



DPZ
CODESIGN

JONESBORO, AR

Current Conditions Report

Draft 03/27/26

CONTENTS

CONTEXT

The Region.....	4
The County.....	5

SOCIOECONOMICS

Population Growth.....	8
Age Distribution.....	10
Household Size & Composition.....	12
Diversity.....	14
Education.....	16
Housing Tenure.....	18
Housing Costs.....	20
Housing Income.....	22
Employment.....	24

MARKET ANALYSIS

Lifestyle Cluster Groups.....	28
Housing Tenure.....	32
Housing Unit Age.....	33
Housing Cost Over Time.....	34
Housing Supply & Demand.....	35
Movers.....	36

DEVELOPMENT CHARACTERISTICS

Historic Growth.....	38
Pattern Analysis Overview.....	41
Patterns.....	42
Downtown.....	43
Highway-Oriented Developments.....	44
Older Neighborhoods.....	45
Suburban Neighborhoods.....	46
Mixed Subdivisions.....	47
Rural Areas.....	48
Current Land Use.....	51
Current Future Land Use Designations.....	53
Zoning.....	55
City Council Wards.....	56
Analytical Districts.....	57
District 1.....	59
District 2.....	60

District 3.....	61
District 4.....	62
District 5.....	63
District 6.....	64
District 7.....	66
District 8.....	67
District 9.....	68
District 10.....	69
Vacant Parcels.....	70
Civic Institutions.....	71
Commercial Uses.....	72
Schools.....	73
Parcel Sizes.....	75
Residential Type by Lot Area.....	76
Pedestrian Frontage Quality.....	78
Parking.....	80
Land Ownership.....	81

TRANSPORTATION

Street Ownership.....	84
Functional Classification.....	85
State Owned Bridge Condition.....	86
Transit (JET).....	87
Destinations.....	88
Active Transportation.....	89
Average Daily Traffic.....	90
Crashes.....	91
Regional Employers.....	92

INFRASTRUCTURE & ENVIRONMENT

Watersheds Map.....	94
Floodway Assessment.....	95
Stormwater.....	96
Impervious Surface.....	97
Power & Telecommunications.....	98

CONTENTS

CURRENT PLANS & POLICIES

Rail Crossing Safety & Corridor Action Plan (2015)....100
Land Use Plan (2018).....101
Master Street Plan (2020)..... 103
Parks & Recreation Master Plan (2024)..... 104
Multi-Family Design Guidelines (2018) 105
Land Development Ordinances (2018).....106
Downtown Development Code (2018-2024)106

SOURCES OF DATA

United States Census and American Community Survey
Population and household demographics, income, employment, and education.
Median home value and median rent. Commuting patterns.
Number of dwellings, ownership ratio, vacancy rate, year built, and dwelling growth.

Crafton Tull
Transportation information.
Infrastructure & environment.

Urban3
Property taxes. Sales taxes estimated by Urban3 using county aggregated data.

LandUse USA
Lifestyle Clusters.
Housing demand and absorption forecast.
Population and migration patterns.

DPZ CoDesign (using Google Earth)
City budgets and spending, single year budget from 2023 or more recent where available.
Historic growth and land development.

Note: Numeric totals may not sum due to rounding.

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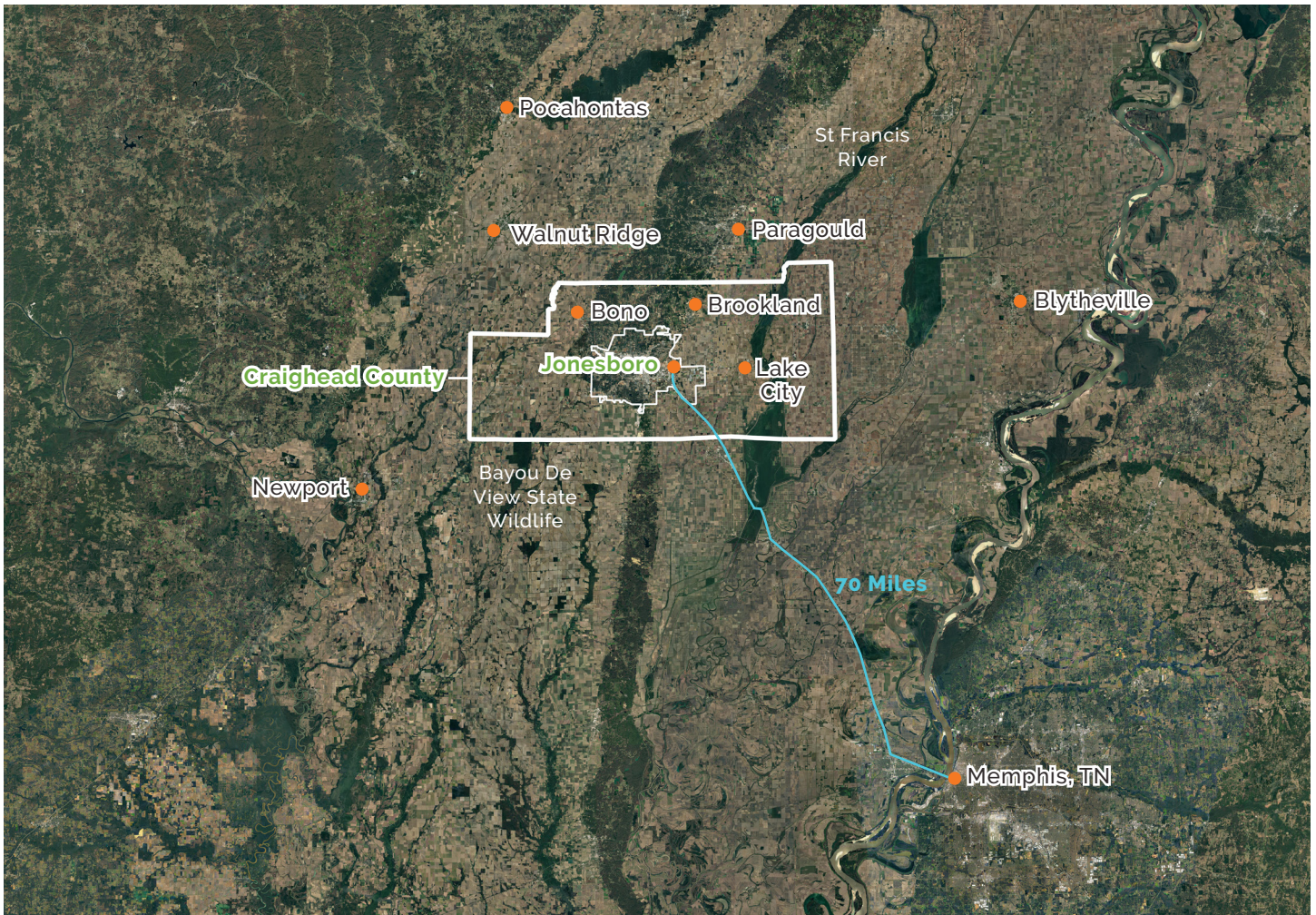
CONTEXT

CONTEXT

The Region

Jonesboro sits in Northeast Arkansas on Crowley's Ridge, a narrow band of higher ground that rises out of the flat Mississippi Alluvial Plain (the Arkansas Delta). Memphis is less than an hour to the east, while Little Rock is farther southwest. The region is generally rural and more closely connected to Delta communities than the Little Rock, Central Arkansas area. The Delta's deep soils support big farms, and in Arkansas the leading field-crop commodities include soybeans, rice, and cotton. Jonesboro's economy includes food processing and manufacturing, building on the region's agricultural assets with rice

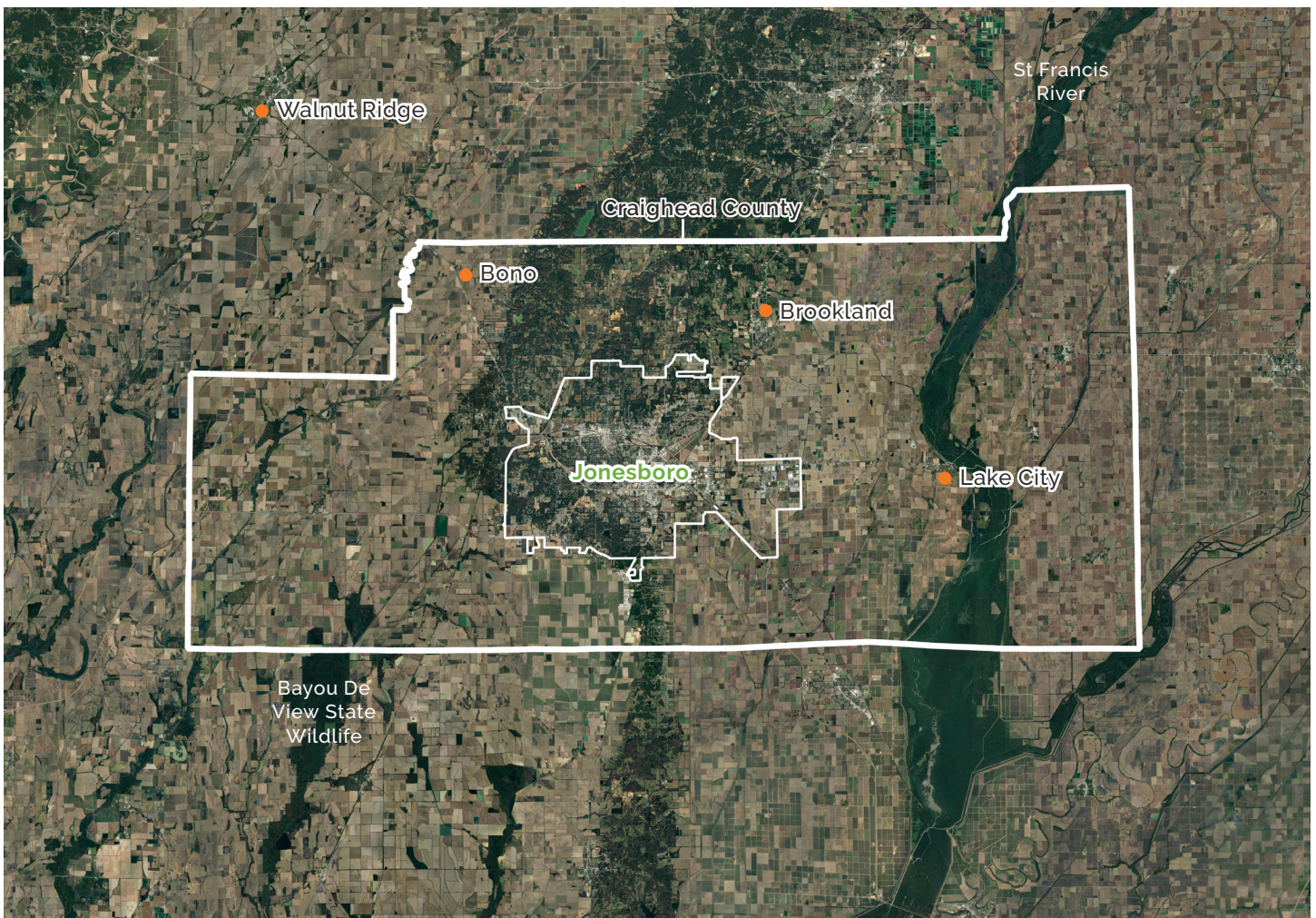
milling and prepared foods, alongside major employers in health care and education. Interstate 55 ties Jonesboro to I-55 and the Memphis metro, and active rail lines connect to Memphis's distribution economy. Federal statistics group Jonesboro and nearby counties into the Jonesboro MSA (Craighead and Poinsett) and the Jonesboro–Paragould combined area. The Memphis MSA also reaches into Arkansas (Crittenden County), showing regional links. Because surrounding counties include mostly small towns and farmland, Jonesboro is the region's main center for jobs, shopping, and culture.



The County

Craighead County is in Northeast Arkansas, where Crowley's Ridge rises above Delta farmland. Jonesboro, on the ridge, is the county's largest city and county seat (Western District); Lake City serves as the Eastern District seat. Outside the city, much of the county is farmland; soybeans, rice, and cotton are key Arkansas crops. The economy also includes food processing (especially rice milling), manufacturing, logistics, healthcare, education, and retail. Jonesboro is the county's job, service, and culture hub, home to Arkansas State University and major hospitals like St. Bernards and NEA Baptist,

plus big factories such as Nestlé Prepared Foods and Unilever. Federal definitions place Craighead in the Jonesboro metro area, and nearby towns function as bedroom communities, with many people commuting into Jonesboro daily. Interstate 555 links the county to I-55 and the Memphis metro, supporting freight movement, market ties, and providing access to big city shopping and cultural resources.



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SOCIOECONOMICS

SOCIOECONOMICS

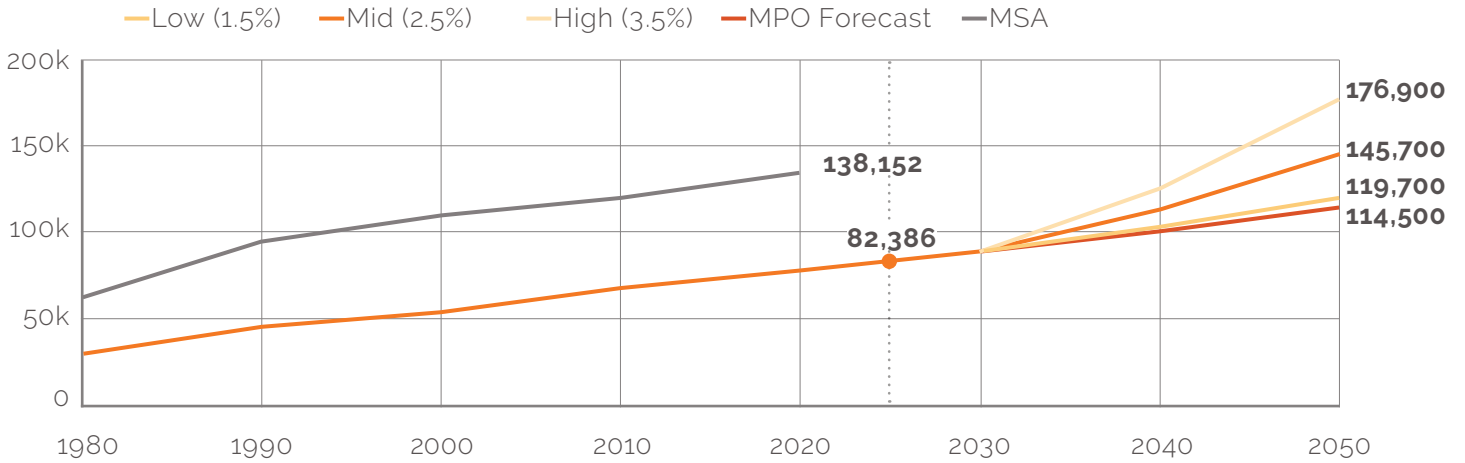
Demographics

Population Growth

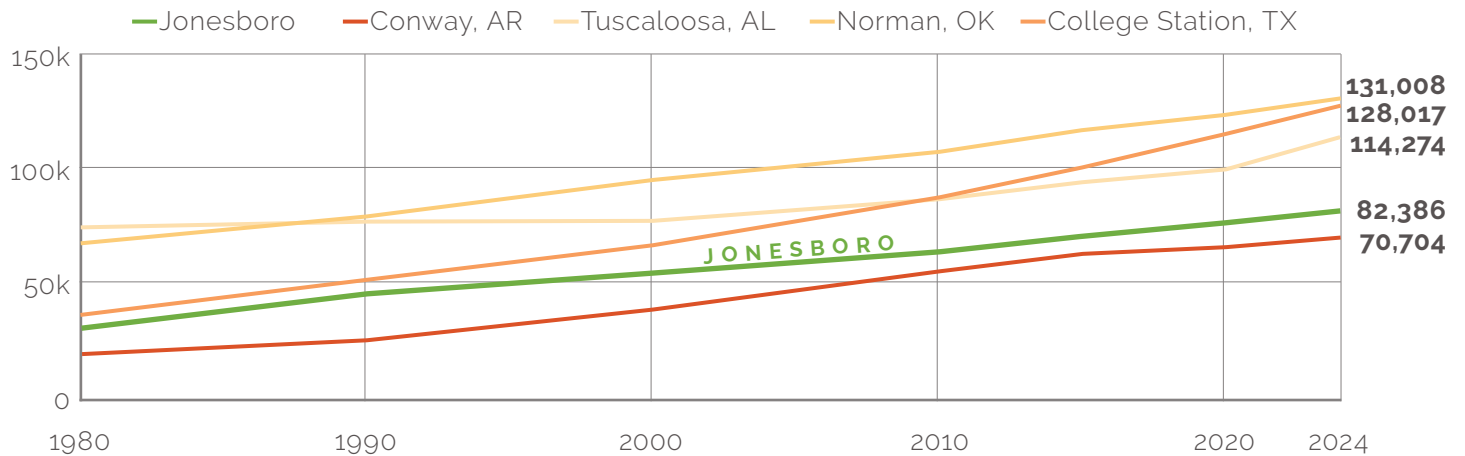
Jonesboro is a growing regional hub that has added population steadily over the past 50 years. The Jonesboro Metropolitan Statistical Area (MSA) includes Craighead and Poinsett counties and is home to about 140,000 people. The City of Jonesboro currently has roughly 82,000 residents and is expected to reach 100,000 in less than 15 years. By 2050, estimates for the city's total population range from about 114,000 to as much as 176,000.

Jonesboro now accounts for nearly 60% of the MSA's population, and that share is gradually increasing as the city grows faster than many nearby communities. Jonesboro's overall trajectory is similar to several peer cities—College Station, Texas; Conway, Arkansas; Norman, Oklahoma; and Tuscaloosa, Alabama. While it is not the largest of these, Jonesboro has continued to grow steadily and at a comparable pace.

JONESBORO POPULATION



PEER CITY POPULATION COMPARISON



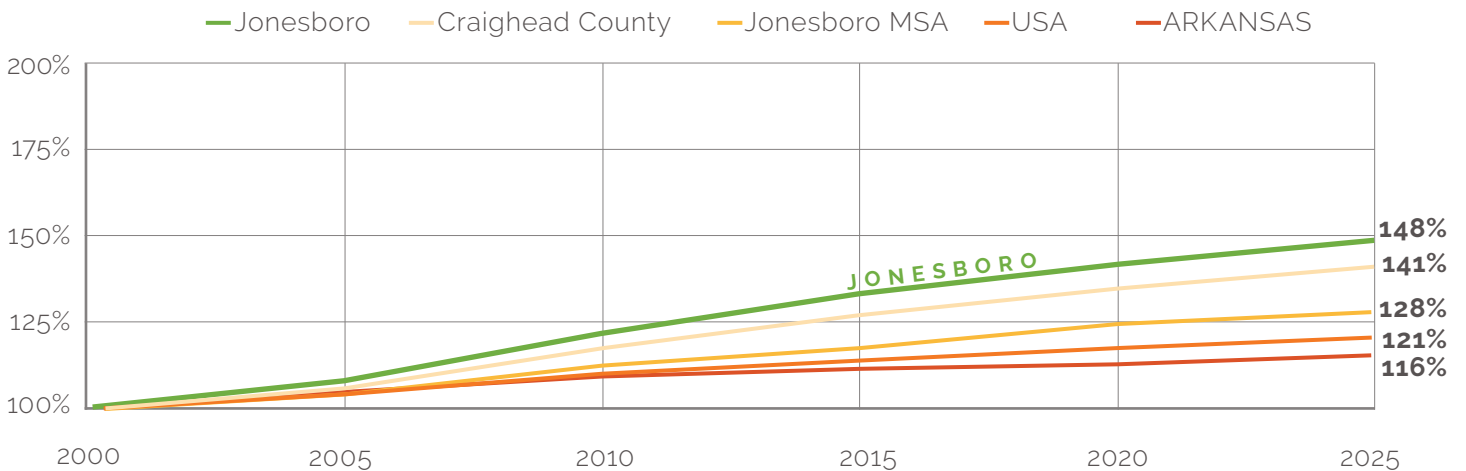
SOCIOECONOMICS

Demographics

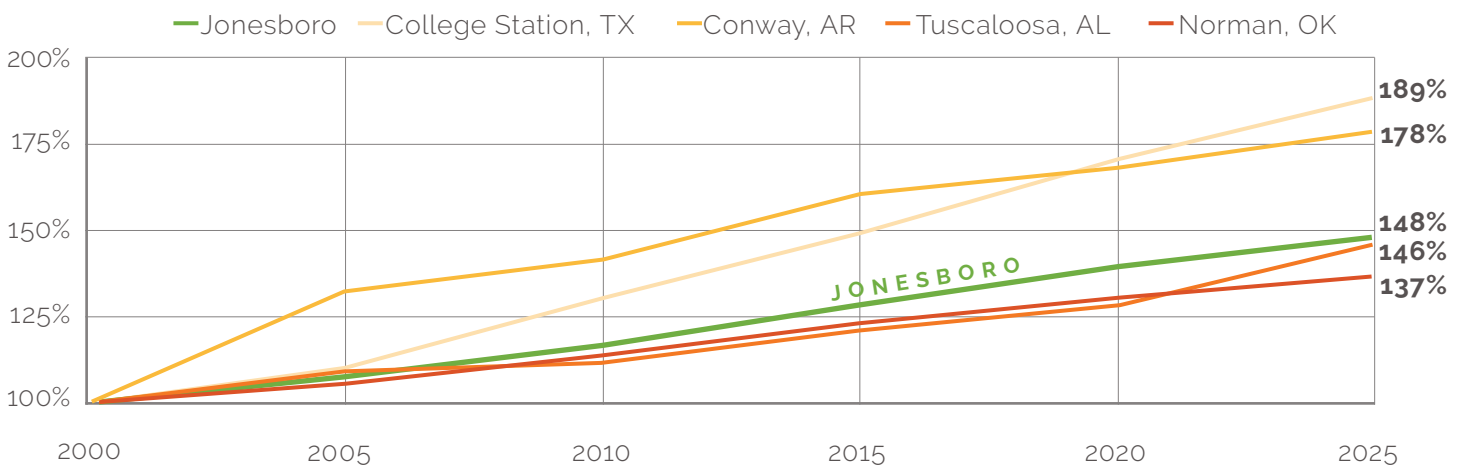
Since 2000, Jonesboro's population has increased 48%, a rate higher than Craighead County, the MSA, the State of Arkansas, and the national average. Craighead County, which includes Jonesboro, has also outpaced the MSA's growth, driven primarily by the city's expansion. Compared with peer cities, Jonesboro's population

increase since 2000 is slightly higher than Tuscaloosa, Alabama, and Norman, Oklahoma. College Station, Texas, and Conway have both grown more; however, Jonesboro's rate of growth over the past decade is equal to Conway's.

REGIONAL GROWTH SINCE 2000



PEER CITY GROWTH COMPARISON



SOCIOECONOMICS

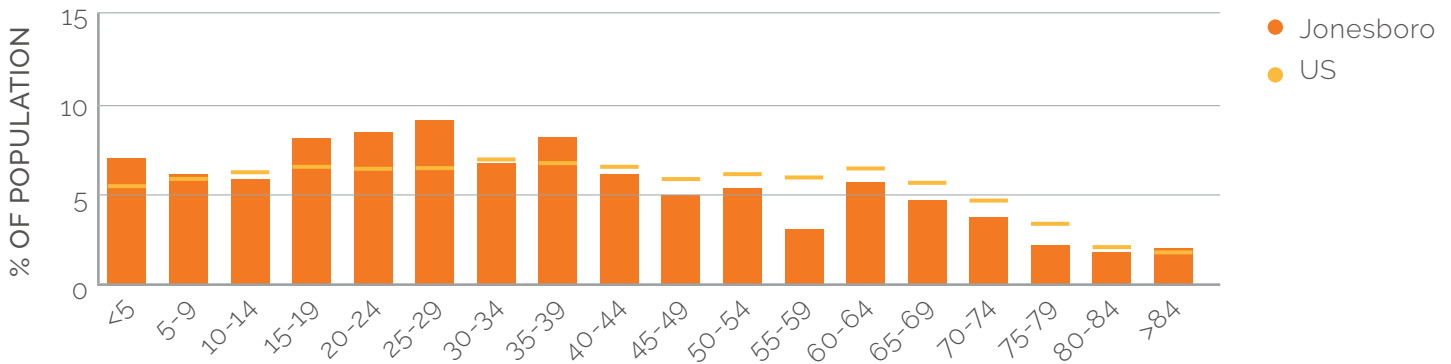
Demographics

Age Distribution

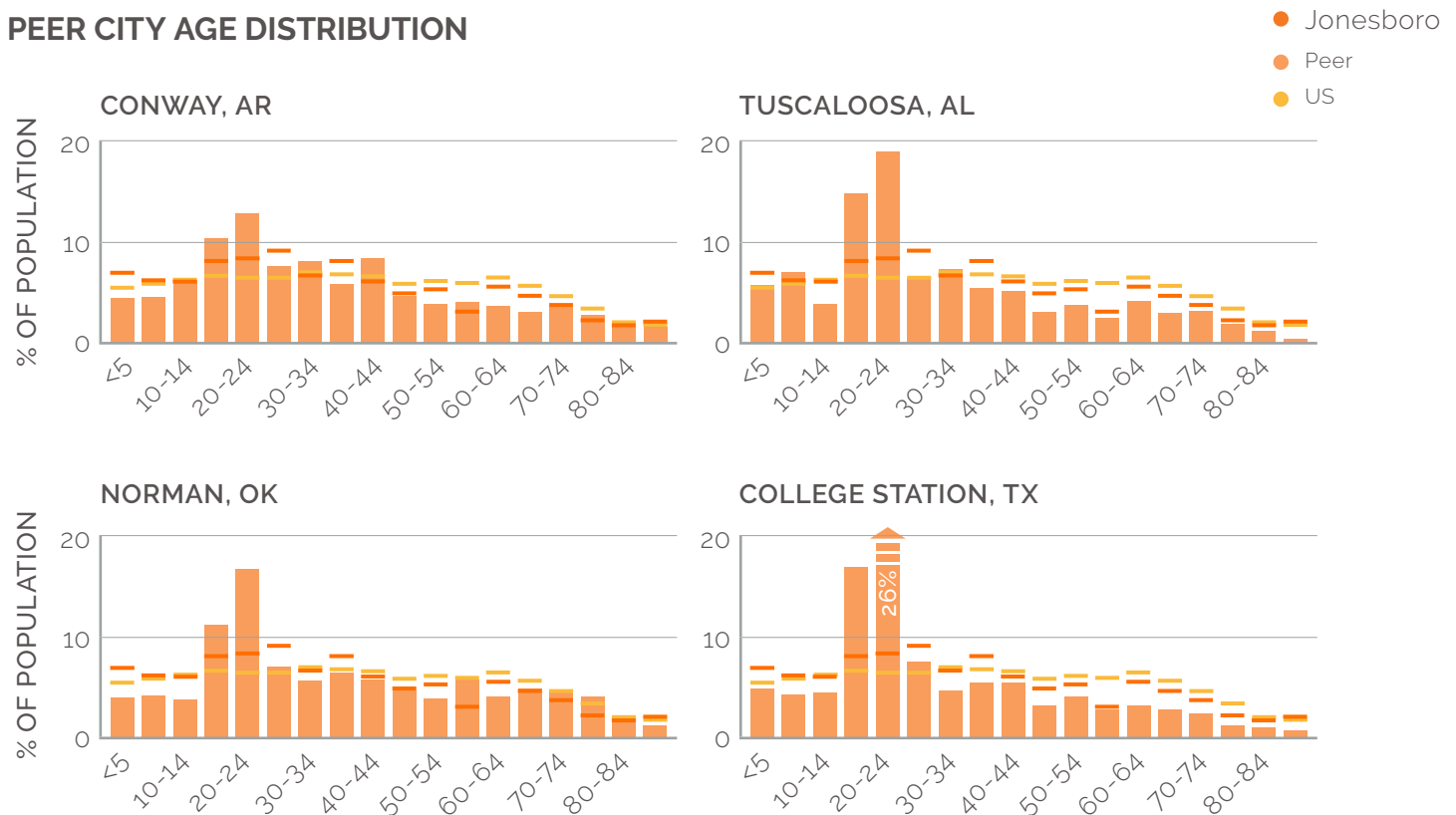
Overall, Jonesboro's population is younger than the national average, yet its age distribution is more evenly spread across life stages than many peer college towns. The city has a steady mix of children, young adults, working-age residents, and older adults. By contrast, peer communities such as Conway, Norman, Tuscaloosa, and

College Station show pronounced spikes in the 18–24 age range, reflecting larger concentrations of full-time students. Jonesboro's broader age profile stands out among these peers, with less dramatic concentration in a single age cohort and a more continuous distribution across generations.

JONESBORO AGE DISTRIBUTION



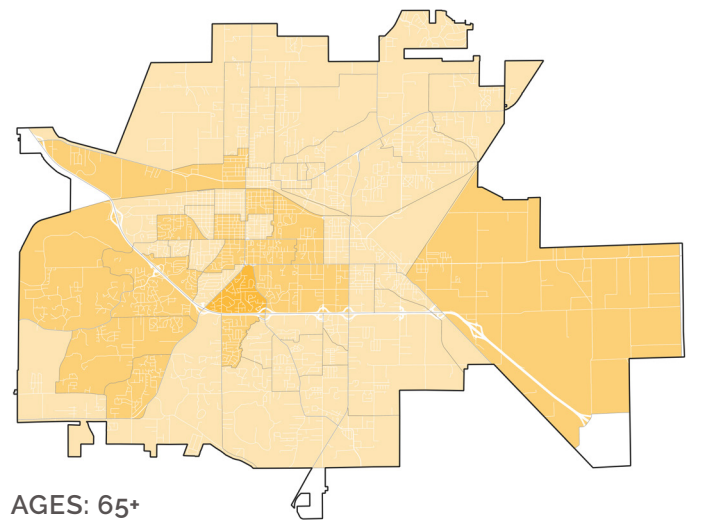
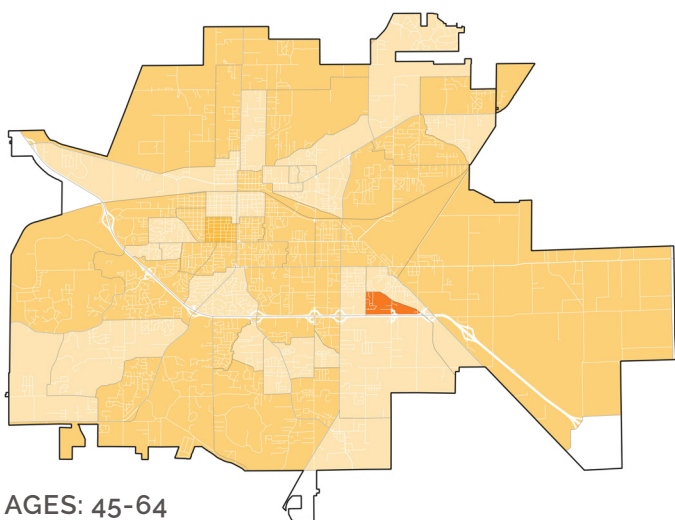
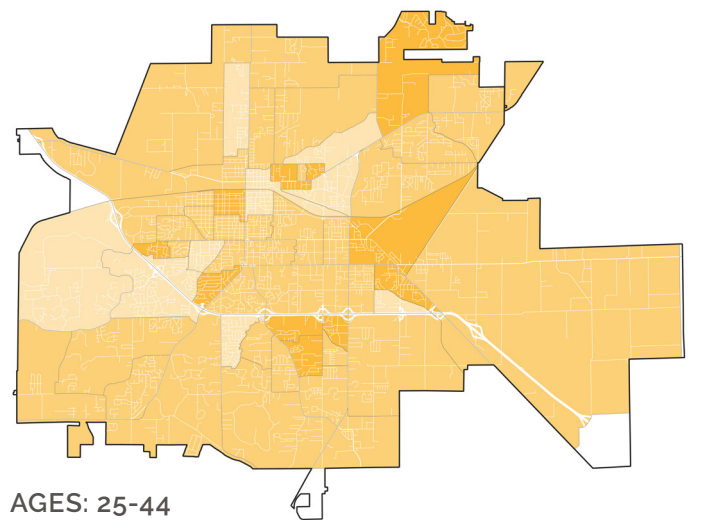
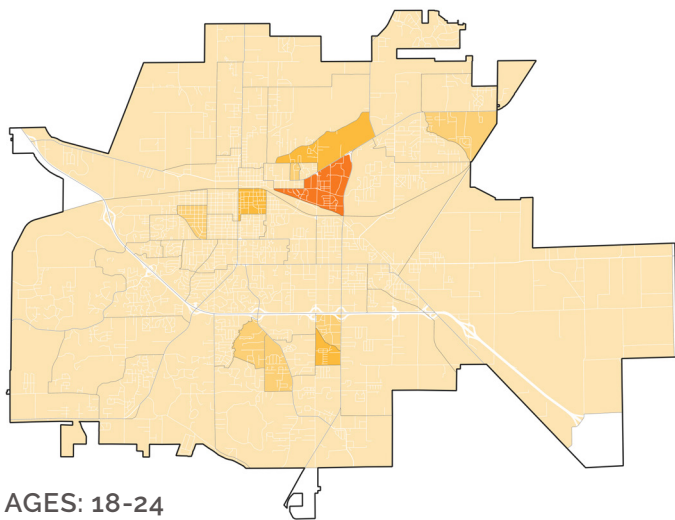
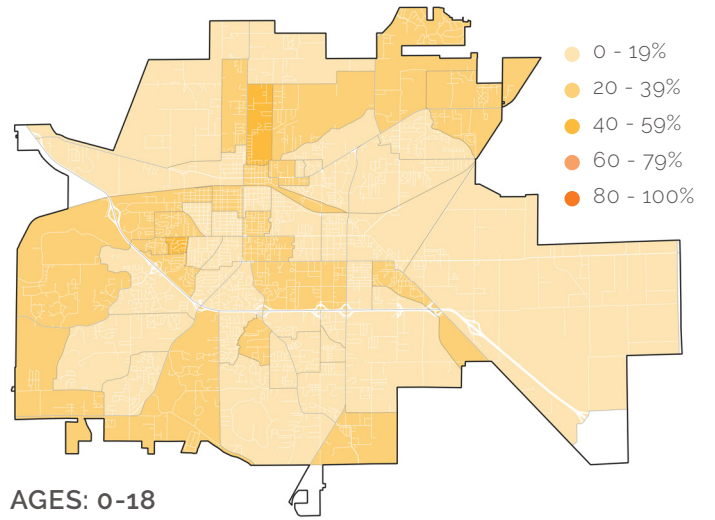
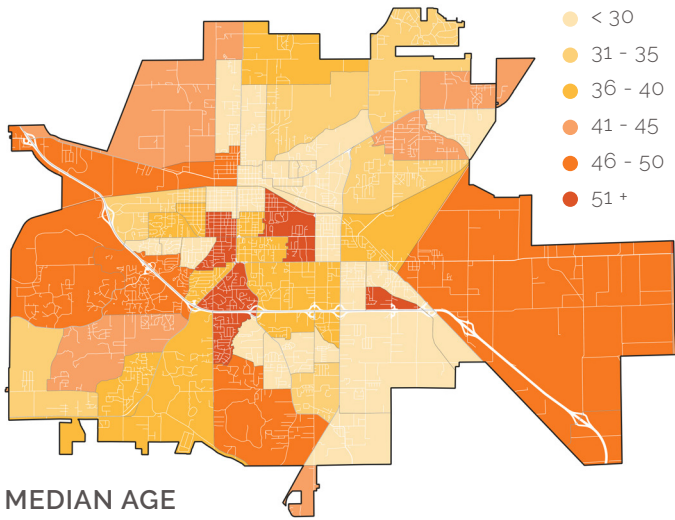
PEER CITY AGE DISTRIBUTION



SOCIOECONOMICS

Demographics

PROPORTION OF AGE GROUPS



SOCIOECONOMICS

Demographics

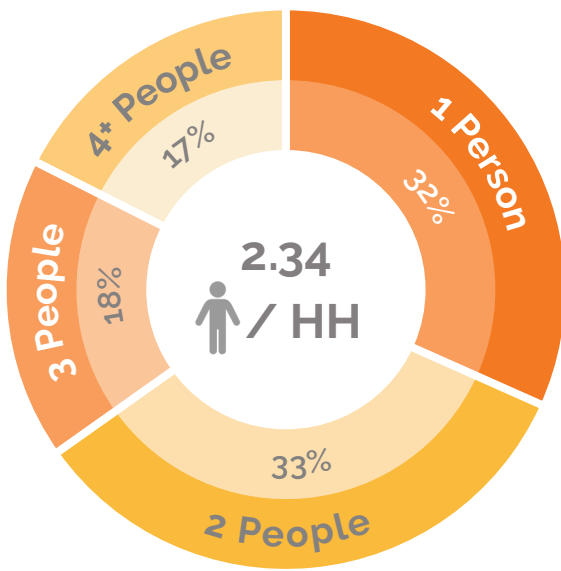
Household Size & Composition

Jonesboro's average household size is 2.34 people, slightly larger than peer cities Conway (2.33), Norman (2.22), College Station (2.22), and Tuscaloosa (2.17). Two-person households make up the largest share (33%), followed by one-person households (32%). Three-person (18%) and four-or-more-person households (17%) comprise the remainder, reflecting a balanced distribution without heavy concentration in any single category.

By composition, about 18% of households are households with children—similar to Arkansas overall and slightly higher than several peer cities. About one third are one-person households, and households with multiple adults account for a little less than half (39%), while single-parent households represent about 11%.

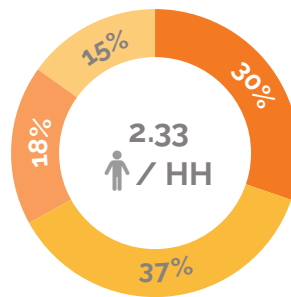
Overall, Jonesboro's household structure reflects both its role as a regional center and a college community, with predominantly smaller households alongside a stable base of families.

JONESBORO HOUSEHOLD SIZE

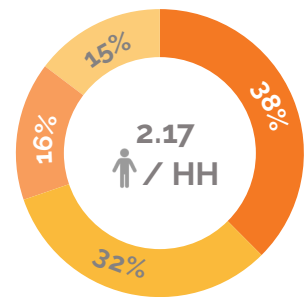


- 0 - 19%
- 20 - 39%
- 40 - 59%
- 60 - 79%
- 80 - 100%

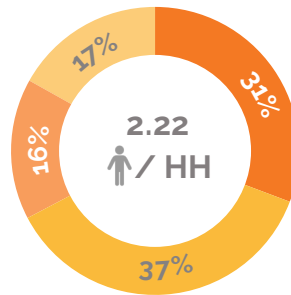
PEER CITIES HOUSEHOLD SIZE



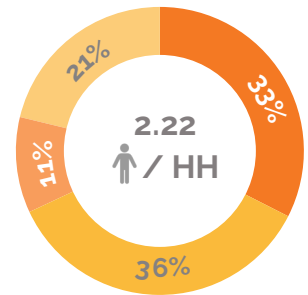
CONWAY, AR



TUSCALOOSA, AL

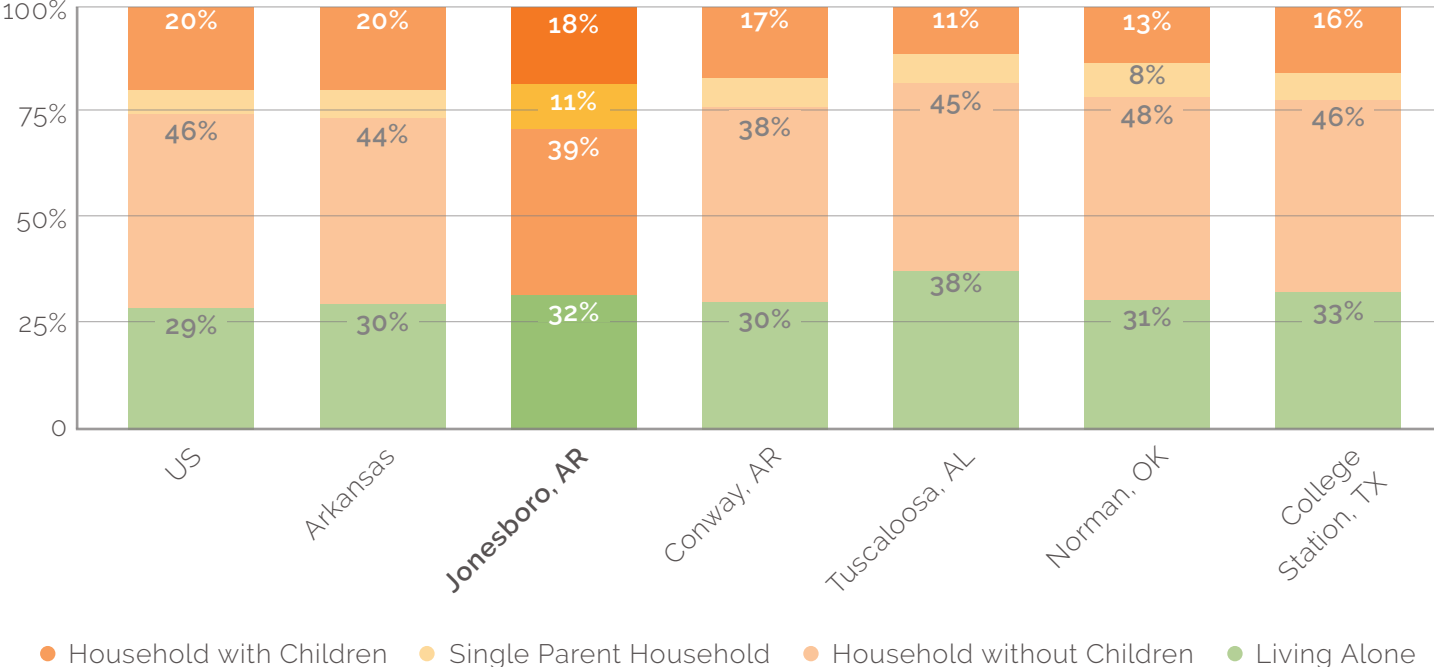


NORMAN, OK



COLLEGE STATION, TX

HOUSEHOLD COMPOSITION



SOCIOECONOMICS

Demographics

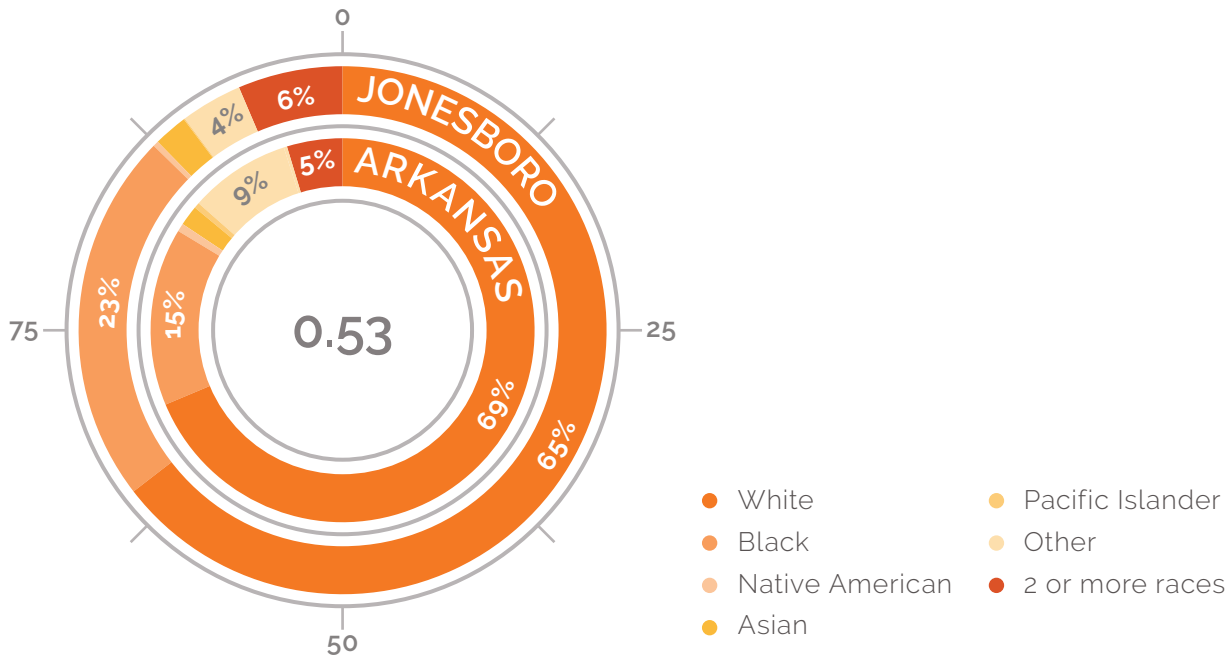
Diversity

Jonesboro is more racially and ethnically diverse than Arkansas overall and more diverse than most peer college cities based on the Simpson Diversity Index. With a score of 0.53, the city exceeds the statewide figure (0.50) and ranks above Conway (0.50), Norman (0.38), and College Station (0.41). Only Tuscaloosa (0.57) records a higher level of diversity among the comparison cities. The Simpson Diversity Index measures the likelihood that two randomly selected residents identify as different races or ethnicities; higher values indicate

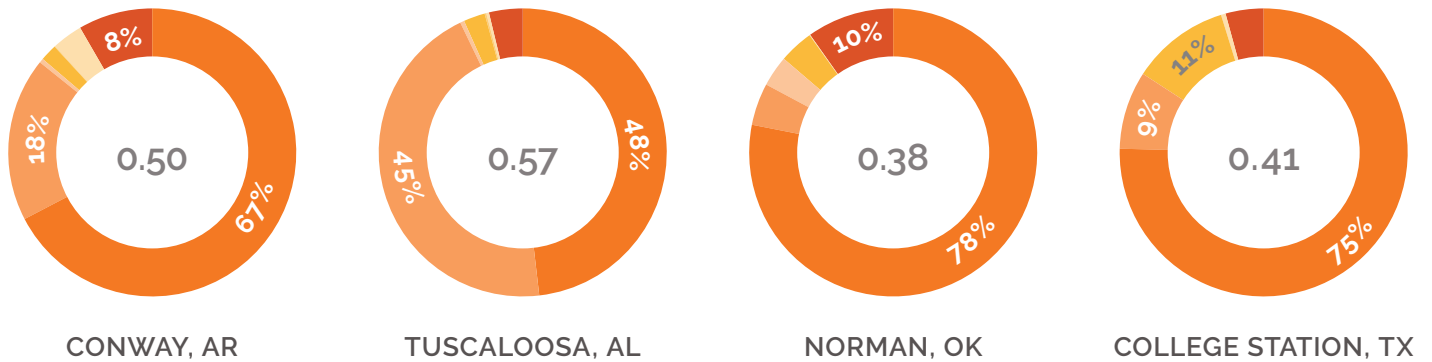
greater diversity. Jonesboro's score reflects a more even distribution across groups than is typical statewide or in several peer communities.

While White residents comprise the majority, Jonesboro has substantial Black, Hispanic, and multiracial populations that contribute to this broader mix. The facing page maps diversity by census block and highlights concentrations of Hispanic and Black residents, showing how this diversity is distributed across the city.

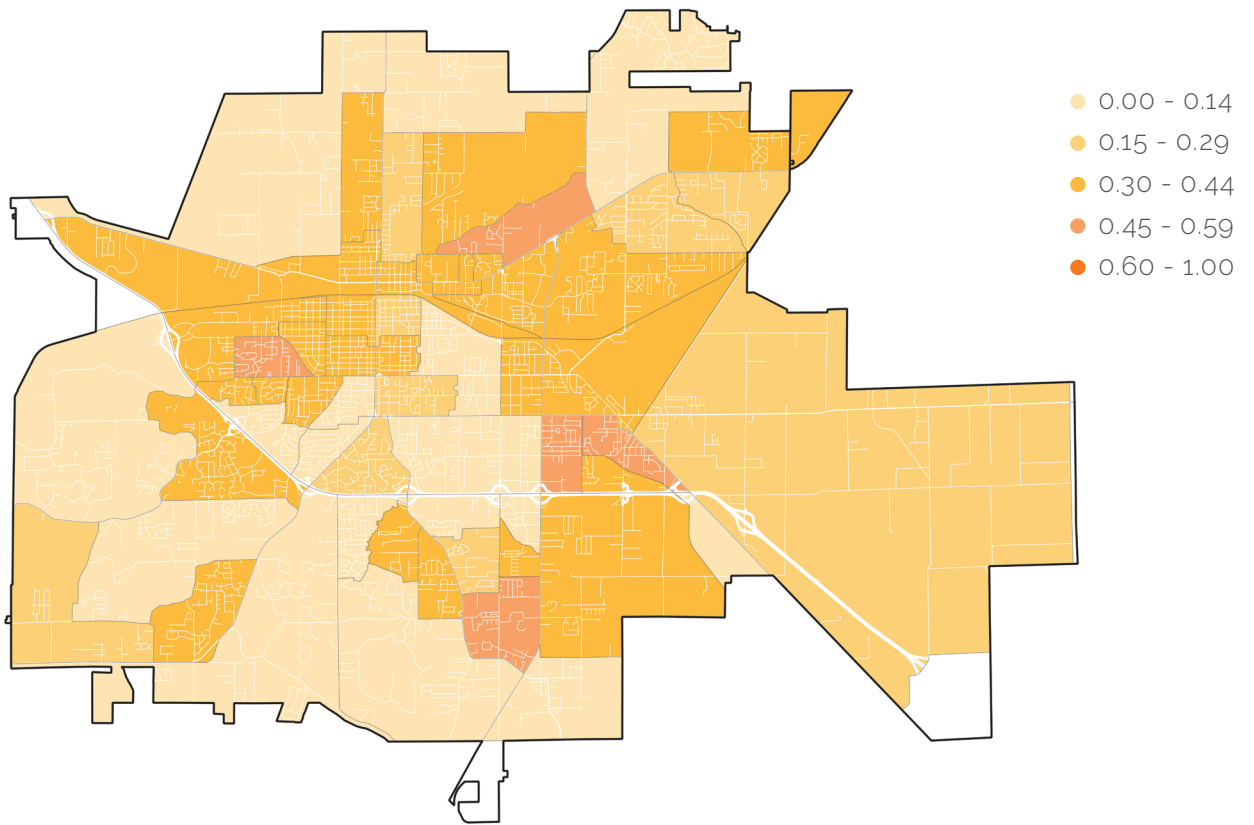
JONESBORO POPULATION DIVERSITY



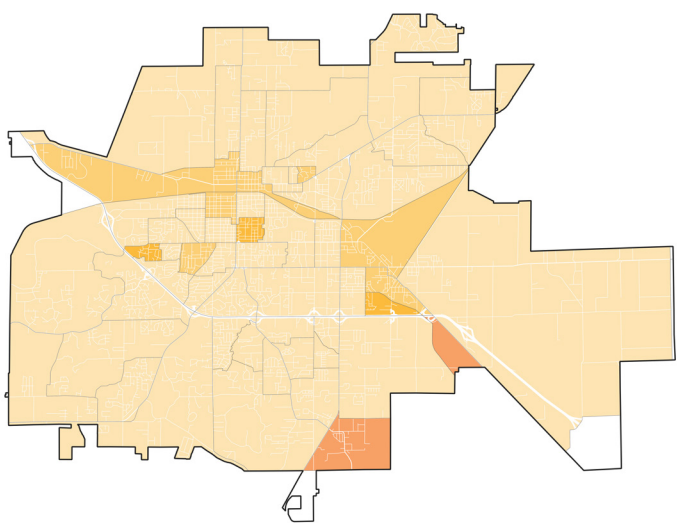
PEER CITY POPULATION DIVERSITY



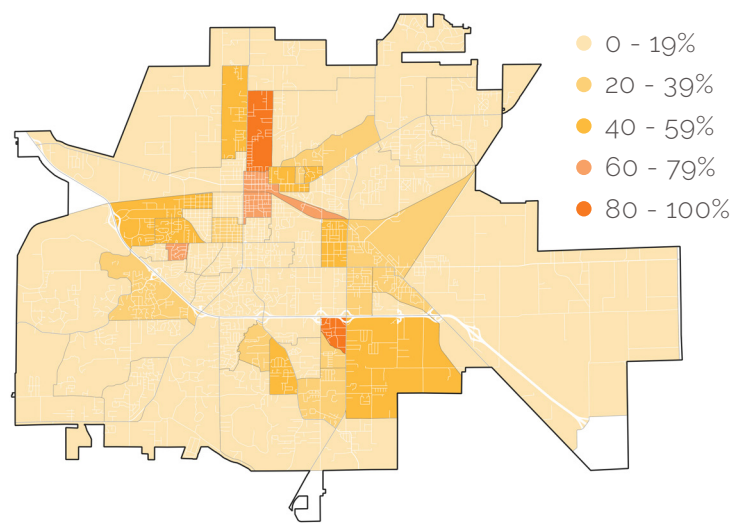
JONESBORO POPULATION DIVERSITY



HISPANIC POPULATION CONCENTRATION



BLACK POPULATION CONCENTRATION



SOCIOECONOMICS

Demographics

Education

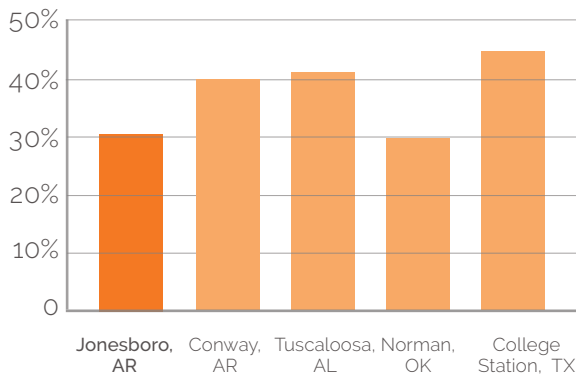
Jonesboro's educational profile reflects its role as a regional center and university community. About 36% of adults hold a bachelor's degree or higher, above Arkansas overall but below the national average and behind peers such as College Station and Tuscaloosa.

