



GREENSBOROUGH VILLAGE TOWN CENTER

JONESBORO, ARKANSAS

DEVELOPMENT GUIDELINES
GREENSBOROUGH INVESTMENTS, LLC
FEBRUARY 2015





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SURROUNDING REGION

A college town, Jonesboro, Arkansas, is the largest city in northeastern Arkansas and the fifth most populated city in the state. Jonesboro is located approximately 70 miles from Memphis, Tennessee and 132 miles from Little Rock, Arkansas. In 2010, the estimated population of the City of Jonesboro was 67,263. Jonesboro is the principal city of and is included in the Jonesboro MSA with an estimated population in 2010 in the MSA of 121,026 and an estimated population of 163,116 in the Jonesboro-Paragould Combined Statistical Area. Jonesboro is home to Arkansas State University and is a regional center for manufacturing, agriculture, and healthcare.

Greensborough Village is located northeast of downtown Jonesboro inside the corporate limits of the City of Jonesboro. Jonesboro is the county seat of Craighead County. The site is located on the northern side of East Johnson Avenue (U.S. Highway 49) across from the main campus of Arkansas State University and is situated in close proximity to downtown Jonesboro and the Jonesboro Airport. This site is surrounded by a mix of commercial and residential land uses along with the main campus of Arkansas State University.



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Johnson Avenue - View to East Johnson Avenue



Johnson Avenue - View to East



Greensboro Road - View to West



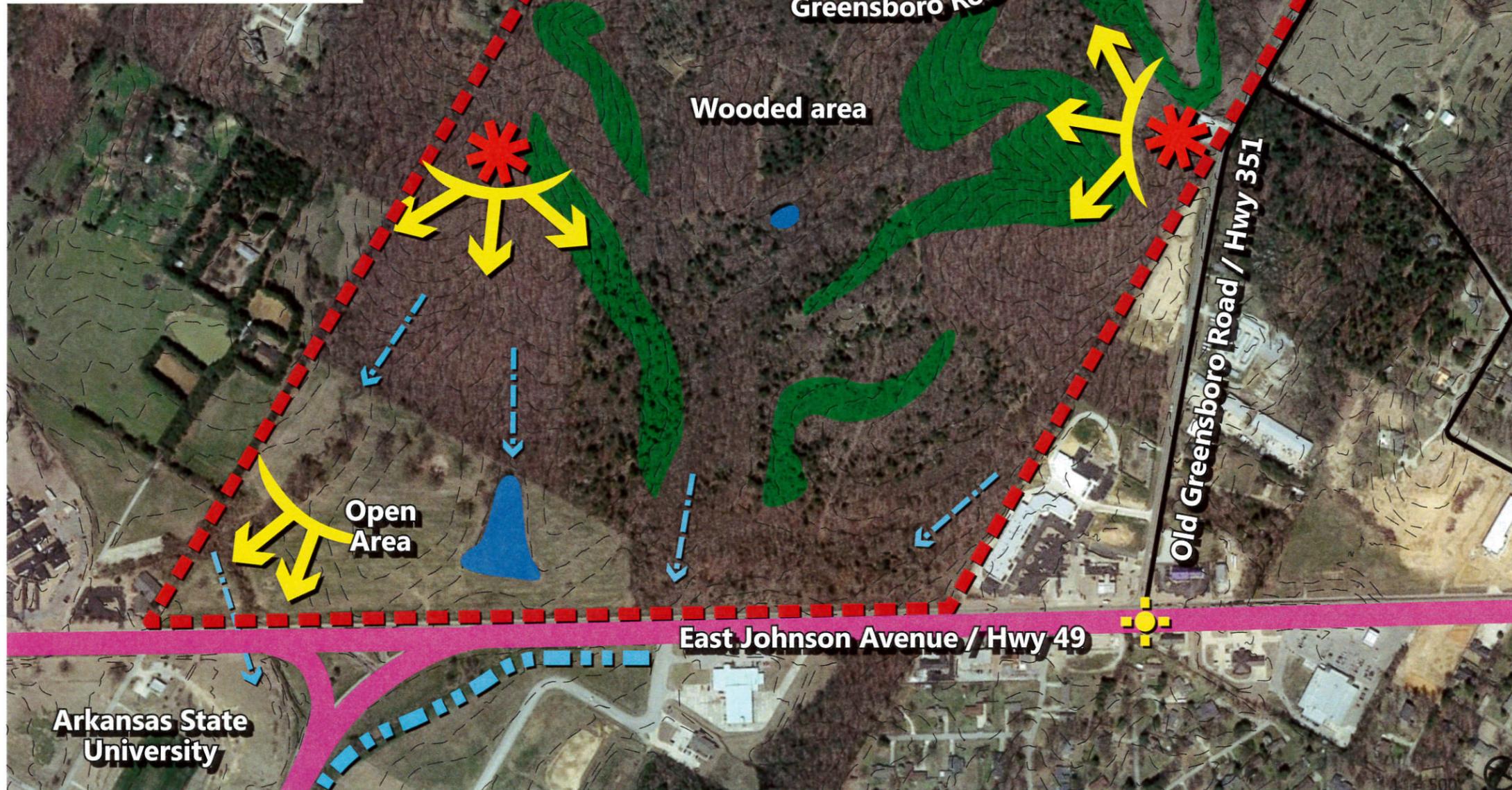
SITE CHARACTERISTICS

The Greensborough Village site is located within the City of Jonesboro, Arkansas. The site is accessible from East Johnson Avenue (U.S. Highway 49) along the southern boundary of the property, Old Greensboro Road (SR-351) along the western boundary, and Greensboro Road which bisects the northern portion of the site. Greensborough Village is located across from the Main Entrance (Red Wolf Boulevard) of Arkansas State University and approximately 2.5 miles from Downtown Jonesboro. The site contains approximately 201 acres of contiguous land area.

The site has frontage upon East Johnson Avenue (U.S. Highway 49) which is classified as a "major arterial" road and Old Greensboro Road (SR-351) which is classified as a "collector" road. Greensboro Road which bisects the northern portion of the site is classified as a local street.

LEGEND

-  Project Boundary
-  High Point
-  Steep Slope
-  Good Views
-  Secondary Road
-  State Highway
-  Pond
-  Traffic Signal
-  Drainage Flow
-  Drainage Course
-  100 Year Floodplain



SITE ANALYSIS

Before undertaking the master planning process for Greensborough Village the entire site and surrounding area was toured and photographed to document existing conditions and adjoining land use and development patterns. Adjoining land uses were documented to gain a better understanding of past development trends and emerging trends in development patterns. A site analysis diagram was prepared to illustrate the findings of the site investigation process and features of the site and surrounding area taken into consideration during the master planning process.

Consideration was given to the various characteristics of the site and surrounding land use and development patterns. In order to create a place where people want to live, work, play and be entertained, the design team paid careful attention to site features, accessibility to surrounding arterial and collector roads, and proximity and orientation to surrounding land uses including most prominently the Arkansas State University campus.

The site provides gentle rolling topography and contains a variety of high points and views toward surrounding areas including the campus of Arkansas State University. In 2014, the southernmost portion of the site was cleared of existing vegetation and graded. The northernmost portion of the site remains undisturbed. The close proximity of Greensborough Village to the ASU campus provides an opportunity to leverage campus activities and a growing student population with retail and residential development within the Town Center. Frontage along Johnson Avenue and the Old Greensboro Road (Hwy 351) provide opportunities for a variety of retail and office development to serve the surrounding while also providing entryways into the Town Center. Surrounding land use patterns will provide an opportunity to develop complementary development along the perimeter of the Town Center.

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LAND USE ANALYSIS

According to the adopted Land Use Plan for the City of Jonesboro, the southernmost portion of the Greensborough Village site is designated as "Commercial Node" and the northernmost portion is designated as "Single Family Low Density". The site is surrounded by a variety of land use designations that include "Single Family Low Density" to the north, "Single Family Low Density" and "Neighborhood Commercial NR" to the west, "Public Semi-Public Semi PSI" to the south, and "Commercial Node" to the east. The surrounding land uses are compatible with the development of a Town Center and the master plan is responsive to surrounding land uses in support of the long-term vision for this area.

LEGEND

-  Town Center Overlay District
-  Existing Zoning Boundary



TOWN CENTER OVERLAY DISTRICT

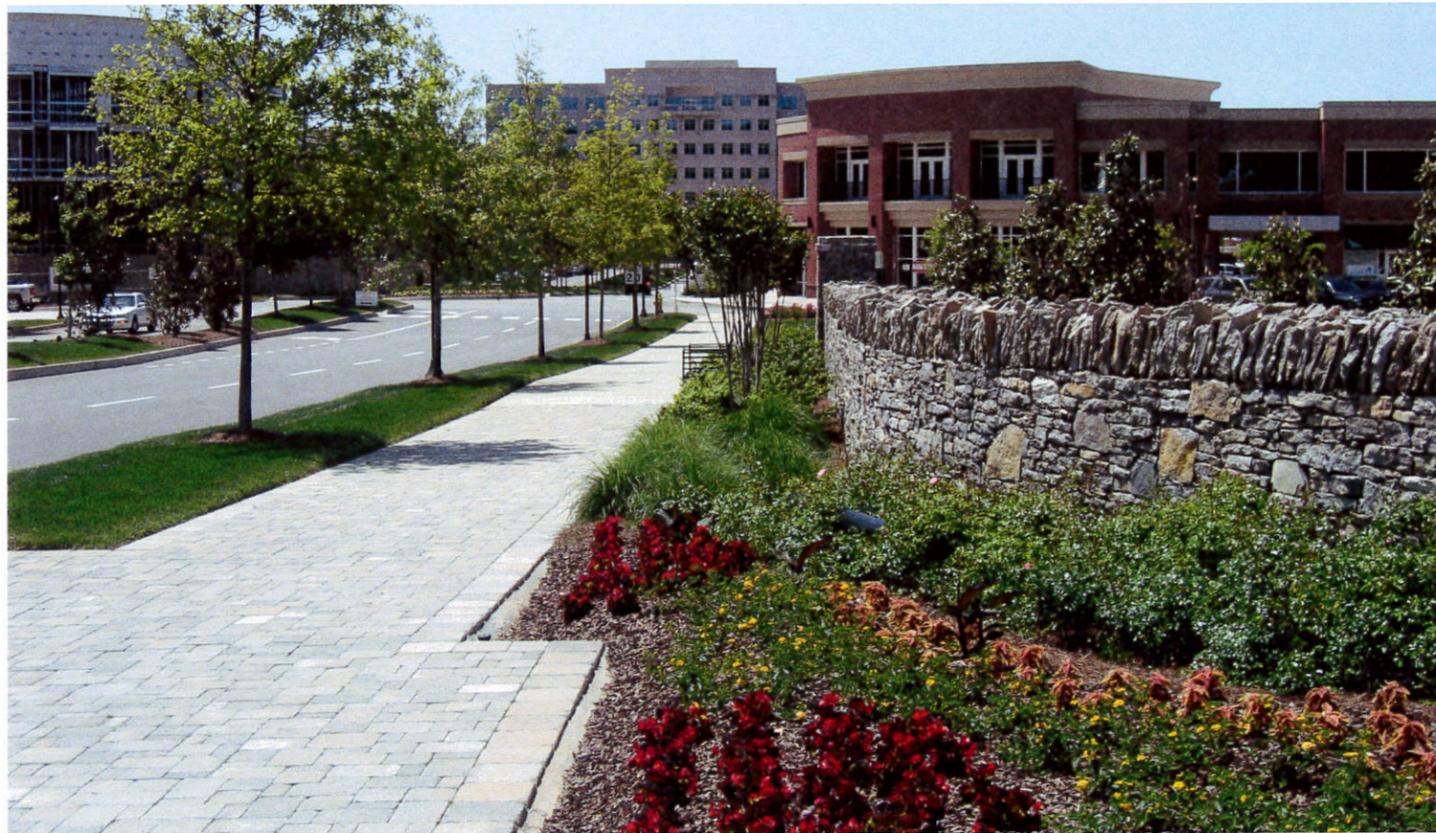
The purpose of the Town Center Overlay District is to promote development of a pedestrian-friendly, mixed-use development providing a variety of complementary retail, office, and residential uses. Greensborough Village Town Center will:

- Preserve, enhance and create accessible open spaces such as parks and plazas to enhance the pedestrian experience.
- Create a compact concentration of land uses that encourage interaction.
- Create a 'Sense of Place' through the creation of pedestrian-friendly streetscapes and gathering places.
- Achieve a unique design character through high quality architecture and selection of materials with attention to placement and orientation of structures to provide compatibility with surrounding land uses.

The Town Center Overlay District will be applied over the existing base zoning for all parcels comprising Greensborough Village. The adopted Land Use Plan for the City of Jonesboro envisions a combination of commercial and residential land uses that support the development of a mixed-use Town Center. Upon rezoning of the contiguous parcels comprising Greensborough Village, the Town Center Overlay District shall control the development of the property. Plan approval for Greensborough Village will follow the Planned Unit Development review process. The Town Center Overlay District will control land uses and design standards for development.

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PERMITTED USES

The following is a list of permitted uses that will be allowed in Greensborough Village Town Center:

- Residential *(All types including single family attached and detached)*
- Multi-Family Residential *(Including units above non-residential use)*
- Senior Living & Retirement Homes
- Convenience Stores *(Including fuel dispensing)*
- Pharmacies
- Grocery Stores
- Theaters
- Hotels & Motels
- Conference Center
- Financial Institutions
- Medical Services & Outpatient Services Facilities
- Schools & Vocational Instruction Facilities
- Day Care & Extended Care Facilities
- Sports, Fitness, & Outdoor Recreational Activities
- Mixed-Use Developments *(Where residential dwelling units are integrated into buildings with non-residential uses)*
- Business or Professional Offices Including Personal Services
- Research & Development Facilities
- Retail Sales & Services
- Single Tenant Stores *(Up to 100,000 SF gross floor area)*
- Self-Storage *(Mini-Storage)* & Associated Offices
- Restaurants & Cafés Including Outdoor Seating
- Indoor Recreational Facilities
- Live/ Work
- Home Occupations
- Places of Worship
- College or University
- Utility, Major & Minor, & Communication Tower
- Accessory Structures to Primary Permitted Use





RETAIL, OFFICE, & MIXED-USE

Intent: Town Center buildings are intended to serve the neighborhood and surrounding community with retail, restaurant, office, hospitality, and entertainment uses.

Permitted Uses: Permitted uses will include the following:

- Multi-Family Residential (*Including units above non-residential use*)
- Senior Living & Retirement Homes
- Convenience Stores (*Including fuel dispensing*)
- Pharmacies
- Grocery Stores
- Theaters
- Hotels & Motels
- Conference Center
- Financial Institutions
- Medical Services & Outpatient Services Facilities
- Schools & Vocational Instruction Facilities
- Day Care & Extended Care Facilities
- Sports & Fitness
- Mixed-Use Developments (*Where residential dwelling units are integrated into buildings with non-residential uses*)
- Business or Professional Offices
- Research & Development Facilities
- Retail Sales & Services
- Single Tenant Stores (*Up to 100,000 SF gross floor area*)
- Personal Services
- Restaurants & Cafés
- Indoor Recreational Facilities
- Outdoor Seating (*Associated with restaurants or cafés subject to applicable licensing requirements*)
- Home Occupations
- Places of Worship
- College or University
- Utility, Major & Minor
- Communication Tower
- Accessory Structures to Primary Permitted Use



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RESIDENTIAL, RETAIL, OFFICE, & MIXED-USE

Intent: Town Center buildings are intended to serve the neighborhood and surrounding community with retail, restaurant, and office uses while also providing the opportunity for single-family attached (multi-family) situated as free-standing residential or a mix of residential and retail and office where the residence is located above a ground-floor non-residential uses.

