



DPZ
CODESIGN

JONESBORO, AR

Design Week Summary

Draft 06/18/26

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DESIGN WEEK SUMMARY

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DESIGN WEEK SUMMARY

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Planning for Jonesboro's Next Chapter

Jonesboro continues to experience growth, investment, and change, creating an opportunity to define a clear vision for the community's future. Design Week and the accompanying public engagement process were conducted to understand residents' priorities, identify emerging opportunities, and establish a framework for future growth that strengthens quality of life while preserving the character that makes Jonesboro unique.

The planning process engaged residents through open houses, interactive mapping exercises, corridor evaluations, visioning activities, stakeholder discussions, and a community-wide survey that generated 737 responses. Across all engagement efforts, participants expressed strong pride in Jonesboro's sense of community, family-oriented character, parks and recreation assets, local businesses, educational institutions, and growing economic opportunities. At the same time, residents emphasized the need to address transportation challenges, housing affordability, public safety concerns, and the impacts of continued growth.

Overall, the findings reveal a community that is optimistic about its future and supportive of continued investment, but one that wants growth to be intentional, balanced, and focused on enhancing quality of life for current and future residents.

Key Community Priorities

Residents consistently identified several priorities that should guide future planning and investment decisions:

1. Manage Growth While Preserving Character

While nearly two-thirds of survey respondents believe Jonesboro is becoming a better place to live, residents expressed concerns about unmanaged growth, traffic congestion, infrastructure capacity, and suburban sprawl. The strongest message from the community was not opposition to growth itself, but support for growth that is coordinated, strategic, and reflective of Jonesboro's identity. Residents want future development to reinforce

neighborhood character, strengthen community connections, and protect the qualities that make Jonesboro distinctive.

2. Expand Housing Choice and Affordability

Housing emerged as one of the most significant long-term concerns. Residents identified affordable homeownership opportunities, reinvestment in older neighborhoods, housing options for middle-income households, and housing opportunities for young professionals and families as top priorities. While many residents reported that their current housing meets their needs, affordability remains a growing challenge. Future housing strategies should focus on increasing housing choice, supporting neighborhood revitalization, and providing attainable housing opportunities throughout the city.

3. Improve Transportation and Connectivity

Transportation issues were among the most frequently discussed concerns throughout the planning process. Residents cited congestion, speeding, roadway safety, intersection performance, and pavement conditions as major challenges. At the same time, participants expressed strong interest in expanded walking and bicycling opportunities. Many residents indicated they would walk or bike more often if routes felt safer and destinations were more accessible. These findings highlight the need for a more connected transportation network that balances vehicle mobility with safe, convenient options for pedestrians and cyclists.

4. Enhance Parks, Recreation, and Quality of Life

Residents value Jonesboro's parks and recreational assets and expressed strong support for expanding them. Desired improvements include trail connections, bicycle facilities, sports fields, aquatic amenities, playground enhancements, and year-round programming. Participants frequently referenced successful trail systems in other communities and emphasized the importance of creating a connected network of parks, trails, and public spaces that serve residents of all ages.

DESIGN WEEK SUMMARY

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5. A Framework for Connected Centers

One of the most significant themes emerging from Design Week was the desire for a network of vibrant activity centers distributed throughout Jonesboro. Residents identified locations such as Downtown, Gee Street, Highland Drive, Johnson Avenue, Craighead Forest Park, and other community destinations as important gathering places that should continue to evolve and strengthen over time.

The plan proposes a framework of regional centers, community centers, neighborhood centers, and neighborhood nodes that can support daily life, local businesses, recreation, housing, and civic activity. By concentrating investment in walkable, mixed-use destinations connected by quality streets, trails, and public spaces, Jonesboro can create a more cohesive and connected community.

This approach supports economic development while also fostering community identity and social connection. Residents consistently expressed a desire for places where people can gather, interact, and access everyday services without traveling across the city. Activity centers provide an opportunity to create these destinations while reinforcing existing strengths and guiding future investment.

6. Downtown, Neighborhoods, and Identity

Participants expressed strong support for a vibrant downtown that balances multiple roles, serving as a civic center, entertainment district, employment hub, and neighborhood destination. Desired improvements include enhanced walkability, additional public spaces, expanded dining and retail options, community events, and improved lighting and safety. Residents also emphasized the importance of reinvesting in existing neighborhoods and preserving the sense of belonging that defines many parts of Jonesboro.

Throughout the engagement process, residents repeatedly referenced the importance of community identity, local businesses, neighborhood connections, and public gathering spaces. Emerging

districts such as the Gee Street corridor demonstrate how coordinated investment, entrepreneurship, and placemaking can strengthen local identity while creating new opportunities for economic growth and community engagement.

Looking Forward

The Design Week process revealed a community that is deeply invested in its future and committed to maintaining Jonesboro's strengths while addressing emerging challenges. Residents support continued growth, but they want that growth to be intentional, connected, and reflective of community values.

The recommendations emerging from this process focus on four overarching objectives:

1. Create a network of vibrant activity centers that support community life, local businesses, and economic development.
2. Expand housing choice and affordability while reinvesting in established neighborhoods.
3. Improve transportation connectivity through safer streets, enhanced walkability, expanded bicycle facilities, and strategic roadway investments.
4. Enhance parks, recreation, and public spaces to improve quality of life and strengthen community identity.

Together, these strategies provide a framework for a more connected, resilient, and prosperous Jonesboro. By aligning public and private investment around these priorities, the city can continue to grow while preserving the qualities residents value most and creating new opportunities for future generations.

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PUBLIC ENGAGEMENT

PUBLIC ENGAGEMENT

Chapter Summary

The public engagement process provided residents with multiple opportunities to share their perspectives on Jonesboro's strengths, challenges, and future priorities through interactive workshops, mapping activities, visioning exercises, corridor evaluations, and a community-wide survey. Across all engagement efforts, participants expressed strong pride in Jonesboro's sense of community, family-friendly character, parks and recreation assets, local businesses, and overall quality of life. Residents consistently emphasized the importance of maintaining these qualities while planning for future growth and investment.

Common themes emerged around improving transportation and mobility, expanding parks and trail networks, increasing housing affordability and choice, supporting economic development, strengthening neighborhood

connections, and enhancing public safety. Participants also expressed interest in creating vibrant activity centers, expanding recreational opportunities, improving walkability and bicycle connectivity, and ensuring access to everyday services, gathering spaces, and community amenities throughout the city.

Survey responses reinforced these findings, highlighting support for balanced growth, reinvestment in existing neighborhoods, improvements to transportation infrastructure, and preservation of the community character that makes Jonesboro unique. Collectively, the engagement process revealed a community that is optimistic about the future, deeply invested in Jonesboro's long-term success, and supportive of strategic investments that enhance quality of life while accommodating future growth in a thoughtful and sustainable manner.



Students gathered around Activities Tables with Crafton Tull team at Design Week's first Open House.

ACTIVITY A

What activities should happen in Centers?

Establishments like **Shops, Restaurants and Churches**
Events like **Markets or Concerts**



Activity capturing public preferences for activities & destinations within community centers.

Key Takeaways

Participants identified a range of activities and destinations they would like to see within Jonesboro's Regional Centers, Community Centers, Neighborhood Centers, and Neighborhood Nodes. Responses generally aligned with the intended scale of each center type, with larger centers focused on entertainment, shopping, dining, cultural attractions, and community-wide events, while smaller centers emphasized neighborhood services, gathering spaces, parks, and everyday conveniences.

Overall, participants expressed a desire for a network of centers that provides opportunities for recreation, community interaction, local businesses, and daily needs within walking distance. Responses also highlighted the importance of creating active, accessible places that support community life at both the city-wide and neighborhood scales.

Activity Responses

Regional Center

- Festivals & large events
- Live music & entertainment venues
- Farmers markets
- Restaurants & dining
- Shopping / retail destinations
- Museums & cultural attractions
- Art shows & cultural programming
- Community-wide gatherings
- Tourism-oriented activities

Community Center

- Parks & recreation
- Sports activities & leagues
- Community events & gatherings
- Local markets & vendors
- Classes & workshops
- Youth programs
- Library / learning spaces
- Art and culture events
- Church & faith-based gatherings
- Family-friendly activities

Neighborhood Center

- Small businesses & restaurants
- Coffee shops / hangout spaces
- Neighborhood events
- Playgrounds & small parks
- Local services (daycare, clinics, etc.)
- Community gardens
- After-school programs
- Walkable daily-use destinations
- Public gathering spaces
- Safety improvements (lighting, etc.)

Neighborhood Node

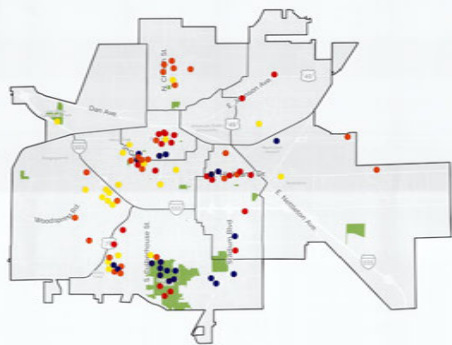
- Pocket parks & open green spaces
- Trails & sidewalks
- Bike infrastructure
- Transit stops
- Convenience stores
- Quick-service food
- Benches and seating
- Safe crossings
- Everyday essential services

PUBLIC ENGAGEMENT

Public Activity - Mapping Preferred Centers

ACTIVITY B

Centers of Activity



Activity identifying preferred locations & sizes for future activity centers throughout the community.

Key Takeaways

Participant responses were concentrated around Downtown, Craighead Forest Park, the area north of Downtown, Highland Drive, Gee Street, Johnson Avenue, Valley View Junior High School, and West Parker Road, indicating strong support for future center and neighborhood node development in these areas. Responses reflected interest in a variety of center types, from major community destinations to smaller neighborhood-serving hubs, suggesting residents value access to both regional amenities and neighborhood-scale services. Overall, participants supported a network of activity centers that improve access to services, recreation, gathering spaces, and everyday amenities throughout Jonesboro.



Community members reviewed project exhibits and participated in hands-on activities during Design Week, sharing feedback on planning concepts, neighborhood priorities, community needs, and opportunities for future improvements throughout Jonesboro.

ACTIVITY C



Key Takeaways

Participants highlighted many of the qualities that make Jonesboro a desirable place to live, including its strong sense of community, family-friendly atmosphere, safe neighborhoods, local businesses, and recreational opportunities. Responses emphasized the city's small-town character, community pride, and quality of life.

Participants also expressed a desire for affordable housing, transportation improvements, parks and trails, economic development, and enhanced community amenities while preserving Jonesboro's character and sense of place.

Activity Responses

What do you love about Jonesboro?

- Food & movie theater
- Home / sense of home
- The people / sense of community
- Good neighborhoods
- Safe place to live
- Family-oriented & close-knit community
- Lots of diverse activities
- Music & theatre
- Tight community & small-city feel
- Safe place / family / affordable
- To be proud of the city area
- Walkable access to daily needs & amenities
- Friendly people who come together
- Local radio (KLEK 102.5 FM)
- Unique local businesses / vibes
- Job opportunities (mentioned positively)

What are your hopes for the future?

- More safety
- Better roads & traffic management
- Affordable housing
- More parks & walkability
- Bike trails / bike park / cycling infrastructure
- Sidewalk improvements
- Less crime, more fun
- Reduce poverty
- Job growth / economic development
- More restaurants & options
- More diversity
- Neighborhood improvements
- Keep current character while growing
- Support for small businesses
- More things to do
- Stronger community identity
- Cleanliness / beautification
- Access to healthcare / resources
- More opportunities for youth
- Public transportation improvements
- Less rules / more accessibility
- Revitalize downtown / underused areas
- Environmental improvements (trees, green space)
- Maintain affordability while improving quality of life

PUBLIC ENGAGEMENT

Public Activity - Concerns

ACTIVITY D



Local & Regional Concerns

What are your concerns for the future?

- Traffic congestion
- Crime & safety
- Housing affordability
- Rising costs
- Brain drain / people leaving
- Jobs, wages, & economic opportunity
- Education system concerns
- Healthcare access
- Infrastructure needs (roads, utilities)
- Overdevelopment / poor planning
- Environmental concerns
- Downtown decline
- Drug use / public health issues
- Lack of diversity / inclusion concerns
- Population growth pressures
- Stormwater / drainage issues
- Business closures
- Food prices increasing
- Community division / lack of unity

What would keep you living in Jonesboro?

- More job opportunities
- Higher paying jobs
- Affordable housing
- Family-friendly environment
- Good schools / education
- Safe community
- More activities and entertainment
- Parks & recreation
- Walkability & bikeability
- Strong sense of community
- Economic growth & stability
- Support for local businesses
- Healthcare access
- Clean & attractive city
- Less traffic
- Community investment
- More shopping and dining options
- Youth opportunities
- Church & faith community
- Quality of life improvements
- Continued growth
- Happiness / feeling at home

PLAN JONESBORO

Activity identifying local & regional concerns and factors that influence residents' decisions to remain in the community.

Key Takeaways

Participants identified a wide range of concerns and aspirations related to Jonesboro's future. Common concerns focused on transportation and congestion, public safety, housing affordability, economic opportunity, infrastructure needs, and the community's ability to accommodate future growth.

When asked what would encourage them to remain in Jonesboro, participants emphasized the importance of employment opportunities, affordable housing, quality schools, public safety, parks and recreation, and a family-friendly environment. Responses also highlighted a desire for continued investment in local businesses and quality-of-life improvements.

Activity Responses

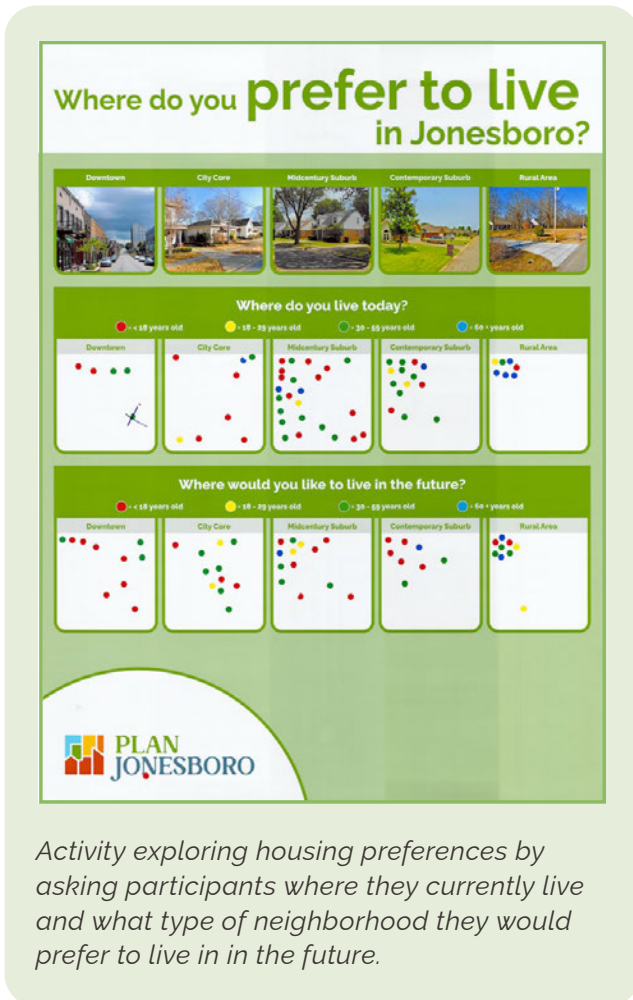
What are your concerns for the future?

- Traffic, congestion, & transportation issues
- Crime & safety concerns
- Housing affordability / Rising costs
- Brain drain / people leaving
- Jobs, wages, & economic opportunity
- Education system concerns
- Healthcare access
- Infrastructure needs (roads, utilities)
- Overdevelopment / poor planning
- Environmental concerns
- Downtown decline
- Drug use / public health issues
- Lack of diversity / inclusion concerns
- Population growth pressures
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- Business closures
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What would keep you living in Jonesboro?

- More job opportunities
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- Happiness / feeling at home

ACTIVITY E



Key Takeaways

Responses indicate a strong preference for Midcentury and Contemporary Suburb neighborhoods, both among current residents and for future housing choices. Participants also expressed interest in Downtown and City Core living, particularly among younger age groups. Rural areas attracted a smaller but consistent share of preferences, especially among older residents.

Overall, responses suggest support for maintaining a variety of housing options that accommodate different lifestyles, ages, and household needs throughout Jonesboro.

Key Takeaways

Downtown:

Participants expressing a preference for Downtown living increased noticeably when considering future housing choices. Interest was strongest among younger participants, suggesting support for more walkable, mixed-use neighborhoods that provide access to jobs, entertainment, dining, and community amenities.

City Core:

The City Core attracted a moderate level of interest from both current and future residents. Responses suggest appreciation for established neighborhoods and central locations that balance neighborhood character with convenient access to services and destinations throughout the city.

Midcentury Suburb:

Midcentury suburban neighborhoods received the strongest overall preference among both current residents and future housing choices. Participants appeared to value these areas for their established character, neighborhood feel, and balance between accessibility, housing variety, and quality of life.

Contemporary Suburb:

Contemporary suburban neighborhoods also received strong support, particularly among current residents. Responses indicate continued demand for newer suburban housing options that offer larger lots, newer homes, and family-oriented living environments.

Rural Area:

Rural living attracted a smaller but consistent share of responses, particularly among older participants. While less preferred overall than suburban neighborhoods, rural areas remain an important housing choice for residents seeking larger properties, open space, and a more rural lifestyle.

PUBLIC ENGAGEMENT

Public Activity - Current & Future Parks

ACTIVITY F



Activity gathering community input on desired improvements, amenities, facilities, & programs for Jonesboro's parks system.

Key Takeaways

Participants expressed strong interest in expanding recreational opportunities through additional trails, bike facilities, sports fields, aquatic amenities, and playground improvements. Common themes included improving connectivity between parks, enhancing park maintenance and accessibility, increasing community programming and events, and adding family-friendly amenities such as shade, seating, food trucks, and gathering spaces. Many responses also highlighted a desire for a more comprehensive trail network and recreation facilities.

Activity Responses

Trails & Connectivity

- Full trail system
- Connecting parks with bike & walking paths
- Paved bike paths around town
- Connected multi-use bike trails
- More walking/biking connectivity
- Bike paths similar to Bentonville, AR
- Bike park, pump track, & skills facilities

Sports & Recreation Facilities

- More soccer fields
- More baseball / softball fields
- Football field
- Pickleball courts
- Tennis courts
- Basketball goals
- Skate park
- Indoor & outdoor swimming facilities
- Skating rink
- Dog park
- Disc golf / similar recreation

Park Amenities & Features

- More shade / trees
- Benches & seating
- Bathrooms
- Enhanced playgrounds, slides, & water features
- Large open green spaces
- Community center within parks
- Food trucks
- Lighting improvements
- Accessibility improvements
- Safer parks
- Clean and maintained facilities

Programs, Events, & Community Uses

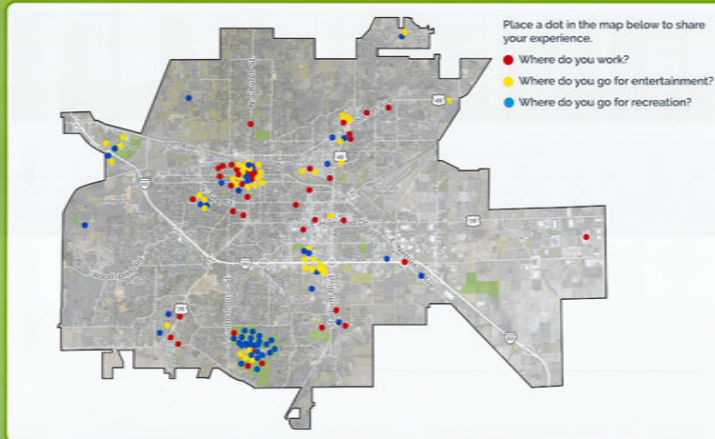
- Festivals & events
- Programs & activities for kids
- After-school programs
- Community gatherings
- Outdoor fitness opportunities
- Classes & organized recreation
- More family-friendly activities
- Use of parks for social events
- Expanded programming throughout the year

PUBLIC ENGAGEMENT

Public Activity - Happy Place & Getting Around

ACTIVITY G

Where is your Happy Place?



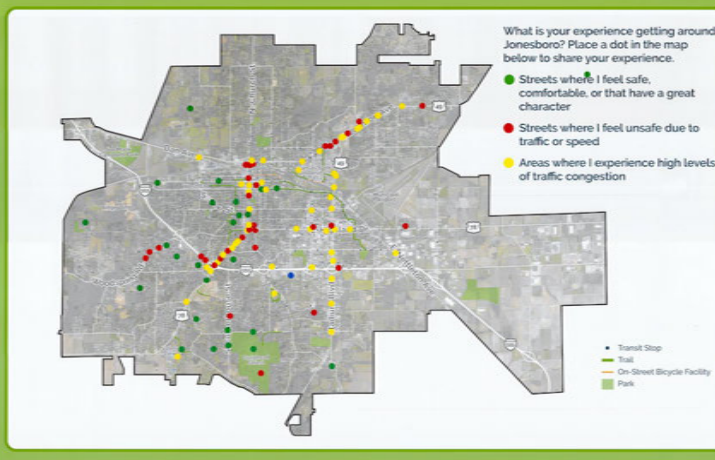
Activity mapping residents' favorite places by asking participants to identify where they work, recreate, & seek entertainment throughout the community.

