	POA Director of Recreation	Ongoing
3.2.2	Revitalization of Neighborhood Centers	Determine the market potentials for retail concepts and uses outlined in the master plan.	POA Director of Placemaking & Development	2018
3.2.3	Revitalization of Neighborhood Centers	Examine opportunities for leveraging retail redevelopment and/or tenancing such as through developer/operator recruitment.	POA Director of Placemaking & Development	2019
3.2.4	Revitalization of Neighborhood Centers	Improve signage from DeSoto to retail and service neighborhood centers. Improve curb appeal and beautifications of retail and service establishments.	POA Director of Placemaking & Development	2019
3.3.1	Attracting Businesses	Establish a town center, which provides a mixed-use, walkable environment with a variety of housing, commercial, recreational and community uses.	POA Board	2020-2025
3.3.2	Attracting Businesses	Establish a town center with up to 150,000 square feet of retail space at full buildout	POA Board	2020-2025

C. Summary of Key Actions

Key Actions

Type	Title	Description	Where
New Plans	17. Mixed-use Districts Branding Plan	Create a Mixed-use Districts Branding Plan, in coordination with the Birmingham Shopping District, to brand the City's multiple mixed-use districts.	1 & 4
Policy	18. Art Murals Policy	Implement an art-mural program for large blank wall surfaces in key locations. Coordinate with the Mixed-use Districts Branding Plan.	Ch. 4
New Plans	19. Green Infrastructure	Create a Green Infrastructure Plan to address stormwater run-off and areas experiencing regular flooding.	Ch. 5
New Plans	20. Sustainability Action Plan	Create a Sustainability Action Plan. The following goals are provided greater detail within chapter 5. - Reduce environmental impacts of municipal operations. - Incentivize green building, renewable energy, and green landscaping. - Expand recycling and composting. - Implement green stormwater practices in streets and parks. - Support Rouge River Natural Area Improvements. - Implement other sustainability focused recommendations of this plan. - Create a Hazard Mitigation Plan addressing the City's future climate. - Increase inter-governmental cooperation around sustainability initiatives. - Study the best path towards encouraging or requiring businesses reduce plastic and Styrofoam use.	Ch. 5
New Plans	21. Rouge River Restoration Plan	Develop a plan to improve and maintain the Rouge River natural area. The following goals are provided greater detail within chapter 5. - Inventory and analyze the Rouge corridor's wildlife, ecology, natural systems, and pollution sources. - Stabilize riverbanks, remove invasive species, reintroduce native ground covers, wildflowers, under-story, and canopy tree species. - Mitigate potential pollution or chemical sources, including the existing Springdale snow storage dumping area. - Work with area organizations and agencies to oversee, build support, and raise funding for the park's enhancements. - Work with other area and regional organizations and communities to improve the quality of the Rouge River watershed.	Ch. 5
New Plans	22. Rouge River Trails and Access Master Plan	Develop and implement a trails and access master plan to improve the Rouge River trails and trail heads. - Install pedestrian linkages to the park's surrounding neighborhoods and commercial districts, including to Quanton Road. - Secure easements to expand the park area and improve its walkability, for complete ecological restoration, and universal accessibility. - Coordinate with Bloomfield and Beverly Hills to expand trail connections. - Install an environmentally sensitive, hard-surfaced pathway for pedestrians and cyclists along the Rouge River. - Expand the extent of the trail system, crossing the river at more locations to access large portions of the natural area currently cut off. - Install bridges, ramps, and other enhancements to enable access by all ages and abilities.	Ch. 5

Introduction

Summary of Actions

1.3. Summary of Actions

The following list summarizes the actions recommended throughout the Master Plan, grouped by the primary means in which they will be accomplished. A number of actions are related to goals and strategies in the Sustainability and Climate Action Plan (S-CAP) or Aging in Place Plan (AIP-P), indicated with reference to those plans. Reference is also provided to the overarching goals of this Master Plan, whether addressing a single goal or multiple.