Permitted Uses: Permitted uses will include the following:

- Mixed-Use (*Residential dwelling units are integrated into buildings with non-residential uses*)
- Convenience Stores (*Including fuel dispensing*)
- Pharmacies
- Financial Institutions
- Medical Services & Outpatient Services Facilities
- Schools & Vocational Instruction Facilities
- Sports & Fitness
- Business or Professional Offices Including Personal Services
- Research & Development Facilities
- Retail Sales & Services
- Restaurants & Cafés Including Outdoor Seating Areas
- Live/ Work
- Places of Worship
- College or University
- Utility, Major & Minor
- Accessory Structures to Primary Permitted Use



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SINGLE-FAMILY ATTACHED & MULTI-FAMILY RESIDENTIAL/ MIXED-USE

Intent: Attached residential buildings are intended to provide an opportunity for a variety of housing types and lifestyles to meet the changing demographic character of the community.

Permitted Uses: Permitted uses will include the following:

- Residential (*All types including single family attached*)
- Multi-Family Residential (*Including units above non-residential use*)
- Senior Living & Retirement Homes
- Day Care & Extended Care Facilities
- Sports & Fitness (*Associated with residential use*)
- Live/ Work
- Home Occupations
- Places of Worship
- Utility, Major & Minor
- Accessory Structures to Primary Permitted Use
- Amenity Features to Primary Permitted Use



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SINGLE-FAMILY ATTACHED & DETACHED RESIDENTIAL

Intent: The Town Center will include lower density residences including single-family attached (excluding multi-family) and single-family detached that includes both front-load and rear-load homes.

Permitted Uses: Permitted uses will include the following:

- Residential (All types including single-family attached (except multi-family) and detached)
- Senior Living & Retirement Homes
- Day Care & Extended Care Facilities
- Live/ Work
- Home Occupations
- Places of Worship
- Utility, Major & Minor
- Accessory Structures to Primary Permitted Use
- Amenity Features to Primary Permitted Use



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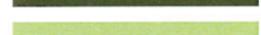
MASTER PLAN



Changing demographics, lifestyles, and preferences are trending toward mixed-use development patterns that provide office, retail, housing, entertainment, and employment opportunities in the same community setting. The vision of the Master Plan for Greensborough Village Town Center is to create a special place where people want to live, work, play and be entertained all in a compact, pedestrian-friendly form.

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LEGEND

-  Boulevard
-  Sidewalks
-  Natural Areas
-  Landscape Gathering Areas / Pocket Parks
-  Potential Transit Stop
-  Transit Direction



PEDESTRIAN & TRANSIT SUPPORTIVE DESIGN

Pedestrian access will be provided throughout Greensborough Village using sidewalks along collector, boulevard and local streets as well as walkways in various parts to further enhance pedestrian accessibility. Pedestrian crossings at major intersections will be designed using controlled crossing signals and other traffic calming design measures to provide safe crossing of streets by pedestrians. The pedestrian system will connect where practical with city-wide pedestrian systems and trails to further promote a healthy lifestyle and pedestrian access to the Town Center.

Greensborough Village will also incorporate transit-supportive design into the Town Center to provide alternative transportation systems for residents and visitors alike. Transit stops will be conveniently accessible to the Town Center for safe access by residents, employees and visitors.

LEGEND

- Boulevard**
- Town Center Street (80' R.O.W.)**
- Local Street B - Residential (65' R.O.W.)**
- Local Street A - Residential (50' R.O.W.)**
- Alley**

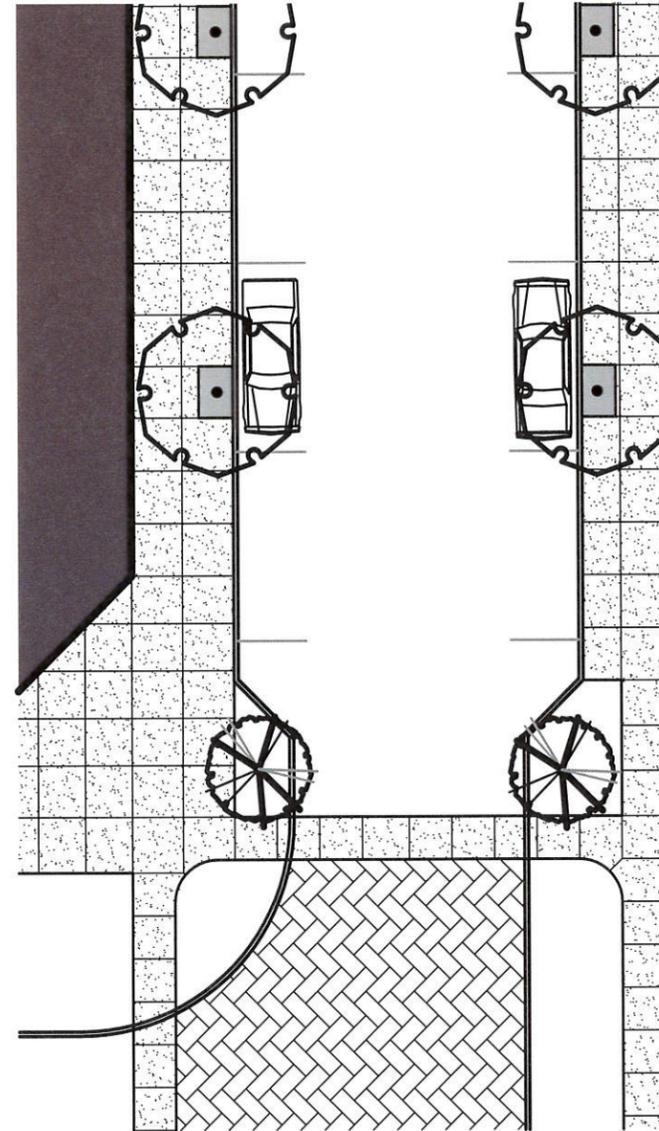
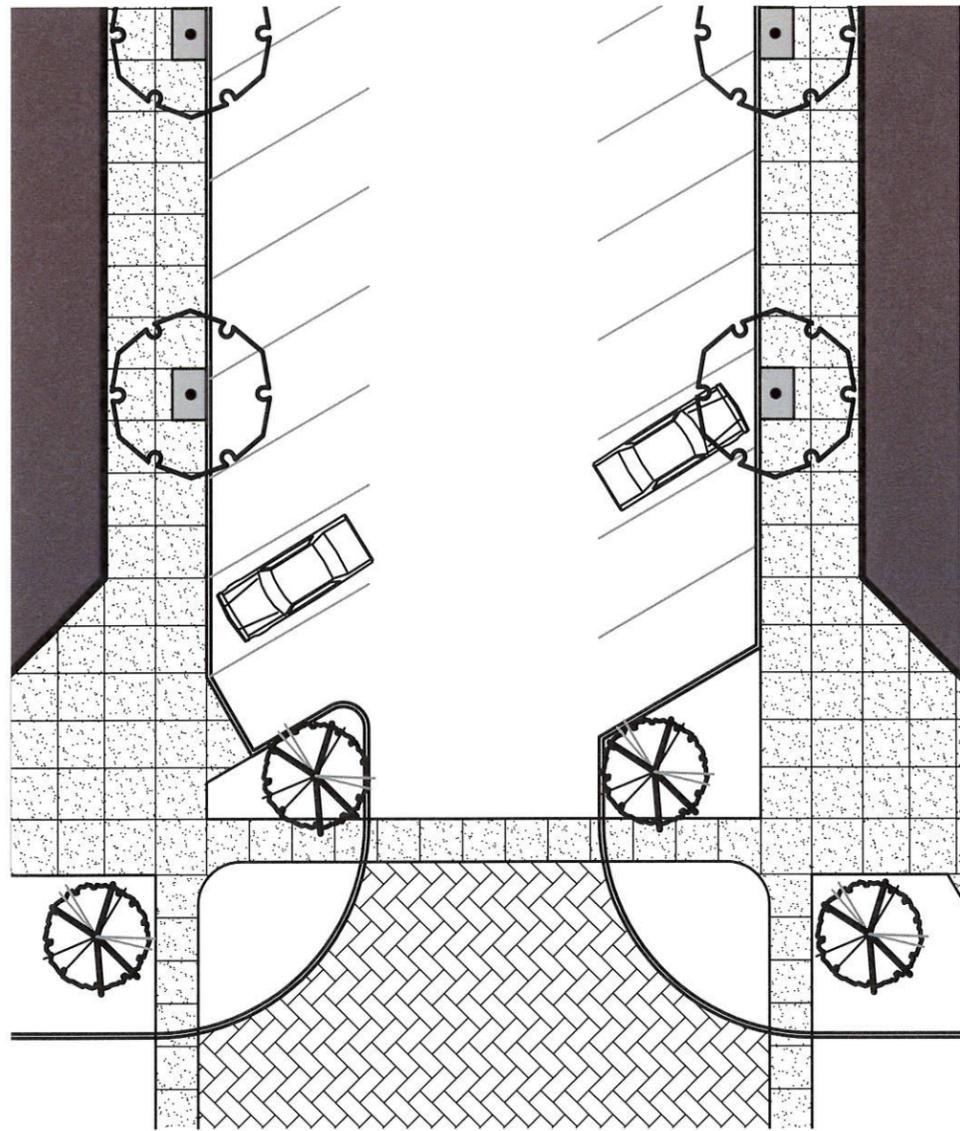


STREET PLAN

The proposed street system serving Greensborough Village will include a variety of traffic-calming elements including signalization, curvilinear streets, landscape medians, and protected and raised pedestrian crossings at major intersections to enhance vehicular and pedestrian safety throughout the Town Center. The street system within Greensboro Village will include a network of interconnect streets and drives to provide convenient access to points throughout the town center while also reducing the need for travelers to utilize primary roads serving the Town Center.

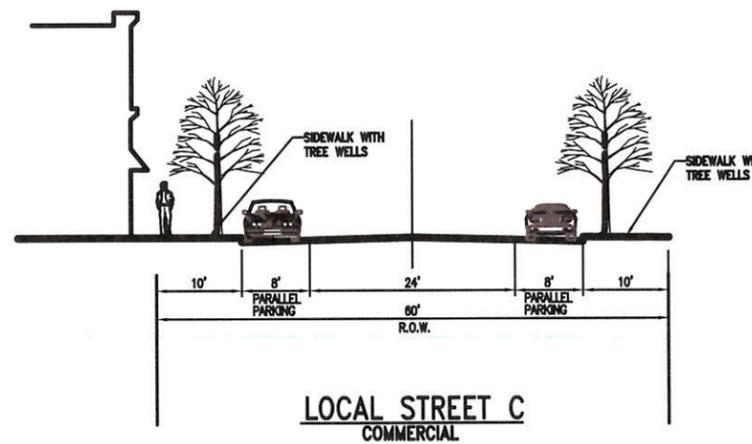
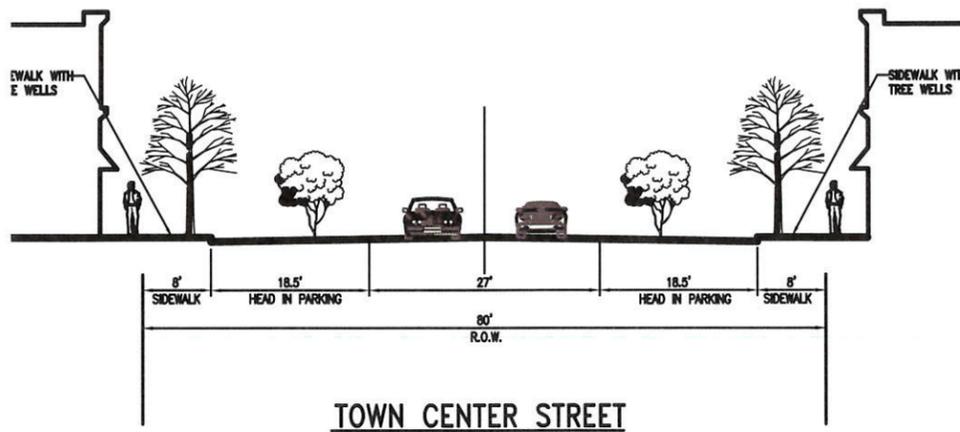
The Street Plan for Greensborough Village provides for three different levels of street types - boulevard, town center street with angled and parallel parking, and various local streets serving the main street area as well as residential neighborhoods within the Town Center.

A four-lane boulevard with a median and turn lanes at intersections is proposed to provide access to the interior of the Town Center from its intersection with SR-351. Traffic signals may be provided where warranted along the boulevard and its intersection with SR-351. Pedestrian crossings will be incorporated into the design to provide safe access between the Town Center and nearby residential neighborhoods.



STREET TYPES

The "Town Center Street" is proposed to serve as the main street accessing the central part of the Town Center. Parallel and angled on-street parking will be allowed along the Town Center Street to provide conveniently accessible parking for retail, office, and mixed-use residential uses fronting along the Town Center Street. Traffic calming measures will be incorporated into intersection designs to provide safe access for pedestrians crossing streets within the Town Center.