Roughly one-quarter of adults have a high school diploma as their highest credential, and about one-fifth have some college or an associate's degree. Fewer than 10% have not completed high school, similar to state and national patterns.

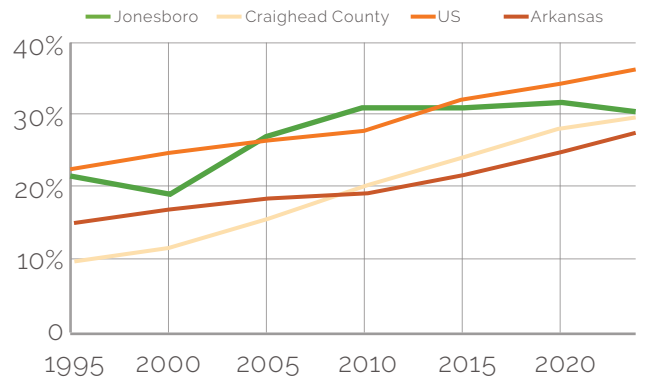
Educational attainment in Jonesboro rose steadily from 2000 to 2010, particularly in bachelor's degree completion. Since then, however, growth has plateaued and begun to decline slightly, even as the state, nation, and peer cities continue upward trends.

The maps show attainment varies across the city. Higher concentrations of bachelor's degrees cluster near Arkansas State University and in new growth areas, while lower attainment levels are more broadly distributed. Together, these patterns highlight both progress and emerging gaps within the city.

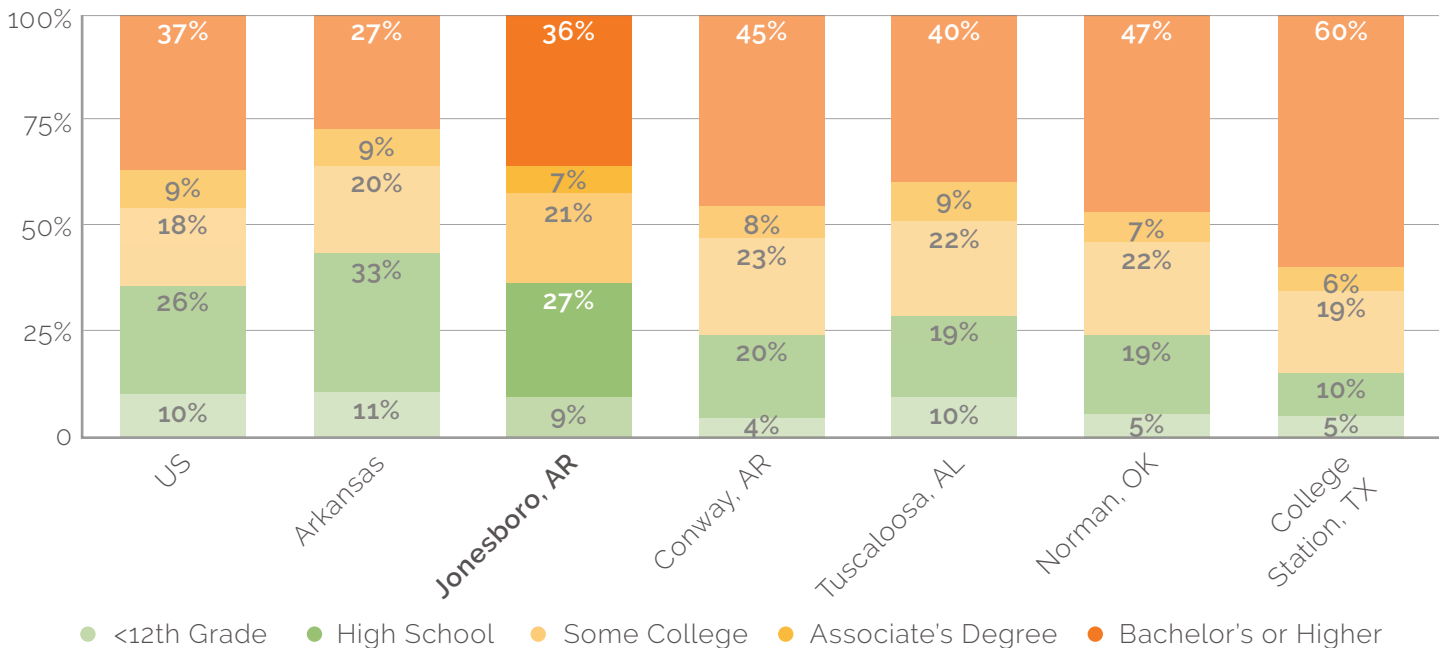
BACHELORS DEGREE OR HIGHER COMPARISON



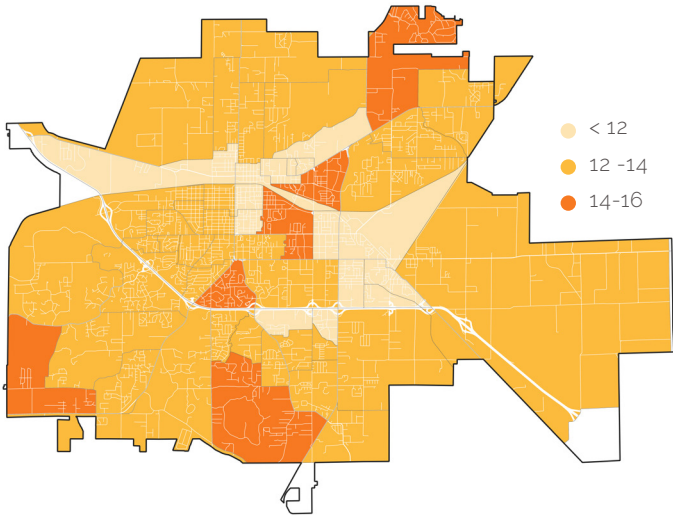
BACHELORS DEGREE OR HIGHER OVER TIME



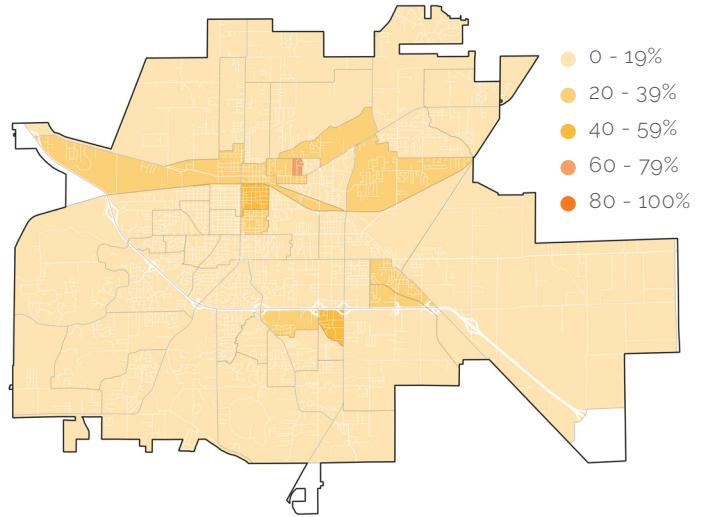
EDUCATIONAL ATTAINMENT COMPARISON



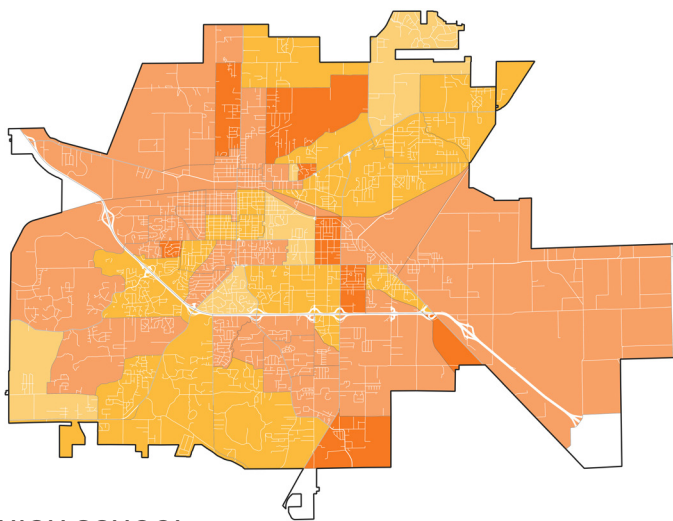
JONESBORO EDUCATIONAL ATTAINMENT



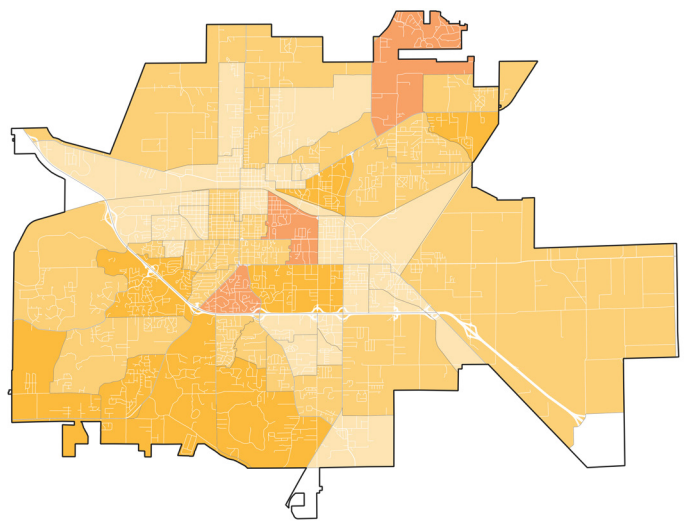
AVERAGE YEARS OF EDUCATION



<12TH GRADE



HIGH SCHOOL, SOME COLLEGE, ASSOCIATE'S DEGREE



BACHELOR'S DEGREE OR HIGHER

SOCIOECONOMICS

Household Economics

Housing Tenure

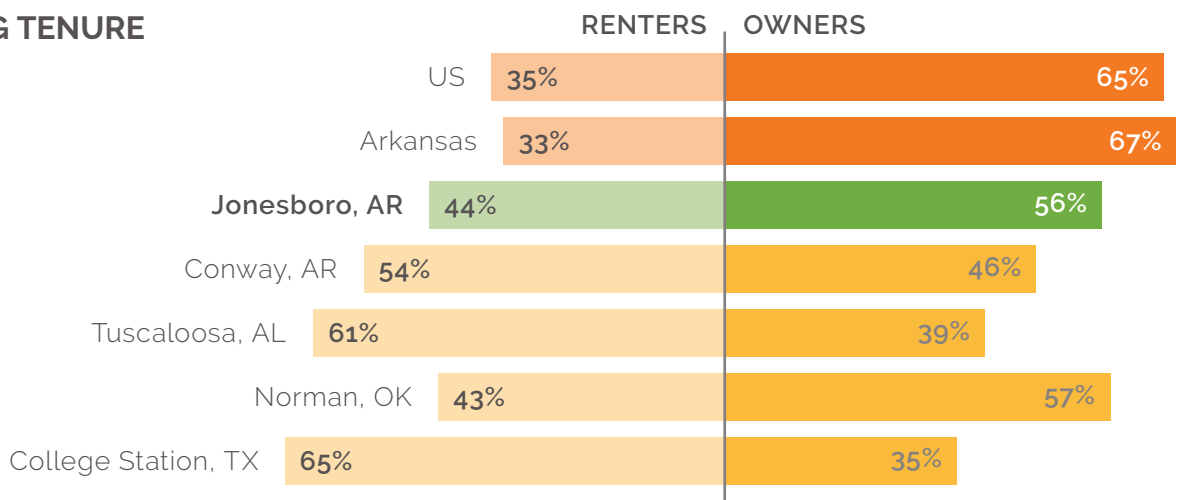
Jonesboro's housing market reflects its dual role as a regional center and university community. Approximately 44% of households rent their homes, while 56% are owner-occupied. This renter share is notably higher than Arkansas overall, more closely reflecting levels typically found in mid-sized cities and university towns. Compared to peer communities, Jonesboro falls near the middle: less renter-heavy than Tuscaloosa or College Station, but more balanced than predominantly ownership-oriented markets.

Rental turnover in Jonesboro is also relatively high, an indicator of student-driven mobility associated with Arkansas State University. This pattern contributes to a dynamic rental market, particularly in areas near campus and in multifamily housing clusters.

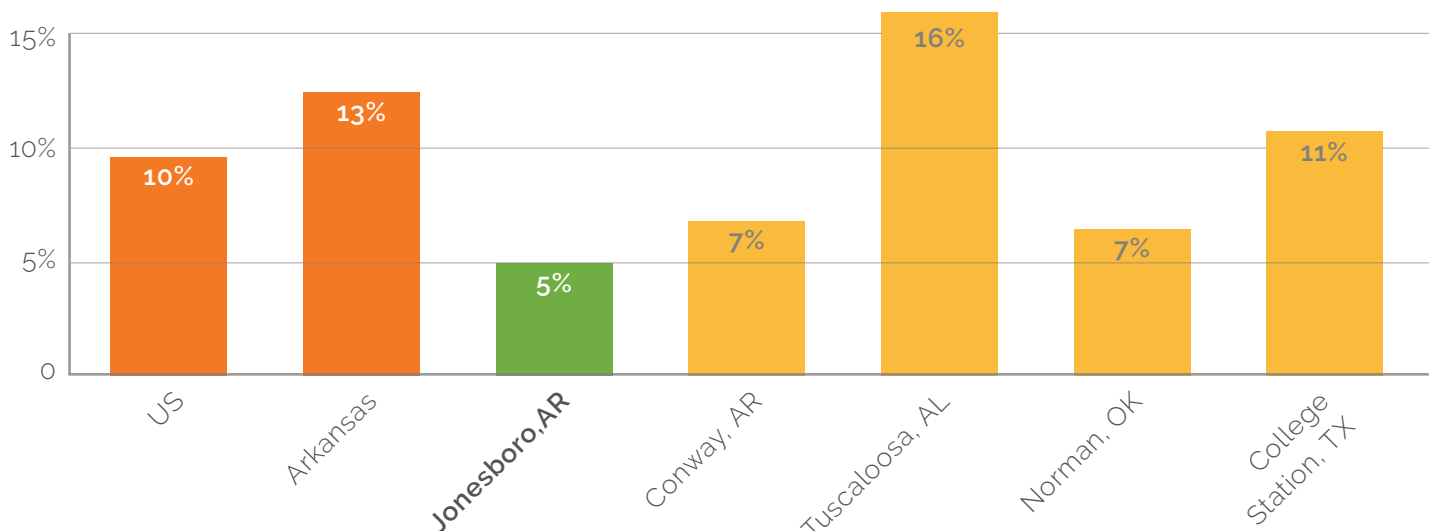
At the same time, Jonesboro's vacancy rate is particularly low, around 5%, well below the national average and lower than peer cities. A low vacancy rate suggests limited slack in the housing market, with available units absorbed quickly.

The accompanying maps illustrate how renters and homeowners are distributed across the city. Higher concentrations of renters are clustered near the university, downtown and north of downtown, as well as the southeast, while homeownership is more prevalent in newer neighborhoods. Together, these patterns underscore a tight housing market shaped by both long-term residents and a significant student population.

HOUSING TENURE



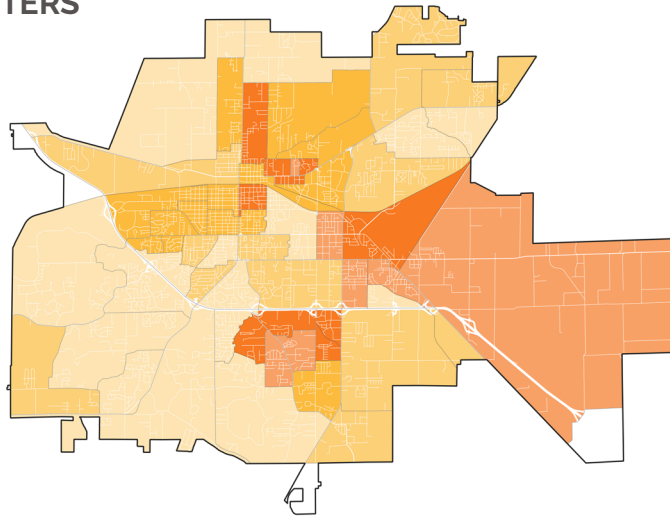
VACANCY RATE



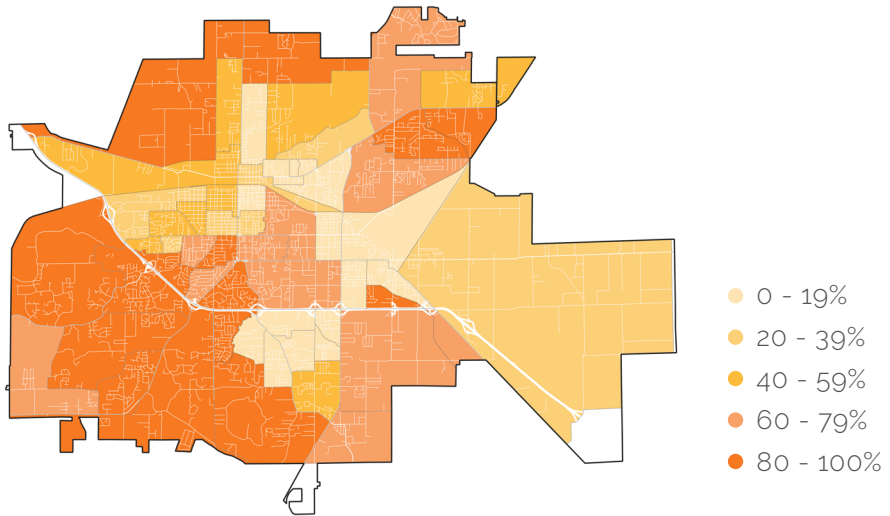
SOCIOECONOMICS

Household Economics

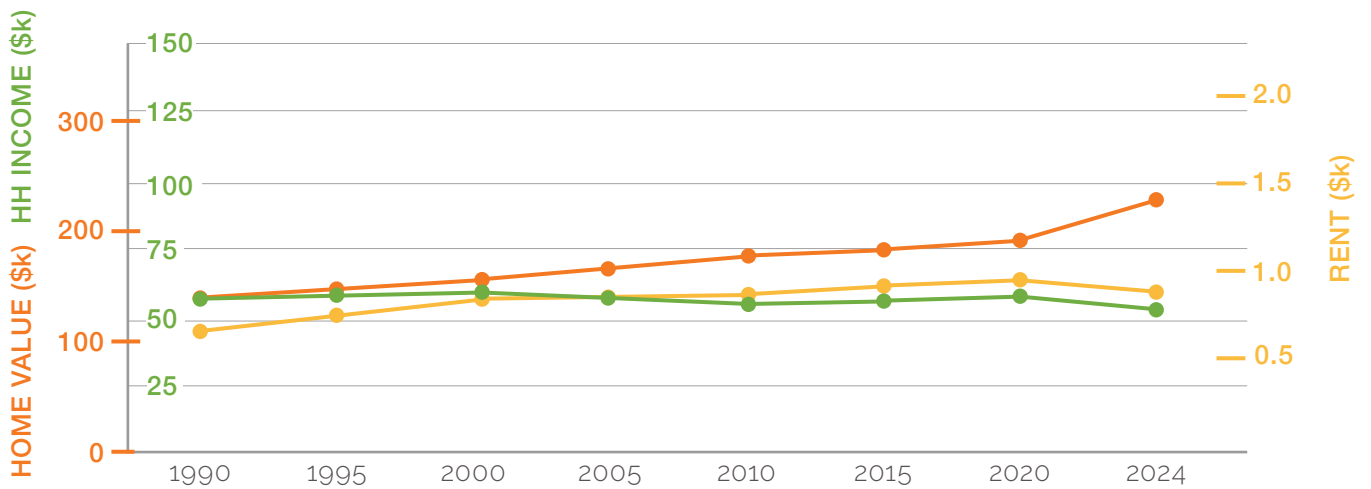
CONCENTRATION OF RENTERS



CONCENTRATION OF HOMEOWNERS



JONESBORO COST OF HOUSING ('24 DOLLARS)



SOCIOECONOMICS

Household Economics

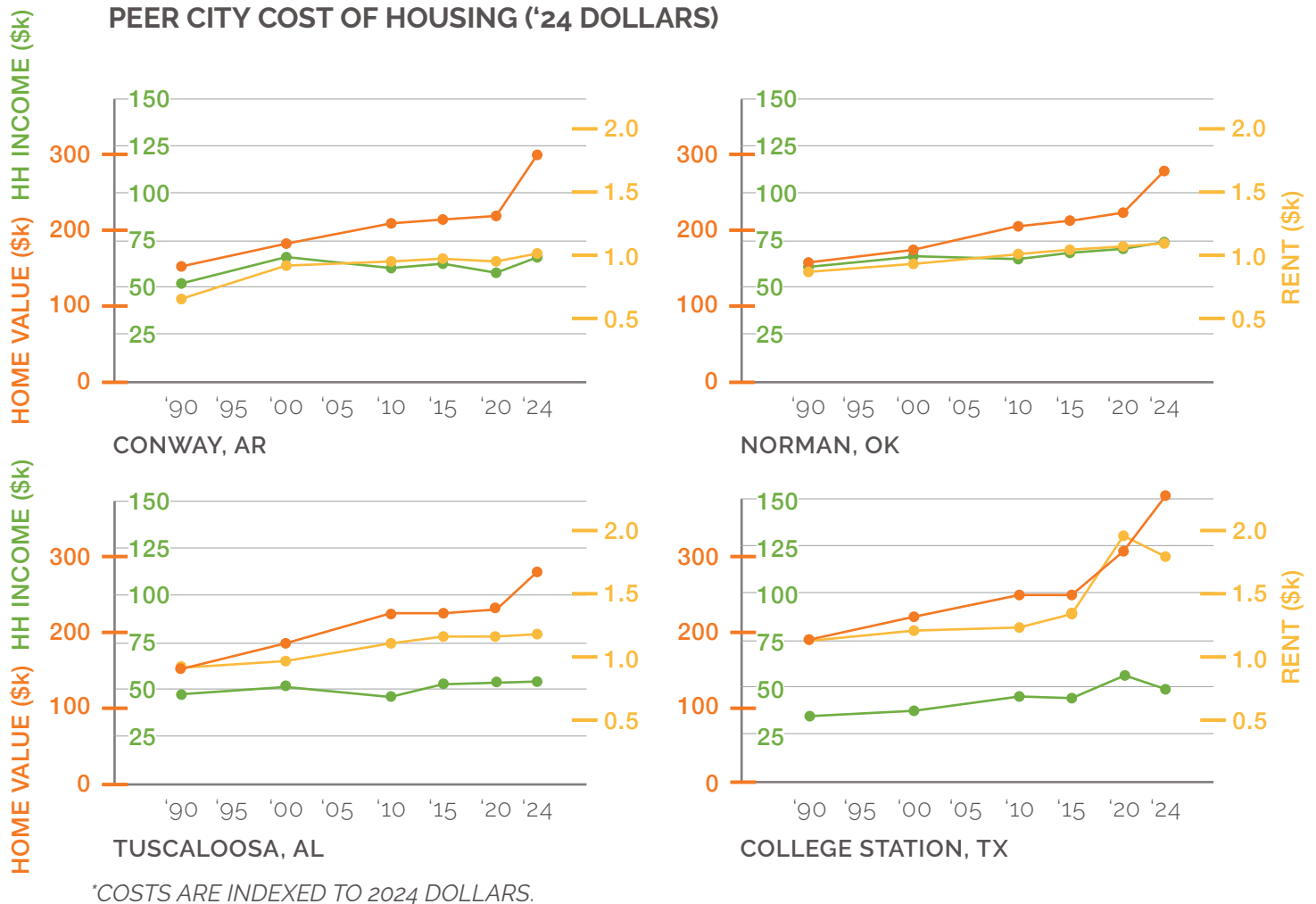
Housing Costs

Jonesboro has experienced steady increases in housing costs over time, though not at the sharp pace seen in several peer university cities. Home values have risen gradually since 1990, with more noticeable gains in recent years, but the overall trajectory remains more moderate than in places like College Station and Tuscaloosa, where the cost of homeownership has escalated more dramatically.

Rents in Jonesboro have generally tracked more closely with household income. Since 2020, both incomes and rents have shown a slight downward adjustment, while the cost of homeownership has continued to increase. Relative to income, rental rates in Jonesboro are similar to Conway and Norman. In contrast, Tuscaloosa and College Station show rental costs rising well above household income levels.

The charts include household income to illustrate the relationship between earnings and housing costs. The cost of transportation is a significant additional household burden often not considered. On average, transportation costs exceed housing costs in Jonesboro, and combined housing plus transportation expenses account for approximately 52% of household income.

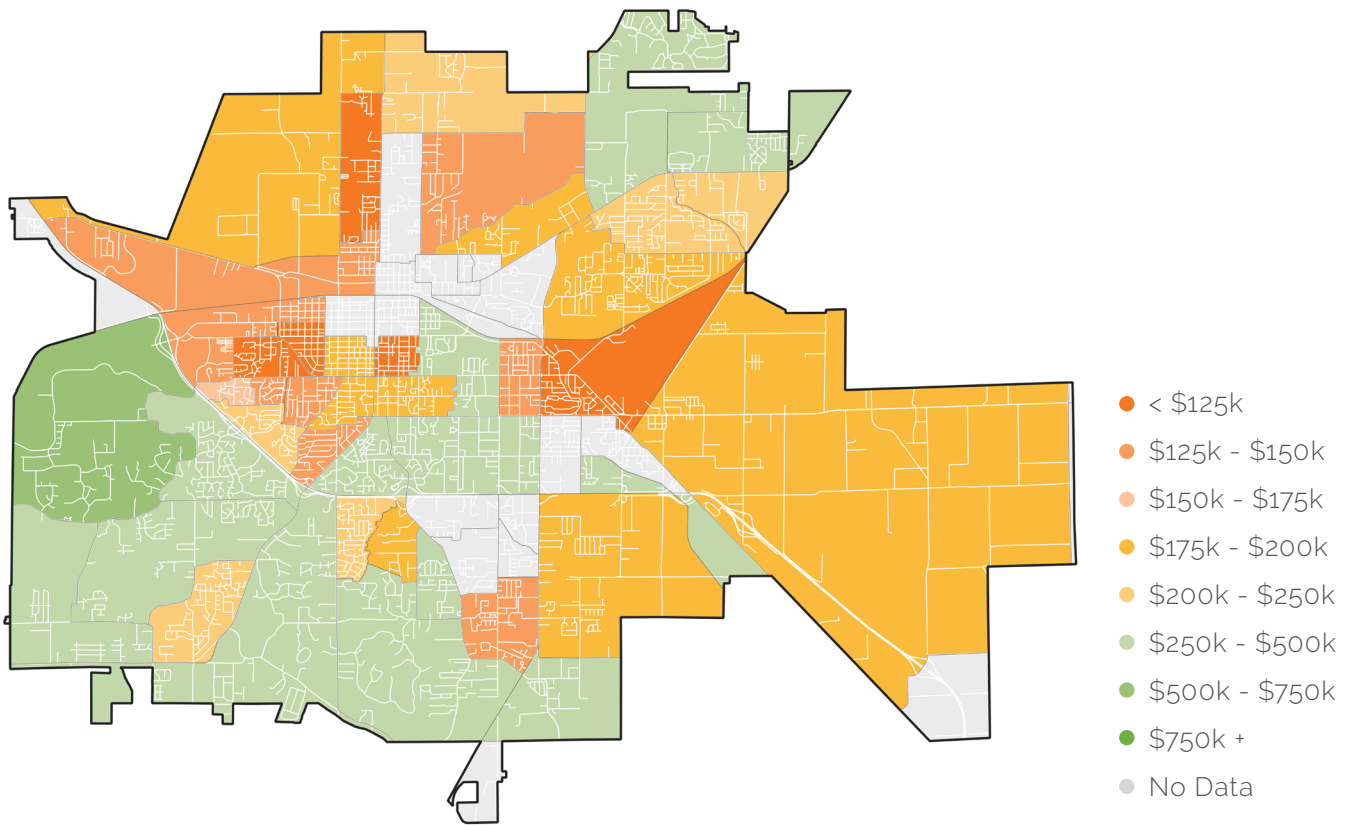
The home value map highlights spatial differences across the city. Higher-value homes are concentrated in newer neighborhoods and areas near major employment centers. Lower home values are more common in older neighborhoods, north of downtown, and in more rural portions of the city. Together, these patterns reflect a housing market that remains comparatively affordable regionally, but where cost burdens, particularly when transportation is included, are significant for many households.



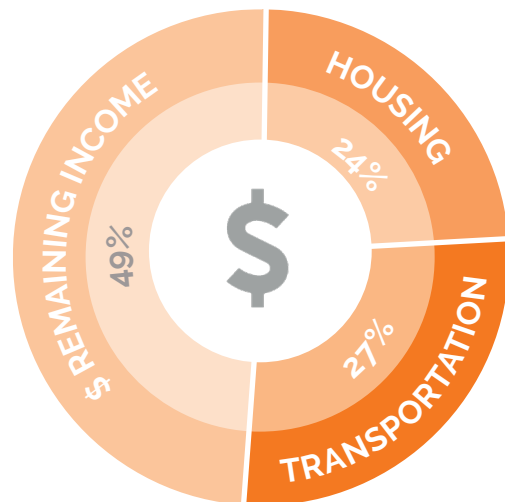
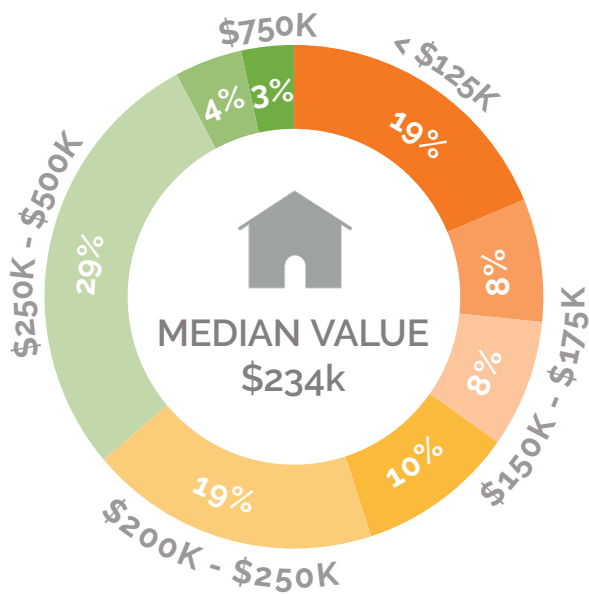
SOCIOECONOMICS

Household Economics

AVERAGE HOUSE VALUE



HOME VALUE



SOCIOECONOMICS

Household Economics

Household Income

Jonesboro's median household income trails the state and most peer cities and remains well below the national average. At approximately \$51,700, the city falls behind Conway, Norman, and Tuscaloosa, and exceeds only College Station among the comparison communities. The gap with the U.S. median income is substantial.

The city's poverty rate (23%) exceeds the Arkansas

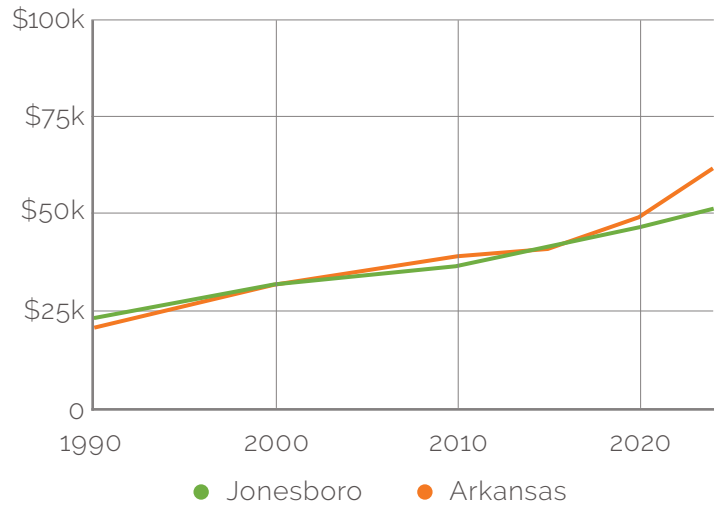
average and is nearly double the national rate. While lower than College Station, it is comparable to Tuscaloosa and higher than Conway and Norman. These figures underscore the economic pressures facing a significant share of households.

Historically, Jonesboro's median income closely tracked Arkansas overall. Around 2018, however, statewide

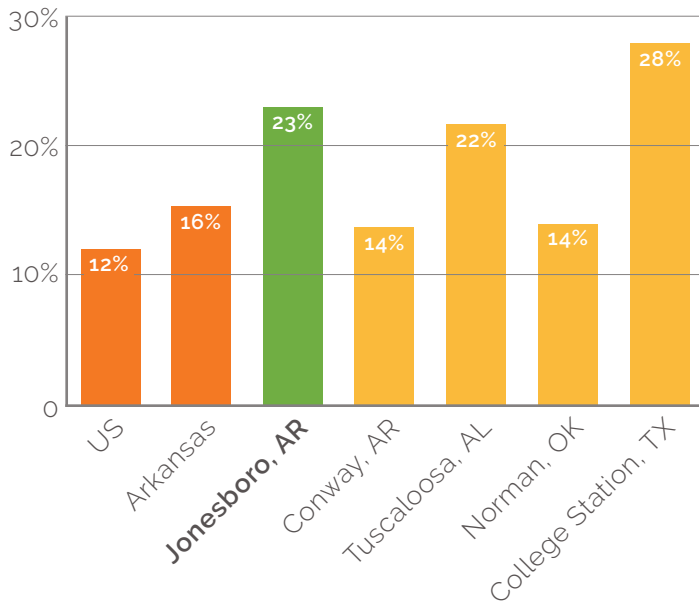
MEDIAN HOUSEHOLD INCOME COMPARISON



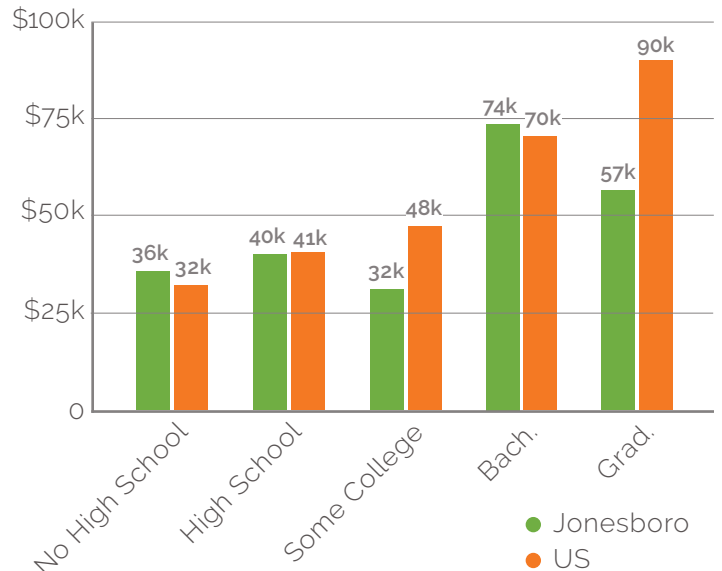
INCOME COMPARISON OVER TIME



POVERTY RATE COMPARISON



INCOME & EDUCATION COMPARISON



SOCIOECONOMICS

Household Economics

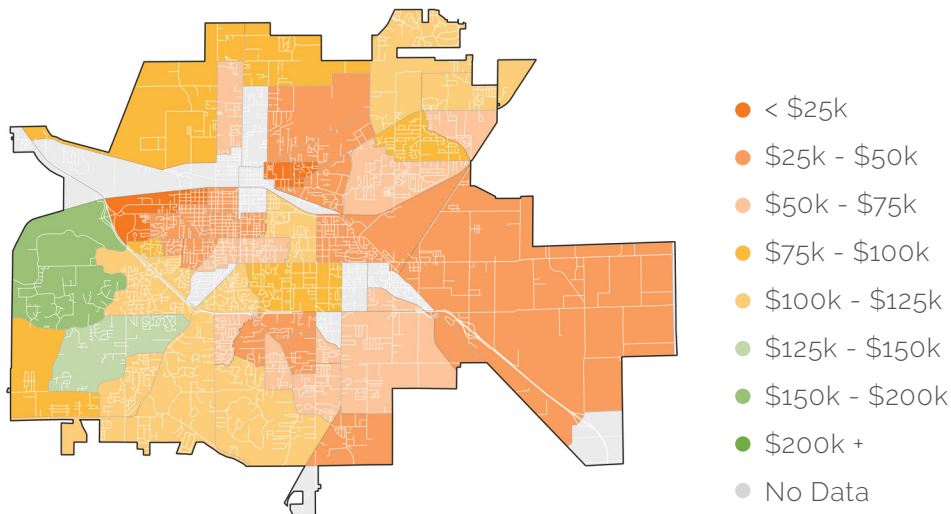
median income began to rise more sharply, while growth in Jonesboro remained more modest, widening the gap in recent years.

Income levels also vary by educational attainment. Earnings for residents with associate's and post-graduate degrees fall below national averages. In contrast, those with bachelor's degrees, and even those without a high school diploma, report earnings slightly above national averages for those same categories, reflecting the influence of specific local industries

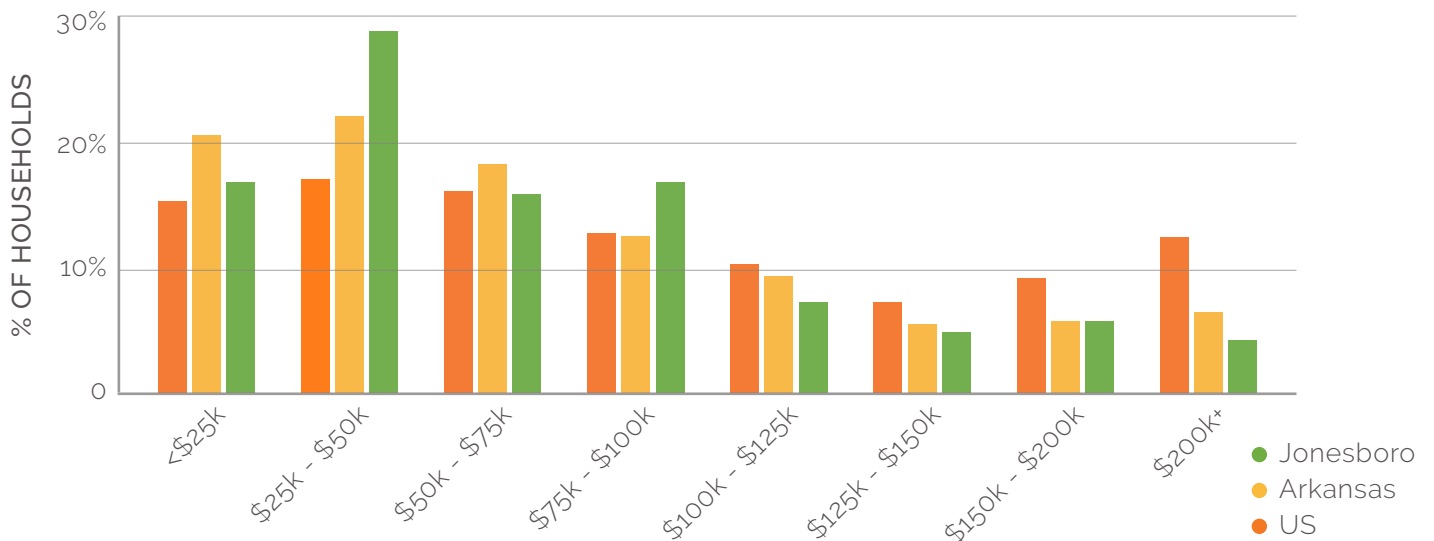
and employment patterns.

Spatially, higher-income households are concentrated in newer neighborhoods, along the western edges of the city, and near major employment centers. Lower-income households are more common in older neighborhoods, north of downtown, and in more rural areas. Together, these patterns highlight both economic opportunity and persistent income disparities across the city.

MEDIAN HOUSEHOLD INCOME



HOUSEHOLDS IN EACH INCOME BRACKET



SOCIOECONOMICS

Household Economics

Employment

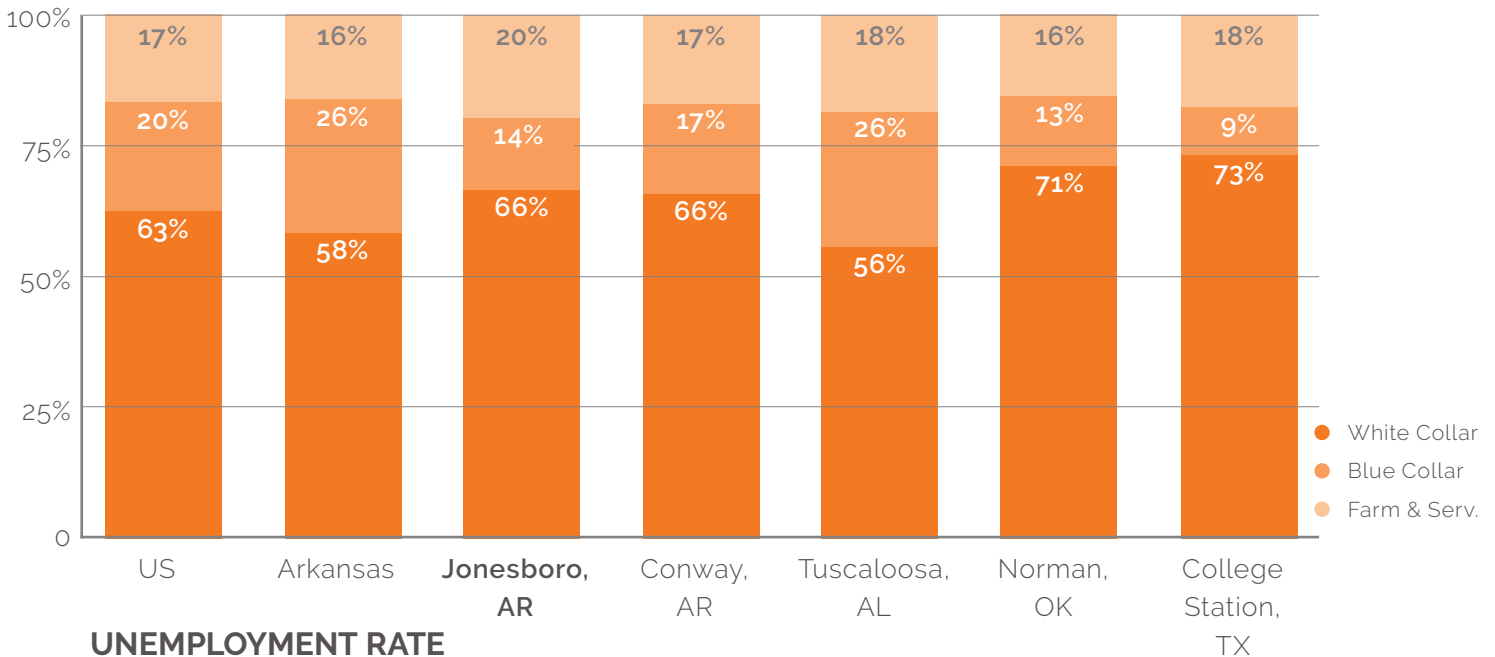
Jonesboro's employment base reflects its position as a regional service and education center. Approximately 66% of jobs are classified as white-collar, a share slightly above the national average and higher than Arkansas overall. Blue-collar employment represents about 14%, while farm and service occupations account for roughly 20%, underscoring the city's mix of healthcare, education, logistics, and retail activity.

The city's unemployment rate (6%) is higher than the state and national averages and above several peer cities, though below Tuscaloosa. This suggests a labor market that is active but experiencing greater employment pressure than some comparable communities.

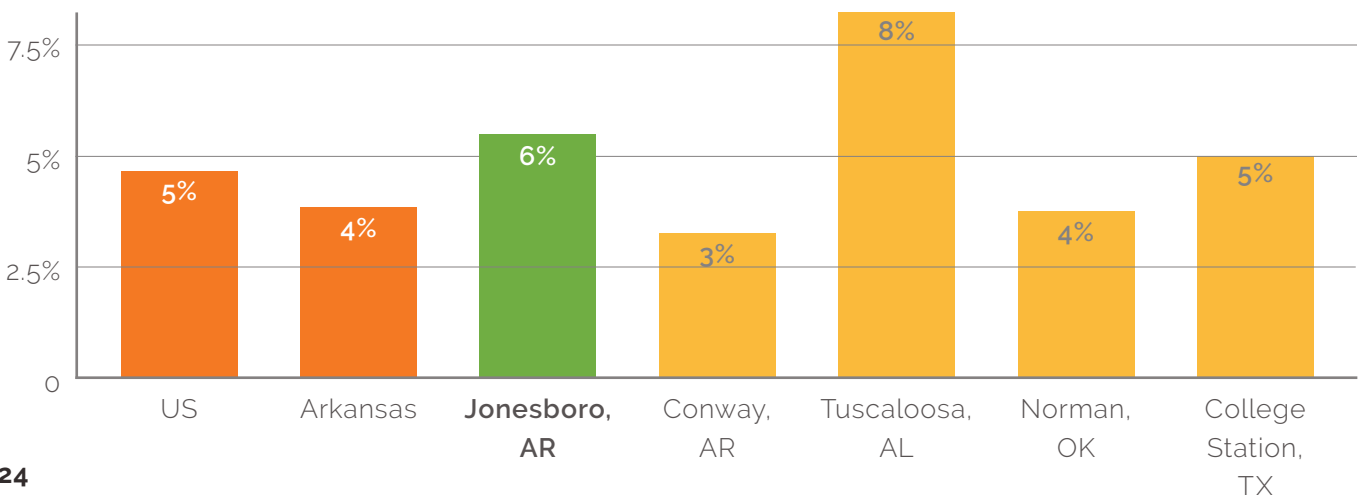
The maps illustrate how employment is distributed across the city. Total job counts are concentrated in major commercial corridors, near Arkansas State University, medical centers, and large retail and industrial areas. When measured by jobs per acre, the highest employment densities cluster in the downtown core, along key transportation routes, and around major institutional employers.

Together, these patterns show a city with a strong concentration of service- and knowledge-based employment, supported by regional retail, healthcare, and education anchors, and spatially organized around its primary corridors and employment centers.