1. Adopt the Future Land Use Map

Adopt the Future Land Use Map with a focus on preserving the scale and character of existing neighborhoods while identifying appropriate areas for "Missing Middle" and medium-to-high density housing. Promote diverse housing options, including multi-family units, along major corridors and neighborhood hubs, supporting schools and neighborhood businesses.

Goals: A, B, D, E, G
Actions: 3.1.0, 3.2.0.1, 3.2.0.2, 3.3.0, 3.4.1, 4.3.5
S-CAP: 6.4.1
AIP-P: 4.3

2. Increase Public Education and Outreach Associated with Master Plan Goals and Sustainability Actions

Promote public education and outreach to support community and master plan goals. Focus on topics such as energy efficiency, sustainable landscaping, water conservation, and small-scale development aligned with updated regulations. Use these efforts to engage residents and encourage actions that enhance sustainability and community well-being.

Goals: B
Actions: 2.2.1, 2.2.3, 2.2.6, 2.4.7, 2.6.4, 2.7.2, 3.1.4
S-CAP: 1.1.4, 1.2.2, 1.2.7, 5.1.2, 5.2.3
AIP-P: 3.2, 3.3

3. Adopt a Unified Development Ordinance to Streamline and Improve Zoning

Adopt a Unified Development Ordinance to streamline zoning and align policies with the Future Land Use Map. Promote sustainability, housing diversity, and community development by enabling townhomes, duplexes, multi-family units, and accessory dwelling units (ADUs). Encourage mixed-use, pedestrian-friendly developments that respect neighborhood character, and integrate stormwater, energy efficiency, and climate-adaptive practices. Simplify permits for aligned projects, incentivize affordable housing, and support infill and redevelopment in key areas. Ensure zoning supports infrastructure improvements and advances master plan goals for growth and preservation.

Goals: A, B, C, D, E, F, G
Actions: 2.2.2, 2.2.5, 2.3.1, 2.3.2, 2.3.3, 2.4.10, 2.4.12, 2.5.8, 2.6.1, 2.6.5, 3.1.1, 3.1.2, 3.1.3, 3.2.1, 3.2.2, 3.3.1, 3.3.2, 3.3.4, 3.4.2, 4.1.1, 4.2.1, 4.2.2, 5.2.3, 5.3.2, 5.3.3, 5.3.4, 5.4.1, 5.5.3, 6.5.5, 6.6.1, 6.6.2, 6.6.6.0, 6.6.6.1, 6.6.6.2, 6.6.6.3
S-CAP: 3.2.3, 4.4.5, 4.4.6, 5.2.1, 5.1.3
AIP-P: 1.2, 4.3

4. Create a Downtown Plan

Develop a Downtown Master Plan to enhance vibrancy and support new housing and business growth. Create active ground-floor spaces between Main and Washington, forming a continuous loop, and establish distinct district identities through branding and streetscape improvements. Focus on infrastructure upgrades, including crosswalks, seating, bicycle parking, trees, and lighting. Encourage the redevelopment of public parking lots to include new housing and retail, such as a downtown market, to foster community and economic success. Explore reconfiguring Main Street to better support pedestrians, replacing aging parking structures, and adding a new transit center and public plazas.

Goals: A, B, C, D, E, F, G
Actions: 5.2.1, 5.2.1.1, 5.2.1.2, 5.2.1.3, 5.2.1.4, 5.2.1.5, 5.2.1.6, 5.2.1.7, 5.2.2, 5.2.4
AIP-P: 1.2, 2.2

Plan Refinement: review, refinement, and implementation strategy

4.0 PRIORITIZED PROGRAMS OF PROJECTS

PRIORITIZATION LISTS

4.3 Complete prioritized project list

Each project in the comprehensive list was scored and ranked based on the cumulative weighted score. This processes identifies the highest scoring projects, but neglects the distribution of equitable infrastructure investments across

different project types and locations. The complete list has been separated into lists for specific project types to manage the implementation of infrastructure improvements.