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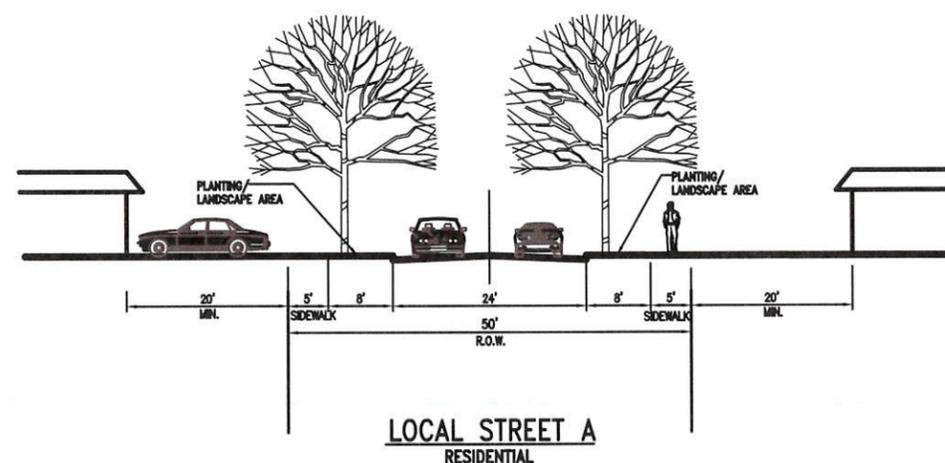
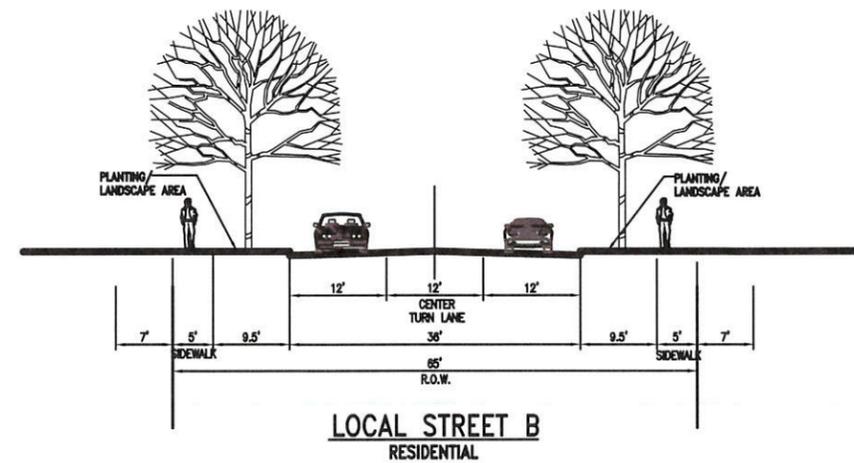
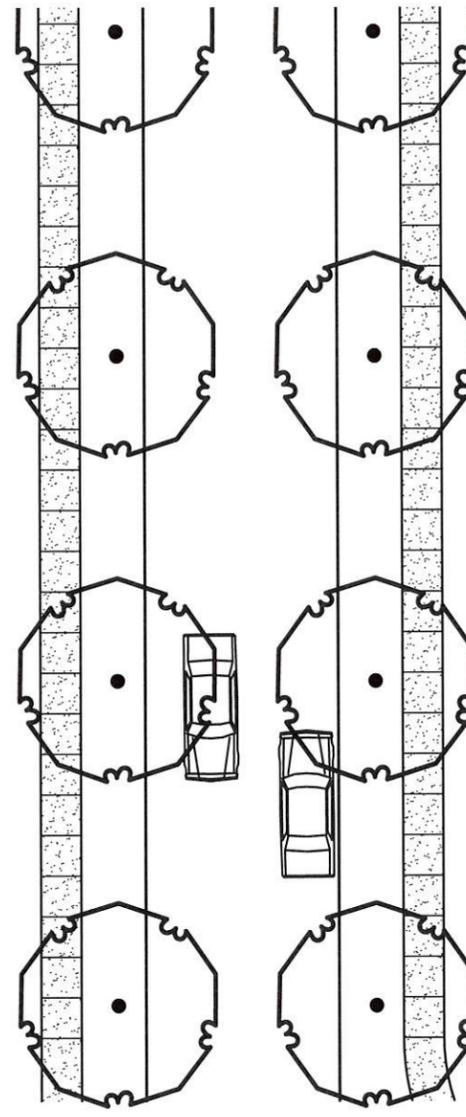
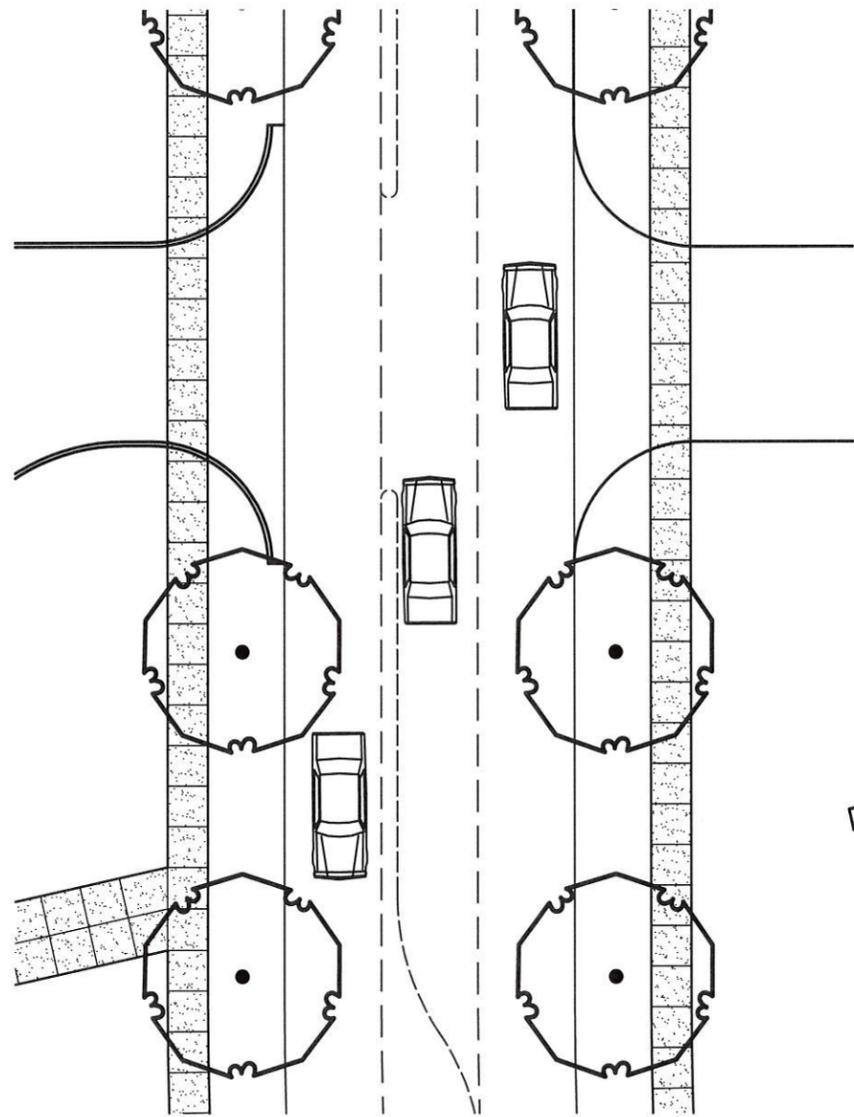
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STREET TYPES

Local streets will be utilized in various parts of Greensborough Village to support local traffic generated from retail, office, mixed-use, and residential uses. Local streets can be either public or private and in either case will be constructed to City of Jonesboro design standards. Local streets may provide parallel on-street parking in select locations to support retail, office and mixed uses.

Alleys shall also be permitted and will be privately owned with a public infrastructure and access easement to allow for placement of utilities and for access by the City of Jonesboro including solid waste pickup. Private streets and rear lanes or alleys will be owned and maintained by a property owners association.



STREET & PARKING STANDARDS

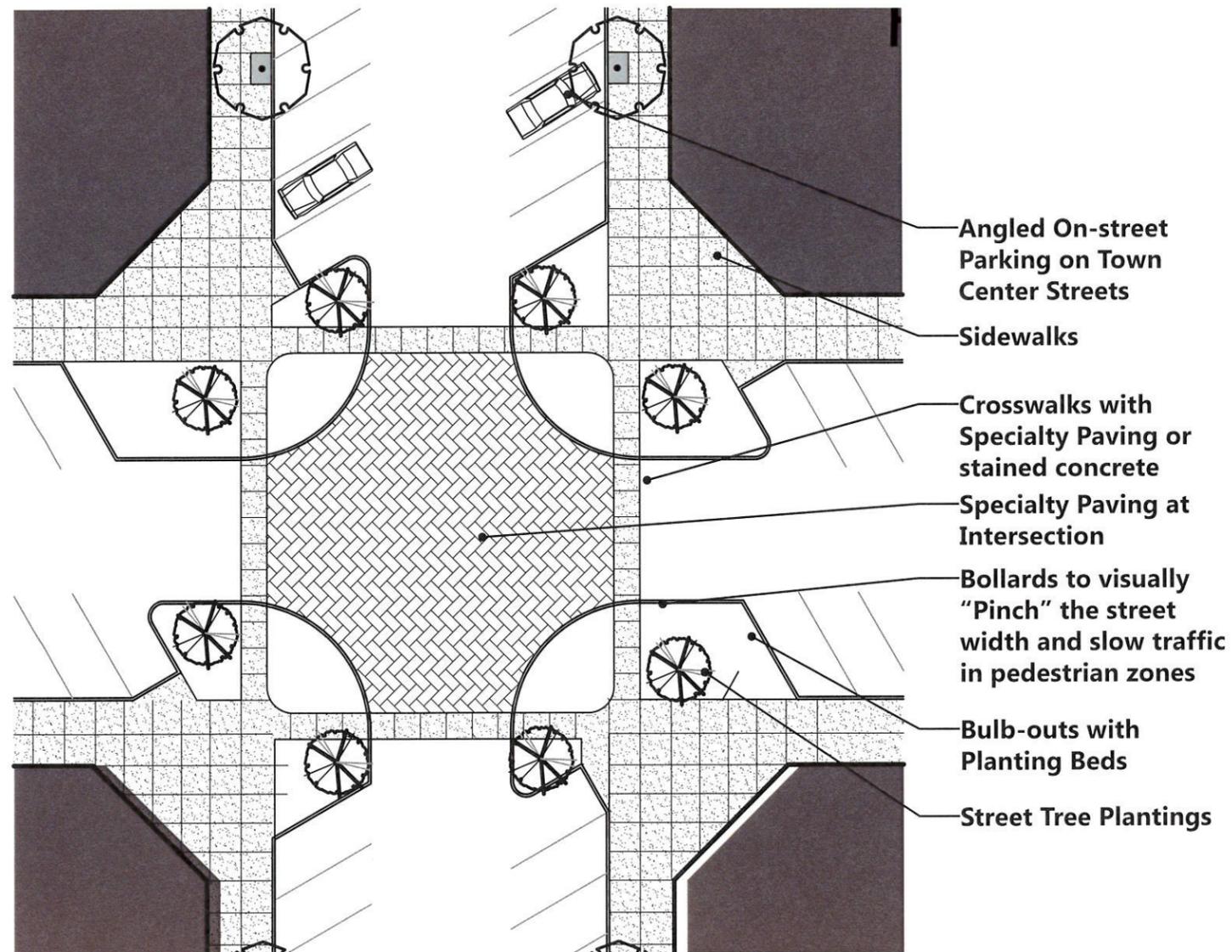
Objectives:

Traffic calming measures such as on-street parking, pedestrian bulb-outs, textured crosswalks, and a raised intersection platforms at various intersections will be incorporated into street designs to promote a safe pedestrian environment.

Encourage drivers to proceed cautiously at commensurate low speeds within the internal campus roadway network.

Allow for controlled and signaled entry streets from the adjoining roadway network. The main entry streets from East Johnson Avenue (U.S. Highway 49) are designed to efficiently allow traffic to enter Greensborough Village and then disperse into the appropriate parking fields.

Differentiated patterns or pavements make crosswalks more visible and encourage vehicles to slow down. Bulb-outs at intersections frame on-street parking areas and reduce the crossing distance for pedestrians. They are also ideal places to introduce additional plantings.



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LEGEND

- Natural Area
- Common Open Space
- Pedestrian Walking Path
- Future Pedestrian Walking Path Extension



OPEN SPACE PLAN

The City of Jonesboro has developed an extensive array of parks and walking trails throughout various parts of the community to provide opportunities for residents to enjoy outdoor activities and to support a healthy lifestyle. Greensborough Village will support a healthy lifestyle with the development of open spaces in various parts of the Town Center. The open spaces will include passive open spaces focused around water features as well as smaller greens and hardscapes to create a variety of pedestrian and recreational experiences.

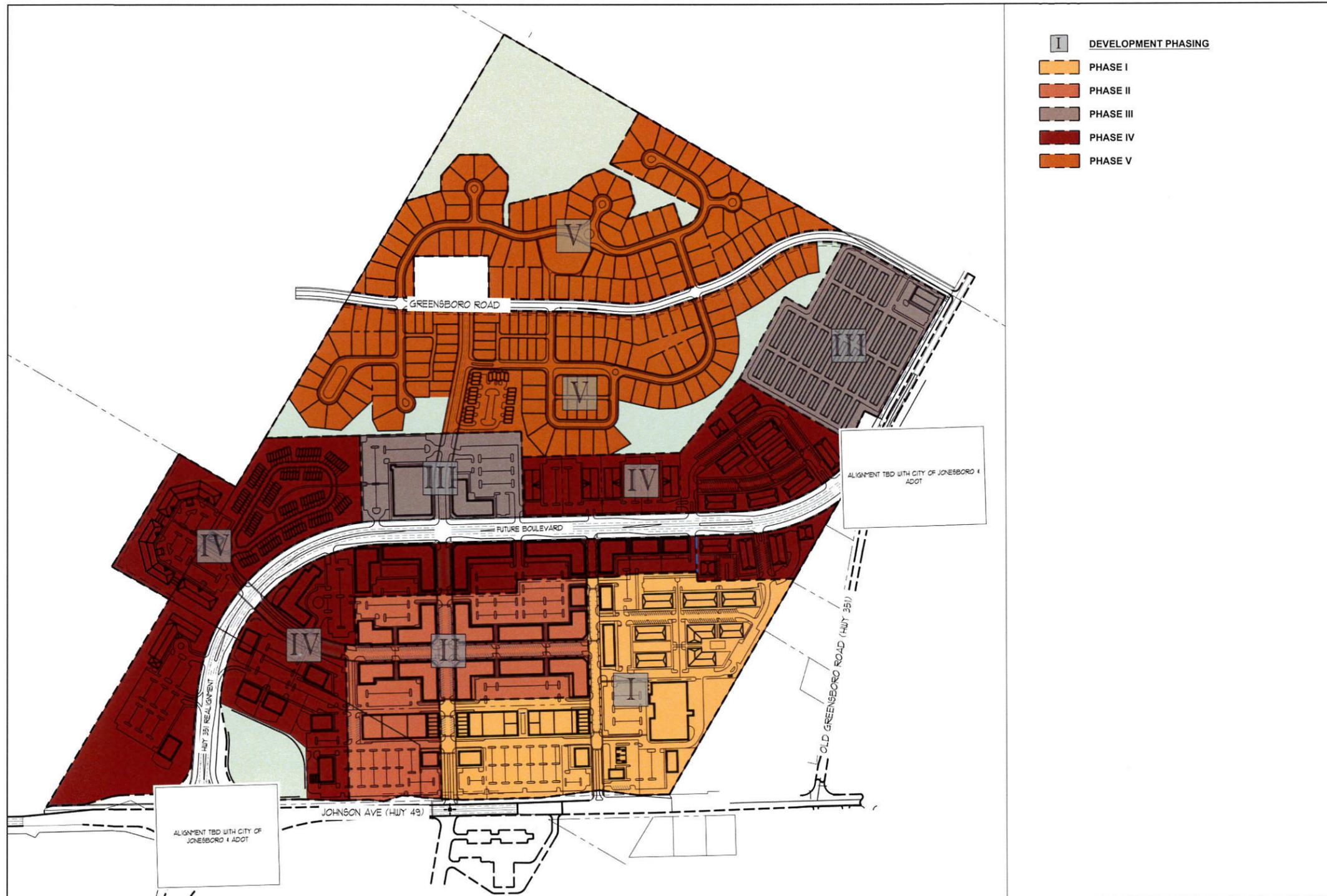
Open spaces will comprise 15% of the total land area within Greensborough Village. The open spaces will be placed throughout the Town Center and will include parks, greens, and various courtyards and gathering places. Open spaces will be further enhanced with the placement of benches, pedestrian-scale lighting and other features to encourage recreational activities and a healthy lifestyle.

