

DEVELOPMENT OF A FULL COMPREHENSIVE PLAN FOR

JONESBORO



URBAN3



Planning, Urban Design,
Coding, and Community
Engagement Lead



Crafton Tull

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

URBAN³

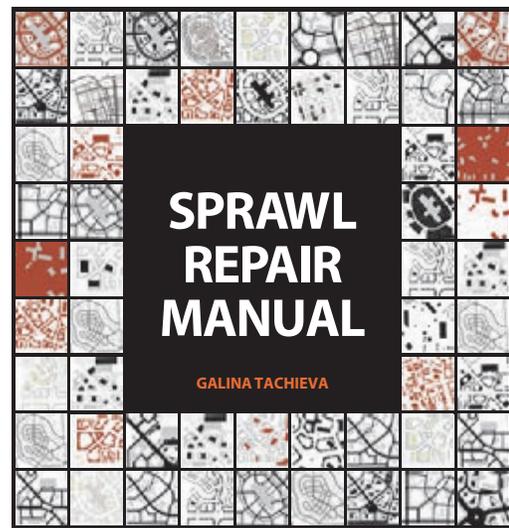
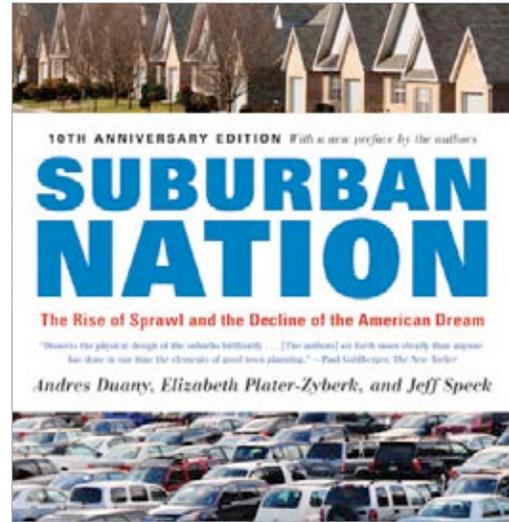
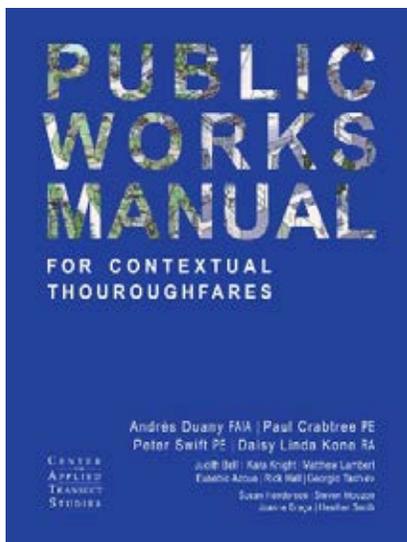
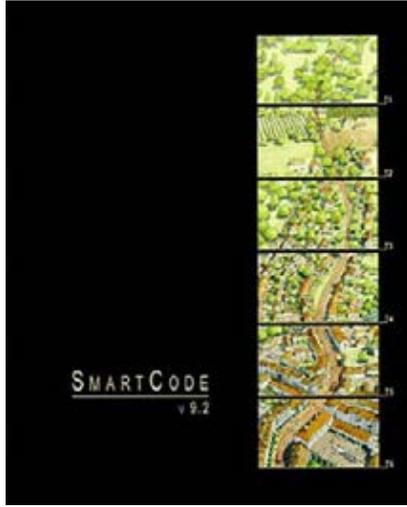
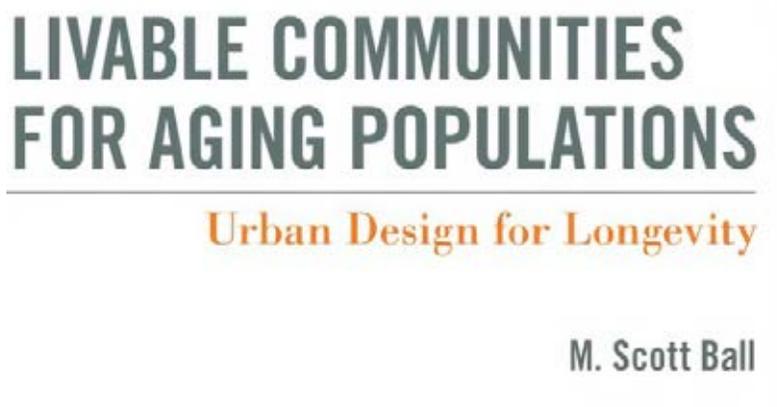
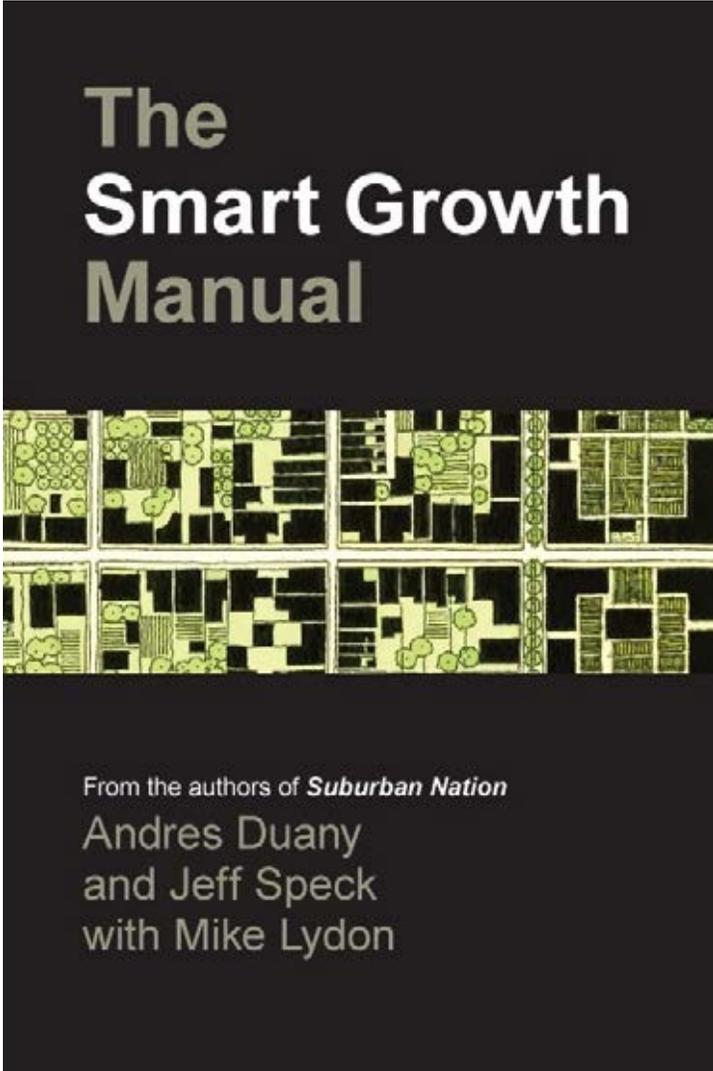
Economic Analyses
and Strategies