EMPLOYMENT TYPE



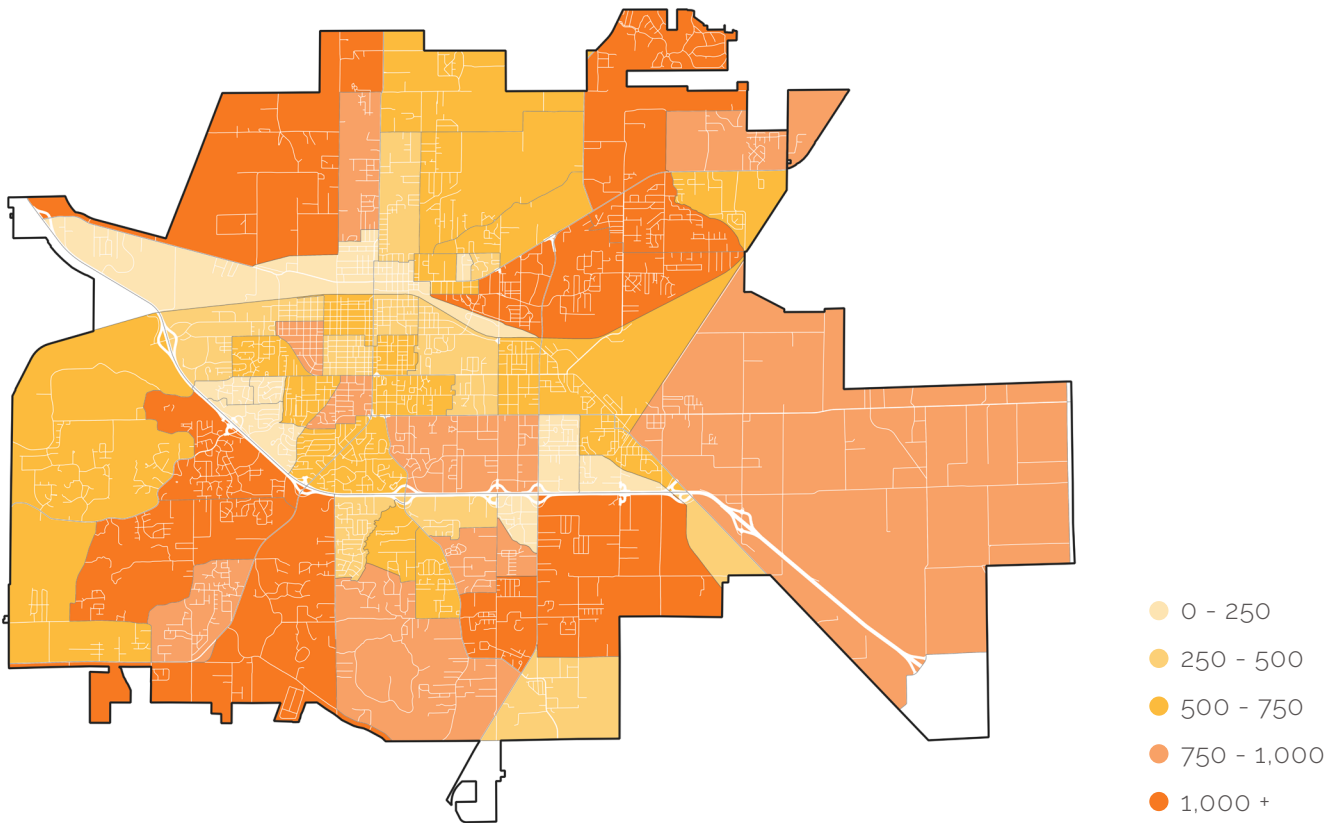
UNEMPLOYMENT RATE



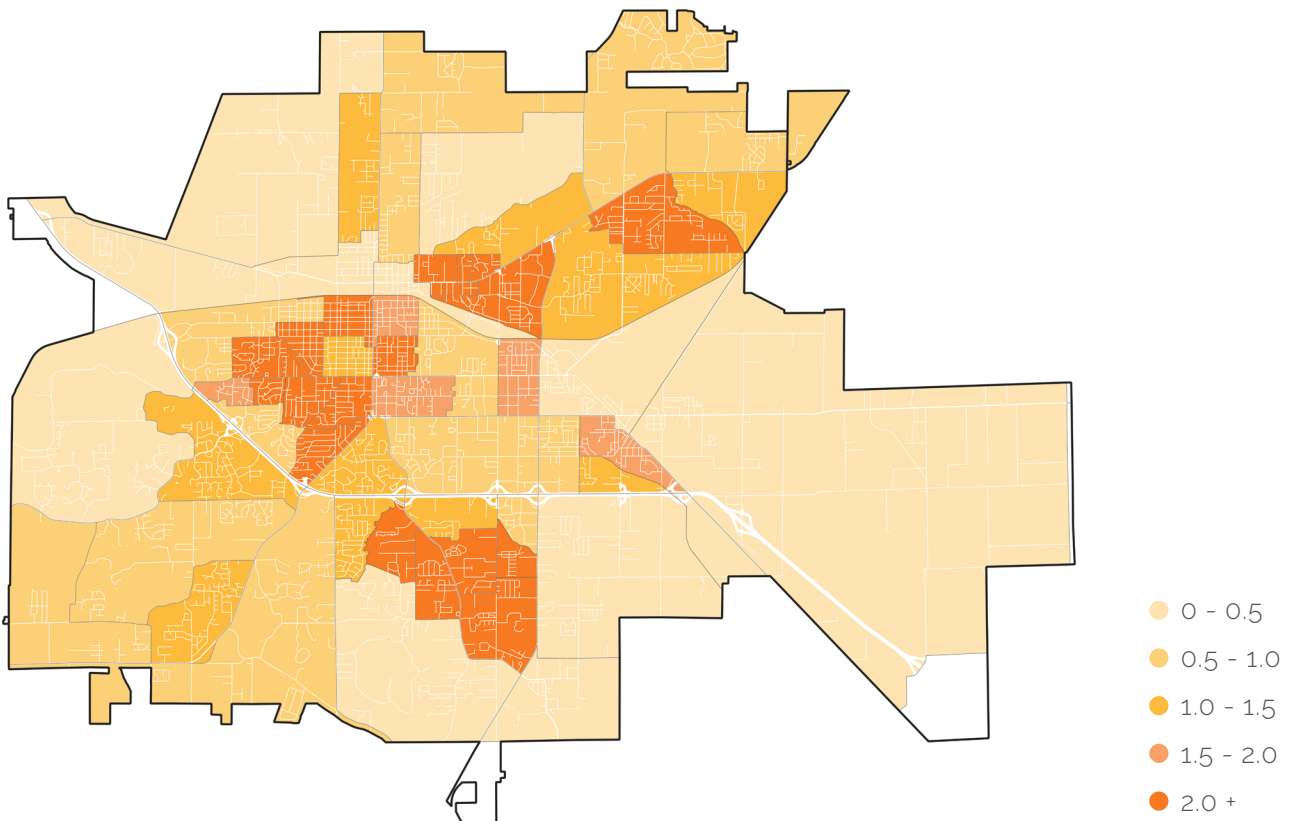
SOCIOECONOMICS

Household Economics

TOTAL JOBS



JOBS PER ACRE



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MARKET ANALYSIS

MARKET ANALYSIS

Lifestyle Clusters

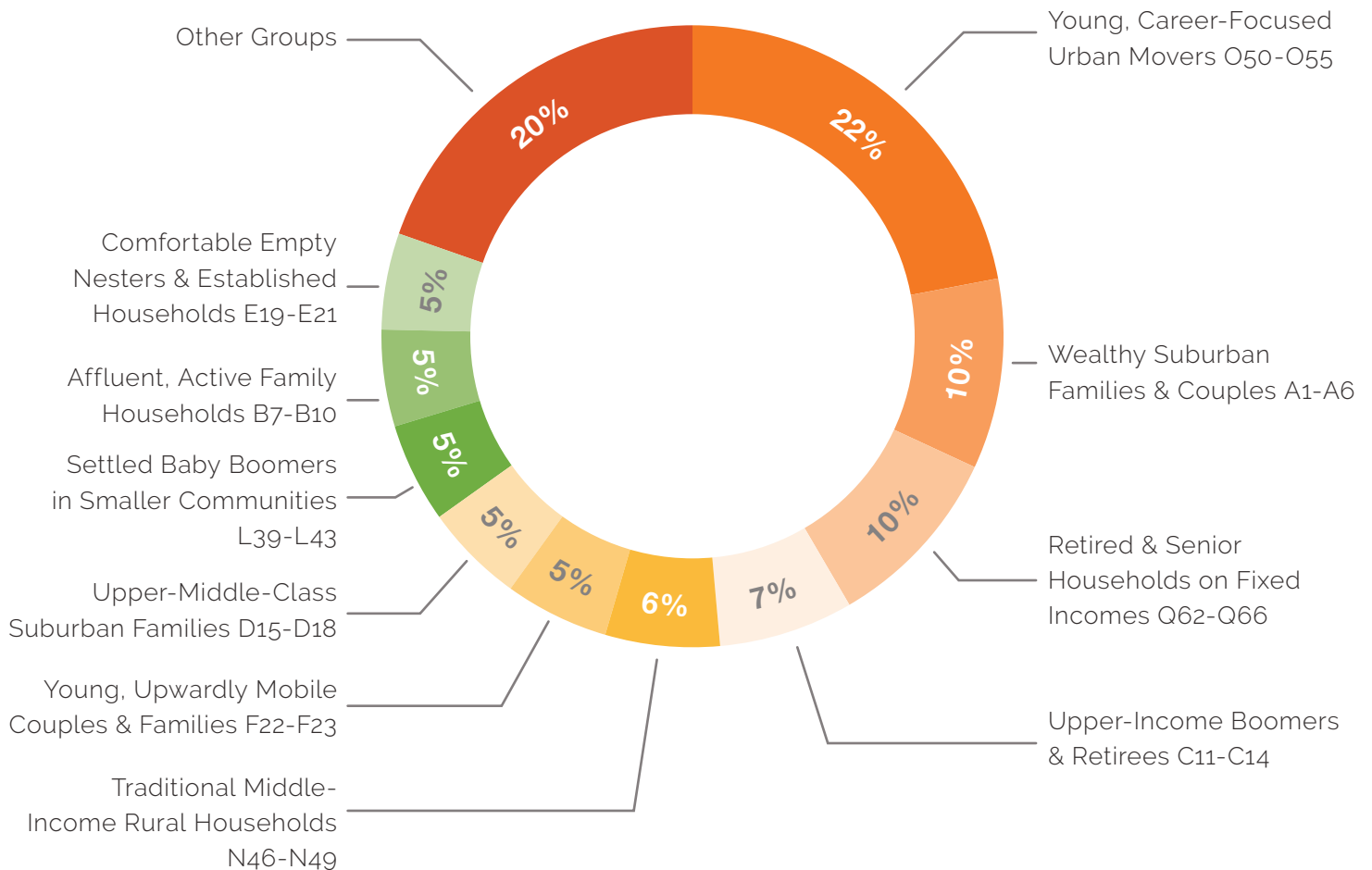
Lifestyle Cluster Groups

The lifestyle cluster analysis shows that Jonesboro's population is concentrated within a relatively small number of household types. The top 10 lifestyle clusters account for roughly 80% of residents, indicating a strong presence of several dominant market segments.

The largest single group is Young, Career-Focused Urban Movers (O50-O55), representing 22% of the population, more than twice the share of the next largest category. This segment largely consists of younger renters, many without children, often living in multifamily housing. Its size reflects Jonesboro's role as a regional employment and the presence of Arkansas State University.

The next largest groups include Wealthy Suburban Families & Couples (10%) and Retired & Senior Households on Fixed Incomes (10%), followed by Upper-Income Boomers & Retirees (7%). Several additional family-oriented and middle-income suburban segments each account for approximately 5-6% of residents, along with smaller shares of rural and traditional households.

Overall, the distribution highlights a balanced mix of young professionals, established suburban families, and retirees. This combination points to a community shaped by both its workforce and higher education presence, as well as long-term residents and households in later life stages.



MARKET ANALYSIS

Lifestyle Clusters

ON CAMPUS

College -Town Young Adults - O53

Social Media-Connected Youth - O54

OFF-CAMPUS RENTERS

Driven Career Professionals - K37

Creative & Artistic Urban Residents - K40

Early Career Go-Getters - O50

Urban Career Starters - O52

Young Working Families - O55

Ambitious Young Dreamers - R66

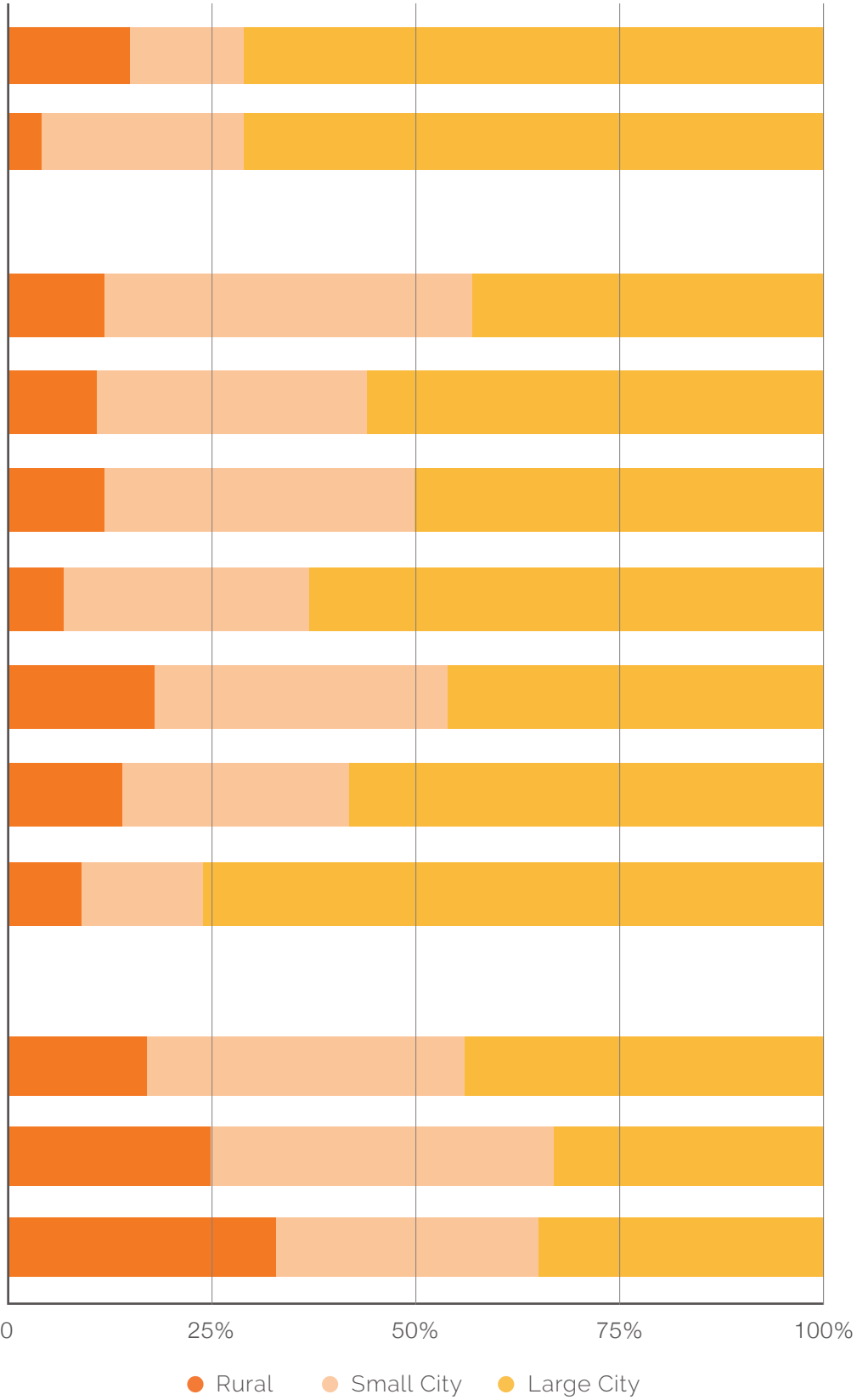
Dedicated Family Builders - R67

OFF-CAMPUS OWNERS

Influential Professional Couples - A5

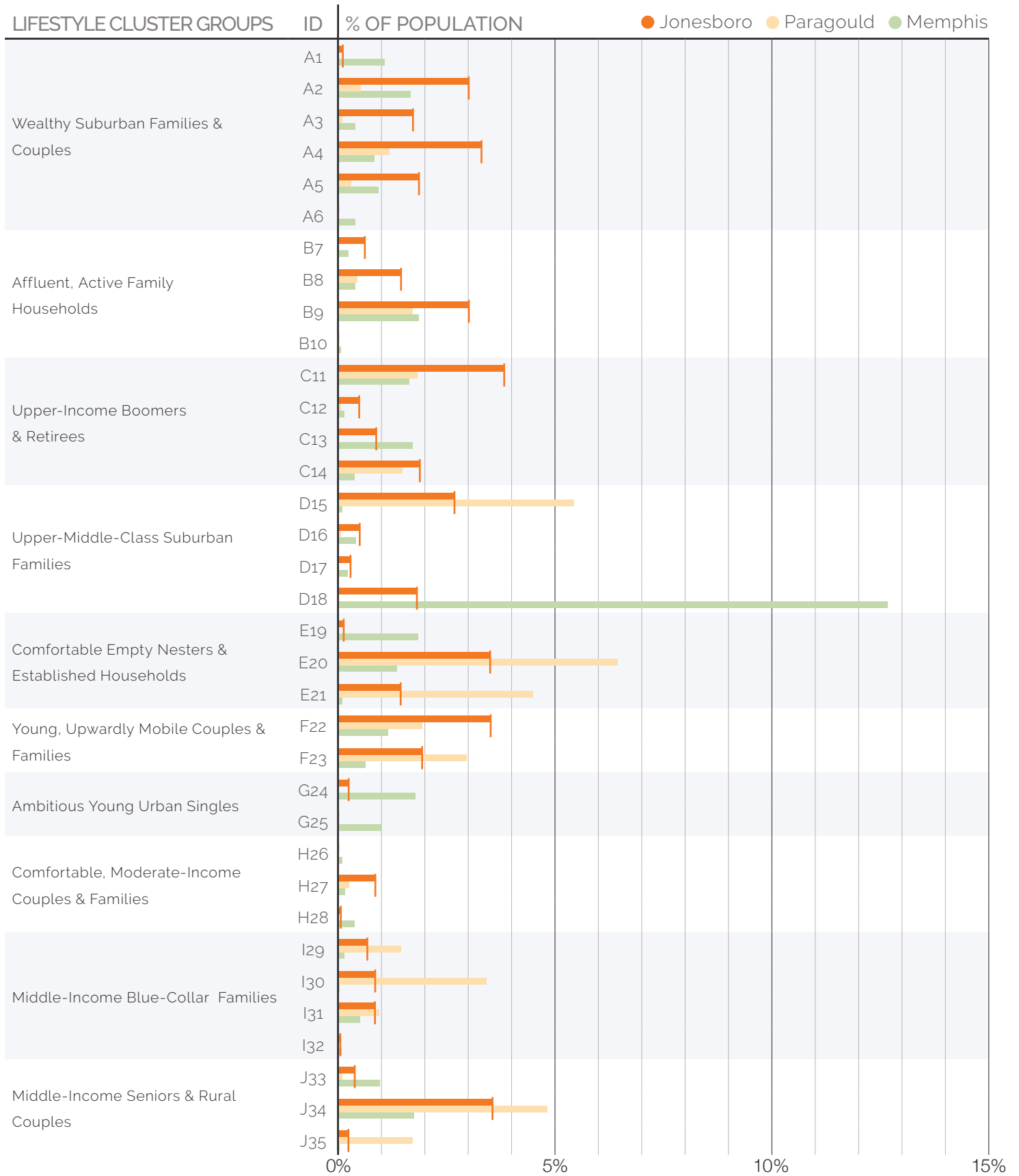
Upwardly Mobile Young Couples - F22

Tech-Savvy Young Adults - O51



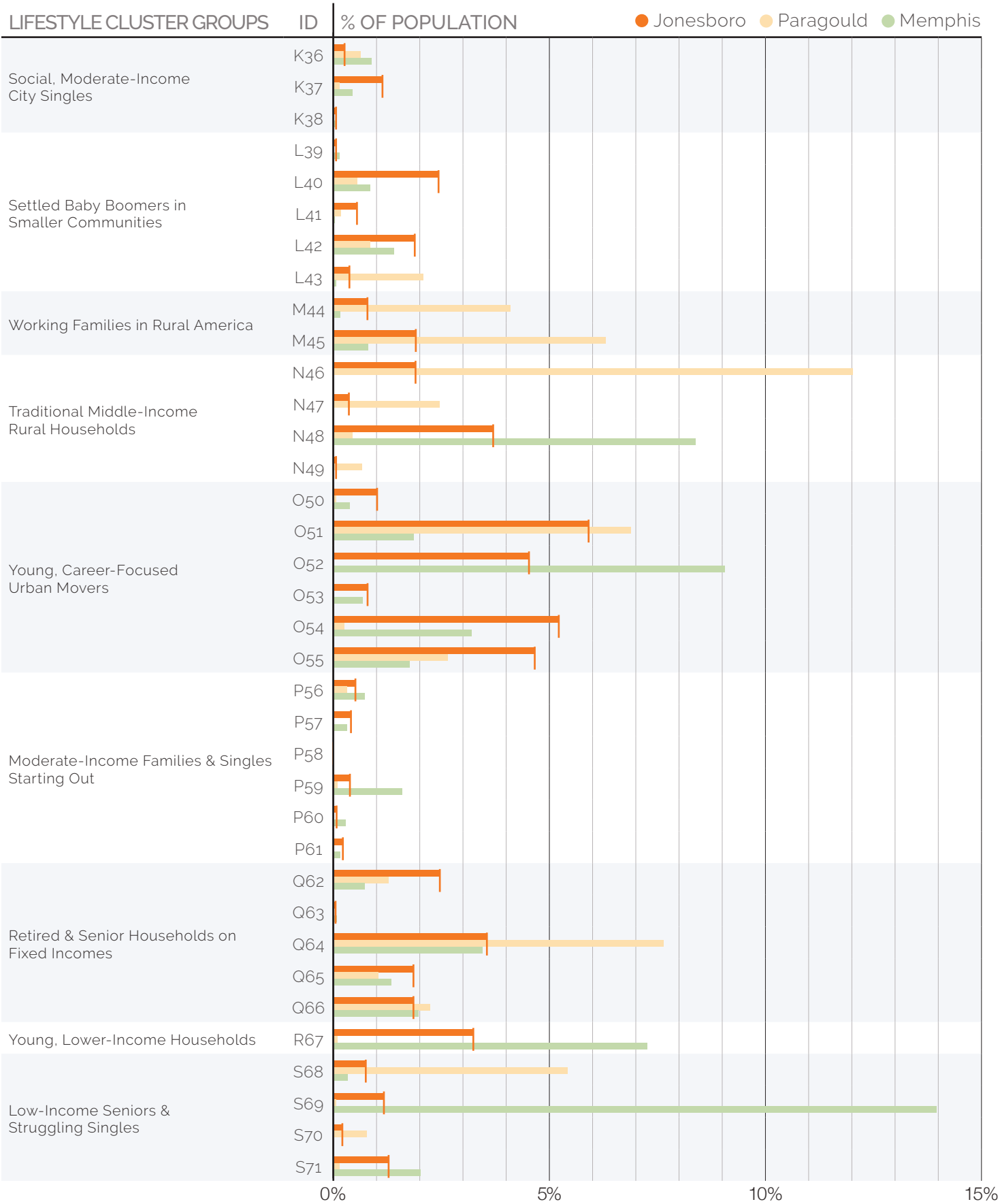
MARKET ANALYSIS

Lifestyle Clusters



MARKET ANALYSIS

Lifestyle Clusters



MARKET ANALYSIS

Lifestyle Clusters

Housing Tenure

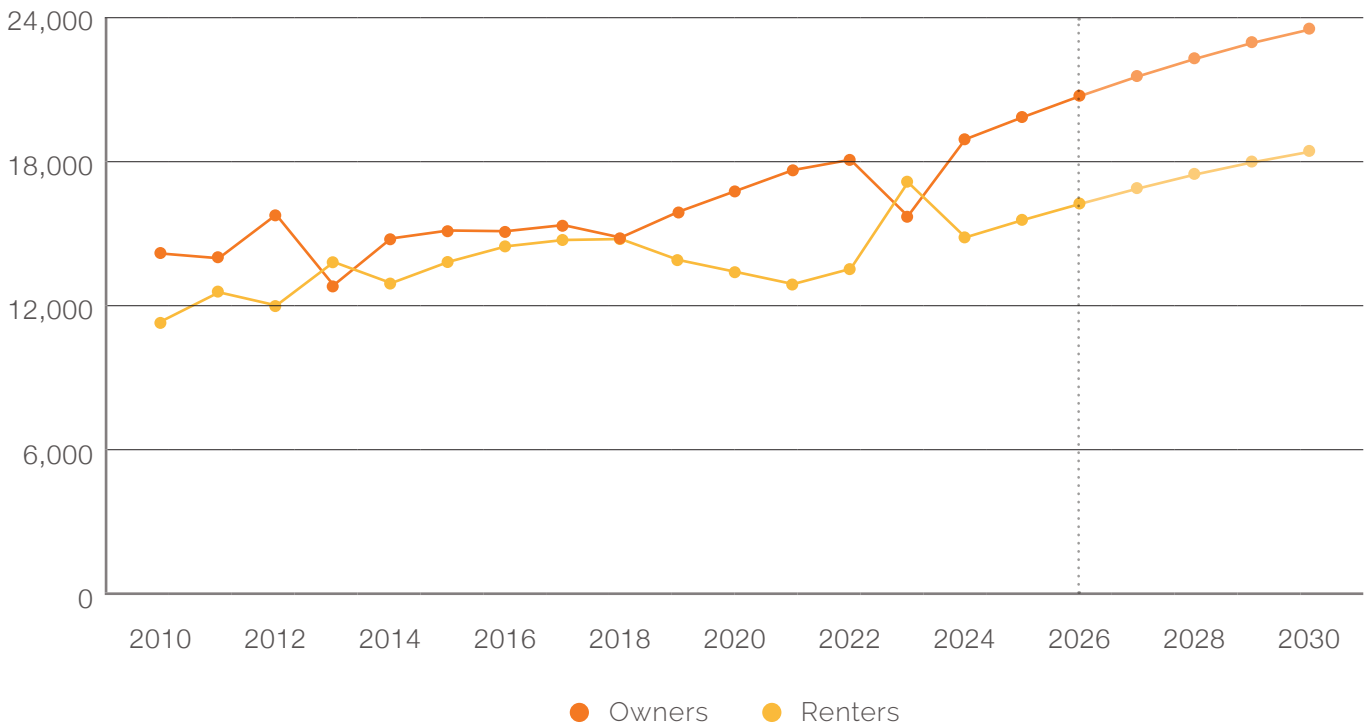
Households in Jonesboro are predominantly owner-occupied, and that pattern has remained consistent over time. Since 2010, the number of homeowners has generally exceeded the number of renters, with only a brief period early in the decade and a short crossover around 2023 where the totals were similar. Overall, the long-term trend shows a steady expansion of homeownership.

From 2010 through the late 2010s, both owner and renter households grew at a gradual pace. Beginning around 2018, however, the number of owner households began to increase more sharply, widening the

gap between owners and renters. Renter households have also grown, particularly in response to population growth and demand from students and young professionals, however at a slower rate than owners.

Looking ahead, both owner and renter households are projected to continue increasing through 2030. The overall balance between the two groups is expected to remain relatively stable, with owners maintaining a majority. This sustained dual growth suggests continued demand across both ownership and rental housing options as Jonesboro's population expands.

HOUSING TENURE OVER TIME



Housing Unit Age

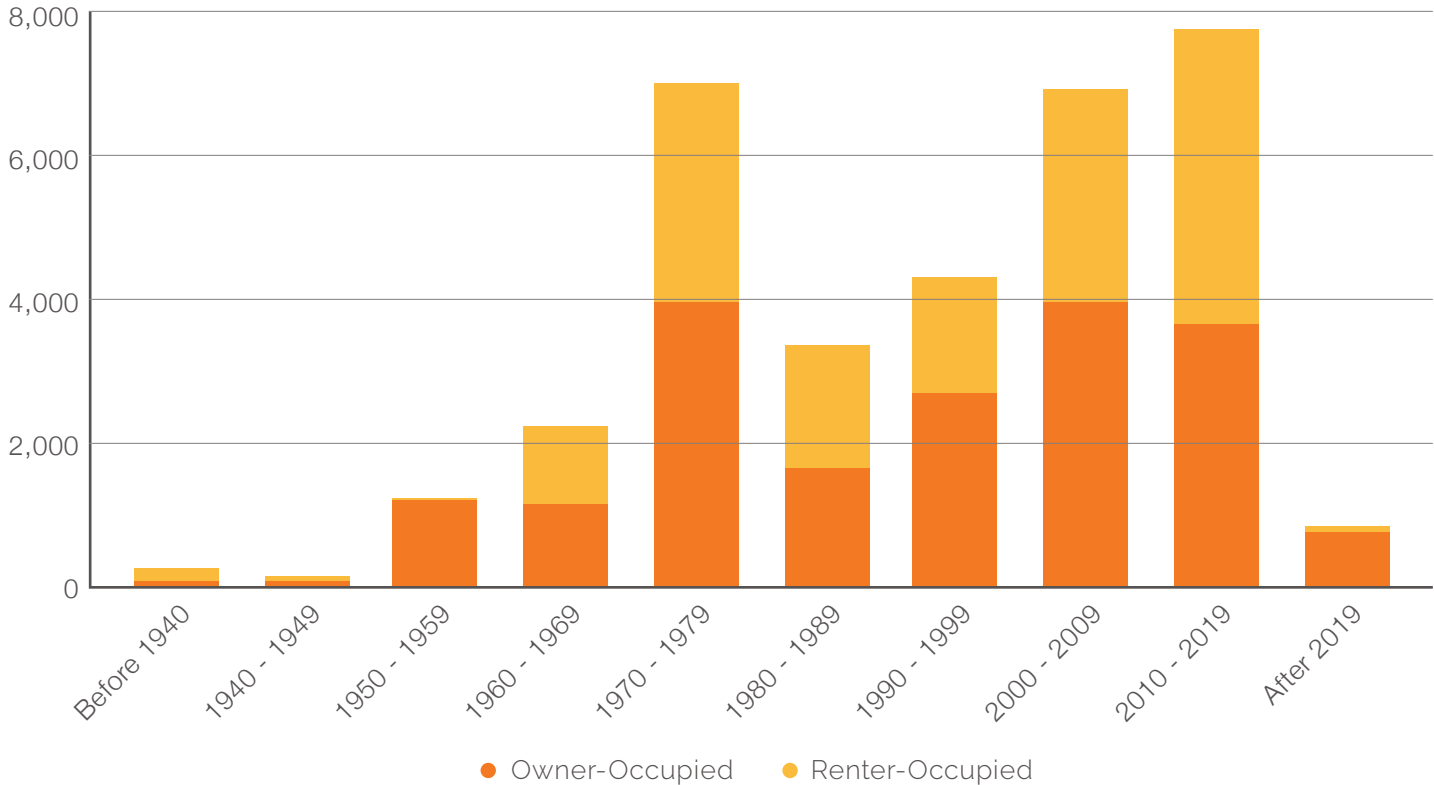
Jonesboro's housing stock reflects accelerating growth over the past several decades, with especially strong construction activity in the 2000s and 2010s. Aside from a significant spike in the 1970s, development has increased steadily with each subsequent decade adding more units than the previous one, culminating in the 2010–2019 period as the city's most active era of homebuilding.

Across most decades, housing production has been relatively balanced between owner- and renter-occupied

units. In contrast, units built since 2020 are predominantly owner-occupied. At the same time, total construction volumes appear lower than the previous decade, reflecting a recent slowdown associated with the COVID-19 pandemic and broader economic conditions.

Overall, the data highlights long-term acceleration in housing growth, followed by a more recent moderation in production, while also showing a shift in new construction toward ownership-oriented housing.

WHEN UNITS WERE BUILT



MARKET ANALYSIS

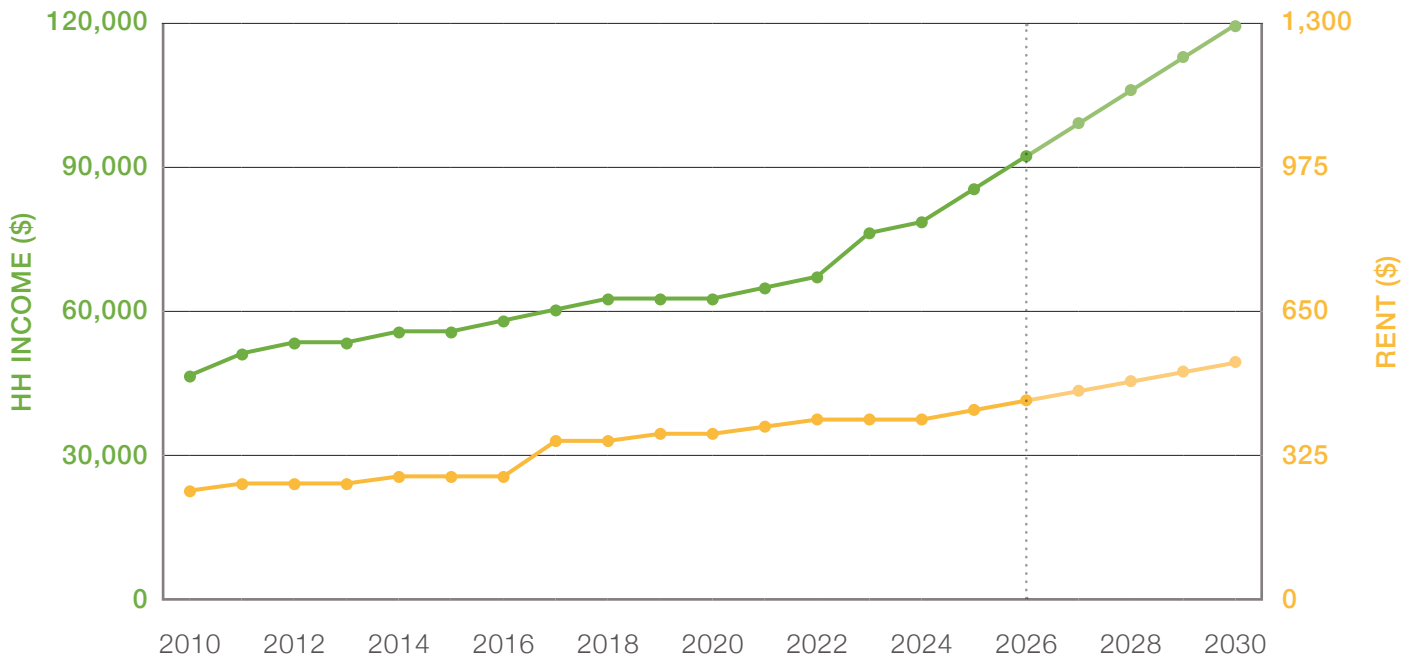
Lifestyle Clusters

Housing Cost Over Time

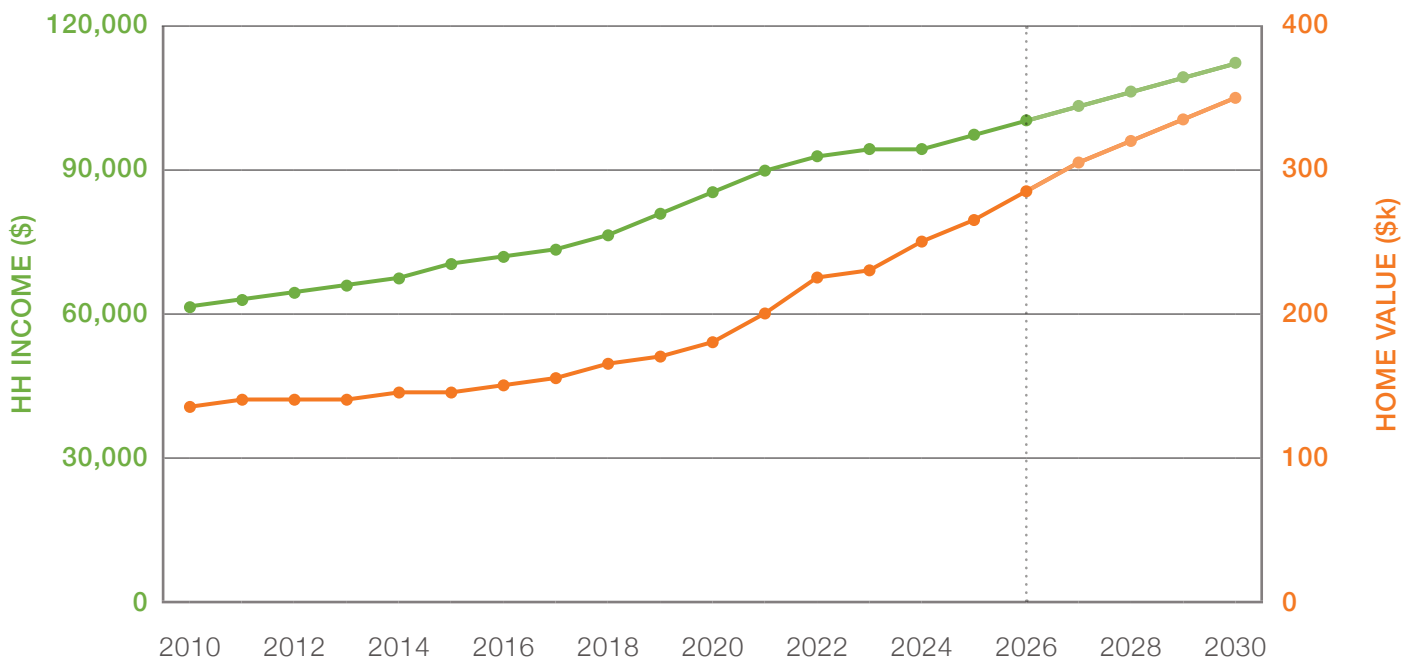
Both renters and homeowners in Jonesboro have seen rising incomes and housing costs over the past decade, with both expected to increase through 2030. For renters, household incomes have generally grown at a pace that keeps ahead of rent increases, suggesting a modest widening of the gap between income and rent if trends continue.

For homeowners, incomes have also risen, but home values have increased more sharply. This has narrowed the gap between income and home value, indicating growing affordability pressure. Overall, the data reflects sustained growth in both earnings and housing costs, with affordability trends shifting differently for renters and owners.

RENTERS COST OF HOUSING OVER TIME



OWNERS COST OF HOUSING OVER TIME



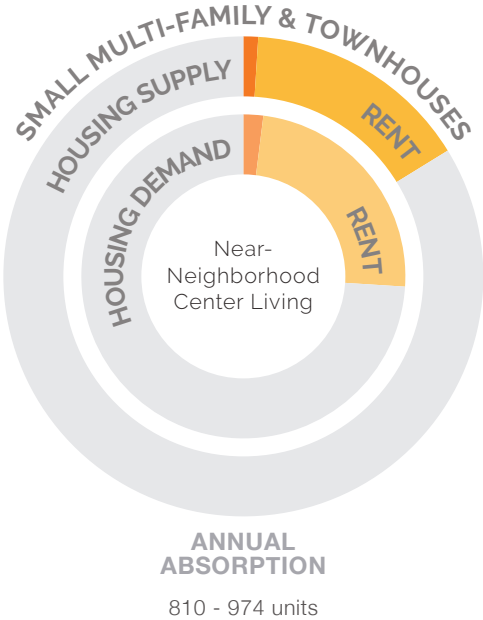
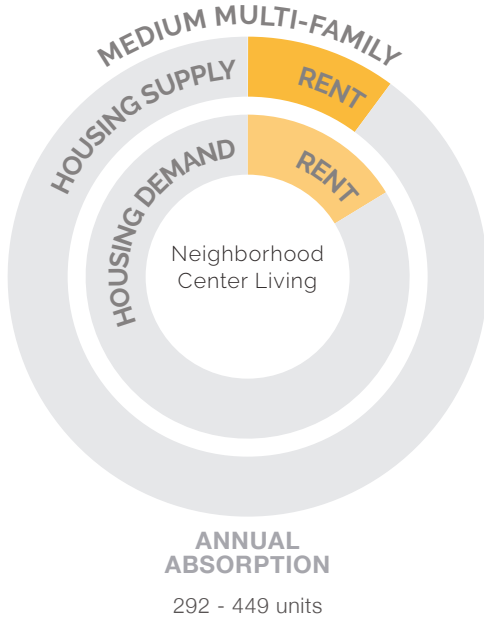
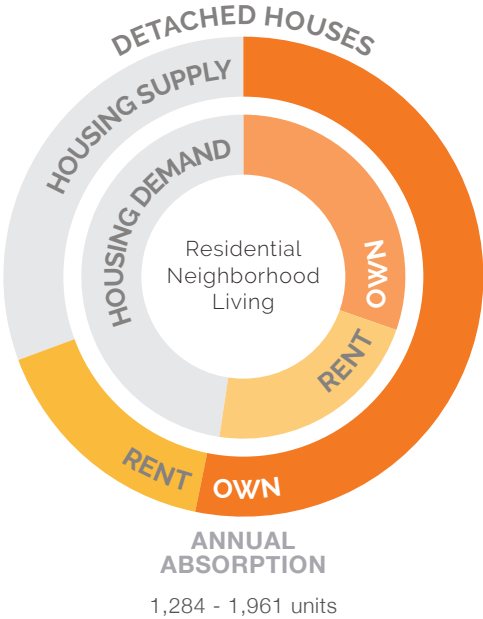
Housing Supply & Demand

Jonesboro's housing market shows an imbalance across product types, especially between detached homes, townhomes, duplexes, and smaller multi-family options.

Detached homes account for the largest share of the potential housing market and represent more than half of the total housing supply. However, supply in this category has outpaced demand, indicating that while detached homes remain the standard product type, the ownership market in particular is more saturated relative to other segments.

In contrast, townhomes, duplexes, and other "missing middle" types demonstrate meaningful absorption potential, indicating a market gap.

While large multi-family developments meet renter demand, they do not fully address the need for moderate-density options suited to young professionals, smaller families, and downsizing residents. Overall, single-family supply remains abundant, while opportunities exist to better align housing with demand for diverse, mid-scale formats.



MARKET ANALYSIS

Demographics

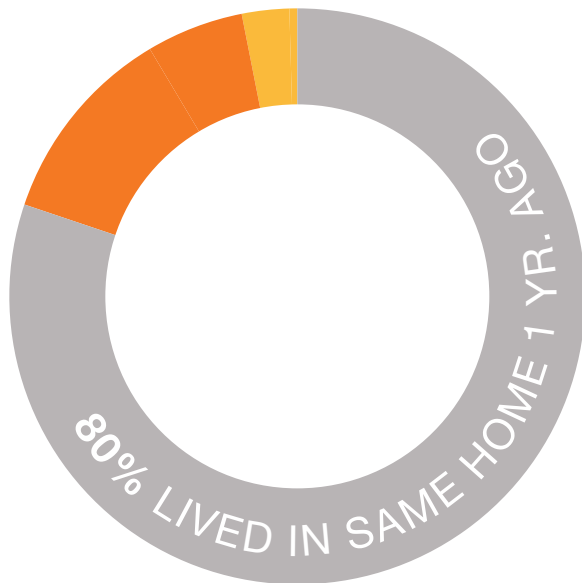
Movers

One in five Jonesboro residents moved within the past year, highlighting steady residential mobility. Of the total population, 17% moved within Arkansas and 3% relocated from out of state.

Most movers (57%) came from within Craighead County, indicating that the majority of relocation activity occurs locally—often reflecting moves between neighborhoods, housing types, or tenure options. Another 28% moved

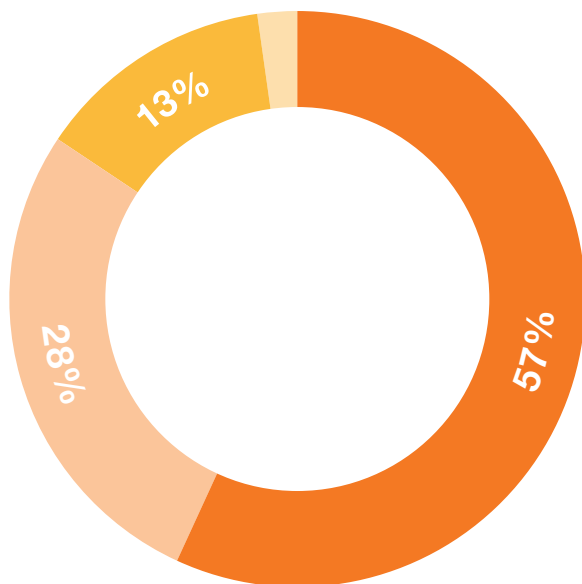
from other Arkansas counties, underscoring Jonesboro's continued draw as a regional center.

A smaller but notable share of movers arrived from other states (13%) or from abroad. Together, these patterns show that while much of the movement is local, Jonesboro also attracts new residents from across the state and beyond.



MOVERS AS % OF POPULATION

- 80% Lived in same home last year
- 17% Moved within state
- 3% Moved from out of state



ORIGIN OF MOVERS

- Moved within Craighead County
- Moved from another AR county
- Moved from another state
- Moved from abroad

DEVELOPMENT CHARACTERISTICS

DEVELOPMENT CHARACTERISTICS

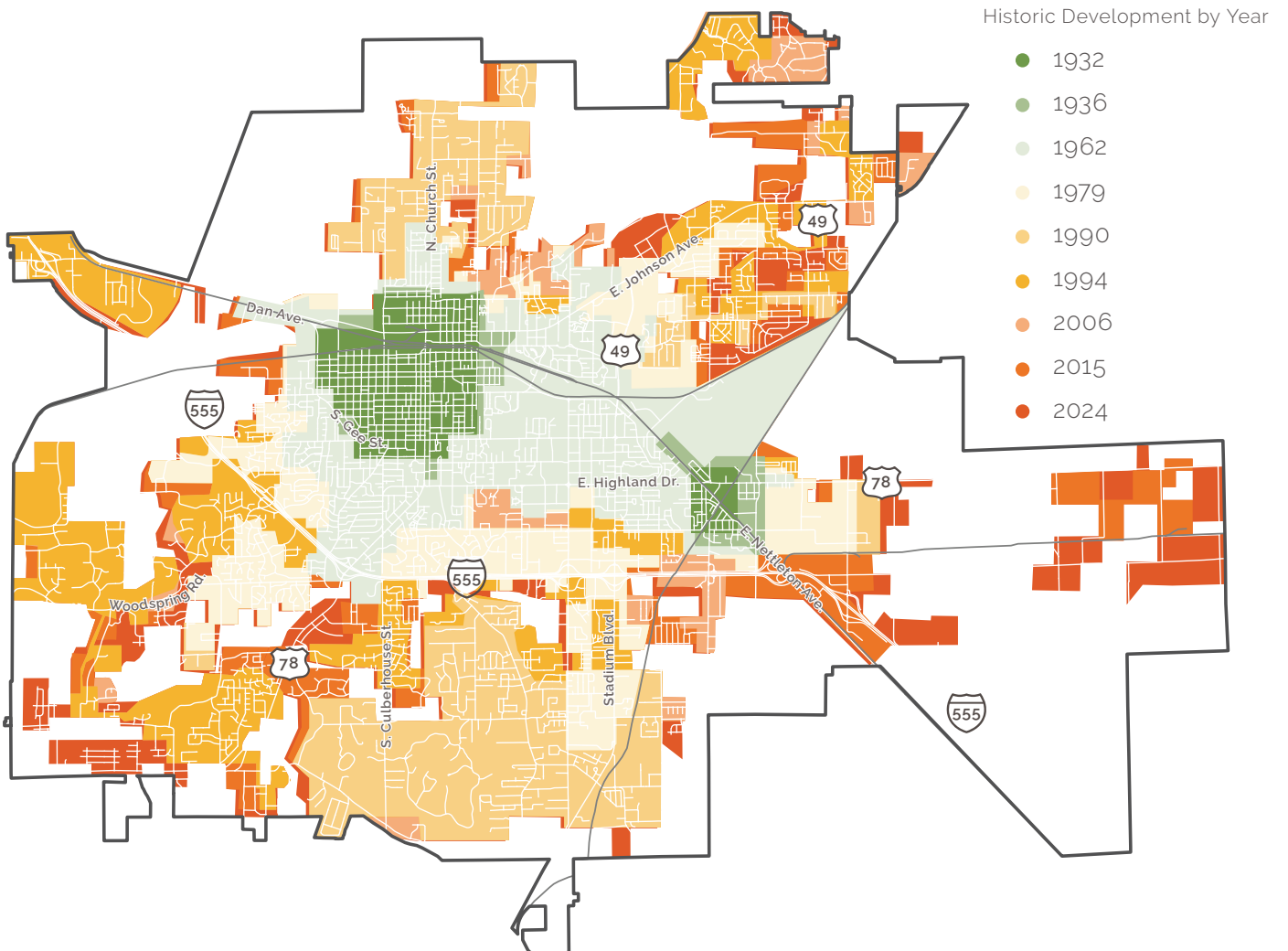
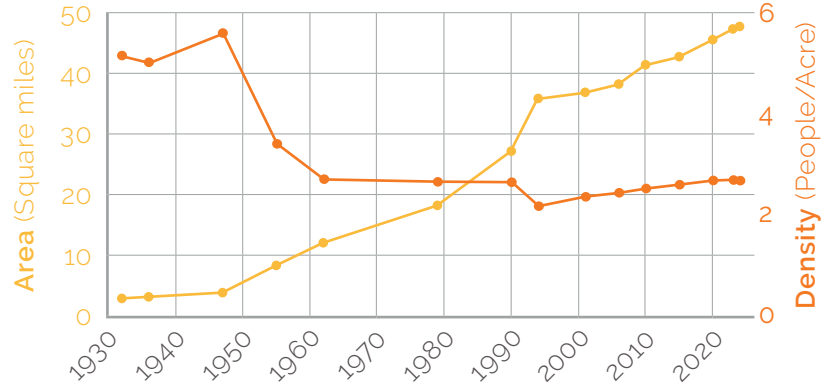
Land Development Patterns

Historic Growth

Jonesboro's growth reflects outward expansion from a compact historic core into a more dispersed urban form. Around 1950, average population density dropped sharply as the city expanded beyond its original footprint. Since then, density has remained relatively flat at just over two dwellings per acre, indicating continued low-density growth.

The maps show land consumption accelerating significantly after the 1980s. As the city's area increased, overall density did not rise proportionally, reinforcing a pattern of steady but increasingly expansive growth.