Key Takeaways

Responses clustered most heavily in Downtown Jonesboro and Craighead Forest Park, indicating these areas serve as key destinations for work, recreation, and entertainment. Additional concentrations of responses were observed along the Johnson Avenue corridor, Highland Drive, and in the Valley View area, highlighting these locations as important activity hubs. The distribution of responses suggests that many of Jonesboro's most valued destinations are concentrated around major commercial corridors, parks, and community gathering places that contribute to the city's quality of life and sense of place.

ACTIVITY H

Getting Around Jonesboro



Activity mapping how residents get around Jonesboro by asking participants to identify comfortable routes, congestion areas, & locations where they feel unsafe due to traffic.

Key Takeaways

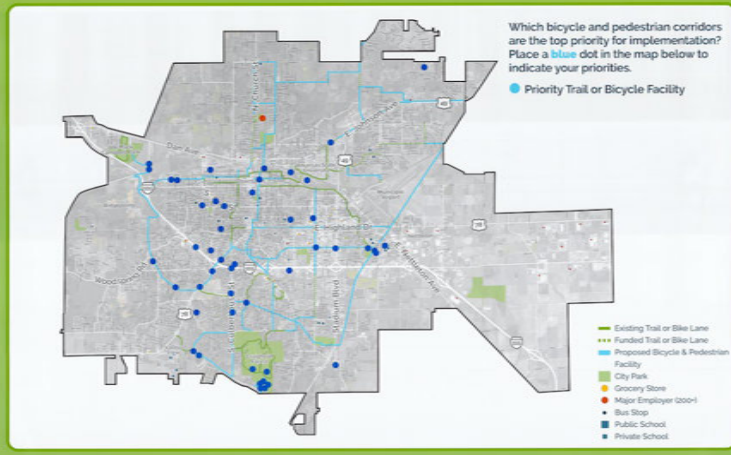
Responses clustered along major corridors including Johnson Avenue, Stadium Boulevard, Highland Drive, and areas near Arkansas State University, where participants identified concerns related to congestion, speeding, and roadway safety. Several commercial areas and roadway crossings along these corridors were noted as locations where traffic delays are commonly experienced. Positive responses were more dispersed, with neighborhood streets, Downtown, Craighead Forest Park, and local connections frequently identified as comfortable places to travel. Overall, the activity highlighted a desire for improved traffic flow, safer travel conditions, and stronger transportation connections throughout Jonesboro.

PUBLIC ENGAGEMENT

Public Activity - Trail Corridors

ACTIVITY I

What **trail corridor** is your priority?



Activity mapping bicycle & pedestrian corridor priorities by asking participants to identify proposed trail & bicycle facility connections they believe should be prioritized for implementation.

Key Takeaways

Responses were concentrated along proposed north-south and east-west trail corridors connecting Downtown, Arkansas State University, Craighead Forest Park, and surrounding neighborhoods. Participants frequently identified corridors that improve access to parks, schools, employment areas, and community destinations, with particularly strong interest in connections linking Downtown to Craighead Forest Park and the university area. Overall, responses indicate broad support for expanding Jonesboro's bicycle and pedestrian network through a connected system of trails and active transportation facilities that improve mobility, recreation, and access throughout the community.

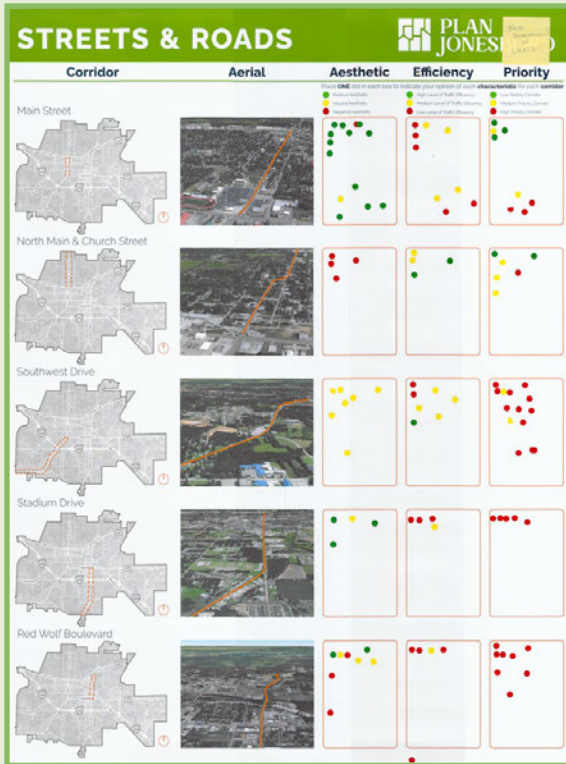


Residents of all ages participated in interactive mapping and visioning exercises during Design Week, providing feedback on community priorities, transportation needs, future growth, areas for investment, and the overall future direction of Jonesboro.

PUBLIC ENGAGEMENT

Public Activity - Street & Roads

ACTIVITY J



Activity evaluating key transportation corridors by asking participants to rate each corridor's aesthetic character, traffic efficiency, & priority for future investment & improvements.

Key Takeaways

Responses indicate that participants distinguished between corridors that contribute positively to Jonesboro's character and those that present transportation challenges. While several corridors were viewed favorably from an aesthetic perspective, major commercial and transportation corridors generally received lower efficiency ratings due to congestion and traffic conditions. Overall, participants expressed support for targeted investments that improve mobility while enhancing the appearance and experience of Jonesboro's primary roadways.

Main Street:

Participants generally viewed Main Street positively from an aesthetic perspective, reflecting its role as a recognizable civic and community corridor. Efficiency and priority ratings were mixed, suggesting that while valued, it is not viewed as a primary transportation concern.

North Main & Church Street:

Responses reflected mixed perceptions of both corridor character and transportation performance. Participants indicated moderate support for future improvements while recognizing the corridor's importance as a community connection.

Southwest Drive:

Participants generally rated Southwest Drive as functionally adequate but assigned it a lower priority for future investment compared to other major corridors. Aesthetic ratings were generally neutral.

Stadium Drive:

Stadium Drive received positive aesthetic ratings but lower priority rankings, suggesting participants view the corridor as relatively successful in its current condition despite transportation challenges.

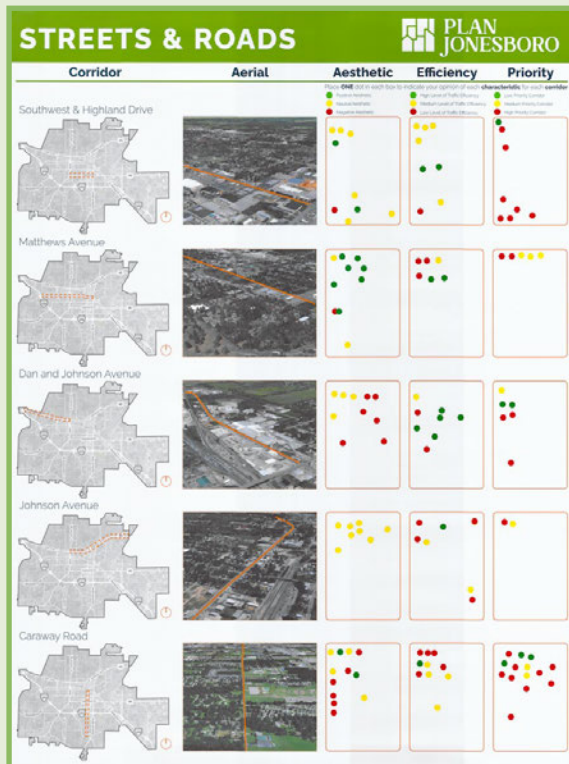
Red Wolf Boulevard:

Responses highlighted mixed perceptions of corridor character and traffic performance. While recognized as an important commercial corridor, participants generally assigned lower priority ratings relative to other transportation routes.

PUBLIC ENGAGEMENT

Public Activity - Street & Roads

ACTIVITY K



Activity evaluating key transportation corridors by asking participants to rate each corridor's aesthetic character, transportation efficiency, & overall priority for future investment & improvements.

Key Takeaways

Responses suggest participants place the highest importance on corridors that serve major commercial destinations and carry significant traffic volumes. Johnson Avenue and Caraway Road emerged as stronger priorities for future investment, while other corridors were generally viewed as functioning adequately or requiring more localized improvements. Overall, participants expressed interest in balancing transportation efficiency with corridor character and appearance.

Southwest & Highland Drive:

Participants generally rated the corridor neutrally across all categories, suggesting it functions adequately but does not stand out as a major concern or investment priority.

Matthews Avenue:

Matthews Avenue received some of the strongest aesthetic ratings among the corridors evaluated. Participants generally viewed the corridor positively and assigned lower priority ratings for major improvements.

Dan Avenue & Johnson Avenue:

Responses reflected mixed opinions regarding both aesthetics and efficiency. Participants identified moderate opportunities for improvement while recognizing the corridor's role in connecting key destinations.

Johnson Avenue:

Johnson Avenue emerged as one of the stronger priorities for future investment. Participants expressed concerns regarding traffic operations and efficiency while recognizing the corridor's importance as a major commercial and transportation route.

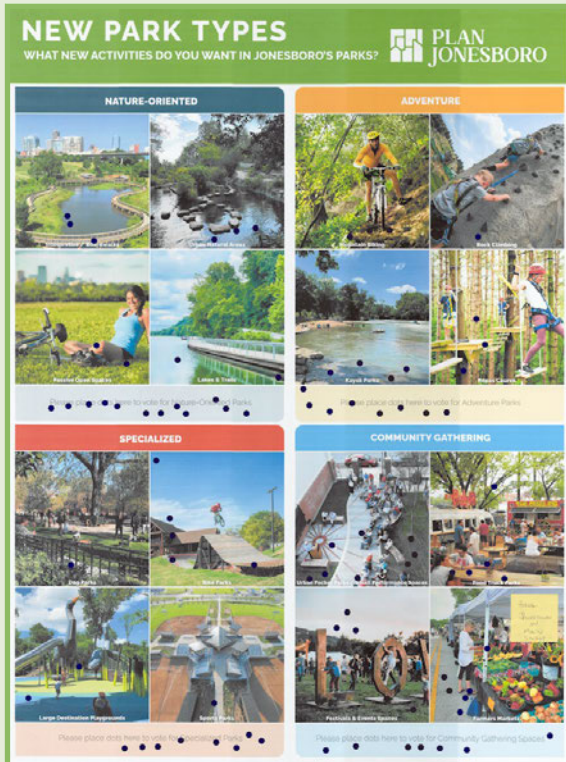
Caraway Road:

Caraway Road also received relatively strong priority ratings, reflecting its significance within Jonesboro's transportation network. Participants expressed mixed views regarding aesthetics and efficiency, suggesting support for improvements that enhance both mobility and corridor character.

PUBLIC ENGAGEMENT

Public Activity - Park Activities

ACTIVITY L



Activity evaluating future park and recreation preferences by asking participants to vote on a variety of park types, amenities, and outdoor experiences they would like to see in Jonesboro.

Key Takeaways

Responses indicate strong interest in a diverse park system that balances recreation, community gathering opportunities, and nature-based experiences. Community gathering spaces and nature-oriented parks received the strongest support, while adventure amenities such as kayaking, mountain biking, ropes courses, and rock climbing also attracted notable interest. Overall, participants favored a well-rounded parks network that promotes recreation, wellness, and community connection.

Nature-Oriented Park Activities:

Participants showed strong support for lakes and trails, urban-natural areas, and passive open spaces, highlighting the importance of accessible green spaces and connections to nature.

Adventure Park Activities:

Kayak parks and ropes courses generated notable interest, with respondents also expressing enthusiasm for mountain biking and climbing opportunities that encourage active outdoor recreation.

Specialized Park Activities:

Large destination playgrounds and bike parks emerged as the most popular specialized amenities, indicating demand for family-friendly and youth-oriented recreation facilities..

Community Gathering:

Food truck parks, farmers markets, festivals and event spaces, and small urban gathering areas received widespread support, demonstrating a strong community desire for places that foster social interaction, local culture, and public events.

PUBLIC ENGAGEMENT

Survey Response Summary

Total Responses: **737**

Executive Summary

The public survey received **737 responses** and indicates that residents are generally optimistic about Jonesboro's future while expressing concerns about growth management, transportation, housing affordability, and public safety.

Overall Sentiment

Nearly two-thirds of respondents (**64%**) believe Jonesboro is becoming better, including **16%** who feel it is becoming much better and **48%** who feel it is becoming a little better. **25%** believe the city is becoming worse, while **11%** feel it is not changing significantly.

Residents most frequently cited Jonesboro's small-town feel, strong community spirit, parks and public assets, vibrant downtown, and growing economic opportunities as qualities they value most about the city.

Growth and Future Priorities

Survey respondents generally support continued growth and investment but want growth to be managed thoughtfully. Key concerns identified by residents include:

- Traffic congestion and roadway capacity
- Crime and public safety
- Housing affordability
- Homelessness and support services
- Preserving community character while avoiding unchecked sprawl

Long-Term Commitment to Jonesboro

Residents expressed a strong commitment to remaining in the community.

75% intend to live in Jonesboro for the foreseeable future.

An additional **13%** plan to remain for at least another **5–10 years**.

More than half of respondents (**54%**) have lived or worked in Jonesboro for **more than 20 years**.

These findings suggest a highly invested population with a strong interest in the city's long-term success.

Neighborhood and Housing Preferences

When asked about neighborhood priorities, respondents identified the following as most important:

- Safety (**90%**)
- Trees, green space, and appearance (**65%**)
- Sense of belonging and trust (**56%**)
- Nearby shops and groceries (**50%**)
- Nearby parks and schools (**47%**)

The most desired housing-related priorities included:

- Affordable homeownership opportunities (**60%**)
- Reinvestment in older neighborhoods (**55%**)
- Housing for middle-income households (**47%**)
- More options for young professionals and families (**47%**)
- Improved rental housing quality (**44%**)

While **51%** reported that housing currently meets their needs, **27%** indicated that housing costs are too expensive.

PUBLIC ENGAGEMENT

Survey Response Summary

Downtown Jonesboro

Residents expressed support for a vibrant and balanced downtown.

50% favored a downtown that balances multiple roles.

24% preferred a mixed-use downtown where people live, work, and gather daily.

The most requested downtown improvements included:

Trees, walkability, and public spaces **(60%)**

Cleanliness and property upkeep **(52%)**

Events and programming **(48%)**

More dining and local retail opportunities **(44%)**

Better lighting and safety **(40%)**

Transportation

The survey confirms that Jonesboro remains heavily automobile-oriented.

97% of respondents regularly drive.

20% walk regularly.

8% bicycle regularly.

However, many residents expressed interest in walking and bicycling more often:

53% would do so if conditions felt safer.

43% would do so if destinations were closer to home.

The most common transportation concerns included:

Traffic congestion and delays during peak hours **(80%)**

Speeding and aggressive driving **(50%)**

Poor pavement conditions **(43%)**

Intersection-related issues **(46%)**

Residents identified the following transportation improvements as top priorities:

Intersection improvements for vehicle flow **(56%)**

Sidewalk repair and extension **(50%)**

Improved pavement conditions **(45%)**

Safer crossings and pedestrian infrastructure **(33%)**

Bike lanes and shared-use paths **(32%)**

Key Takeaway

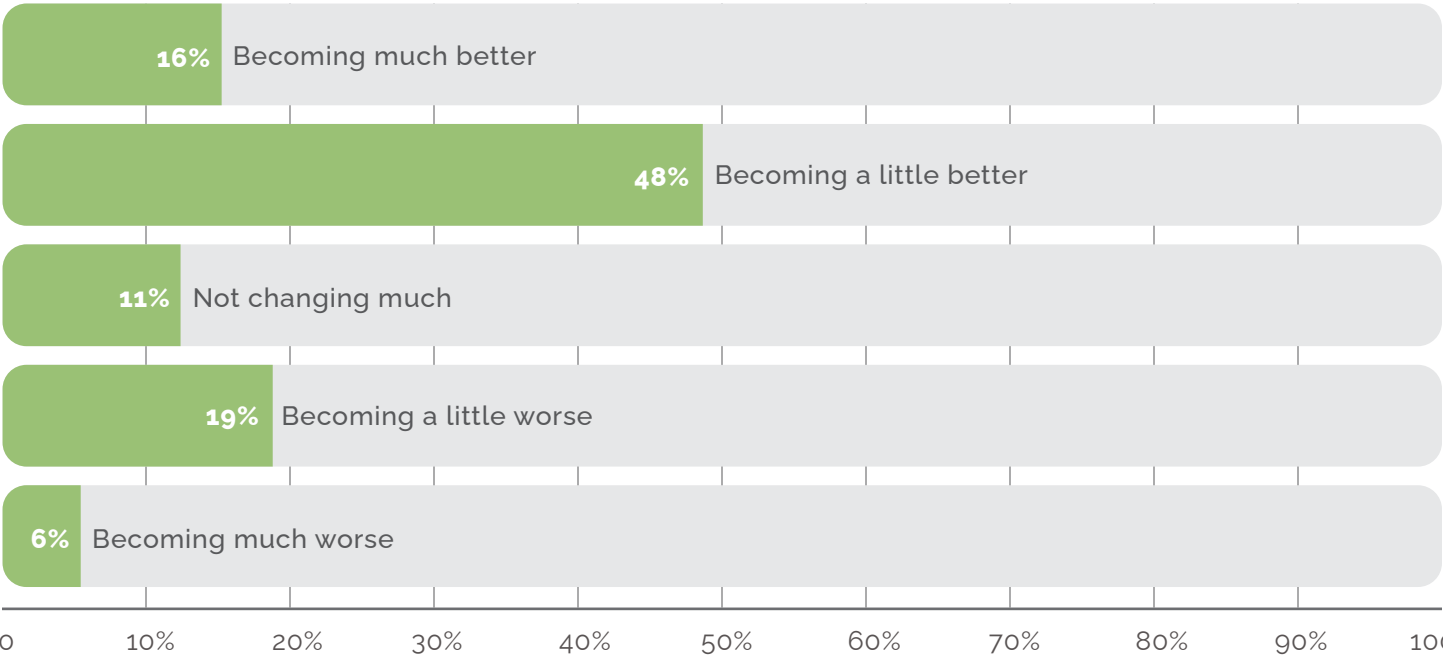
Survey responses indicate that residents are generally positive about Jonesboro's trajectory and deeply invested in the city's future. Participants support continued growth and investment but consistently emphasized the need for safe neighborhoods, housing affordability, reinvestment in existing areas, improved transportation options, enhanced walkability, and preservation of the community character that makes Jonesboro unique.

The strongest theme throughout the survey was not opposition to growth, but rather a desire for growth that is intentional, well-managed, and focused on improving quality of life for current and future residents.

PUBLIC ENGAGEMENT

Survey Response Details

QUESTION 1 - HOW DO YOU FEEL JONESBORO HAS BEEN CHANGING IN THE PAST FEW YEARS



QUESTION 2 - WHAT DO YOU MOST VALUE ABOUT JONESBORO TODAY?

- Positive Sentiment**
- Small-Town Feel with Big-City Amenities
 - The Public Assets & Parks
 - Vibrant Local Culture & Downtown
 - Active Community Spirit & Unity
 - Steady Economic & Institutional Growth

- Neutral Sentiment**
- Community Safety
 - Affordability & Cost of Living
 - Proximity to Family & Roots
 - Geographic Scale & Travel Ease
 - Institutional Presence

- Negative Sentiment**
- Anxiety Over Rising Crime
 - Unchecked Growth & Urban Sprawl
 - Infrastructure & Traffic Friction
 - Lack of Support for Vulnerable Populations
 - Struggles for Youth Retention

PUBLIC ENGAGEMENT

Survey Response Details

QUESTION 3 - WHAT IS THE MOST IMPORTANT ISSUE JONESBORO SHOULD ADDRESS OVER THE NEXT 10-20 YEARS?