The open spaces will be accessible with the construction of sidewalks and walkways to connect open spaces to various points of interest in the Town Center as well as to provide convenient access for residents living in the Town Center and in the surrounding area. The close proximity of the Town Center to the ASU campus will be a draw for pedestrian travel by students, faculty and visitors. The installation of a signalized intersection on Johnson Avenue that will include a pedestrian crossing will provide convenient and safe access to and from the ASU campus.

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DEVELOPMENT PHASING



- I DEVELOPMENT PHASING**
- PHASE I
 - PHASE II
 - PHASE III
 - PHASE IV
 - PHASE V

Greensborough Village will be developed in phases providing for the orderly development of the site including the extension of public infrastructure. Consistent with the requirements of the City of Jonesboro Town Center Overlay District, plans will be developed for each phase of development addressing public streets and infrastructure, storm water management, site improvements and various design elements including parking, lighting, signage, and landscaping. The phasing plan and order of development may change over time from what is illustrated in response to ever-changing market, socioeconomic, and demographic trends occurring in the City of Jonesboro and the surrounding region.

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SECTION IV - DEVELOPMENT GUIDELINES

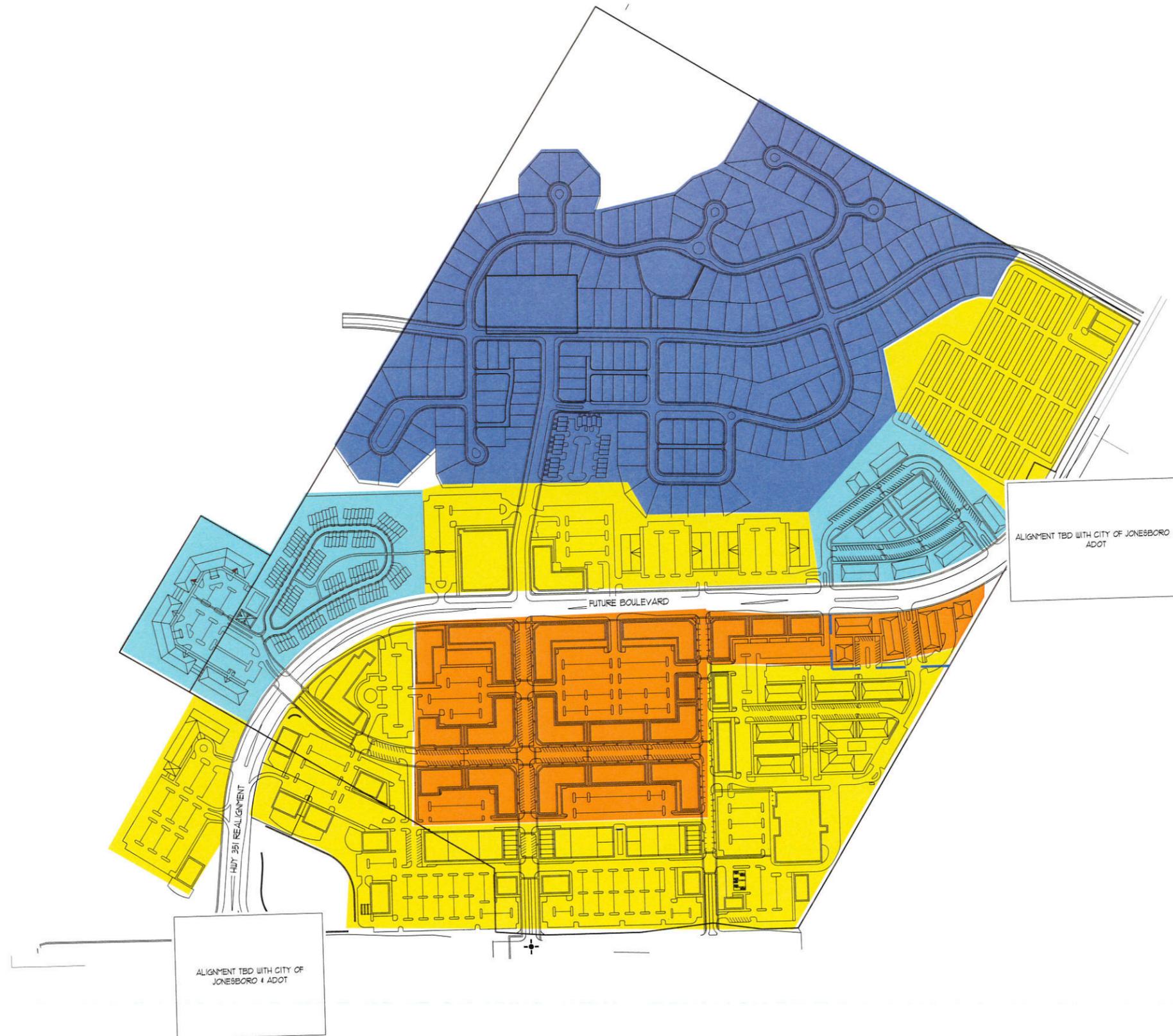
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BUILDING TYPES

LEGEND

-  Retail, Office, & Mixed-Use
-  Residential, Retail, Office, & Mixed-Use
-  Single Family Attached/
Mixed-Use (Including
Multi-Family Residential)
-  Single Family Attached &
Detached Residential



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The vision of the Master Plan for Greensborough Village Town Center is to create a special place where people want to live, work, play and be entertained all in a compact urban setting. Design for the public realm is an important design consideration. The architectural character of buildings will take cues from historic downtown Jonesboro and the surrounding region. Buildings throughout Greensborough Village will be positioned to positively define public spaces and enhance the pedestrian experience.

Greensborough Village will promote a healthy lifestyle for residents and visitors alike by providing a variety of walkways, public spaces, and gathering places. Greensborough Village will provide for safe pedestrian and vehicular circulation to minimize conflicts while also reducing auto-dependent travel patterns through transit support design. Clearly defined pedestrian connections will be provided throughout Greensborough Village to promote pedestrian travel.

Development Guidelines are provided to guide the development of Greensborough Village. The Development Guidelines including supplemental guidelines in the various building types shall apply to development within Greensborough Village Town Center.

The following development guidelines shall apply to Retail, Office & Mixed-Use and Residential, Retail, Office & Mixed-Use building types (see also Supplemental Guidelines in each building type):

Building Placement:

As a mixed-use development, Greensboro Village will provide a variety of building types that should complement one another. Building placement is essential to defining public spaces and an engaging public realm for pedestrians.

1. Buildings should be arranged in compact configurations to encourage pedestrian activity and to define public spaces.
2. Buildings should be contiguous along public streets to avoid large breaks between buildings.
3. Buildings should adhere to prescribed setback requirements including build-to lines so buildings will properly frame the public realm and edge of public streets.
4. Breaks should be provided along long building masses to allow pedestrian connectivity between buildings and off-street parking areas.



5. Buildings should be arranged to provide an attractive termination of views.
6. Buildings with higher stories should be positioned within the central portion of the Town Center while buildings of lesser stories should transition gradually to lesser stories toward the edges.
7. Buildings on corner outparcels shall be placed at street corner locations and shall adhere to build-to lines to frame the corner street frontage and reinforce the prominence of the primary entrances into the Town Center.

Massing:

1. Buildings should be designed in simple rectangular forms to more readily define the edges of streets and public spaces.
2. Buildings shall have a distinct base that provides such pedestrian-scaled elements as transparent windows and doors, overhangs, columns, awnings, canopies, sign band above display windows, and other architectural detailing comprising the ground level or storefront, a middle providing unique architectural elements including changes in material and colors, window types and accents and detailing for upper stories, and a top providing a distinct roof line using elements such as parapets and cornices, sloped roofs, etc. to define the skyline of the building.
3. Buildings with long facades should break down long expanses through the use of a combination of offsets, recesses, stepped back heights, varying rooflines, changes in materials and textures, and other design elements.

Exterior Walls & Façades:

Building façades can positively influence experiences people have in the built environment. Building façades and exterior design elements help to define the public spaces.

1. Exterior walls and façades should avoid long uninterrupted building façades. The façade should be divided into bays with changes in the building façade plane such as recesses or projections. A projecting rib of sufficient width and proportion to the building may also be used to break up long expanses of a building façade.
2. No building façade will extend in a continuous plane more than 40 feet without a wall projection or offset a minimum of two (2) feet in depth for a minimum of twenty (20) contiguous feet. Projecting ribs may be used when sized and positioned proportionately along the building plane of the façade.

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3. Building façades should provide distinct changes in materials, colors, textures and architectural elements to further enhance appearance.
 4. The design of the building including materials and colors should wrap around the sides for continuity between front, side and rear walls.
 5. Buildings shall include street level elements such as canopies, overhangs, awnings, arcades, display windows, planters or streetscape elements such as benches to readily identify building entrances.
 6. Arcades are encouraged to provide shade and protection from inclement weather along streets. Arcades may overhang public sidewalks up to 10 feet provided a minimum 9 foot overhead clearance is provided to maintain clear access for pedestrians.
 7. Larger buildings are encouraged to have multiple entrances to enhance pedestrian accessibility.
 8. Main entrances to the building should be visible from the street, parking area and other public spaces. Entrances should be clearly identifiable through the use of architectural elements such as arches, canopies, porticos, overhangs and/or landscape elements.
 9. Each building façade facing a public street shall have a minimum of one (1) entrance oriented toward the street. Where a building faces a public street or right-of-way on multiple sides, a building entrance shall be provided on each street face.
5. The design of windows should address proportion, size, spacing, pattern and rhythm, and materials including trim and accents in relation to the overall design of the building façade.
 6. Upper stories should have a smaller percentage of window openings than storefronts on the ground floor. The use of repeating window and door patterns and detailing is encouraged.
 7. Entrances to upper-story residential units and non-residential uses should be separate from entrances to ground floor uses and should be clearly visible using architectural elements to distinguish between entrances.
 8. Storefronts with side walls visible to the public should have window openings wrapping around the corner of the primary building façade for added visual interest.
 9. Secondary entrances are encouraged where parking areas are positioned facing a side or rear wall to enhance convenience and accessibility. Secondary entrances accessible to the public should be visible from parking areas using architectural elements.
 10. Recessed or covered building entrances are encouraged to protect pedestrians from inclement weather.

Windows & Doors:

Windows and door openings on building façades facing a public street should enhance the pedestrian experience and visual appeal of the Town Center.

1. Buildings with storefronts should have windows and doorways that face directly onto the street.
2. Storefronts fronting on public streets and courtyards should have 70% or more of the ground floor façade comprised of an appropriate pattern and rhythm of windows and doors.
3. Street-level windows should be architectural compatible to the building and should be recessed rather than flush mounted to the building façade to enhance visual appearance. Windows should have a minimum sill height of twelve (12) inches except for storefront fronting the Town Center Street which should have a minimum sill height of two (2) feet measured from finished grade along the façade.
4. Storefront windows should be large transparent plate glass set in wood, clad wood, or metal or extruded metal frames to provide views into the building. Storefront windows with small panes are

discouraged. Reflective or mirrored glass is not appropriate for storefronts.

5. The design of windows should address proportion, size, spacing, pattern and rhythm, and materials including trim and accents in relation to the overall design of the building façade.
6. Upper stories should have a smaller percentage of window openings than storefronts on the ground floor. The use of repeating window and door patterns and detailing is encouraged.
7. Entrances to upper-story residential units and non-residential uses should be separate from entrances to ground floor uses and should be clearly visible using architectural elements to distinguish between entrances.
8. Storefronts with side walls visible to the public should have window openings wrapping around the corner of the primary building façade for added visual interest.
9. Secondary entrances are encouraged where parking areas are positioned facing a side or rear wall to enhance convenience and accessibility. Secondary entrances accessible to the public should be visible from parking areas using architectural elements.
10. Recessed or covered building entrances are encouraged to protect pedestrians from inclement weather.

Exterior Building Materials & Colors:

Downtown Jonesboro provides reminiscent examples of variations in exterior materials and color palettes that create a unique design character and pedestrian experiences. Buildings in Greensborough Village will provide variations in exterior materials and colors reflective traditional town centers.

1. Building facades should include a repeating pattern using a combination of color change, material change, and texture change to enhance visual appearance.
2. The predominant exterior building materials shall be high quality, durable materials. Combinations of building materials should be limited to not more than 3 types of materials and may include masonry brick, stone, cast stone, wood, stucco-treated or stained wood (including cementitious board materials).
3. The primary building façade base shall be masonry or natural or cast stone. EIFS may be used in limited application on side and rear façades and upper stories above storefronts.
4. Smooth face concrete block, tilt-up concrete panels, and pre-fabricated steel panels are not allowed as an

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JONESBORO, ARKANSAS

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exterior building material. Vinyl or Masonite siding are not a permitted material.

- Materials should change with the change in building planes while keeping to the overall theme and character of the building.
- Façade colors including stains and other finishes should be low reflectance, natural, muted or earth tone colors. No more than three (3) colors should be used on a building façade for the building, trim and accents. The use of high intensity colors including black or fluorescent or metallic colors is discouraged.
- Building trim and accents may use brighter colors from a color palette that complements the primary building façade color. Accents such as awnings should use colors that complement the primary color palette of the building.
- Awnings should provide a minimum clearance of eight (8) feet measured from finished grade. Awnings should not exceed 25 feet in length and should complement the front façade. Awnings may contain signage screened to the fabric that is dimensioned at an appropriate scale to the building.
- The minimum depth of any canopy or awning shall be three (3) feet and shall have closed ends.

Roofs:

Variations in roof lines shall be used to enhance visual interest and aesthetic character of the town center and to reduce the scale of large buildings. Similar to Downtown Jonesboro and its varying roof lines, the Town Center should provide a variety of roof types. Roof features should complement the character of Greensborough Village taking design cues from varying roof forms found in nearby Downtown Jonesboro.

- Roof lines shall vary and change in height every 100 linear feet in building length to avoid long uninterrupted expanses of roof planes.
- Roof form and massing should be scaled and proportionate to the building so the building itself remains the prominent element.
- Roof materials shall complement the building architecture. Acceptable roofing materials include architectural shingles, slate, tile, and standing seam metal as well as copper when used in limited applications. Rubberized roofing may be used provided it is screened from public view using parapets or other appropriate roofing design around the entire perimeter of the building.
- Roof materials should be muted or earth-tone in color and should complement the color palette of the building. Lighter roof material colors are

encouraged to reduce solar heating effects. Bright or reflective colors should not be utilized if such roofing material is visible from the public right-of-way or public spaces.

- Flat roofs and roof mounted mechanical equipment should be concealed from public view using parapets, mansard roofs, gable roofs or hip roofs proportionally scaled to complement the building.
- Green roofs are permitted and encouraged as an alternative to conventional roof forms and design.
- Parapets and cornices when utilized in the design of the building façade should conceal flat roofs and roof mechanical systems on all sides of a building and should be appropriate to the architectural style of the building.
- Parapets should be a minimum of 18 inches in height above the roof when not screening roof-mounted mechanical equipment. Parapets should feature a cornice or cap that extends beyond the building plane to enhance the upper edge of the wall. Cornices on corner buildings should wrap around each façade facing the street to provide continuity in appearance on each façade.

