



City of Jonesboro City Council
Staff Report – RZ 21-07 7201 E Highland Drive
Municipal Center - 300 S. Church St.
For Consideration by the City Council on May 18th, 2021

REQUEST: To consider a rezoning of one tract of land containing 17.53 acre more or less.

PURPOSE: A request to consider recommendation to Council for a rezoning from “R-1” Single-Family Residential District to a “C-3” General Commercial District Limited Use Overlay.

APPLICANTS/OWNER: **Joshua Neely, Ridge Surveying, 311 S Church, Jonesboro, AR 72401**
Jeremy Baltz, 828 US Hwy 67, Pocahontas, AR 72455

LOCATION: 7201 E Highland Drive, Jonesboro, AR 72401

SITE DESCRIPTION: **Tract Size:** Approx. 17.53 Acre
Street Frontage: 660 ft. along Highland Drive
Topography: Flat
Existing Development: Agricultural Land

SURROUNDING CONDITIONS:

ZONE		LAND USE	
North		I-2 General Industrial District and R-1 Single Family Residential District	
South		R-1 Single Family Residential	
East		R-1 Single Family Residential – Vacant and Agricultural	
West		AG-1 Agricultural District and R-1 Single Family Residential District	

HISTORY: Agricultural - Crops

ZONING ANALYSIS:

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

COMPREHENSIVE PLAN LAND USE MAP:

The Current/Future Land Use Map recommends this location as Industrial Intensity Growth Sector, which includes the Overlay District. If a portion of the property falls within the boundary of the overlay area, the whole property will be held to the requirements of the overlay area. Large Scale Manufacturing is appropriate in the **Industrial Intensity Growth Sector**. Industrial uses include those considered “heavy”, such as large-scale manufacturing and production concerns, including assembly and processing, regional warehousing and distribution, bulk storage and utilities. These

areas are located in close proximity to the major transportation corridors, and should generally be buffered from surrounding development by transitional uses or landscape areas that increase in size as development intensity increases. Heavy Industrial Centers may require larger sites because activities are not confined entirely to buildings. Conveyor belts, holding tanks, smoke stacks, or outdoor storage all may be present in a Heavy Industrial Center.

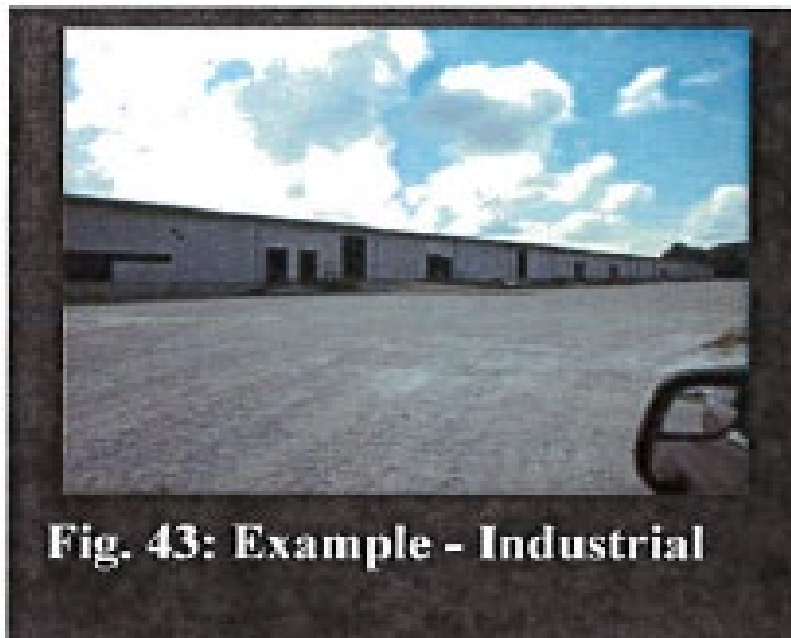
Smaller scale “light” industrial uses include warehousing, storage, limited manufacturing, research and development, laboratories, transportation terminals, and wholesale activities in enclosed facilities without offensive emissions or nuisance.

INDUSTRIAL GROWTH SECTORS - RECOMMENDED USE TYPES INCLUDE:

- Warehousing
- Storage
- Limited Manufacturing
- Conveyor Belts,
- Holding Tanks
- Smoke Stacks
- Outdoor Storage
- Laboratories
- Transportation Terminals
- Wholesale Activities

TRAFFIC: *Approximately 300 peak hour trips (Commercial Only)*

EXAMPLES:



The **Overlay Corridors** are the main entryways into the City of Jonesboro. These access points define how people perceive the City of Jonesboro when coming into the City. The Purpose of the Overlay District is to protect and enhance the scenic quality of the City's highways and primary corridors designated below, create design standards for developments, and provide effective land use planning and facilitate traffic flow.