Positive Sentiment

- Proactive & Progressive City Growth
- Expansion of Community & Multi-Age Parks
- Strategic Institutional & Global Tech Links
- Intentional Quality-of-Life Infrastructure
- Public Safety Advancements

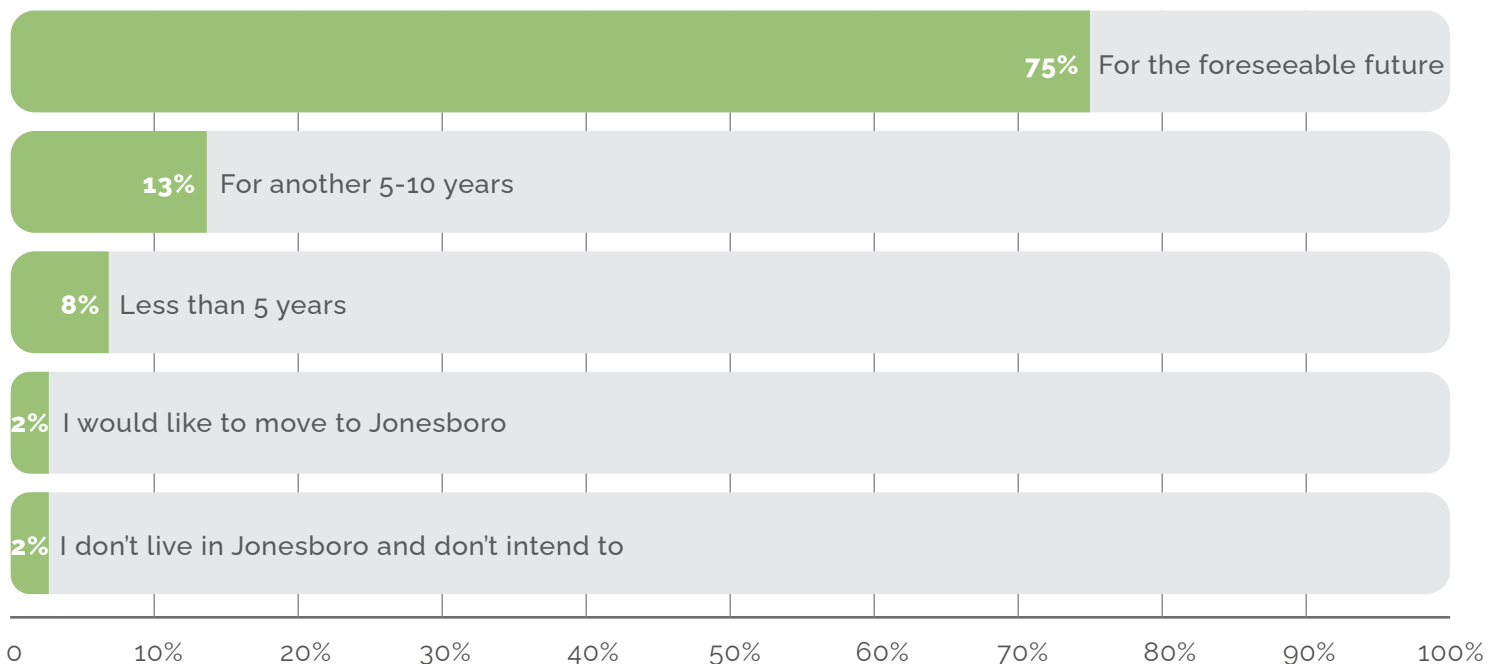
Neutral Sentiment

- Systemic Traffic & Roadway Management
- Pedestrian Walkability & Sidewalk Networks
- Attainable & Affordable Housing Demands
- Youth & Talent Retention Strategy
- Basic Municipal Utility & Drainage Maintenance

Negative Sentiment

- Uncontrolled Sprawl & Land Devastation
- Outdated Infrastructure Bottlenecks
- Rising Crime & Law Enforcement Deficiencies
- The Unaddressed Homelessness Crisis
- Severe Deficit in Third Spaces & Culture

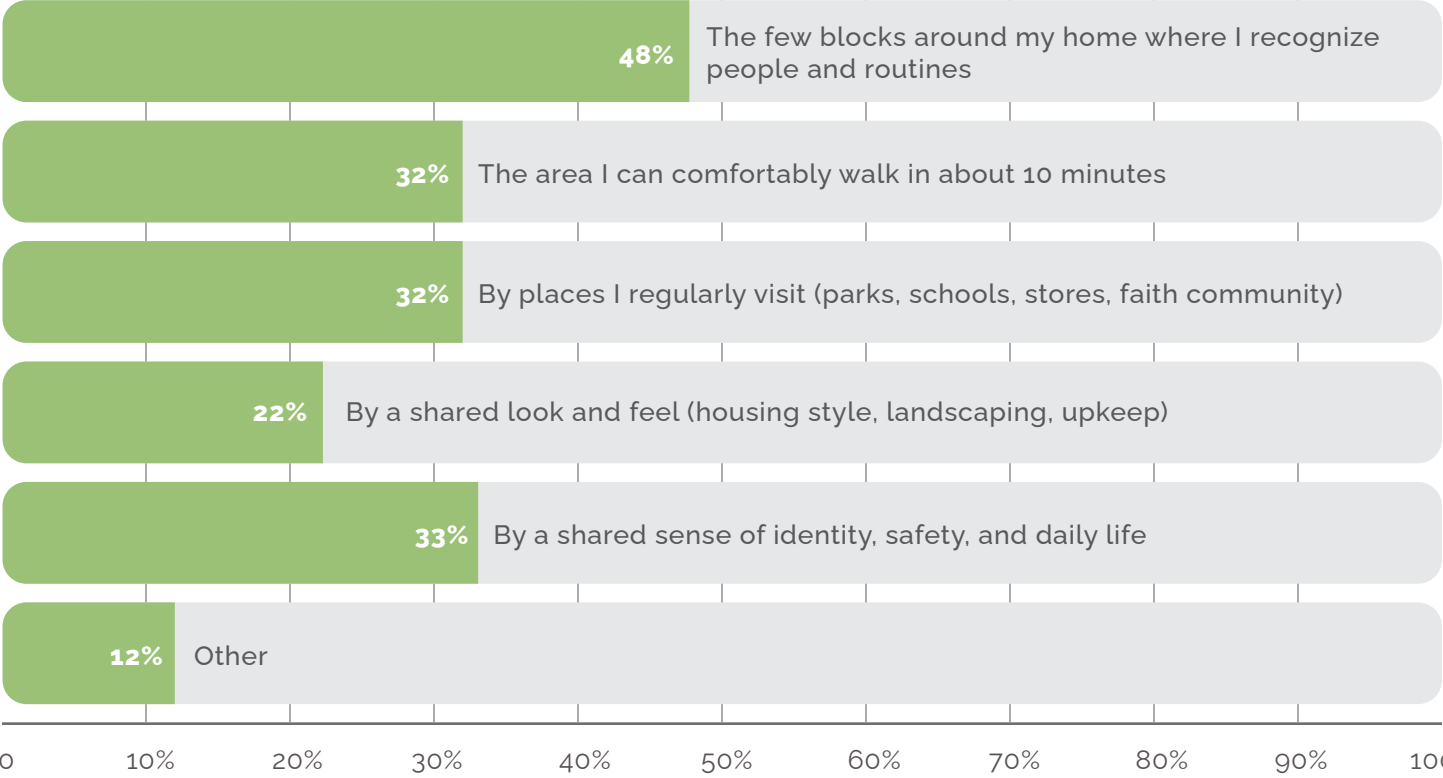
QUESTION 4 - HOW LONG DO YOU INTEND TO LIVE IN JONESBORO?



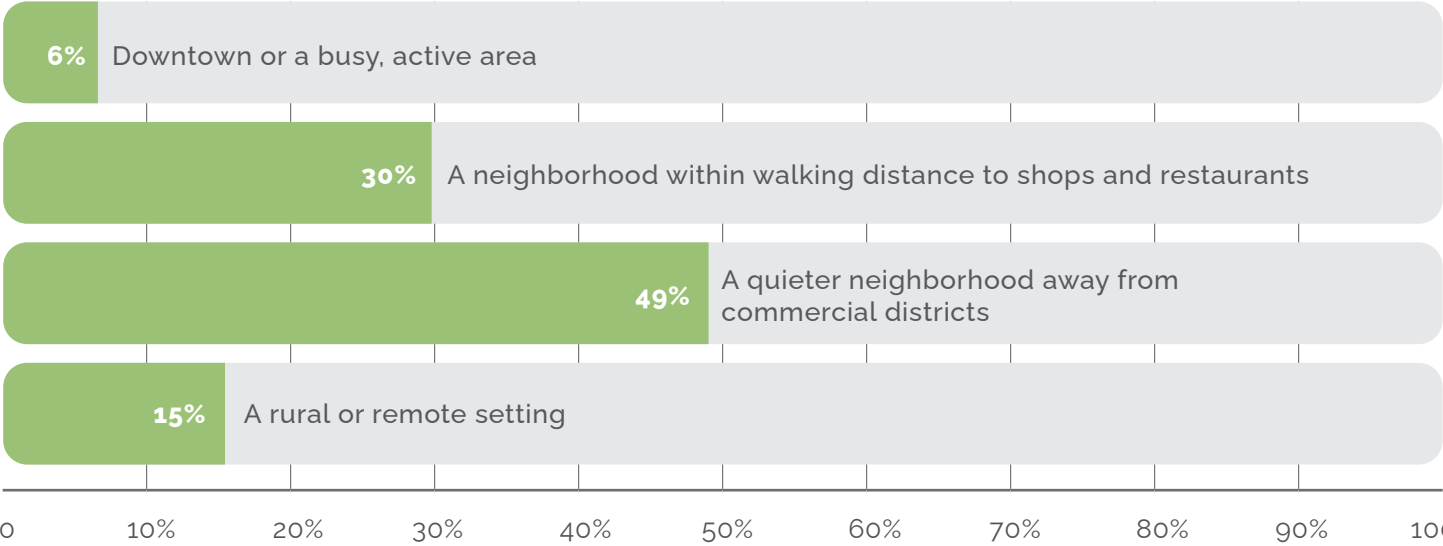
PUBLIC ENGAGEMENT

Survey Response Details

QUESTION 5 - WHICH STATEMENT BEST REFLECTS HOW YOU DEFINE YOUR NEIGHBORHOOD?
SELECT ALL THAT APPLY.



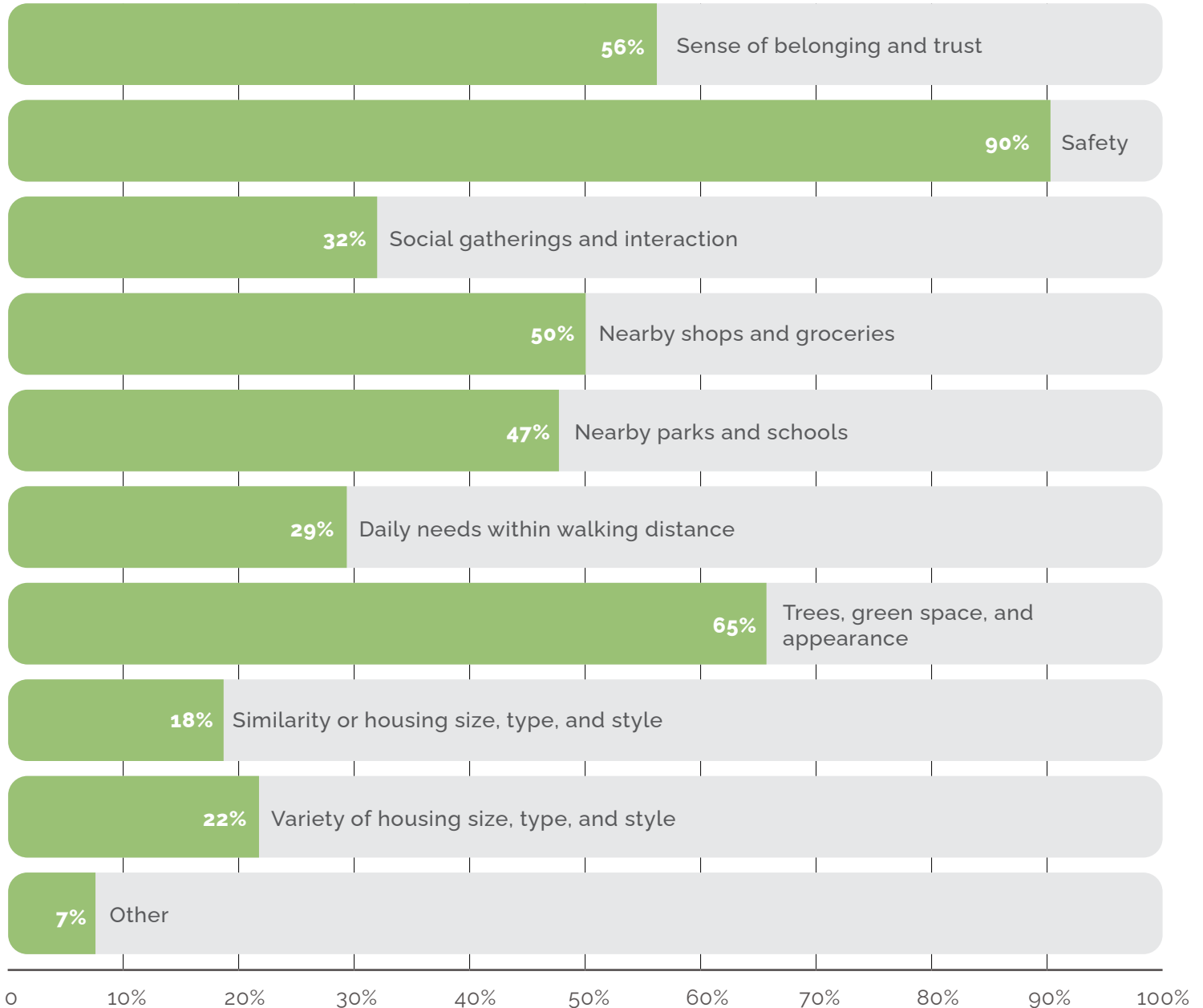
QUESTION 6 - WHICH OF THE FOLLOWING BEST DESCRIBES YOUR IDEAL LIVING LOCATION?



PUBLIC ENGAGEMENT

Survey Response Details

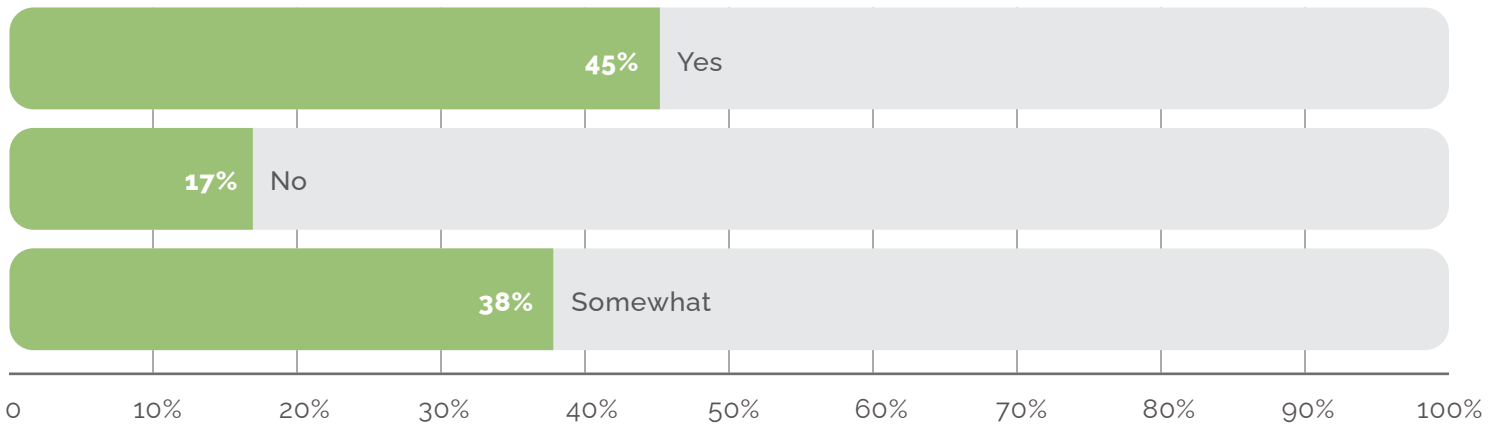
QUESTION 7 - WHICH QUALITIES ARE MOST IMPORTANT FOR A STRONG NEIGHBORHOOD?
SELECT ALL THAT APPLY.



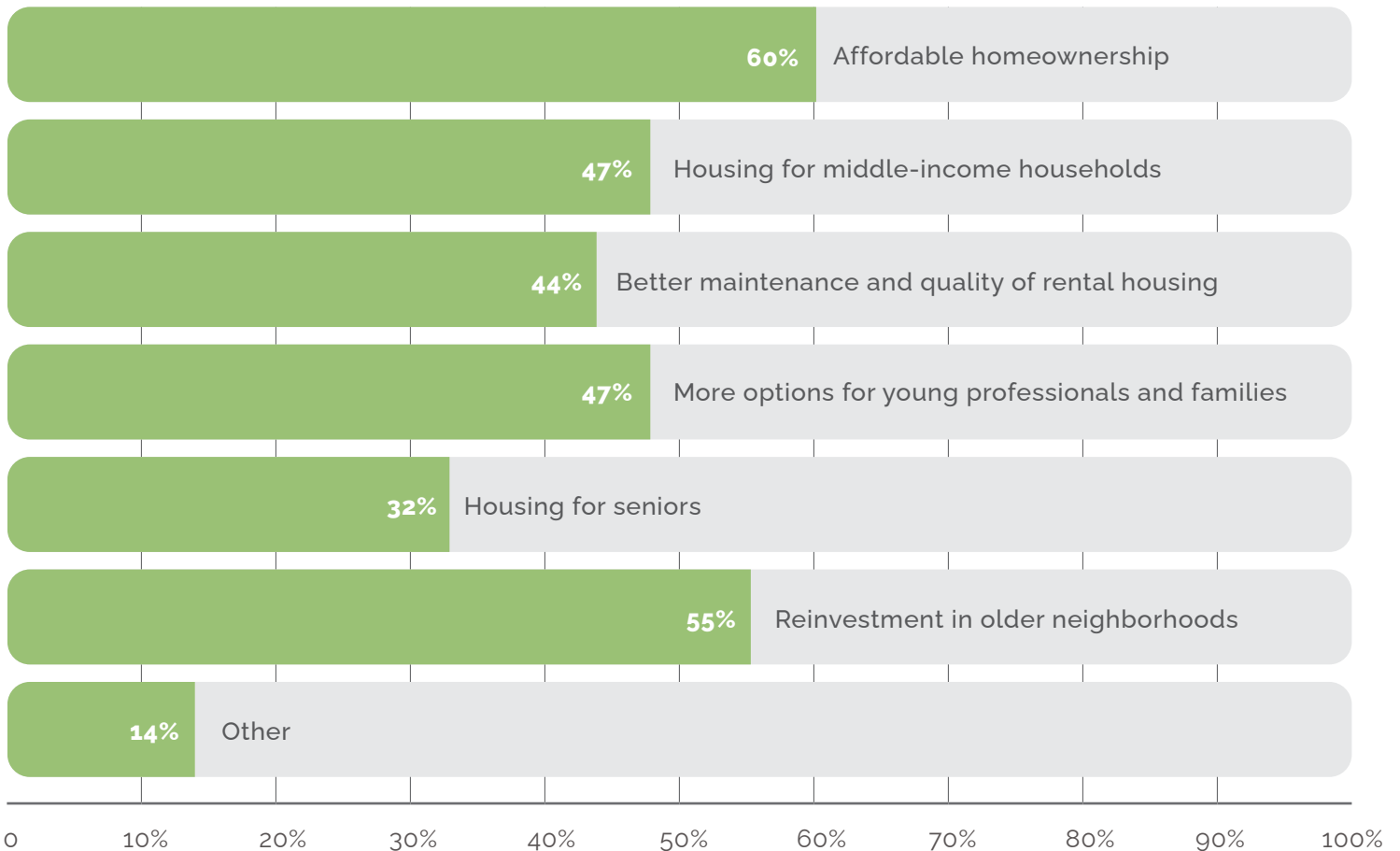
PUBLIC ENGAGEMENT

Survey Response Details

QUESTION 8 - DOES YOUR CURRENT NEIGHBORHOOD REFLECT YOUR PRIORITIES?