4.3 Complete prioritized project list

Rank	Project Title	Description
1	Bridge - S/Dw @ Gas Creek	Replace / enlarge existing bridge
2	Bridge - S/Peace @ Gas Creek	Replace / enlarge existing bridge
3	Gas Creek at Yancy Park	Install median divide
4	Peace Street Sidewalk	Widen, add curb & gutter and sidewalks, and install streetlights
5	South Road widening, Ph. 2	Widen, add curb & gutter and sidewalks from Main St. to Governor St.
6	Peace / First Repave Mt.	Widen, add curb & gutter and sidewalks
7	Race Avenue, Lakeside Drive, and Willow D. Mills Avenue (Interchange)	Installation of a roundabout to replace existing intersection of Race Ave., Lake Shore Dr., Willow Mills Ave., and Fairview Dr.
8	Beckon Avenue Improvements	Widen, add curb & gutter and sidewalks from Race Ave. to Bebe Capps
9	River Oaks area Drainage	Install storm sewers and/or culverts along Elm Oak Dr. and Golf View Dr.
10	South Road widening Ph. 2	Widen, add curb & gutter and sidewalks from Hwy 242 to Hwy 13
11	W. Pleasant and Bebe Capps Interchange	Major Interchange Upgrade
12	Beckon Avenue Improvements	Widen, add curb & gutter and sidewalks from Bebe Capps to Queensway St.
13	Christie Avenue Improvements	Redesign and streetlight installation on Christie Ave.
14	Main Street Improvements	Widen, Main St. from Bebe Capps to Moore Ave.
15	Cloverdale Drainage III	Relocate and enlarge ditch that runs along east side of Cloverdale Addition and Park Avenue. Ditch has exposed gas pipelines.
16	Race Avenue & Davis Drive Intersection	Intersection improvements and traffic signal installation
17	W. Lincoln Avenue	Widen, add curb & gutter and sidewalks
18	Searcy Sports Complex Drainage	Address flooding at Sports Complex and at event center
19	Moore Avenue Improvements Ph. 1	Widen, add curb & gutter, install sidewalks from Maple St. to Turner St.
20	St. Fin Street Improvements	Road improvements on St. Fin St. from Lincoln Ave. to W Woodcroft Ave. with curbs and sidewalks
21	Country Club East Improvements	Widen, add curb & gutter and sidewalks
22	Styline Drive	Redesign along Styline Dr., add curb & gutter with potential for open to St. Fin St. intersection if pedestrian crossing added

TRANSPORTATION INFRASTRUCTURE PROJECTS WITH CITY COMMITMENTS

CITY PROJECT #	PROJECT TITLE	DESCRIPTION	2018 COST ESTIMATE	CUMULATIVE COST	COMMENTS
400-56-85014	Walnut Street Improvements (A-DOT Job 800335)	Widen to 6 lanes from 8th Street to Oakland Road (city contribution)	\$10,000,000	\$10,000,000	City share of A-DOT GTR project, two "Top 10 Intersection"
	Walnut Street Interchange (A-DOT Job 800930)	Single Point Urban Interchange at I-49 (city contribution)	\$2,300,000	\$12,300,000	City share of A-DOT ISF project, one "Top 10 Intersection"
400-56-85042	28th Phase South Phase I	North of Pleasant Grove Road to Bellevue Road	\$4,300,000	\$16,600,000	City share of Federal Aid project, cost out from city
400-56-85043	45th Phase Drive (28th Phase North Phase II)	Pauline Whitaker Pkwy to Bellevue Road	\$6,300,000	\$22,900,000	City share of Federal Aid project, cost out from city
	Water Service in Family Amended Areas	Reimbursement to RWU for providing water service in new city areas as required by the annexation ordinance	\$560,000	\$23,460,000	Cost out from RWU
			\$25,160,000		