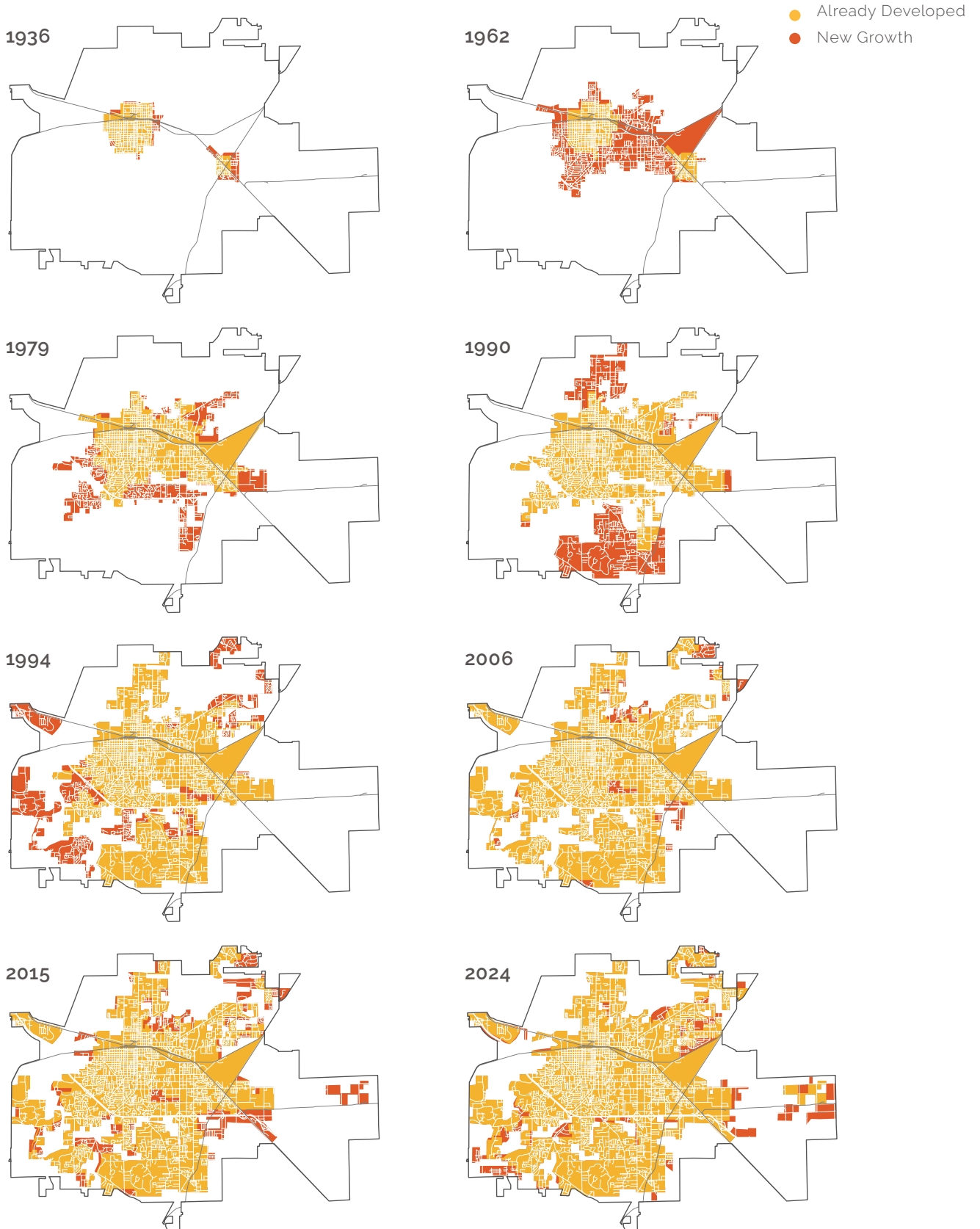
JONESBORO - POPULATION DENSITY & AREA



DEVELOPMENT CHARACTERISTICS

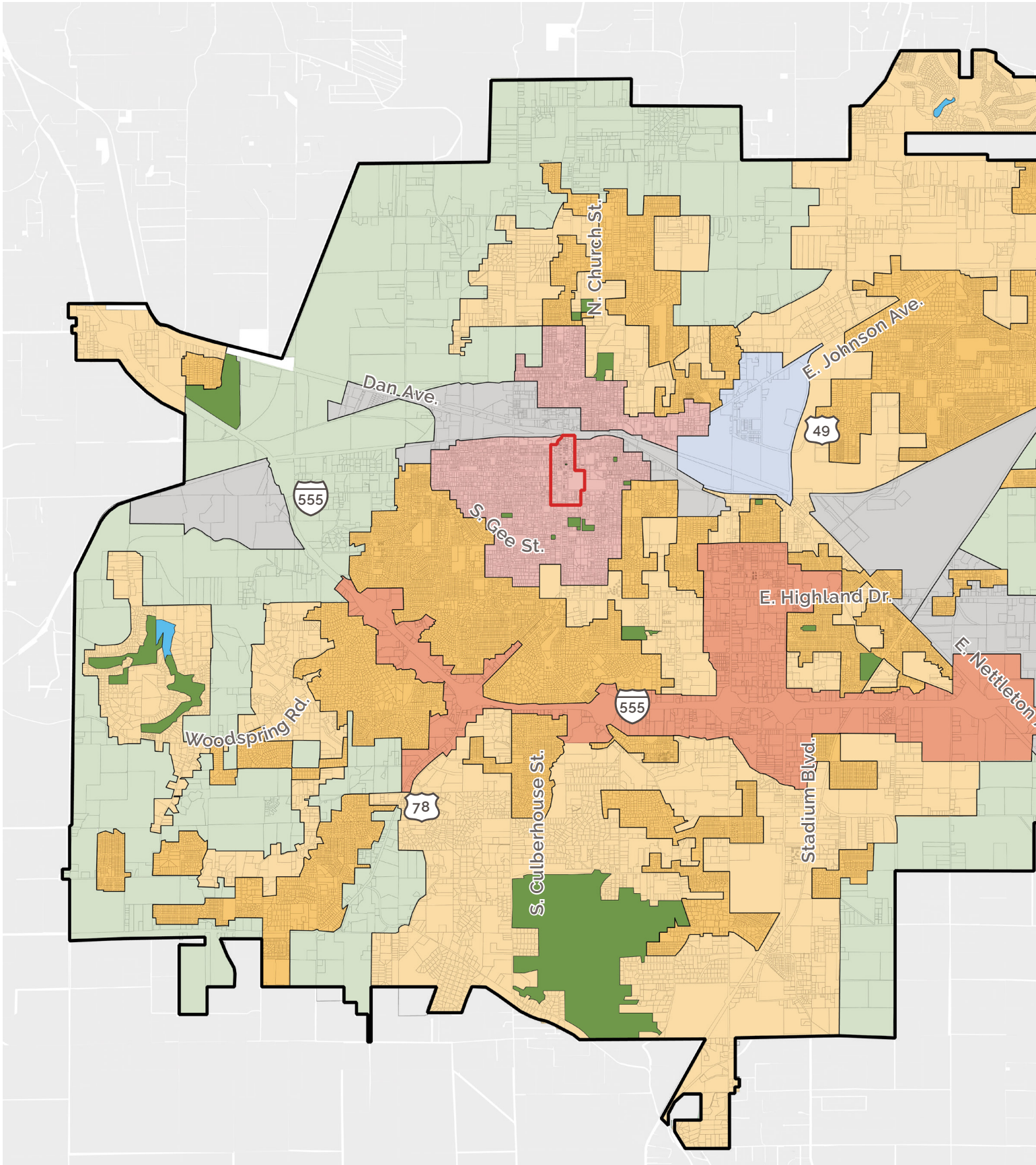
Land Development Patterns

HISTORIC GROWTH



DEVELOPMENT CHARACTERISTICS

Land Development Patterns



DEVELOPMENT CHARACTERISTICS

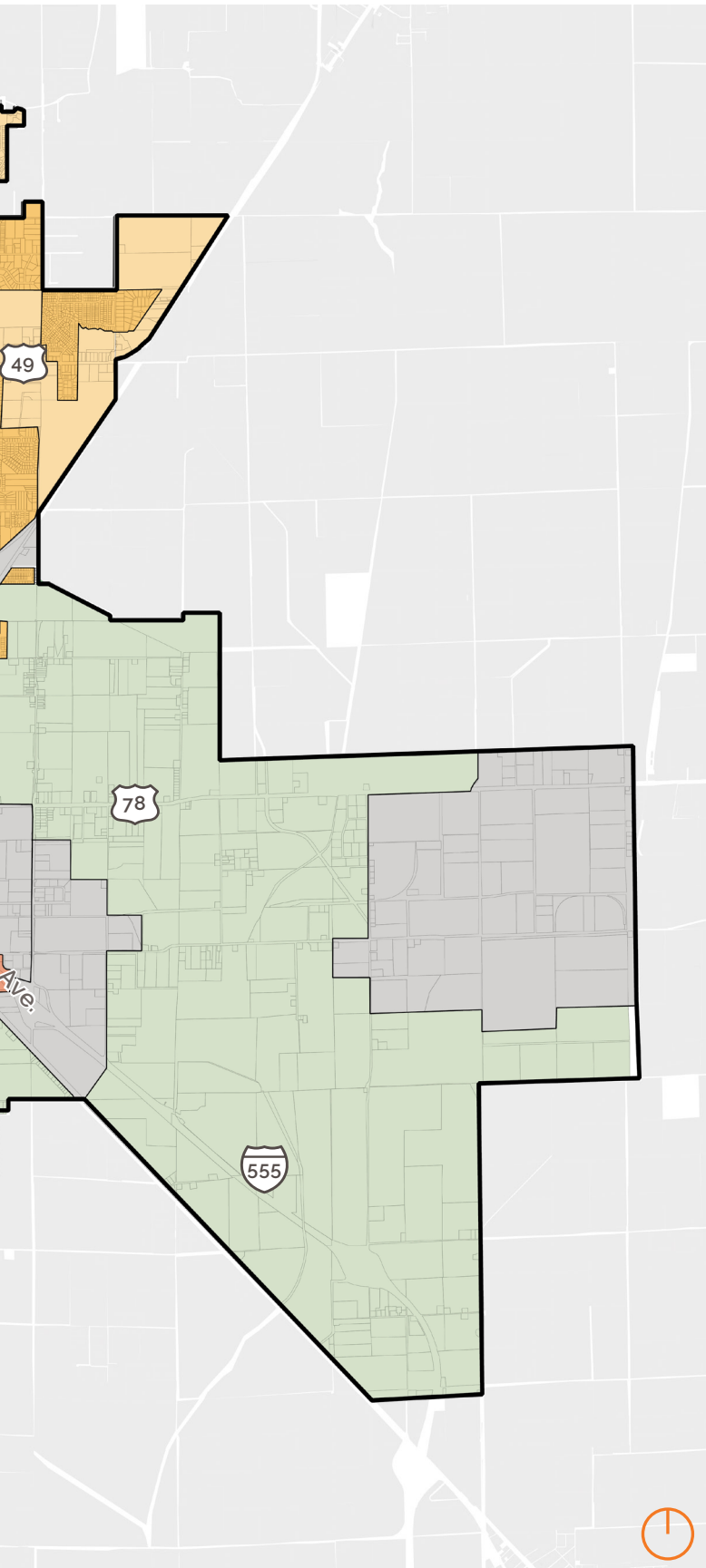
Land Development Patterns

Pattern Analysis Overview

Jonesboro's growth has produced a range of distinct development patterns, each shaped by the era in which it was built and the transportation systems that supported it. From the historic downtown and surrounding neighborhoods with small blocks and connected street grids, to early suburban areas with curving streets and cul-de-sacs, to highway-oriented commercial corridors and rural subdivisions at the city's edge, the city's urban form reflects decades of incremental expansion.

These patterns differ not only in appearance, but in how they function. Older gridded neighborhoods tend to offer higher connectivity and walkability, while later suburban areas often prioritize privacy and automobile access over street connections. Highway-oriented areas concentrate commercial activity along major corridors, shaping traffic flow and access patterns. Rural subdivisions extend the city's footprint with lower densities and limited connectivity.

Understanding these distinct forms is essential to addressing issues such as walkability, traffic congestion, infrastructure costs, and neighborhood vitality. Each pattern presents different opportunities and constraints, meaning solutions must be tailored to the specific characteristics of the place. The pages that follow examine these development types in more detail, highlighting how they influence daily life and long-term growth.



- City Boundary
- Parks
- Downtown
- Highway Oriented Developments
- Older Neighborhoods
- Suburban Neighborhoods
- Mixed Subdivisions
- University
- Rural Areas
- Industrial

DEVELOPMENT CHARACTERISTICS

Land Development Patterns

Patterns

The diagrams on this page illustrate the distinct physical forms that shape development across Jonesboro. While each pattern serves different functions, their differences are immediately visible in the size and arrangement of streets, the scale and placement of buildings, and the balance between structures, trees, and open space.

Downtown and older neighborhoods feature smaller blocks, connected street grids, and buildings set close to the street. Early and later suburban extensions show

wider streets, curving layouts, and greater separation between buildings. Highway-oriented areas are characterized by larger parcels, surface parking, and buildings set back from major roads. Rural areas display lower densities, larger lots, and fewer connected streets.

These visual distinctions of street connectivity, building form, parking presence, and tree coverage help explain how each development type functions.



DOWNTOWN



SUBURBAN NEIGHBORHOODS



HIGHWAY-ORIENTED DEVELOPMENTS



MIXED SUBDIVISIONS



OLDER NEIGHBORHOODS



RURAL AREAS

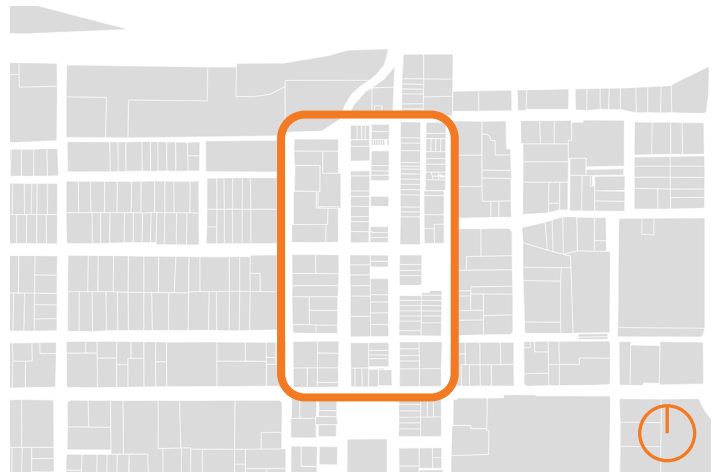
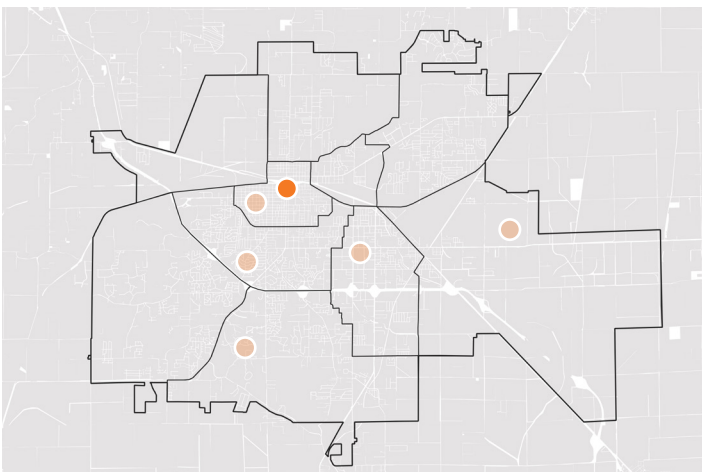
DEVELOPMENT CHARACTERISTICS

Land Development Patterns

Downtown

Downtown Jonesboro is defined by small blocks and a highly connected street grid that supports walkability and multiple route choices. Buildings are typically small in scale, with a mix of commercial and mixed-use structures built close to the sidewalk, creating a consistent street edge and an urban character distinct from surrounding neighborhoods.

Open space and tree canopy are limited, reinforcing the hardscape, main-street environment. Over time, however, surface parking lots have become a prominent feature. Many have replaced former homes and businesses, breaking up the continuity of storefronts and weakening the overall street experience. These gaps in the urban fabric reduce activity along key corridors and dilute the intensity and cohesion of the commercial district.



DEVELOPMENT CHARACTERISTICS

Land Development Patterns

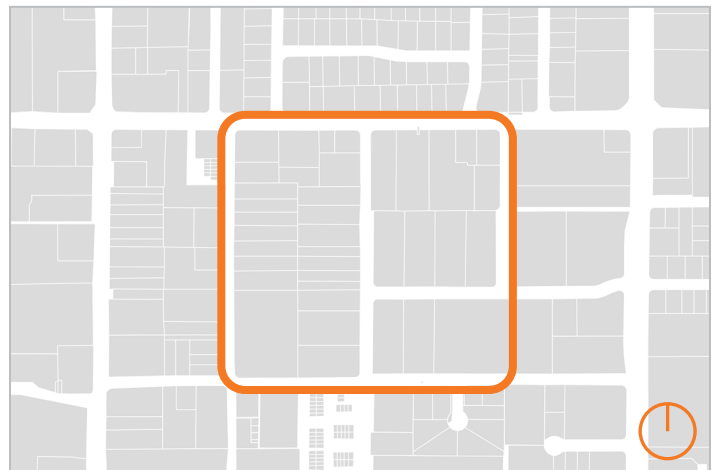
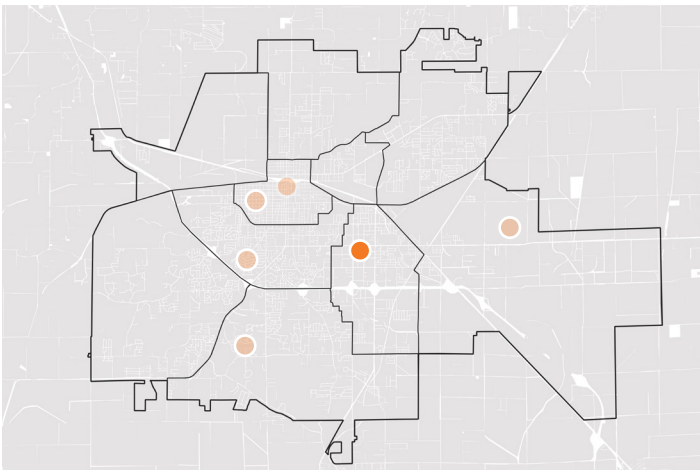
Highway-Oriented Developments

Highway-oriented development areas are mostly concentrated along major arterial roads and near interstate interchanges. These corridors include shopping centers, stand-alone commercial buildings of varying ages and formats, warehouses, and other low-scale structures. Mixed within these areas are multifamily housing, townhomes, and duplexes built across different decades, often without a cohesive site plan.

The physical form is defined by wide, higher-speed roads designed primarily for vehicle movement. Buildings are

typically set back far from the street behind large surface parking lots. Sidewalks are limited or discontinuous, and pedestrian crossings are infrequent. Tree canopy and open space are minimal, contributing to a landscape dominated by pavement and signage.

Overall, these areas prioritize access and visibility from major roadways, resulting in auto-oriented environments with dispersed buildings and limited street-level continuity.



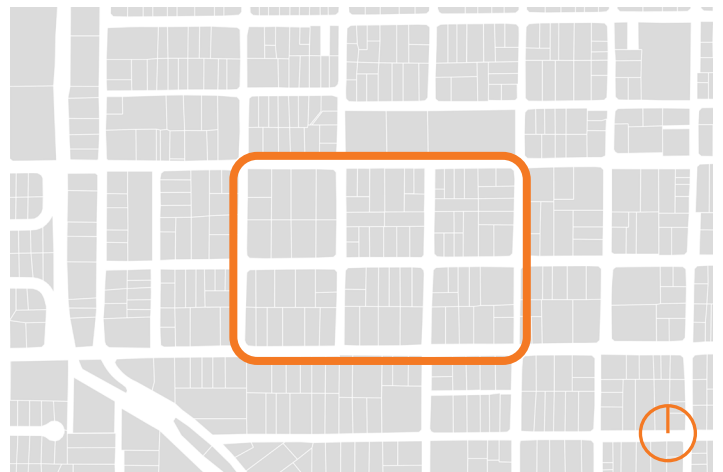
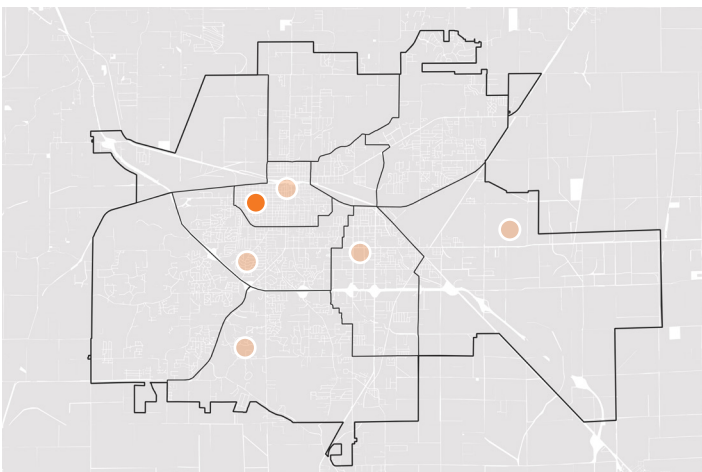
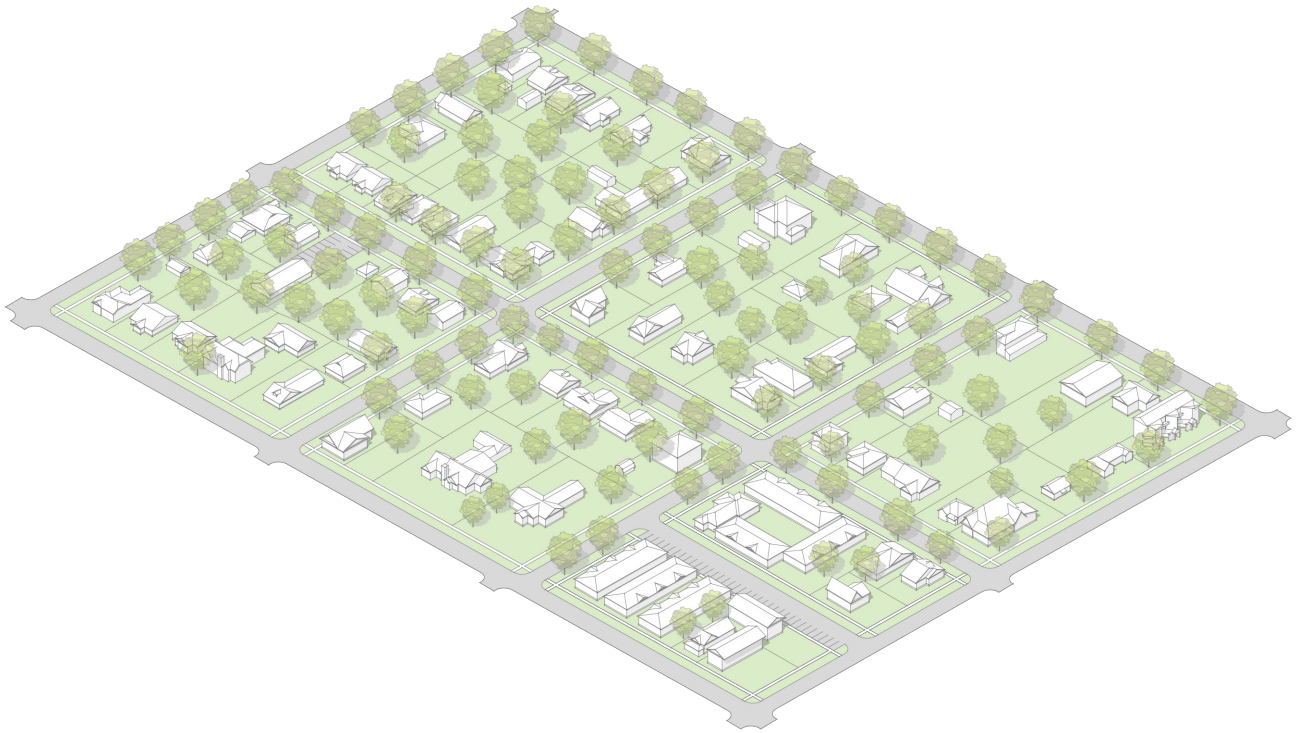
DEVELOPMENT CHARACTERISTICS

Land Development Patterns

Older Neighborhoods

The City Core includes Jonesboro's historic residential neighborhoods, characterized by small blocks, narrow streets, and a connected grid that supports walkability. Homes are typically oriented toward the street with front porches or stoops accessible from consistent sidewalks, while garages and service access are located to the rear. Mature tree canopy and consistent green space contribute to a cohesive neighborhood character.

Over time, these areas have evolved. Many original homes have been removed or altered, and a mix of duplexes, small multifamily buildings, and infill housing has been introduced during different periods of growth. As neighborhood stability has shifted, the pattern reflects both continuity and change, retaining its traditional structure while accommodating new housing types and reinvestment over time.



DEVELOPMENT CHARACTERISTICS

Land Development Patterns

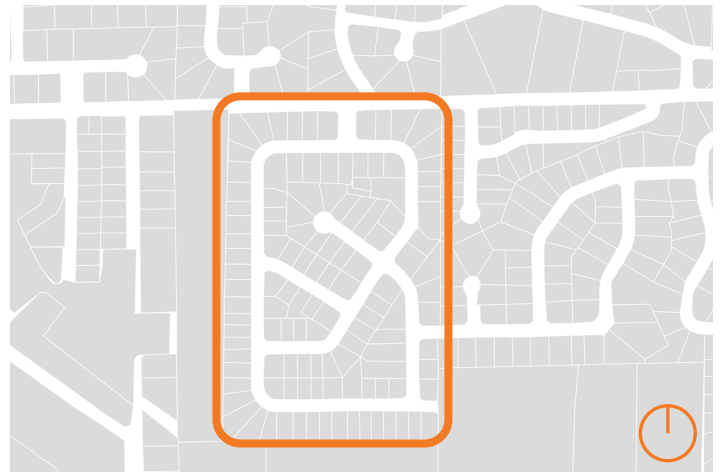
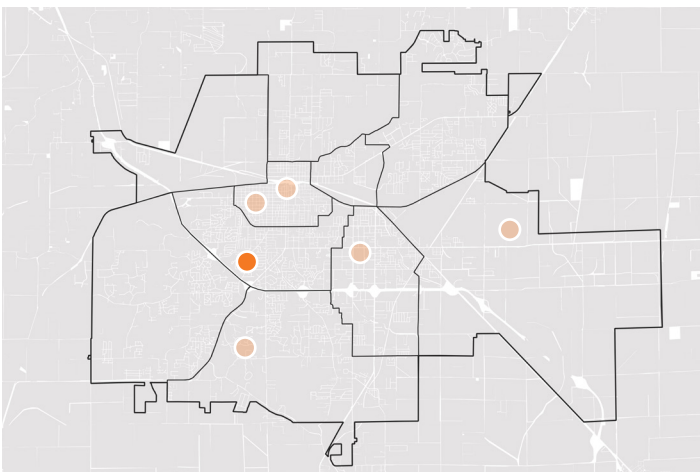
Suburban Neighborhoods

Suburban neighborhoods mark successive phases of residential growth beyond the historic core. Across eras, they are typically composed of one or two primary house sizes within a single development, creating a relatively uniform housing pattern.

Earlier suburban neighborhoods tend to have mature tree canopy and generous yards, while newer developments often lack trees and shade. Street layouts evolve over time but generally feature curving streets,

indirect routes, and inconsistent connections to surrounding areas. In later phases, cul-de-sacs become more common, further reducing connectivity and reinforcing an inward-facing pattern.

Sidewalks are often incomplete or absent, and homes are set back from the street with front-facing garages and wider driveways. Together, these characteristics distinguish suburban neighborhoods from the smaller-block, grid-based fabric of the city's older areas.



DEVELOPMENT CHARACTERISTICS

Land Development Patterns

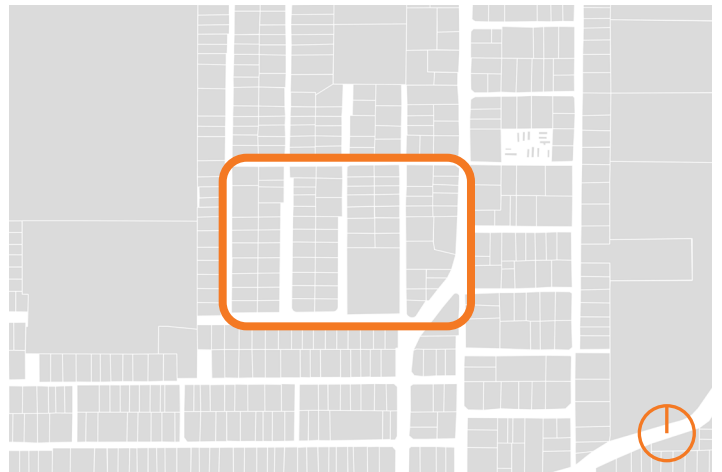
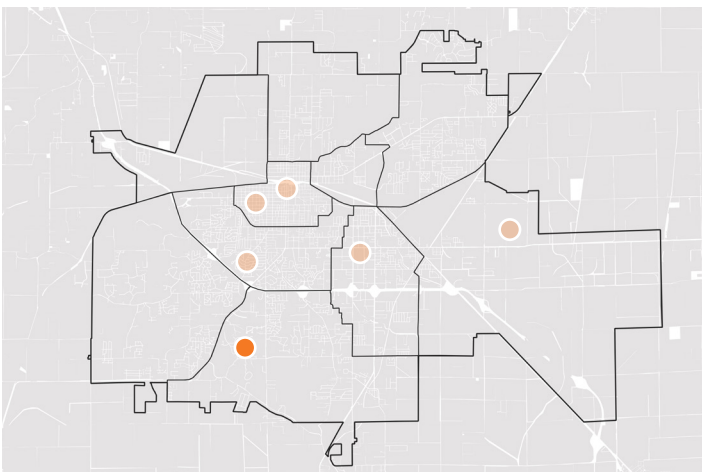
Mixed Subdivisions

Mixed Subdivisions reflect areas that have developed incrementally and inconsistently over time. Rather than following a single subdivision plan or era of construction, these areas combine rural homesites, subdivisions that vary in acreage and lot size, and scattered infill built at different periods. As a result, land area, housing type, size, and density vary widely.

Street patterns are often irregular and erratic, shaped by piecemeal extensions rather than a coordinated network.

Connectivity may be uneven, with some areas loosely tied together and others effectively isolated.

Lots in these areas tend to be larger than those in more uniform suburban subdivisions, with mature trees frequently concentrated in rear yards. However, sidewalks are typically absent. The overall pattern reflects gradual transition from rural to suburban development without a consistent framework guiding growth.



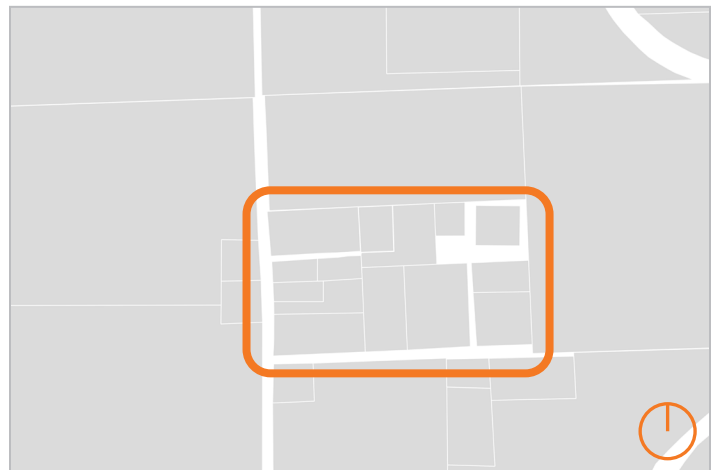
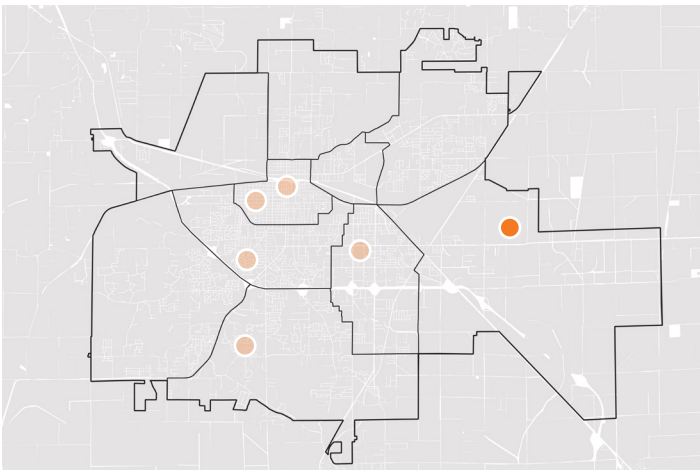
DEVELOPMENT CHARACTERISTICS

Land Development Patterns

Rural Areas

Rural areas at the edges of Jonesboro remain largely agricultural or heavily treed, with open fields, wooded tracts, and natural drainage patterns shaping the landscape. Development is sparse and dispersed, consisting primarily of scattered homesteads located along infrequent, narrow rural roads.

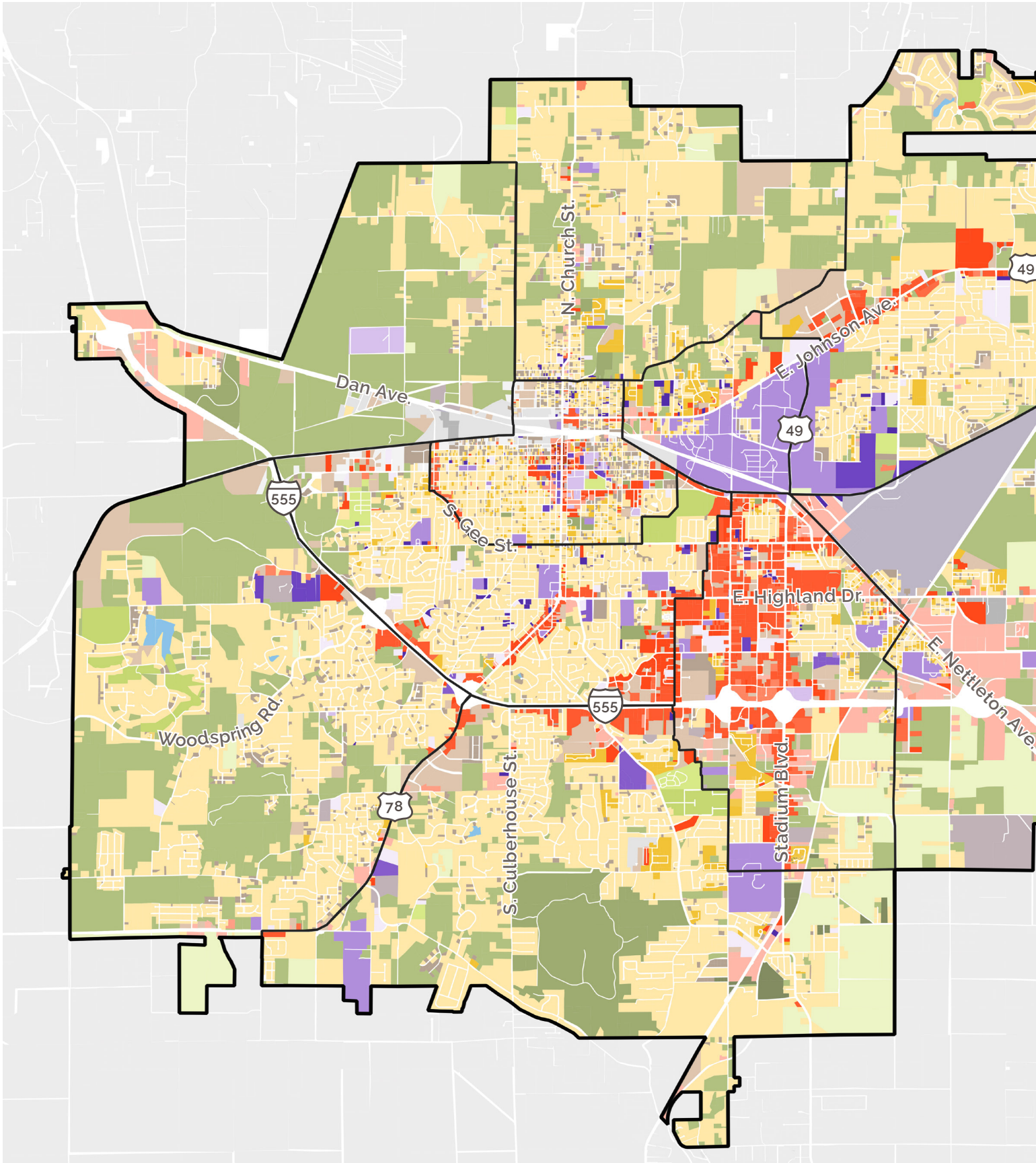
In some locations, large-lot rural subdivisions introduce clusters of homes on expansive parcels, though these remain low in overall density. Infrastructure is limited, with few sidewalks, minimal lighting, and long distances between destinations.



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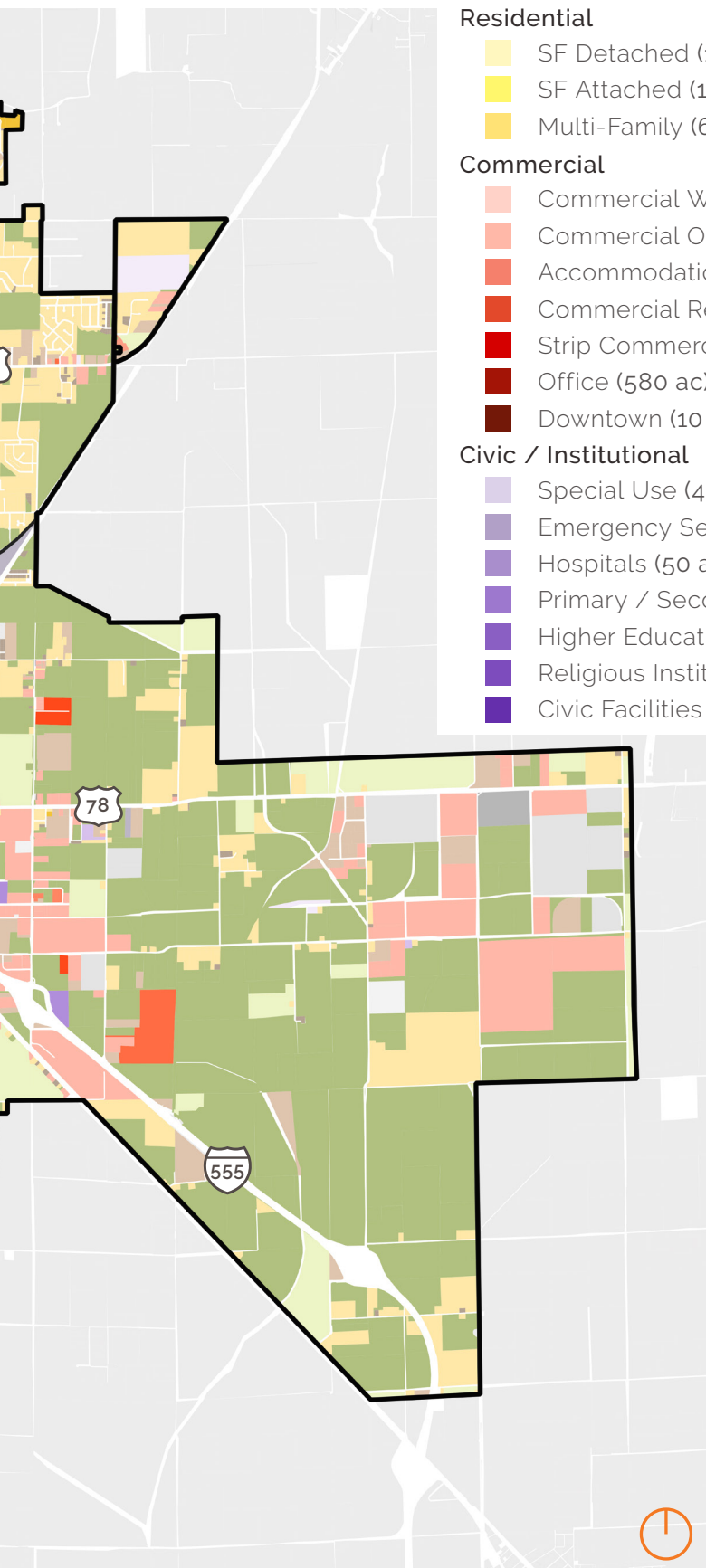
DEVELOPMENT CHARACTERISTICS

Land Use



DEVELOPMENT CHARACTERISTICS

Land Use



Residential

- SF Detached (15,000 ac)
- SF Attached (10 ac)
- Multi-Family (687 ac)

Commercial

- Commercial Warehouse (2,020 ac)
- Commercial Other (80 ac)
- Accommodation / Lodging (110 ac)
- Commercial Recreation (310 ac)
- Strip Commercial (970 ac)
- Office (580 ac)
- Downtown (10 ac)

Civic / Institutional

- Special Use (490 ac)
- Emergency Services (100 ac)
- Hospitals (50 ac)
- Primary / Secondary Edu. (790 ac)
- Higher Education (1,120 ac)
- Religious Institutions (100 ac)
- Civic Facilities (260 ac)

Open Space

- Agriculture (2,330 ac)
- Cemeteries (210 ac)
- Golf Course (490 ac)
- Open Space (14,360 ac)
- Parks & Recreation (1,180 ac)
- Natural Conservation (100 ac)
- Water (20 ac)

Industrial

- Warehousing (140 ac)
- Industrial Light (600 ac)
- Industrial Heavy (100 ac)

Transportation

- Utilities (340 ac)
- Transportation (850 ac)

Other

- Other (2,260 ac)
- Vacant (1,020 ac)

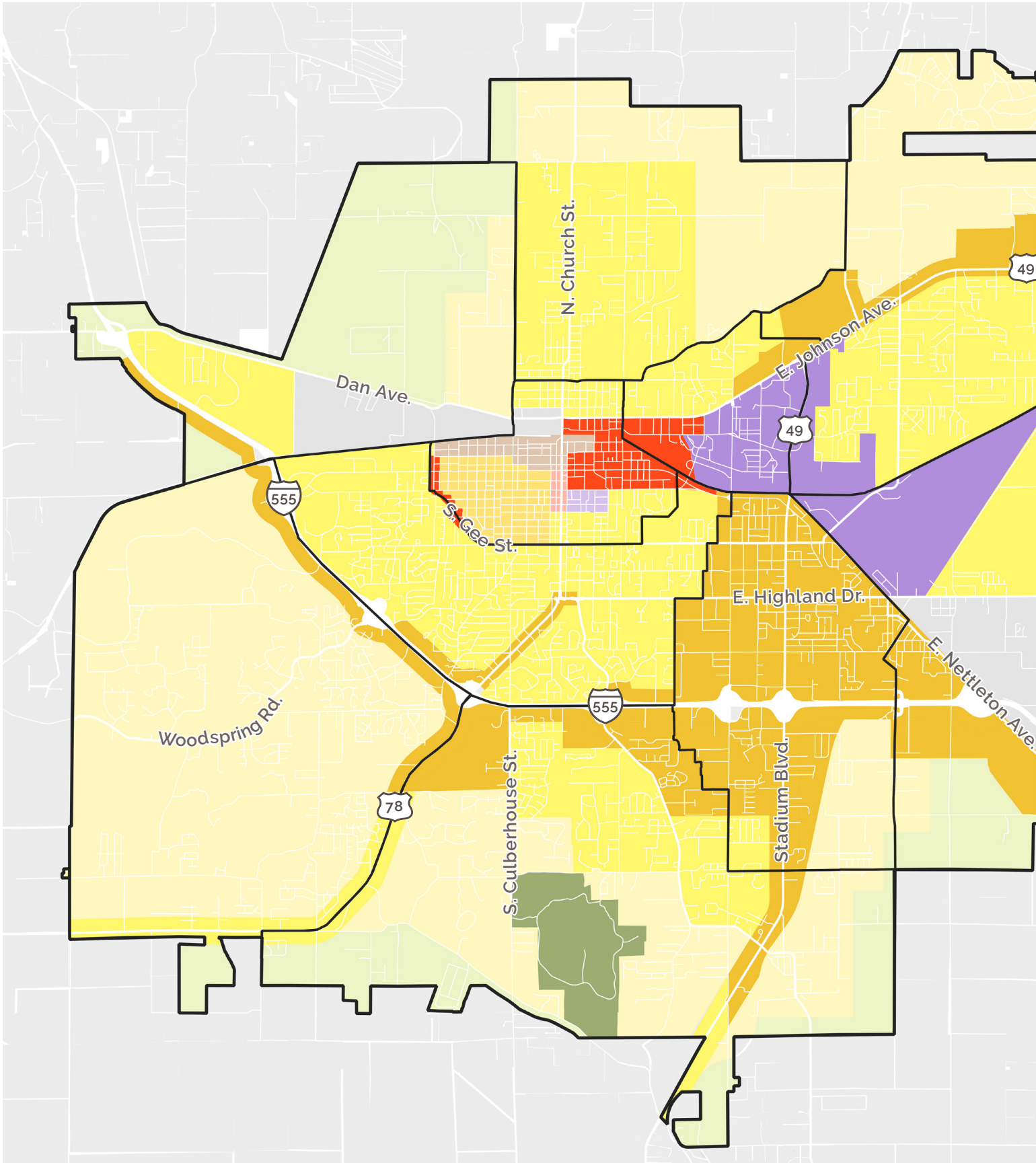
Current Land Use

These are the existing, on-the-ground land uses within Jonesboro today. The map reflects how land is currently developed and occupied in residential, commercial, industrial, civic, open space, and other uses. The pattern reveals a predominantly residential city, with single-family neighborhoods occupying much of the developed area. Commercial and office uses are concentrated along major corridors such as Highland Drive, Stadium Boulevard, Johnson Avenue, and Nettleton Avenue. Industrial and warehousing uses are located primarily along rail lines and at the city's periphery. Civic and institutional uses, including schools, hospitals, and higher education, form significant activity nodes, while parks, open space, agricultural land, and rural tracts remain substantial components of the city's footprint.

Understanding the distribution, intensity, and adjacency of these existing uses is a critical first step in shaping the comprehensive plan. The current land use pattern establishes the baseline conditions from which new future land use categories will be evaluated and defined, a central feature of the comprehensive plan.

DEVELOPMENT CHARACTERISTICS

Land Use



DEVELOPMENT CHARACTERISTICS

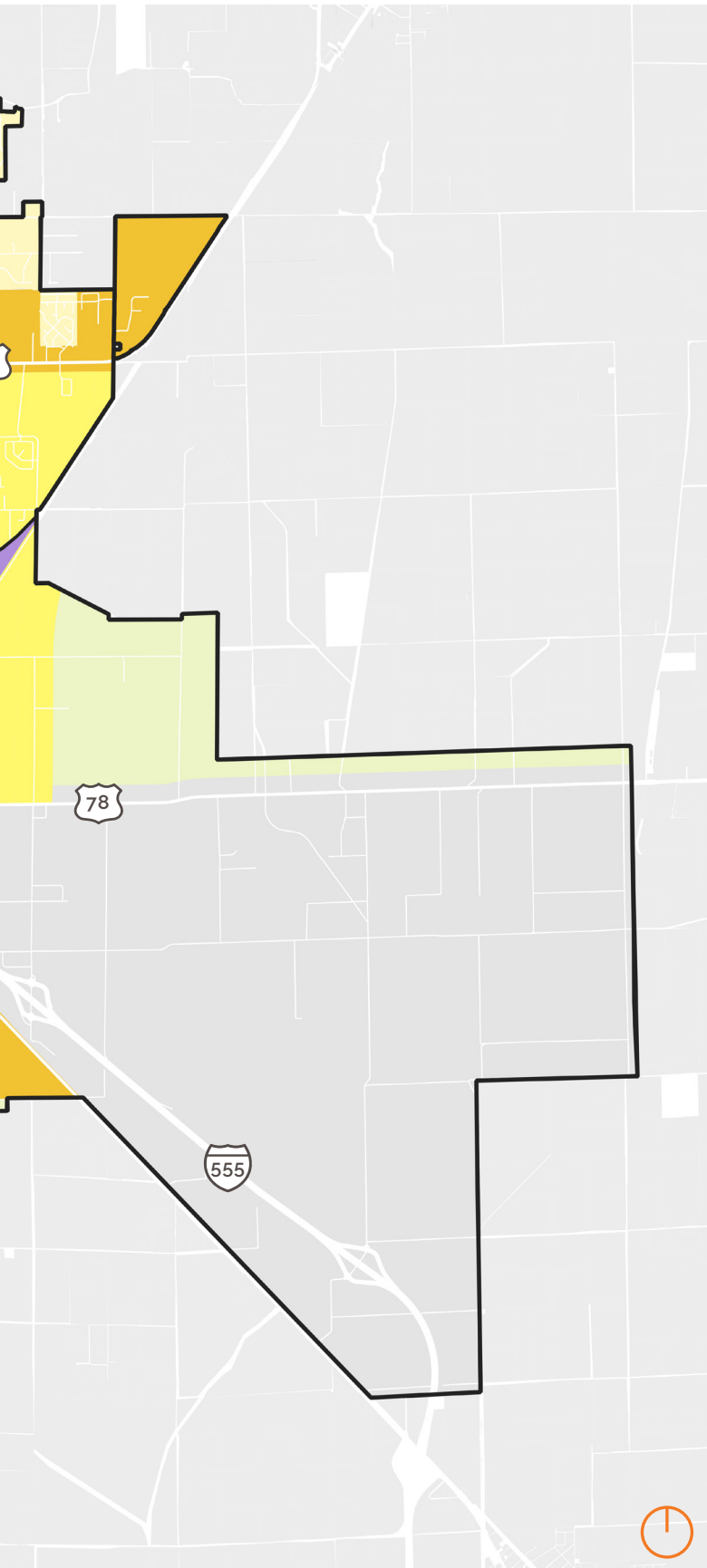
Land Use

Current Future Land Use Designations

These pages illustrate the Future Land Use (FLU) designations adopted in 2018. Unlike the previous map of existing land uses, this framework reflects policy direction rather than current, on-the-ground conditions. The categories shown were established to guide development decisions, zoning updates, and investment priorities at that time.

The 2018 designations identify areas intended for varying residential intensities, mixed-use districts, commercial centers, institutional uses, industrial areas, parks, and rural preservation. They represent a planned vision for how land should evolve, not necessarily how it is currently developed.

As part of this comprehensive planning process, these future land use categories will be reviewed and refined. The updated plan will build on existing conditions, demographic trends, infrastructure capacity, and community priorities to establish a revised trajectory for Jonesboro's growth.