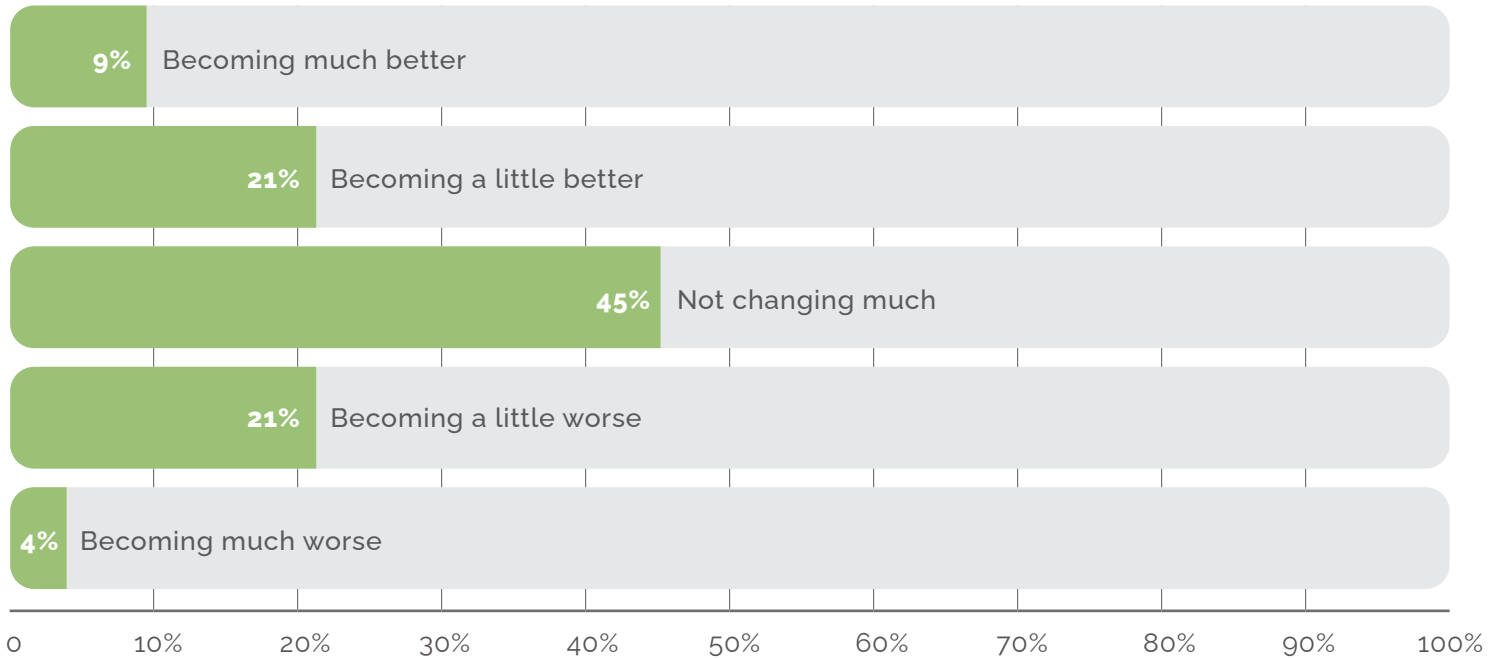
QUESTION 9 - WHICH HOUSING NEEDS SHOULD JONESBORO FOCUS ON IN THE FUTURE? SELECT ALL THAT APPLY.



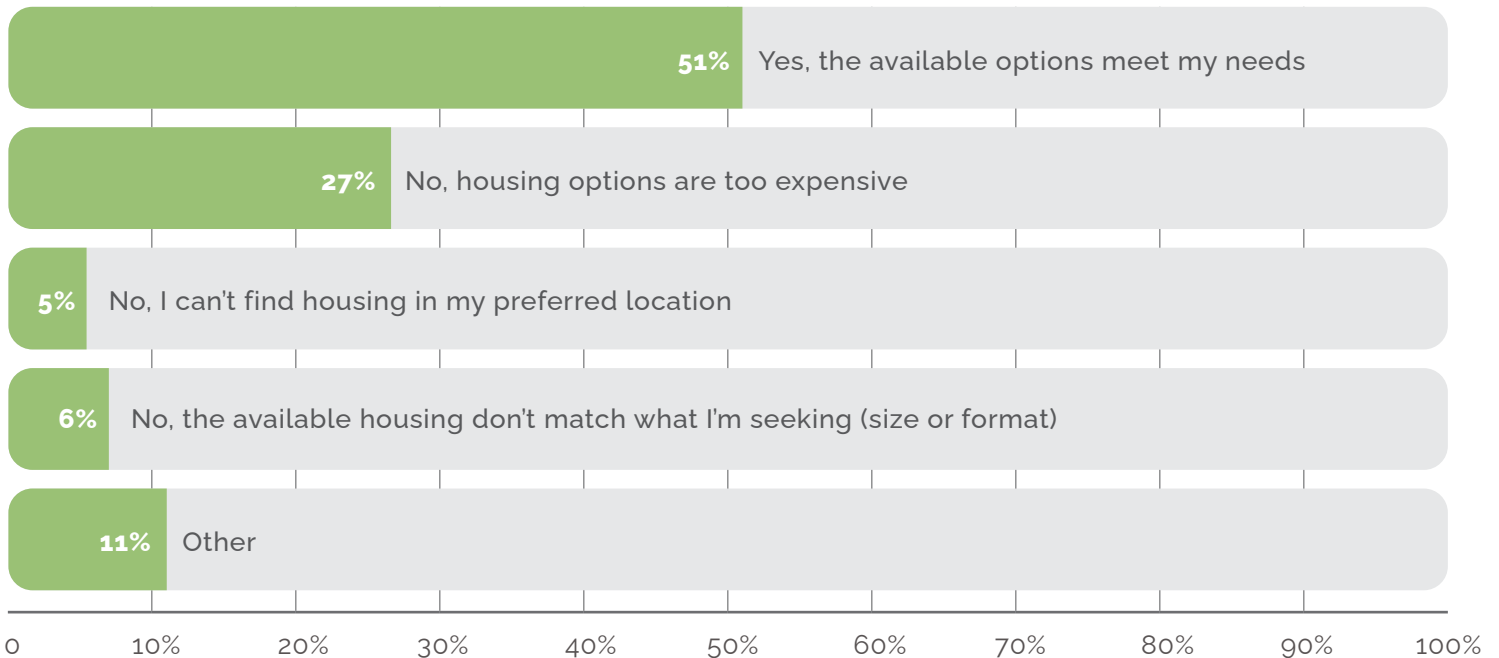
PUBLIC ENGAGEMENT

Survey Response Details

QUESTION 10 - HOW HAS YOUR NEIGHBORHOOD BEEN CHANGING IN THE PAST FEW YEARS?



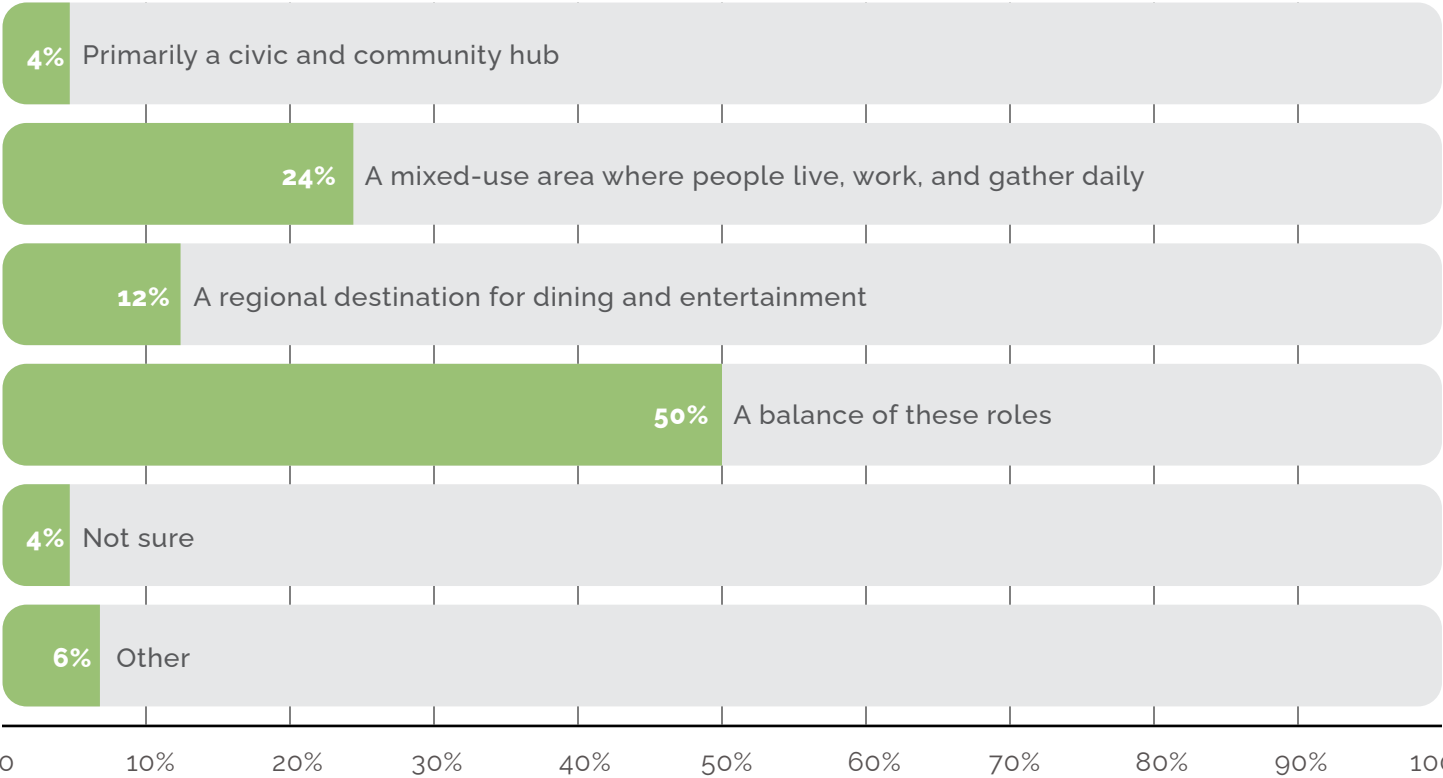
QUESTION 11 - DOES HOUSING IN JONESBORO MEET YOUR NEEDS?



PUBLIC ENGAGEMENT

Survey Response Details

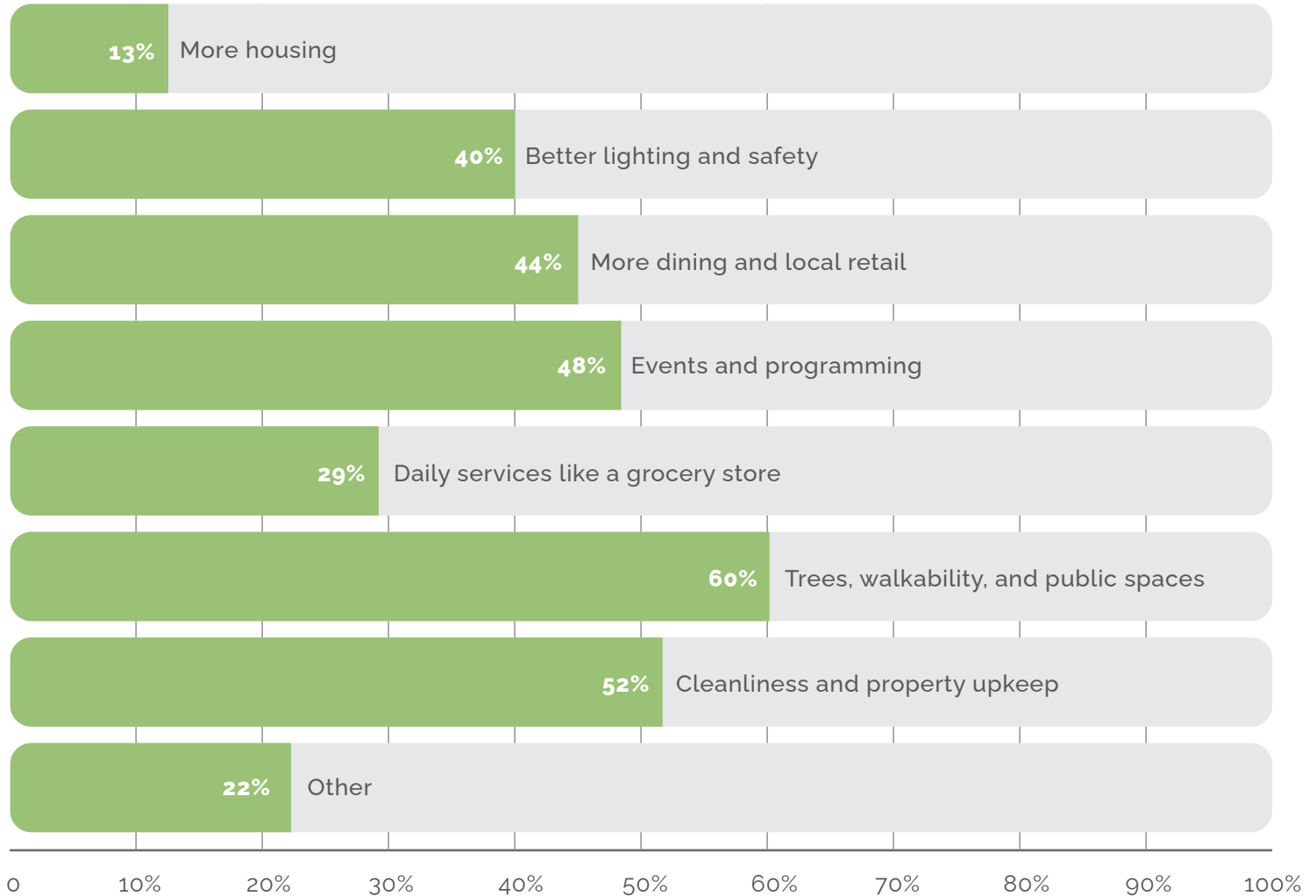
QUESTION 12 - WHICH STATEMENT BEST REFLECTS HOW DOWNTOWN JONESBORO SHOULD EVOLVE OVER TIME?



PUBLIC ENGAGEMENT

Survey Response Details

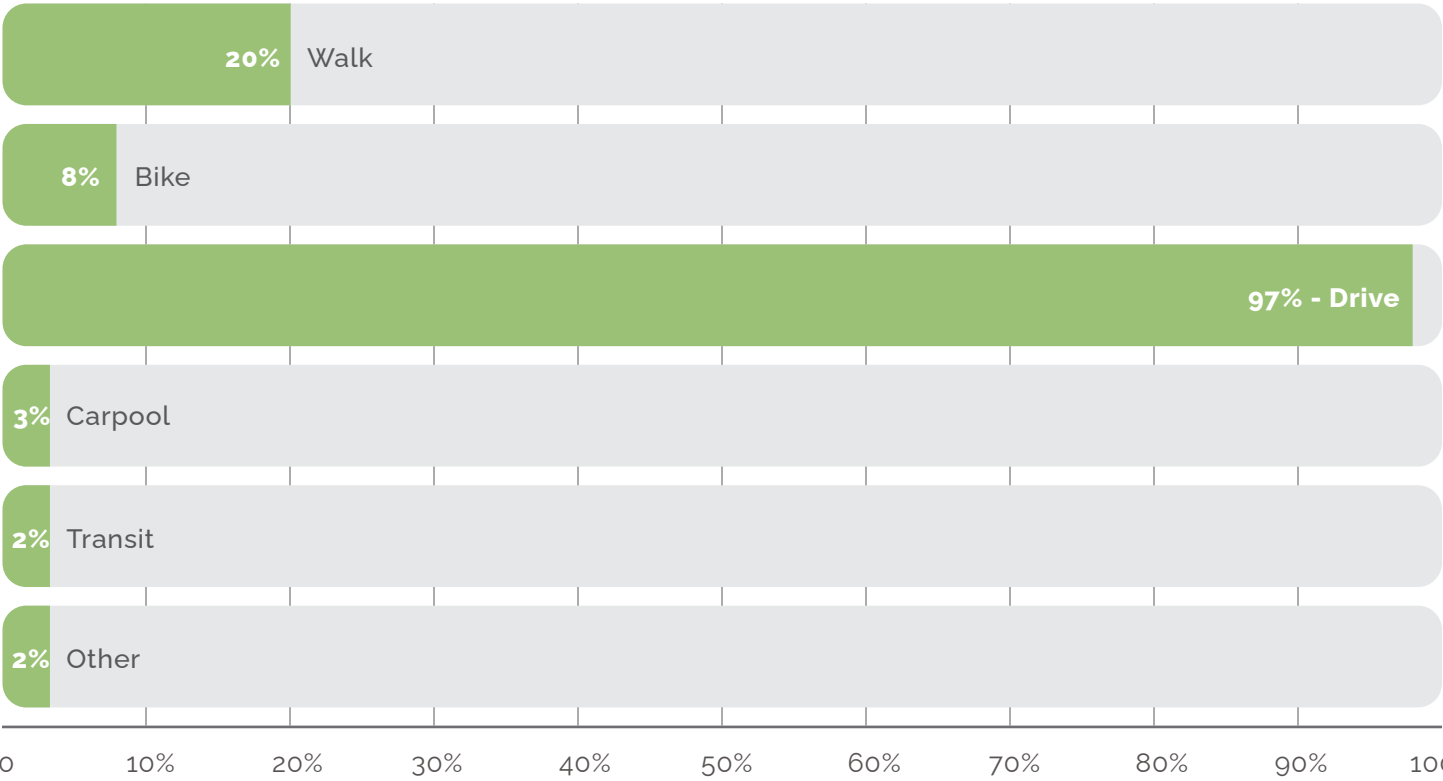
QUESTION 13 - WHAT CHANGES WOULD MOST IMPROVE DOWNTOWN JONESBORO?
SELECT ALL THAT APPLY.



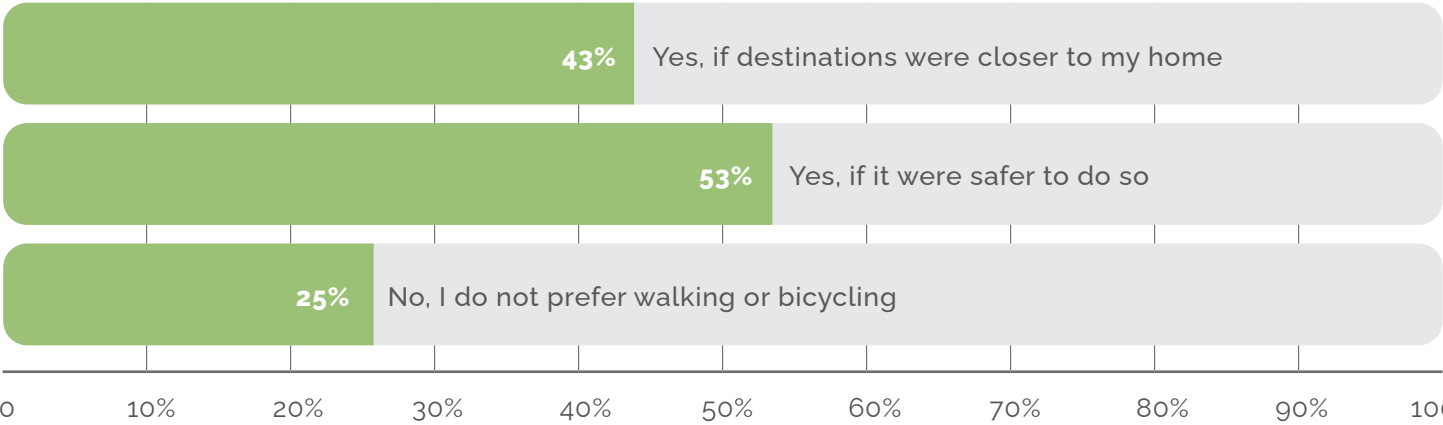
PUBLIC ENGAGEMENT

Survey Response Details

QUESTION 14 - HOW DO YOU GET AROUND JONESBORO? SELECT ALL THAT APPLY.



