

***City of Jonesboro Metropolitan Area Planning Commission***  
**Staff Report – RZ 23-18, 3007 Colony Dr.**  
**300 S. Church Street/Municipal Center**  
***For Consideration by Planning Commission on November 14, 2023***

**REQUEST:** To consider a rezoning of one tract of land containing 1.93 +/- acres

**PURPOSE:** A request to consider recommendation to Council for a rezoning from “R-1” single family medium density district to “C-3” general commercial district.

**APPLICANT:** Brandon Wood, 112 CR 7625, Brookland AR, 72417

**OWNER:** Ed & Emily Watson, 1115 W. Matthews Ave., Jonesboro AR, 72401

**LOCATION:** 3007 Colony Drive

**SITE DESCRIPTION:** **Tract Size:** Approx. 1.93 Acres  
**Street Frontage:** Approx. 130 ft. on Colony Drive

**Existing Development:** Commercial business

**SURROUNDING CONDITIONS:**

<b>ZONE</b>	<b>LAND USE</b>
<b>North</b>	<b>C-3 – Commercial</b>
<b>South</b>	<b>R-1 – Residential</b>
<b>East</b>	<b>C-3/R-1 - Residential</b>
<b>West</b>	<b>C-3 – Vacant</b>

**HISTORY:** Property has been used as a commercial site since 1986.

## **ZONING ANALYSIS:**

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

### **Comprehensive Plan Land Use Map:**

The Current/Future Land Use Map recommends this location as a **High Intensity** Growth Sector.

A wide range of land uses is appropriate in the high intensity zone, from multi-family to fast food to Class A office space to outdoor display/highway oriented businesses like automotive dealerships, because they will be located in areas where sewer service is readily available and transportation facilities are equipped to handle the traffic.