Storefront Guidelines:

The following shall supplement the Development Guidelines for storefronts located along the Town Center Street and local streets within Residential, Retail, Office, and Mixed-Use:

- Building entrances located at street corners shall generally be oriented at a 45-degree angle to the corner and shall have special architectural treatment such as tower or upper story to reinforce the prominence of the corner.
- Storefronts should provide large transparent glass display windows. The use of transoms and kickplates are encouraged for visual interest.
- Storefront façades located along the Town Center Street should be composed of masonry and/ or stone with appropriate architectural accents of varying materials.
- Storefronts façade planes should maintain a continuous building orientation along sidewalks except for recesses and projections, special corner treatments, or landscape setbacks of not more than five (5) feet.
- Multiple storefronts within the same building should be visually compatible in terms of scale, alignment and general storefront design while distinguishing between various shops using individual storefront design, color, signage, and awnings.

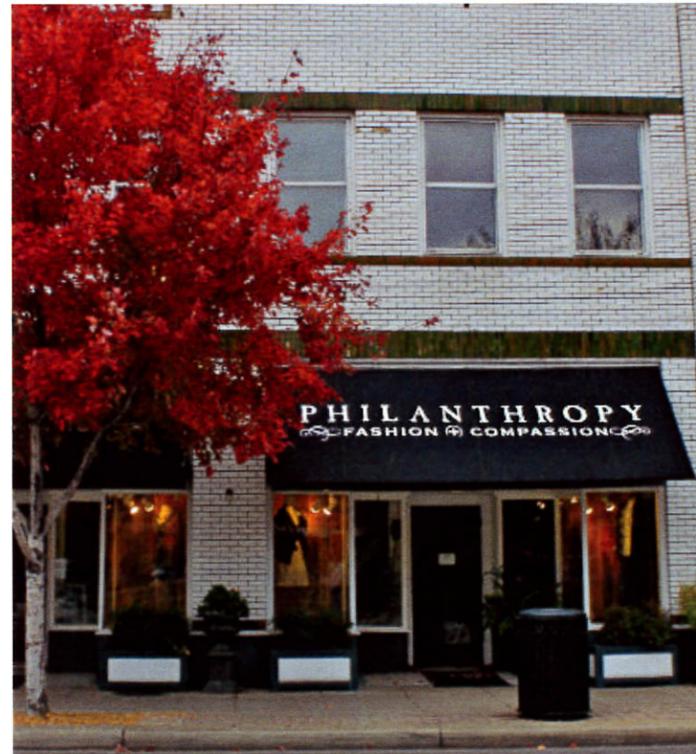
GREENSBOROUGH VILLAGE

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6. Recessed or covered entrances are encouraged to protect pedestrians from inclement weather.
7. Outdoor dining areas and public art are encouraged to enhance the pedestrian experience along storefronts. The use of site furnishings such as benches and planters is encouraged around building entrances, open spaces and along walkways to enhance the pedestrian experience.
8. Outdoor dining areas should provide a minimum of five (5) feet unobstructed pedestrian access along sidewalks.
9. Sidewalks a minimum of eight (8) feet in width should be provided along the full length of storefronts facing the Town Center Street. Durable, low maintenance surface treatments such as broomed finish, scored concrete, or pavers are encouraged.
10. Utilities shall be underground along the "Town Center Street" and adjacent streets within the Town Center.
11. Common open space shall be owned and maintained by a property owners association.



Outparcel & Free-Standing Parcel Guidelines:

Greensborough Village Town Center includes outparcels fronting directly upon Johnson Avenue and Old Greensboro Road (Hwy 351) and free-standing parcels located within the interior of the Town Center. The following guidelines shall also apply to outparcels and free-standing parcels:



1. Shared driveways and access lanes should be provided to minimize or eliminate curb cuts. Access control shall be maintained along arterials, collectors and boulevards to promote vehicle and pedestrian safety.
2. Outparcel sites should be interconnected including driveway connections to larger parcels to provide efficient internal traffic circulation and reduce the need for utilizing streets while traveling within and around the Town Center.
3. Outparcels located on street intersections should orient buildings to the front setback line of each street to properly define street edges and entry streets serving the Town Center. Parking areas on corner outparcels should be placed to the side or rear of the building.
4. Buildings located on corner outparcels should be designed to reinforce the corner using elements such as towers, covered entrances, and changes in materials and colors to reinforce the prominence of the corner.



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5. All building elevations, front, side, and rear, should be designed with the same level of architectural detail and quality. Unique corporate design elements including architectural details, colors, and materials may be incorporated into building elevations.
6. Convenience centers with fuel dispensing stations should orient fuel pump islands to the side or rear of the building while maintaining sufficient clearance from buildings and property boundaries. The design of the pump island should complement the architecture, materials, and colors of the primary building.
7. Driveways and stacking lanes should be located to the rear or side of the building so as to minimize the view from public streets.
8. Free-standing parcels adjoining residential uses shall provide landscape buffers along common property lines consisting of a variety of trees, shrubbery, and other landscape treatments. Berms may also be utilized to complement landscape buffers.
9. Service areas, storage areas and refuse enclosures should be oriented away from public view and screened using screening walls and landscaping.
10. Utilities shall be underground along internal boulevards and streets.
11. Common open space shall be owned and maintained by a property owners association.



The **Retail, Office & Mixed-Use** provides for a variety of retail, office, and mixed uses surrounding the core of the Town Center that front upon the boulevard and internal streets as well as facing and fronting upon perimeter arterials and collectors surrounding Greensborough Village including Johnson Avenue (Highway 49) and Old Greensboro Road (Highway 351). These buildings will include free-standing buildings as well as multi-tenant buildings while also providing opportunities for vertical mixing of uses above the ground floor.

Supplemental Guidelines:

The following guidelines shall further supplement the Development Guidelines:

1. Storefronts facing the Town Center Street or Local Street shall include transparent windows, doors or other openings to connect pedestrians with interior spaces.
2. Buildings should be oriented toward streets and should be conveniently accessible to streets and pedestrian circulation systems serving the Town Center.
3. Building entrances shall be distinct from the building façade and clearly visible from parking areas and streets. Sidewalks or courtyards leading to the building entrance are encouraged.
4. Buildings shall provide adequate variation of architectural elements, materials and colors, and detailing to avoid a “big box” appearance.
5. Convenience stores featuring fuel stations should position fuel stations to the interior of the parcel while orienting the building toward the front property line including corner parcels.
6. Restaurants and cafés are encouraged to provide outdoor seating areas to enhance the pedestrian experience.
7. Each side of the building that is visible from the public right-of-way or open space shall be designed with multi-sided attention to materials and architectural character.
8. Storefronts with side walls visible to the public should have window openings wrapping around the corner of the primary building façade for added visual interest.
9. Variations in roof lines and styles shall be used to enhance visual interest and aesthetic character of the Town Center and to reduce the mass and scale of large buildings. Parapets, mansard roofs, gable roofs or hip roofs may be used to conceal views of flat roofs and roof mounted mechanical systems from public view.



10. Parapets should be a minimum of 18 inches in height above the roof when not screening roof-mounted mechanical equipment. Parapets should extend around the entire perimeter of the building when screening flat roofs or mechanical equipment.
11. Roof materials should be muted or earth-tone in color and should complement the color palette of the building.
12. A unifying palette of non-reflective, natural materials should be used on all sides of buildings. The use of high intensity colors including black or fluorescent and metallic colors is discouraged.
13. Parking areas for stand-alone buildings and multi-tenant buildings (excluding outparcels) shall be arranged in small bays separated by landscape islands to provide convenient access from parking areas to building entrances. Parking areas shall be connected using interconnected driveways. The perimeter of parking areas shall be landscaped.
14. Parking areas for outparcels fronting Johnson Avenue or Old Greensboro Road shall be organized so that not more than one (1) parking bay will be located between the building and front property line. Outparcels located on street corners should have the building oriented to the front setback line with parking areas located to the side and/or rear. Outparcel parking areas shall be landscaped using islands and perimeter landscaping.
15. Outdoor storage areas shall be screened with a solid wall and landscaped so as not to be visible from a public street, right-of-way, or open space. The design of the screening wall or fence shall complement the building architecture including colors and materials.
16. Sidewalks shall be installed along both sides of the entire length of the Town Center Street to promote pedestrian accessibility.
17. Service areas including loading docks, dumpsters, etc., should be located in an area least visible to the public. If a service area must be positioned in a more visible location due to site constraints, the service area shall be screened from public view using screening walls and landscaping.
18. Electrical and telecommunication utilities should be placed underground.
19. Common open spaces shall be owned and maintained by a property owners association.

RETAIL, OFFICE, & MIXED-USE

Yard & Bulk Standards:

1. Maximum Allowable Height: 7 Stories
2. Setback requirements for parcels fronting upon arterials and collector streets and parcels located along the perimeter of the Town Center shall be:
 - a. Minimum Rear Yard: 20 Feet
 - b. Minimum Side Yard: 10 Feet
 - c. Minimum Front Yard: 25 Feet
3. Setback requirements for parcels front upon local streets outside the core of the Town Center:
 - a. Minimum Rear Yard: 10 Feet
 - b. Minimum Side Yard: 10 Feet
 - c. Minimum Front Yard: 25 Feet
4. Minimum Lot Area: N/A
5. Maximum Lot Coverage: 90%
6. Maximum Building Coverage: 70%
7. Minimum Building Height: 20 Feet
8. Minimum Ground Floor Height: 12 Feet Floor-to-Floor



The **Residential, Retail, Office & Mixed-Use** provides for a mixture of uses serving the community as well as residents residing within the Town Center with retail, restaurants, office, hospitality and entertainment. Residential uses may also be incorporated into the mixture of uses in the form of residential units above ground floor retail to allow residents to take advantage of convenient walkable access throughout the Town Center providing a true live, work, and play living environment.

Supplemental Guidelines:

The following guidelines shall further supplement the Development Guidelines:

1. Buildings should be arranged in compact configurations along the Town Center Street to encourage pedestrian activity and to define public spaces.
2. Storefronts shall include transparent windows and doors to promote views within the building.
3. Building frontages shall generally be parallel to streets and the primary building entrance shall be emphasized with special architectural and landscape or hardscape treatments.
4. Restaurants and cafés located on the Town Center Street are encouraged to provide outdoor seating areas to enhance the pedestrian experience.
5. Building entrances located at street corners shall generally be oriented at a 45-degree angle to the corner and shall have special architectural treatment such as tower or upper story to reinforce the prominence of the corner.
6. Entrances to upper-story occupants including residences shall be separate from the entrances to ground floor occupants and should be clearly marked with an architectural element incorporated into the building façade.
7. Buildings with multiple storefronts facing the street shall provide adequate variation of architectural elements, materials and colors, and detailing to create visual interest along the streetscape.
8. Storefronts with side walls visible to the public should have window openings wrapping around the corner of the primary building façade for added visual interest.
9. Each side of the building that is visible from the public right-of-way or open space shall be designed with multi-sided attention to materials and architectural character. Storefronts are encouraged to be a comprised of masonry and/or stone materials.

10. Variations in roof lines and styles shall be used to enhance visual interest and aesthetic character of the Town Center and to reduce the mass and scale of large buildings.
11. Parapets should be a minimum of 18 inches in height above the roof when not screening roof-mounted mechanical equipment. Parapets should extend around the entire perimeter of the building when screening flat roofs or mechanical equipment.
12. Roof materials should be muted or earth-tone in color and should complement the color palette of the building.
13. A unifying palette of non-reflective, natural materials should be used on all sides of buildings. The use of high intensity colors including black or fluorescent and metallic colors is discouraged.
14. Service areas including loading docks, dumpsters, etc., should be located in an area least visible to the public. If a service area must be positioned in a more visible location due to site constraints, the service area shall be screened from public view using screening walls and landscaping.
15. Sidewalks shall be installed along both sides of the entire length of the Town Center Street to promote pedestrian accessibility. The sidewalk should vary in width to allow for the placement of street furnishings, landscaping, planter boxes, etc. while still providing for clear pedestrian access.
16. Parking shall be located to the rear of buildings. Access drives shall be provided along with pedestrian passageways to enhance access to storefronts.
17. Electrical and telecommunication utilities should be placed underground.
18. Common open spaces shall be owned and maintained by a property owners association.

Yard & Bulk Standards:

1. Maximum Allowable Height: 4 Stories
2. Setback Requirements for parcels fronting upon arterials and collector streets and parcels located along the perimeter of the Town Center shall be:
 - a. Minimum Rear Yard: 20 Feet
 - b. Minimum Side Yard: 5 Feet
 - c. Minimum Front Yard: 25 Feet
3. Setback Requirements for parcels front upon streets located within the Town Center shall be:
 - a. Minimum Rear Yard: 10 Feet
 - b. Minimum Side Yard: 5 Feet

RESIDENTIAL, RETAIL, OFFICE, & MIXED-USE

- c. Minimum Front Yard: 5 Feet (Build-to line shall be 5 feet but may be reduced to "zero" feet if design supports a closer setback.)
4. Minimum Lot Area: N/A
5. Maximum Lot Coverage: 90%
6. Maximum Building Coverage: 70%
7. Minimum Building Height: 20 Feet
8. Minimum Ground Floor Height: 12 Feet Floor-to-Floor



Greensborough Village will provide for the development of single-family attached residential uses including multi-family. Design should reinforce a sense of community and neighborhood that complements the overall design of the Town Center while also providing amenities and usable open space to enhance the living experience for residents.

Development Guidelines:

The following guidelines shall apply to single family attached and multi-family residential neighborhoods:

1. Buildings and road/ driveway placement should follow topography and other natural features of the site to promote low impact design.
2. Buildings should be clustered to define open spaces and activity areas. A variety of open spaces are encouraged to promote a healthy lifestyle for residents.
3. Safe vehicular access to the site including internal traffic circulation systems and parking areas shall be provided.
4. Entrances into single-family attached neighborhoods and multi-family communities should reflect the overall character of the Town Center and may include corner markers or monuments along with landscaping elements to define the entrance and edges of the neighborhood.
5. Multi-family neighborhoods fronting upon a boulevard or local street shall install a sidewalk and street trees within planting strips along the boulevard or local street to enhance the streetscape.
6. Multi-family neighborhoods should be transit-supportive including the installation of transit stops in close proximity to the entrance to the neighborhood for convenient access by residents.
7. Pedestrian connectivity should be provided between residences, parking areas, and open space and amenity features. Lighting shall be provided in parking areas.
8. Usable active and passive open space and community amenities should be integrated into the design to enhance livability.
9. Amenities may include a variety of shared spaces such as club house, workout facility, community pool, and/ or indoor or outdoor gathering place, etc. Open spaces and community amenities should be accessible to people with disabilities. Private open space and community amenities shall be owned and maintained by a property owners association.
10. When single-family attached and multi-family projects are proposed to be developed in phases, amenities and open spaces should be provided in

the initial phase of development so residents of the initial phase along with subsequent phases can enjoy open spaces and amenities.