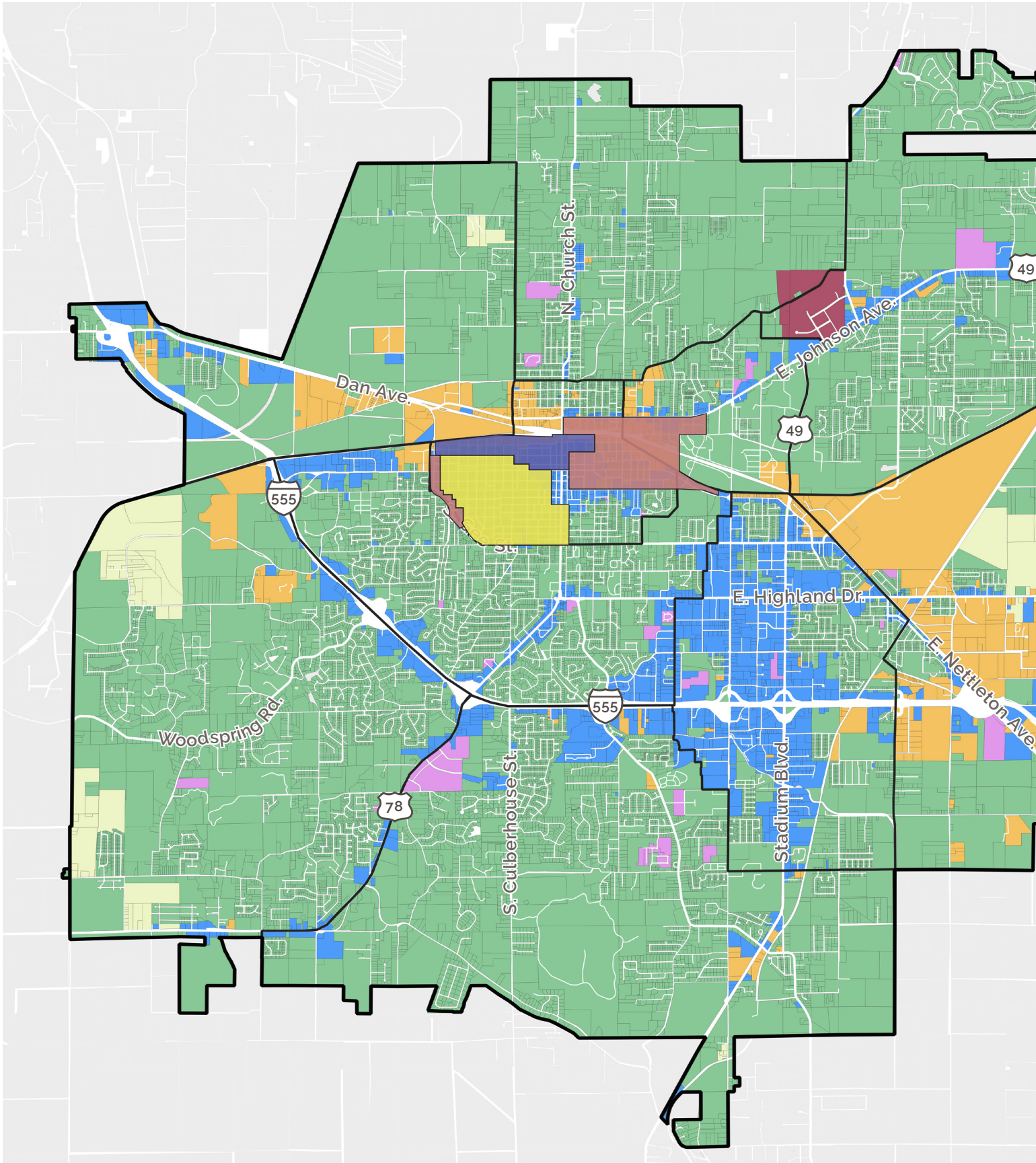


Residential

- Low Intensity
- Moderate Intensity
- Neighborhood Transitional District
- High Intensity
- Commercial Mixed Use District
- Core Mixed Use District
- Medical Center
- Institutional
- Industrial Arts District
- Industrial
- Park
- Rural

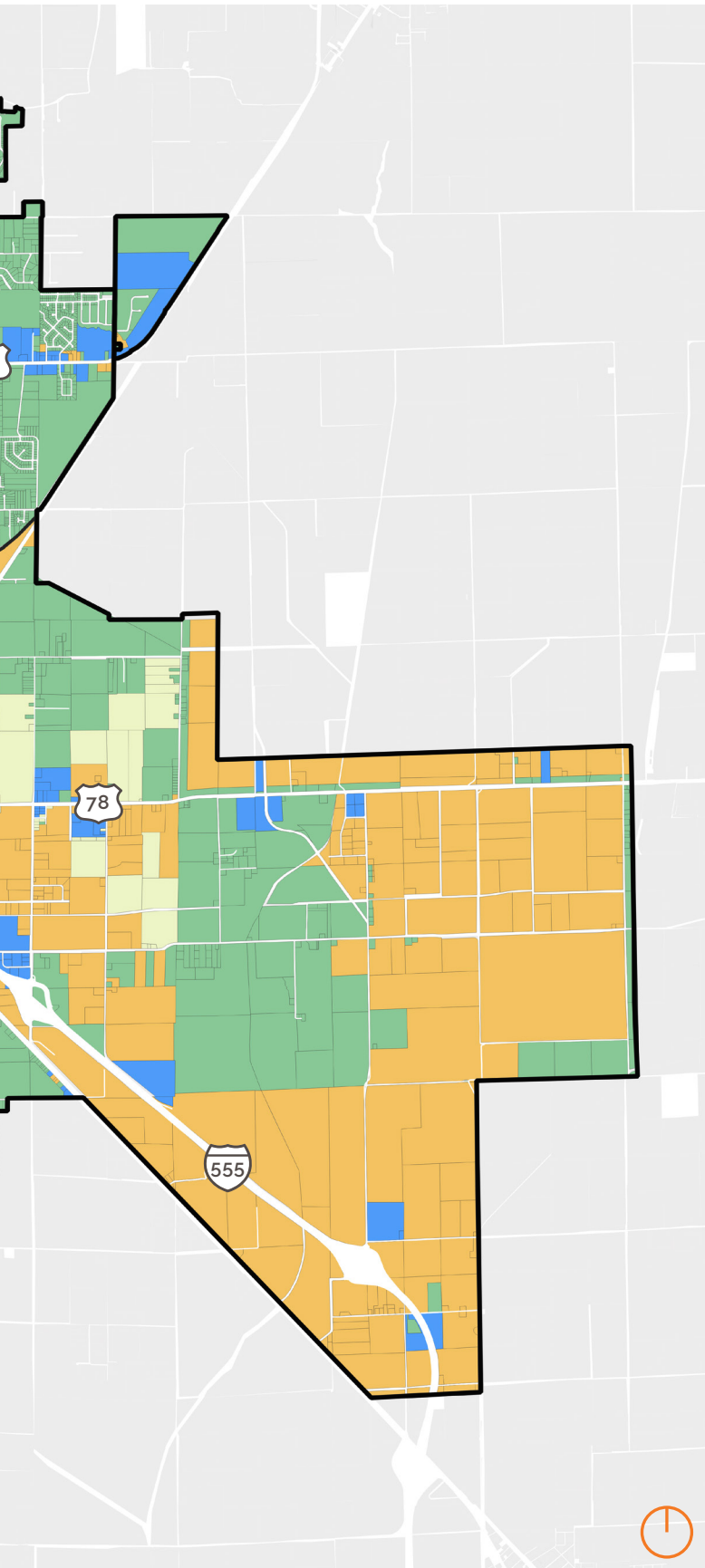
DEVELOPMENT CHARACTERISTICS

Zoning



DEVELOPMENT CHARACTERISTICS

Zoning



Zoning

These pages present the current zoning map for Jonesboro, showing how land is legally regulated today. Zoning districts establish what types of uses are permitted, along with development standards such as density, building height, setbacks, and other site requirements. The map includes base zoning districts such as residential, commercial, industrial, agricultural, and planned developments, as well as overlay districts that apply additional standards in targeted areas.

While zoning shapes day-to-day development decisions, it does not always align perfectly with existing land uses or with the city's long-term goals. In some cases, zoning reflects past policy priorities that may differ from current community needs and growth patterns.

As part of the comprehensive plan process, new future land use categories will establish an updated policy framework to guide growth. Those categories will, in turn, inform future zoning changes to ensure regulatory tools are aligned with the city's vision.

Zoning

- Agriculture (1,530 ac)
- Commercial (4,080 ac)
- Industrial (8,370 ac)
- PD (435 ac)
- Residential (32,650 ac)
- TCO (315 ac)

Overlay Districts

- Core Mixed-Use
- Commercial Mixed-Use
- Industrial Arts
- Neighborhood Transitional

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

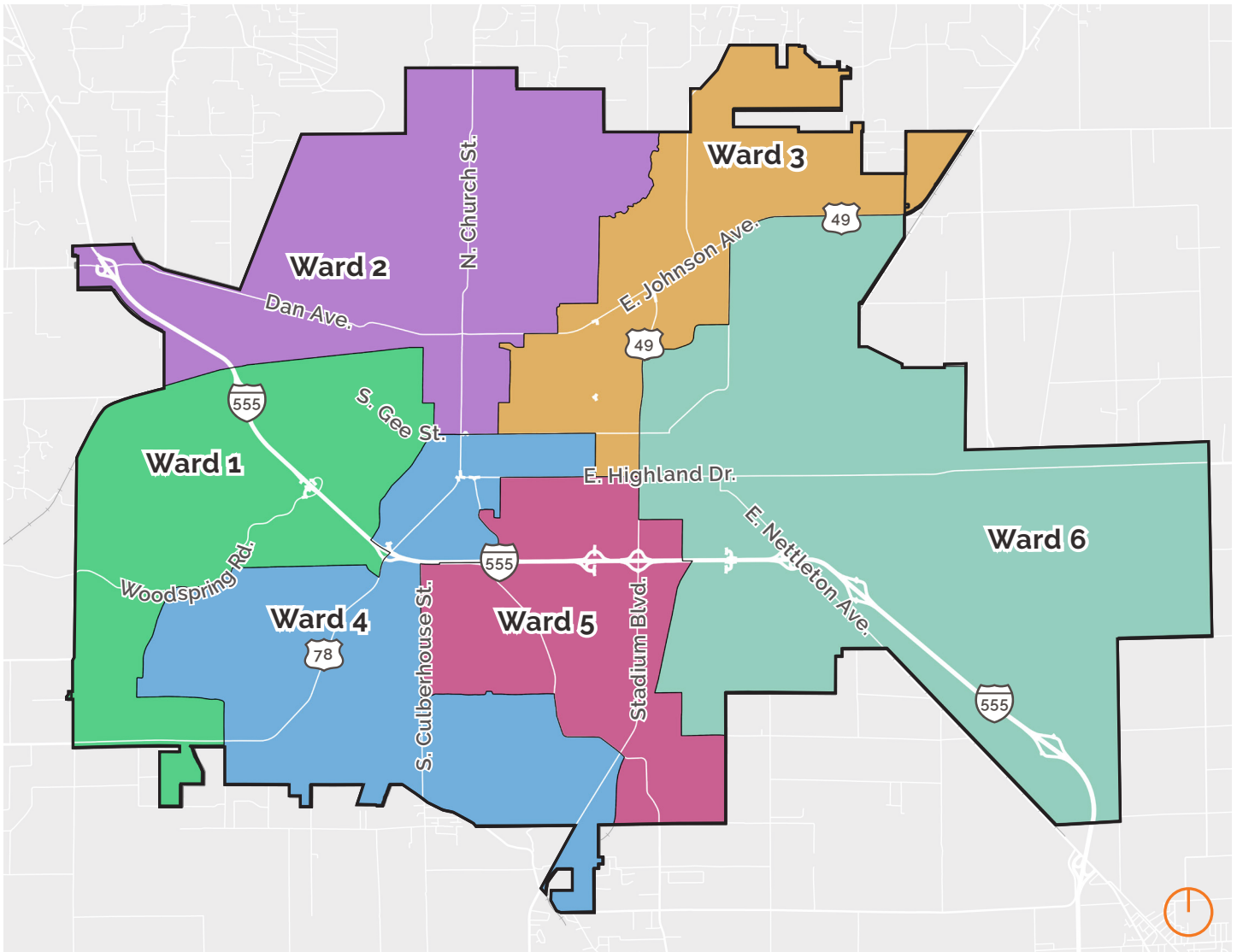
City Council Wards

This map illustrates Jonesboro's City Council ward boundaries, which define how residents are represented in local government. Each ward elects council members who participate in policy decisions, budgeting, and oversight affecting the entire city.

While wards serve as political and representation boundaries, they do not correspond to a single development type or land use pattern. Most wards include a wide range of historic growth patterns, residential neighborhoods, commercial corridors, industrial areas, parks, and

rural tracts. They also encompass a mix of current land uses, future land use designations, and zoning districts.

As demonstrated throughout this document, demographic, economic, and physical development conditions vary within and across wards. Understanding this diversity is important for ensuring that citywide decisions reflect the full range of community needs, while recognizing that each ward represents a cross-section of Jonesboro's broader conditions and growth patterns.



DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

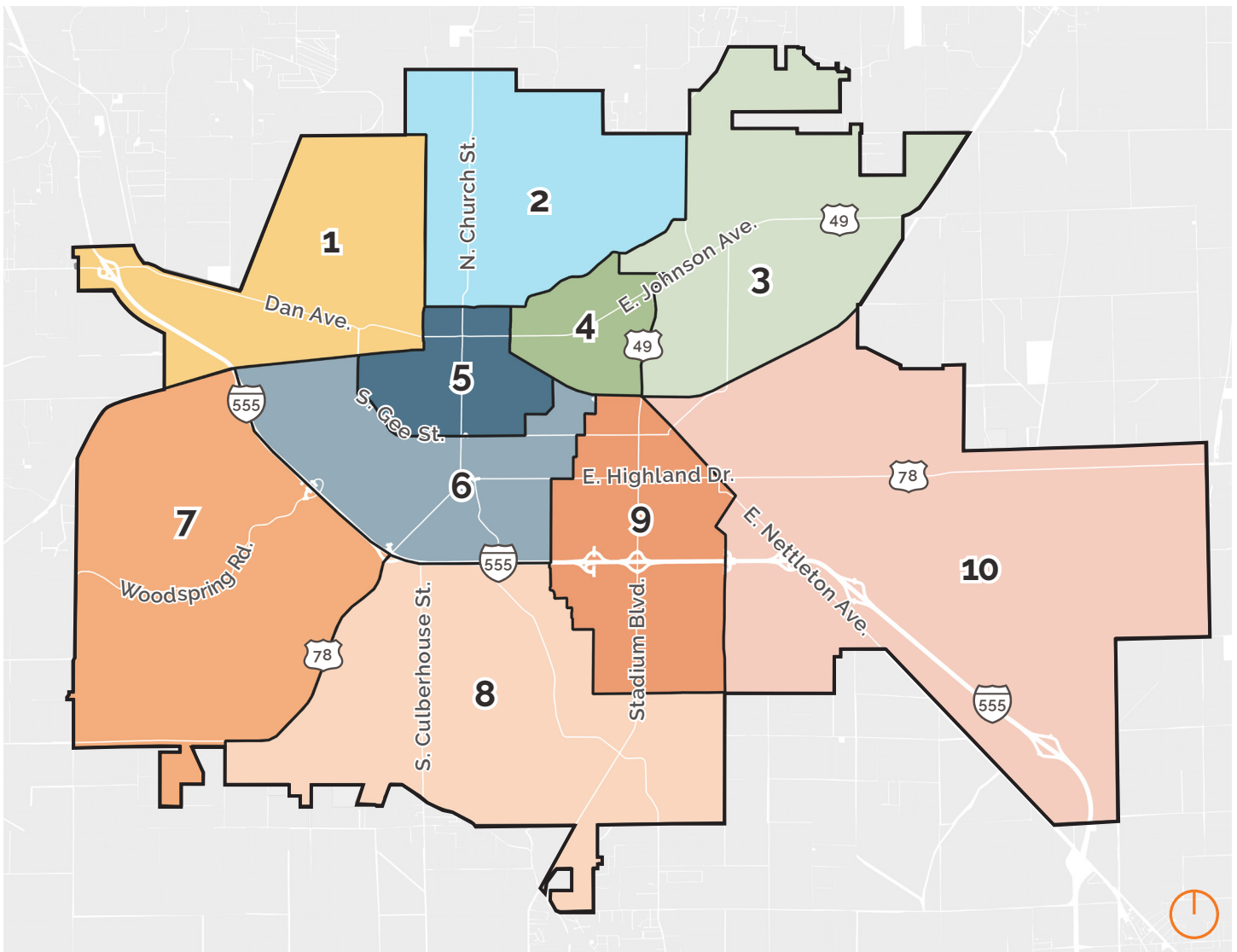
Analytical Districts

This map illustrates the analytical districts established by the project team to support the Comprehensive Plan and Master Street Plan. These districts group together areas that share similar physical form, development patterns, infrastructure conditions, and social and economic characteristics.

Unlike City Council wards, which are designed for political representation and often include a broad cross-section of land uses and neighborhood types, analytical districts are defined by common place-based traits.

Each district reflects shared conditions such as street network structure, housing types, commercial patterns, growth history, and transportation dynamics.

By organizing the city into areas with similar characteristics, the plan can more clearly identify district-specific challenges and opportunities. This approach allows for recommendations, policies, and infrastructure strategies to respond directly to the unique conditions of each area while supporting broader citywide goals.

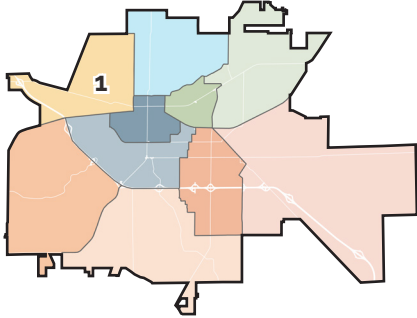
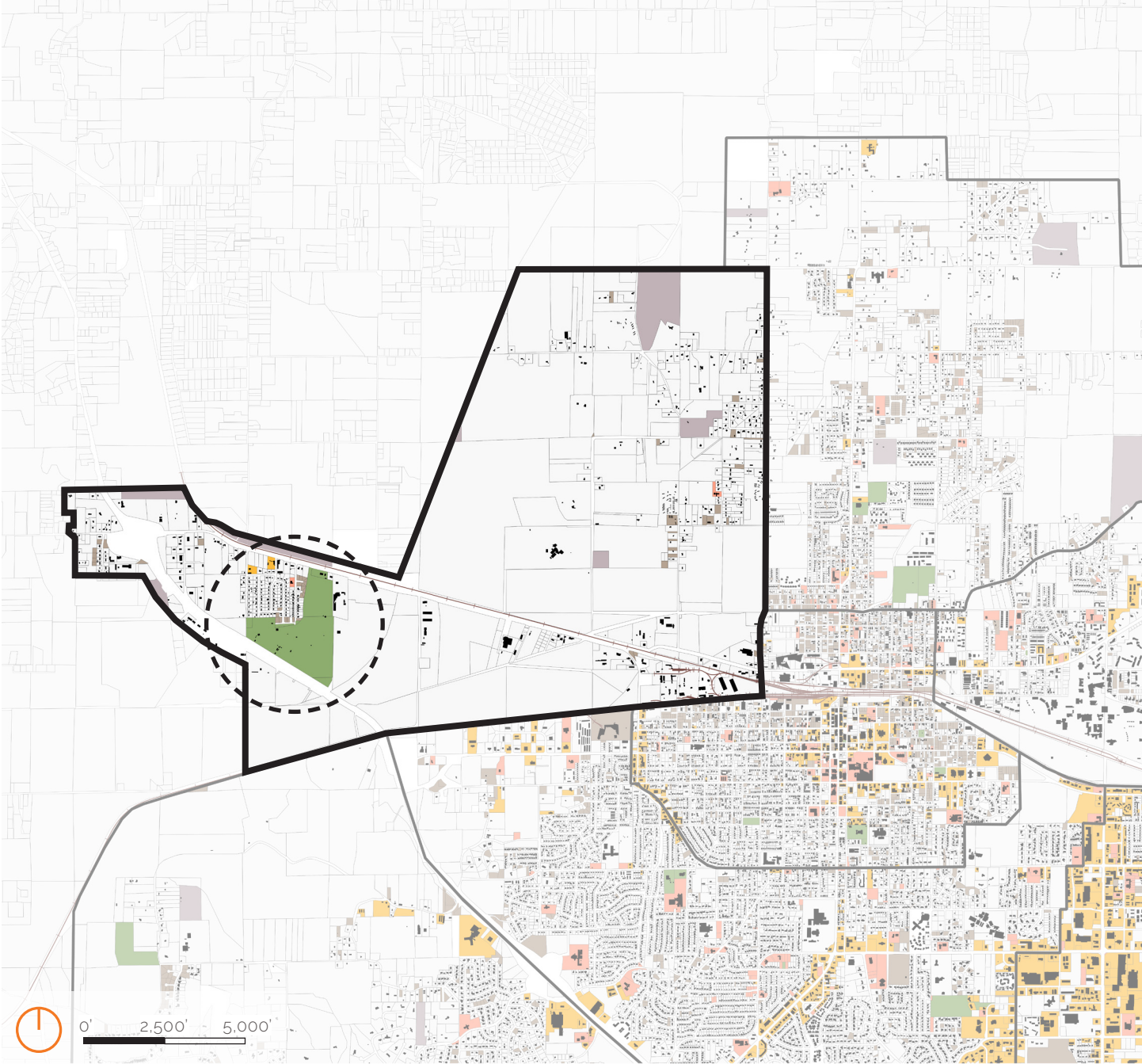


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DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 1

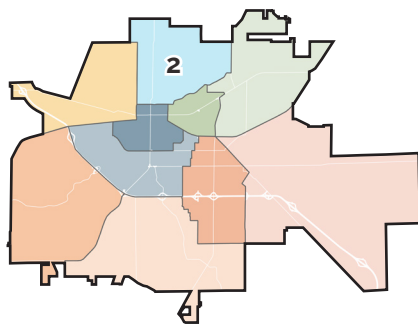
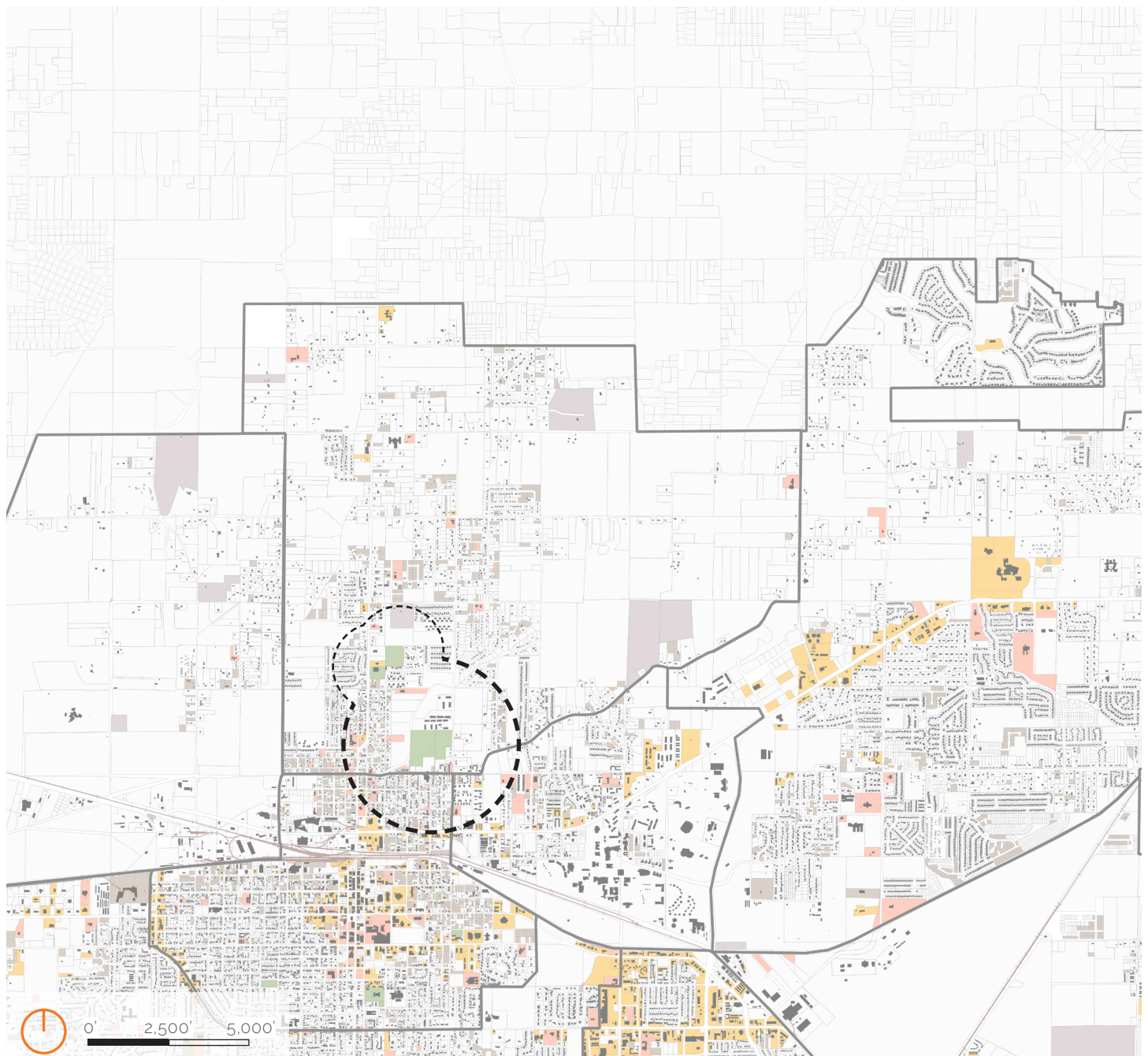


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 2

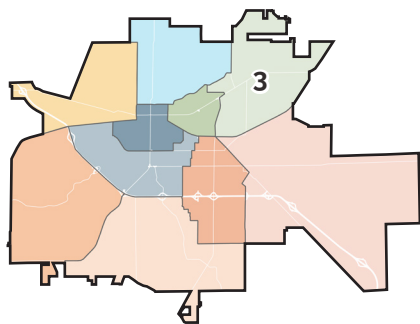
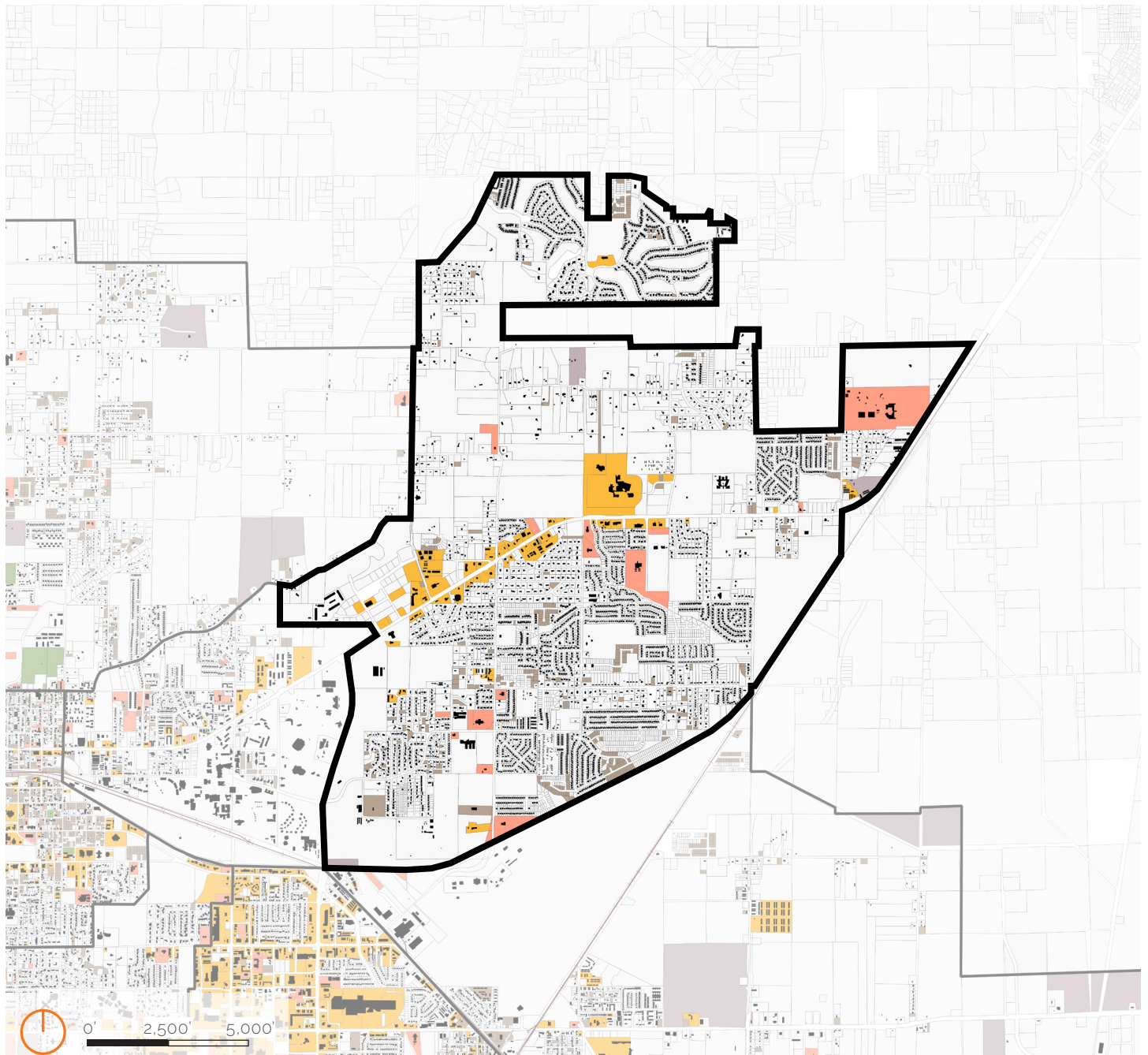


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 3

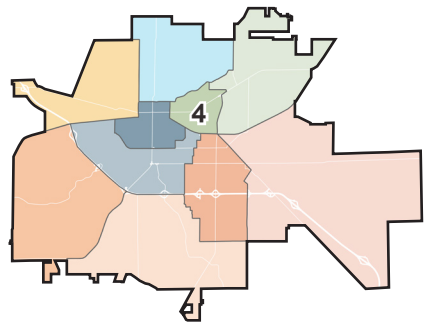
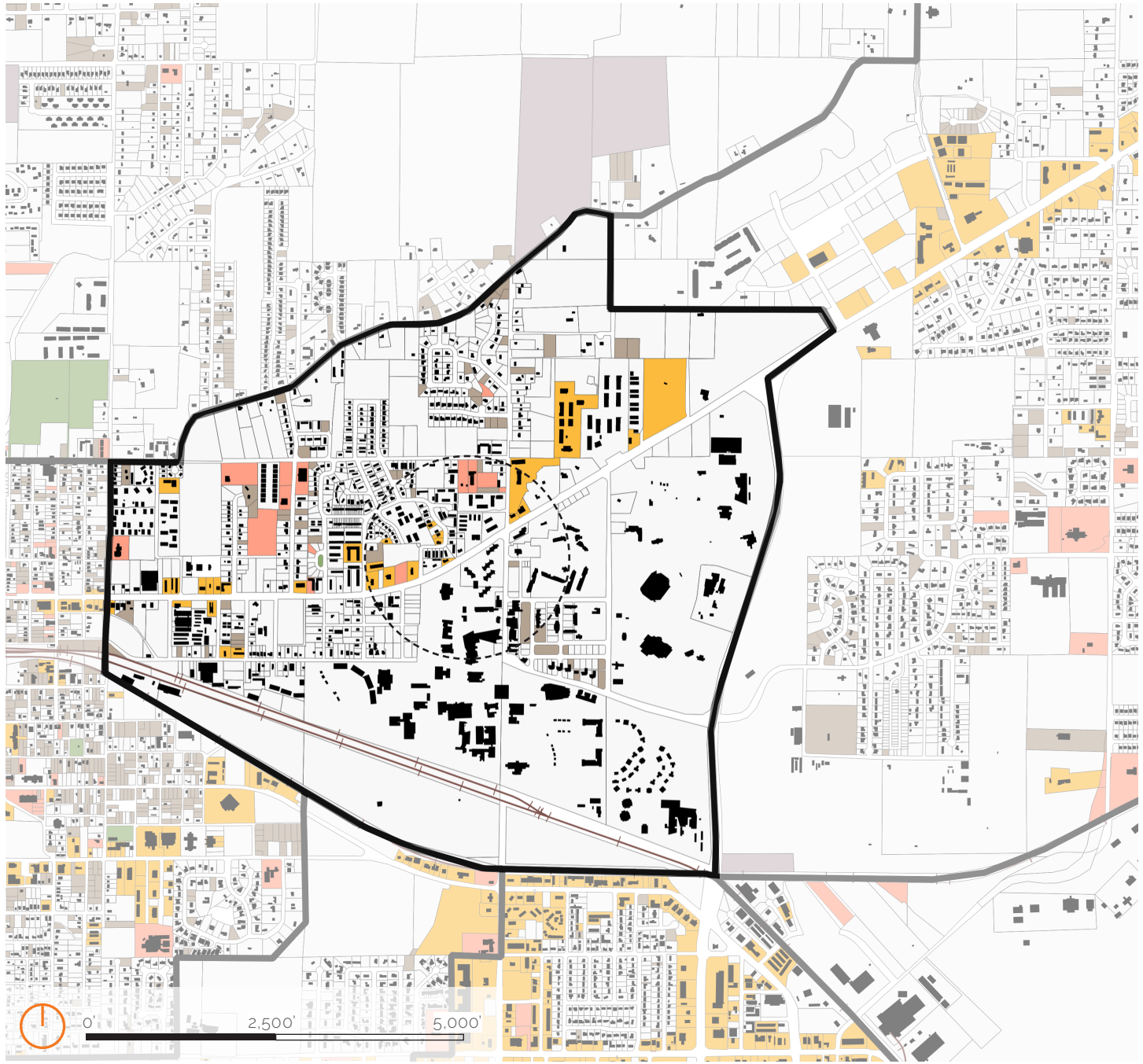


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 4

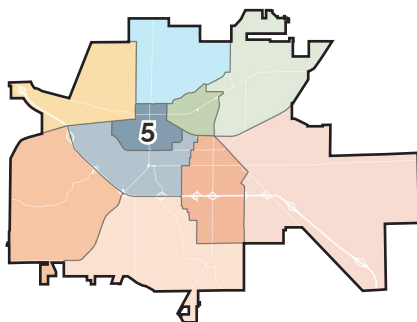
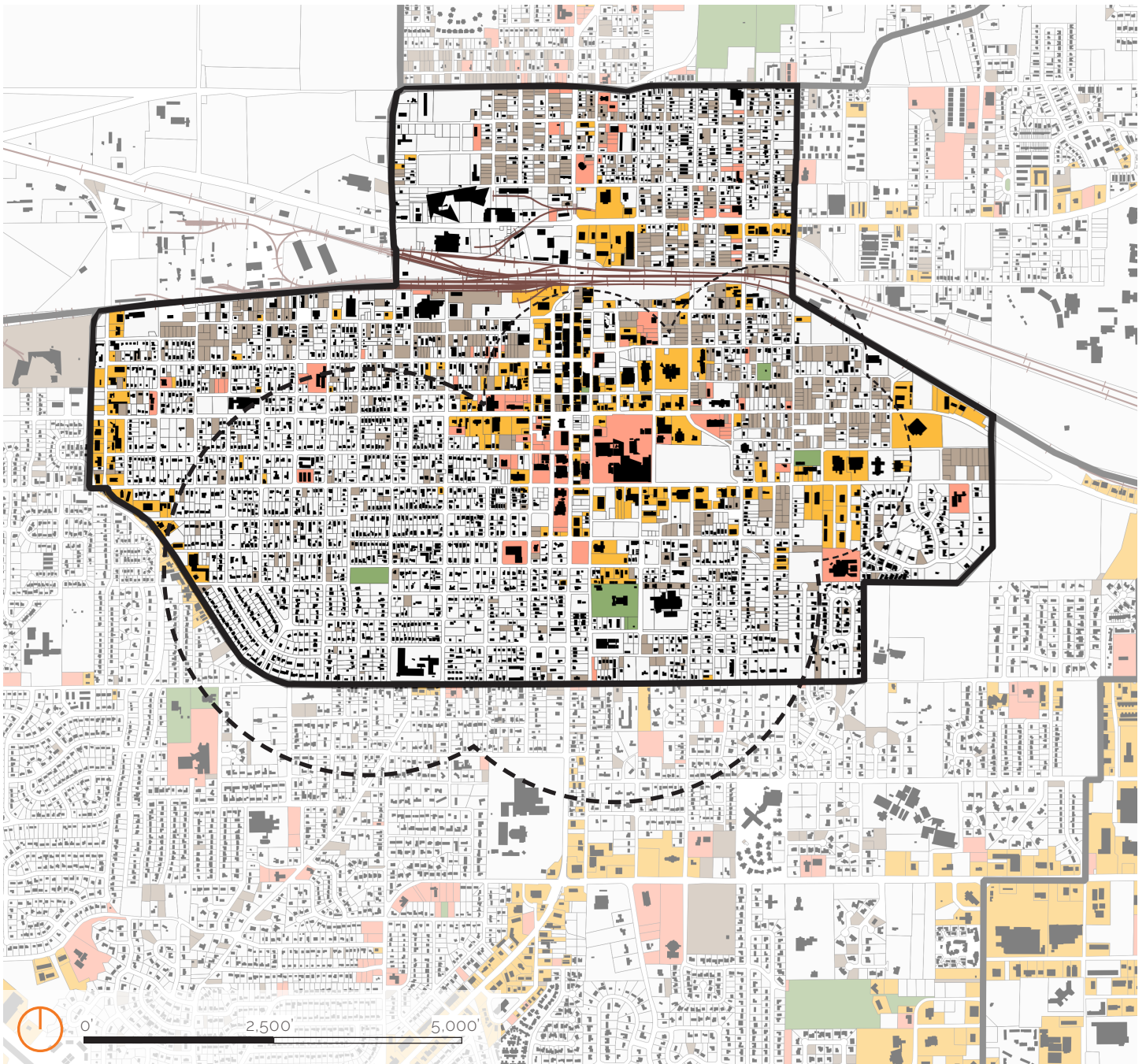


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 5

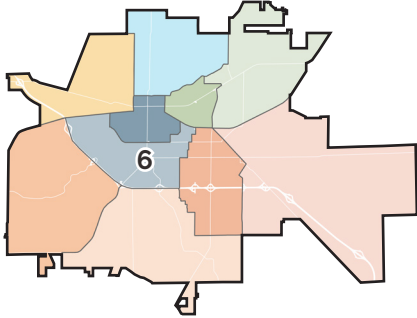
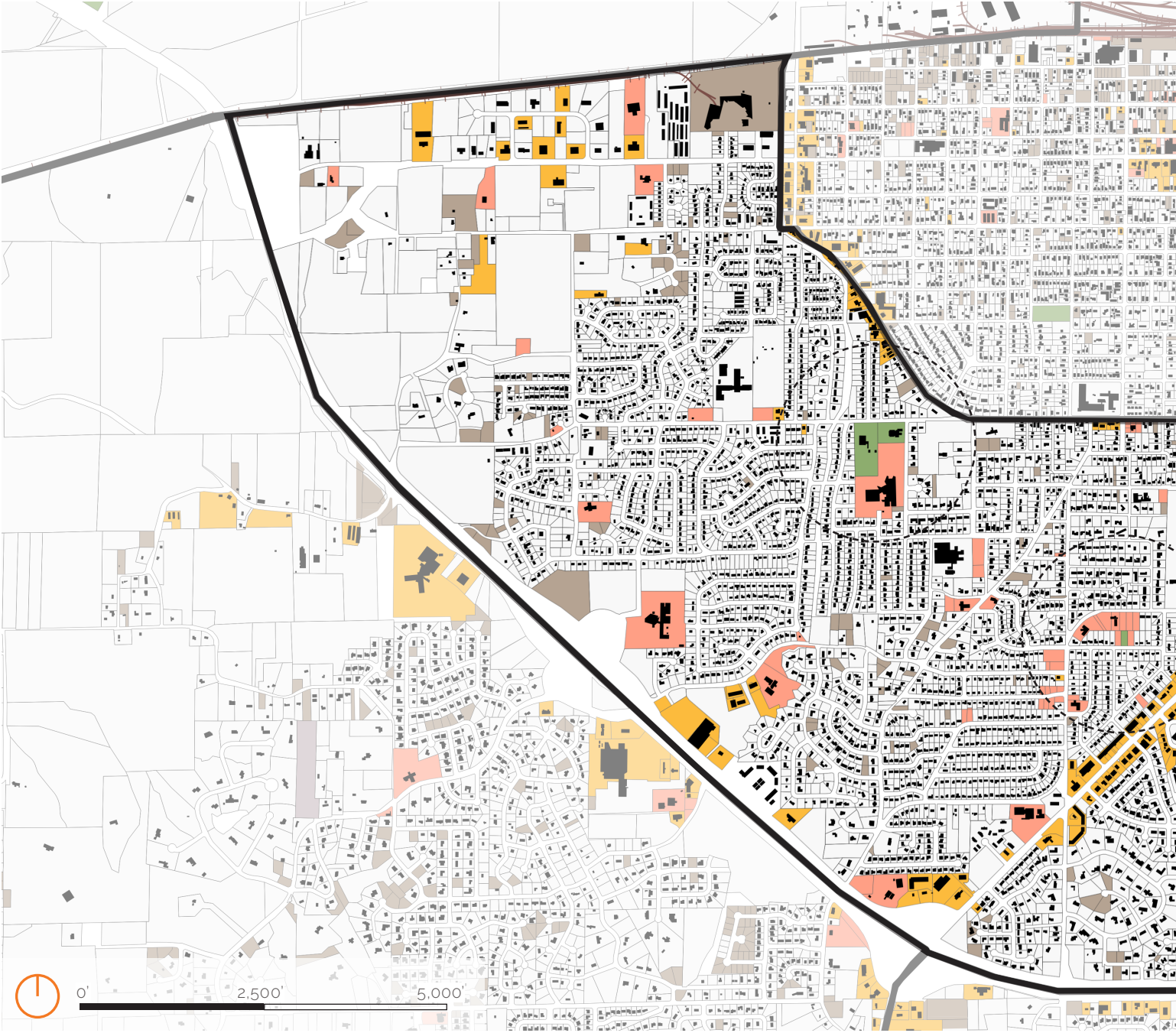


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

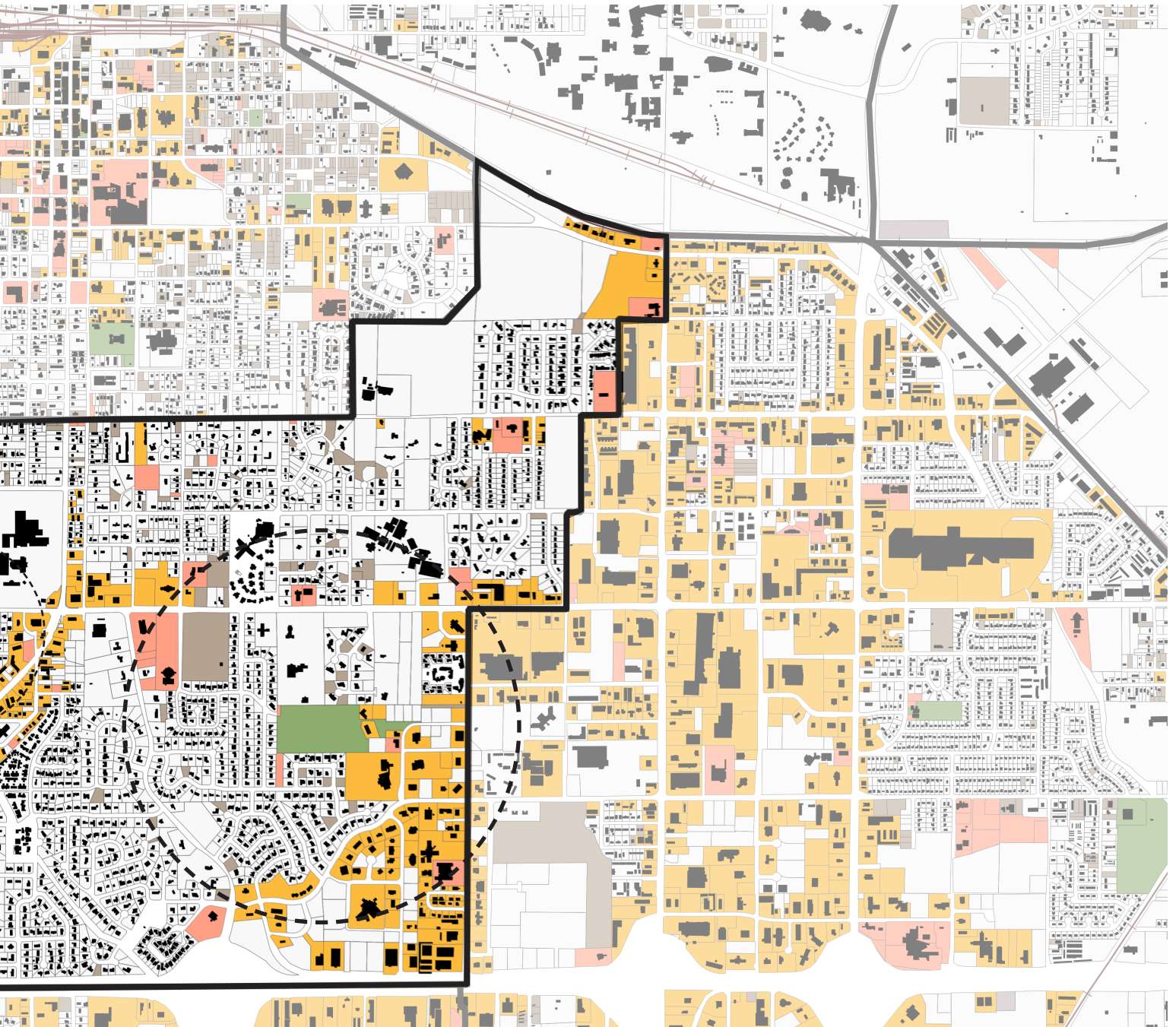
Citywide Spatial Analysis

District 6



DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

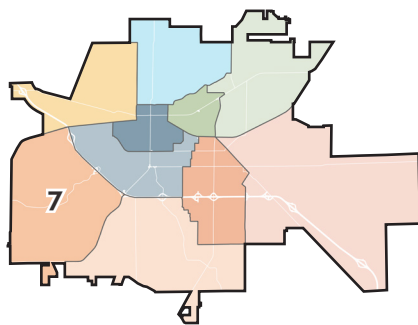
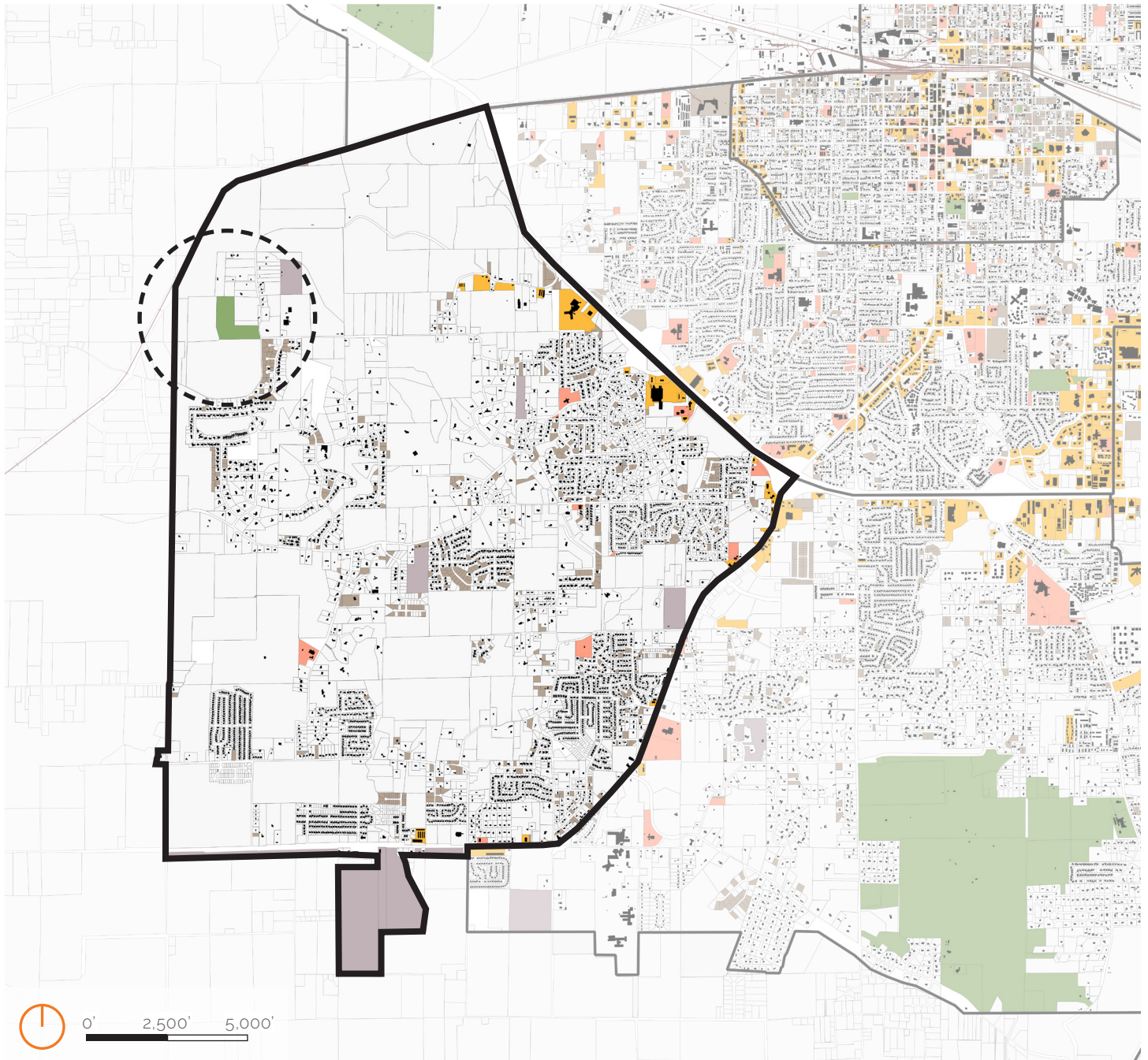


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 7

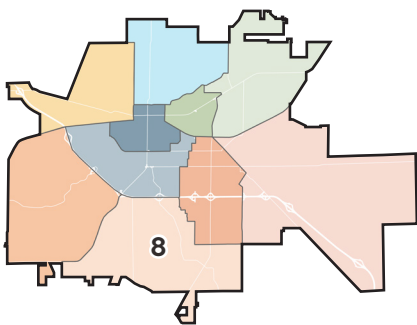
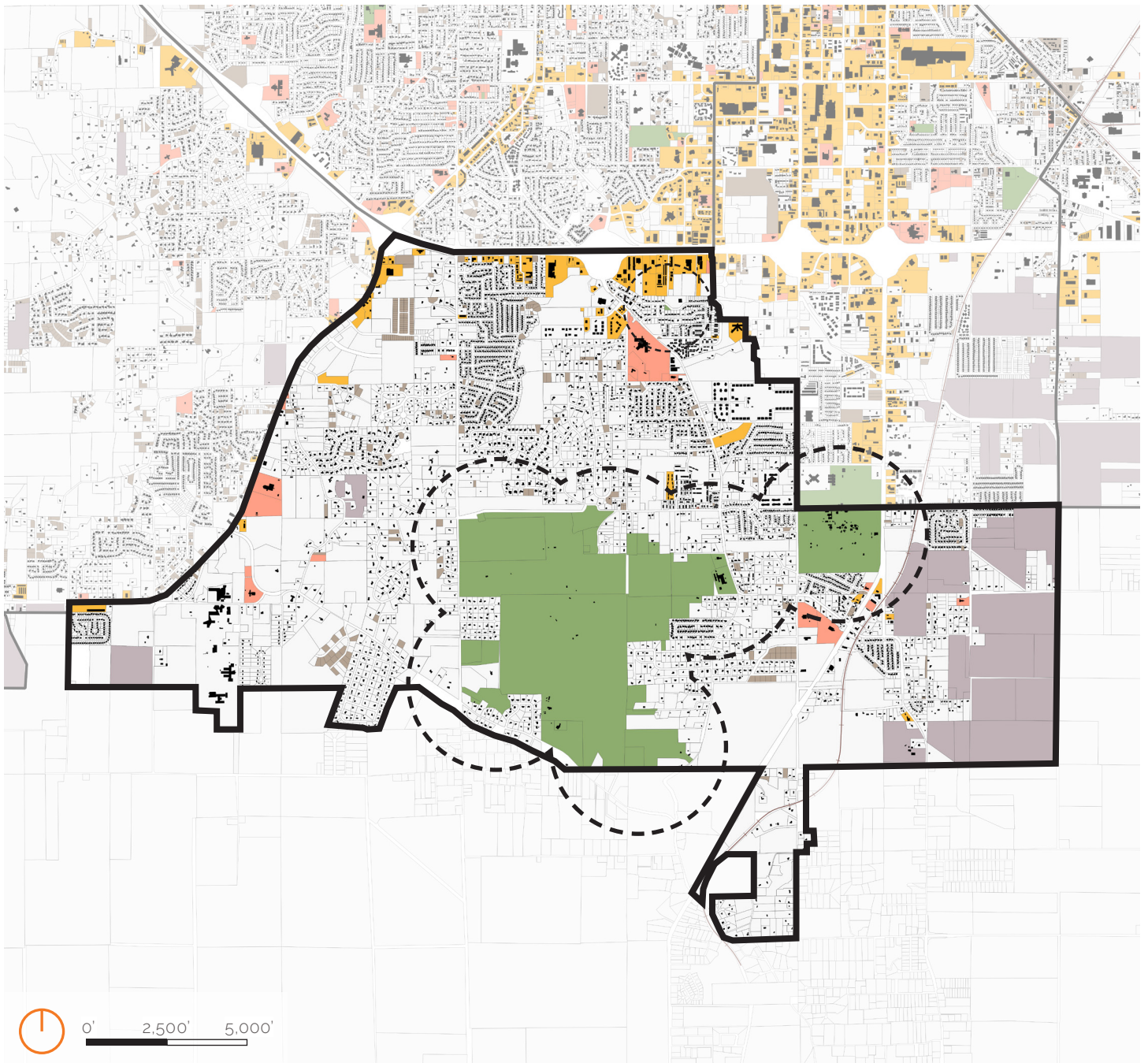