OUR TEAM

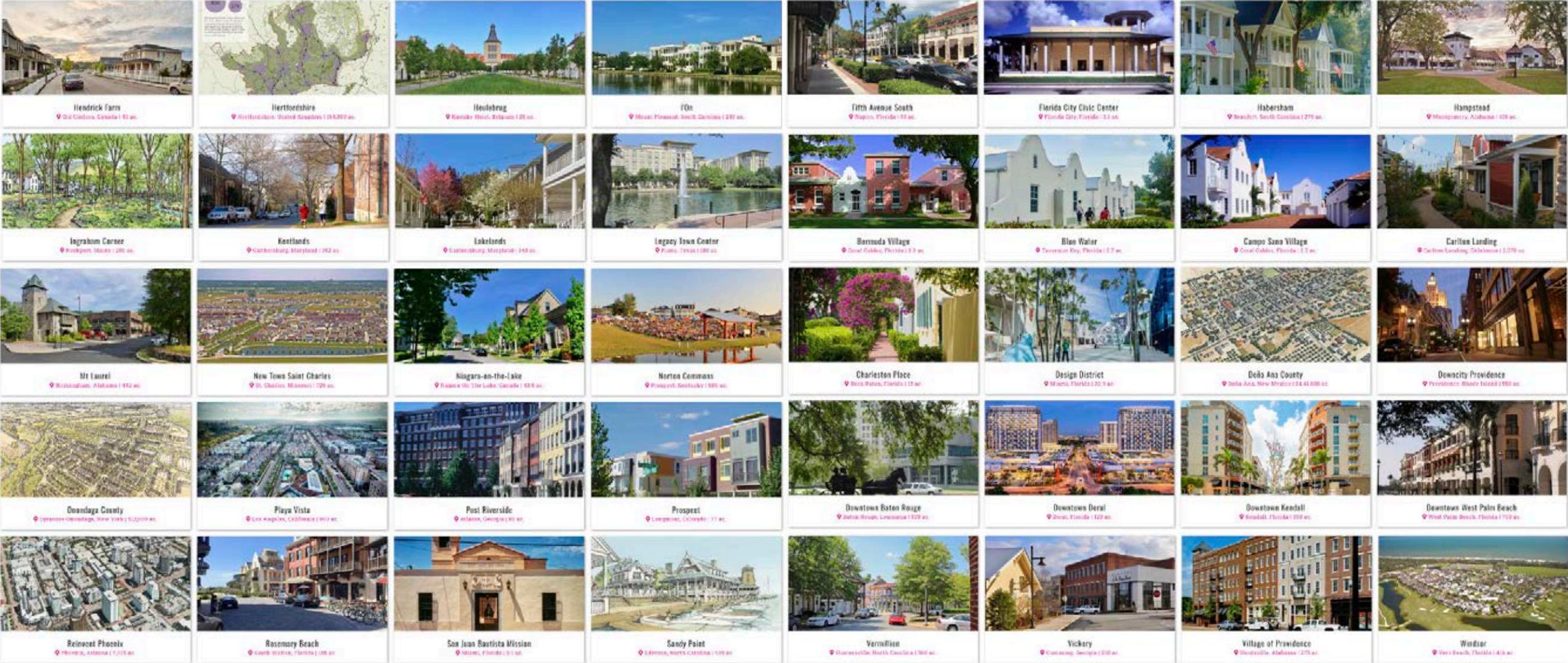


DPZ
CODESIGN

Over 45 Years of Making
Successful, Resilient Places



Integrated design and planning expertise from the block to the region



FROM VISIONARY FRAMEWORKS TO BUILT RESULTS

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

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



MAUMELLE PINNACLES

OUTDOOR RECREATION VISION MASTER PLAN

DESTINATION TYPES

CONNECTIVITY + SEQUENCE

THEMES + EDUCATION

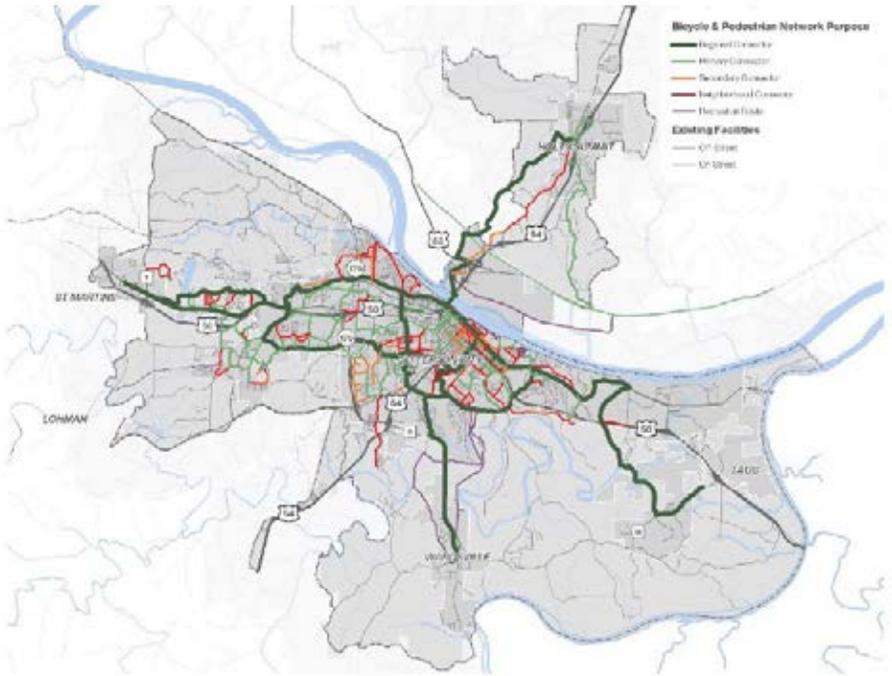
RECREATION + AMENITIES TRAVEL

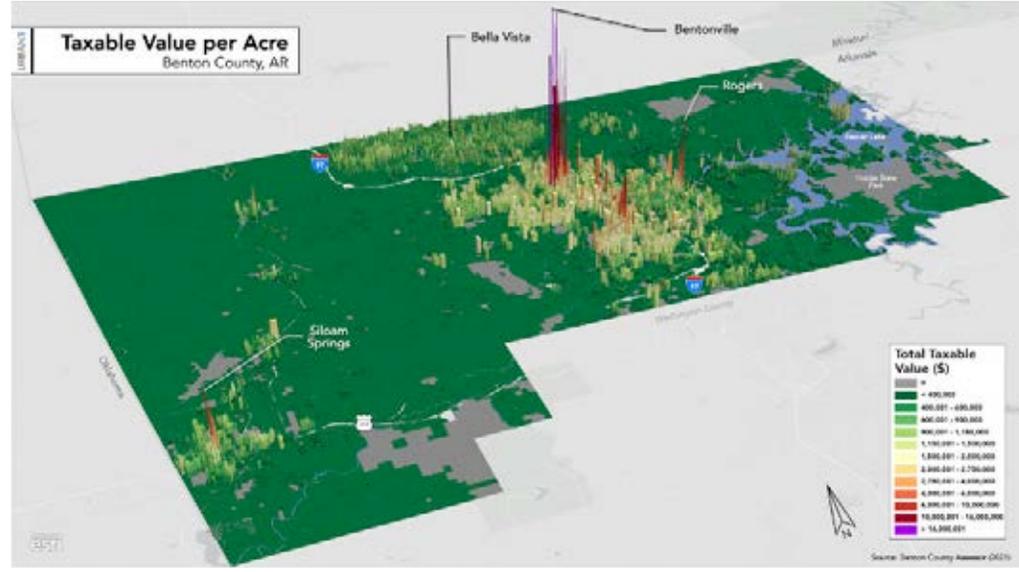
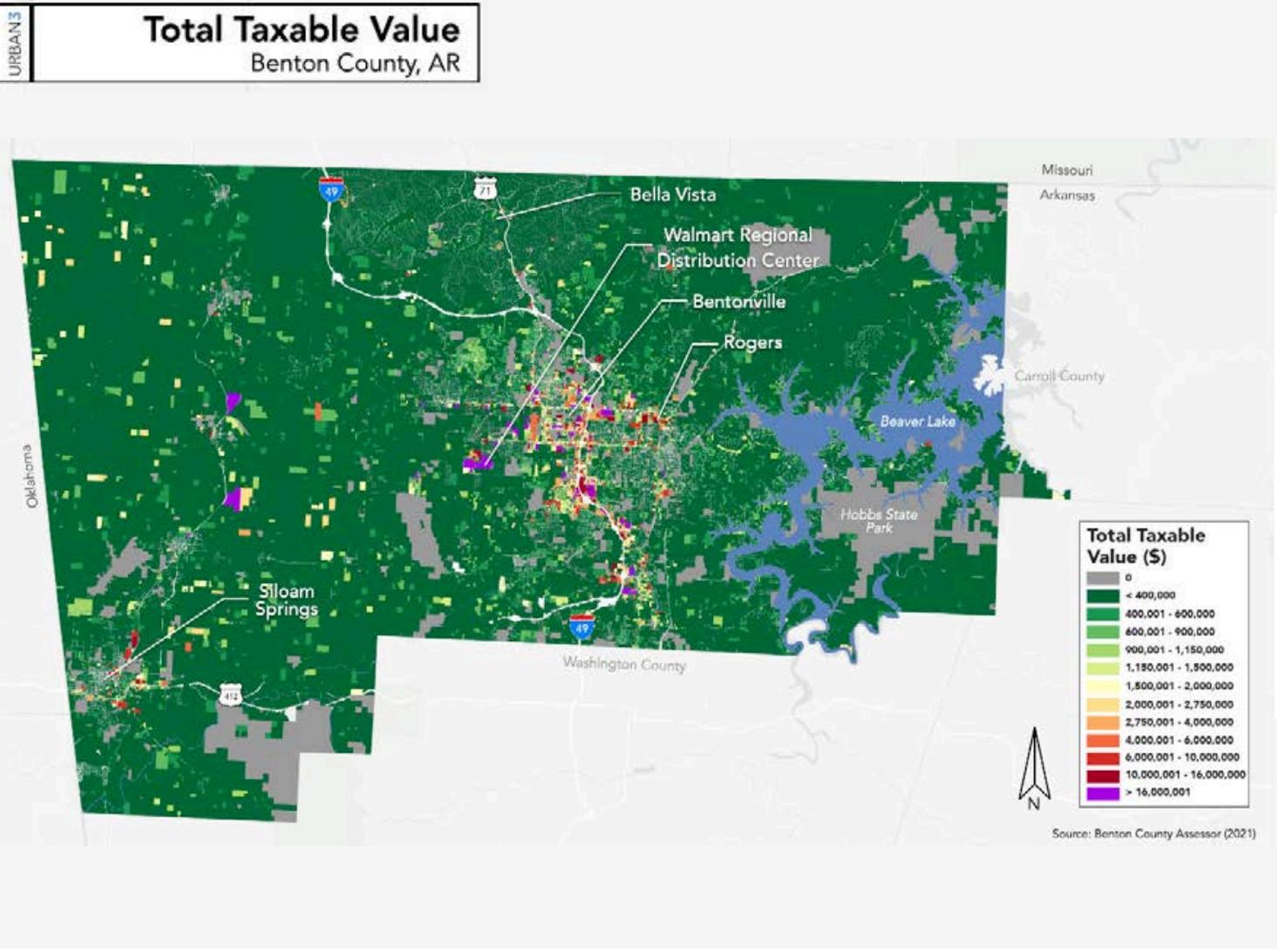
REFERENCE SEQUENCE

TRAIL TYPES + USE

Trail Type	Use
Multi-Use	Walking, Bicycling, Running, etc.
Mountain Biking	Mountain Biking
Canoeing/Kayaking	Canoeing, Kayaking
Swimming	Swimming
Fishing	Fishing
Boating	Boating
Wildlife Viewing	Wildlife Viewing
Historical Interpretation	Historical Interpretation
Geological Interpretation	Geological Interpretation
Archaeological Interpretation	Archaeological Interpretation
Plant Life Interpretation	Plant Life Interpretation
Animal Life Interpretation	Animal Life Interpretation

EDUCATIONAL OPPORTUNITIES

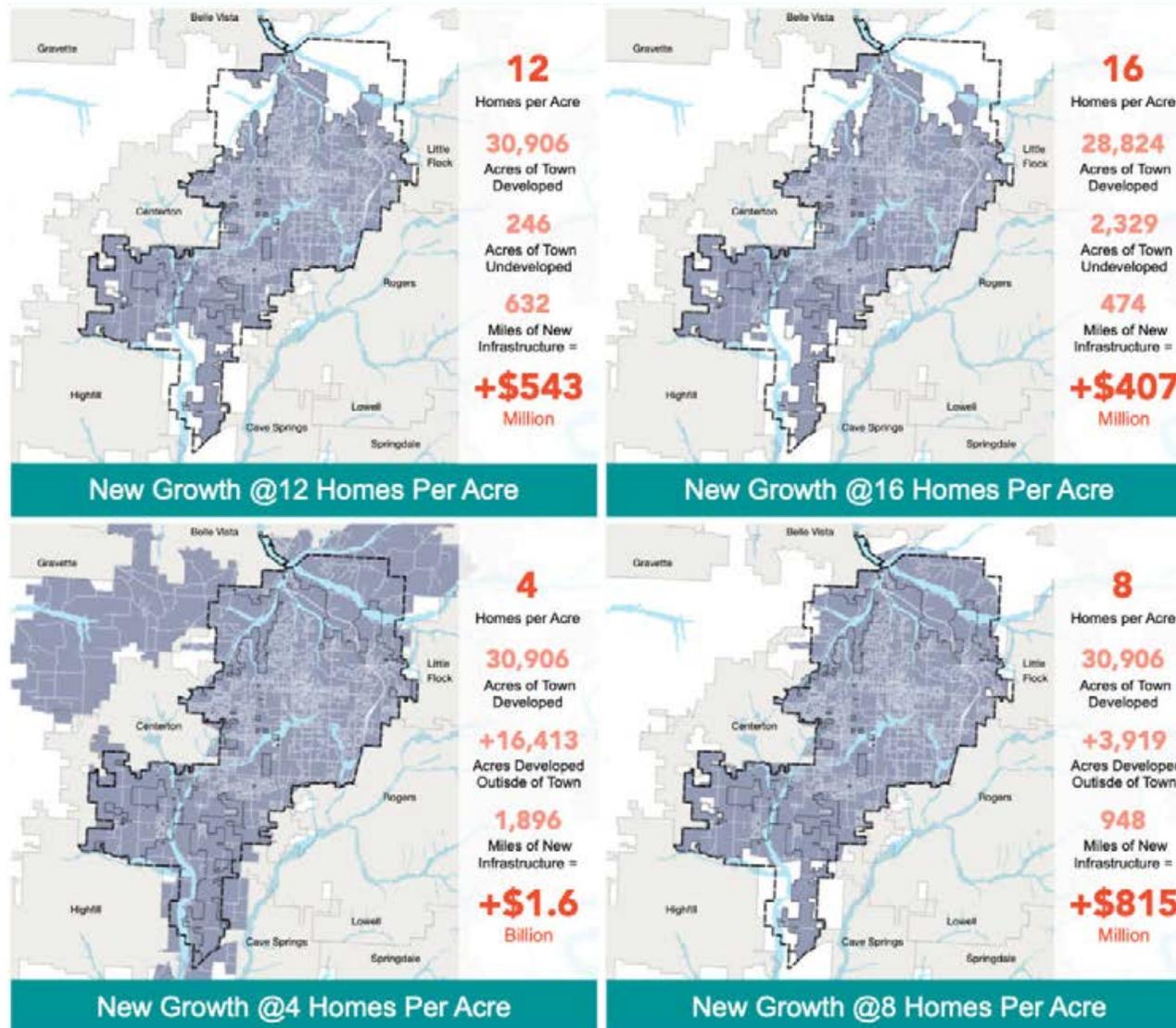




Return-on taxable land and municipal investments

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

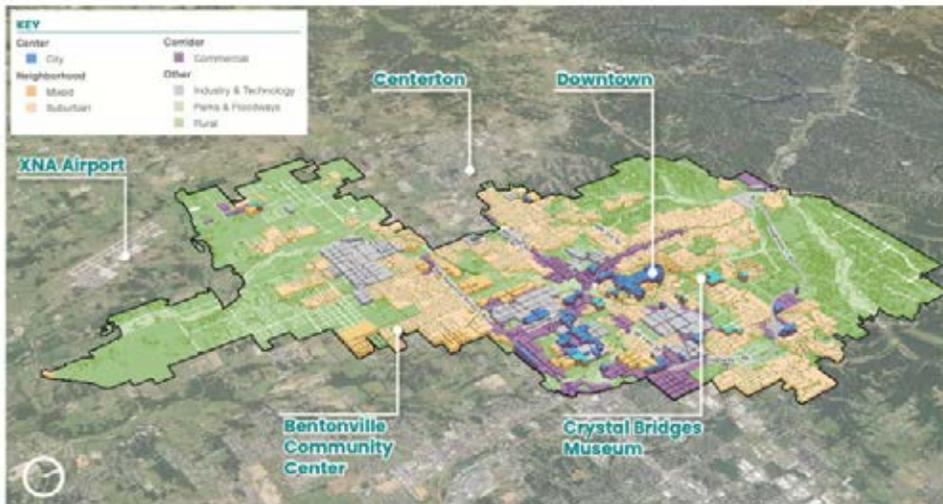
THE COST OF GROWTH



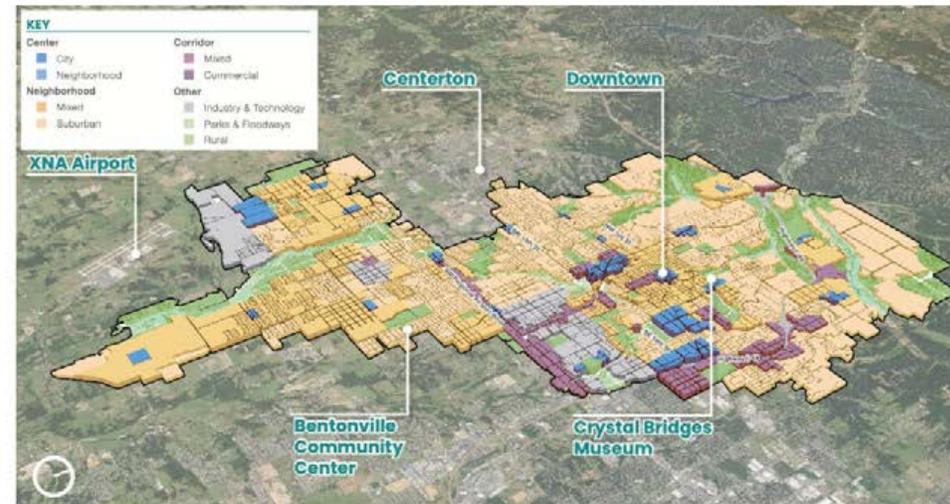
HOW IT COMES TOGETHER: Bentonville Example