In the **Overlay Areas**, these overlay areas will run along the listed streets and shall be adjacent to the streets for a distance of 300 feet from the street right-of-way. In addition to the requirements, the property inside the overlay, corridors will be required to add additional landscape. All area will be required to have front, rear, and side buffer yards. Front shall be 25' grass vegetative buffer. Side yards shall be 10' grass vegetative buffer. Rear yards shall be 10' grass vegetative buffer, and exterior side yards shall be 15' of vegetative buffer. In addition to the buffer areas, the front and exterior side yards shall have trees planted on 25-foot centers. Tree species to be planted within these corridors should consist of plants that are native to the area. The Landscape Ordinance describes these.

If Signage is required, monument signs shall be the only type of signage allowed off the buildings in the Overlay District. Please refer to the Land Use Plan for regulations on all Sign Requirements.

Signage: Monument signs shall be the only type of signage allowed off the buildings in the Overlay District. The monument sign shall be ground mounted and match the architectural features of the building. The maximum height of the monument shall be eight feet in height for a single tenant building, and twelve feet in height for a multi-tenant building. The advertising area of the sign cannot contain over 50 percent of the sign face as changeable copy. Changeable copy can be static or LED but cannot be flashing, rotating, or distracting to "motorists" and/or "road users". Signs shall be limited to no more than one sign per lot unless the lot width is greater than 300'. If greater than 300', the lot may be allowed an additional monument sign for every 300' of frontage.

The Design Requirements within the Overlay District with all new buildings shall be required to have exterior features of at least 80% brick, wood or stone. Please refer to the Land Use Plan for regulations on the Design Requirements.

Design Requirements: All new buildings within the Overlay District shall be required to have exterior features of at least 80% brick, wood or stone. Glass, architectural metals and stucco should only be used as accent features for the building. If parking lots are located in the fronts of the buildings, they should include landscaping islands at a ratio of one island for every ten parking spaces. All parking lot lighting within the overlay district shall be limited to full cutoff fixtures with a pole height not to exceed 18 feet. There shall be no light spillage onto adjacent property within this district.