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 8

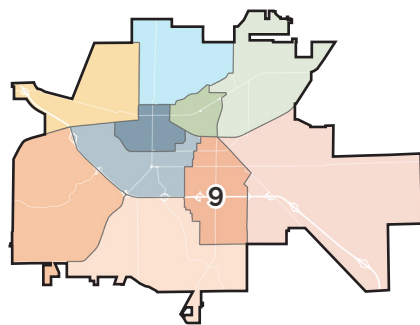
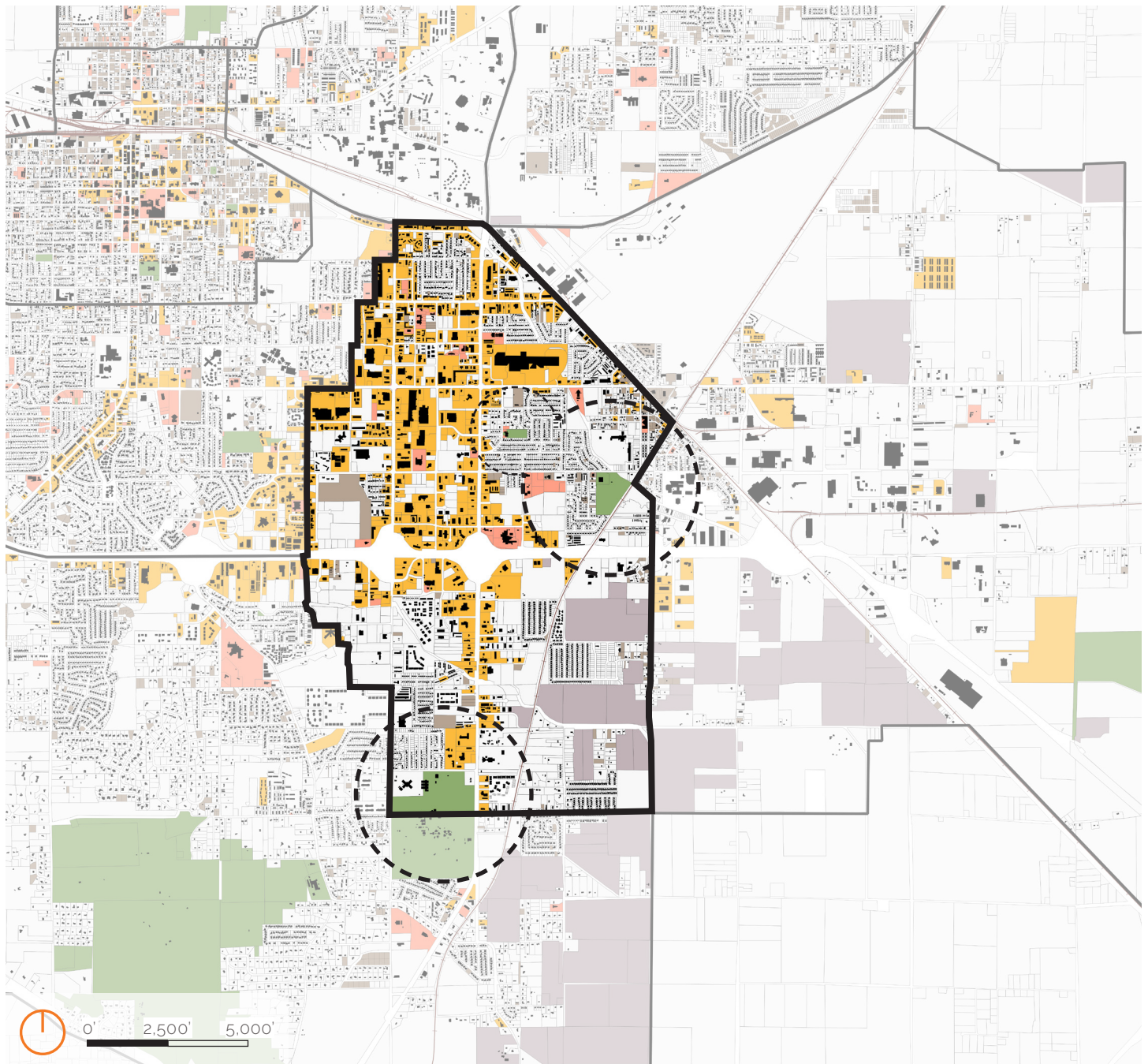


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 9

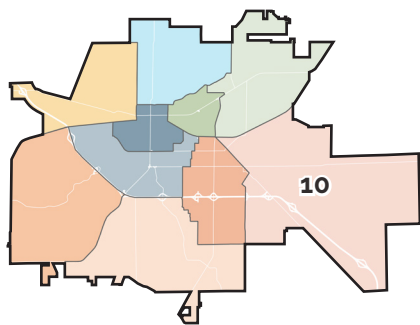
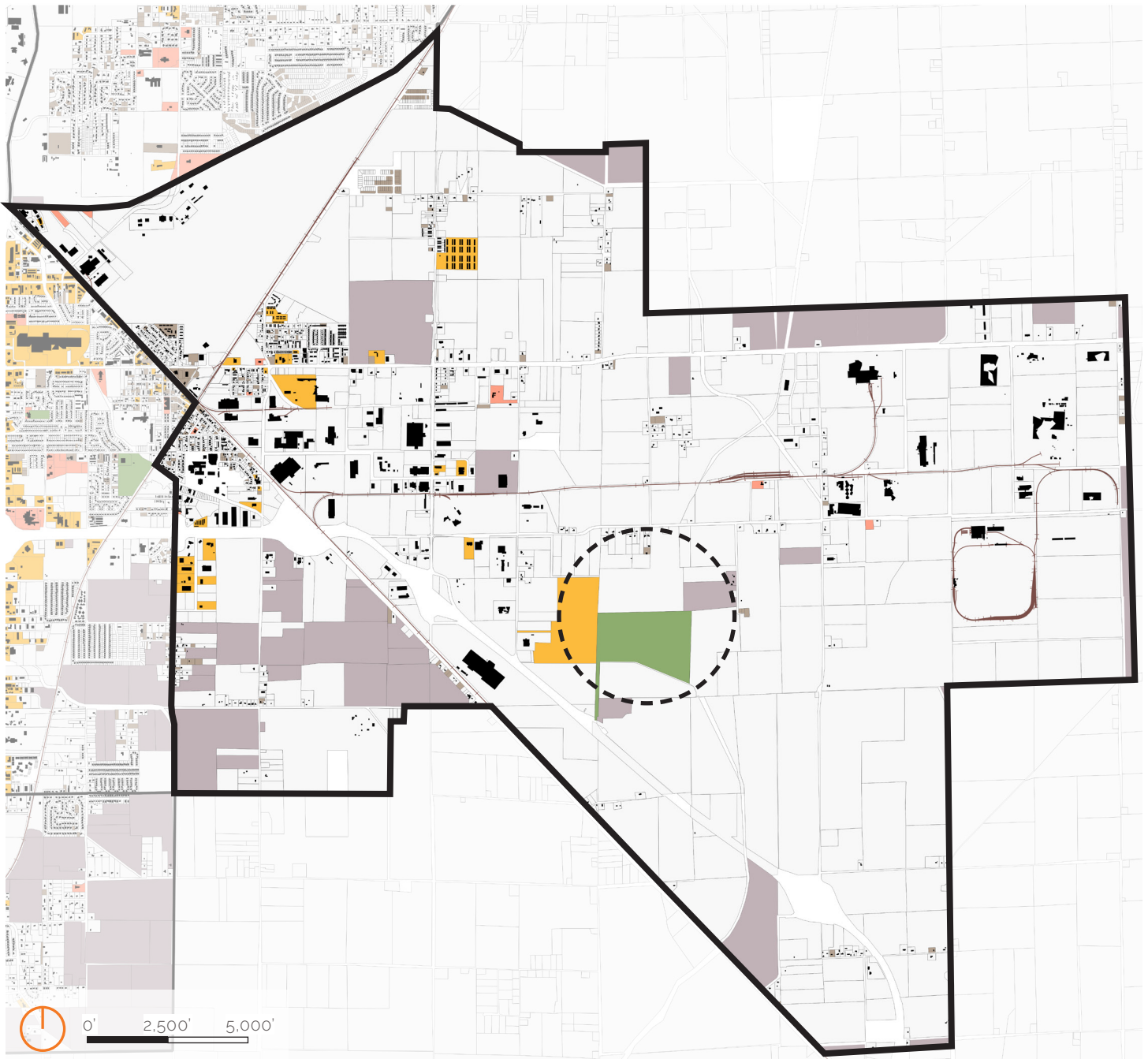


- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

District 10



- Parks
- Pedestrian Sheds
- 1/4 Mile Radius
- 1/2 Mile Radius
- Commercial
- Civic Institutions
- Underdeveloped

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

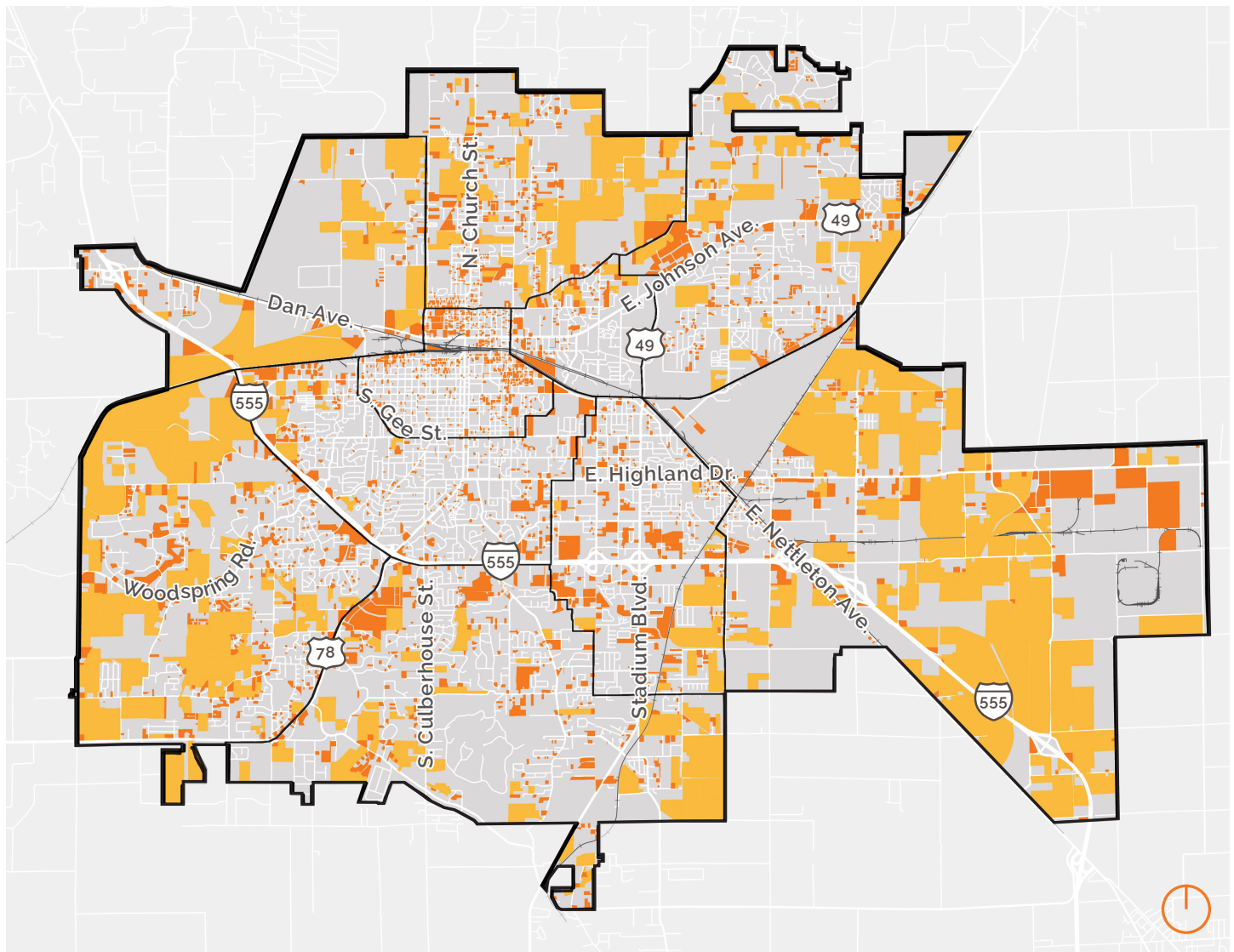
Vacant Parcels

This map shows vacant properties across Jonesboro, highlighting undeveloped land within city limits. These parcels are widely distributed, appearing in established neighborhoods, along commercial corridors, and at the city's edges. Their pattern reflects a mix of small infill lots and larger undeveloped tracts.

Agricultural properties, though different from vacant parcels, are also included. While actively used, they

often represent land that may transition to development over time, making them important for understanding long-term growth potential.

The map shows two related conditions: scattered vacant parcels within developed areas and larger concentrations of agricultural land along the city's periphery. Both represent opportunities for future development and will help shape how and where Jonesboro grows.



- Vacant Parcels
- Agricultural Parcels

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

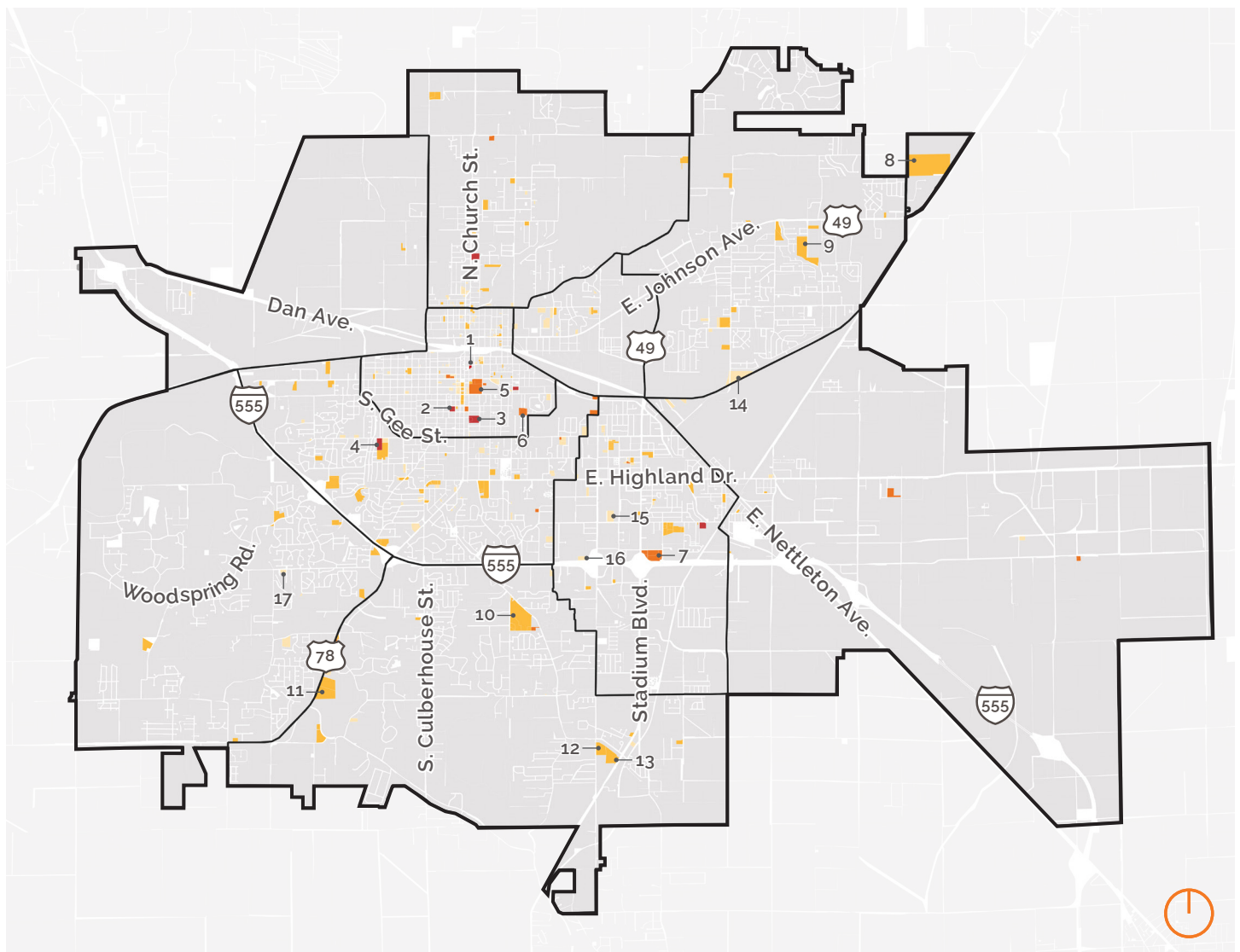
Civic Institutions

This map highlights civic institutions across Jonesboro, including City Hall, the public library, hospitals, and religious facilities. Schools are in a separate diagram.

Civic uses are concentrated around Downtown, where major public buildings form a central hub. Hospitals and government functions cluster along key corridors near the city center, reinforcing Downtown's role as the civic core.

Religious institutions are widely distributed in residential areas, making them the most widespread civic use. Other facilities—such as libraries, major public buildings, and hospitals—are fewer and more centralized.

Overall, while civic institutions exist citywide, their distribution varies by type, with religious uses providing the most consistently dispersed civic presence across neighborhoods.



- | | | | |
|---------------------------------|----------------------------|-----------------------------------|-----------------------------|
| ● City Public Facilities | ● Hospitals | ● Religious | ● Other |
| 1 City Hall | 5 St. Bernard's | 8 Nettleton Baptist Church | 14 Veterans of Foreign Wars |
| 2 Library | 6 Encompass Rehabilitation | 9 Journey Church | 15 US Post Office |
| 3 Earl Bell Community Center | 7 Elite Home Health | 10 Central Baptist Church | 16 Police Station |
| 4 Jonesboro Pool and YMCA | | 11 Valley View Church of Christ | 17 Jonesboro Fire Station |
| | | 12 The Pentecostals | |
| | | 13 First Free Will Baptist Church | |

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

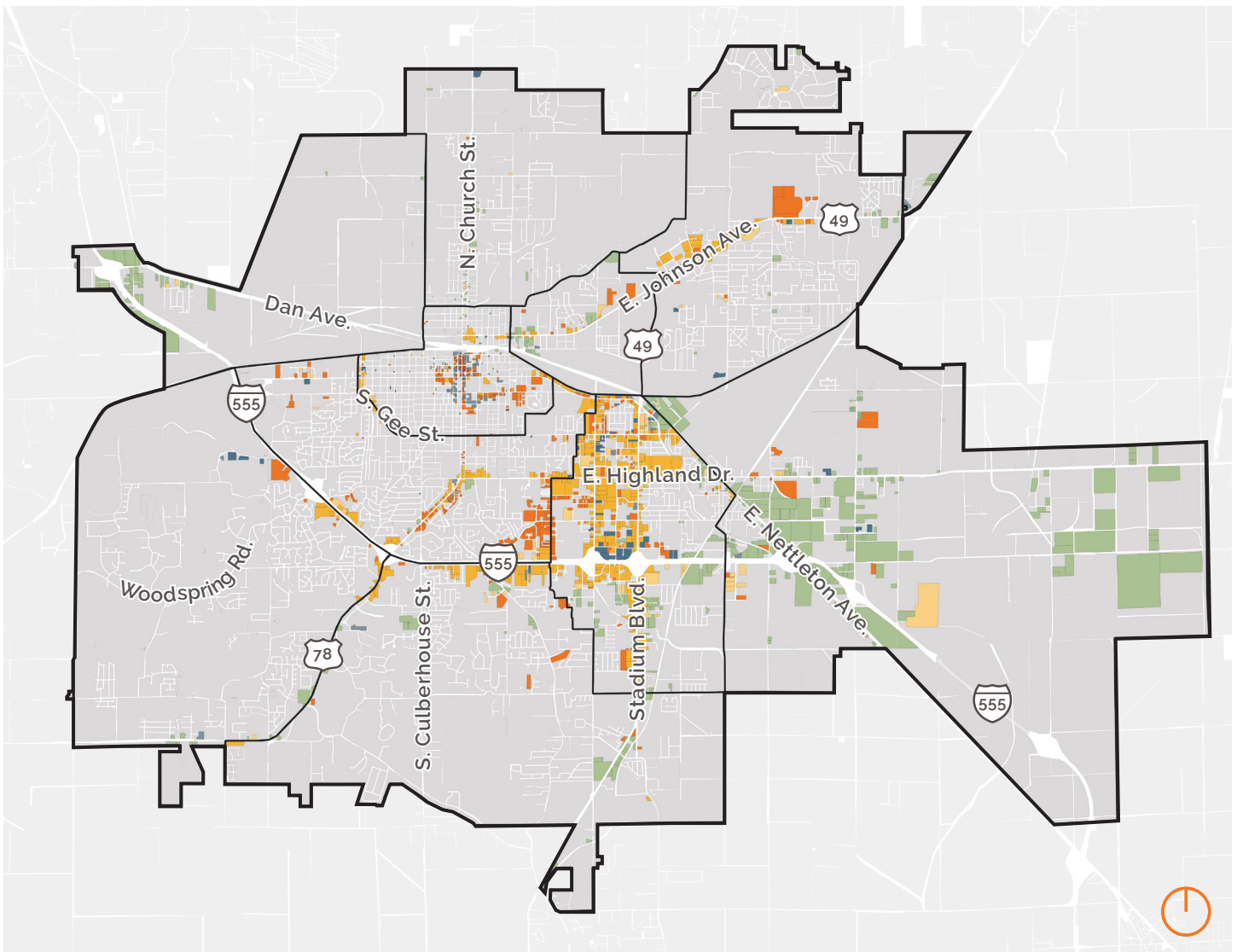
Commercial Uses

This map shows commercial uses across Jonesboro, including downtown businesses, strip commercial, offices, hotels, recreation uses, and warehouses.

Commercial activity remains in Downtown as a compact, historic district. Beyond it, automobile-oriented commercial strips are common along arterial roads like Southwest Drive from I-555 to Jonesboro High School and Johnson Avenue north and northeast of ASU. There is also a

significant cluster around Highland Drive and Red Wolf Boulevard. These areas primarily include large retailers and regional businesses interspersed with smaller, local businesses.

Overall, commercial patterns follow key corridors: a historic downtown core, lengths of commercial strips along major roads, and large-scale retail corridors connecting to the Interstate.



- Downtown
- Office
- Strip Commercial
- Commercial Recreation
- Accommodation
- Commercial Other
- Commercial Warehouse

DEVELOPMENT CHARACTERISTICS

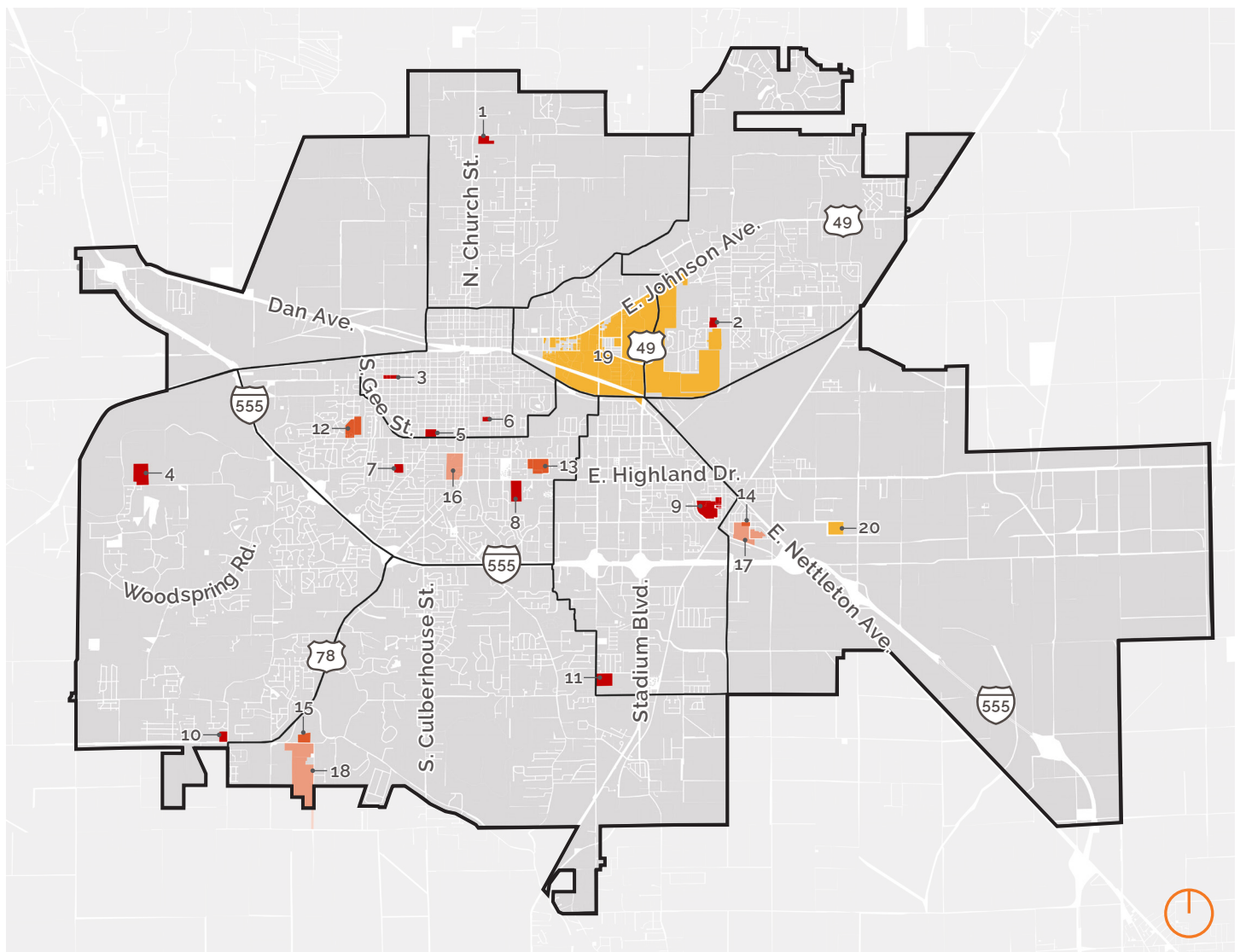
Citywide Spatial Analysis

Schools

This map identifies the locations and types of schools present in Jonesboro. Arkansas State University is clearly identifiable given its large footprint to the east of downtown. Elementary, middle, and high schools are mostly found in neighborhoods surrounding downtown to the south and in Nettleton between Highland Drive and I-555. Distinct from employment centers and most commercial concentrations, schools represent another common destination for many Jonesboro residents.

The map reveals that while schools are often found in neighborhood contexts, many residents live far from schools.

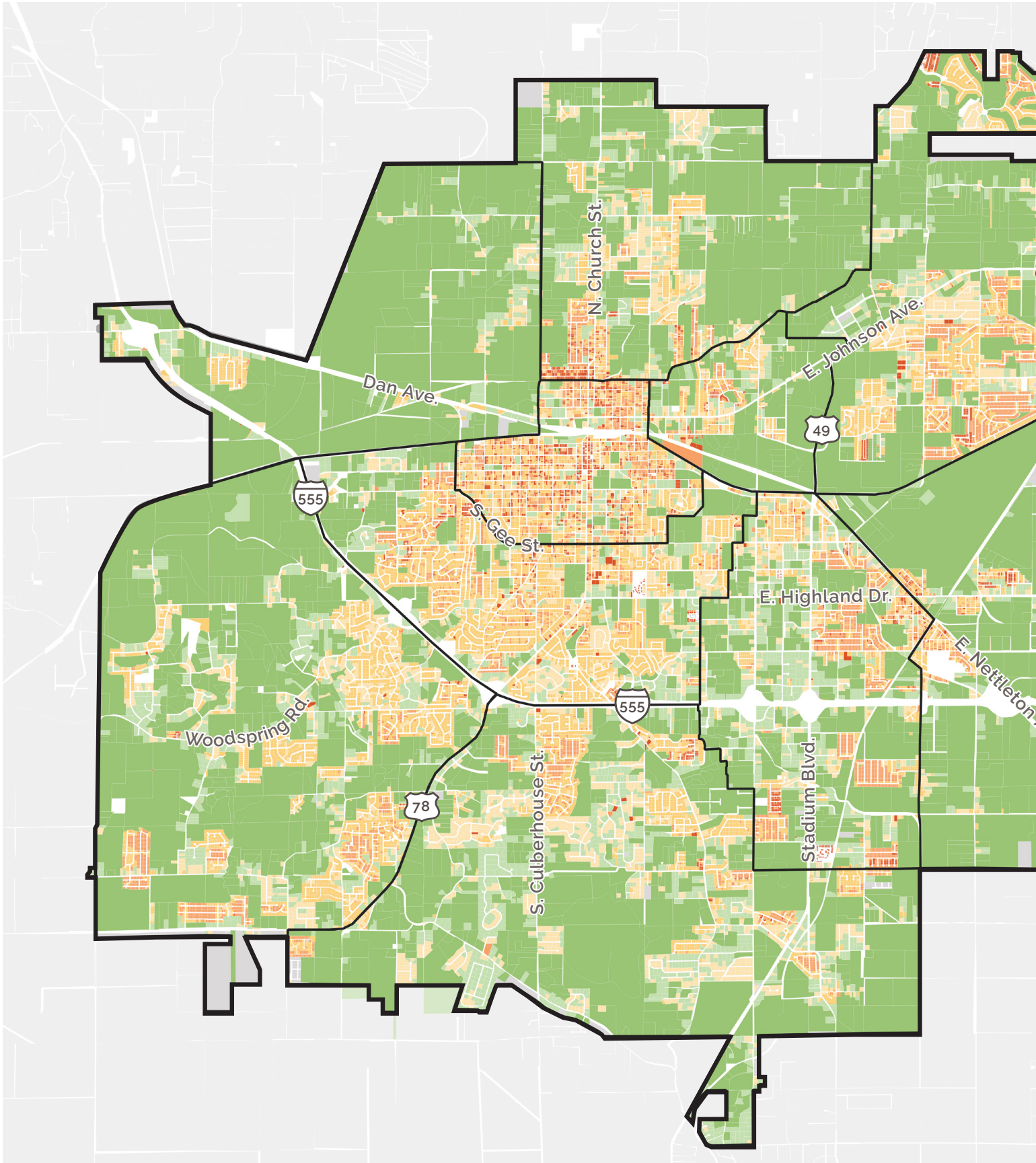
The presence of Arkansas State University affects Jonesboro on multiple levels. In addition to the housing and transportation demands created by students, ASU is also an employment center and its facilities can be destinations for a wide variety of Jonesboro residents.



- | ● Pre-K/Elementary School | ● Middle School | ● High School | ● College |
|--------------------------------|--------------------------------|----------------------|------------------------------|
| 1 Jonesboro Math and Science | 7 Environmental Studies Magnet | 12 Annie Camp | 16 Jonesboro |
| 2 University Heights | 8 Blessed Sacrament | 13 Douglas MacArthur | 17 Nettleton |
| 3 Leadership Elementary | 9 Nettleton | 14 Nettleton | 18 Valley View |
| 4 Ridgefield Christian School | 10 Living World Kids Academy | 15 Valley View | 19 Arkansas State University |
| 5 Jonesboro Pre-K | 11 Fox Meadow | | 20 ASUN Community college |
| 6 International Studies Magnet | | | |

DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis



DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

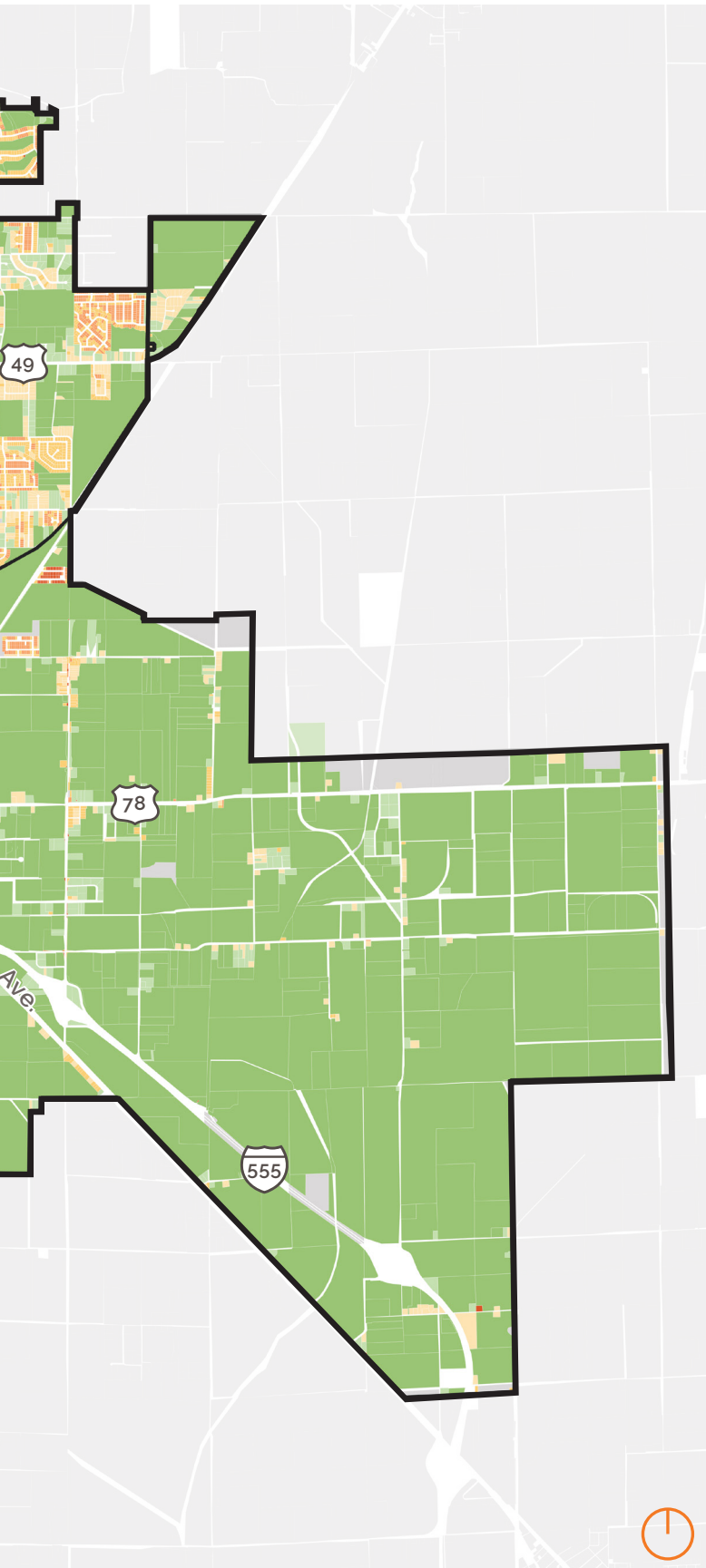
Parcel Sizes

These pages illustrate the distribution of parcel sizes across Jonesboro, highlighting the varying scale of properties throughout the city. Lot sizes range from small parcels in downtown and historic neighborhoods to large-acreage tracts at the city's edge.

Smaller parcels, generally under 10,000 square feet, are concentrated in Downtown and the historic core neighborhoods, where compact lots and a connected street grid reflect earlier development patterns. Moderate-sized residential lots are common in suburban neighborhoods developed in the mid-to-late 20th century.

Larger parcels at one acre and above are predominantly located along the city's periphery, in rural areas, agricultural tracts, industrial zones, and highway-oriented commercial districts. These larger properties reflect more recent expansion, lower-density development, and land reserved for future growth.

The map reveals how parcel size corresponds closely to historic growth patterns, land use, and infrastructure form. Understanding the distribution of lot sizes is important in evaluating redevelopment potential, infill opportunities, and the capacity for future subdivision or intensification.



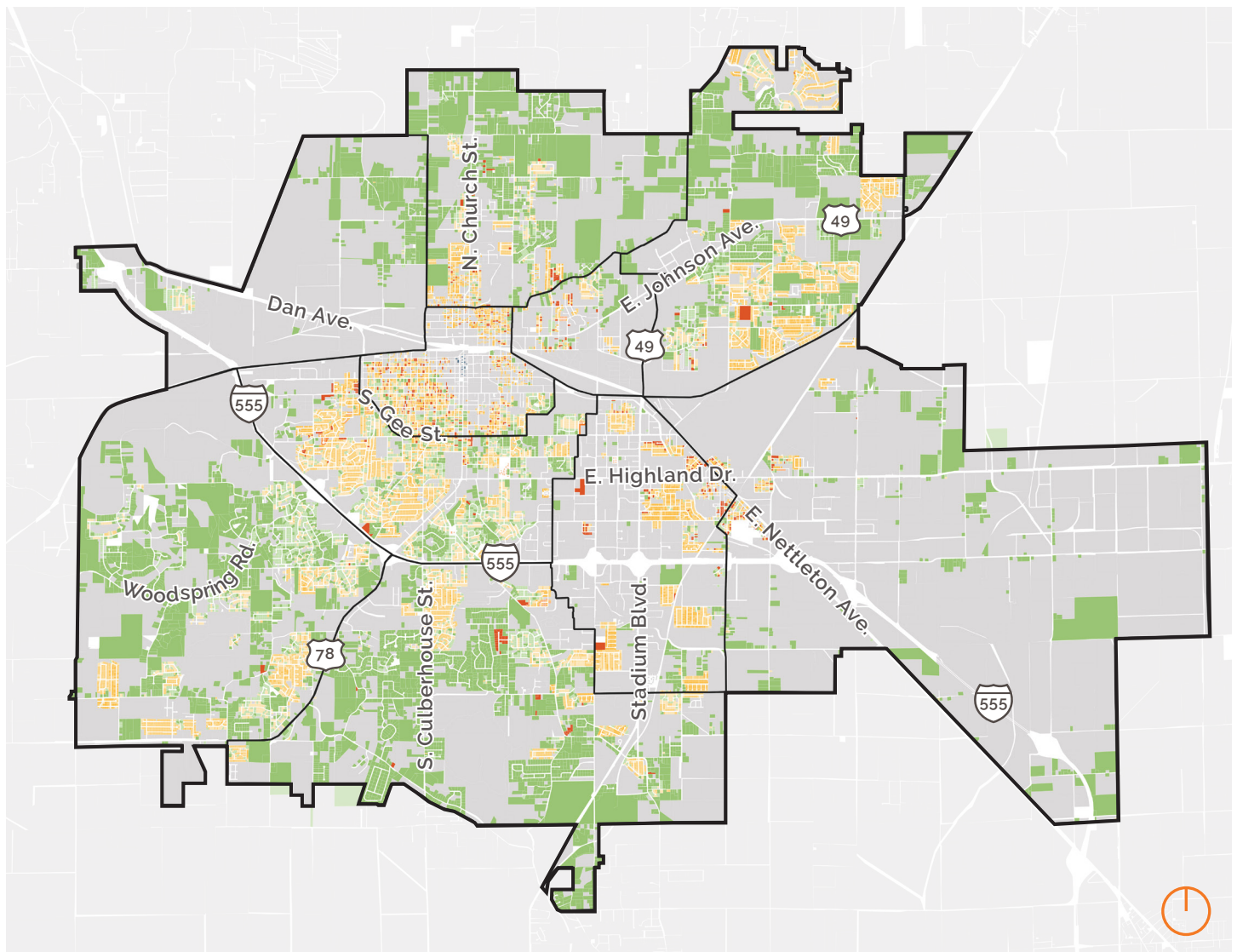
DEVELOPMENT CHARACTERISTICS

Citywide Spatial Analysis

Residential Type by Lot Area

This map highlights the types of housing and parcel sizes for single-family residential lots specifically. Compared to the overall parcel size map, the concentration of smaller parcels is still visible in the older neighborhoods around downtown. These neighborhoods also contain much of the smaller-scale multi-family buildings. Some large multi-family buildings are scattered around Jonesboro,

especially near ASU. Nearly all mixed-use residential can be found in the downtown core, however there is a gap of housing from the downtown core to the nearest residential areas. Denser, smaller-lot housing, as well as some small multi-family lots, are also visible in the Nettleton area and scattered throughout the south and northeast.

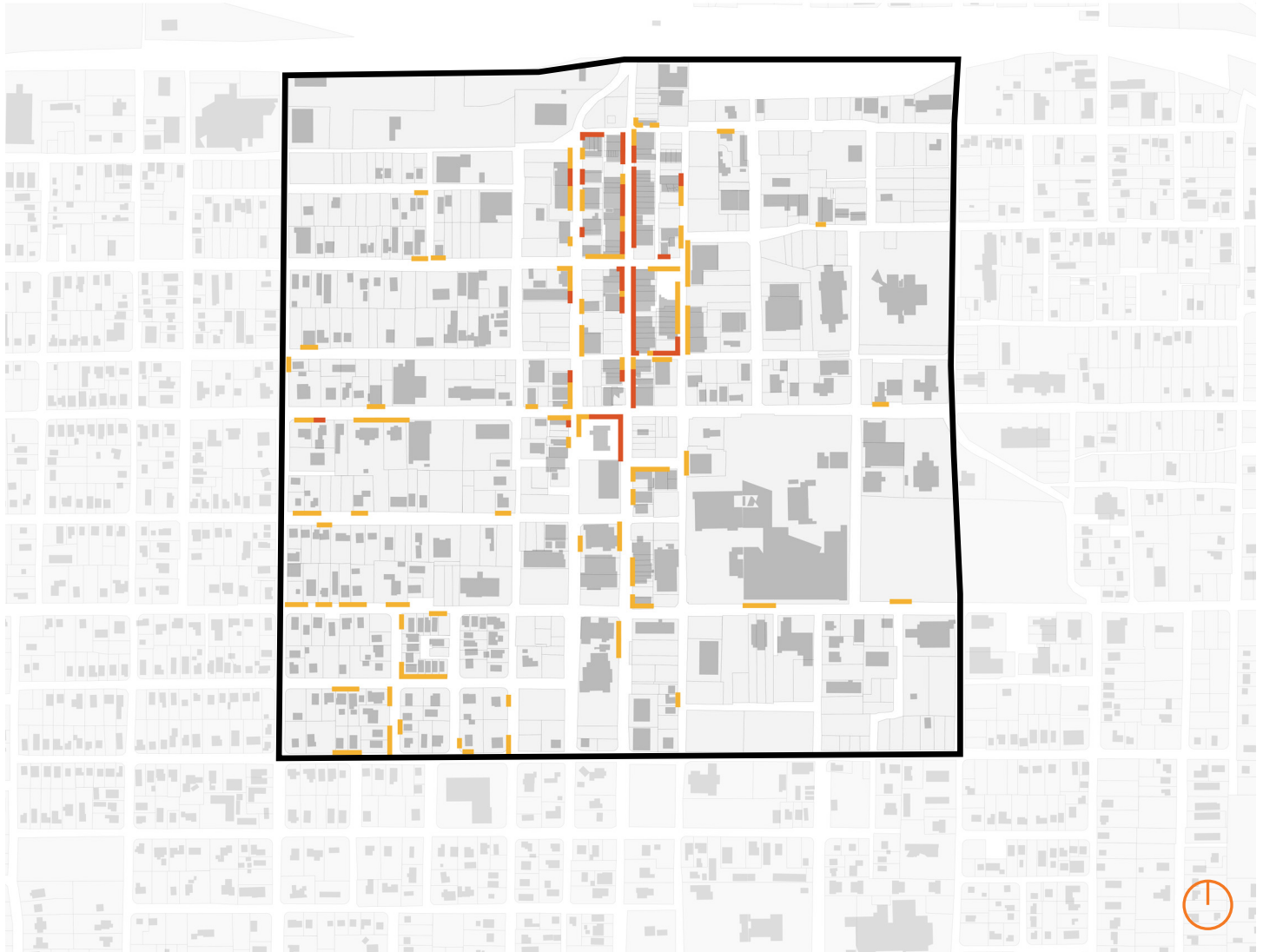


- | | |
|-------------------------|---------------------------|
| ● Mixed-Use Residential | ● Single Family Detached |
| ● SF Attached | ● < 5,000 Sq. ft. |
| ● Multi-Family | ● 5,000 - 8,000 Sq. ft. |
| | ● 8,000 - 12,000 Sq. ft. |
| | ● 12,000 - 16,000 Sq. ft. |
| | ● 16,000 - 24,000 Sq. ft. |
| | ● > 24,000 Sq. ft. |

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DEVELOPMENT CHARACTERISTICS

Downtown Analysis - Pedestrian Frontage Quality



- High Quality Frontage
- Neutral Frontage

Pedestrian Frontage Quality

This map evaluates the pedestrian experience along Downtown streets by classifying frontage as high, neutral, or low quality. It reflects how buildings and sites interact with the sidewalk, considering building placement, transparency, active ground-floor uses, sidewalk continuity, and the presence of parking lots or blank walls.

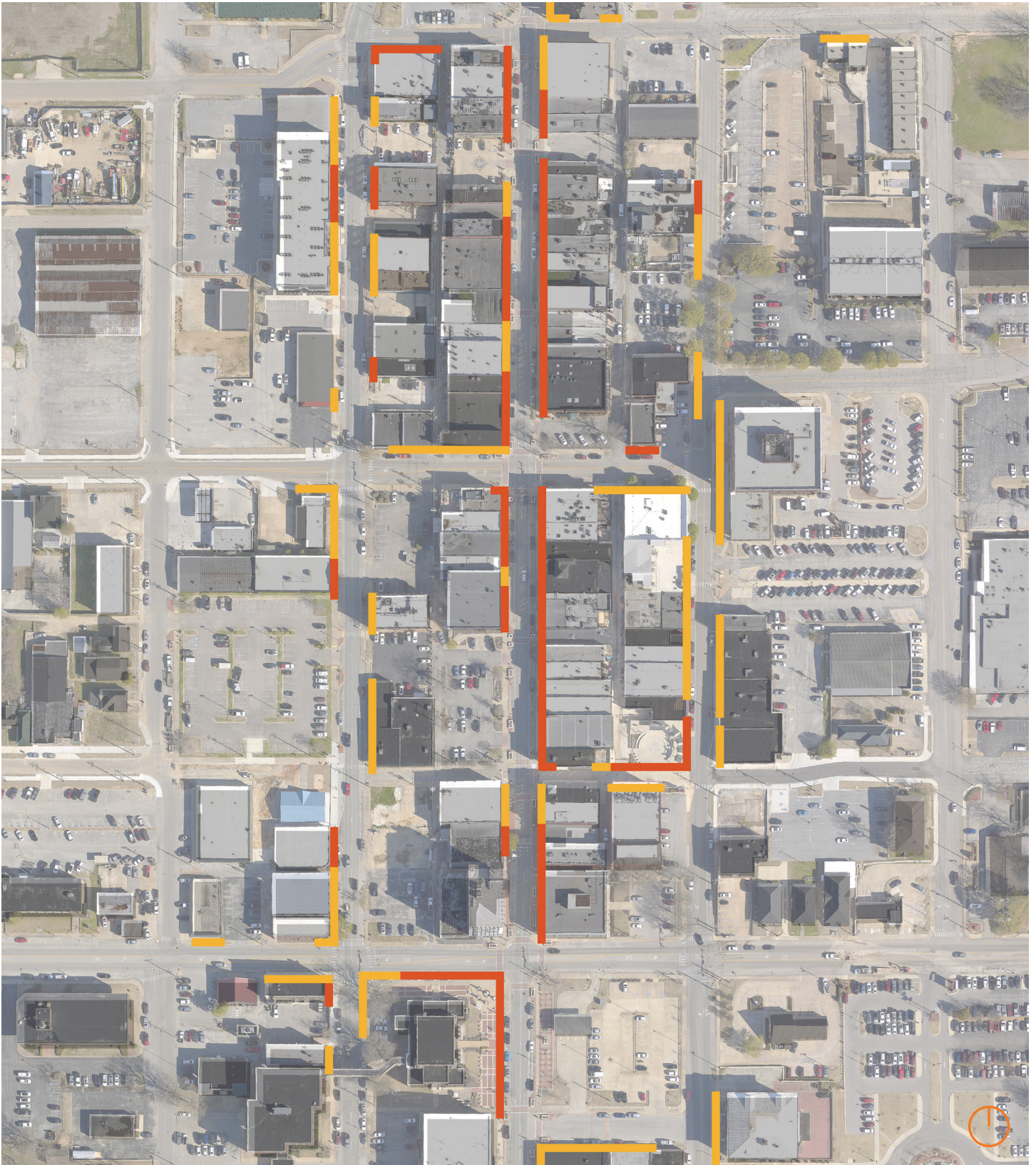
High-quality frontage is limited to approximately two blocks along Main Street, where buildings are built to the sidewalk, storefronts are active and transparent, and the public realm supports walking. These blocks offer the strongest pedestrian environment in Downtown and the city overall.

Neutral frontage includes areas with buildings but limited activity or pedestrian-oriented design. Many other segments are low quality, marked by surface parking, vacant parcels, large setbacks, blank facades, or gaps that disrupt the street wall.

Overall, the map demonstrates that while Downtown contains strong examples of walkable, street-oriented development, much of the district currently provides a limited or inconsistent pedestrian experience. The following zoom-in map highlights these conditions in greater detail.