GROWTH SCENARIO PLANS

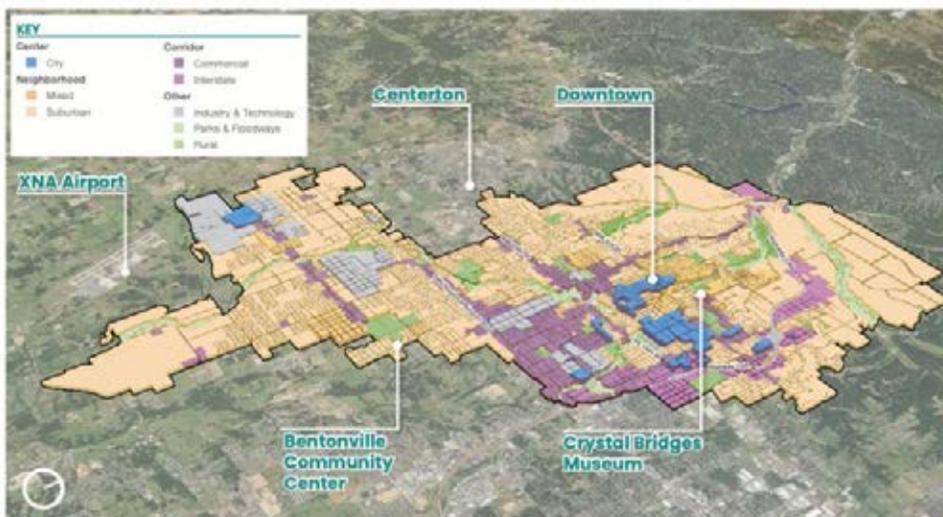
Existing Land Use



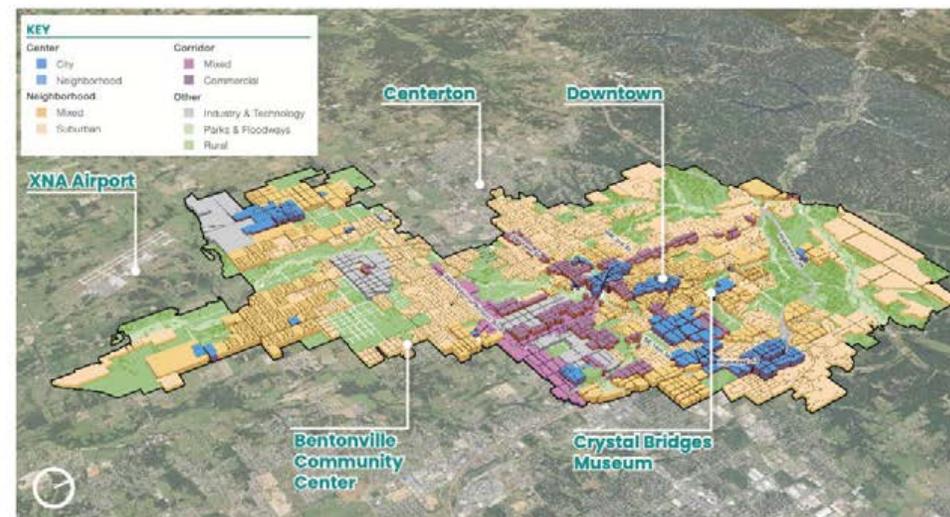
Balanced Growth



Business As Usual

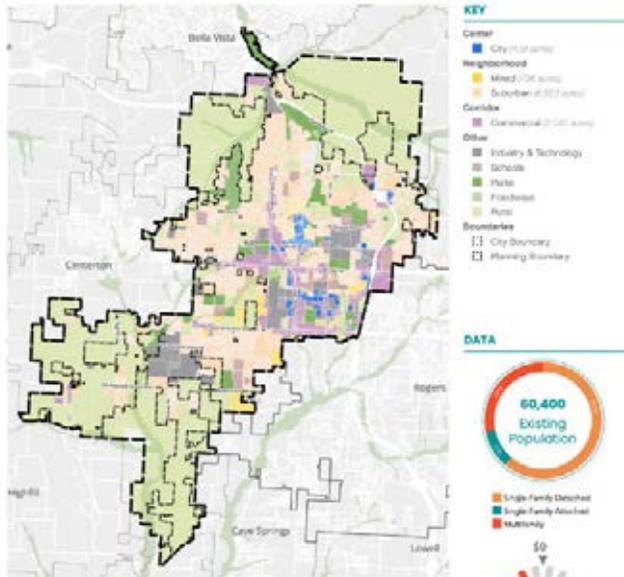


Compact Growth



GROWTH SCENARIO PLANS

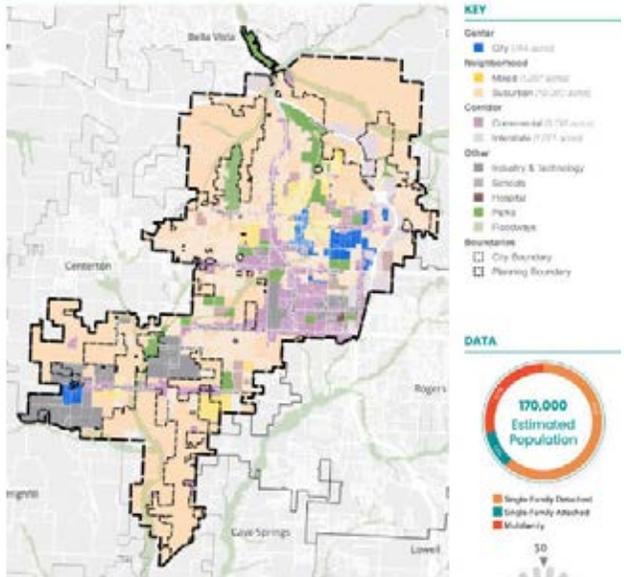
Existing Land Use



PLAN DESCRIPTION

This map shows Bontoville as it exists today. The city's area of existing non-residential development is generally concentrated between the major road corridors along Major Blvd and SW Regional Airport Blvd, as well as a few distribution centers and smaller commercial properties. Outside of this part of the city, most areas have been developed as industrial neighborhood areas. Continuing to develop in this manner presents a revenue shortfall, meaning there will not be enough revenue to maintain all of the existing infrastructure and operate the city. Proximity to some of that infrastructure maintenance should be within the maintenance responsibility of property owners, associations, which will result in additional fees to many residents and be unlikely to cover the full cost of maintaining private streets.

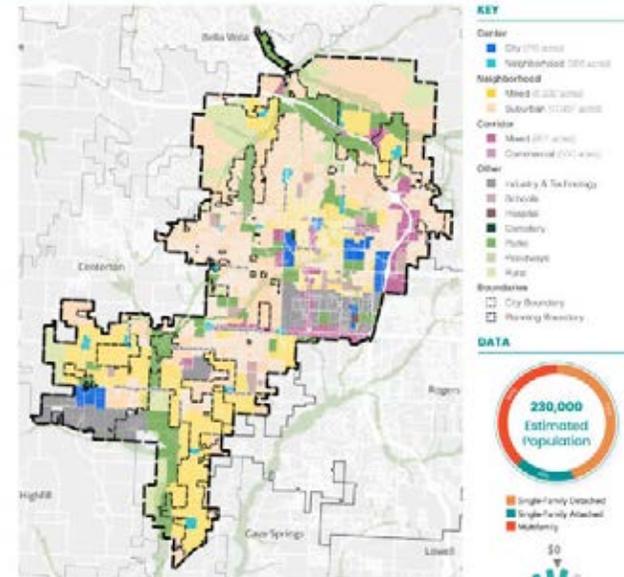
Business As Usual



PLAN DESCRIPTION

Continuing on our current path would not accommodate the city's growth within its current limits, pushing growth further out. Doing so would result in increasing traffic congestion with many people working in Bontoville and living outside of the city - a condition that exists today only worse. This scenario also challenges us to consider whether this mode of growth could be maintained or insufficient revenues. Many of the maintenance responsibilities for local roads could be pushed on to property owners' associations, but doing so adds to the costs associated with housing for most residents and does not guarantee adequate maintenance. The full cost of operating the city and maintaining its infrastructure would be well below what is affordable, and services and maintenance would need to be scaled back as a result.

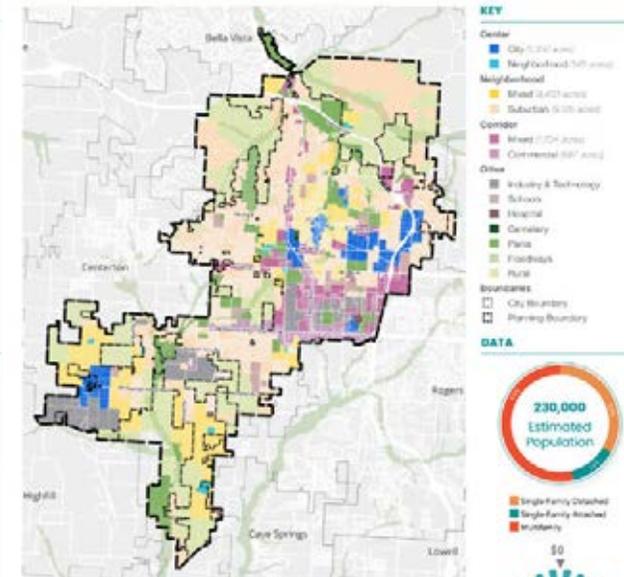
Balanced Growth



PLAN DESCRIPTION

Striving for a balance between low-scale growth and more compact centers and neighborhoods could create a city that does not require as much land but does not accommodate the situation much beyond where it is today. This scenario prompts us to weigh the costs of growth against the benefits of a more managed approach. Balanced growth is a baseline condition that comes close to paying for itself, yet leaves little

Compact Growth



PLAN DESCRIPTION

Focusing on compact development could lead to a more cost-effective use of infrastructure per acre and retain more land for parks and rural areas. This approach would offer long-term financial sustainability if use can slow future growth in the form of more mixed neighborhoods, neighborhood centers, and city centers. Choosing a compact approach clearly makes financial sense. Does this scenario provide the balance that Bontoville needs for the future? Should it be more compact to preserve more rural and natural land? Should it be less compact to provide for more suburban neighborhoods? Consider how to get the balance just right while maintaining financial success.

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.