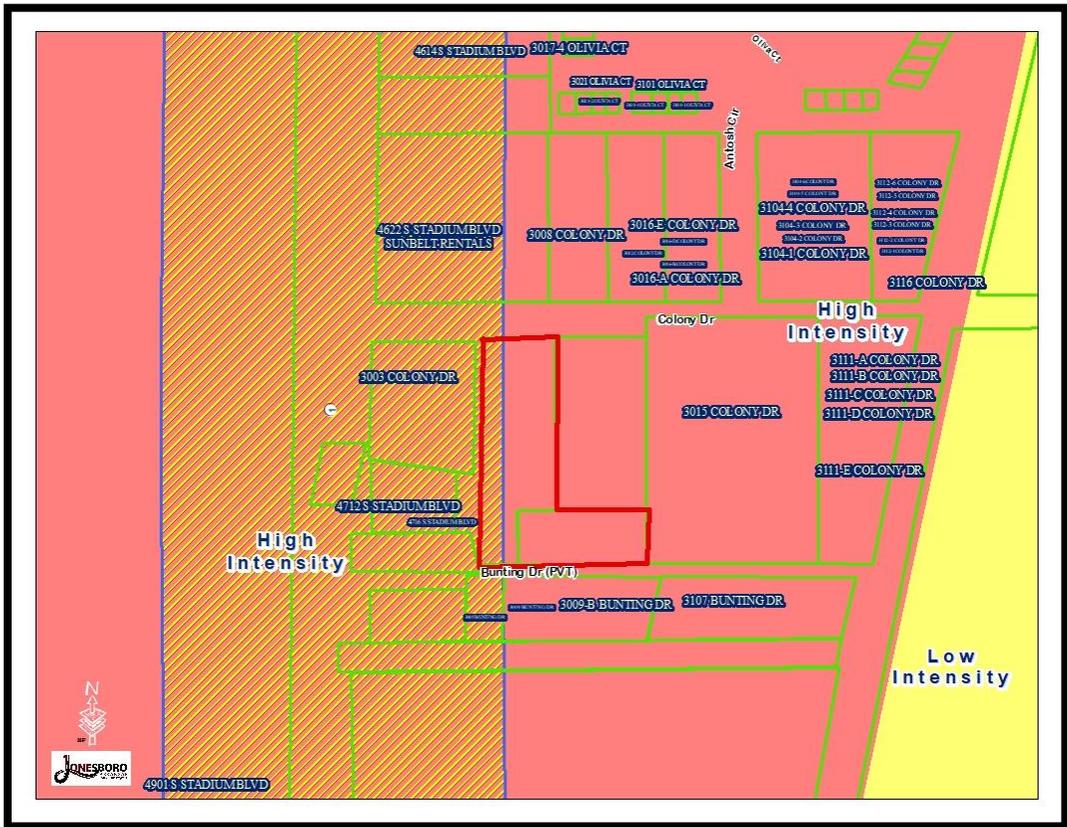
### **Typical Land Uses:**

- Regional Shopping Centers
- Automotive Dealerships
- Outdoor Display Retail
- Fast Food Restaurants
- Multi-family
- Service Stations
- Commercial and Office
- Call Centers
- Research and Development
- Medical
- Banks
- Big Box Commercial
- Hotel

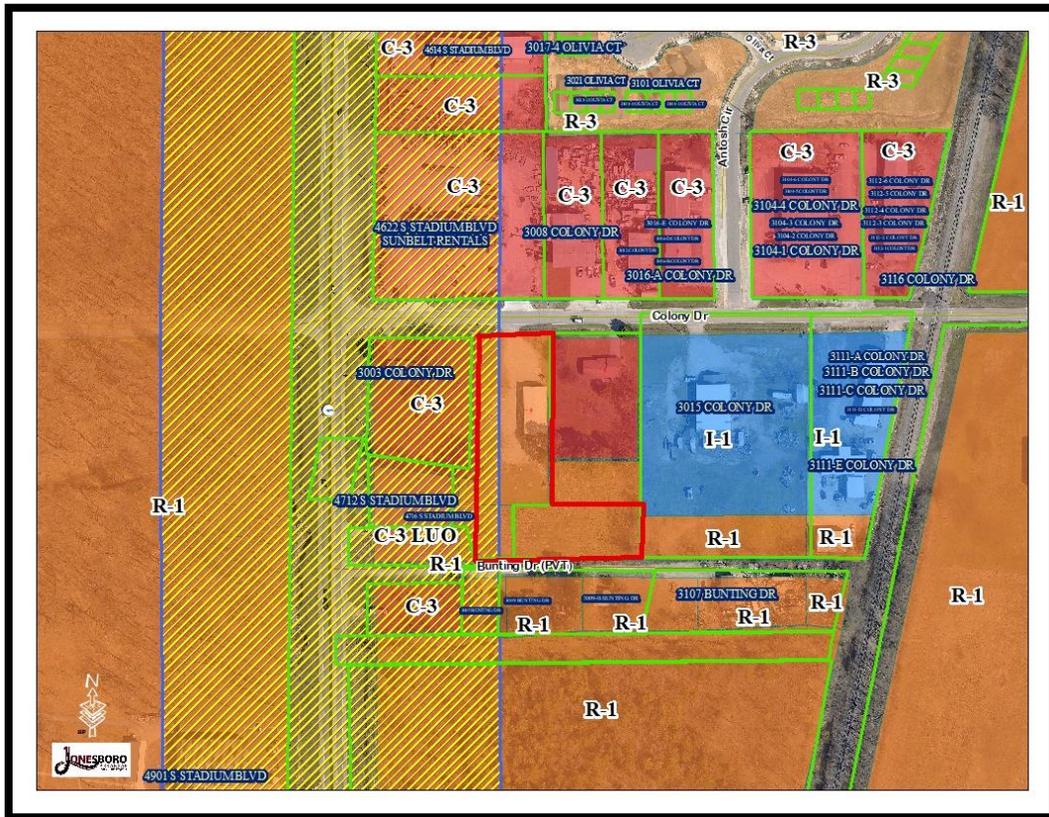
**Density:** Multi-family 8-14 Dwelling Units per acre

**Height:** 150 feet

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



Land Use Map



Zoning Map

**Master Street Plan/Transportation**

The subject property is served by Colony Drive. The Master Street Plan classifies Colony Drive as a **Collector**.