DEVELOPMENT CHARACTERISTICS

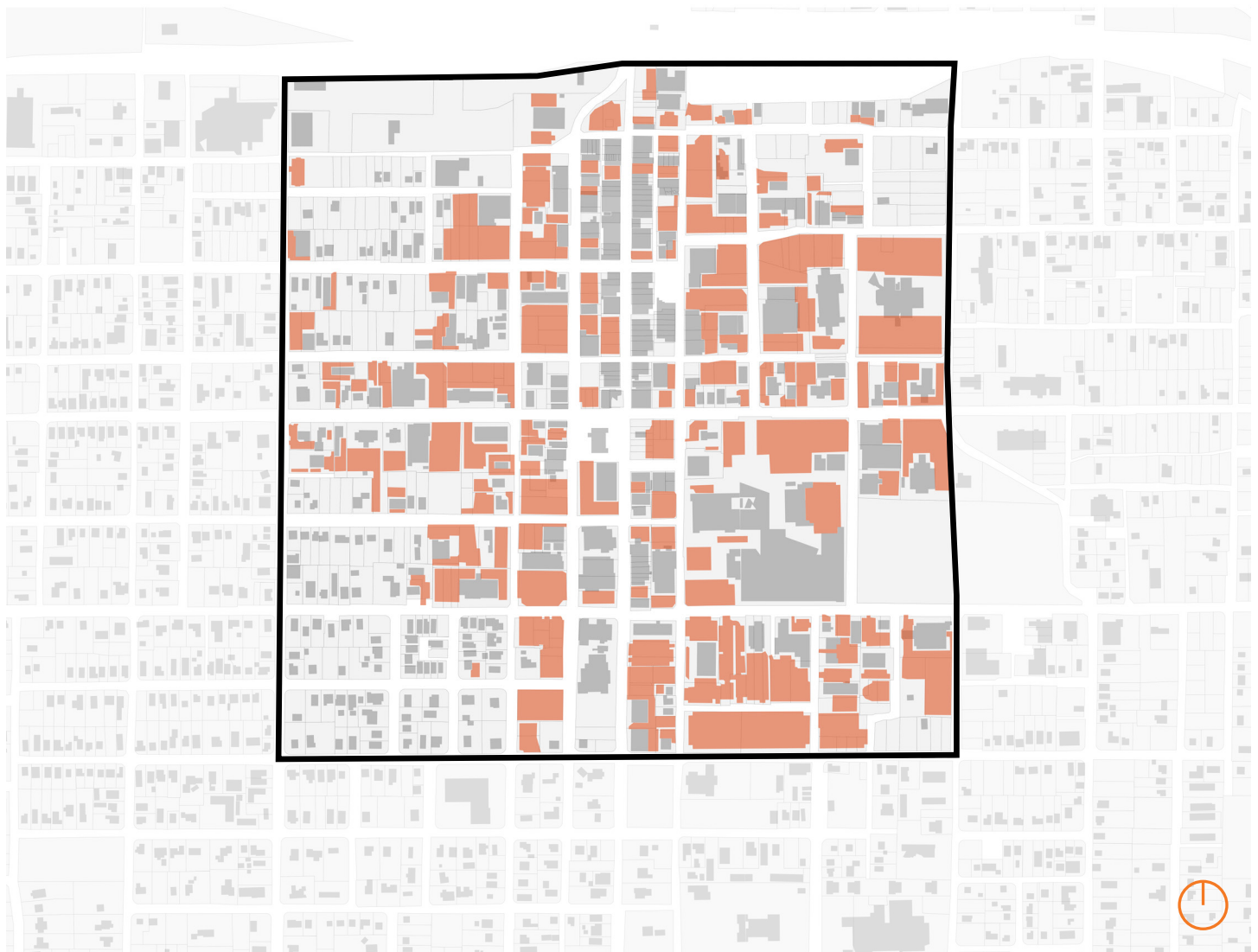
Downtown Analysis - Pedestrian Frontage Quality



- High Quality Frontage
- Neutral Frontage

DEVELOPMENT CHARACTERISTICS

Downtown Analysis - Parking



- Buildings
- Off-street Surface Parking (61 acres)

Parking

This map illustrates the extent of off-street surface parking within the Downtown study area. Approximately 61 acres of land—more than 20 percent of the total study area—is devoted to surface parking lots.

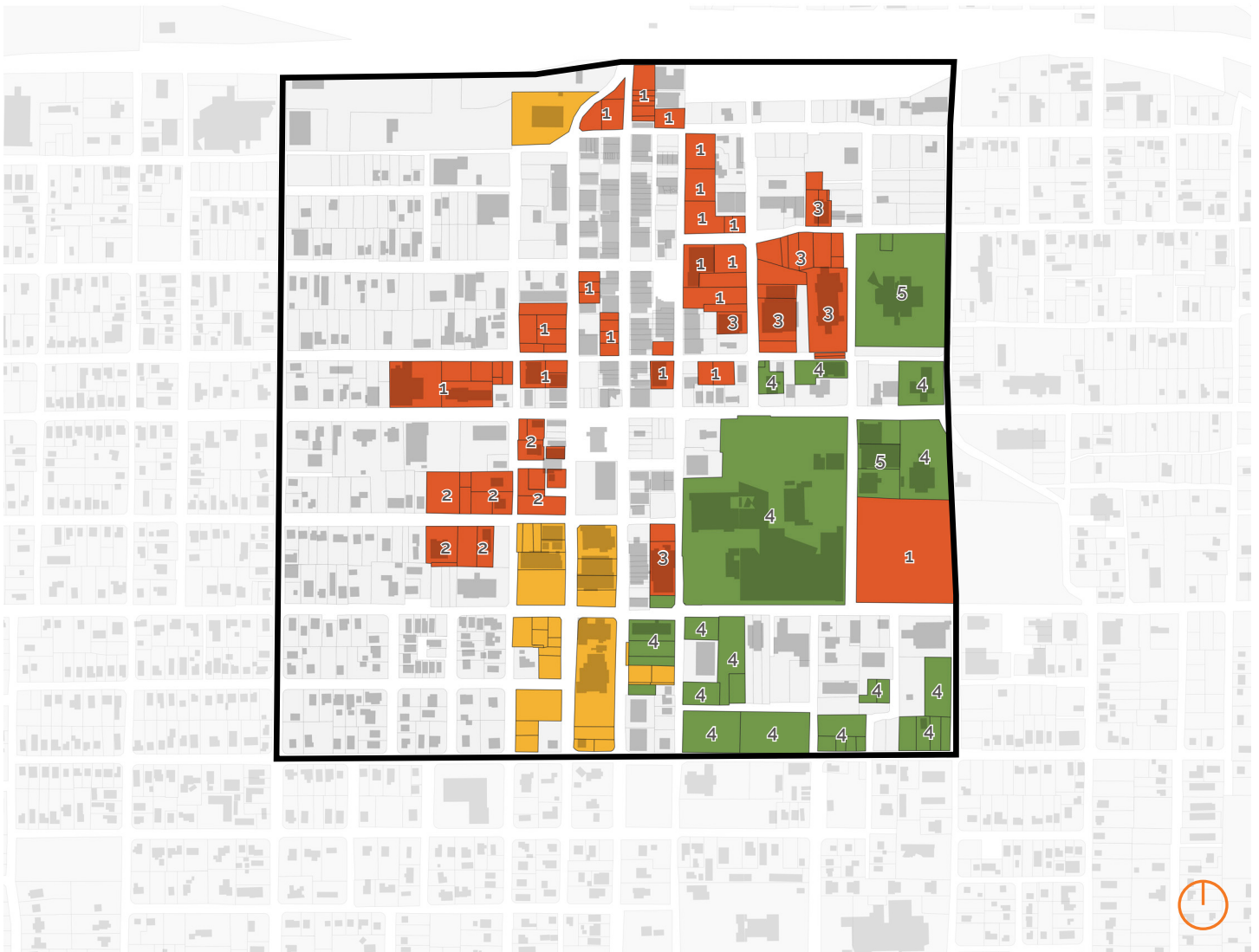
The distribution of these lots is widespread, occupying full blocks and portions of blocks throughout Downtown. Rather than being concentrated at the edges, many surface lots are embedded within the core grid, interrupting otherwise walkable streets.

These parking areas significantly disrupt high-quality pedestrian frontages. Surface lots create gaps in the street wall, reduce building continuity, and replace active storefronts with inactive edges. As a result, they erode the sense of enclosure, vibrancy, and comfort that support a strong downtown environment.

While parking is necessary to support access, the scale and placement of surface lots have reshaped much of Downtown's physical character, limiting its potential as a cohesive, pedestrian-oriented commercial district.

DEVELOPMENT CHARACTERISTICS

Downtown Analysis - Ownership



Land Ownership

This map highlights major land ownership categories in Downtown Jonesboro, excluding private owners. A substantial share of property is held by public entities, healthcare institutions, churches, and nonprofits. These ownership patterns shape when and how people come downtown and influence activity levels around businesses. They also affect how much land is available for commercial and residential development, as well as which publicly owned parcels may offer opportunities for strategic use or partnerships.

● Government & Utilities

- 1 City of Jonesboro
- 2 Craighead County
- 3 Utilities

● Healthcare

- 4 St. Bernard's
- 5 Other

● Churches & Ministries

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TRANSPORTATION

TRANSPORTATION

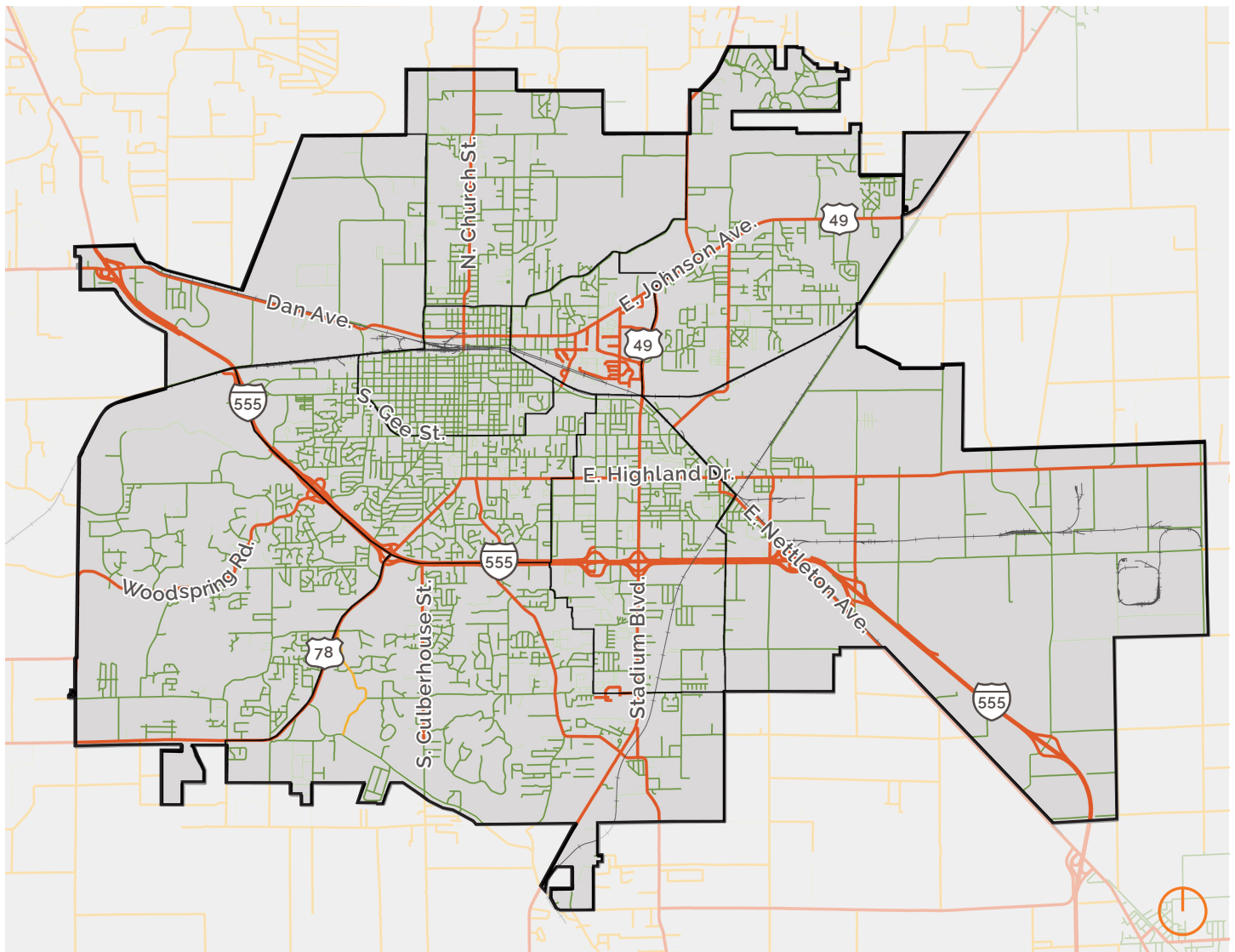
Street Ownership

This map identifies which level of government has jurisdiction over each roadway in Jonesboro: state, county, city, or other entities. Each color represents a different ownership and maintenance responsibility.

Understanding street ownership is important because it determines who is responsible for funding improvements, performing maintenance, and making decisions about design standards, access, and long-term planning. While the majority of streets within the city

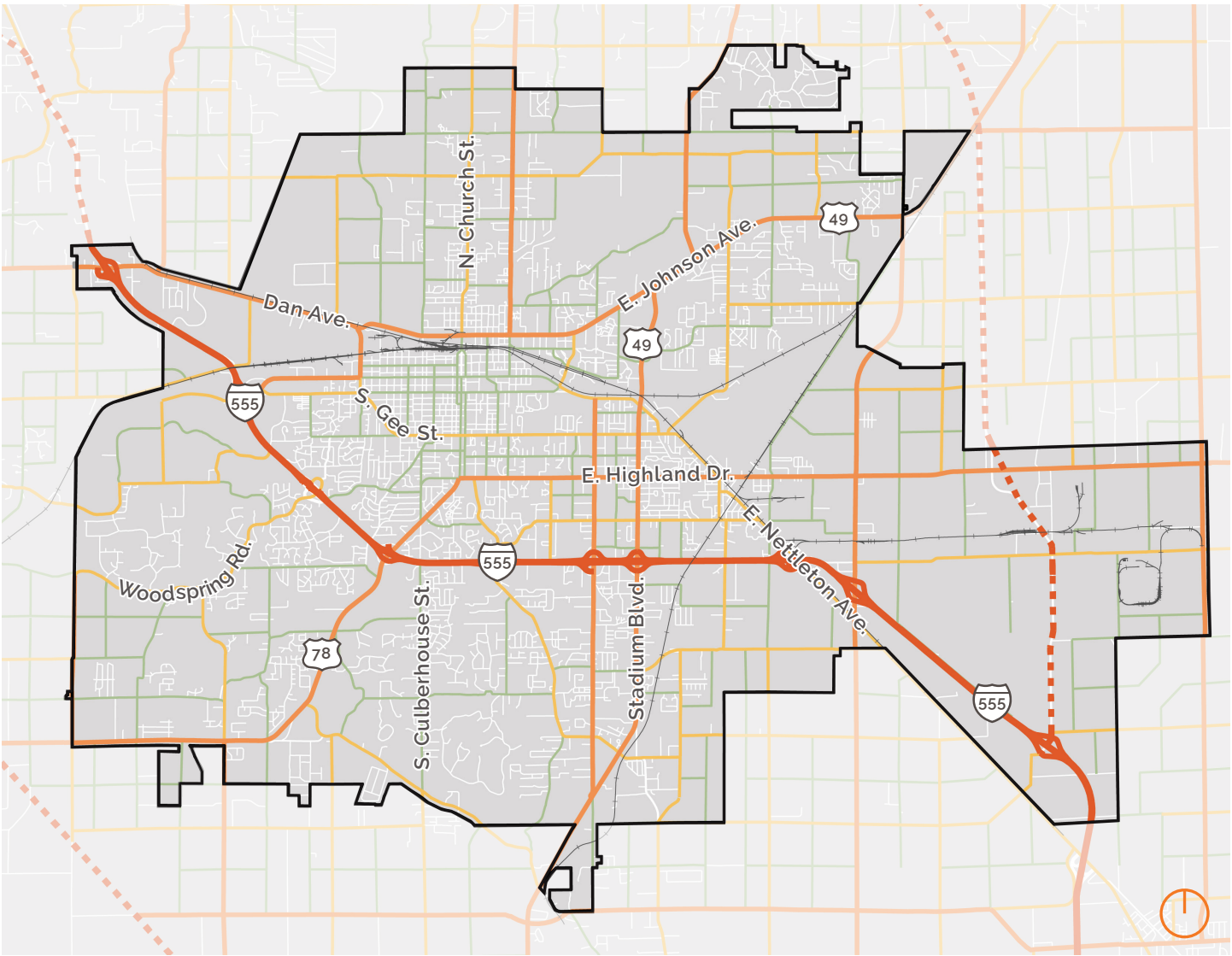
limits are maintained by the City, key corridors, such as state highways and Interstate 555, fall under state jurisdiction, and some segments are maintained by the county or other agencies.

The distribution of ownership affects how transportation projects are coordinated and implemented, particularly along major corridors that serve both local and regional traffic.



Functional Classification

A Functional Classification Map shows how streets work together as a network. It groups roads by purpose based on how they move traffic and serve nearby places. From smallest to largest they include: local streets, collectors, arterials, and highways. This helps guide design, safety, and investment decisions.



- Freeway
- - - Proposed Freeway
- Principal Arterial
- Minor Arterial
- Collector

TRANSPORTATION

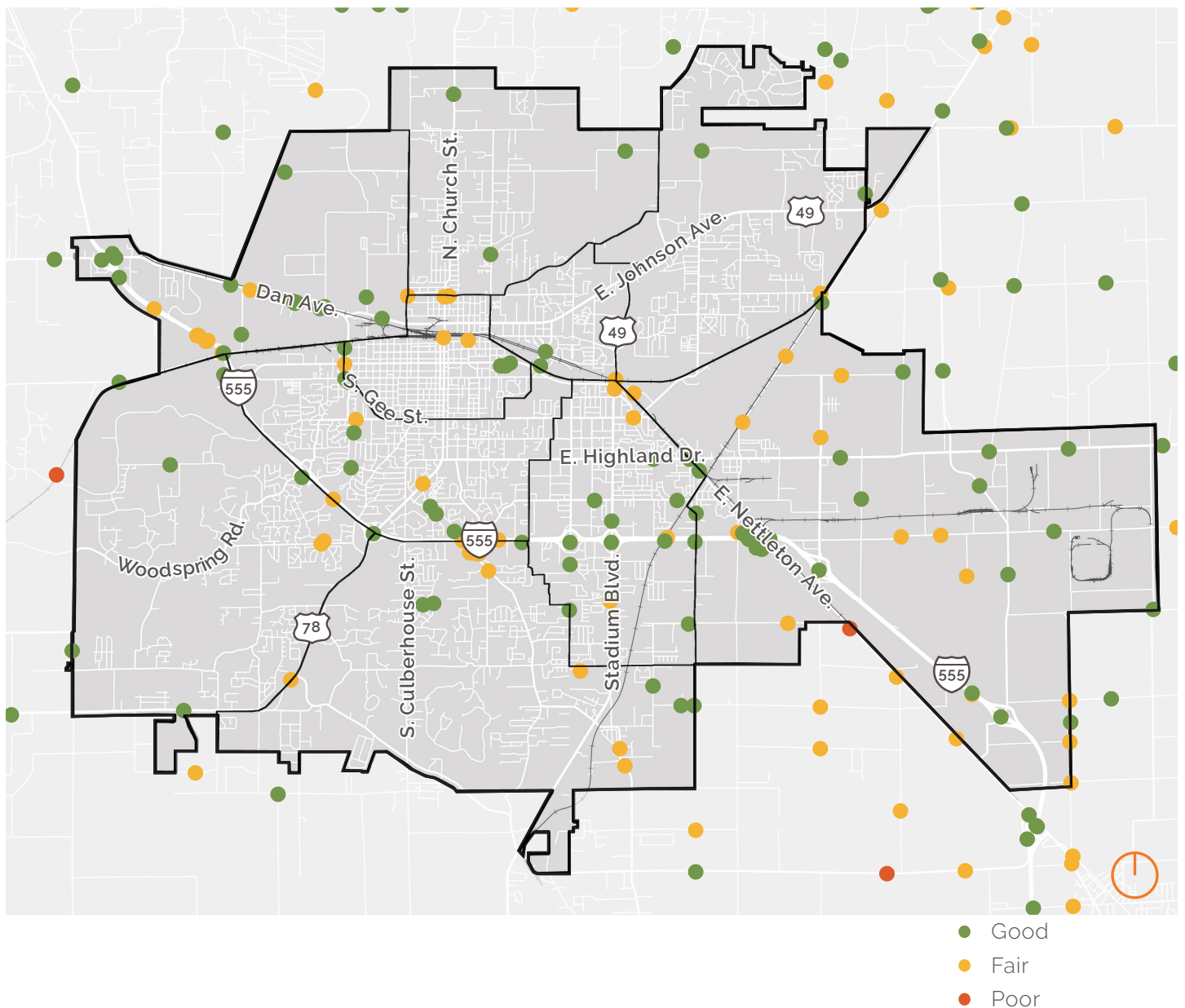
State Owned Bridge Condition

This map shows the condition of state-owned bridges in Jonesboro, categorized by their most recent inspection rating to provide a snapshot of structural performance.

Bridges rated in good condition meet current standards and require routine maintenance. Those rated fair may show signs of aging or wear and typically require more frequent monitoring and targeted repairs. Bridges identified as poor indicate more significant deficiencies and may require rehabilitation or

replacement to maintain safety and functionality.

Because many of these bridges are located along major corridors and high-traffic routes, their condition has implications for regional mobility, freight movement, emergency access, and long-term infrastructure investment. Understanding where bridges are in fair or poor condition helps inform coordination with state agencies and prioritize improvements within the broader transportation network.



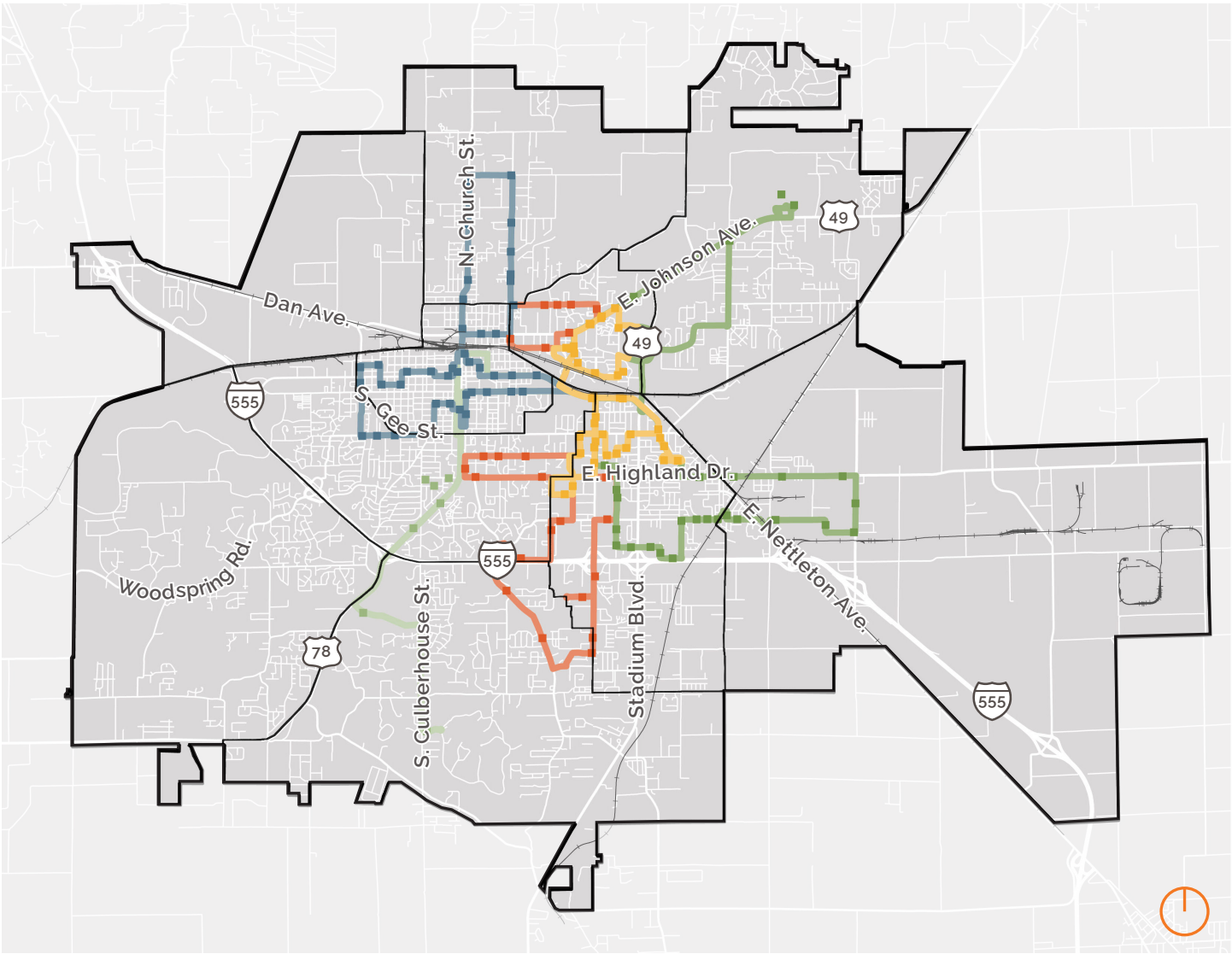
Transit (JET)

Jonesboro Economic Transport (JET) provides fixed-route transit with 145 stops across four main routes and one serving Arkansas State University. The system connects downtown, major corridors, medical facilities, neighborhoods, and the university, offering essential mobility for residents, students, and employees.

Routes are centered on downtown and extend along corridors such as Highland Drive, Johnson Avenue, and Stadium Boulevard. The ASU route strengthens campus

connections and has contributed to increased ridership, especially among off-campus and international students.

Proposed improvements—including an expanded Route 17 and a new Craighead route—aim to improve coverage and reduce service gaps. JET also plans to upgrade about 40 stops with shelters and real-time information while enhancing connections to trails and bike infrastructure, improving access to jobs, education, and services.

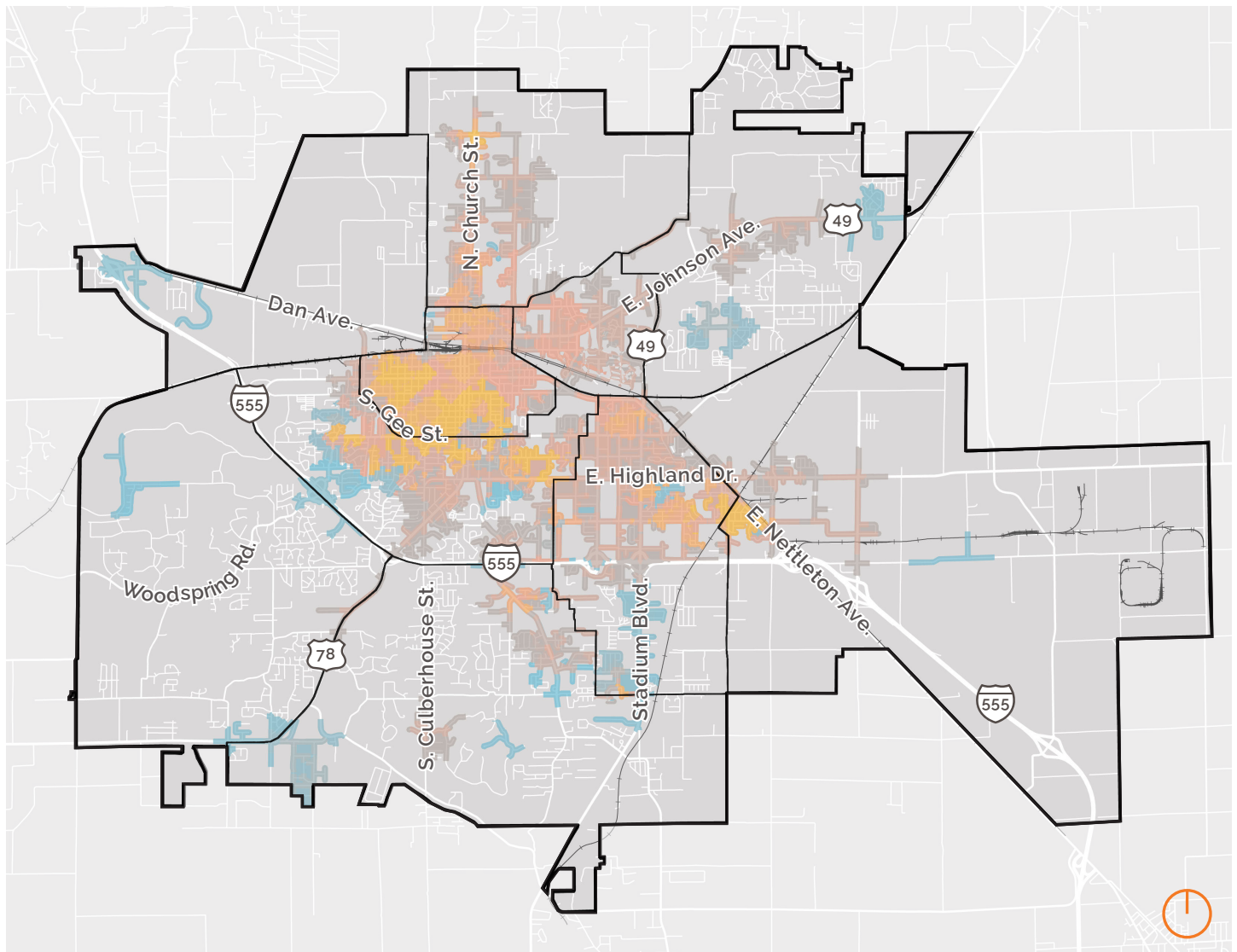


- 17
- GREEN
- BLUE
- RED
- - - Proposed Craighead
- Stop

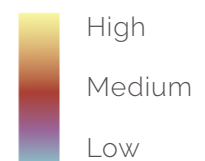
TRANSPORTATION

Destinations

This map shows the concentration of destinations throughout the city, such as schools, major employers, parks, bus stops, and essential services like grocery stores and pharmacies. Clusters in orange and red represent corridors and neighborhoods where residents are most likely to make multiple trips, making them prime candidates for new pedestrian and bicycle accommodations.



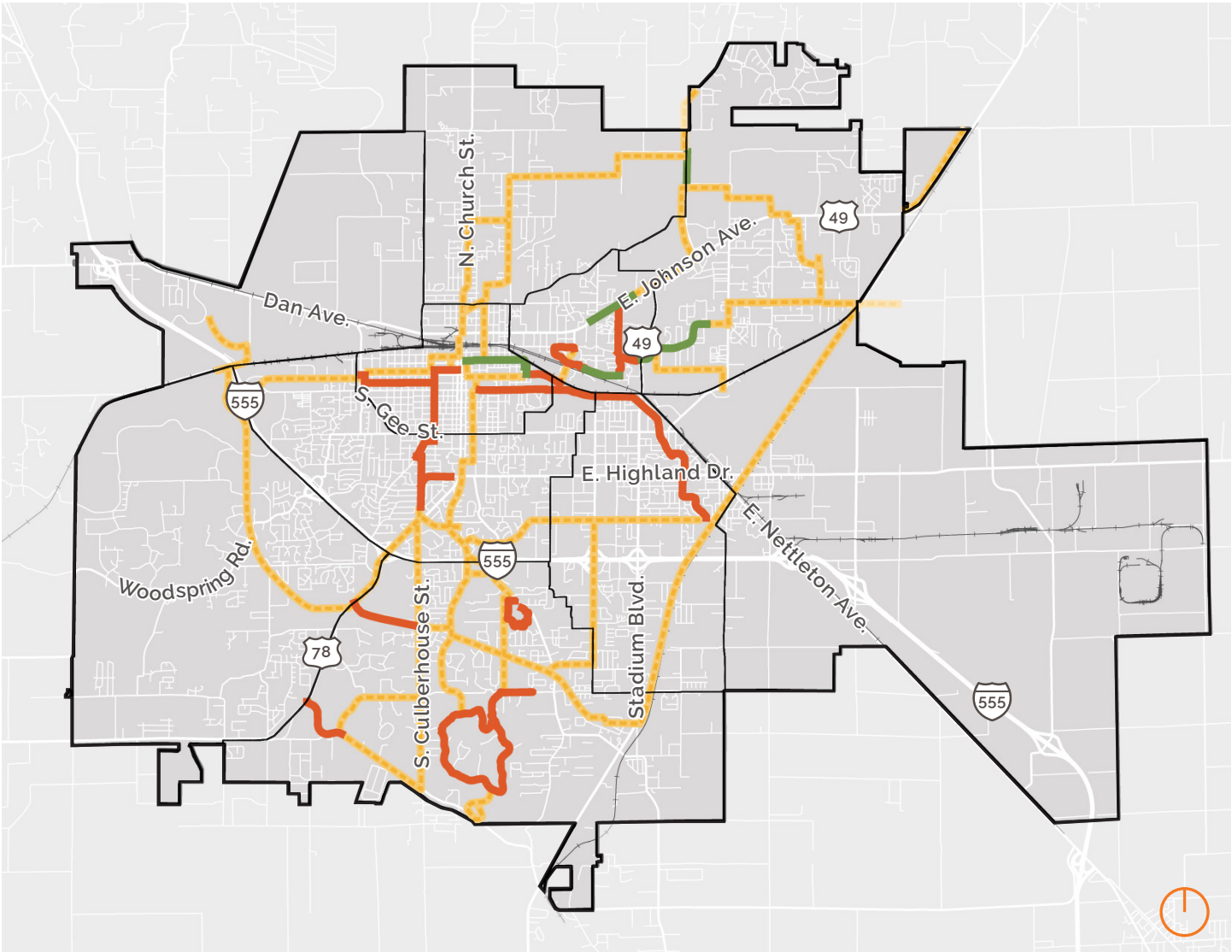
Service Clustering



Active Transportation

This map shows existing and funded bicycle lanes and trails. Active transportation infrastructure projects have been expanding steadily in recent years. The City currently has 11.85 miles of shared use pathways with 7.2 additional miles funded, and 1.27 miles of bicycle facilities. The recently completed park system master

plan includes 61 miles of proposed shared use pathways connecting Craighead Forest Park to other parks throughout the city and existing trails. In a full trails buildout scenario, 61% of all residential parcels would be $\frac{1}{4}$ - mile or less from a trail, and 94% would be within $\frac{1}{2}$ - mile.



- Separated
- On-Street
- Planned Separated

TRANSPORTATION

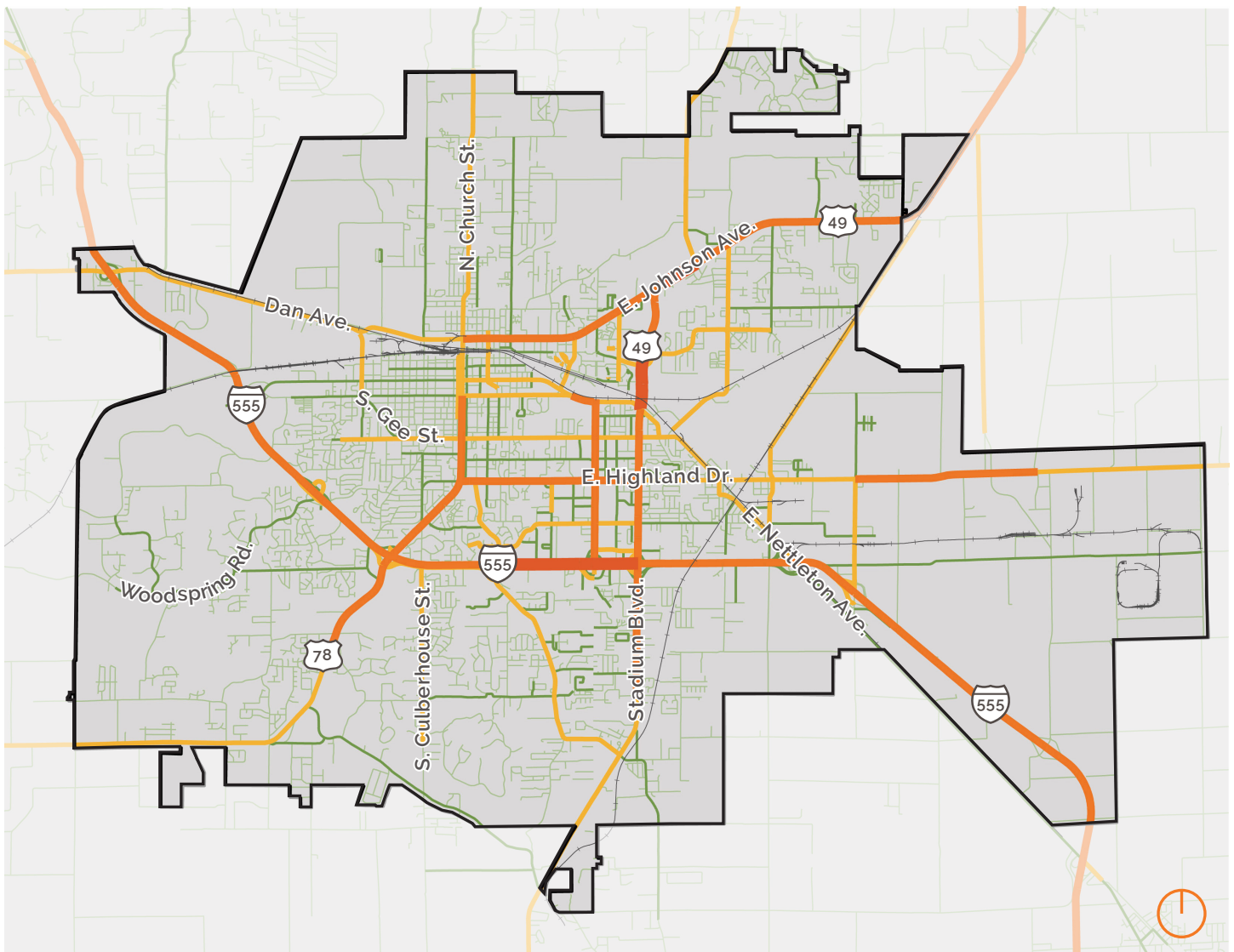
Average Daily Traffic

This map shows Average Daily Traffic (ADT) across Jonesboro's road network, highlighting corridors with the highest volumes. Traffic is concentrated along Interstate 555 and major arterials linking neighborhoods, jobs, and regional destinations.

I-555 serves as the main regional spine, carrying commuters from nearby communities such as Bono, Bay, and other areas of Craighead County into Jonesboro. Traffic from Highways 78 and 49 feeds into key corridors like

Johnson Avenue, Highland Drive, Stadium Boulevard, and Main Street, where volumes are highest and support both regional through-traffic and local trips to downtown, commercial centers, and Arkansas State University.

This analysis supports the Master Street Plan update by aligning traffic patterns with future land use and growth. It helps identify where capacity, safety, transit, and connectivity improvements are needed to accommodate growth while maintaining mobility and access.



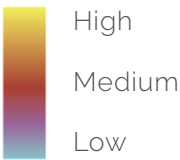
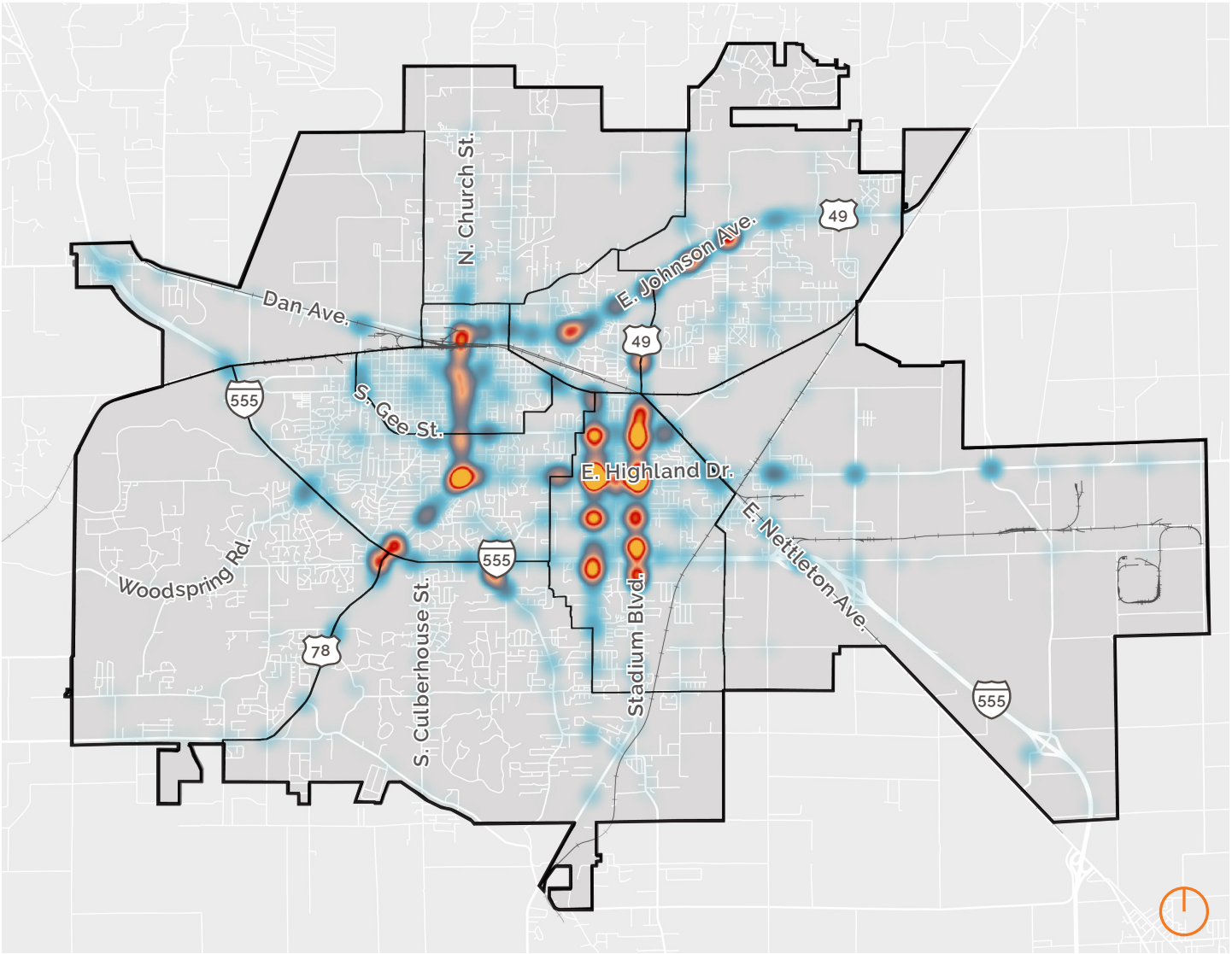
Crashes

From 2019 to 2023, Jonesboro recorded 16,816 crashes (about 3,363 annually), including 42 fatalities and 351 serious injuries. While 77.7% were property-damage-only, about 22% involved injury, underlining ongoing safety concerns.

Intersections account for 59.4% of crashes, making them the primary focus for improvements. Rear-end (36.6%) and angle (30.8%) collisions are most common, highlighting issues with signal timing, turning movements,

and access management. Most crashes occur in daylight (76.2%) and on dry pavement (82.5%), suggesting geometric and operational factors are key drivers.

Non-motorist crashes are only about 1% but are more severe, with 6 fatalities and 34 serious injuries, mostly involving pedestrians. Hotspots along major arterials and intersections support prioritizing intersection upgrades, signal modernization, access consolidation, and geometric changes to improve safety.

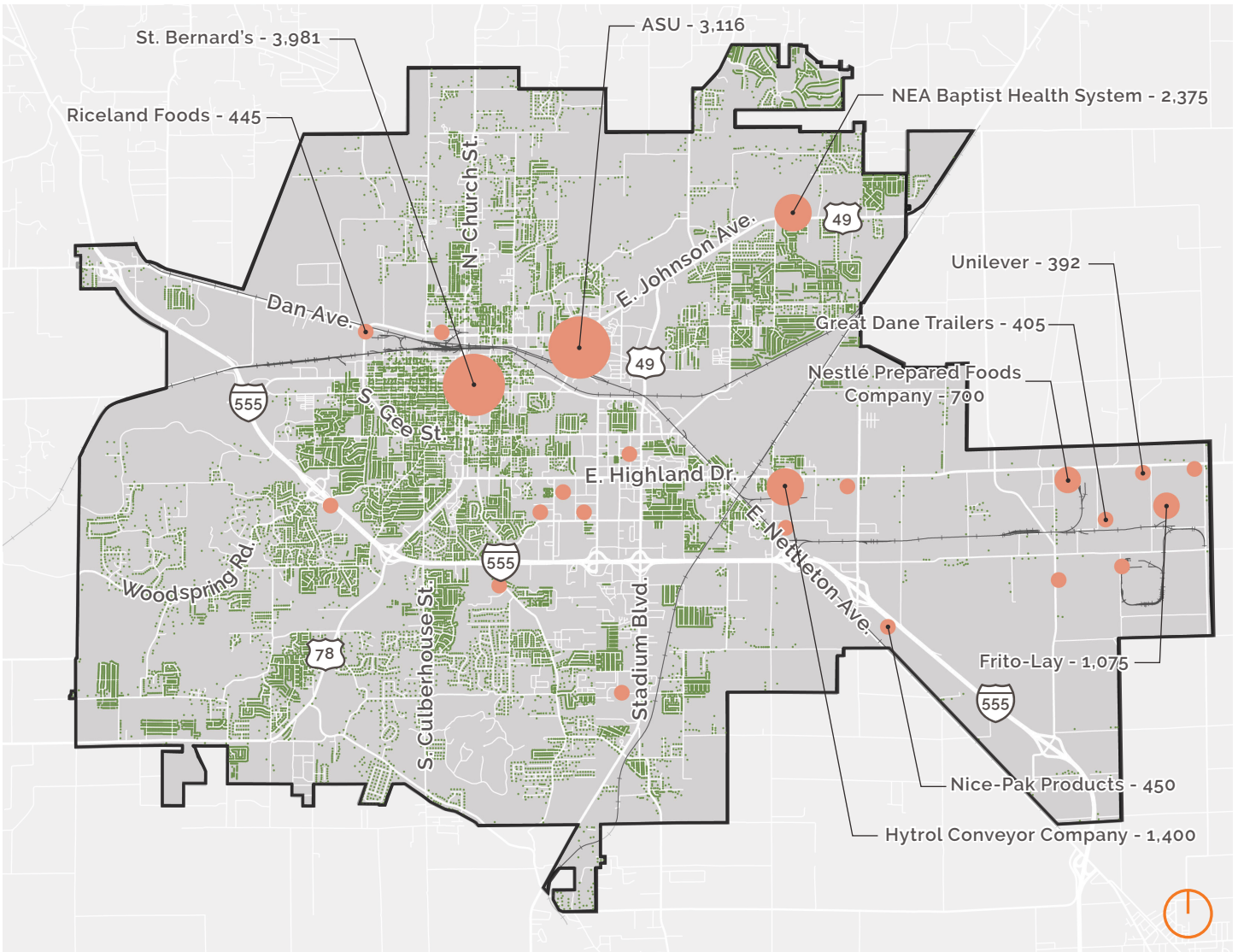


TRANSPORTATION

Regional Employers

With nearly 12,626 employees, primary, secondary and post-secondary education and healthcare are the foremost of Jonesboro's major employers. St. Bernard's Healthcare and Arkansas State University employ over 7,000 people combined. Some smaller industrial manufacturing can also be found near downtown. In and around Craighead Technology Park at the eastern

edge of the city, Jonesboro has a significant concentration of industry that employs thousands. The region's manufacturing sector is unusually strong compared to other areas of the state: breakfast cereals, baby wipes, rice, peanuts, potato chips and more are all produced in the city.



- 3,000 + Employees
- 1,201 - 3,000 Employees
- 500 - 1,200 Employees
- 200 - 500 Employees
- Residential Parcels

INFRASTRUCTURE & ENVIRONMENT

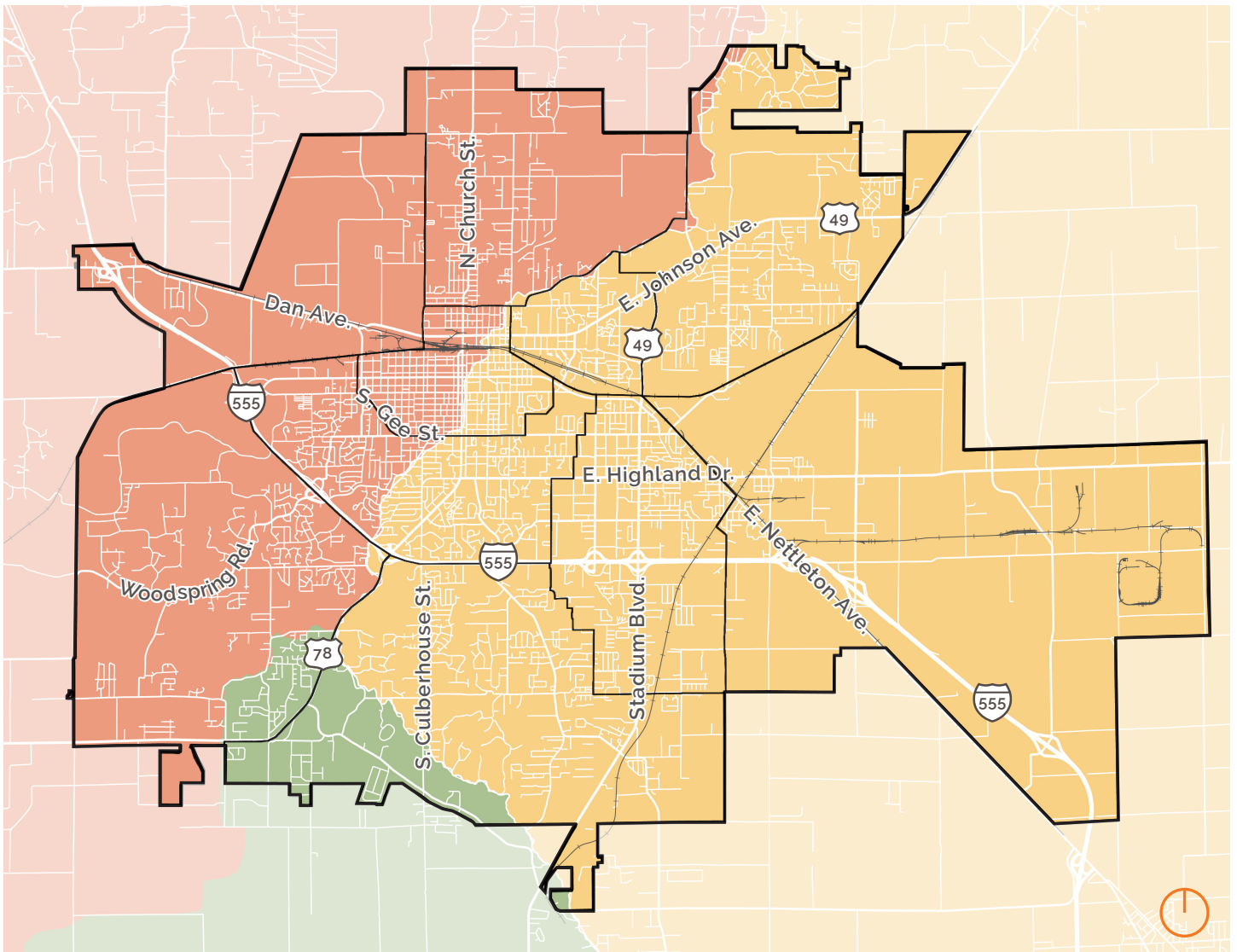
INFRASTRUCTURE & ENVIRONMENT

Watersheds Map

Jonesboro is divided into three primary watershed sub-basins, the Lower St. Francis, Cache, and L'Anquille, each shaping how stormwater flows across the city and ultimately drains to regional waterways.