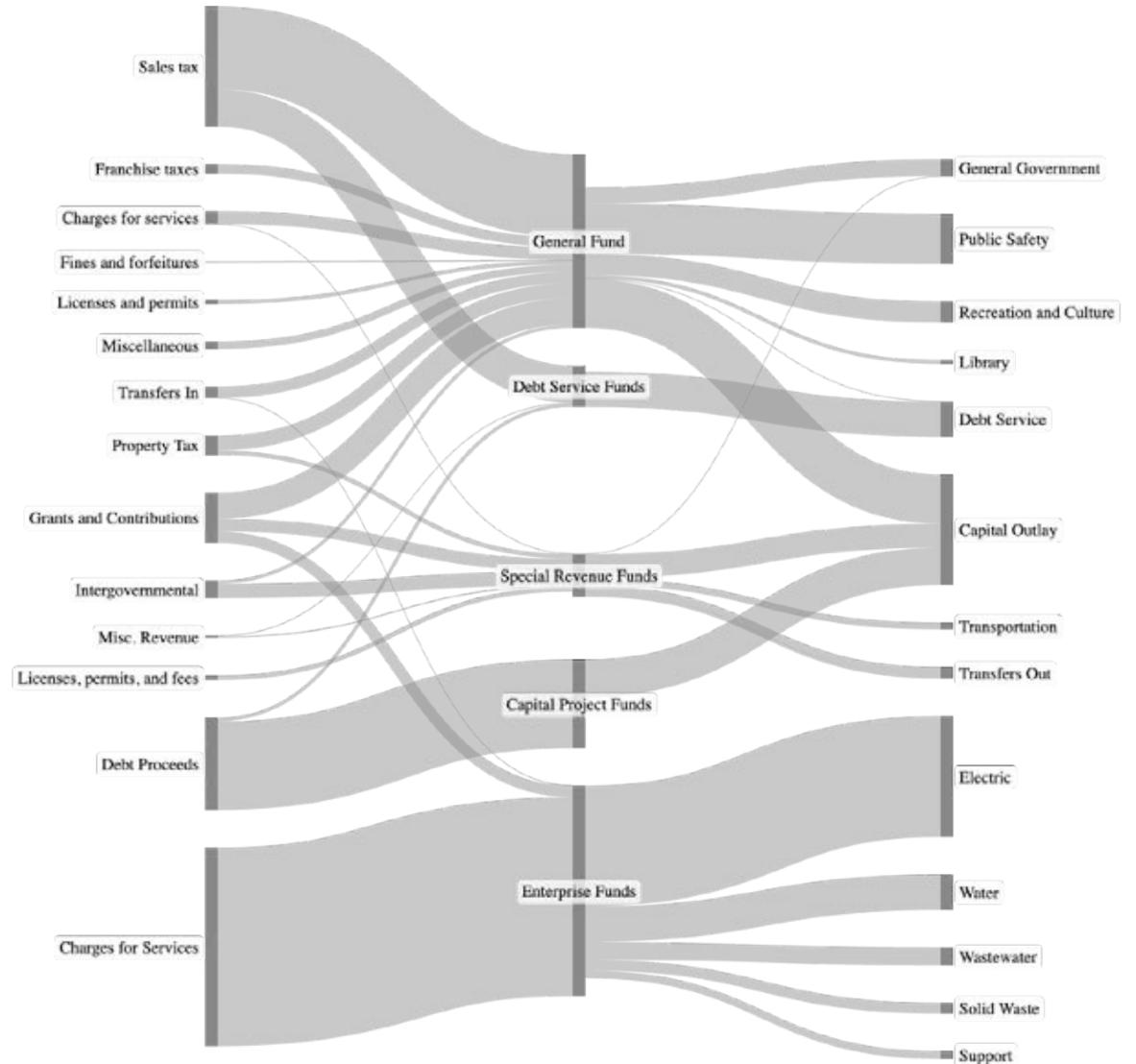
Bentonville's long-term fiscal sustainability hinges on managing growth and land use efficiently to support services without overburdening the budget. Historically, subsidizing low density residential growth with infrastructure investments—roads, sewers, parks, and schools—has stretched resources thin. 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

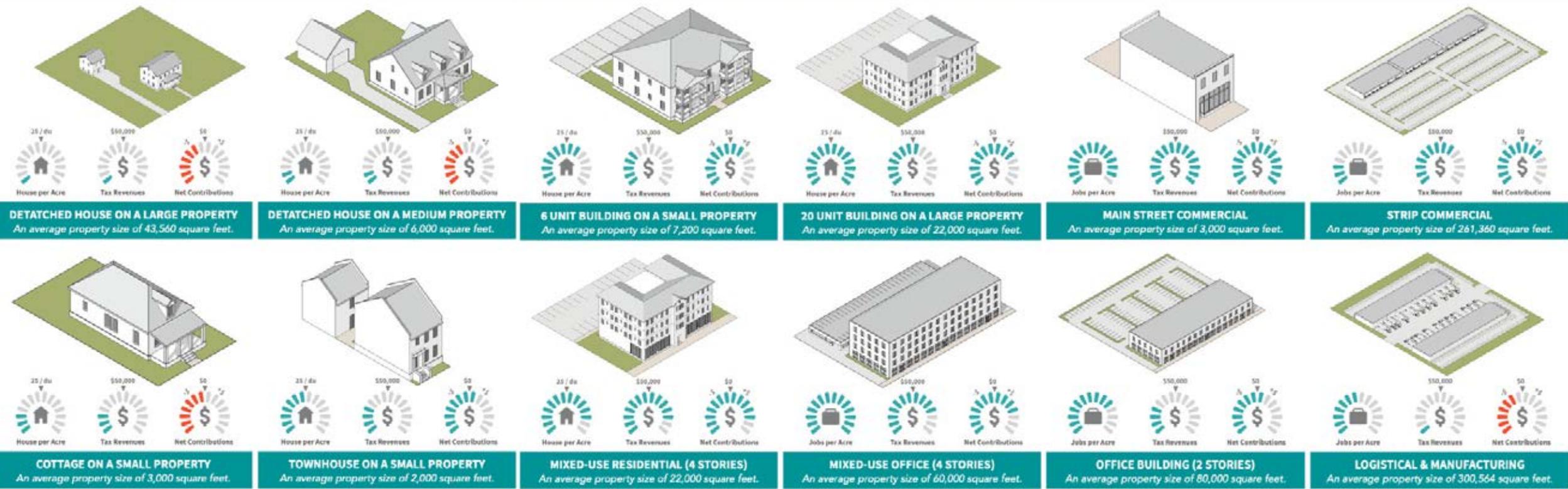
than they consume in resources, offering a path to bridge funding gaps.

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

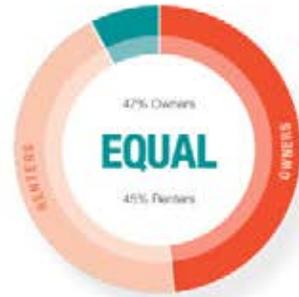




Running Bentonville costs \$16,824 per acre, per year

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

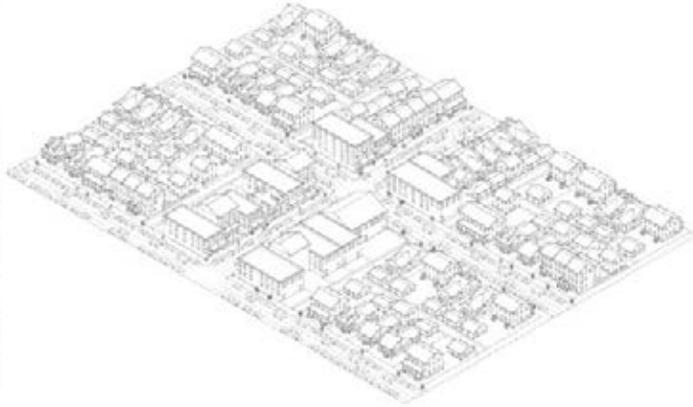
Are we allowing the market to operate?

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

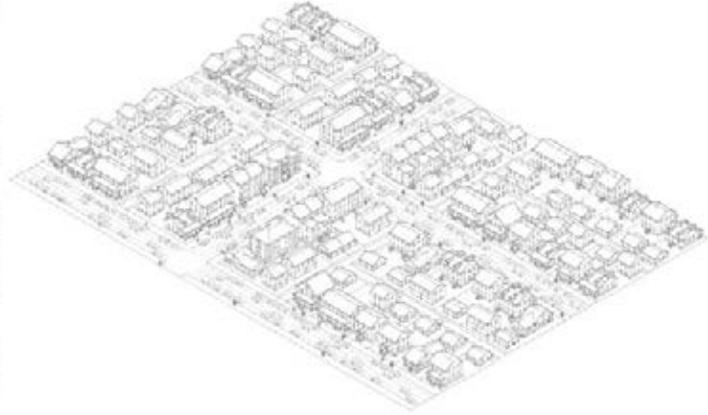


Anticipated building height: 3 stories

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

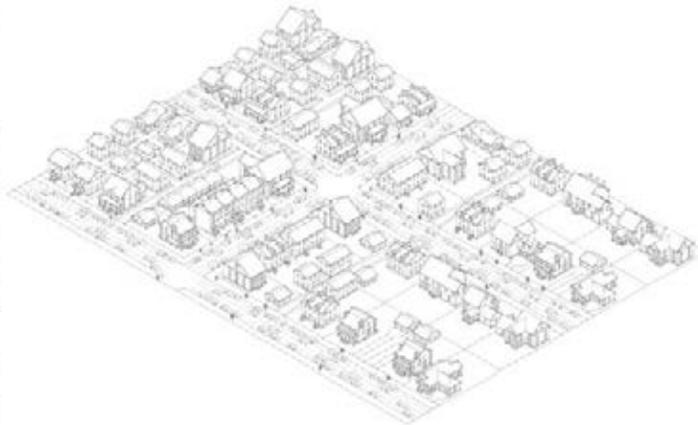


Anticipated building height: 2.5-3 stories

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 visibility of walking and biking for many trips while contributing to a more relaxed residential character.



SUBURBAN NEIGHBORHOOD



Anticipated building height: 2.5-3 stories

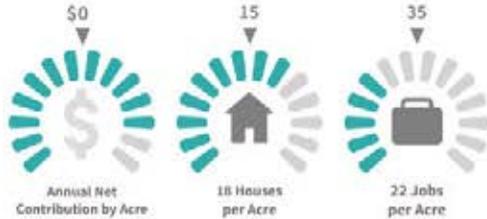
Suburban Neighborhoods, often referred to as subdivisions, consist mainly of single family homes on comparatively larger lots, some including accessory dwellings within the main house volume or in a detached building. They are generally quiet areas more removed from most commercial amenities. Family-oriented, 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.



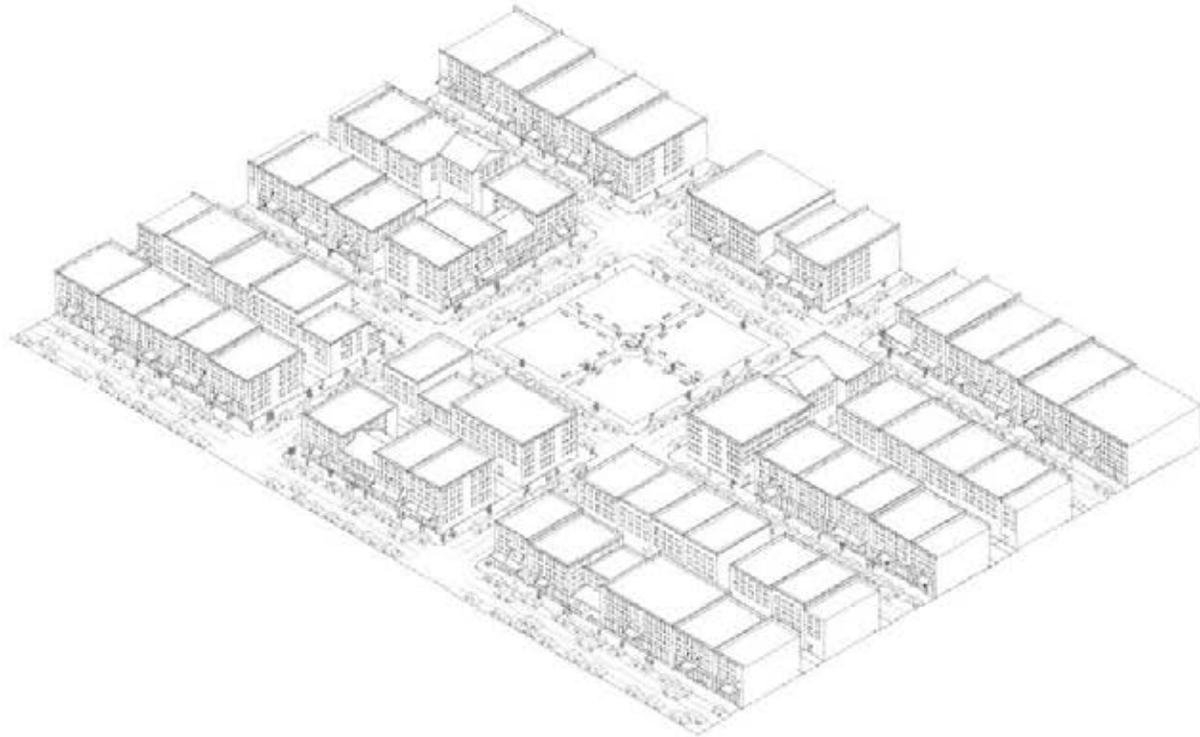
Investing in Downtown **PAYS DIVIDENDS**

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.