Rendering of Proposed Walnut Street / Oakland Road Intersection Streetscape

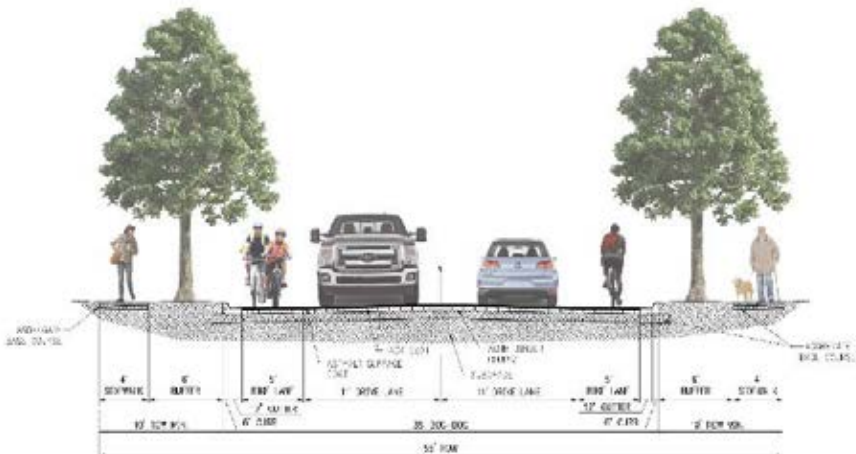
4.0 PRIORITIZED PROGRAMS OF PROJECTS

PRIORITIZATION LISTS

CREDITS FOR PRIORITIZATION OF PROJECTS										
Safety	Drainage	Side Stret	Complete	Crack	Good Det	Accessib	Revered	Transp		Weighted Score
5	3	4	2	5	2	4	3	1		90
5	3	4	2	5	2	4	3	1		90
5	5	3	2	4	1	5	5	1		85
5	3	4	2	4	2	4	3	1		87
4	3	4	3	3	4	4	3	1		86
3	3	5	3	3	4	4	3	1		85
5	1	3	5	2	4	5	2	1		83
3	3	4	4	3	4	3	3	1		82
5	5	1	1	5	1	4	3	1		81
4	3	4	3	1	4	4	3	1		80
5	1	3	4	3	3	4	2	1		79
3	3	4	4	2	4	3	3	1		78
5	1	4	1	5	1	5	2	1		75
4	2	3	4	1	5	5	2	1		73
5	5	1	1	4	2	4	1	1		73

SECTION IV DESIGN STANDARDS

Local Urban Multi-Modal



Work Plan Phases

Project website, interviews, focus groups, survey, and mapping

Background analysis and initial input summarized

Charrette process: input + proposals

Charrette report-out and plan direction evaluated

Plan draft creation and reviewed, survey & web

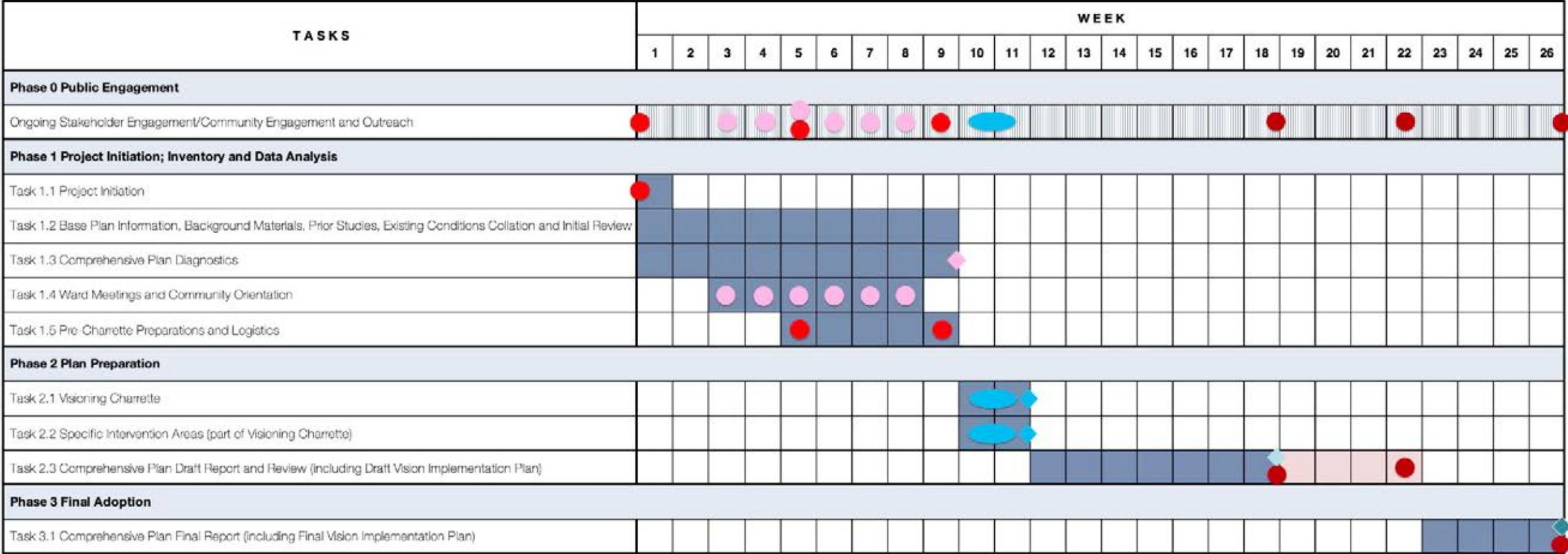
Plan finalization, comment period, final revisions and adoption process