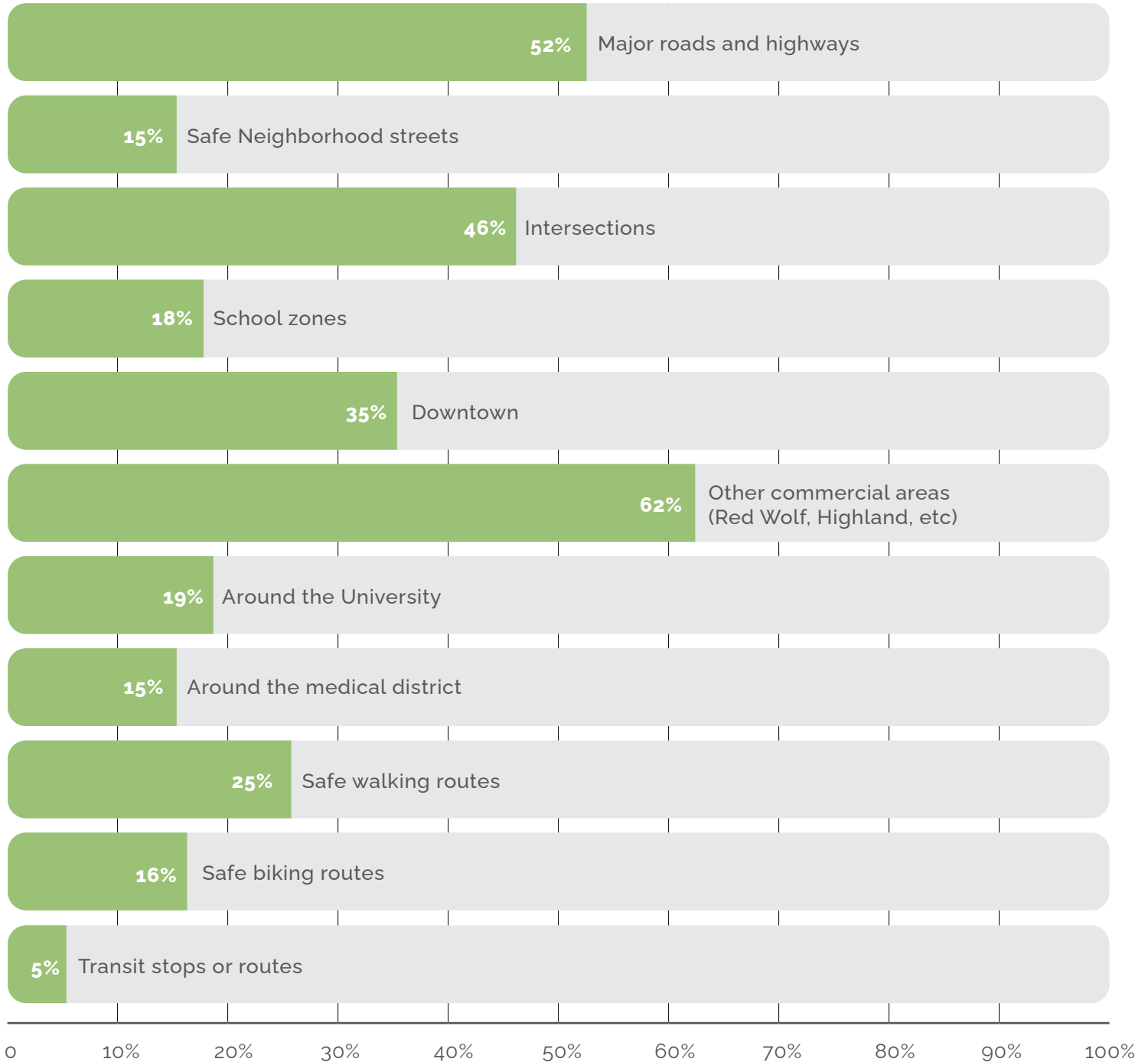
QUESTION 15 - WOULD YOU LIKE TO WALK OR BICYCLE MORE OFTEN? SELECT ALL THAT APPLY.



PUBLIC ENGAGEMENT

Survey Response Details

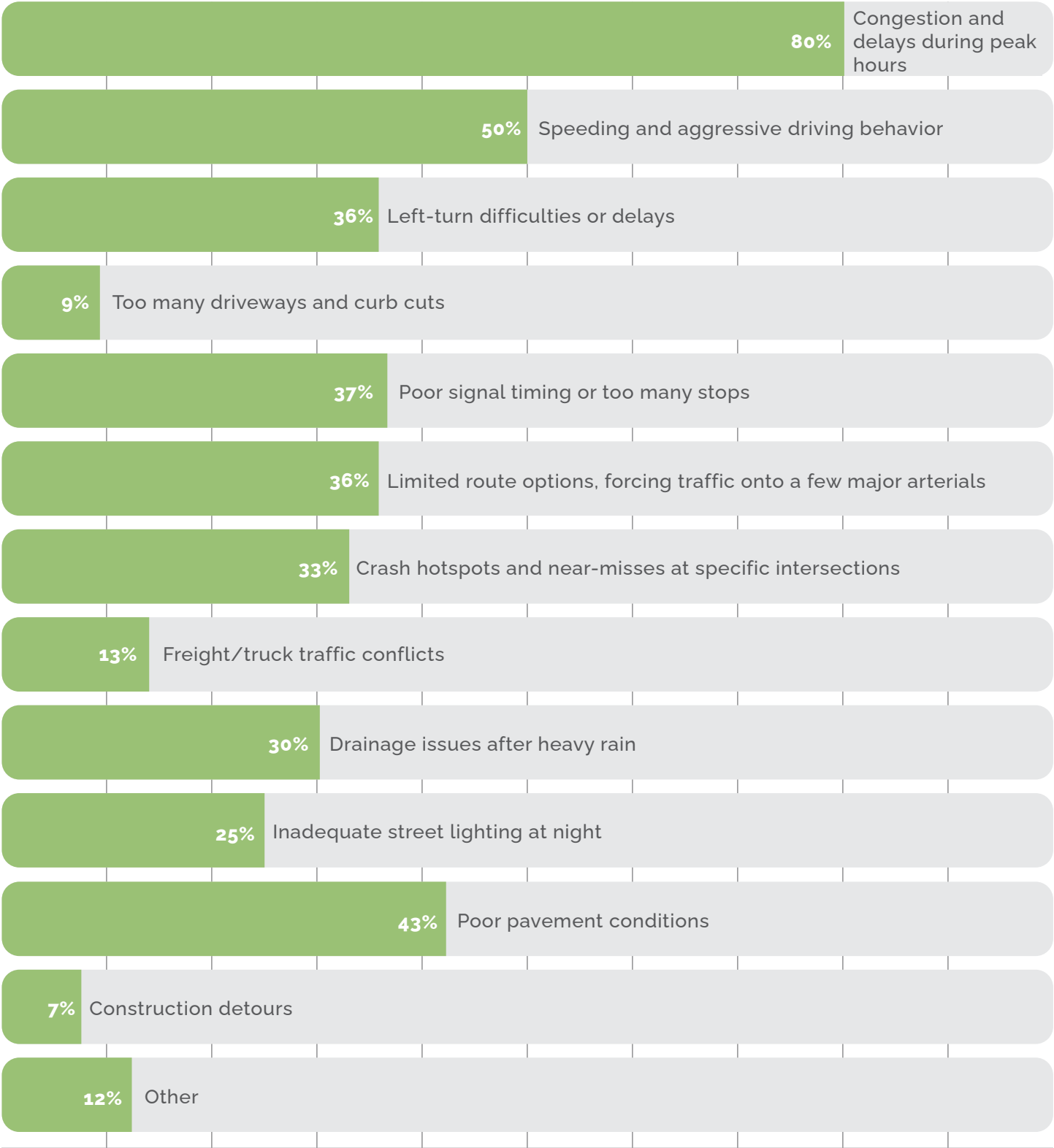
QUESTION 16 - WHERE DO YOU EXPERIENCE TRANSPORTATION CHALLENGES MOST OFTEN?
SELECT ALL THAT APPLY.



PUBLIC ENGAGEMENT

Survey Response Details

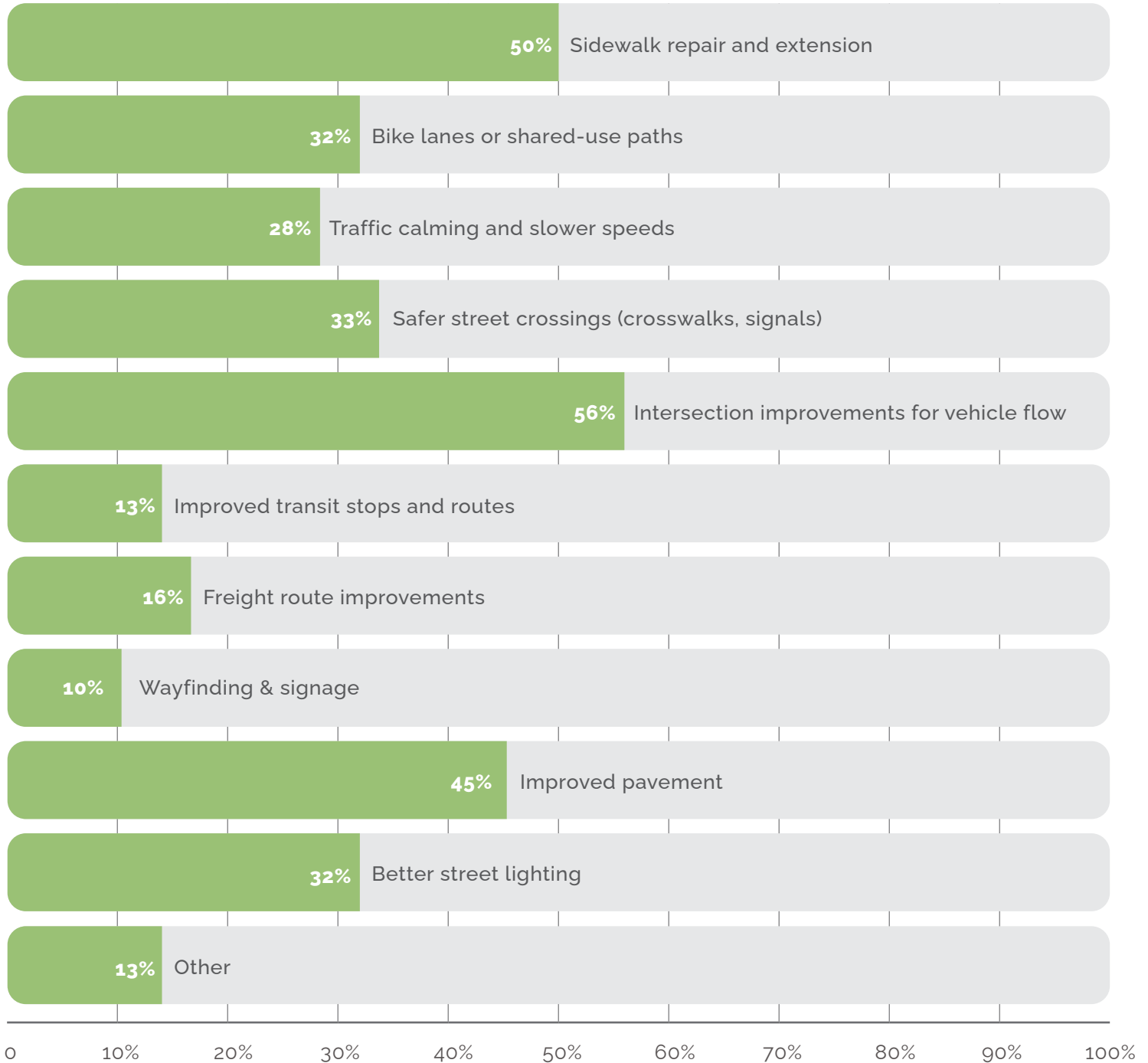
QUESTION 17 - WHAT SPECIFIC ISSUES DO YOU EXPERIENCE DRIVING AROUND JONESBORO?
SELECT ALL THAT APPLY.



PUBLIC ENGAGEMENT

Survey Response Details

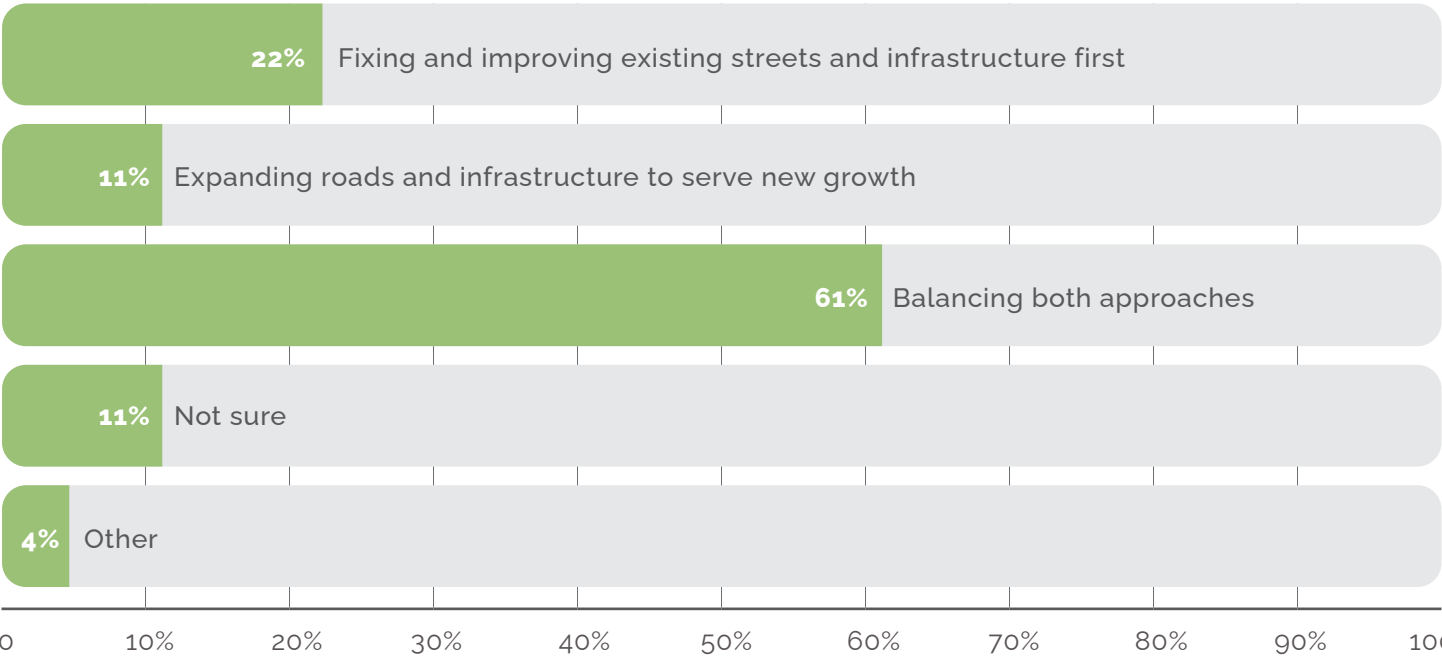
QUESTION 18 - WHICH TRANSPORTATION IMPROVEMENTS SHOULD BE PRIORITIES FOR JONESBORO?
SELECT ALL THAT APPLY.



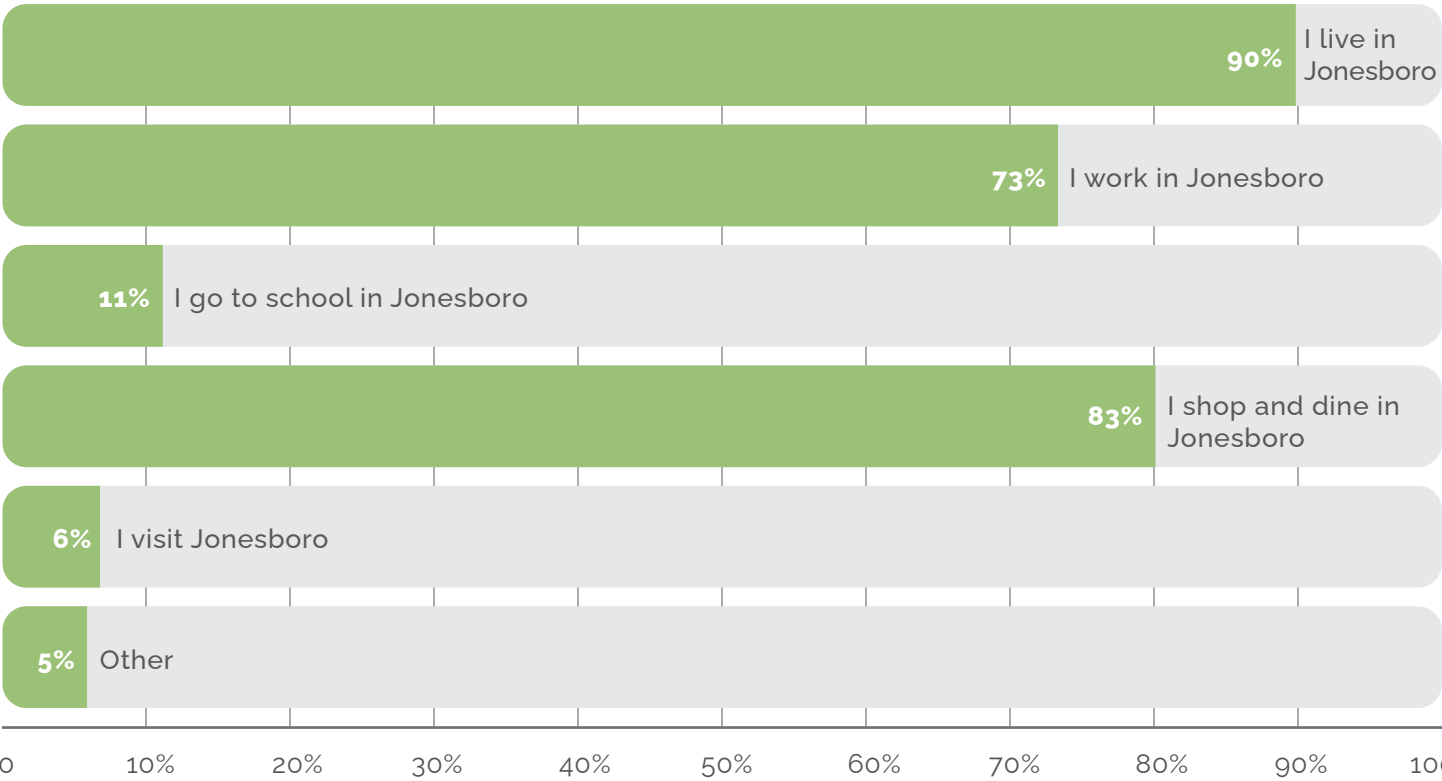
PUBLIC ENGAGEMENT

Survey Response Details

QUESTION 19 - AS JONESBORO GROWS, WHICH APPROACH SHOULD BE PRIORITIZED?



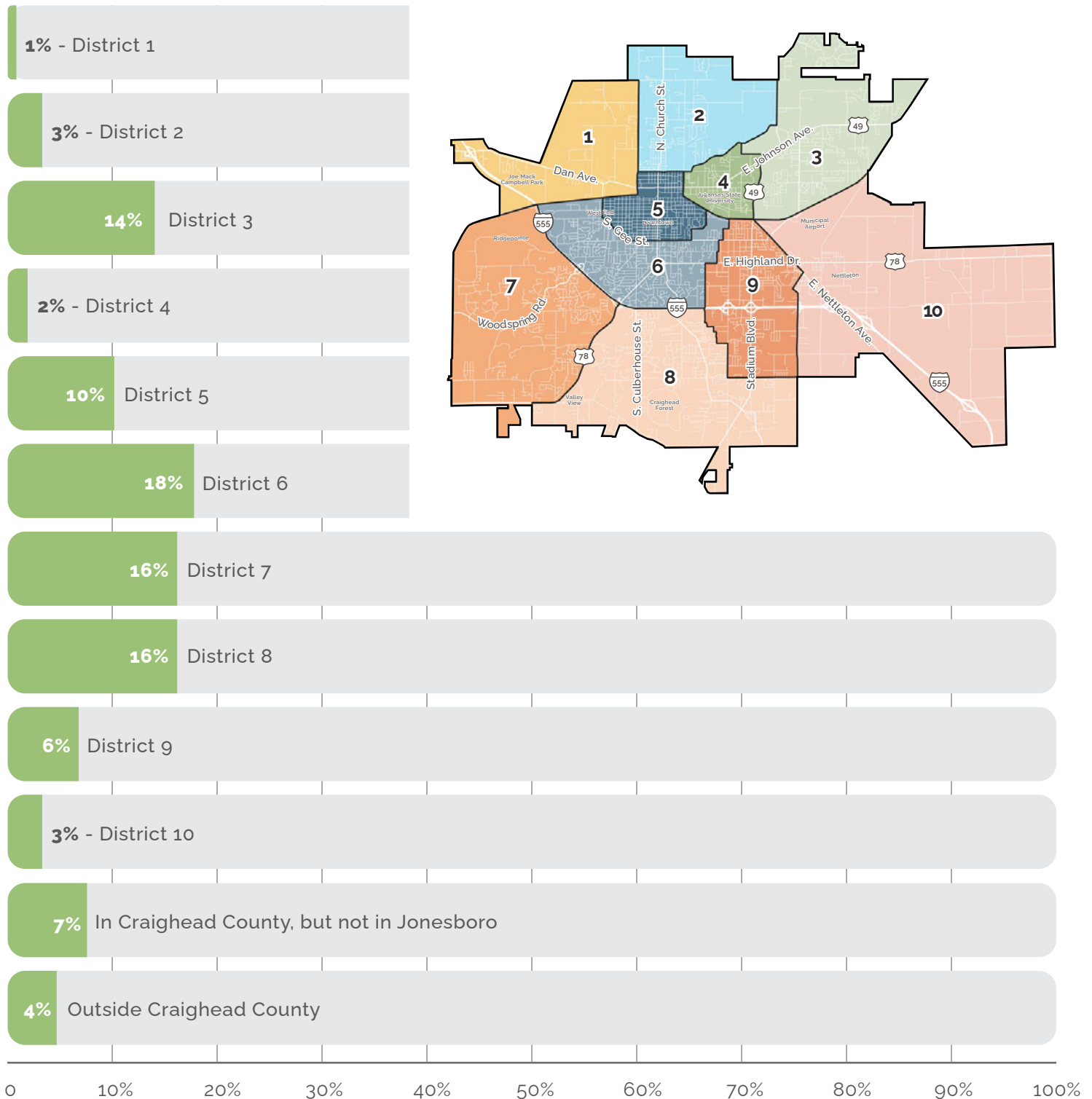
QUESTION 20 - WHAT DO YOU DO IN JONESBORO? SELECT ALL THAT APPLY.