Fig. 10: Example Moderate Intense Type-Nursing Home

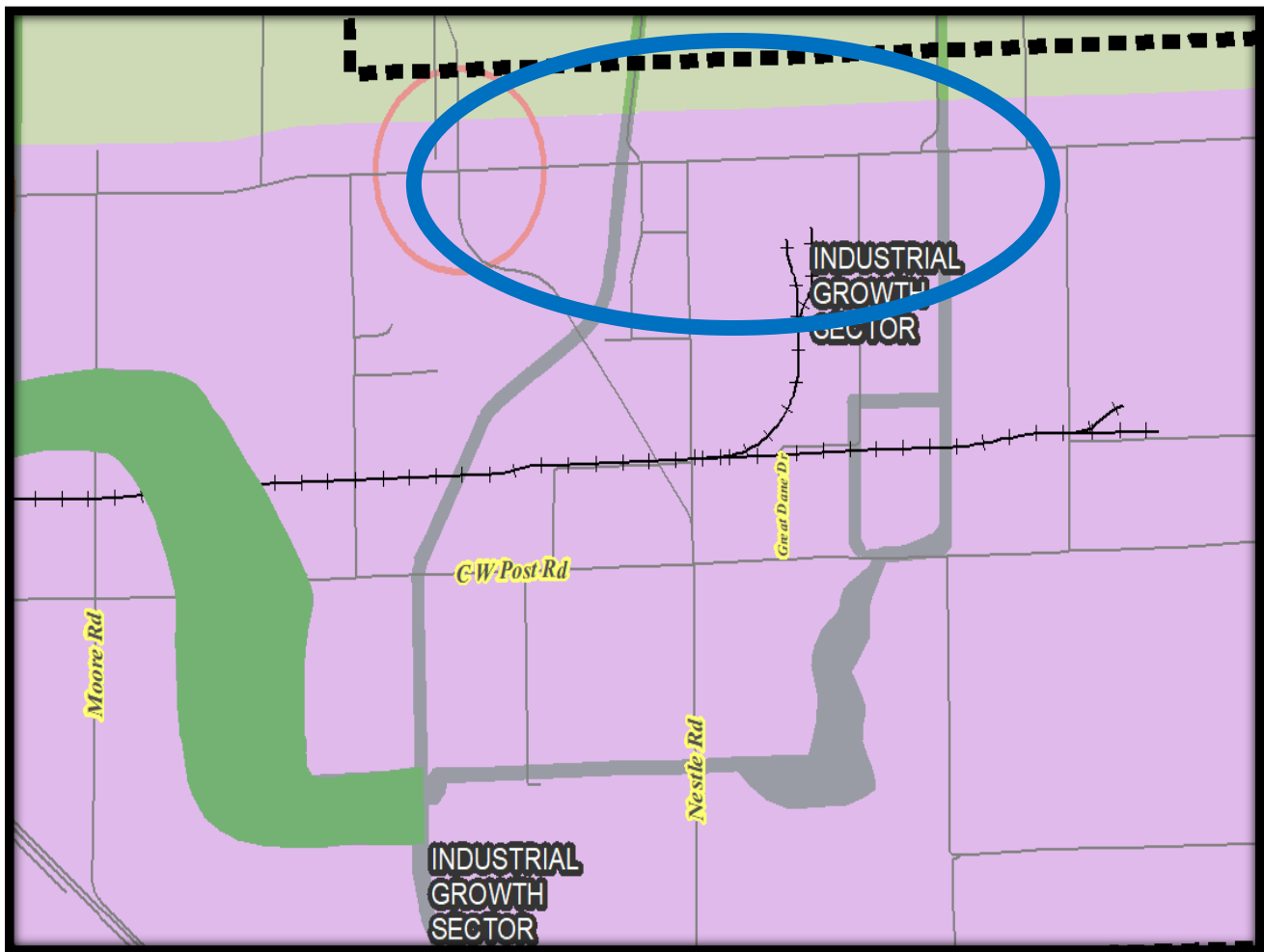


Fig. 11: Example Moderate Intense Type- Retail Service



Fig. 12: Moderate Intense Type- Retail/Office

MASTER STREET PLAN/TRANSPORTATION



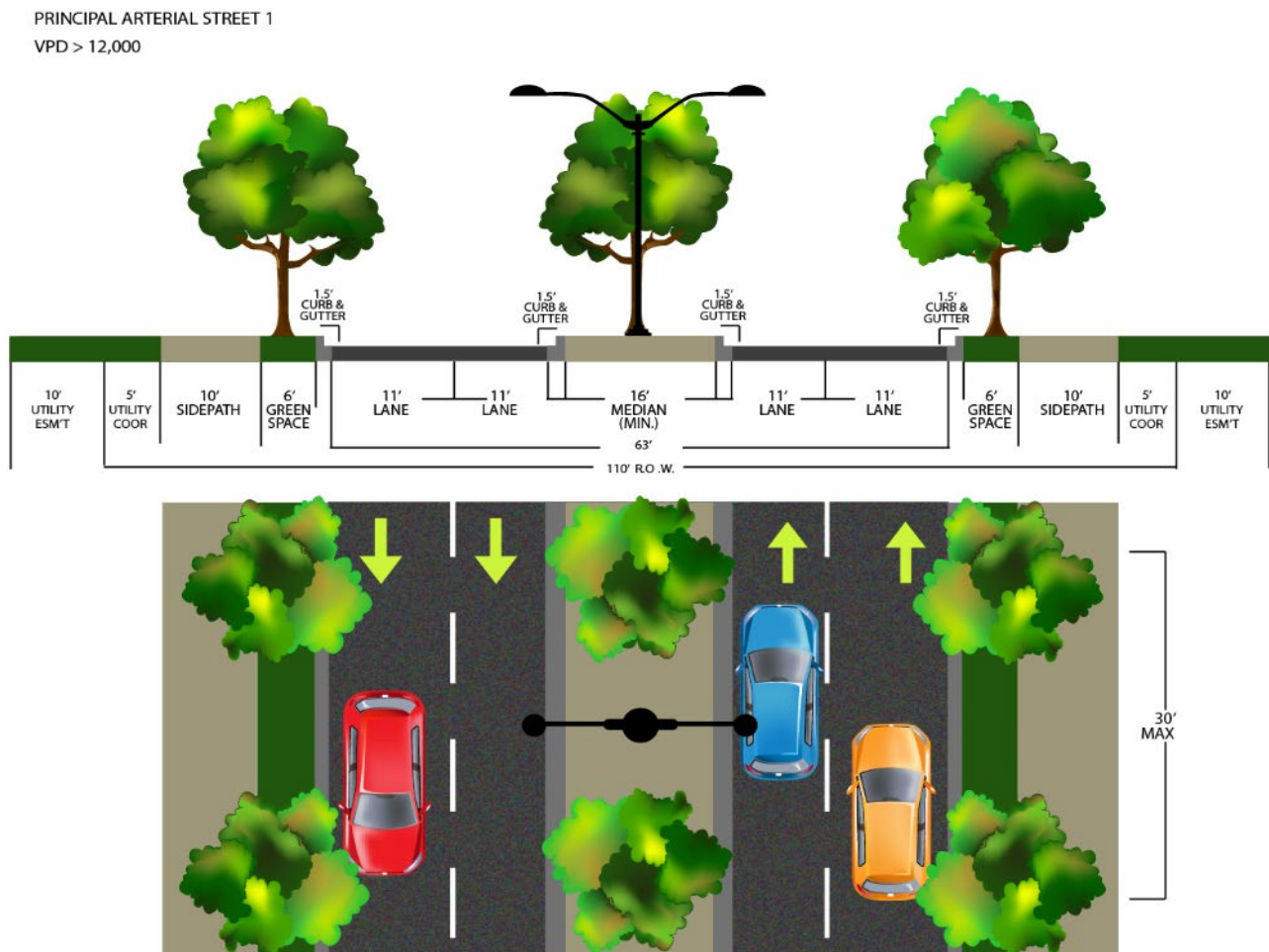
Land Use Map

Master Street Plan/Transportation

The subject property is served by Highland Drive, which on the Master Street Plan is classified as a Principal Arterial. Principal Arterials provide both long distance connections through the urban area and to major traffic generators within the community. Roadways are designated principal arterials to imply the need to focus more on moving traffic rather than providing direct access to adjacent land. Traffic management techniques used to maintain a high level of traffic capacity on these roadways include the use of medians, restricting curb cuts per some spacing policy, and limiting the use of traffic signals to the intersection with other significant roadways.







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

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



Approval Criteria- Chapter 117 - Amendments:

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

Criteria	Explanations and Findings	Comply Y/N
(a) Consistency of the proposal with the Comprehensive Plan/Land Use Map	The proposed district rezoning is consistent with the Adopted Land Use Plan, which was categorized as an Industrial Growth Sector and lies in the Overlay District.	
(b) Consistency of the proposal with the purpose of Chapter 117-Zoning.	The proposal will achieve consistency with the purpose of Chapter 117, with compliance of all District standards.	
(c) Compatibility of the proposal with the zoning, uses and character of the surrounding area.	Compatibility is achieved with this rezoning considering there are C-3 General Commercial Zoning in this area and it lies within the Industrial District.	
(d) Suitability of the subject property for the uses to which it has been restricted without the proposed zoning map amendment;	Without the proposed zoning map amendment, this property will not develop as Commercial. The property has been Agricultural and is R-1 Single Family Zoning.	