11. The following design guidelines shall apply to residences:
 - a. Residences with rear and side elevations visible from public streets should be designed with architectural elements complementary to the primary front façade.
 - b. Residences should have a raised foundation of a minimum of 18 inches unless the residence is being designed for handicap accessibility.
 - c. Where porches are provided the minimum depth of the porch shall be six (6) feet to provide for a more functional space for residents.
 - d. High quality and durable materials such as stone, brick, wood, and cementitious siding are appropriate materials. Stucco may also be used in limited applications.
 - e. Colors including paints, stains and other finishes should be low reflectance, natural, muted or earth tone. No more than three (3) colors should be used on a building façade for the building, trim and accents.
 - f. Covered entries are encouraged to protect residents during inclement weather.
12. Accessory structures including detached carports and garages, amenity buildings, mail kiosks, etc. should provide architectural character, materials, color, etc. to complement the neighborhood.
13. Off-street parking shall be as required by the City of Jonesboro Zoning Ordinance. On-street parking is permissible and may count toward reducing off-street parking requirements.
14. Parking areas shall be landscaped using islands and perimeter planting.
15. Utilities serving the project shall be underground. Pedestrian-scale lighting should be incorporated along streets and driveways as well as parking areas, service areas and amenities to enhance resident safety.
16. Mechanical systems and service areas shall be screened from public view. Screening shall be provided using a solid wall and landscaping along with an opaque gate. The enclosure shall complement the primary building in material and color.
17. Landscaping shall be provided throughout the neighborhood including foundation planting around each building perimeter, open spaces and activity spaces.
18. Street trees and other landscaping shall be planted along streets and access drives.

**SINGLE-FAMILY ATTACHED
& MULTI-FAMILY
RESIDENTIAL/ MIXED-USE**

Yard & Bulk Standards:

1. Single-Family Attached (Excluding Multi-family)
 - a. Minimum Rear Yard: 25 Feet
 - b. Minimum Side Yard: 10 Feet
 - c. Minimum Front Yard: 25 Feet
 - d. Minimum Lot Area: 4,000 Square Feet per Dwelling Unit
 - e. Maximum Lot Coverage: 60%
 - f. Maximum Height: 3 Stories
 - g. Minimum Height: 1 Story
2. Multi-Family
 - a. Minimum Rear Yard: 25 Feet
 - b. Minimum Side Yard: 15 Feet
 - c. Minimum Front Yard: 25 Feet
 - d. Minimum Lot Area: 1,500 Square Feet per Dwelling Unit
 - e. Maximum Lot Coverage: 60%
 - f. Maximum Height: 4 Stories
 - g. Minimum Height: 2 Story



Greensborough Village includes a variety of single-family attached and detached residences to meet the emerging housing needs of the City of Jonesboro. The following development guidelines are provided for single-family attached and detached neighborhoods developed in Greensborough Village.

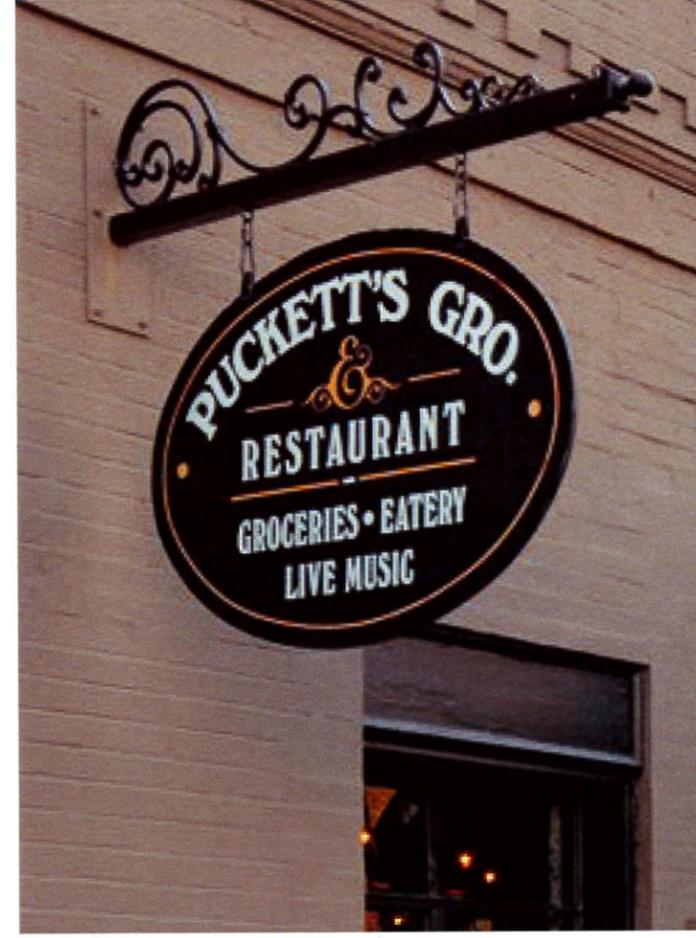
1. Neighborhood street block patterns should be responsive to topography, natural features and landforms to guide the location and orientation of streets, lots and open spaces.
2. Local streets serving the neighborhood should be designed following the street sections provided in these guidelines for Local Street "A" and Local Street "B". Where medians are provided, landscaping including street trees shall be installed and maintained along the planting strip and within the median to enhance the visual appeal of the streetscape.
3. Alleys are encouraged to provide for the development of rear-loaded residences to expand the variety of housing types. The maximum width of an alley should not exceed 20 feet. Rear-loaded garages on corner lots served by alleys should have a build-to rear setback requirement of ten (10) feet to close in views along the alleyway. A public utility and access easement shall be provided for all private alleys. Private alleys shall be owned and maintained by a property owners association.
4. A variation in lots sizes and building placement is encouraged to avoid redundant streetscapes.
5. Sidewalks shall be installed on both sides of public streets.
6. Decorative lighting, signage, and landscape treatments along with street trees should be placed along street edges and within medians.
7. Common open spaces and amenities should be incorporated into the layout and design of streets within the neighborhood. Amenities should be conveniently located to serve the entire neighborhood. Common open spaces should be visible from adjacent residences to promote site safety.
8. Amenities shall be constructed with the initial phase of construction to allow for enjoyment by residents upon occupancy of initial and subsequent phases of construction. The design of amenity buildings and accessory structures shall complement the architectural theme and character of the residences located in the neighborhood.
9. Common open space and amenities shall be owned and maintained by the property owners association.

10. The following design guidelines shall apply to single-family attached and detached residences:
 - a. The neighborhood should provide a diverse variety of housing types and densities.
 - b. Each side of a residence visible to the public should have a comparable level of quality and attention to detail as the front façade.
 - c. A variety of materials should be utilized that may include a combination of masonry brick, stone or cast stone, siding (wood, cementitious, or vinyl) exterior materials.
 - d. Corner residences should be designed with common architectural elements, materials and colors on each façade facing a public street. Porches and other architectural elements are encouraged to unify each building façade on corner lots.
 - e. Porches are encouraged throughout the neighborhood to create an opportunity for interaction along the streetscape. Porches should provide a minimum usable depth of six (6) feet and should be authentic to the architectural style of the residence.
 - f. Foundations should be raised of a minimum of 18 inches in height measured at finished grade to enhance visual appearance.
 - g. Front-loaded garages should be recessed a minimum of seven (7) feet behind the primary façade of the residence. Projected porches are encouraged as an additional measure to screen the presence of a front-facing garage along the streetscape.
 - h. A maximum of two garage bays shall face the street. Garage entrances should be recessed and include decorative door panels appropriate to the architecture of the residence.
 - i. Detached garages shall be allowed.
11. Accessory structures should follow the same architectural style as the primary residence including materials and colors.
12. Fencing is permitted in side and rear yards and should be of a style complementary to the architecture of the residence. Masonry, wrought iron, or wood are the preferred fence materials.
13. Off-street parking shall be as required by the City of Jonesboro Zoning Ordinance. On-street parking is permissible in residential neighborhoods.

SINGLE-FAMILY ATTACHED & DETACHED RESIDENTIAL (EXCLUDING MULTI-FAMILY)

Yard & Bulk Standards:

1. Single-Family Attached & Detached (Front-Load)
 - a. Minimum Rear Yard: 25 Feet
 - b. Minimum Side Yard: 10 Feet
 - c. Minimum Front Yard: 25 Feet
 - d. Minimum Lot Area: 4,000 Square Feet per Dwelling Unit
 - e. Maximum Lot Coverage: 60%
 - f. Maximum Height: 3 Stories
 - g. Minimum Height: 1 Story
2. Single-Family Attached & Detached (Rear-Load)
 - a. Minimum Rear Yard: 10 Feet (Build-to line shall be 10 feet.)
 - b. Minimum Side Yard: 5 Feet (10 Feet for attached dwellings.)
 - c. Minimum Front Yard: 5 Feet (10 Feet for attached dwellings.)
 - d. Minimum Lot Area: 4,000 Square Feet per Dwelling Unit
 - e. Maximum Lot Coverage: 60%
 - f. Maximum Height: 3 Stories
 - g. Minimum Height: 1 Story



SIGNAGE GUIDELINES

Objectives:

Design a system of signage to be submitted with the final plan, and implement the plan in a manner that will direct vehicles and pedestrians and provide address information, while reinforcing the image and identity of the development.

Criteria:

- Design signs as an integral part of the overall building design rather than as appurtenances to buildings.
- Do not obscure or conceal key architectural features with signs.
- Align signs with other signs within the block to maintain a consistent pattern of horizontal and vertical features
- Use signs to clearly convey a message. Design signs with simple, straight-forward shapes. Use lettering styles that are simple, easy to read, and in proportion with the rest of the sign.
- Use pedestrian-scaled signs. Place and illuminate signs in a manner that is appropriate to a pedestrian environment.
- Fabricate signs of durable materials that are easy to maintain.
- Design street and directional signage to be compatible in material, color, character, and scale with other signage and buildings within the Town Center.



SIGNAGE PRINCIPLES

Signage should effectively communicate the identity of the Town Center through the use of materials, colors, and forms consistent with the development. Monument or Gateway signage elements will be located at, or very near, major access points into the Town Center and provide a first impression of the development quality to the public (as well as incorporating necessary information such as tenant names, logos, and overall development identity).

Materials Palette: The size and scale of signage relative to the setting and surroundings should be carefully considered. Site signage should be readable, appropriately-sized, and consistent with the architectural materials utilized within the campus. Landscaping and lighting shall be incorporated to accentuate monument signage elements. All signage must follow standards set by this pattern book as well as all zoning, building, and safety codes applicable to the development site.

GENERAL GUIDELINES

Maximum Aggregate Building Signage: The maximum aggregate amount of display surface area of all permanent on-premise building signage permitted shall not exceed 15% of the area of the ground floor building facade facing the public street or 60 square feet whichever is greater.

Limitation on Lighting: Lighted signs shall be either spotlighted, externally lit, or back-lit with a diffused light source.

Placement of Signs: Signs shall be placed so as not to obscure key architectural features or door or window openings.

AWNINGS

In addition to requirements placed on awnings by existing codes and ordinances, awnings shall comply with the following requirements:

Length: No awning shall exceed 25 feet in length.

Materials: Awnings constructed of rigid materials, plastic, or fabric that is glossy in texture are not permitted. The colors and patterns shall complement the building.

Shape: Awnings shall reflect the shape and character of window openings.

Lighting: Awnings shall not be internally illuminated.

SIGN GUIDELINES

Quality: All signs shall be constructed of quality materials and shall conform with these guidelines and with the most current City regulations.

Tenant Responsibility: All Tenants are required to purchase and install their own signs and pay all costs for installation and any electrical service connections (to the Tenant's individually metered service) as required. The storefront and blade signage must be installed on or before Tenant opens for business in the Tenant space.

Type Styles/ Logos: Tenant may choose any typestyle, subject to approval by the Owner/ Landlord. Tenant may use custom logos on any of the allowed sign faces when such graphics are specified and approved in advance by the Owner/ Landlord.

Sign Text: Sign text is limited to business names and symbols, development name or symbol, or other text which describes regulations or project information. Brief text which describes products or services is permitted at a size smaller than the associated business name.

Lighting: All sign lighting shall be designed to adequately illuminate sign messages while producing minimum glare and stray light in the general project area and night sky.

Code Compliance: Sign fabrication and installation shall comply with any applicable building codes and electrical codes, and all internal and external wiring, lighting and other electrical devices shall bear the UL symbol. It is the Tenant's responsibility to verify that its sign and installation are in accordance with these requirements.

Permanent On-Premise Sign Types	Minimum Setback	Minimum Height	Maximum Height	Maximum Display Surface Area per sign face
Ground Sign - Monument	None Required	N/A	6 feet; 2.5 feet for any part of a sign located within 15 feet of a driveway	25 square feet
Building Sign - Projecting	N/A	8 feet (note a)	14 feet	10 square feet
Building Sign - Projecting 2nd story and above	N/A	15 feet	1 foot below the cornice or eave line	15 square feet
Awning Sign - Front	N/A		14 feet	50 percent of the surface area of the awning in the same plane
Awning Sign - Side treat the same as Building Sign - Projecting	N/A		14 feet	10 square feet
Building Sign - Wall Mounted	N/A	8 feet (note a)	1 foot below the cornice or eave line	Zone 3: 50 square feet or 5 percent of the building façade wall facing the public street, whichever is less; Zone 2: 40 square feet or 5 percent of the building façade wall facing the same public street, whichever is less

Design Submittals: Each Tenant shall supply three (3) copies of the Sign Contractor's scaled drawings to the Owner/ Landlord for review. The drawings should include elevations, sections, details, color and material specifications as necessary to fully illustrate the intended designs.

Compliance/ Approval: To verify compliance with the design intent of these Guidelines, the Owner/ Landlord reserves the right to review and approve or disapprove all proposed signs and/ or graphic treatment governed by these Guidelines per the Owner/ Landlord's interpretation of these Guidelines, and to require revisions of any sign design which the Owner/ Landlord judges not in compliance.

Fabrication/ Installation: All signs must be fabricated as described herein by a Sign Contractor approved by the Owner/ Landlord. All signs shall be mounted according to Owner/ Landlord-approved drawings. All fasteners shall be of non-corrosive material and concealed. Installation shall be by Owner/ Landlord-approved Sign Contractor only or Tenant's national signage contractor. Sign company names or stamps shall be concealed if permitted by code.

Sign Maintenance: Tenant shall be responsible for maintaining its sign(s) in a good state of repair, including prompt replacement of burned out lighting or damaged components. Tenant has 24 hours to initiate repairs and 48 hours to make repairs after being notified in writing by Landlord.

Sign Removal: Tenant shall be responsible for removal of its signs upon termination of lease. Fascia and other

SIGNAGE GUIDELINES



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damaged or otherwise altered building elements shall be returned to the original condition, and all penetrations appurtenant to the Tenant's sign installation shall be repaired by the Tenant to the satisfaction of the Owner/Landlord.

Temporary Signs: Temporary signs shall be permitted to announce special events for a business. These shall be allowed to remain in place for a maximum of fifteen (15) days and must be approved in advance by the Owner/Landlord.

Non-Conforming Signs: Tenant shall not erect, install, paint or affix any signs, posters, cards/ banners or other advertising medium to, upon or above the exterior of the premises of the building, nor on the interior or exterior of the premises of the building, nor on the interior or exterior of the glass surface of the windows and doors, except as stated herein. Tenant shall be held liable and shall bear all costs for removal and/ or correction of sign installation and damage to building by signs that do not conform to the Signage Guidelines or those signs required to be removed by termination of lease. The Owner/ Landlord reserves the right to have all non-conforming signs removed regardless of state of erection.