PUBLIC ENGAGEMENT

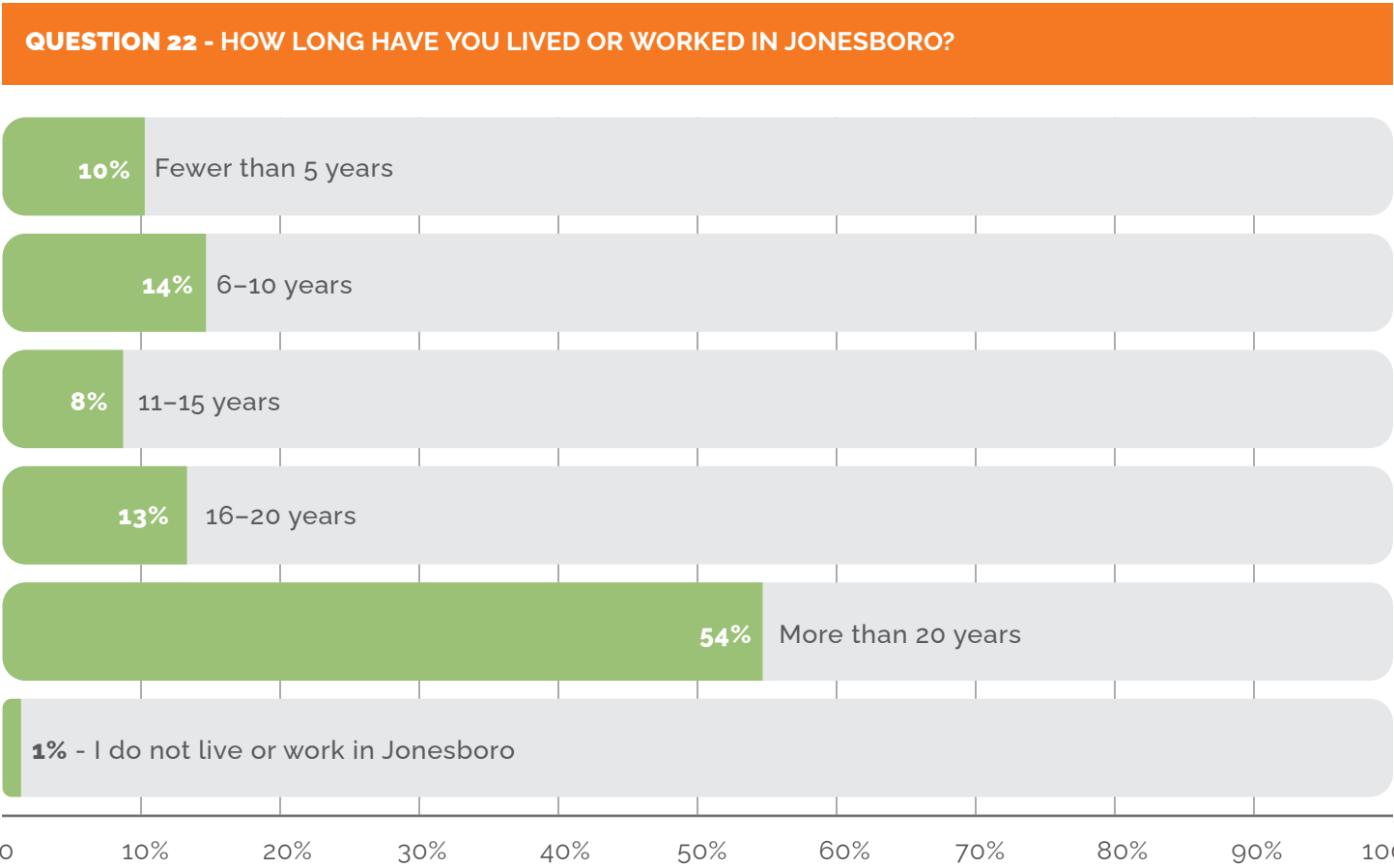
Survey Response Details

QUESTION 21 - BASED ON THE DISTRICT MAP, IN WHICH AREA OF JONESBORO DO YOU LIVE?



PUBLIC ENGAGEMENT

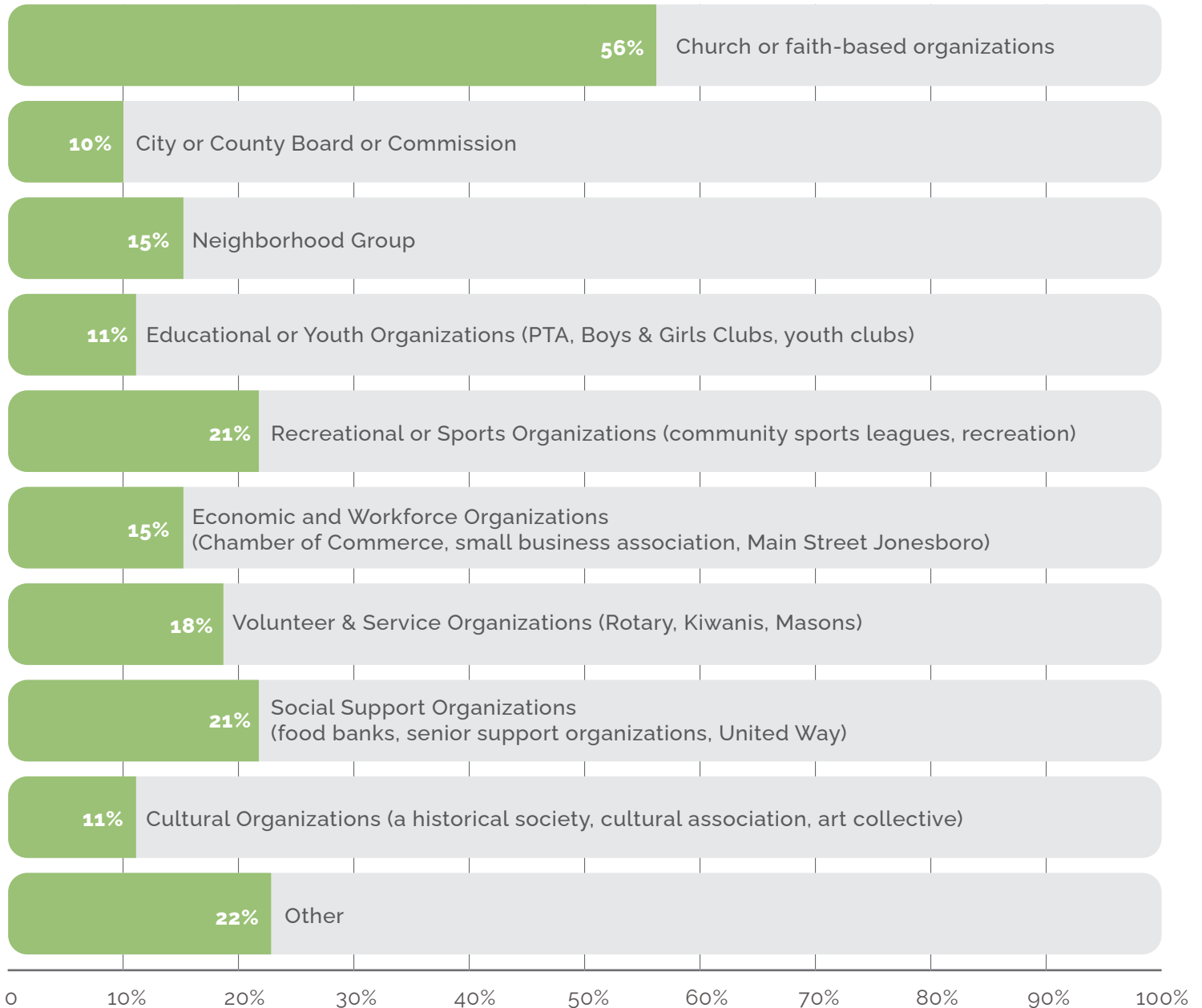
Survey Response Details



PUBLIC ENGAGEMENT

Survey Response Details

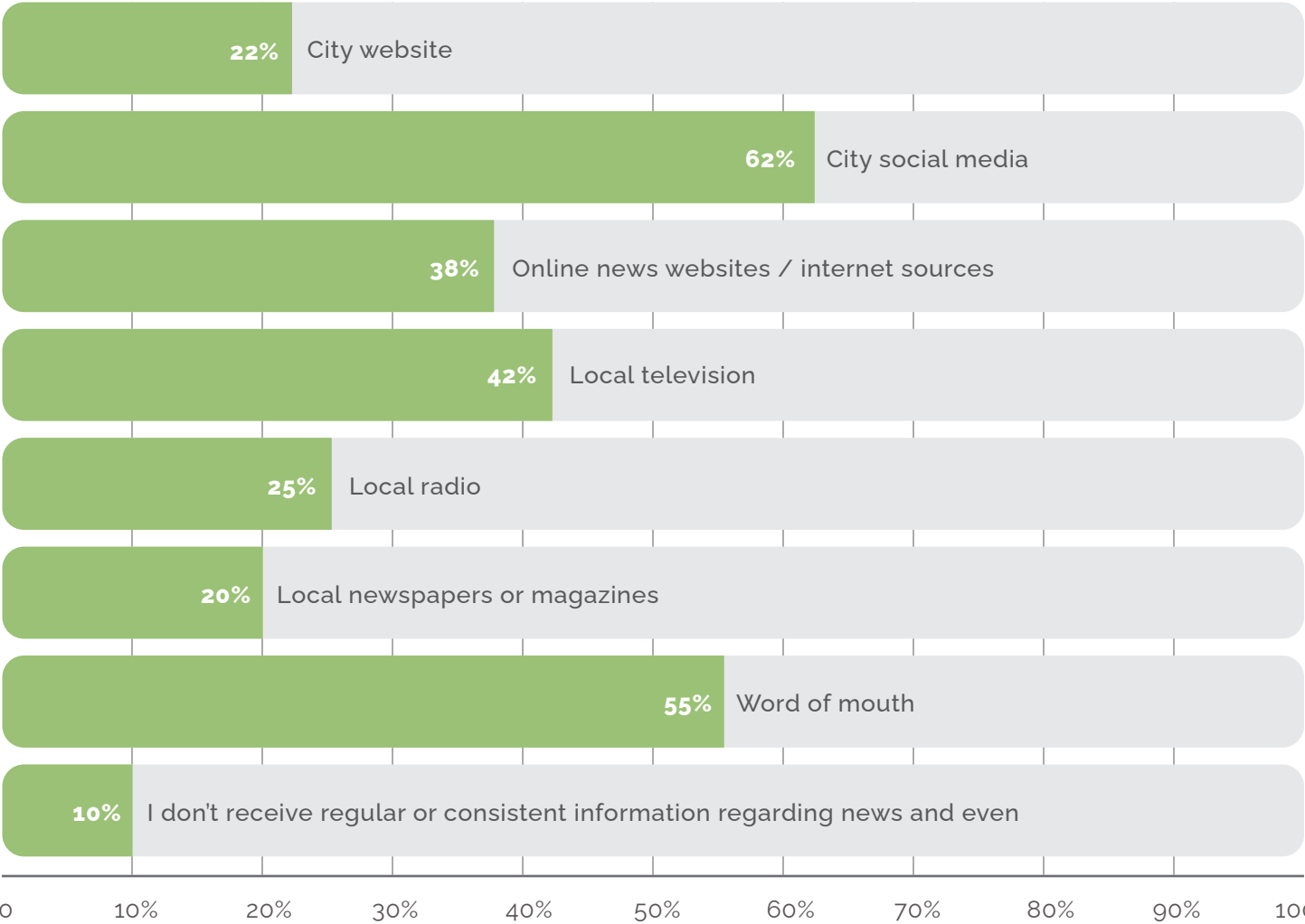
QUESTION 23 - ARE YOU INVOLVED IN ANY COMMUNITY ORGANIZATIONS? SELECT ALL THAT APPLY.



PUBLIC ENGAGEMENT

Survey Response Details

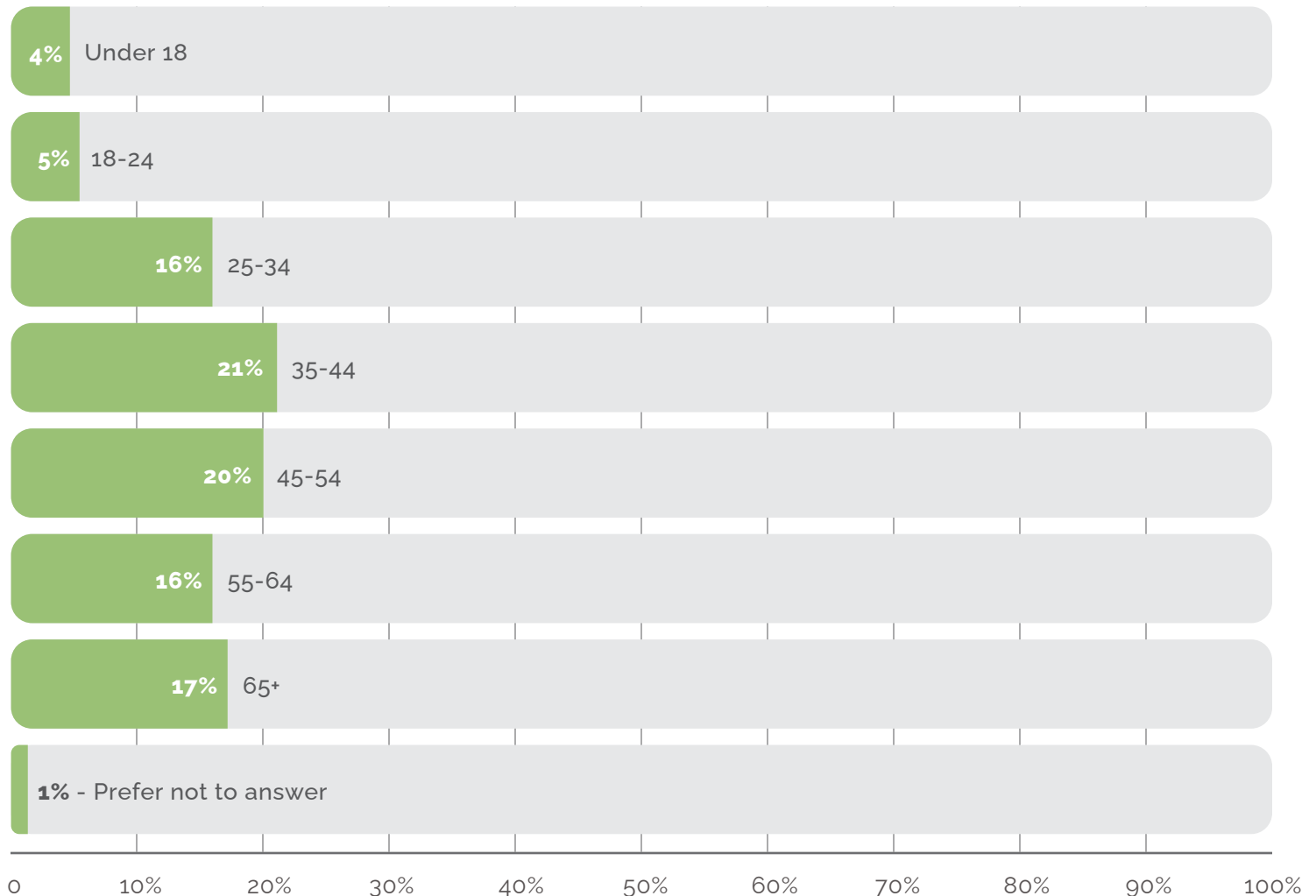
**QUESTION 24 - HOW DO YOU RECEIVE INFORMATION REGARDING COMMUNITY NEWS AND EVENTS?
SELECT ALL THAT APPLY.**



PUBLIC ENGAGEMENT

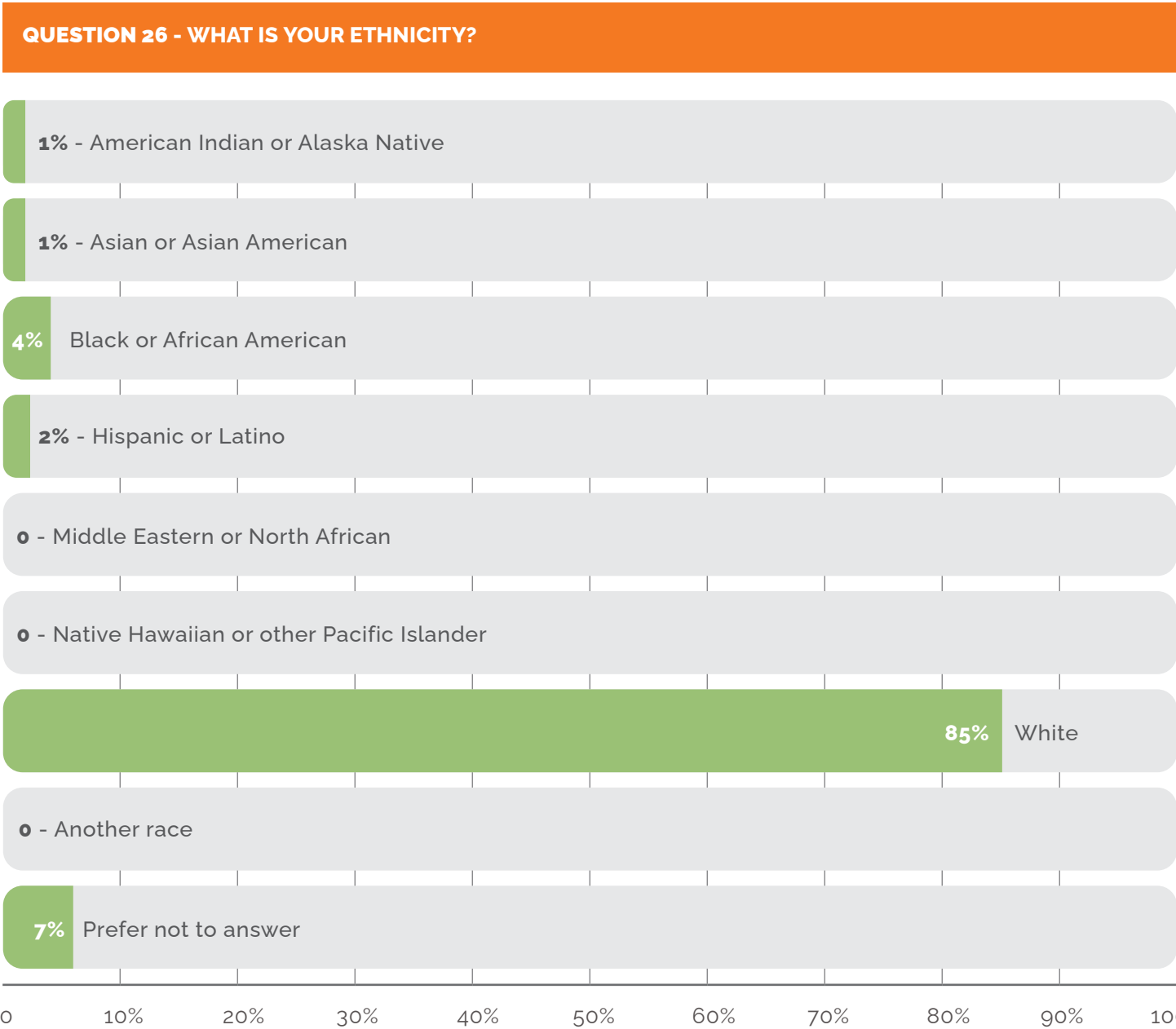
Survey Response Details

QUESTION 25 - WHAT IS YOUR AGE?



PUBLIC ENGAGEMENT

Survey Response Details



PUBLIC ENGAGEMENT

Survey Response Details

QUESTION 27 - IS THERE ANYTHING ELSE YOU'D LIKE THE PLANNING TEAM TO UNDERSTAND ABOUT JONESBORO'S FUTURE?