(e) Extent to which approval of the proposed rezoning will detrimentally affect nearby property including, but not limited to, any impact on property value, traffic, drainage, visual, odor, noise, light, vibration, hours of use/operation and any restriction to the normal and customary use of the affected property;	No detrimental or adverse impacts are predicted, if proper planning is implemented. Commercial and Industrial is on all sides of this property. This property is R-1 as is a few other pieces of property, but most are used for growing Crops.	
(f) Impact of the proposed development on community facilities and services, including those related to utilities, streets, drainage, parks, open space, fire, police, and emergency medical services	Minimal impact if rezoned due to the fact that businesses and residential currently exist in this area.	

Staff Findings:

Applicant's Purpose

The proposed area is currently classified as an R-1 Single-Family Residential Zone. The applicant is wanting to construct a commercial space and operate a Retail with Vehicle and Equipment with Repair / Service Business.

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

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

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

Departmental/Agency Reviews:

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

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

MAPC RECORD OF PROCEEDINGS: PUBLIC HEARING HELD ON MAY 11TH, 2021

Joshua Neely of Ridge Surveying on behalf of Jeremy Baltz are requesting MAPC Approval For a Rezoning from “R-1” Single Family Residential District to “C-3” General Commercial Limited Industrial District Limited Use Overlay for 17.33 +/- acres of land located at 7201 E Highland Drive that is also located in the Overlay District.

APPLICANT: Josh Neely with Ridge Surveying. I have Mr. Baltz here if there are any questions for him. This is just requesting C-3 Commercial with a Limited Use Overlay on Highland Drive. There is existing C-3 to the east already.