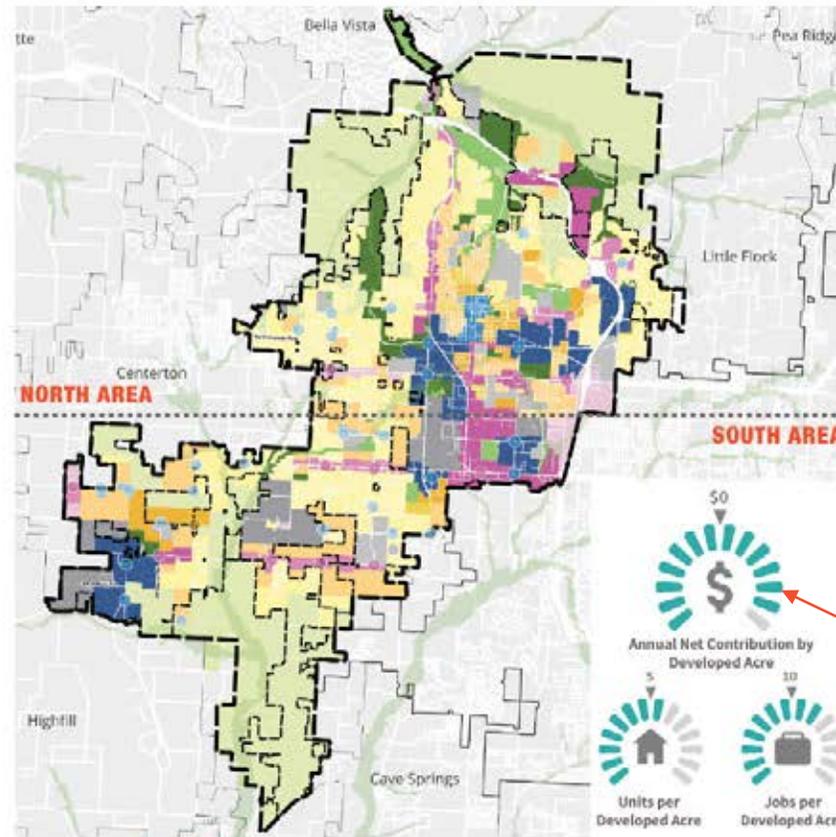
Strategic and Balanced Growth

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.

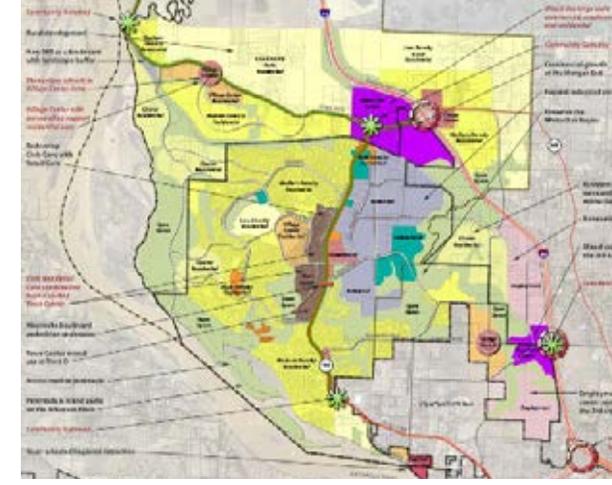
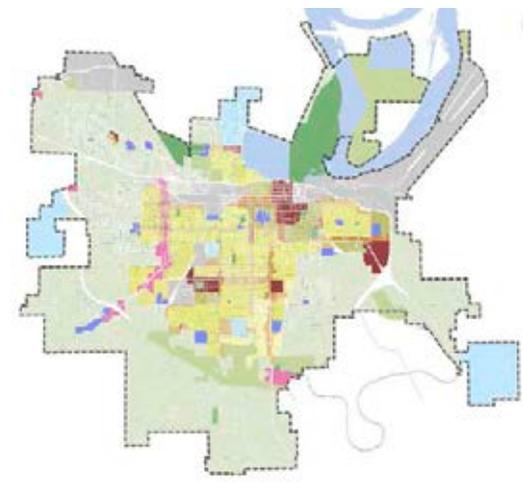
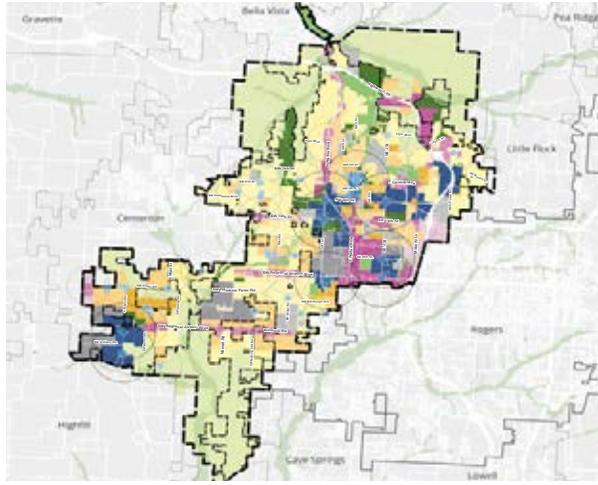


Strategic growth is **SOUND FISCAL POLICY**

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



1



2



3

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

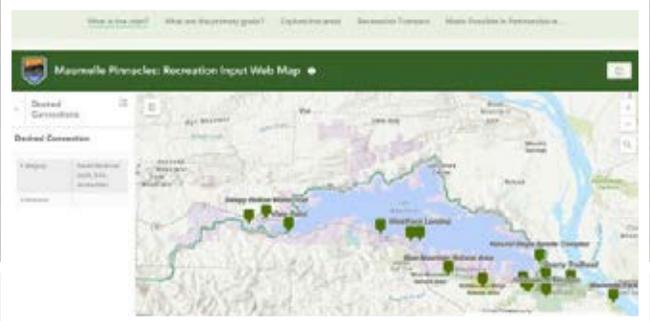


Online Community Engagement: information, surveys, mapping

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



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

Jefferson City Parks Accessibility & Inclusion Plan

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

Jefferson City · Crafton Tull
February 19, 2025



Ellis Porter Park, Pool, and Amphitheater

When assessed for the 2018 Master Plan, Ellis Porter Park had no ADA access within the pool area, nor the amphitheater. The amphitheater has since been updated with access ramps to the stage and seating areas, and the pool now has an ADA-compliant lift.



City of Searcy
Mar 7 ·



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

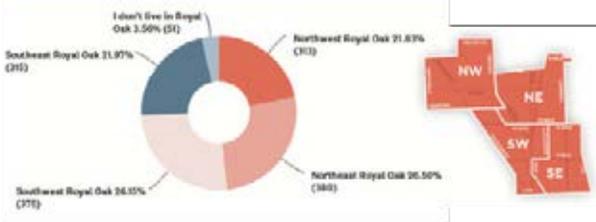
armonyandpolitics.com
Searcy to Move Forward With \$93M Transformation Plan

43 4 comments 5 shares

Online Community Engagement: information, surveys, mapping

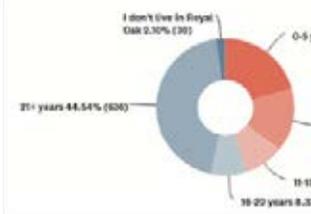
Survey #1 Analysis Survey Overview

Question 2 - Which district of Royal Oak do you live in?



- By age, the distribution is relatively equal across districts.
- By quadrant, respondents are equally divided throughout the city, with slightly more from the Northeast and Southwest.
- By tenure, respondents are roughly equally divided throughout the city.

Question 3 - How long have you lived or worked in Royal Oak?

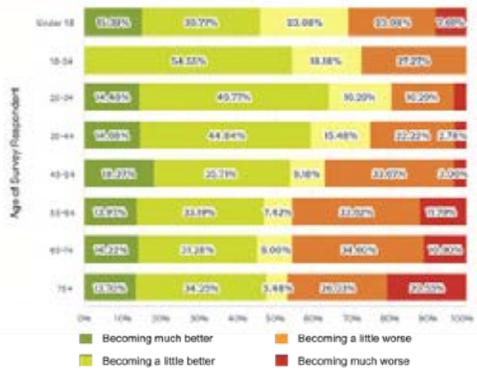


- By age, most respondents between 18 and 34 have lived in the city less than 10 years. The chart also shows a significant amount of residents at the 5 and 10 year mark. Overwhelmingly lived in Royal Oak over 20 years.
- By quadrant, about 20% of respondents have lived in the city less than 10 years.

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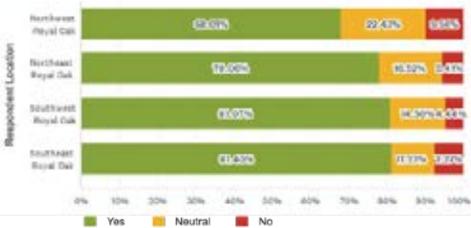
Survey #1 Analysis Survey Overview

Question 40 - Overall, Royal Oak is:



Survey #1 Analysis Getting Around

Question 29 - Do you feel you have safe and convenient access to libraries, schools, and other community facilities?



- By age, about 95% of respondents report safe and convenient access or are neutral.
- By quadrant, nearly all respondents report safe and convenient access, with a noticeable drop in satisfaction in the Northwest.
- By tenure, newer residents report slightly less convenience than other brackets at 10%.

Participate

The Royal Oak Master Plan process is underpinned by a robust public engagement program to capture residents', property owners', and other invested stakeholders' opinions, preferences, and visions for the community's future. This page provides details on current and upcoming opportunities to provide input into the process – your participation is critical to the Master Plan's success.

[MAP IDEAS](#) [COMMENT](#) [SIGN UP](#)

Participation Opportunities

Drop-in workshops will provide an opportunity to meet with planning team members to discuss themes, outcomes and preliminary Master Plan directions and recommendations. Specific date and location information will be posted here when available.

Past Engagements

Survey 1 was run between February and mid-April, 2023, to gauge broad resident sentiment across a number of subject areas. This information-gathering survey has been briefly discussed with the Planning Commission while in progress. Survey results are being processed and will be shared on this website when completed.

Future surveys will pay particular attention to targeted topics that arise during the prior survey(s) and in-person engagement activities – focused on testing specific concepts in the draft Master Plan.

CITY OF BIRMINGHAM MI

A Citywide Master Plan for 2040

Navigation: HOME PARTICIPATE PROCESS HISTORY DOCUMENTS COMMENT

Targeted Stakeholders: meetings, webinars, workshops



Leadership

Advisory

Technical

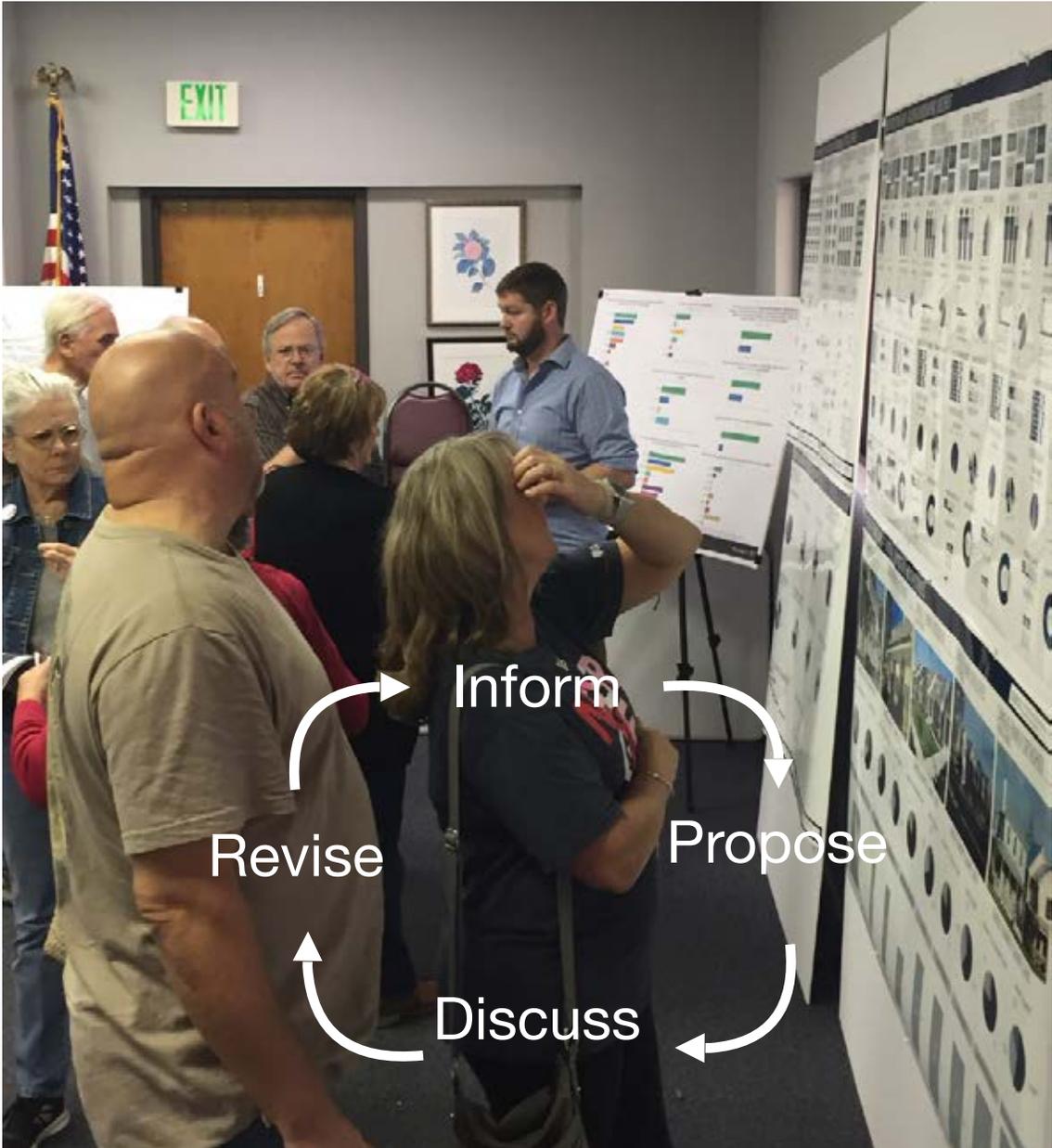
Charrette: on-site meetings, open houses, production, and feedback