Positive Sentiment

- Gratitude for Civic Engagement
- Downtown Revitalization Praise
- Lifelong Commitment & Talent Return
- Support for Leadership Direction
- Value of Connected Community Identity

Neutral Sentiment

- Commercial & Indoor Retail Demands
- Advocacy for a "Wet" County
- Niche Recreational Infrastructure
- Demographic-Specific Resources
- Equity for Under-Resourced Residents

Negative Sentiment

- Developer Control & Suburban Sprawl
- Disjointed Sidewalk & Trail Networks
- Abandonment of Historic & Older Neighborhoods
- Anxiety Over Crime Influx & Police Underfunding
- Severe Transit Silos & Traffic Bottlenecks

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CENTERS OF ACTIVITY

CENTERS OF ACTIVITY

Chapter Summary

Creating a network of vibrant centers throughout Jonesboro is essential to strengthening community identity, supporting local businesses, and improving quality of life. This chapter outlines a framework of Regional Centers, Community Centers, Neighborhood Centers, and Neighborhood Nodes that together provide destinations for shopping, services, recreation, housing, and gathering. By concentrating investment in walkable, mixed-use places connected by quality public spaces and streets, these centers can become focal points for daily life and long-term growth. Illustrative concepts demonstrate how strategic redevelopment, infill housing, transportation improvements, and public realm enhancements can transform existing commercial corridors and emerging districts into memorable places that serve residents across the city while fostering economic opportunity and community connection.

The proposed framework establishes a citywide network of fourteen existing and future centers, each serving a unique role while contributing to a more connected and cohesive community. Together, these centers create opportunities for residents to access everyday services, support local businesses, enjoy public spaces, and participate in community life closer to home. The framework reinforces established destinations, supports reinvestment in emerging areas, and provides a structure for coordinating future land use, transportation, housing, and economic development decisions. By encouraging a mix of uses and activities within walkable environments, these centers can become destinations where people choose to spend time rather than simply pass through. Over time, coordinated public and private investment in these locations will help strengthen neighborhood connections, build social capital, and reinforce a stronger sense of place throughout Jonesboro. As the city continues to grow, these centers will serve as the foundation for a more vibrant, resilient, and prosperous community.



Residents and stakeholders helped identify existing and future centers of activity throughout Jonesboro, highlighting opportunities for neighborhood gathering, local businesses, community destinations, and coordinated investment to strengthen connections across the city.

CENTERS OF ACTIVITY

Centers of Activity Overview



1 - Regional Center

Regional Centers are very large and active business, shopping, and entertainment area serving all residents of the city as well as surrounding communities. Regional Centers include a broad range of national, regional, and local businesses and retail outlets.



3 - Neighborhood Center

Neighborhood Centers are mid-sized collection of local businesses including about two active blocks, serving residents in surrounding neighborhoods. Neighborhood Centers are limited in scale and intensity for neighborhood compatibility.



2 - Community Center

Community Centers are large business, shopping, and entertainment areas including about four to eight active blocks, serving most residents of the city. These centers include a mix of regional and local businesses, retail outlets, restaurants, and services.

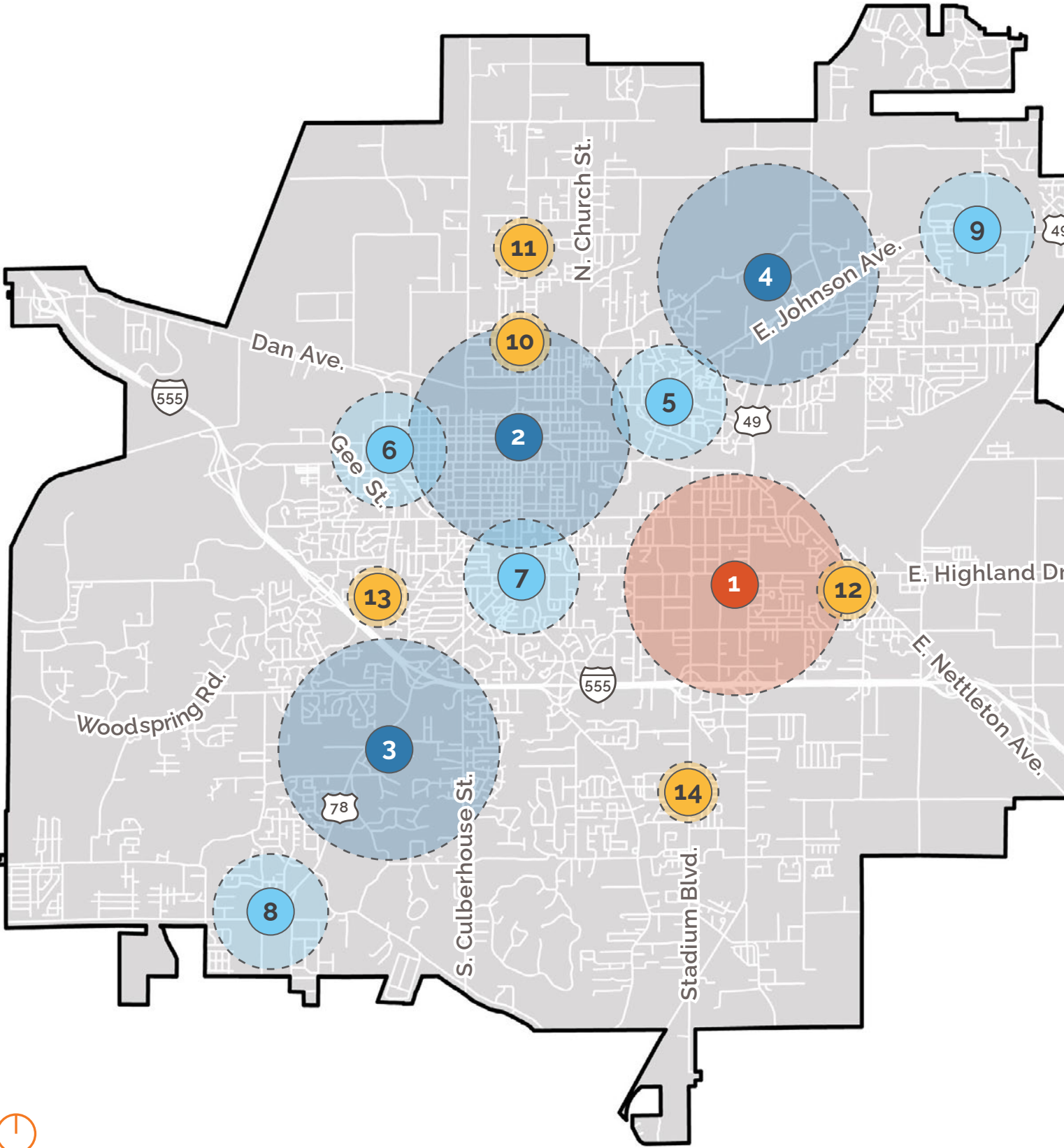


4 - Neighborhood Node

Neighborhood Nodes are small collections of local businesses, typically less than one full block in length, serving surrounding neighborhoods. These destinations provide convenient access to neighborhood-scale shops, services, and gathering places within walking distance of nearby homes.

CENTERS OF ACTIVITY

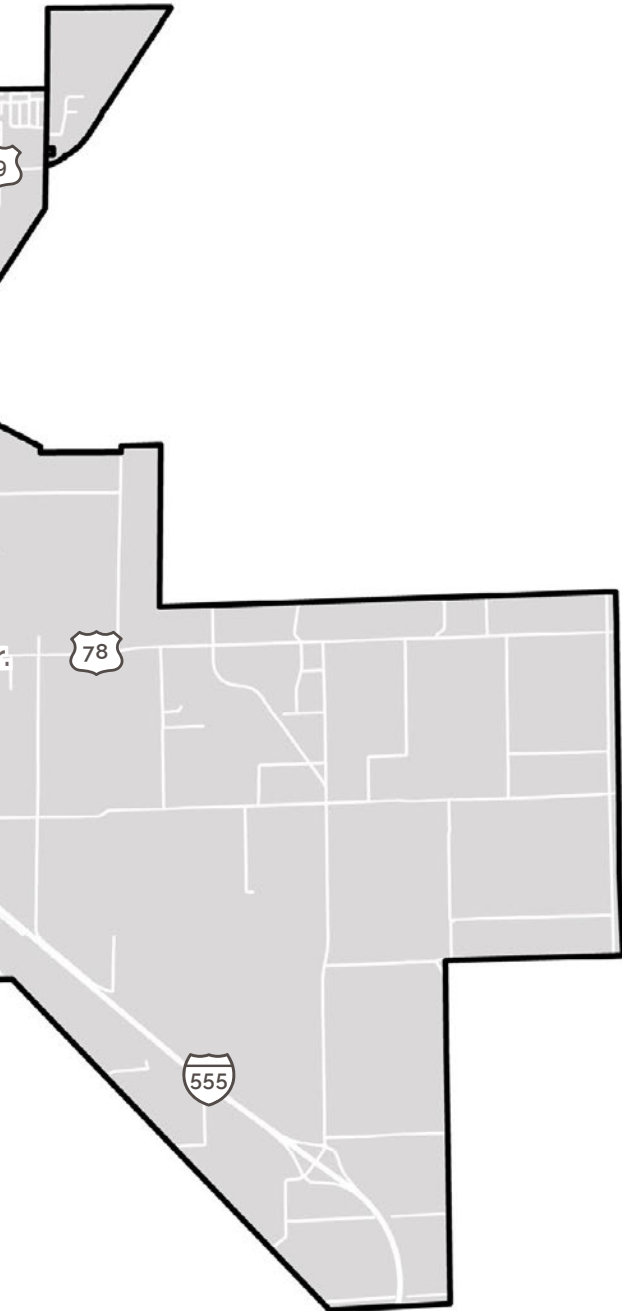
Proposed Centers of Activity



CENTERS OF ACTIVITY

Proposed Centers of Activity

The proposed Centers of Activity framework identifies a network of destinations that can serve as focal points for community life, commerce, services, and investment across Jonesboro. Building on an evaluation of commercial areas, redevelopment opportunities, parks, transportation corridors, and community-serving destinations, the plan organizes activity centers into four tiers: a Regional Center, Community Centers, Neighborhood Centers, and Neighborhood Nodes. Together, these centers create a citywide system of places that vary in scale and function while ensuring residents have access to shopping, services, recreation, and gathering spaces closer to home. The framework reinforces established destinations, supports reinvestment in emerging areas, and provides a structure for coordinating future land use, transportation, economic development, and public realm improvements throughout the city.



Regional Center

- 1 Turtle Creek Mall Vicinity

Community Center

- 2 Downtown Core
- 3 Southwest Dr. & Southern Rdg. Blvd.
- 4 Old Greensboro Rd. & Johnson Ave.

Neighborhood Center

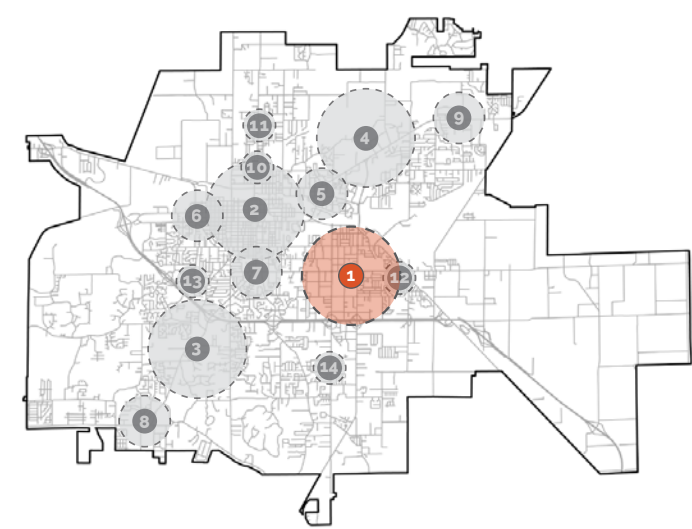
- 5 The Marion Berry Pkwy. & Aggie Rd.
- 6 S. Gee St. & W. Matthews Ave.
- 7 Southwest Dr. & Highland Dr.
- 8 Southwest Dr. & Valley View Dr.
- 9 Johnson Ave. & Bridger Rd.

Neighborhood Node

- 10 N. Main St. & Spruce St.
- 11 N. Church St. & Jessup Dr.
- 12 Nettleton Ave. & Watt St.
- 13 Woodsprings Rd. & Highway 555
- 14 Caraway Rd. & Oakbrook Dr.

CENTERS OF ACTIVITY

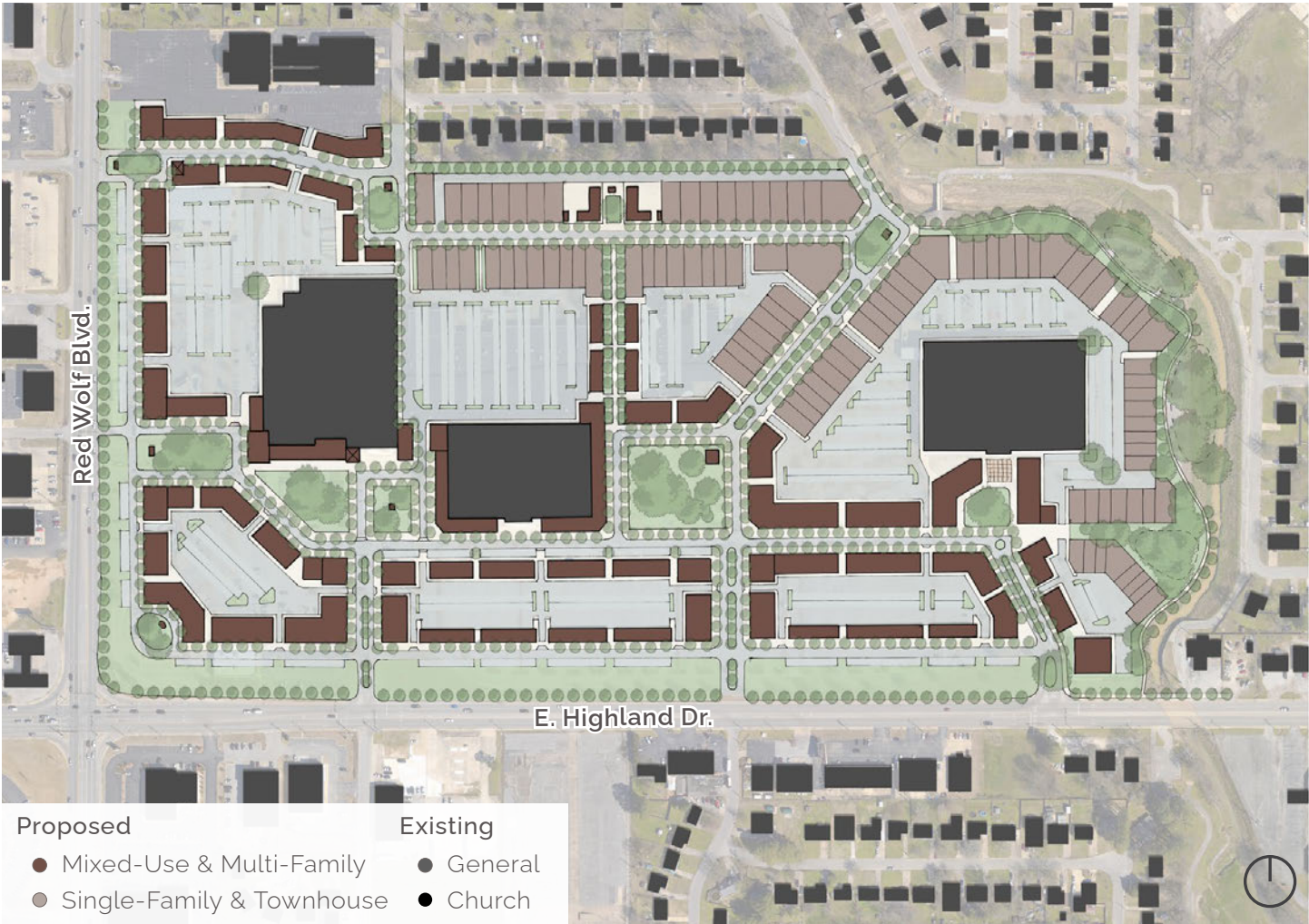
Turtle Creek Mall Vicinity - Regional Center



Partially destroyed by a tornado, redevelopment of Turtle Creek Mall and its surroundings could be transformative for Jonesboro. Located near the interstate and along major north-south routes, the area already hosts the region's largest concentration of retail. While residents seek greater retail variety, the current pattern of large roads and strip commercial development does not support the desired environment.

Turtle Creek Mall is large enough to support a vibrant retail experience with careful execution. As many enclosed malls are being redeveloped into walkable, mixed-use districts, a similar transformation here could elevate the retail experience and enliven this central part of the community.

The illustrative plan depicts one potential outcome centered on a walkable main street parallel to Highland



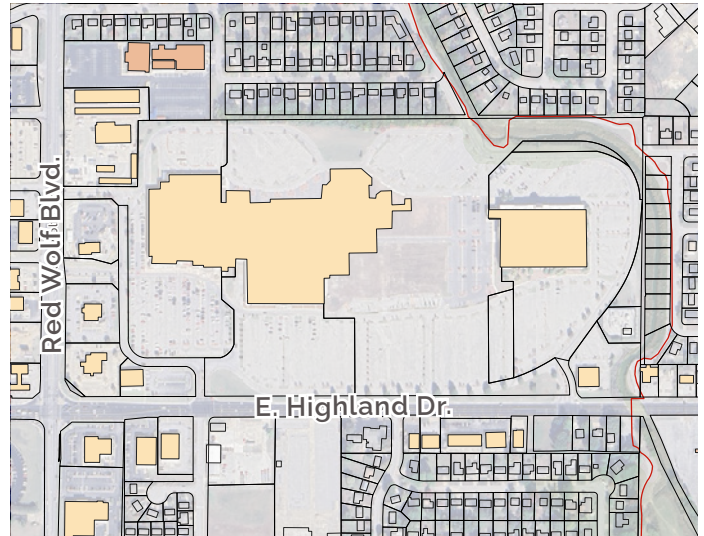
Proposed Illustrative Plan

CENTERS OF ACTIVITY

Turtle Creek Mall Vicinity - Regional Center

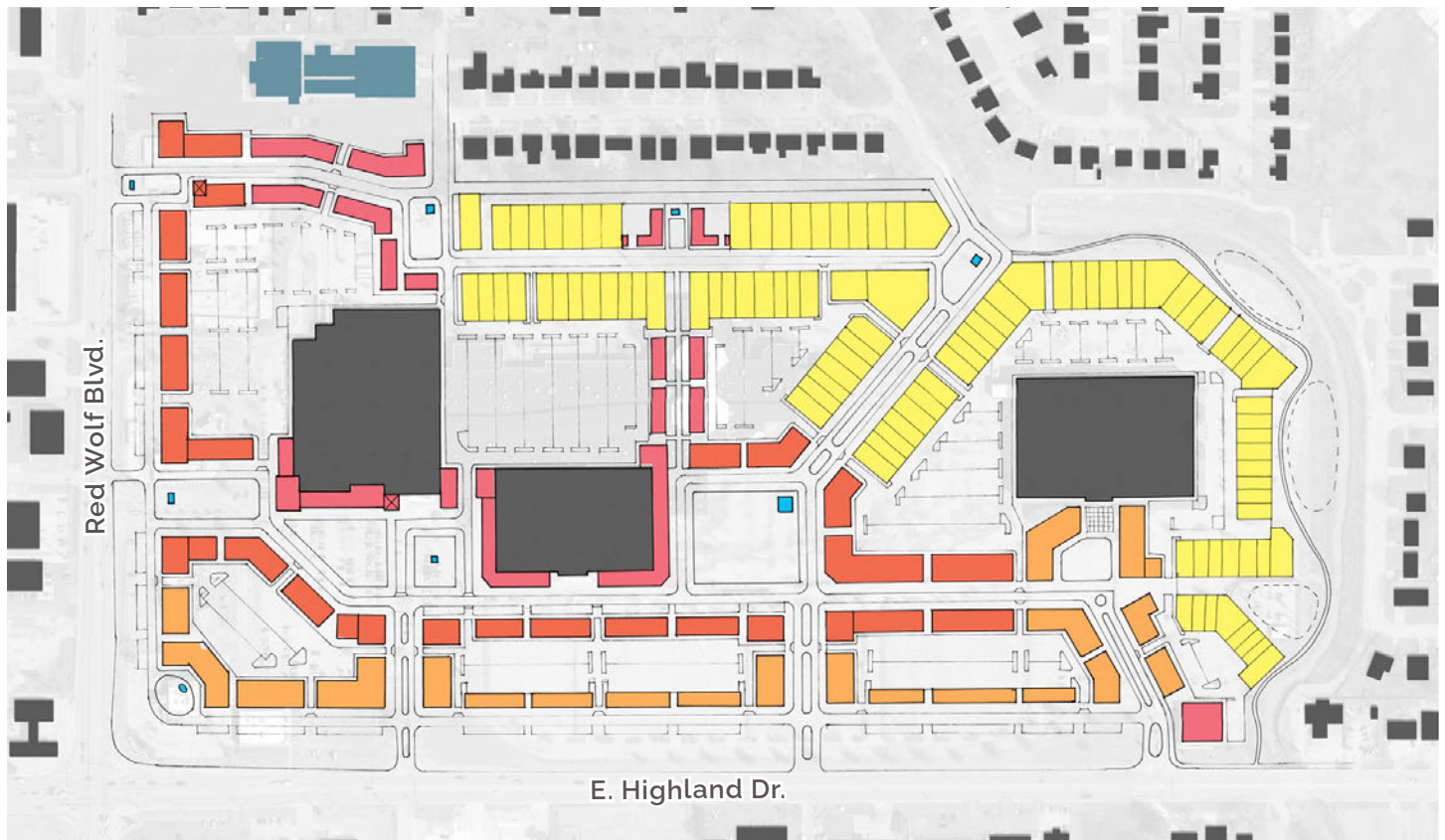
Drive. The street connects three plazas that can host community events and gatherings. Existing anchor stores remain but are wrapped with additional shops that replace blank walls, effectively turning the mall inside-out. The site also provides opportunities for housing, workplaces, and recreation.