COMMISSION: Lonnie Roberts stated he be asking for public comments, but he turning it over to City Planner.

STAFF: Derrel Smith stated it does meet the requirements of our zoning questions that we normally ask so we would recommend approval with the following stipulations:

- 1. The proposed site shall satisfy all the requirements of the City Engineer, all requirements of the storm water design manual and flood plain regulations regarding any new construction.**
- 2. A final site plan subject to all ordinance requirements shall be submitted, reviewed, and approved by the Planning Department prior to any re-development of the property.**
- 3. Any change of use shall be subject to Planning Department approval in the future. The final site plan illustrating compliance with site requirements for parking, signage, landscaping, fencing, buffering, outdoor storage, dumpster enclosures, sidewalks, etc. shall be submitted to the Planning Department prior to any re-development of this property.**
- 4. This property is within the overlay district and has to comply with all the rules and regulations for that district.**
- 5. The limited use overlay for this zoning will be the following uses only:**
 - A. Bank or Financial Institution**
 - B. Office, General**
 - C. Retail Service**
 - D. Vehicle Equipment Sales**

COMMISSION: Lonnie Roberts ask for Public Comments on this Rezoning Request and gave a minute on the clock for someone to call in.

PUBLIC: No calls or comments were made.

COMMISSION: Lonnie Roberts Jr. asked for commissioner’s comment.

COMMISSION ACTION:

Mr. Jimmy Cooper made a motion to approve Case: RZ: 21-07, as submitted, to the City Council with the stipulations that were read by the Planning Department:

- 1. The proposed site shall satisfy all the requirements of the City Engineer, all requirements of the storm water design manual and flood plain regulations regarding any new construction.**
- 2. A final site plan subject to all ordinance requirements shall be submitted, reviewed, and approved by the Planning Department prior to any re-development of the property.**
- 3. Any change of use shall be subject to Planning Department approval in the future. The final site plan illustrating compliance with site requirements for parking, signage, landscaping, fencing, buffering, outdoor storage, dumpster enclosures, sidewalks, etc. shall be submitted to the Planning Department prior to any re-development of this property.**
- 4. This property is within the overlay district and has to comply with all the rules and regulations for that district.**
- 5. The limited use overlay for this zoning will be the following uses only:**
 - A. Bank or Financial Institution**
 - B. Office, General**
 - C. Retail Service**
 - D. Vehicle Equipment Sales**

The MAPC find to rezone property “R-1” Single Family Residential District to “C-3” General Commercial District Limited Use Overlay for 17.33 +/- acres of land. Motion was seconded by Mr. Kevin Bailey.

Roll Call Vote: 7-0, Aye’s: Kevin Bailey; Jimmy Cooper; Jim Little; David Handwork; Monroe Pointer; and Stephanie Nelson.

Nay’s: 0

Absent: Dennis Zolper and Paul Ford

Conclusion:

The Planning Department Staff finds that the requested Zone Change submitted for subject parcel, should be evaluated based on the above observations and criteria of Case RZ 21-07 a request to rezone property from “R-1” Single Family Residential District to “C-3” General Commercial District with Limited Use Overlay; the following conditions are recommended:

1. That the proposed site shall satisfy all requirements of the City Engineer, all requirements of the current Stormwater Drainage Design Manual and Flood Plain Regulations regarding any new construction.
2. A final site plan subject to all ordinance requirements shall be submitted, reviewed, and approved by the Planning Department, prior to any redevelopment of the property.
3. Any change of use shall be subject to Planning Department approval in the future.
4. A final site plan illustrating compliance with site requirements for parking, signage, landscaping, fencing, buffering, outdoor storage, dumpster enclosure, sidewalks etc. shall be submitted to the Planning Department prior to any redevelopment of this property.
5. This Property lies in the Overlay District and will have to comply with all the rules and regulations for that District.
6. The Limited Use Overlay (LUO) C-3 Zoning Request only allows the following uses:
 - a. Bank or Financial Institution
 - b. Office, General
 - c. Retail / Service
 - d. Vehicle and Equipment Sales

Respectfully Submitted for City Council Consideration,
The Planning and Zoning Department

Sample Motion:

I move that we place Case: RZ 21-07 on the floor for consideration of recommendation by MAPC to the City Council with the noted conditions, and we, the MAPC find that to rezone property from “R-1” Single Family Residential District to “C-3” General Commercial District with Limited Use Overlay will be compatible and suitable with the zoning, uses, and character of the surrounding area.

PICTURES OF LOCATION