Phase 0: Ongoing
Engagement

Phase 3

Final Draft & Adoption

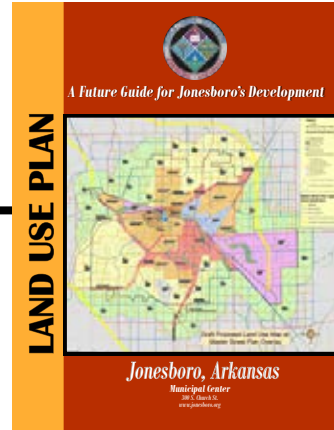


Why Jonesboro Needs a Comprehensive Plan

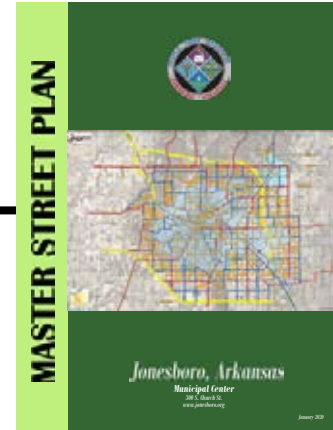
2018



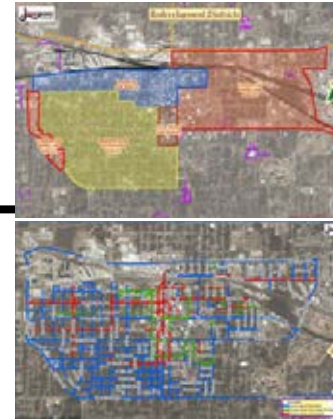
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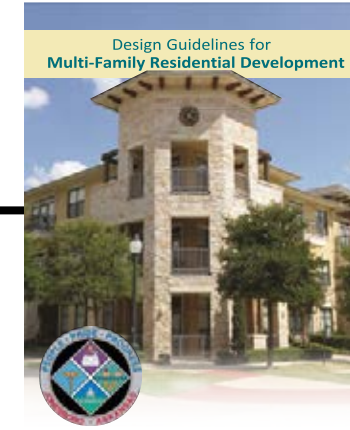
2020



2020



2021



**vision & goals,
evaluation,
coordination,
shared direction**

Current



From Planning to Doing: Organizing Implementation

As a Strategic Compass

- Directs growth and development where it's most needed
- Helps prioritize infrastructure upgrades, mobility enhancements, and public space investments

As an Implementation Toolkit

- Short- and long-term recommendations
- Responsible parties and phasing
- Metrics for success and adaptability over time

Jonesboro's New Comprehensive Plan

As an Integrative Framework

- Connects vision to implementation across zoning, design standards, and policy updates
- Unifies city staff, elected officials, developers, and the community around common goals

As a Living Community Agreement

- Built through deep public engagement
- Designed for regular updates and continued relevance through leadership transitions

DEVELOPMENT OF A FULL COMPREHENSIVE PLAN FOR

JONESBORO



URBAN3