The Lower St. Francis sub-basin is the largest, covering the eastern, central, and southern portions of the city. The Cache sub-basin is the second largest, primarily encompassing western and northwestern areas. L'Anquille is the smallest, limited to a compact area in the southwest.

Watershed boundaries are important because they influence drainage patterns, flood risk, infrastructure design, and environmental management. As the city grows, understanding which sub-basin new development drains into helps guide stormwater planning, detention requirements, and water quality protection efforts. Coordinating land use decisions with watershed conditions will be critical to reducing downstream impacts and building a more resilient infrastructure system.



- Subbasins
- Cache
 - L'Anquille
 - Lower St. Francis

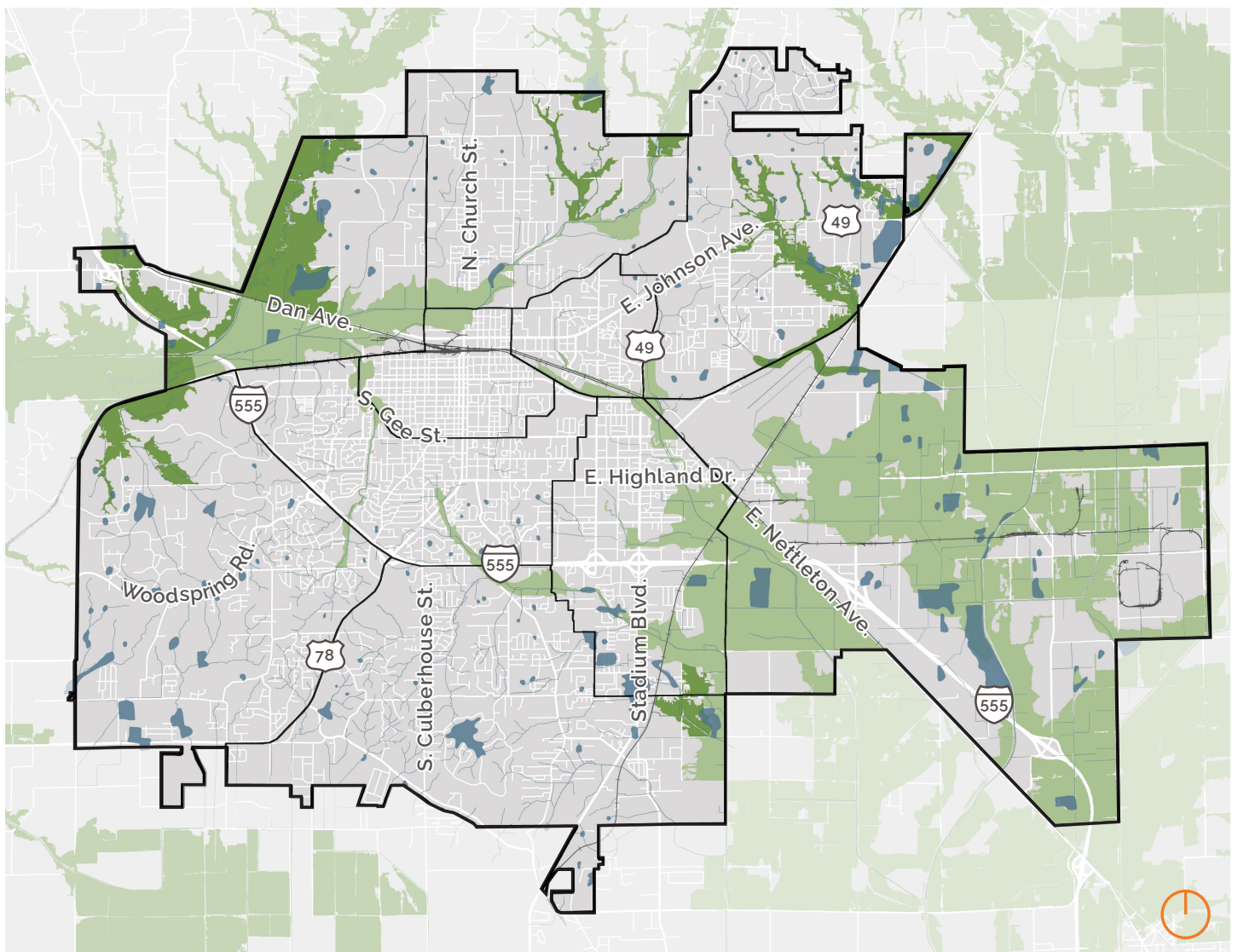
Floodway Assessment

Flood Zones A and AE mark the highest flood-risk areas in Jonesboro, concentrated along major drainage corridors, streams, and low-lying land. Zone AE makes up the largest share of the mapped floodplain, forming continuous corridors along primary waterways where flood studies have been completed. Zone A areas are typically smaller and more dispersed, often following secondary channels and localized flow paths.

Wetlands are shown separately and appear in smaller,

scattered areas, often near creeks, floodways, and undeveloped land. They play a key role in natural stormwater storage, filtration, and habitat preservation.

Understanding flood-prone areas is critical for guiding land use, infrastructure, and development. As Jonesboro grows, aligning development with floodplain management, stormwater systems, and conservation strategies will help reduce risk, protect property, and improve long-term community resilience.



High Risk Flood Zones

- A
- AE
- Wetlands

INFRASTRUCTURE & ENVIRONMENT

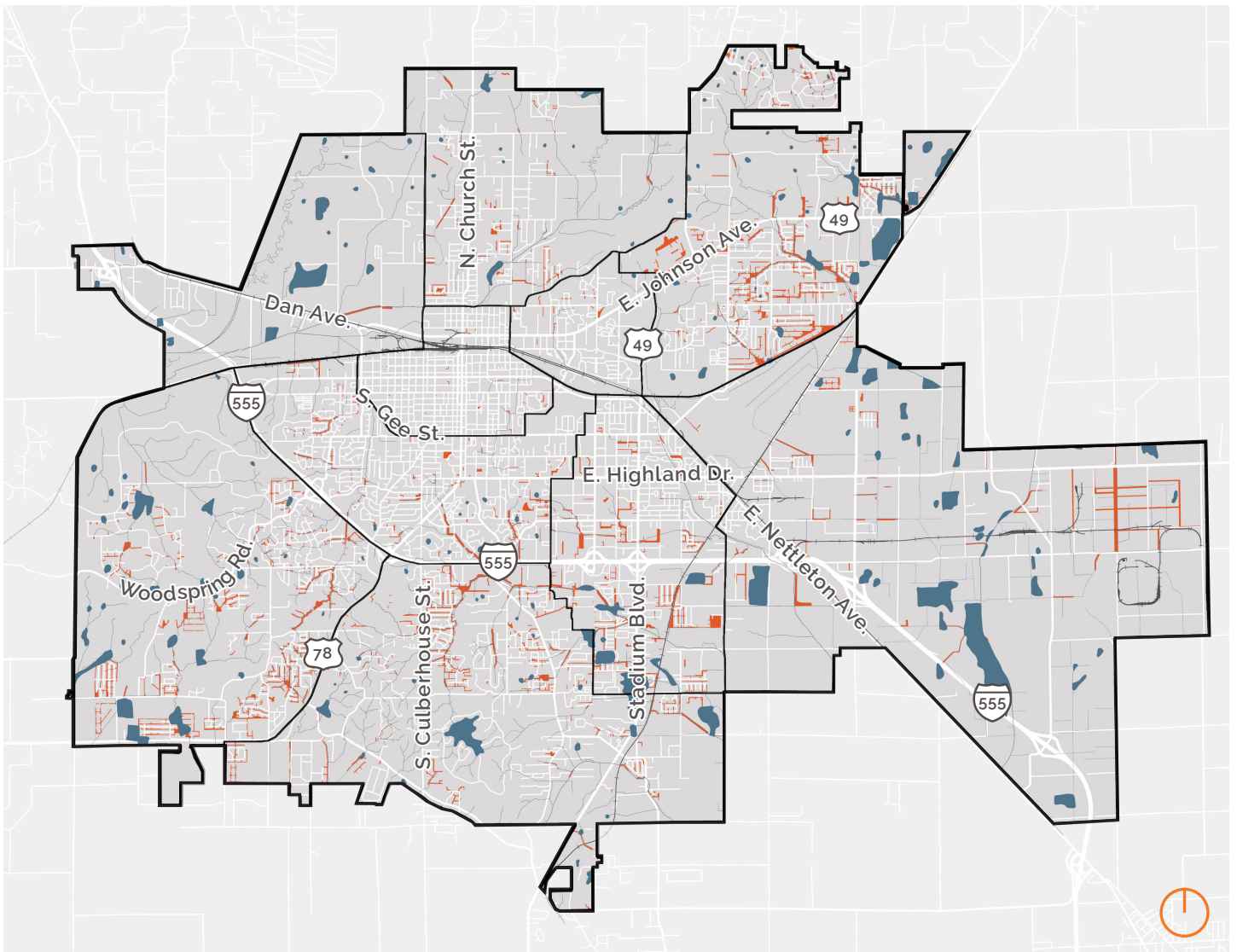
Stormwater

Jonesboro maintains an extensive drainage easement network, primarily located along creeks, wetlands, and natural drainage corridors. These easements provide critical access for stormwater conveyance, maintenance, and flood mitigation, helping move runoff safely through the city and reducing impacts to surrounding properties.

Approximately 91% (595 acres) of drainage easements are publicly owned, ensuring long-term access and management. Only 3.3 acres are privately owned, while ownership

of the remaining 8% (53 acres) is currently unidentified. Clarifying ownership and maintaining consistent access to these corridors is important for system reliability and future infrastructure improvements.

As development continues, protecting and strategically expanding the drainage easement system will be essential to managing increased runoff, preserving natural waterways, and strengthening the city's overall stormwater resilience.



- Wetlands
- Drainage Easements

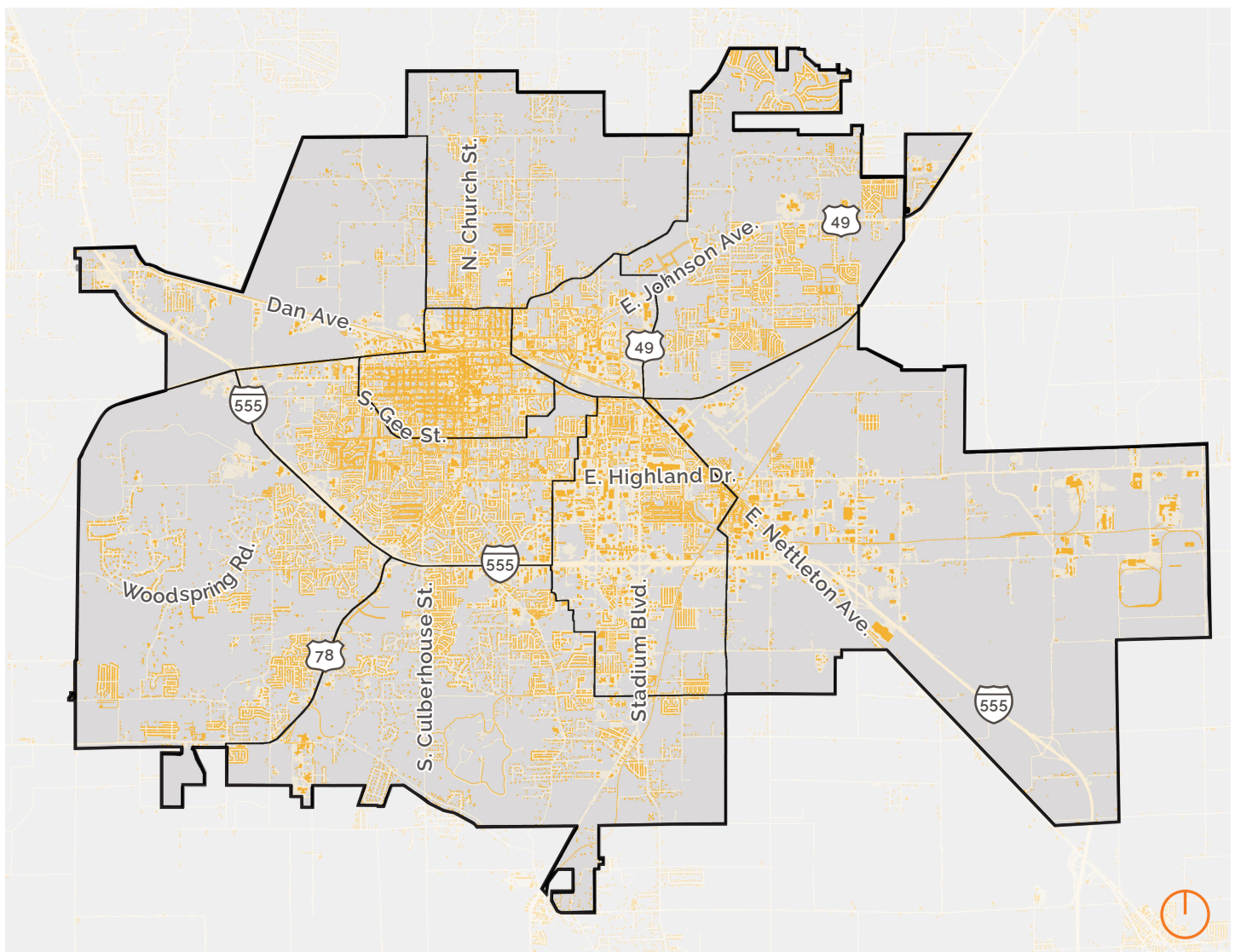
Impervious Surface

Development provides important social and economic benefits but also increases impervious surfaces—rooftops, streets, sidewalks, and parking lots—that prevent water from soaking into the ground. As these expand, stormwater runoff increases, putting pressure on drainage systems and raising the risk of localized flooding.

In Jonesboro, runoff often collects in roadways and parking areas, overwhelming culverts and damaging streets and structures. Although large undeveloped or pervious areas remain, the city's flat topography slows

drainage, and existing drainage infrastructure cannot always move water efficiently from key areas like downtown, commercial corridors, and neighborhoods.

Understanding impervious surface distribution is essential for guiding land use, stormwater strategies, and infrastructure investment. As growth continues, green infrastructure, improved detention, and context-sensitive standards will be key to reducing runoff impacts and strengthening long-term resilience.



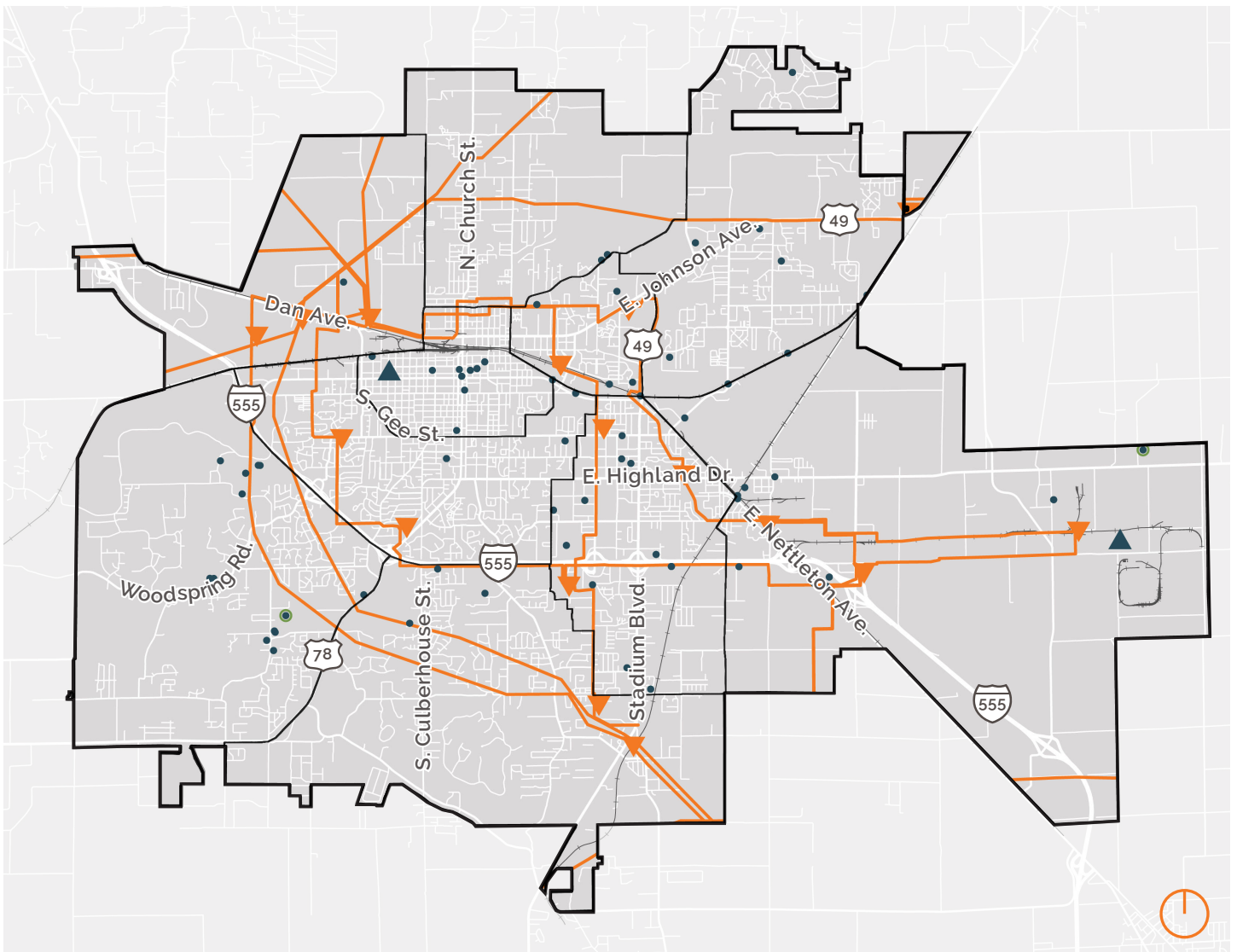
● Impervious Surfaces

INFRASTRUCTURE & ENVIRONMENT

Power & Telecommunications

16 major substations, 2 major radio towers, and 125 cell towers are within Jonesboro's city limits. The majority of the powerlines shown on this map are owned by Entergy Arkansas, with several owned by Southwest Power Administration. Approximately 17 miles of powerlines carry voltage under 100 kilovolts, 8 miles carry

kilovolts between 100-161, and less than a mile carry 500 kilovolts. Jonesboro's local utility, City Water and Light, own and maintain the two power plants in Jonesboro: one west of downtown and one off Highway 78 in the east industrial park.



- ▼ Electric Substations
- Transmission Lines
- ▲ Power Plants
- Cell Towers
- Radio Towers

CURRENT PLANS & POLICIES

CURRENT PLANS & POLICIES

2015 Railroad Corridor Plan

Highway-Rail Grade Crossing Safety & Corridor Action Plan (2015)

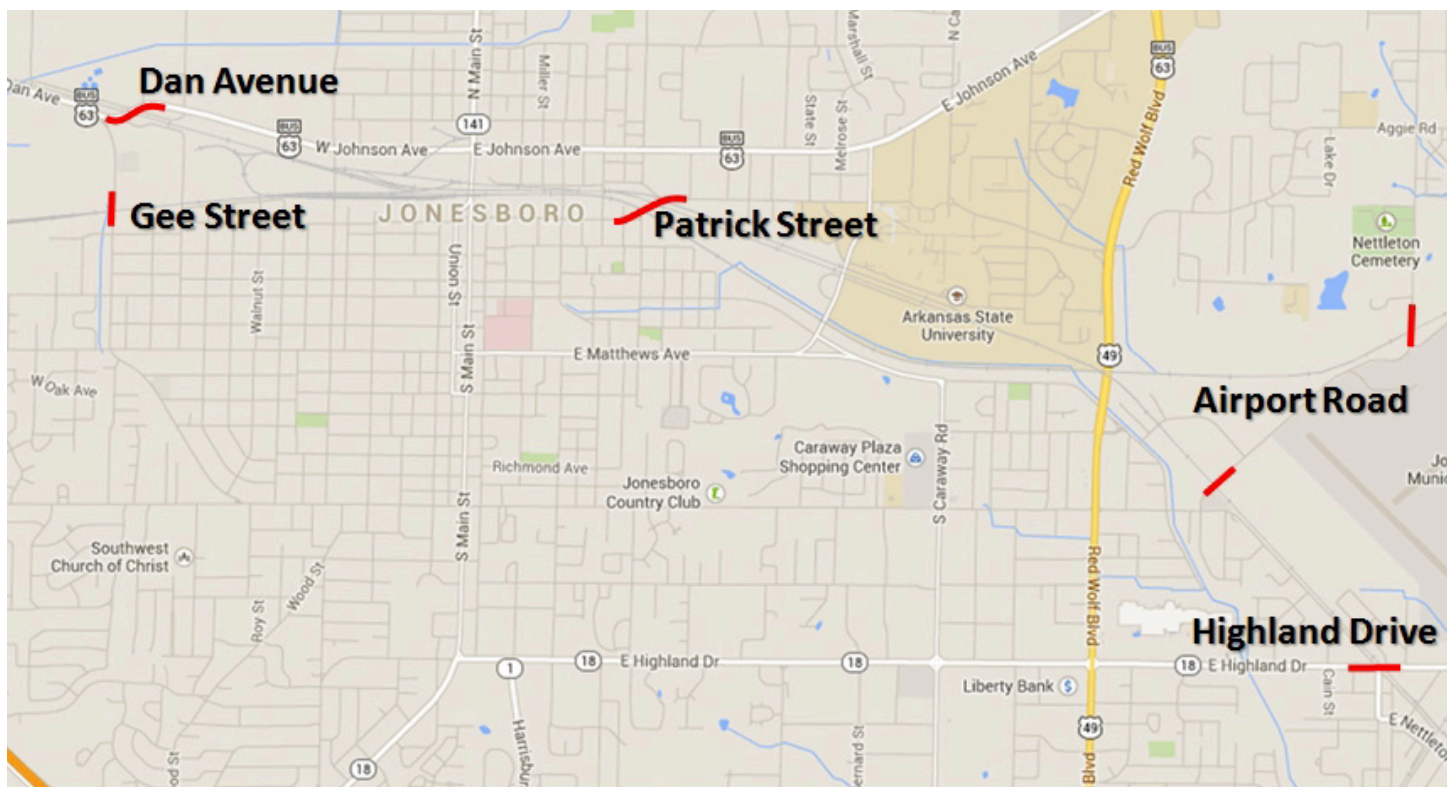
The City of Jonesboro has 44 grade crossings within the City limits: 20 maintained by Union Pacific, 17 maintained by Burlington Northern Santa Fe and 7 maintained by the City of Jonesboro. An estimated 80,000 vehicles traverse a rail grade crossing within the City each day. Rail traffic includes an average of 60 trains each day combining Union Pacific and Burlington Northern Santa Fe railways.

The action plan proposed specific improvements to create a sealed rail corridor through the City, including sealing specific sections of railways by installing gates, median barriers, grade separations or closing specific crossings.

Recommended grade separation locations:

- Hwy. 18 at Nettleton - Four lane full-width structure
- Pedestrian Bridge at Fisher Street - 12' bridge width
- Hwy. 351 (Airport Road) - Two Structures - Two lane full-width structures
- Gee Street - Two lane full-width structure
- Dan Avenue - Four lane full-width structure

Implementation status - The Dan Avenue and Highland Drive crossing have been constructed.



— Recommended Grade Separation Locations

CURRENT PLANS & POLICIES

2018 Land Use Plan

Land Use Plan (2018)

The Land Use Plan is the basis for zoning and other land development regulations, so that the zoning of any newly annexed property or rezoning of existing property should conform to the prescribed land uses. Plan notes that major annexations took place in 1989 resulting in large tracts of undeveloped land within city limits.

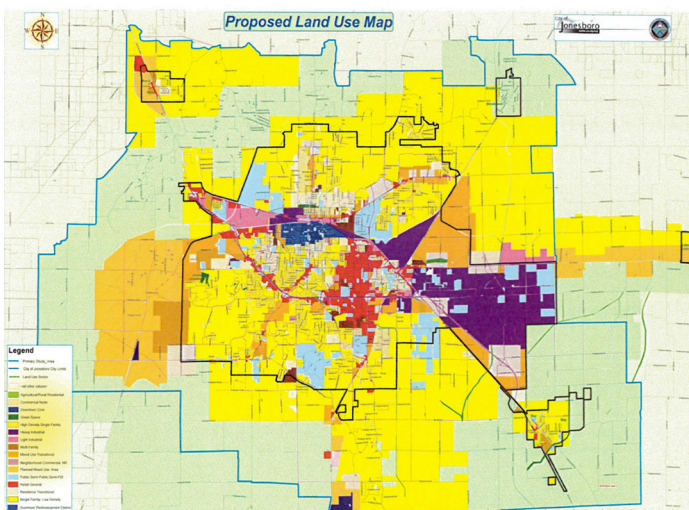
The plan uses a transect-based approach, establishing Growth Sectors, which correspond to prescribed intensity, use and form of development. The Growth Sectors are also intended to correspond to transportation facilities and limit development on the basis of traffic capacity. The Growth Sector Categories table summarizes 2018 plan's Growth Sectors.

The intent of the Land Use Plan is to create flexibility, so that multiple uses are appropriate within a given Growth Sector, as long as they meet conditions for density, trip generation, building and site design, open space, height and applicable overlay district standards.

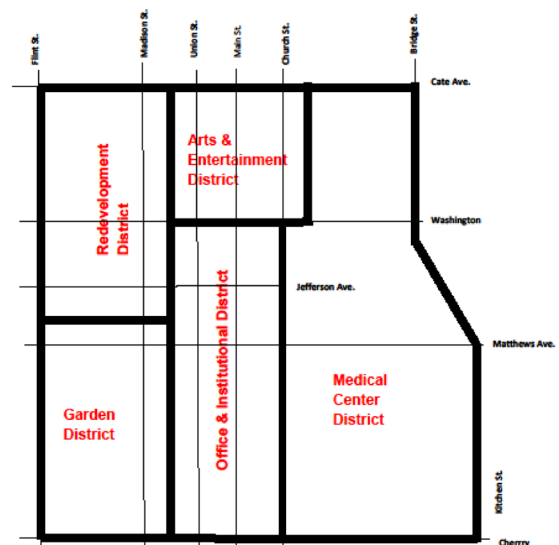
Stated priorities of the plan include quality urban design, curtailing strip development, enhancing established districts and generally promoting a center-based approach to future growth to create a more pedestrian, bicycle and transitfriendly community.

GROWTH SECTOR CATEGORIES

Sector	Residential Density	Commercial Node Type	Height Limit
Rural	5 AC min lot size	Neighborhood Commercial	Not specified
Low Intensity	1/5 AC - 5 AC lots permitted	Neighborhood Commercial	Not specified
Moderate Intensity	6 DU/AC Max	Neighborhood Commercial	4 Stories
High Intensity	14 DU/AC	High Intensity Commercial	150 Feet
Downtown	14 DU/AC	High Intensity Commercial	6 Stories
Industrial	NA	High Intensity Commercial	Not Specified



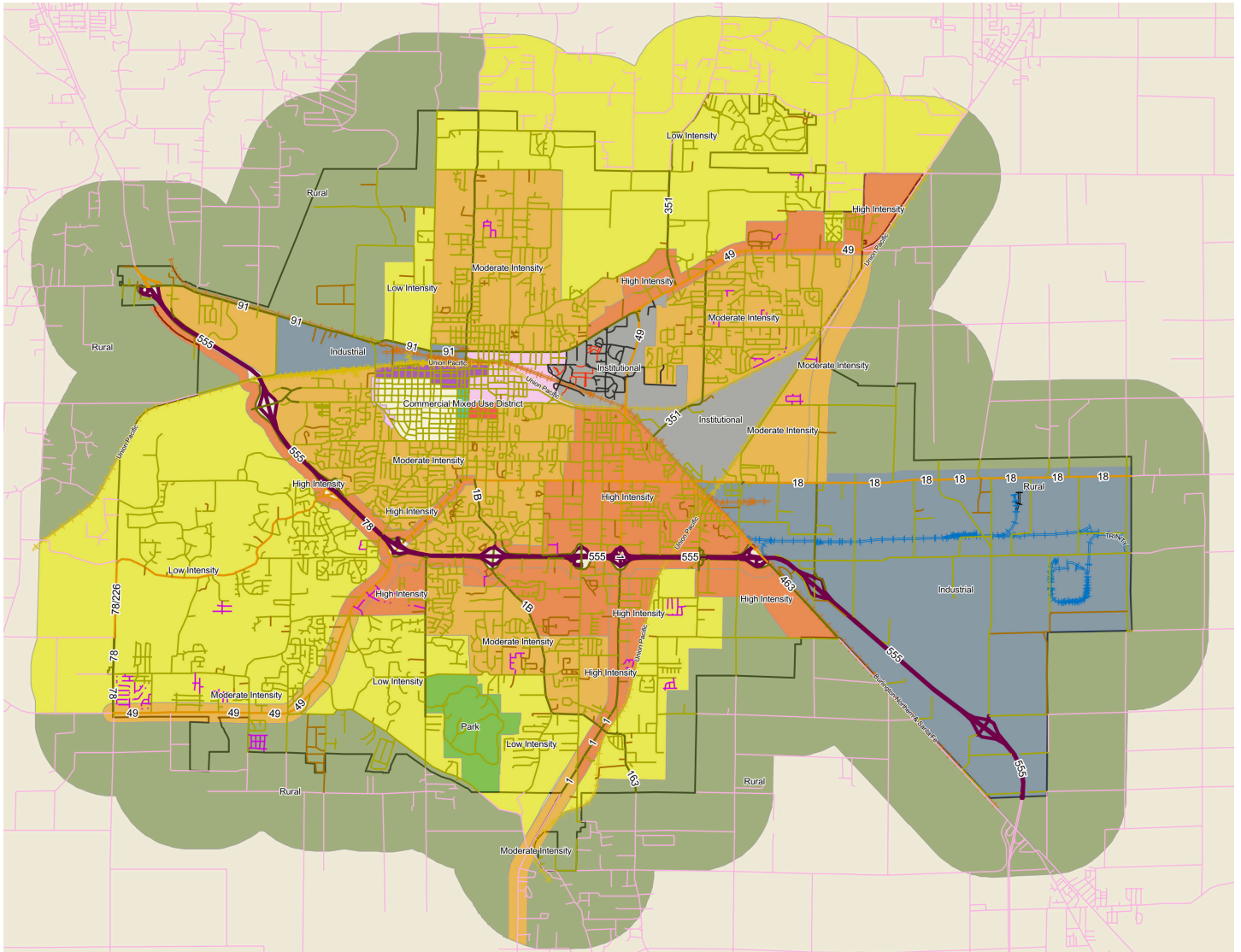
Previous Land Use Map (2015, updated 2017)



Downtown Jonesboro Clusters

CURRENT PLANS & POLICIES

2018 Land Use Plan



Proposed Land Use Map

- | | |
|---|---|
| ● High Intensity | ● Commercial Mixed Use District |
| ● Moderate Intensity | ● Industrial Arts District |
| ● Low Intensity | ● Core Mixed Use District |
| ● Park | ● Commercial Mixed Use District |
| ● Industrial | ● Neighborhood Transitional District |
| ● Institutional | |
| ● Rural | |

CURRENT PLANS & POLICIES

2020 Master Street Plan

Master Street Plan (2020)

The Master Street Plan is the official guide for the City and the Jonesboro Metropolitan Area Planning Commission (MAPC) in making decisions regarding land development proposals and street improvements within its planning jurisdiction.

The primary objectives of the Plan are:

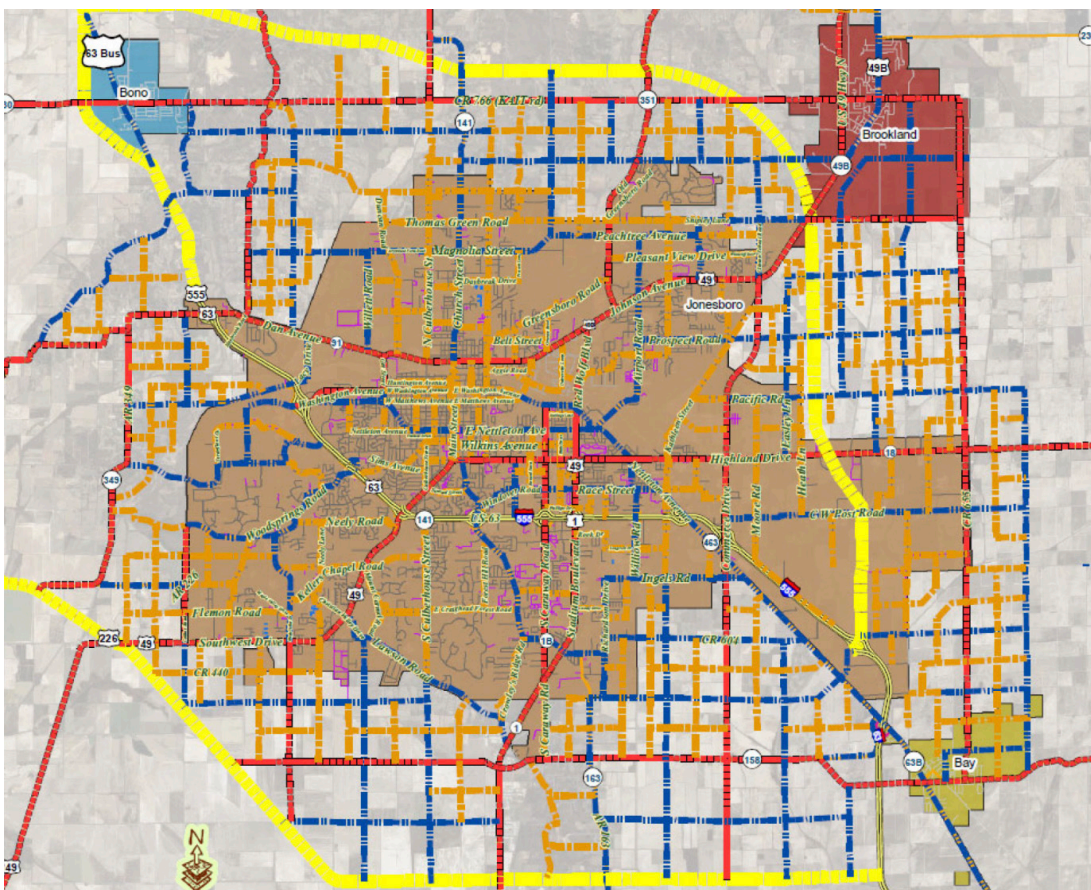
- To functionally classify each roadway in the street network;
- To identify the approximate location or conceptual alignment of any new roadways to be added to the street network;
- To provide typical roadway sections, design criteria, and right-of-way widths for each roadway classification; and,
- To recommend general standards to guide street and roadway improvements and new construction.

The plan includes the following functional classifications:

- Freeway
- Expressway
- Principal Arterial (two design options given)
- Minor Arterial (three design options given)
- Collector (three design options given)
- Local Street (three design options given)

For each surface street typology, the plan provides options for enhanced bike facilities including side paths, protected bike-lanes, and two-way cycle tracks.

Additionally, the plan provides standards for evaluating types of facilities, intersections and access requirements. Most standards are based upon metrics outlined in the ITE Manual.



Functional Classification Map, Master Street Plan (2020)

CURRENT PLANS & POLICIES

2024 Parks Master Plan

Parks & Recreation Master Plan (2024)

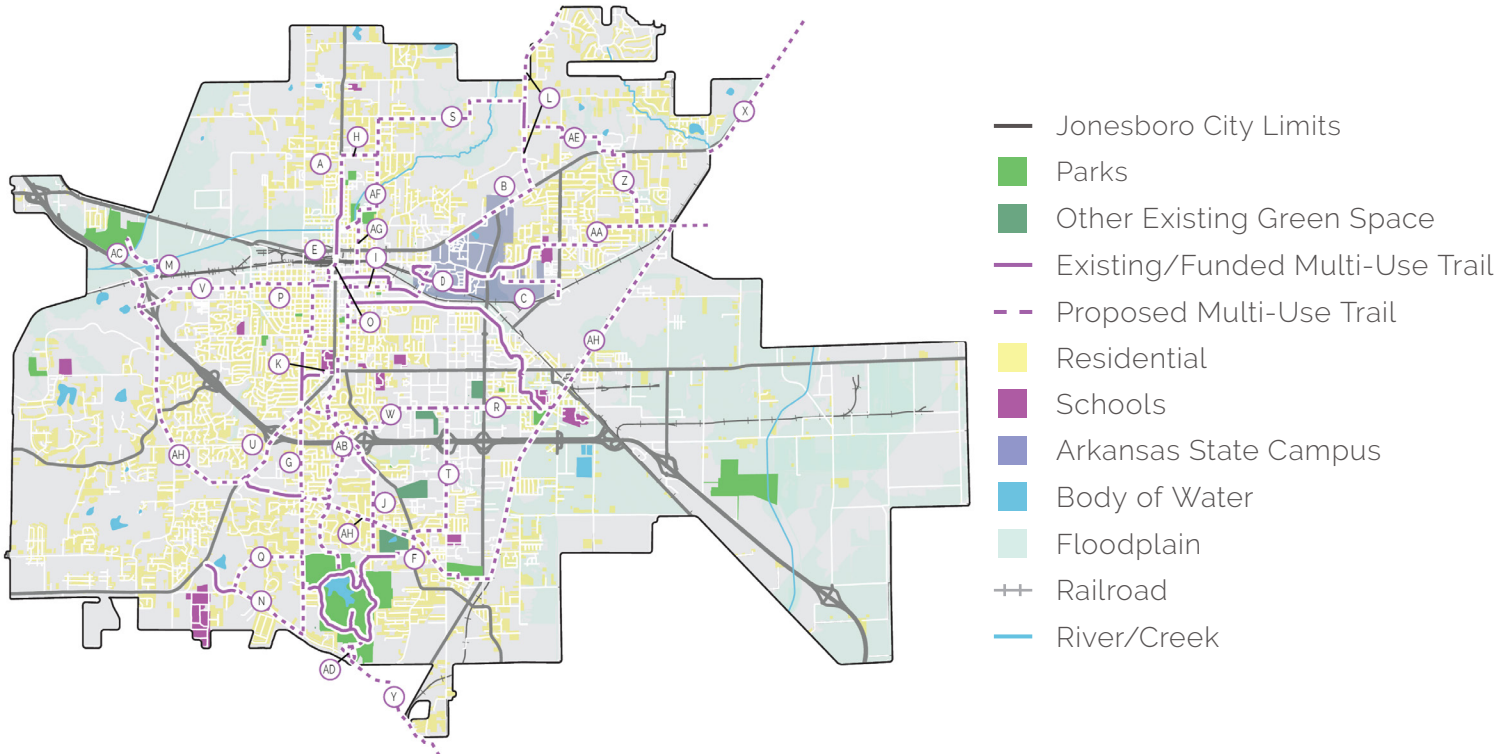
The Plan guides City officials and local partners regarding the most efficient and equitable methods to meet the recreational needs of the residents of Jonesboro over the next five to ten years via prioritized investments, programs, policies and practices. The Master Plan provides a framework for decisions regarding land acquisition, park Improvements, and maintenance of existing and future recreation facilities.

The Plan emphasizes mobility and access. A metropolitan trail network is intended to improve public health by linking key destinations with walking paths and protected bikeways, thereby creating opportunities for increasing mode-split and reducing auto trips. In addition, the plan prioritizes increasing the number and density of neighborhood park and open space amenities, noting that while the city has a good aggregate ratio of park acreage to residents, fewer people have a park within walking distance of their home compared to peer cities.

PARKLAND LEVEL OF SERVICE (2024)

Classification	Total Acres ¹	Existing LOS (Acres per 1,000 residents)
Regional Parks	707.0	8.9
Community Parks	109.4	1.4
Neighborhood Parks	10.8	0.1
Pocket Parks	1.0	0.01
Civic Spaces	0.2	0.01
Special Use Parks	464.3	5.9
System Total	1,292.5	16.3
Median for communities with 50,000 to 99,999 residents ²		11.2

1. Data provided by City of Jonesboro
 2. NRPA Agency Performance Review, 2023



Jonesboro Trails System Map (2024)

CURRENT PLANS & POLICIES

Multi-Family Design Guidelines

Design Guidelines for Multi-Family Residential Development (2018)

This manual establishes design principles for new multi-family projects. It aims to promote good design and development of residential apartment and condominium buildings in the city of Jonesboro. The guidelines document is intended to serve as a manual for decision making while defining the level of quality in the built environment expected by the City Council. The guidelines were created to be a "how to" for architects and developers for better design outcomes.

The design principles articulate the following design objectives:

- Foster project designs that create and enhance a sense of community and neighborhood.
- Create and promote usable public spaces.
- Being respectful of and creating designs that reinforce the relationship between public and private space.
- Creating neighborhoods of superior architectural and visual interest.

- Creating project designs that are transit and pedestrian friendly.
- Ensure community longevity by designing projects and neighborhoods that will endure over time.
- Incorporate environmentally sustainable features into project design.
- Consider and respond to the relationship and context of adjacent projects.

The Guidelines are grouped around three primary topics:

- Building Design
- Site Design
- Public Space Guidelines

The guidelines are written for and illustrated with contemporary large multifamily complexes covering multiple acres. They do not provide information that would be suitable for infill sites.



Examples from Building Design Guidelines demonstrating variety in architectural form and massing

CURRENT PLANS & POLICIES

2018 Municipal Code

Municipal Code - Land Development Ordinances (2018)

The zoning code implements long range plans for the City of Jonesboro, principally the Land Use Plan and the Master Streets Plan. It provides the legislative tools to regulate land development and to phase the development through incremental upzoning.

Jonesboro's land use and transportation codes are distributed across a series of chapters and articles within the City's municipal code, establishing the building code, subdivision regulations, stormwater and flood control, and zoning.

The zoning code itself, Chapter 117 of the municipal code, comprises 23 unique zoning categories; two rural/agricultural zones, fourteen residential districts, divided into single and multifamily zones, five commercial zones, and two industrial zones. In addition there are four overlay and special purpose zoning districts.

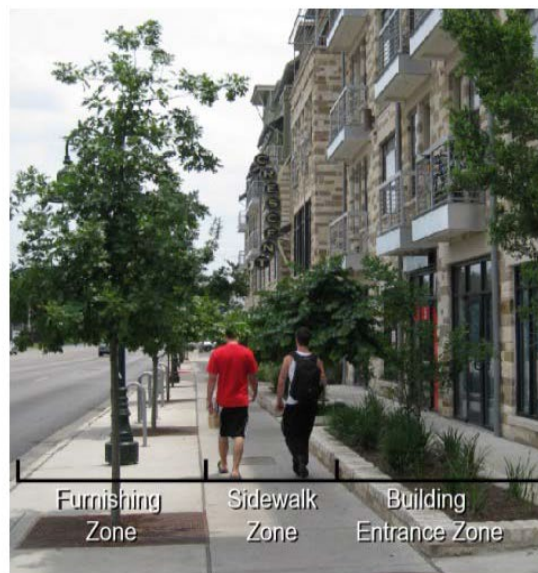
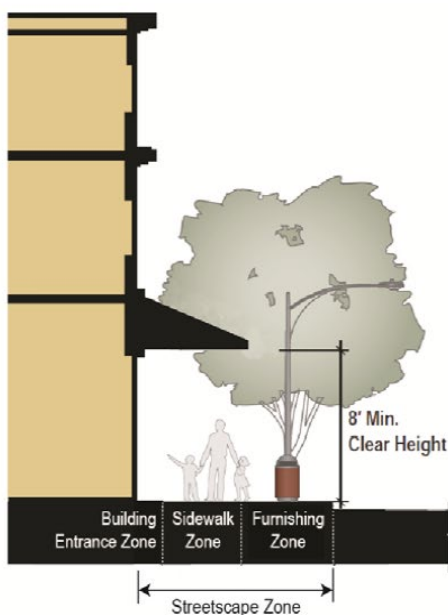
With the exception of downtown districts (addressed separately in the Downtown Jonesboro Development Code) zones are single-use. Single and multi-family may not co-mingle in most residential zones. Housing is not permitted in the General Commercial or Neighborhood Commercial districts and limited in others. Residential

densities are very low, by urban standards, even in multi-family zones, and minimum lot sizes are suburban in scale. Planned Unit Development is permitted, and a Cottage Ordinance permits multiple small homes on a single lot with a common green.

Downtown Jonesboro Development Code (2018-2024)

The Downtown Jonesboro Development Code is a stand-alone suite of regulations governing land use and public realm development in a 1.9 square mile area centered on the historic core of Jonesboro. The area is broken down into four districts, each with their own zoning standards. These are Core Mixed Use, Commercial Mixed Use, Industrial Arts, and Neighborhood Transition. Each zone has a particular focus, but mixed uses are allowed in all and residential densities that are far more urban than the rest of Jonesboro.

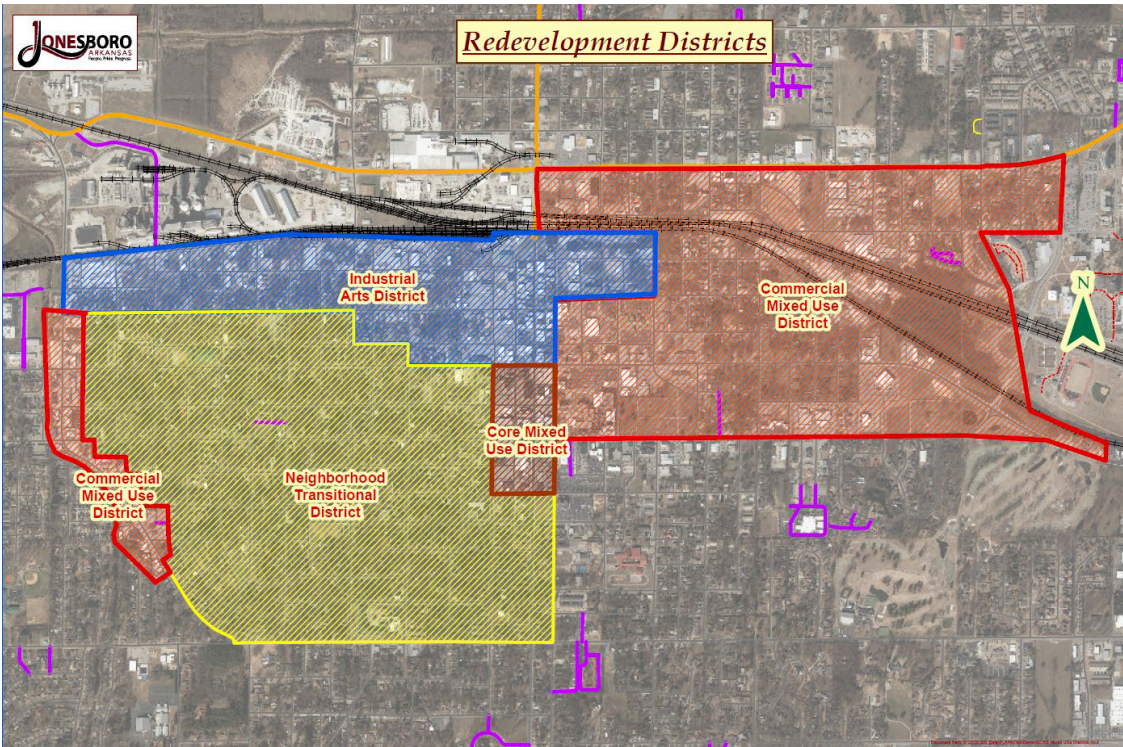
Development is regulated by objective, quantitative standards. These are grouped into building design standards, site design standards and public realm standards. The latter governs treatment of public right-of-way, curb cuts, etc. The approach to regulation is form based, with an emphasis on creating a specific urban pattern, as opposed to a use-based approach.



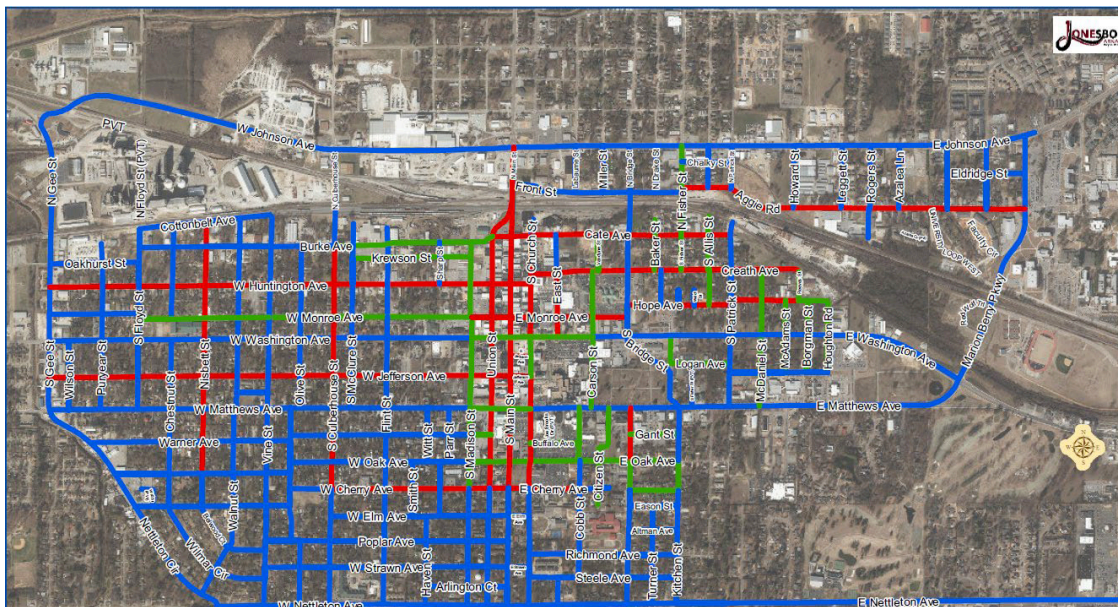
Illustrations delineating the Streetscape Zone Elements

CURRENT PLANS & POLICIES

Downtown Jonesboro Redevelopment Code



Map of Redevelopment Districts



Map of Street Classifications



Prepared by DPZ CoDesign

in partnership with:
Crafton Tull
Urban3
LandUse USA