Prohibited Signs: The following types of signs, sign components and devices shall not be permitted:

- Flashing, Oscillating, or Moving Signs
- Visible names or stamps of sign manufacturers (unless required by code).
- Raceways, exposed transformers, conduit, junction boxes, crossovers, or power supplies.
- Temporary posters, balloons, notices or announcements other than those approved in advance by the Landlord.
- Floating or inflated objects with signage or logos.
- Abandoned signs - these will be removed at the Tenant's expense after 30 (thirty) days' notice.
- Vacuum-formed or injection-molded plastic signs.
- Paper or Cardboard Signs
- Box-type or Solid Panel Signs
- Signs that Emit Sound
- Non-conforming Signs

Permitted Signs: The following signs are permitted in accordance with the Zoning Ordinance:

- Principal or Monument Ground Signs
- Integrated Shopping Center Signs
- Wall Signs

- Menu Board (Limited to one sign per business.)
- Suspended Signs
- Construction Signs
- Directory Signs (Ground & Wall Mounted)
- Special Event Sign
- Real Estate Signs
- Window Signs
- Gasoline Trade Signs
- Sandwich Signs (Associated with Restaurant or Café.)

Signs Shall Comply with the Following Guidelines:

1. All ground-mounted signs shall include landscaping around the entire base of the sign structure. Landscaping shall consist of multiple rows of evergreen and deciduous plant materials and seasonal varieties that add visual interest to the sign. All landscaping shall be irrigated and properly maintained.
2. Signs shall not create a traffic hazard. All entrance and freestanding signs located near corners of a street intersection shall be located outside of the clear sight triangle based upon the design speed of the intersecting streets. No principal or monument ground sign shall exceed twelve (12) feet in height, fifteen (15) in length and three (3) feet in width.
3. No integrated shopping center sign shall exceed a total of 200 square feet on one side for any one integrated shopping center sign. If a shopping center fronts upon more than one public street, no more than two (2) integrated shopping center signs shall be permitted for a shopping center.
4. One (1) Menu Board sign per business shall be allowed provided the menu board shall not exceed a total of 25 square feet of display surface. A microphone shall be permitted to be integrated into the design of the menu board sign structure to communicate with patrons.
5. Sign structures shall be of comparable design and building materials as the main building structure.
6. The area of a wall sign shall not exceed, in square feet, 2 times the lineal front footage of the business or office.
7. Window signs shall not exceed 15% of the total window surface of the first floor or street level of the building.
8. Signs are required to be internally illuminated block letters mounted on a raceway. Backlit letters and indirectly illuminated signs are acceptable. Three

SIGNAGE GUIDELINES

colors maximum are allowed for signs with up to two font styles. Ground mounted building identification signs shall have fully enclosed solid bases of either brick or stone, mounted at the ground plane. No supporting structural members are to be exposed.

TENANT SIGNAGE GUIDELINES

Sign Type T1: Building/ Tenant ID Sign

These signs appear upon the face of a building wall reading toward the street or public circulation space. Building signs may present the name of the building and/ or the name of the business or enterprise located within the building. Building signs are not used for identification of off-site businesses or advertising for any business.

The building sign design is encouraged to coordinate carefully with the character of the building on which it is applied. Fitting onto parapet wall areas, frieze areas, window bays, column or pilaster grids, all are encouraged to promote a strong architectural character for the building signs. Alternatively, building signs may be applied to an overhead fascia or may take the form of applied bulkheads, projections, cornices or other architectural features.

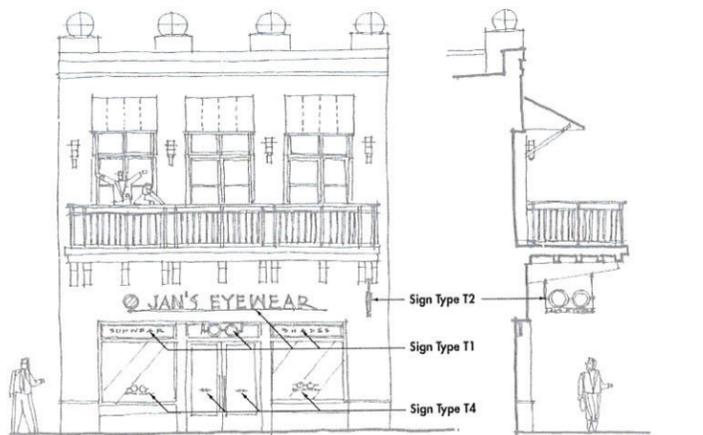
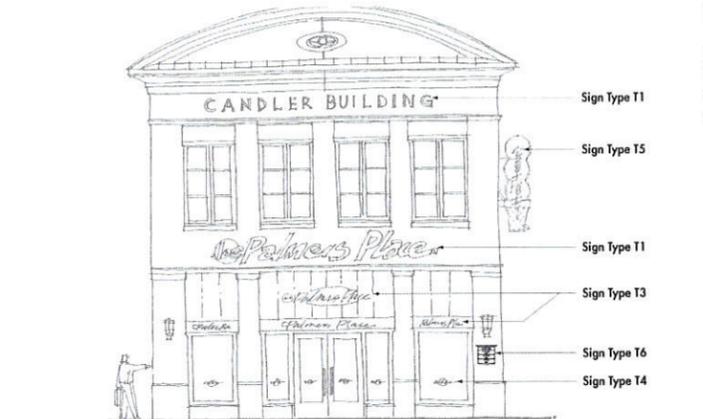
- A. Building signs are limited to three items per building face, per street frontage. If more than one business is contained within the building, each business may use one building sign in addition to one sign which may identify the building itself.
- B. A marquee sign, a building mounted projection sign, or a wall sign may be substituted for a Building Sign if desired.
- C. Illumination of signs is encouraged. The following types are allowed:
 - Individual dimensional metal back-lit (halo effect) letters or lighted by external light fixtures.
 - Internally illuminated channel letters with opaque metal sides and translucent plastic faces may be used only when facing internal parking fields. Transformer may be placed behind the sign fascia with provision made for proper cooling and access. Internally illuminated and neon signs are prohibited in show windows.
 - Neon shall be allowed only at the discretion of the Landlord on an individual and limited basis.
 - Freestanding signage letters attached to horizontal canopies may be lighted by decorative light fixtures



SIGN AREA LIMITATIONS

Tenant Square Footage	Max Letter Height	Total Sign Area Allowed Per Elevation ¹	Number of Signs Allowed Per Elevation
100 sf – 12,000 sf	30" 54" if stacked	75 sf or 4% of building face ²	Per A above
12,000 sf – 20,000 sf	42"	125 sf	Per A above
20,000 sf – 50,000 sf	48"	200 sf	Per A above
50,000 sf +	96"	400 sf	2

1. For this sign type only. Other sign types (blade signs, address numbers, etc.) have their own limitations and are described on their own pages.
 2. Whichever is smaller. For tenants who intend to use more than one sign, the first sign may not exceed 1.5% of the building facade; each additional sign may not exceed 1% of the building facade.



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approved by the Landlord. Such signage letters shall not be internally illuminated.

- D. No animated components, flashing lights, colored lighting, formed plastic, injection-molded plastic, box-type or solid panel signs are permitted.

Sign Type T2: Blade Sign

Blade Signs hang above a pedestrian circulation area from an overhead structural element or from a bracket attached to a sidewall. The sign may be single or double-sided, and Tenants are encouraged to utilize imaginative cut-out shapes from logos or featured pictorial or illustrated items.

- A. A blade sign must incorporate the Tenant's name, and may include brief text.
- B. In-line tenants are allowed one (1) blade sign. The sign may not exceed 8 square feet in area per side, not including supporting bracket or suspension devices.
- C. Corner stores are permitted to have two (2) blade signs, but the total area of the signs may not exceed 12 square feet. In no instance will a tenant be allowed three (3) blade signs.
- D. A blade sign must extend perpendicular to the storefront plane. The sign may not extend further than 3'-6" from the surface to which it is mounted, nor more than 3'-6" total in front of the tenant lease line.
- E. With the exception of illustrative signs as shown on the second row, the colors are limited to business logo colors along with no more than two additional colors including the color of the bracket or suspension device. Illustrative signs shall be subject to careful scrutiny and approval by the Landlord.
- F. Simple rectangular or square signs are discouraged, but unusual shapes must be designed with care and restraint.
- G. Signs may not extend below 8'-0" above the finished floor.
- H. Signs must be attached to either a bracket of the Landlord's design or a bracket designed by the Tenant with the Landlord's approval.
- I. The area of the blade sign(s) is not counted towards the Building Sign area maximums. They are limited in area per B and C above.
- J. Signs may be lighted by decorative light fixtures approved by the Landlord. Such signage letters shall not be internally illuminated.
- K. Signs shall be a minimum of 1.5" thick, or shall have a border with a minimum thickness of 1.5"
- L. Sign materials may include:
 - Fabricated metal. No brake-forming allowed; no bare metal allowed without at least a clearcoat finish. Paint finishes must be free of oil-canning and orange-peel.
 - Acrylic. No translucent or fluorescent-colored acrylics.

- Wood. Must be finished to withstand weather for a minimum of 5 years. Landlord may require replacement of sign if it is deemed to appear too weathered.
 - Applied full-color graphics as shown on the illustrative signs in the second row at left. Adhesive graphics must be applied to a rigid metal substrate with no bubbles or wrinkles. The resolution must be high enough such that pixilation is not visible. All applied graphics of this type must be warranted against fading for a minimum period of 5 years.
 - Non-corrosive fasteners only.
- M. No animated components, flashing lights, colored lighting, formed plastic, injection-molded plastic, box-type or solid panel signs are permitted.

Sign Type T3: Awning Sign

Text or graphic images may be applied to traditional, useful awnings placed above a window, door or other logical architectural feature.

- A. The awning itself may be one or two colors in the form of stripes, or solid color with trim.
- B. The applied graphic text or image must all appear in one color additional to the awning colors.
- C. The area of applied graphics must conform to the shape and proportion of the awning and generally limited to 8 inches in overall height if appropriate for the awning configuration and not longer than 42 inches, if appropriate for the awning configuration.
- D. Awnings may not extend below 8 feet above finished floor.
- E. Graphic elements may not span joints in the awning construction configuration, may not span from one awning to an adjacent awning, and may not wrap around corners or tight bends in the awning shape.
- F. One additional graphic image per storefront not to exceed 20 square feet may be added to the top or sloping area of the awning if deemed appropriate by the review/approval process.
- G. The sides of all awnings are to remain blank.
- H. Internal illumination of awnings is strictly prohibited. Signage or logos applied to the exterior of fabric or metal awnings may be illuminated by decorative light fixture (such as gooseneck fixtures) subject to approval

by the Landlord. Plastic and metal awnings are prohibited without specific Landlord approval.

Sign Type T4: Hanging Sign

Hanging signage is permitted along Main Street and adjoining streets provided the following design criteria are met:

- A. One hanging sign shall be permitted in place of a permanent wall mounted sign on each building face facing a public street.
- B. The hanging sign shall provide a minimum of seven (7) feet clearance from ground and shall extend not more than four (4) feet from the building façade.
- C. Internal illumination is not permitted.

Sign Type T5: Wall Mounted Directory Sign

Wall mounted directory signage is permitted for buildings occupied by multiple tenants and shall conform to the following design criteria:

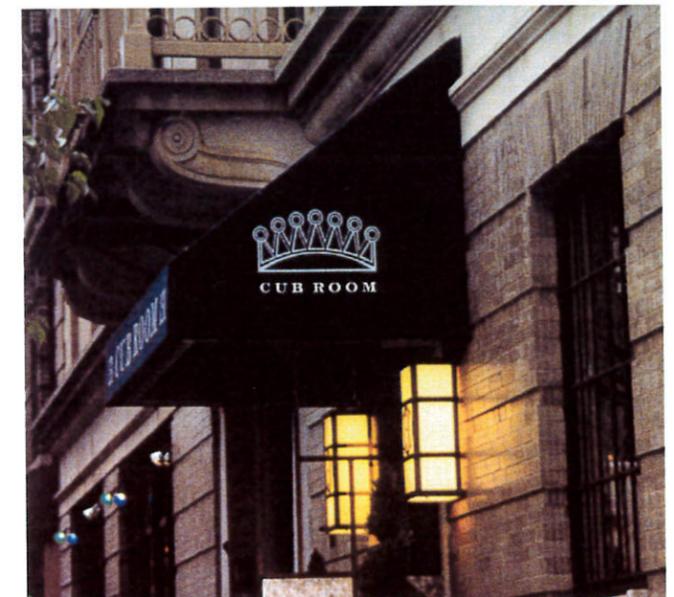
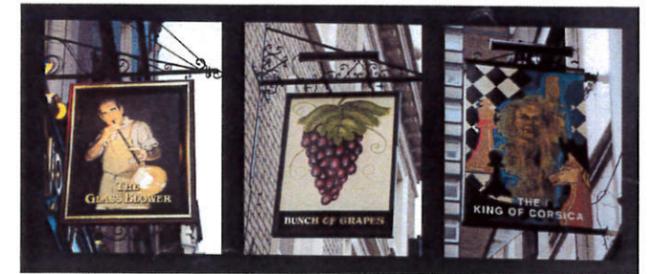
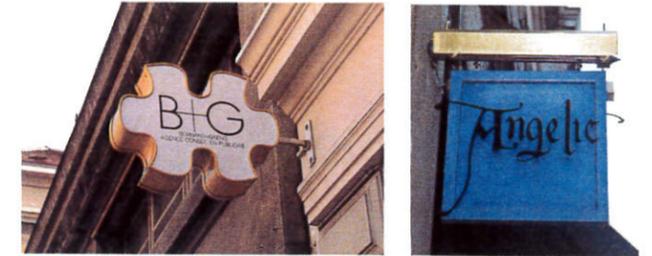
- A. One (1) wall mounted directory sign shall be permitted on a building containing multiple tenants.
- B. The total sign area of the directory sign shall not exceed ten (10) square feet.
- C. The directory sign shall be mounted to the building façade in such a manner as not to obstruct pedestrian traffic or obscure visibility for vehicular traffic.
- D. Buildings containing more than one street front may have not more than two (2) building directory signs with each not exceeding a maximum of ten (10) square feet.
- E. Internal illumination is not permitted.

Sign Type T6: Window Sign

Window signs are permitted along Main Street and shall conform to the following:

- A. Window signs shall not exceed 15% of the total window surface area of the first floor or street level of the building. Building numbers shall not count toward maximum allowable window sign area.
- B. Backlighting of window surface containing the sign display is not permitted.
- C. LED, or similar technology, electronic message center window signs are prohibited.

TENANT SIGNAGE GUIDELINES



20 sq. ft. max., with 10% clear margin all around (with respect to the area of the awning top surface)



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SECTION V - OPEN SPACE & STREETScape FURNISHINGS

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Objective:

Incorporate traffic calming measures, such as on-street parking, pedestrian bulb-outs, and textured crosswalks as depicted on the master plan in order to employ drivers to proceed slowly, thus providing a more pedestrian-friendly environment.

Criteria:

- Install curb extensions as shown on the master plan in order to reduce the width of the roadway from curb to curb, thereby slowing vehicles down where the pavement width narrows.
- Design and install crosswalks made up of paving materials distinguished from travel lanes with a texture and color that induces drivers to slow down, while also improving the aesthetic quality of the street.