<p>What makes a street pleasant to walk along Downtown?</p> <p>Tree - shade</p>	<p>Stable, low prices</p>	<p>PEDESTRIAN PROTECTION FROM TRUCKS & HIGH QUALITY IMPROVEMENT, CONVENIENCE & AFFORDABLE</p>
<p>ATMOSPHERIC QUALITY</p>	<p>interesting window displays hot office uses on 1st floor</p>	<p>Less traffic noise D-beaver</p>
<p>Develop and share the map on a light</p>	<p>Affordable, walkable, transit-oriented development</p>	<p>Make Area vibrant, do physically separate from downtown core by the entrance building. Call out development in urban setting subject</p>

<p>What makes a street pleasant to walk along your neighborhood?</p> <p>Walk to grocery store</p>	<p>WALK DOWN LAUSON ST.</p> <p>is a great example.</p>	<p>CONTINUITY & COMMUNITY CHANGES</p>
<p>need a more thought out lighting strategy - street lighting should be smart!</p>	<p>Supervisory office space that does not require heavy, expensive construction. (WALKWAY, proper street furniture, etc. NOT heavy construction that blocks views)</p>	<p>lighting (colorful street art, can't block off views)</p>
<p>the tree canopy!</p>	<p>walkable! but you need some kind of way to make it walkable.</p>	<p>We need places to really enjoy it, enjoy it!</p>

<p>Safety</p> <p>SPR - a street standard</p>	<p>Safe spaces where they don't meet</p>	<p>Things will have to change</p>
<p>Energy</p>	<p>Greater Safety on the roads (improvement of street lighting)</p>	<p>Make it better for us</p>
<p>Accessibility</p>	<p>Crosswalks needed to signal for drivers to stop</p>	

<p>Walkability</p>	<p>Walk/Bicyclist</p>	<p>Walkability + Transit</p>
<p>Bike Lane</p>	<p>Walkability + Transit</p>	<p>It's important to have the right kind of transit that's not just a bus stop.</p>
<p>Walkability + Transit</p>	<p>Biking Safety + Connectivity</p>	<p>WALKABLE City Asset</p>
<p>Walkability + Transit</p>	<p>Walkability + Transit</p>	<p>It's important to have the right kind of transit that's not just a bus stop.</p>



Work Plan Phases

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



Background analysis and initial input summarized



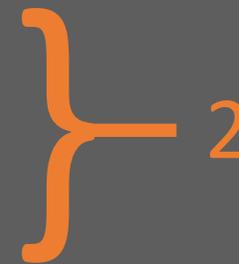
Charrette process: input + proposals



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 1

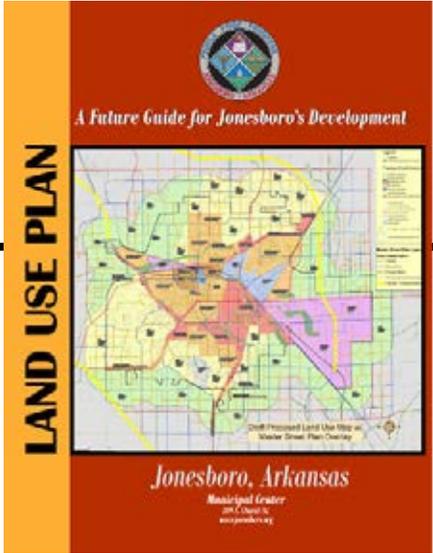
Inventory, Analysis, &
Outreach

Diagnostics: review, coordination, & evaluation of current plans

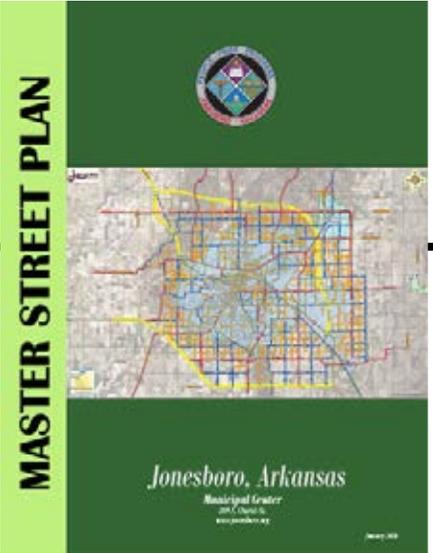
2018



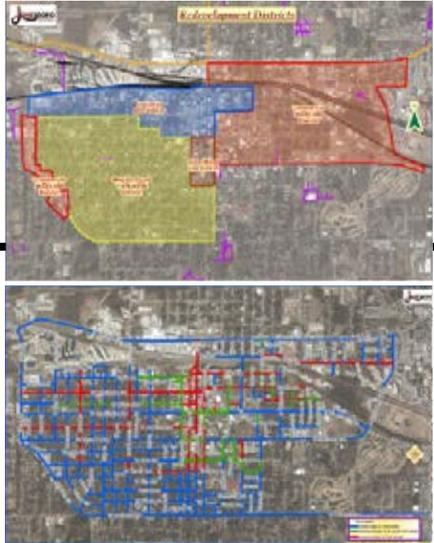
2018



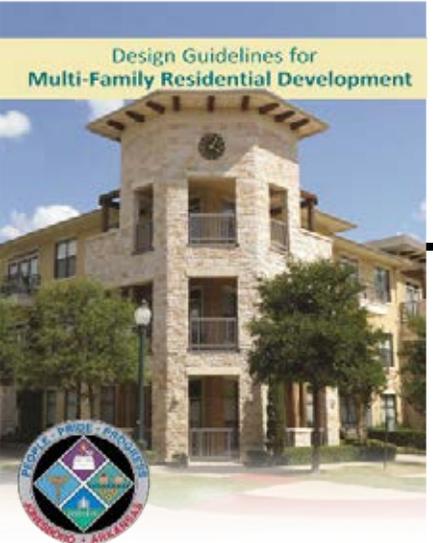
2020



2020

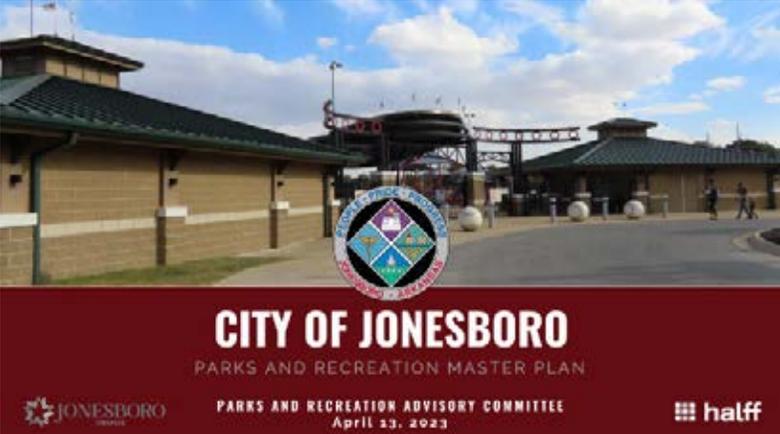


2021



Vision & Goals,
Evaluation,
Coordination,
Shared Direction

Current



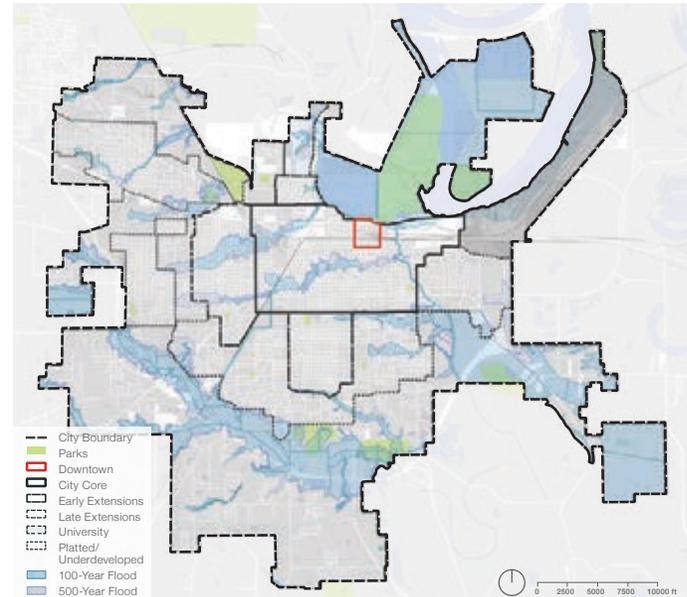
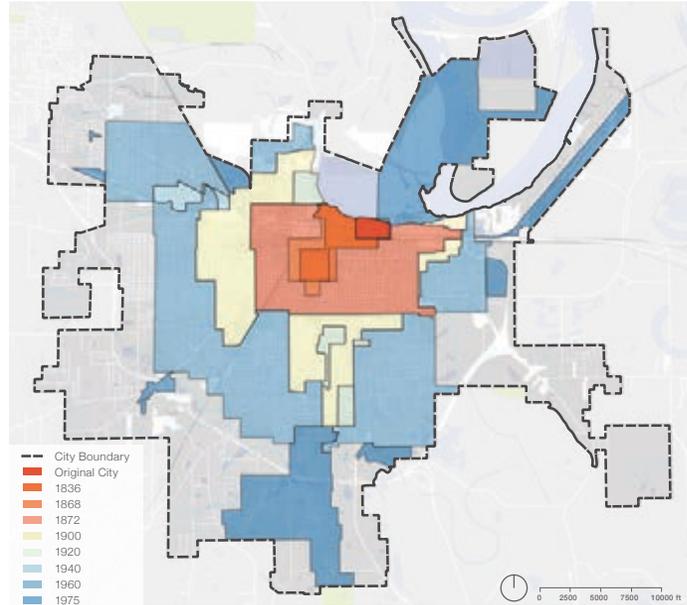
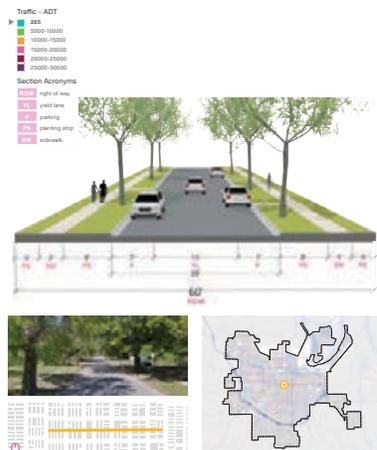
Diagnostics: study & evaluation of the built environment and land use

Pedestrian Frontage Assessment Downtown



Existing Locals

West 18th Avenue (near South Ash Street)



ACCESS TO COMMUNITY ASSETS

Community Access

The 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 highlights 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.

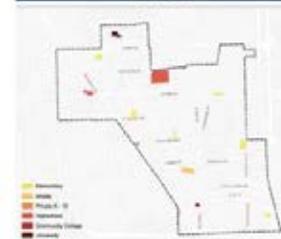
Access to Parks



Access to Civic Destinations



Schools



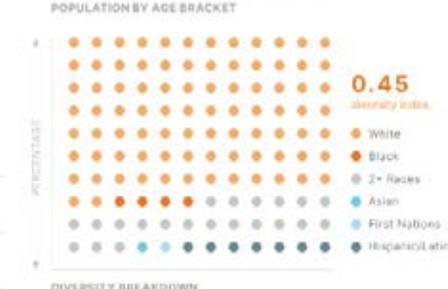
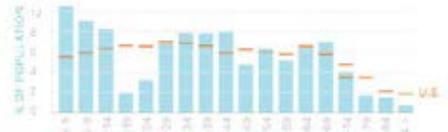
Diagnostics: demographics & projections

Pea Ridge

Land Area: 7.6 square miles



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1 WHO LIVES HERE: A snapshot of population growth, diversity, and the changing makeup of the city.