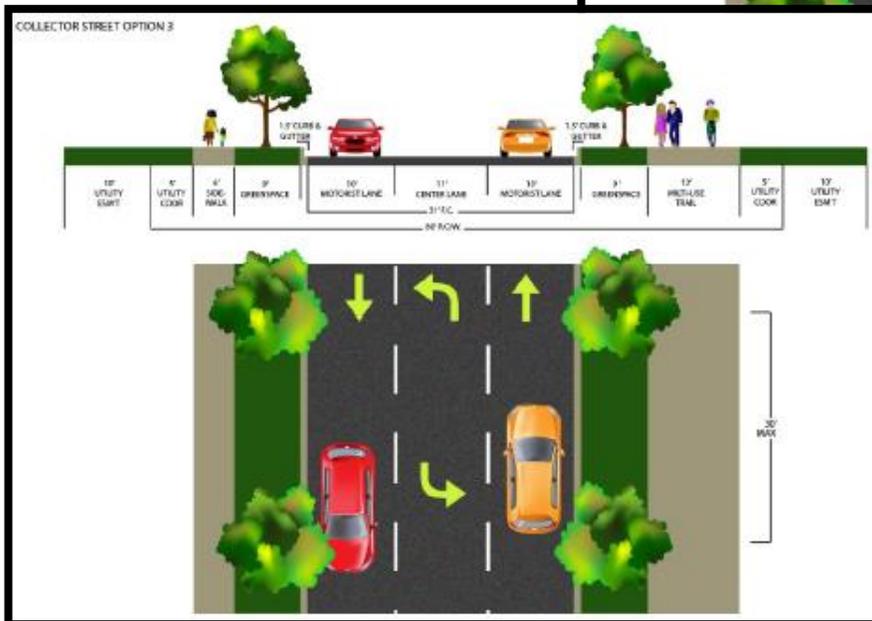
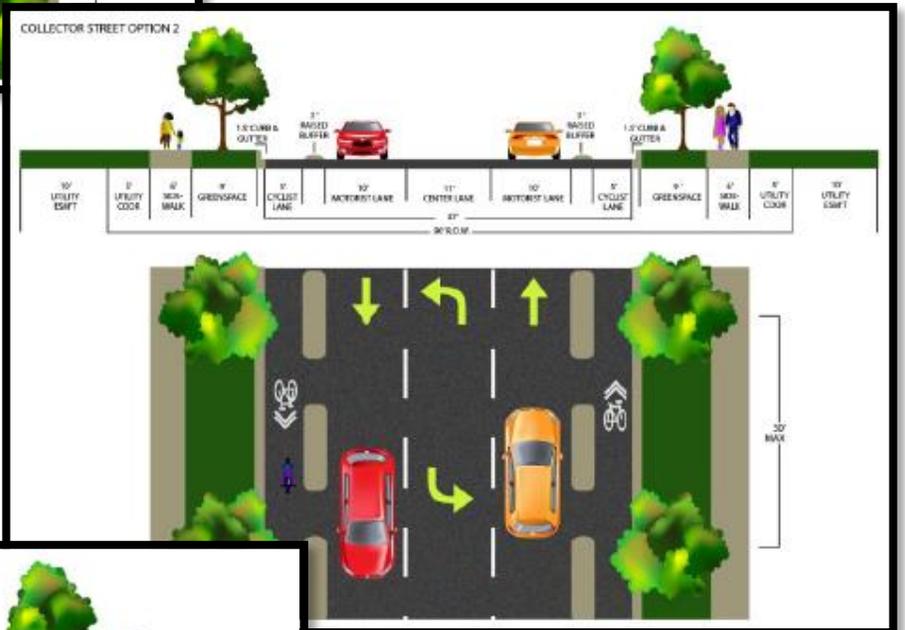
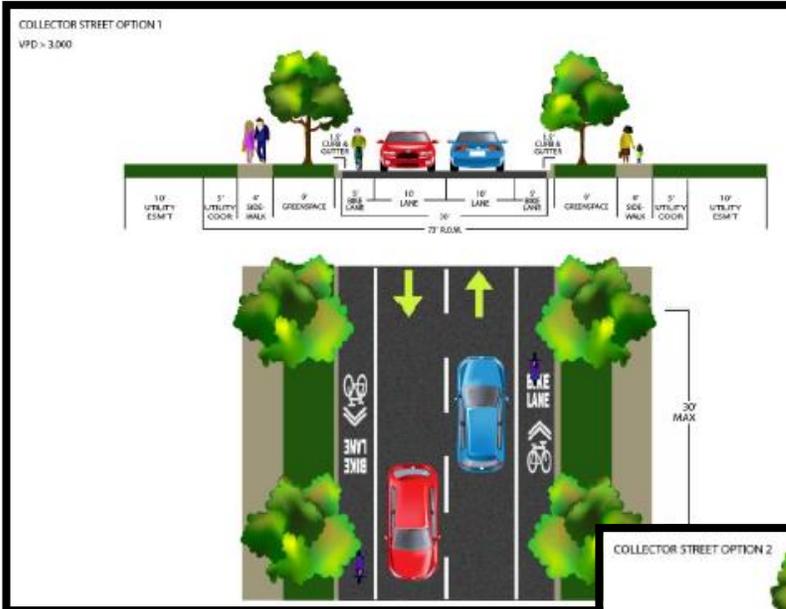
**Collectors** provide for traffic movement between arterials and local streets. They carry moderate traffic volumes over moderate distances and have a higher degree of property access than arterials.