Objective:

Create small courtyards and pocket parks as depicted on the master plan that will serve as an amenity for people who work and shop within the campus.

Criteria:

- Design the park to be visible and accessible from the streets.
- Design all buildings that border to face into the park, providing "eyes" on the park at all times.
- Incorporate sidewalks on three of the park's four sides.
- The park shall be the same or a similar size as shown on the master plan.

Objective:

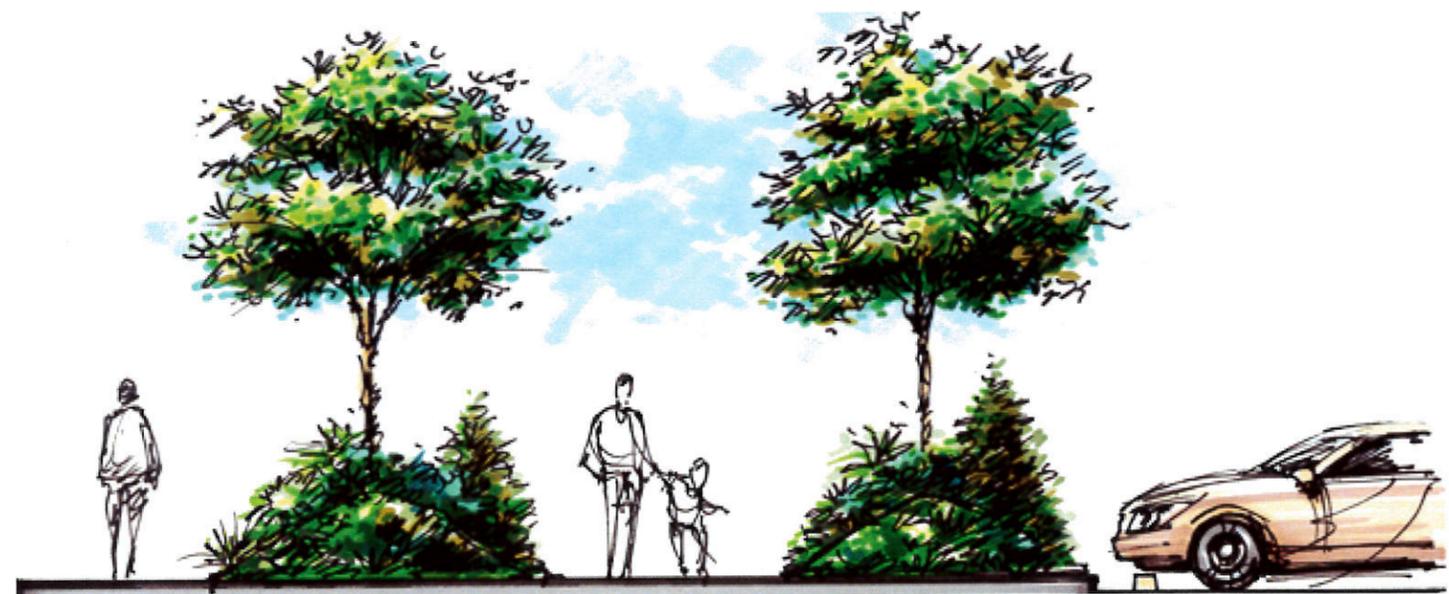
Construct sidewalks on both sides of the streets, as well as primary pedestrian access ways to provide walkable connections to the peripheral buildings. Activate the streetscapes with outdoor cafe tables, site furniture, and display of sale goods when possible.

Criteria:

- Design sidewalks and pedestrian access to accommodate safe pedestrian movement.
- Design sidewalks that provide a comfortable refuge for pedestrians with street trees, benches, seat walls, trash receptacles, and other pedestrian amenities strategically located so as not to interfere with pedestrian movement.

- Plant street trees along both sides of primary streets in a manner that when they mature they will create a continuous canopy during the summer months.
- Design widened sidewalks that will accommodate the pedestrians projected to be generated by proposed retail uses, and the potential for sidewalk cafes.
- Sidewalks separated from traveling vehicles by pavement that will accommodate parked vehicles (either parallel or angled on-street parking).
- Sidewalks as shown on the master plan along Main Street shall have a minimum width of ten (10) feet, measured from the face-of-curb to the building face, and contain 4' x 4' tree grates located along the curb every thirty (30) feet, no more than forty-five (45) feet, with street trees located within the grates.
- Benches, seat walls, trash receptacles, and other pedestrian amenities located along sidewalks in the project area, not to interfere with pedestrian movement.
- Sidewalks comply with ADA standards.
- Other secondary sidewalks may be five (5) feet in width.

SITE AMENITY GUIDELINES





Objective:

Devise a vehicular parking system that accommodates an appropriate number of spaces for the uses located on the property and implement the system in a manner that maintains a distinctive and inviting image for the development.

Criteria:

- Lay out and screen parking lots so as to minimize direct views of parked vehicles from the street right-of-way.
- Incorporate shared parking facilities for parking efficiency.
- Design parking lots with a hierarchy of circulation: lot access drives with no parking, lot circulation drives with little or no parking, and parking access aisles for direct access to parking spaces.
- Design parking lot landscaping in a manner that reflects the hierarchy of circulation, placing importance on the driveways from the street, framing major circulation aisles, and highlighting pedestrian pathways.
- Separate parking areas from buildings by use of a raised walkway or planting strip. Avoid directly abutting parking aisles or spaces to the building.
- Avoid large, unbroken expanses of pavement. Divide parking lots into smaller paved areas that are separated by landscaping, access driveways, or structures.
- Refuse collection and service areas shall be screened from view by a masonry wall with a gate enclosure for trash receptacles. Foundation plantings shall be located at the base of the wall enclosure.
- Design the appearance of primary parking lot entries in a manner that reflects the overall character of the project. Use specimen plant material, low walls, and pavement treatments to create visual interest at key lot entry points.

Buffering & Screening Guidelines:

Parking Lot Screening: Any parking lot adjoining a street shall be screened to a height of three feet by walls, berms, landscaping, or a combination of these. If landscaping is used, the planting bed shall be a minimum of 6 feet wide and shall contain canopy tree plantings at 30' intervals on the perimeter greenway.

- Native plant materials shall be used to the greatest extent possible. Existing plant materials shall be preserved to the greatest extent possible in this area.
- The buffer shall include a walking path that runs along the perimeter boundary, and shall be planted with evergreen trees, deciduous understory trees,

and evergreen shrubs and flowering shrubs to offer interest.

- Where possible, the berm shall be constructed a minimum of three (3) feet tall, and a maximum of five (5) feet tall to provide interest along the pathway.
- Native, flowering trees should be used to provide a show against the evergreens.

Service Area & Mechanical Equipment Screening:

- Service areas should be oriented toward the rear of buildings out of public view. Where services are in public view proper screening measures shall be provided.
- Service areas that require a screening wall should be designed to properly screen the typical vehicle that will be utilizing the service or loading area.
- Screening walls should be designed with similar materials and colors to the primary building and should include landscaping elements to enhance the appearance. Full screening should be a minimum of six (6) feet high (or higher if the taller service area conditions exists).
- Roof-mounted equipment including HVAC, exhaust fans, plumbing penetrations, solar equipment, communications equipment including voice/ data transmission equipment and antennas, mechanic system equipment, and plumbing and ventilation vents, shall not be visible from public streets or rights-of-way. The use of parapet walls and cornices may be used to properly screen roof-mounted mechanical equipment from public view.
- Ground-mounted equipment including HVAC, mechanical systems and other building systems located on the outside of a building and ground level shall not be visible from public streets, parking areas or public spaces. Screening consisting of a solid enclosure or wall around the perimeter of the equipment with sufficient access for maintenance. The wall should be constructed of materials compatible with the exterior of the primary building served by the equipment. The perimeter of the screening wall should be landscaped.
- Mechanical equipment serving a mixed-use building that includes residential uses should be located to minimize noise and vibration for residences located within the building.

Parking:

- Off-street and on-street parking shall be provided in the Town Center. Parking shall be provided in accordance with the City of Jonesboro Zoning Ordinance provided; however, on-street parking may

LANDSCAPING & SCREENING

be used to satisfy the off-street parking requirement. Shared parking is encouraged to reduce the need for expansive parking areas serving the Town Center.

- Off-street parking requirements may be further reduced with the provision of transit supportive design to promote transit and alternative forms of transportation to reduce vehicle traffic.
- Within the Town Center parking should be located along the side and/ or rear of buildings to allow buildings to be oriented in close proximity to public streets and rights-of-way.
- Angled or parallel on-street parking will be provided along the Town Center Street and some local streets in the Town Center.
- Shared parking is encouraged to reduce parking space requirements.
- Large parking areas should be divided into smaller parking fields and provided with pedestrian walkways that link the parking fields to one another and to buildings and public spaces. Parking fields should be oriented perpendicular to buildings to provide safer and more direct access to entrances.
- Pedestrian walkways between parking areas and building entrances are encouraged to enhance pedestrian safety.
- Parking areas fronting upon a public street in the core of the Town Center should be screened from public view with landscaping planted along the edge of the right-of-way to screen views into the parking area from the street.
- Large parking areas shall include landscape islands placed at regular intervals with the parking lot for shade and to soften visual impact. The perimeter of large parking areas visible to the public shall include landscaping to enhance visual appearance including trees and shrubbery and/ or walls placed along edges adjoining public streets and spaces.

STREET FURNISHINGS



Objective:

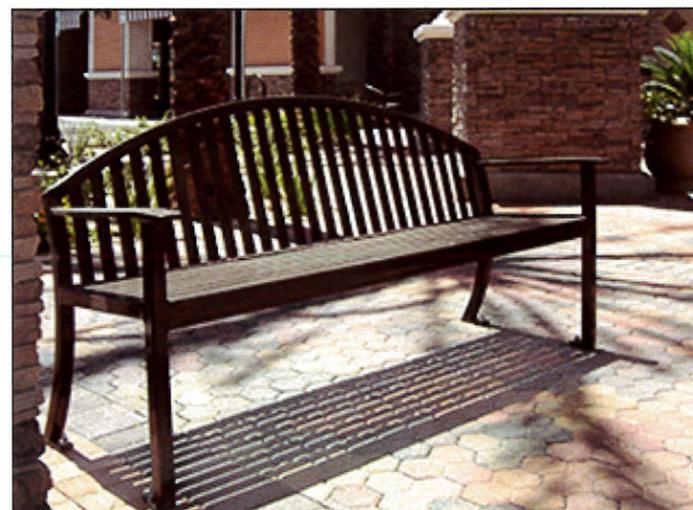
Provide pedestrian amenities such as benches, newspaper racks, trash receptacles, and bicycle racks in areas with high pedestrian activity as high pedestrian activity begins to occur.

Criteria:

- Select and install benches that are comfortable, easy to maintain, durable, and resistant to vandalism.
- Avoid locating benches where they might interfere with pedestrian movement.
- Select and locate newspaper racks to serve the public without compromising pedestrian circulation or the overall consistency and appearance of the street.
- Install conveniently located bicycle racks in order to encourage the use of bicycles as an alternative to motor vehicles in accessing employment, commercial, and other travel destinations.
- Locate racks and trash receptacles in a manner that minimizes conflicts with pedestrian and vehicular traffic.

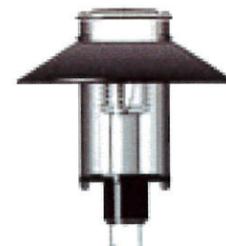
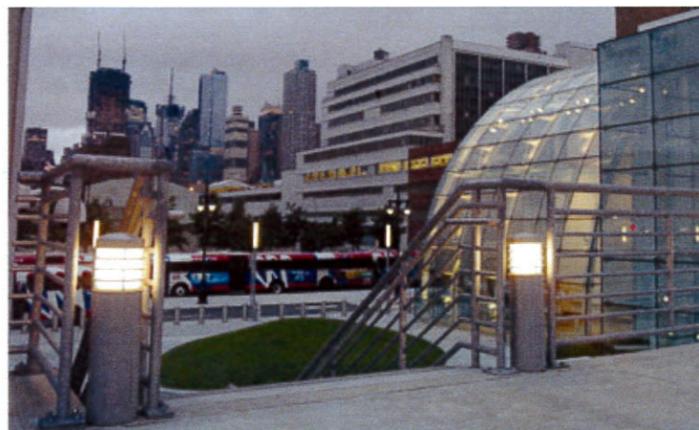
Standards:

- Seating elements may include benches, ledges, planter walls, steps, or stoops.
- Planter walls not to exceed a height of 2½ feet, and should be constructed at a comfortable seat height in a manner that will allow for their use as seating.
- Newspaper racks clustered together whenever possible. If possible, racks should be placed against building walls in order to leave sidewalks clear for pedestrians.
- Newspaper racks placed in close proximity to pedestrian activity nodes.
- For all non-residential properties, off-street bicycle parking spaces provided equal to two percent of the required automobile parking spaces.
- Trash receptacles anchored securely to the ground in order to reduce unauthorized movement.
- Receptacles not located within wheelchair landing areas, and allow for at least 44" of separation from other street furniture.
- Locate receptacles at least two (2) feet from the back of the curb.
- Avoid locating receptacles in direct sunlight.





Appropriately scaled street lighting can provide adequate light for roadways without detracting from the pedestrian experience. Light standards should reflect the general character of other street furniture, architecture, and overall desired street character.



Objective:

Utilize a lighting plan and fixtures that will provide for safe vehicular movement, without compromising pedestrian movement and that will enhance the overall appearance of the project area.

Criteria:

- Design lighting that is appropriate in function and scale for both the pedestrian and the vehicle.
- Use street lighting to define the street space, and design street lighting poles to accommodate and organize signage and other appurtenances.
- Design efficient lighting that minimizes light trespass and pollution.
- Select luminaire styles, colors, and finishes that complement the architectural features of the streetscape.
- Decorative Cutoff luminaires used to provide a more attractive appearance and to limit uplight.
- Luminaire style remain consistent along a given block face.
- Street light standards not to exceed twenty-two (22) feet in height.
- Standards spaced at regular intervals in order to provide even light distribution without areas of darkness between standards.
- Lamp type: 100 – 200 watt metal halide.

Objective:

Develop a lighting plan containing fixtures in accordance with the lighting standards established for the Greensborough Village that will provide for safe vehicular and pedestrian movement, and at the same time will help encourage pedestrian activity at night along the Main Street corridor and pedestrian accesses between buildings.

Criteria:

- Design pedestrian scaled sidewalk lighting that defines the pedestrian space.
- Illuminate the sidewalk at a level that is consistent with pedestrian activities rather than vehicular movement.
- Fixtures mounted on buildings or used to accent architectural features or landscaping may also be used for pedestrian lighting. Choose fixtures based on their ability to enhance the overall architecture of the building while providing lighting for pedestrians at the same time.
- Use lighted bollards in order to delineate pedestrian pathways.

LIGHTING

- Space pedestrian light fixture at consistent intervals throughout the site.
- Lighting used solely for the pedestrian not to exceed fifteen (15) feet in height.

MASTER PLAN
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PROPOSED USES

- OFFICE
- 1 STORY OFFICE/ RETAIL
- 2 STORY RETAIL/ OFFICE
- COMMERCIAL
- HOTEL
- MULTI-FAMILY
- SINGLE FAMILY