2 HOW PEOPLE LIVE



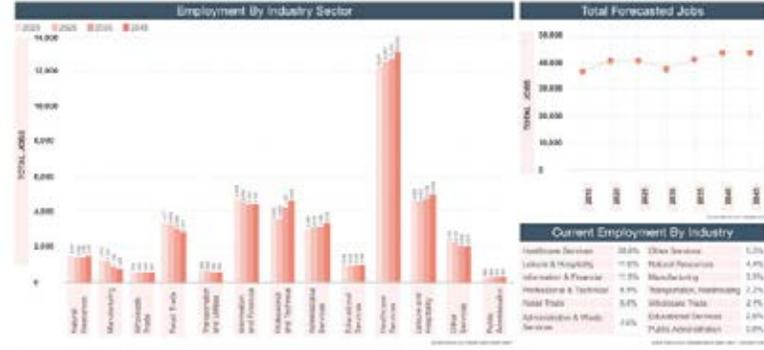
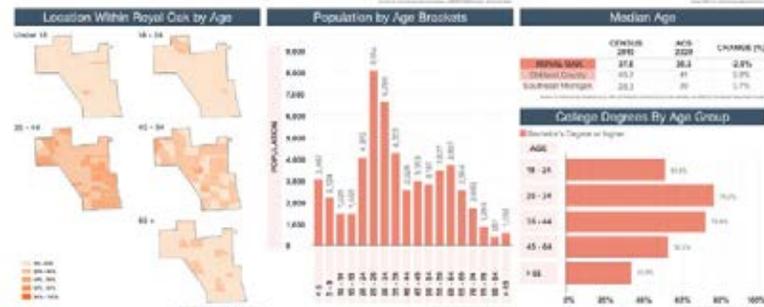
2 HOW PEOPLE LIVE: Economic insights into local opportunity and cost of living.

3 DEVELOPMENT CHARACTERISTICS



3 DEVELOPMENT CHARACTERISTICS: How housing stock, density, and development patterns shape the built environment.

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



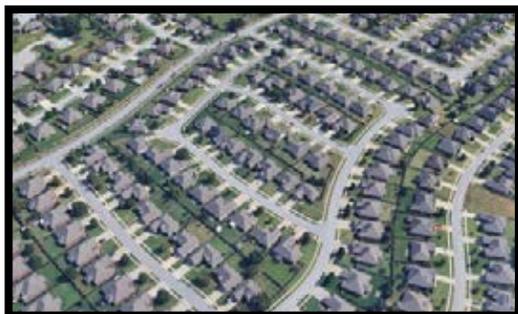
Bakery + mixed use
\$13.7M per acre



Sullivan Square Apartments
\$4.7M per acre



Walmart Campus
\$98,861 per acre



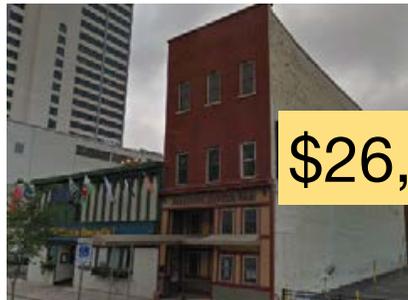
Single Family Neighborhoods
\$1.2M per acre



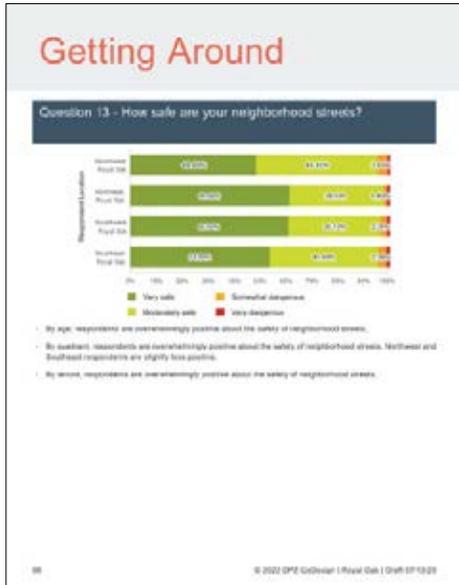
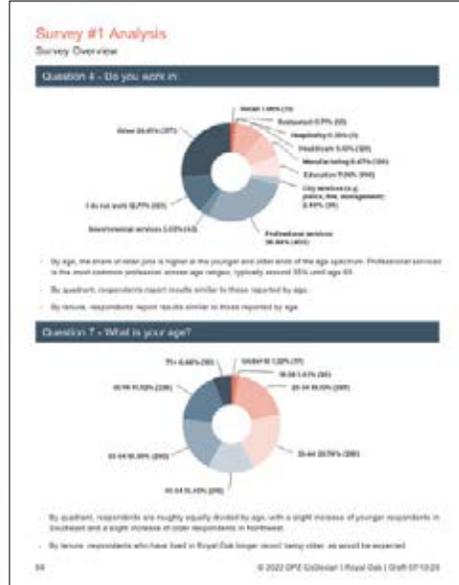
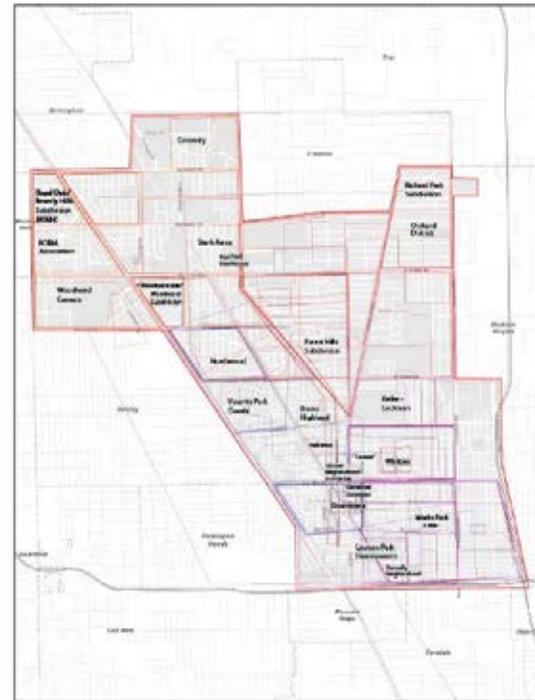
Sam's Club Home Office
\$5.7M per acre



Diagnostics: land value productivity

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

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



Public Engagement Overview

Neighborhood Meeting: NW Quadrant

Northwest Quadrant Neighborhood Meeting

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	<ul style="list-style-type: none"> Multigenerational Neighborhoods Royal Oak is "livable, navigated by everyone" Walkability (e.g., to Major from 14 and Crooks neighborhood, to Woodward Center) Lower density housing (single-family) and parks - more neighborhood than downtown Natural areas, small neighborhood parks
Challenges	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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

Northeast Quadrant Neighborhood Meeting

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Flooding (perception is it's related to construction of larger houses) 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 Woodward Pace and scale of change and new development - "too much, too fast" Maintaining a "beautiful" park system New development perceived to be acting increased challenges on infrastructure Spending on Crooks (12 mile - 13 mile)

Public Engagement Overview

Neighborhood Meeting: SW Quadrant

Southwest Quadrant Neighborhood Meeting

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	<ul style="list-style-type: none"> Cultural preservation Tree canopy Regional location and connectivity (proximity to downtown, Woodward, I-66, I-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 Royal Oak feels "community-minded" 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 Woodward) Access to downtown - restaurants/grocery shops Neighborhood schools - more schools are now closed
Challenges	<ul style="list-style-type: none"> Parts of south side feel under-invested (e.g., east of Campbell) Parking in Woodland 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) Out-of-town traffic / speed in residential neighborhoods Scale of development - high-rise encroachment into neighborhoods Lack of residential parking Allow for more townhouses Make sure south-end residential in former industrial areas becomes a complete residential neighborhood

Public Engagement Overview

Neighborhood Meeting: SE Quadrant

Southwest Quadrant Neighborhood Meeting

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	<ul style="list-style-type: none"> 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 City's focus on sustainability Community engagement/involvement Farmers market Schools Access to transit (Amtrak, bus availability at 11 Mile and Woodward) Access to downtown - restaurants/grocery shops Neighborhood schools - more schools are now closed
Challenges	<ul style="list-style-type: none"> Parts of south side feel under-invested (e.g., east of Campbell) Parking in Woodland 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) Out-of-town traffic / speed in residential neighborhoods Scale of development - high-rise encroachment into neighborhoods Lack of residential parking Allow for more townhouses Make sure south-end residential in former industrial areas becomes a complete residential neighborhood
Opportunities and Ideas: Neighborhoods	<ul style="list-style-type: none"> 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

Charrette Planning: focus areas and top community goals & concerns

Downtown



Technology and Industry



Health and Wellness; ASU



Mobility and Connectivity



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

<p>What makes a street pleasant to walk along Downtown?</p> <p>Tree - shade</p>	<p>Stable, low prices</p>	<p>PEDESTRIAN PROTECTION FROM TRAFFIC & HIGH QUALITY IMPROVEMENT, CONVENIENCE & AFFORDABLE</p>
<p>ATTRACTION/ACTIVITY</p>	<p>interesting window displays hot office uses on 1st floor</p>	<p>Less traffic noise D-bumper</p>
<p>Develop and share the map on a light</p>	<p>Accessible sidewalks broad sidewalks for</p>	<p>Make Area where do physically separate from landscape from by the entrance building Call out landmarks or other nearby subject</p>

<p>What makes a street pleasant to walk along your neighborhood?</p> <p>Walk in spaces on corner</p>	<p>WALK DOWN LAUSON ST.</p> <p>is a great example</p>	<p>CONTINUITY & COMMUNITY CHANGES</p>
<p>need a more thought lighting strategy - create better street to walk</p>	<p>improvement - create better street to walk</p>	<p>lighting - create better street to walk</p>
<p>the tree canopy!</p>	<p>walkable - create better street to walk</p>	<p>we need places to really enjoy - create better street to walk</p>

<p>Safety</p> <p>SPS - a great example</p>	<p>Safe spaces where - create better street to walk</p>	<p>Walk with ease - create better street to walk</p>
<p>entry</p>	<p>Greater Safety on the roads - create better street to walk</p>	<p>Safe - better street to walk</p>
<p>pedestrian</p>	<p>Crosswalks - create better street to walk</p>	

<p>Walkability & Disability</p> <p>Walkability</p>	<p>Walkability</p>	<p>Walkability - create better street to walk</p>
<p>Bike Lane</p>	<p>Walkability - create better street to walk</p>	<p>Walkability - create better street to walk</p>
<p>Walkability - create better street to walk</p>	<p>Biking Safety - create better street to walk</p>	<p>Walkable City Asset</p>
<p>Walkability - create better street to walk</p>	<p>Walkability - create better street to walk</p>	<p>Walkability - create better street to walk</p>



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 5.29 - Main and Harding is the Southern Anchor for Main Street



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

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



DPZ
C₀DESIGN

Royal Oak
Master Plan Direction
08/31/23

Master Plan Direction Summary

Future Land Use

Place Types / Future Land Use Categories

Future land use categories describe the general character of different portions of Royal Oak should exhibit in the future. These are not zoning, rather they describe the broader characteristics of a collection of properties as well as public spaces such as streets, parks, and schools, that collectively create places of different types, or place types. The terminology used in this section is temporary and will be adjusted, including more descriptive names.

Neighborhood Residential

This place type is characterized by small-to-medium single-family lots with detached buildings set back from the sidewalk, and infrequent, historic duplex and small multi-family buildings, with significant tree canopy including street trees and trees on private properties.