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

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



# Collectors



**Approval Criteria- Chapter 117 - Amendments:**

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

Criteria	Explanations and Findings	Comply Y/N
<b>(a) Consistency of the proposal with the Comprehensive Plan/Land Use Map</b>	The proposed district rezoning is consistent with the Adopted Land Use Plan. Property is located in the high intensity growth sector.	
<b>(b) Consistency of the proposal with the purpose of Chapter 117-Zoning.</b>	The proposal will achieve consistency with the purpose of Chapter 117, with compliance of all District standards.	
<b>(c) Compatibility of the proposal with the zoning, uses and character of the surrounding area.</b>	Compatibility is achieved with this rezoning considering the surrounding area includes commercial zones and uses.	
<b>(d) Suitability of the subject property for the uses to which it has been restricted without the proposed zoning map amendment;</b>	Without the proposed zoning map amendment, this property cannot develop as a commercial use.	
<b>(e) Extent to which approval of the proposed rezoning will detrimentally affect nearby property including, but not limited to, any impact on property value, traffic, drainage, visual, odor, noise, light, vibration, hours of use/operation and any restriction to the normal and customary use of the affected property;</b>	With proper planning there should not be any adverse effects caused by the property if rezoned to commercial.	
<b>(f) Impact of the proposed development on community facilities and services, including those related to utilities, streets, drainage, parks, open space, fire, police, and emergency medical services</b>	Minimal impact if rezoned due to the fact that commercial uses currently exist in this area.	

## Staff Findings:

### Applicant's Purpose

The proposed area is currently classified as "R-1" single family medium density district. The applicant is applying for a rezoning to allow general commercial uses at this location.

Rezoning this property is consistent with the *Jonesboro Comprehensive Plan* and the *Future Land Use Plan*.

### Chapter 117 of the City Code of Ordinances/Zoning defines C-3 as follows:

*C-3, general commercial district.* The purpose of this district is to provide appropriate locations for commercial and retail uses which are convenient and serve the needs of the traveling public. The district also provides locations for limited amounts of merchandise, equipment and material being offered for retail sale that are more suitable for storage and display outside the confines of an enclosed structure. Appropriate locations for this district are along heavily traveled arterial street. Development of groupings of facilities shall be encouraged, as opposed to less desirable strip commercial.

### Departmental/Agency Reviews:

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

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

**Conclusion:**

The Planning Department Staff finds that the requested zone change submitted for the subject parcel should be evaluated based on the above observations and criteria of Case RZ 23-18 a request to rezone property “R-1” single family medium density district to “C-3” general commercial district; the following conditions are recommend:

1. The proposed site shall satisfy all requirements of the City Engineer, all requirements of the current Stormwater Drainage Design Manual and Flood Plain Regulations regarding any new construction.
2. A final site plan subject to all ordinance requirements shall be submitted, reviewed, and approved by the Planning Department, prior to any redevelopment of the property.
3. Any change of use shall be subject to Planning Department approval in the future.
4. The site shall comply with all overlay district standards.

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

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**Sample Motion:**

I move that we place Case: RZ 23-18 on the floor for consideration of recommendation by MAPC to the City Council with the noted conditions, and we, the MAPC find that to rezone property from “R-1” single family medium density district to “C-3” general commercial district will be compatible and suitable with the zoning, uses, and character of the surrounding area.