Neighborhood Edge

This place type is characterized by a medium scale of buildings, up to 3 stories with some on-site open space. Uses are principally residential with a limited mix of housing types: small-to-medium residential lots, some attached buildings including duplexes, townhomes, and small multi-family buildings, along with occasional, small-scale

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Master Plan Direction Activity Centers

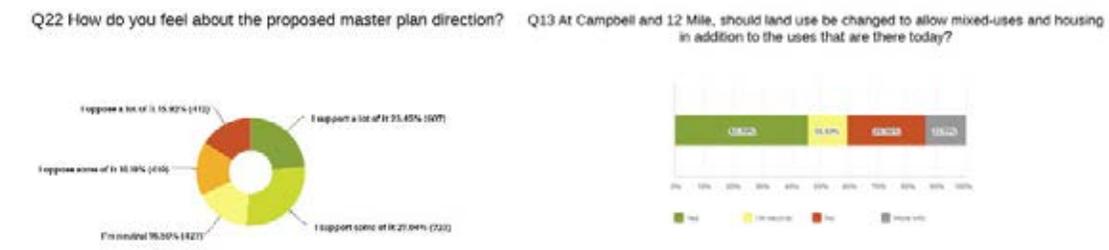
Downtown

Downtown Infill Plan

Districts

Parking Distribution

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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 tenanting 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

ADOPTED 4/2018

263

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 Ch. 5 Ch. 5 Ch. 5 Ch. 5 Ch. 5 Ch. 5 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 Ch. 5 Ch. 5 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 Ch. 5 Ch. 5 Ch. 5 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 process 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	2023 Cost Est.	Cumulative Cost	Comments
1	Bridge - S.Dix @ Oak Creek	Replace / enlarge existing bridge	\$400,000	\$400,000	
2	Bridge - S.Pearl @ Oak Creek	Replace / enlarge existing bridge	\$400,000	\$800,000	
3	Gas Check at Yancy Park	Install on-site controls	\$500,000	\$1,300,000	
4	Pecos Street Sidewalk	Walkway, add curb & gutter and sidewalks, and install streetlights	\$1,068,700	\$2,368,700	
5	South Road Widening Ph. 2	Walkway, add curb & gutter and sidewalks from Main St. to Governor St.	\$1,861,200	\$4,229,900	APDOT Managed
6	Phelan Road-Improvement	Walkway, add curb & gutter and sidewalks	\$2,216,000	\$6,445,900	
7	Race Avenue, Leland Ave Drive, and Wilbur D Mills Avenue (Interchange)	Installation of an interchange to replace existing intersection of Race Ave., Lake Shore Dr., Wilbur Mills Ave., and Pauline Dr.	\$3,500,000	\$9,945,900	APDOT Managed
8	Berkley Avenue Improvements	Walkway, add curb & gutter and sidewalks from Race Ave. to Berke Capps	\$1,512,900	\$11,458,800	
9	River Oaks area Drainage	Install storm sewer and/or culvert in along Pine Oak Dr. and Golf View Dr.	\$100,000	\$12,558,800	
10	South Road Widening Ph. 2	Walkway, add curb & gutter and sidewalks from Hwy. 242 to Hwy. 13	\$5,502,000	\$18,060,800	
11	W. Pleasure and Berke Capps Intersections	Major Intersection Upgrade	\$1,000,000	\$19,060,800	APDOT Managed
12	Berkley Avenue Improvements	Walkway, add curb & gutter and sidewalks from Berke Capps to Eisenhower St.	\$1,528,200	\$20,589,000	
13	Chick Avenue Improvements	Walkway and streetlight installation on Chick Ave.	\$150,000	\$20,739,000	
14	Main Street Improvements	Walkway, Main St. from Berke Capps to Moore Ave.	\$5,408,500	\$26,147,500	APDOT Managed
15	Crowley Drainage III	Relocate and enlarge ditch that runs along east side of Eisenhower Addition and Park Avenue. Ditch has exposed gas pipelines.	\$300,000	\$26,447,500	
16	Race Avenue & Davis Drive Intersection	Intersection improvements and traffic signal installation	\$400,000	\$26,847,500	APDOT Managed
17	Wilbur Avenue	Walkway, add curb & gutter and sidewalks	\$2,028,225	\$28,875,725	APDOT Managed
18	Seary Sports Complex Drainage	Address flooding at Sports Complex and an event center	\$600,000	\$29,475,725	
19	Moore Avenue Improvements Ph. 1	Walkway, add curb & gutter, install sidewalks from Maple St. to Turner St.	\$2,563,000	\$32,038,725	
20	St. Fin Street Improvements	Road improvements on St. Fin St. from Lincoln Ave. to Woodruff Ave. with crosswalk at Berke Capps	\$1,581,000	\$33,619,725	
21	Country Club East Improvements	Walkway, add curb & gutter and sidewalks	\$3,701,000	\$37,320,725	
22	Skyline Drive	Sidewalks along Skyline Dr., add curb & gutter with potential for space to St. Fin St. intersection // pedestrian crossing added	\$1,670,000	\$38,990,725	

4.0 PRIORITIZED PROGRAMS OF PROJECTS

PRIORITIZATION LISTS

CUMULATIVE PRIORITIZATION SCORE OF PROJECTS										Weighted Score
Safety	Drainage	Auto Safety	Commuter	Cost	Local Dev.	Equity	Recreation	Transit	Energy	

1	3	4	2	5	2	4	3	1	1	90
5	3	4	2	5	2	4	3	1	1	90
5	5	3	2	4	1	5	1	1	1	85
5	3	4	2	4	2	4	3	1	1	87
4	3	4	3	3	4	4	3	1	1	86
3	3	5	3	3	4	4	3	1	1	85
5	1	3	5	2	4	5	2	1	1	83
3	3	4	4	3	4	3	1	1	1	82
5	5	1	1	5	1	4	3	1	1	81
4	3	4	3	1	4	4	3	1	1	80
3	1	3	4	3	3	4	2	1	1	79
3	3	4	4	2	4	3	1	1	1	78
5	1	4	1	5	1	5	2	1	1	75
4	2	3	4	1	5	5	2	1	1	73
5	5	1	1	4	2	4	1	1	1	73

TRANSPORTATION INFRASTRUCTURE PROJECTS WITH CITY COMMITMENTS

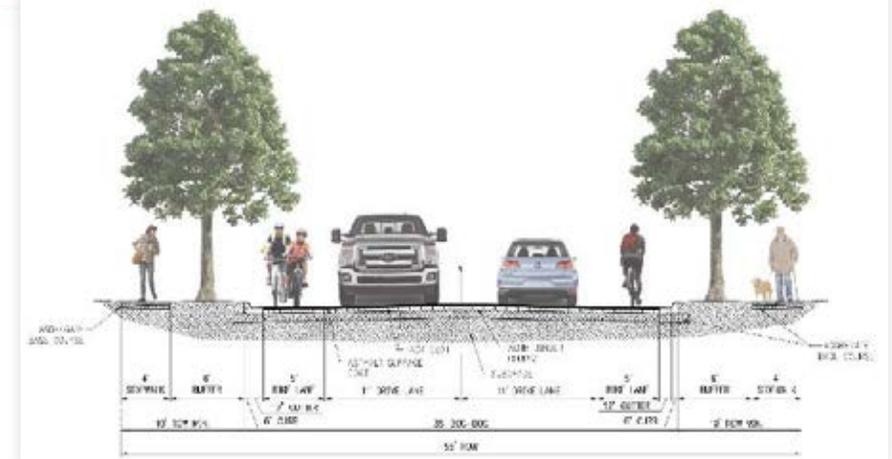
CITY PROJECT #	PROJECT TITLE	DESCRIPTION	2018 COST ESTIMATE	CUMULATIVE COST	COMMENTS
400-56-85014	Walnut Street Improvements (A-DOT Job 090335)	Walkway to be lined from 8th Street to Dinkeland Road (city contribution)	\$10,000,000	\$10,000,000	City share of A-DOT GTE project, five "Top 10 Intersection"
	Walnut Street Interchange (A-DOT Job 880930)	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 accident Intersection"
400-56-85042	28th Place South Phase I	North of Pleasant Grove Road to Bellevue Road	\$4,300,000	\$16,600,000	City share of Federal Aid project, cost est. from city
400-56-95043	45 Hunt Drive (25th Place North Phase I)	Pauline Whitaker Pkwy to Bellevue Road	\$6,300,000	\$22,900,000	City share of Federal Aid project, cost est. from city
	Water Service in Family Amended Areas	Reimbursement to F/WU for providing water service in new city areas as required by the annexation ordinance	\$560,000	\$23,460,000	Cost estimate from F/WU
			\$25,160,000		



Rendering of Proposed Walnut Street / Dinkeland Road Intersection Streetscape

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

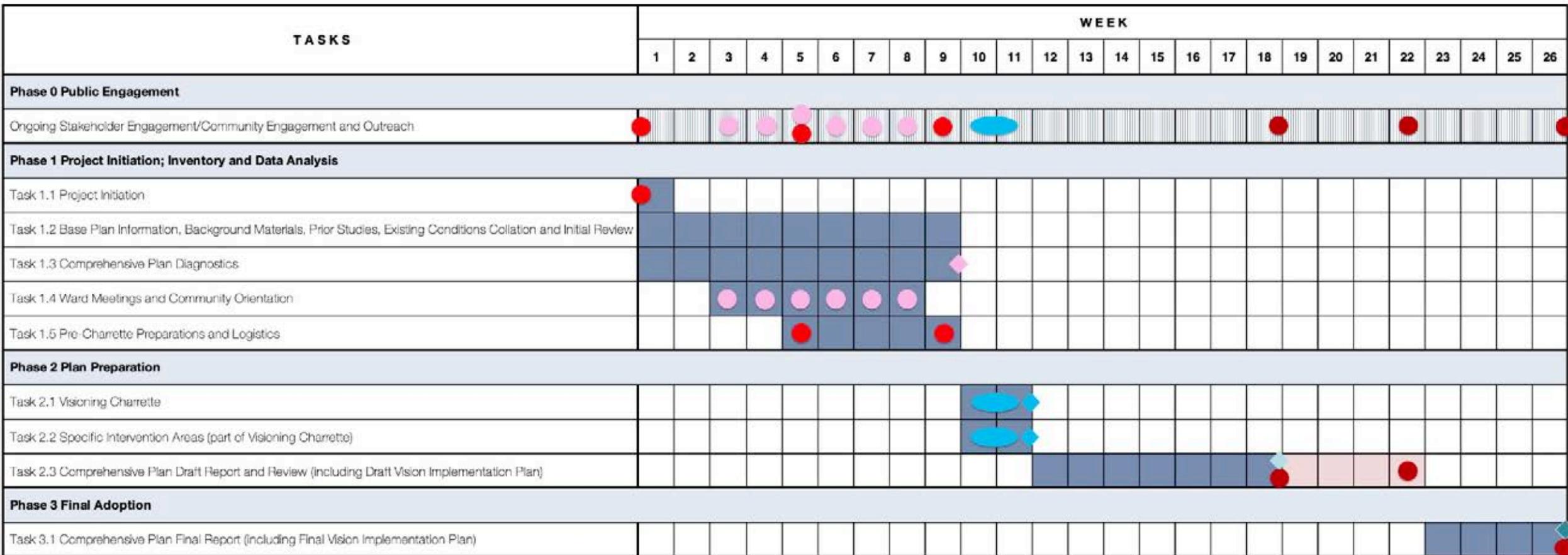


Phase 0: Ongoing

Engagement

Phase 3

Final Draft & Adoption

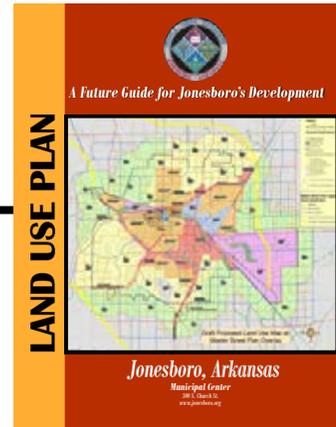


Why Jonesboro Needs a Comprehensive Plan

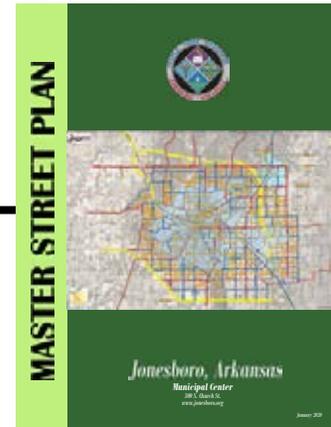
2018



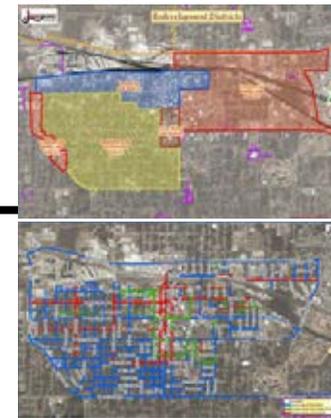
2018



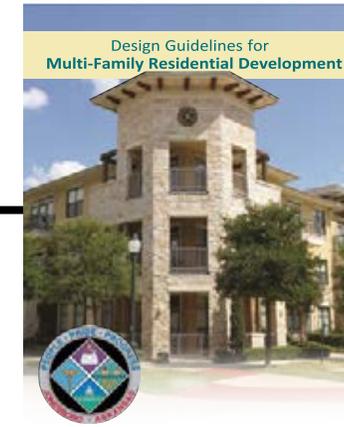
2020



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