The suggested program retains the current anchor stores and connects them along a retail street south of the former concourse. Between the anchors, Highland Drive, and Red Wolf Boulevard, the plan focuses on retail, workplaces, and mixed-use housing. To the north and east, primarily residential development transitions to surrounding neighborhoods, while additional recreational space improves creek flow and supports natural stormwater management to address area-wide flooding.



Existing Conditions

- Commercial
- Civic Institutions



Proposed

- Retail & Office
- Mixed-Use
- Single-Family & Townhouse
- Multi-Family
- Civic

Existing

- General
- Civic

Proposed Program

CENTERS OF ACTIVITY

Turtle Creek Mall Vicinity - Regional Center



Proposed Illustration

CENTERS OF ACTIVITY

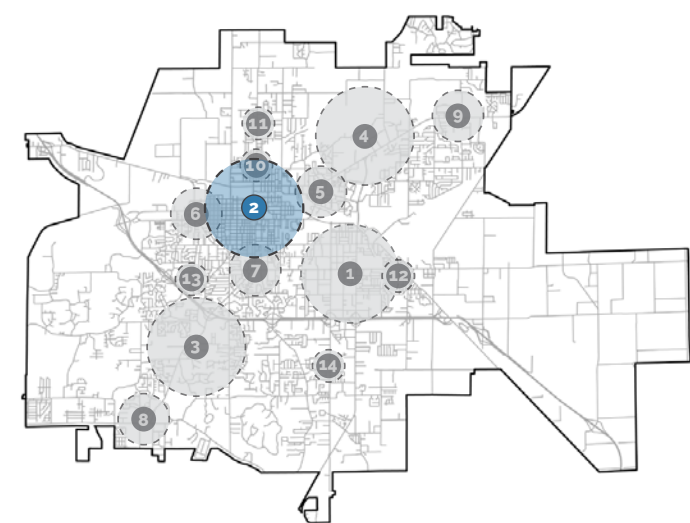
Turtle Creek Mall Vicinity - Regional Center



Existing Conditions

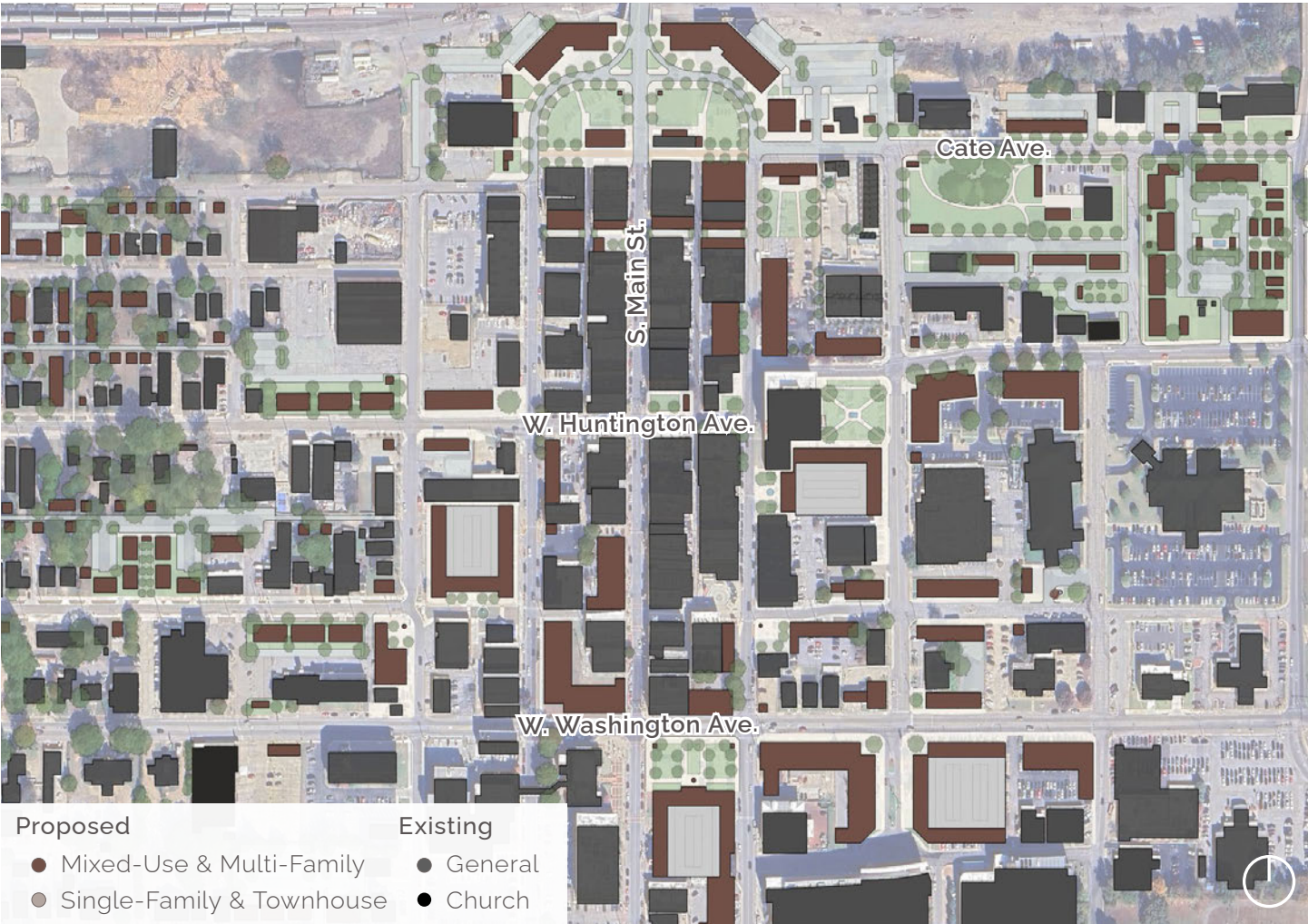
CENTERS OF ACTIVITY

Downtown Core - Community Center



Downtown Jonesboro remains the center of the community's character and history. Building on previous plans, this concept envisions a network of civic spaces connected by walkable streets and supported by new housing in and around downtown.

The Main Street strategy reinforces the core pedestrian district between Washington Street and Cate Avenue, reflecting the natural extent of activity today. A civic green south of Washington Street recalls the courthouse squares common throughout Arkansas, while a plaza at the convergence of Union, Main, and Church Streets provides a signature gathering space for community events. Cate Avenue could also function as a shared street for festivals and celebrations.



Proposed Illustrative Plan

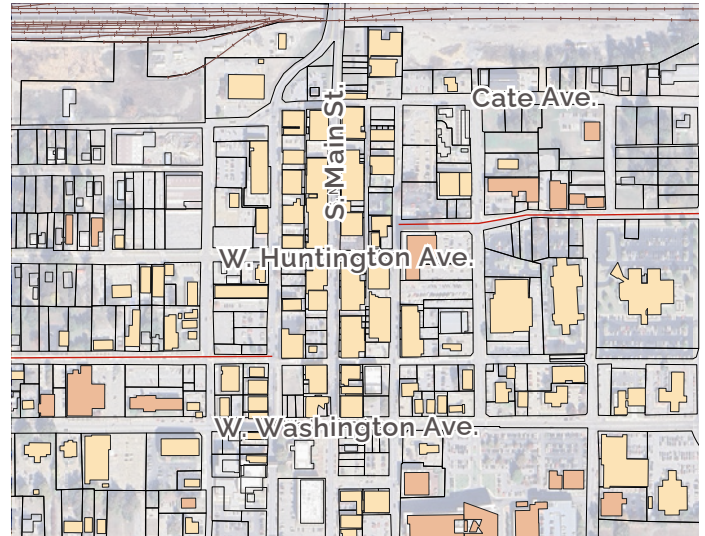
CENTERS OF ACTIVITY

Downtown Core - Community Center

Main Street would become a two-way street and remain the primary movement corridor, while Union and Church provide convenient alternative routes. Together, these three connected streets can accommodate traffic, keep speeds low, and support a vibrant downtown.

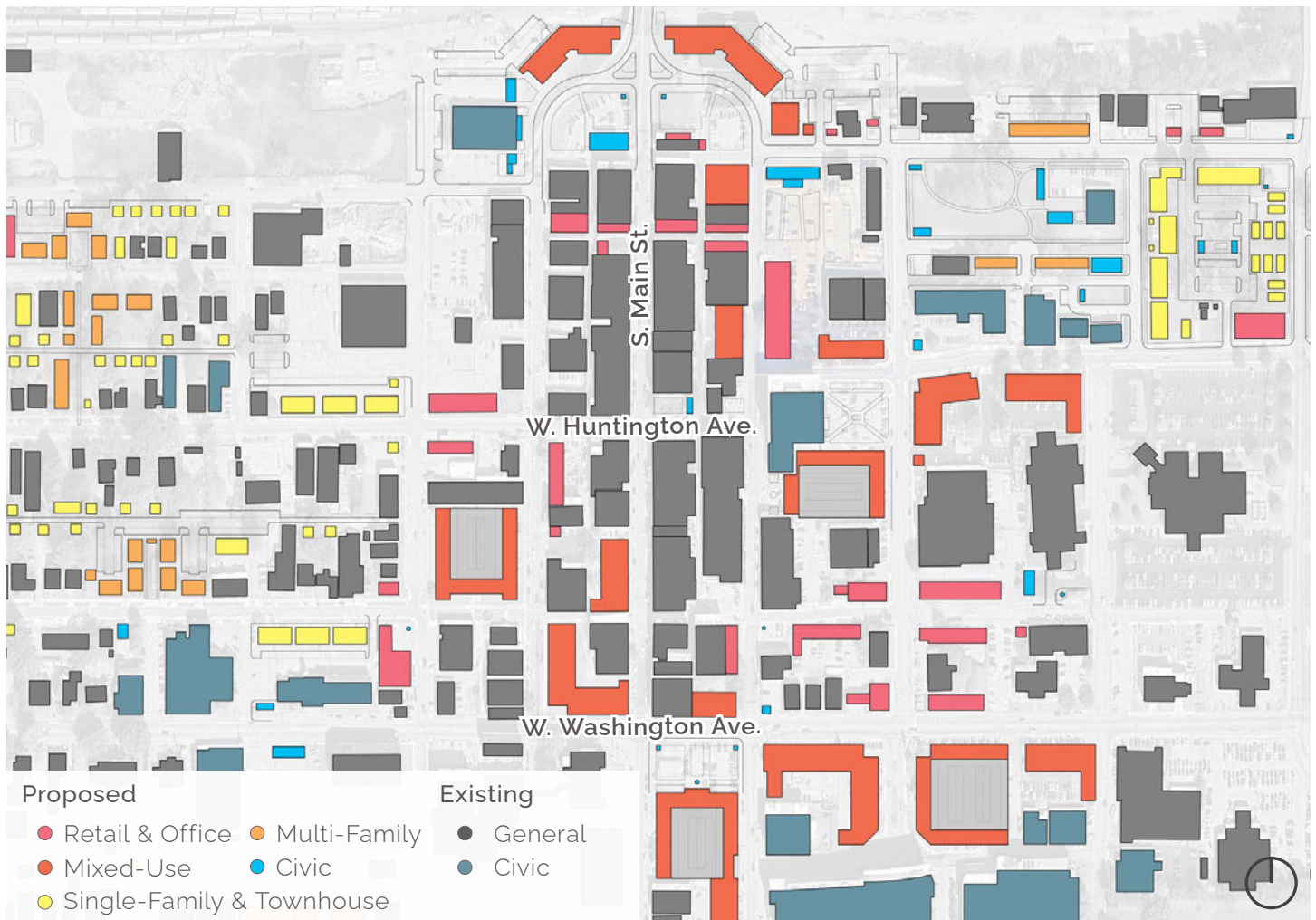
Parking consolidation creates opportunities for new civic spaces and development. Strategic parking structures would free land for commercial, mixed-use, and multifamily buildings while improving the pedestrian experience.

The plan also envisions incremental housing growth in surrounding neighborhoods through a mix of housing types. More residents living in and around downtown will support local businesses, activate streets, and strengthen downtown as both a destination and a neighborhood.



Existing Conditions

- Commercial
- Civic Institutions



Proposed Program

CENTERS OF ACTIVITY

Downtown Core - Community Center



Proposed Illustration

CENTERS OF ACTIVITY

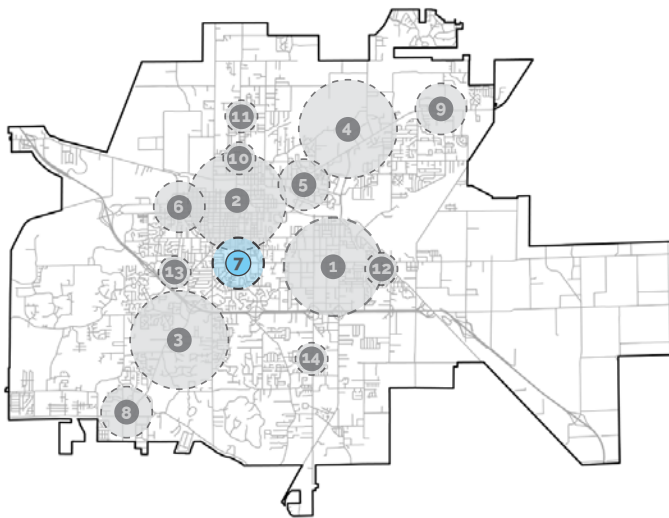
Downtown Core - Community Center



Existing Conditions

CENTERS OF ACTIVITY

Southwest Drive & Highland Drive - Neighborhood Center



The intersection of Highland and Main contains all the ingredients of a vibrant community center but lacks the place-focused design needed to bring them together. Today, it functions primarily as a pair of oversized roads despite the activity generated by Jonesboro High School and nearby businesses. Because the area is designed almost entirely for cars, students regularly face safety challenges when walking between destinations.

The illustrative plan reimagines the intersection and surrounding area as a vibrant center anchored by a town square. Designed as a "square-about," the square combines the traffic benefits of a roundabout with a walkable, business-friendly public space. This approach improves traffic flow and safety while creating a destination for students, residents, and businesses. New commercial and mixed-use development is envisioned around the square and



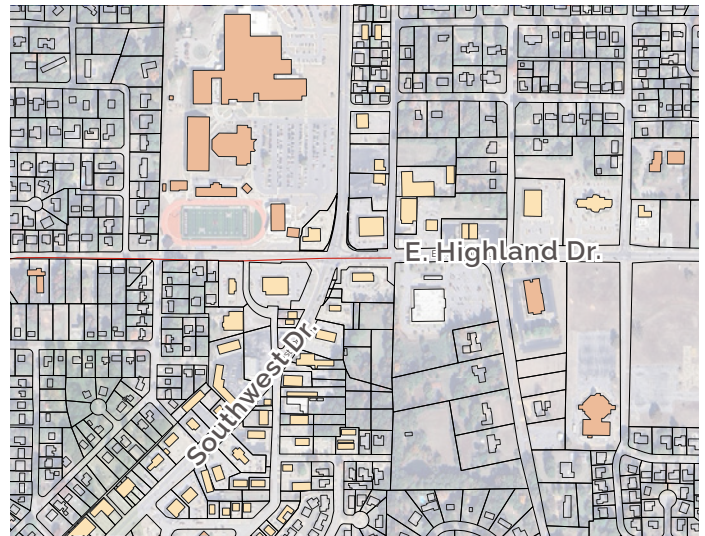
Proposed Illustrative Plan

CENTERS OF ACTIVITY

Southwest Drive & Highland Drive - Neighborhood Center

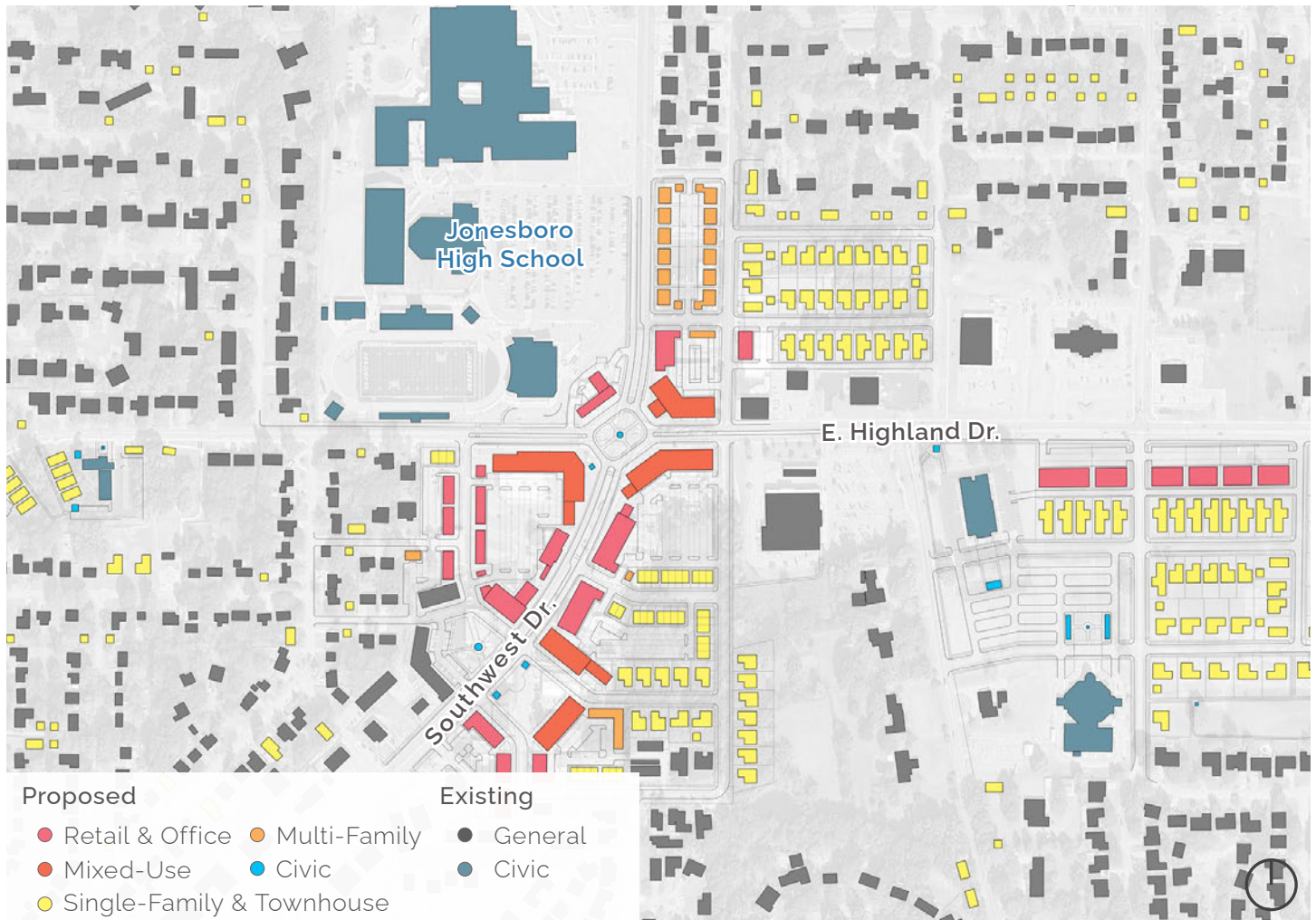
along Main and Highland, along with opportunities for additional housing nearby.

Only modest physical changes are needed to transform the intersection. The plan focuses redevelopment on several blocks surrounding the crossroads, primarily to the south, with commercial and mixed-use buildings extending toward a proposed pair of squares at Madison Street. A range of housing types transitions from the mixed-use center into surrounding neighborhoods, including opportunities for new homes on underutilized church properties. As churches across the country increasingly partner in affordable housing and community development efforts, these sites offer opportunities for both small-scale and larger residential additions.



Existing Conditions

- Commercial
- Civic Institutions



Proposed

- Retail & Office
- Mixed-Use
- Single-Family & Townhouse
- Multi-Family
- Civic

Existing

- General
- Civic

Proposed Program

CENTERS OF ACTIVITY

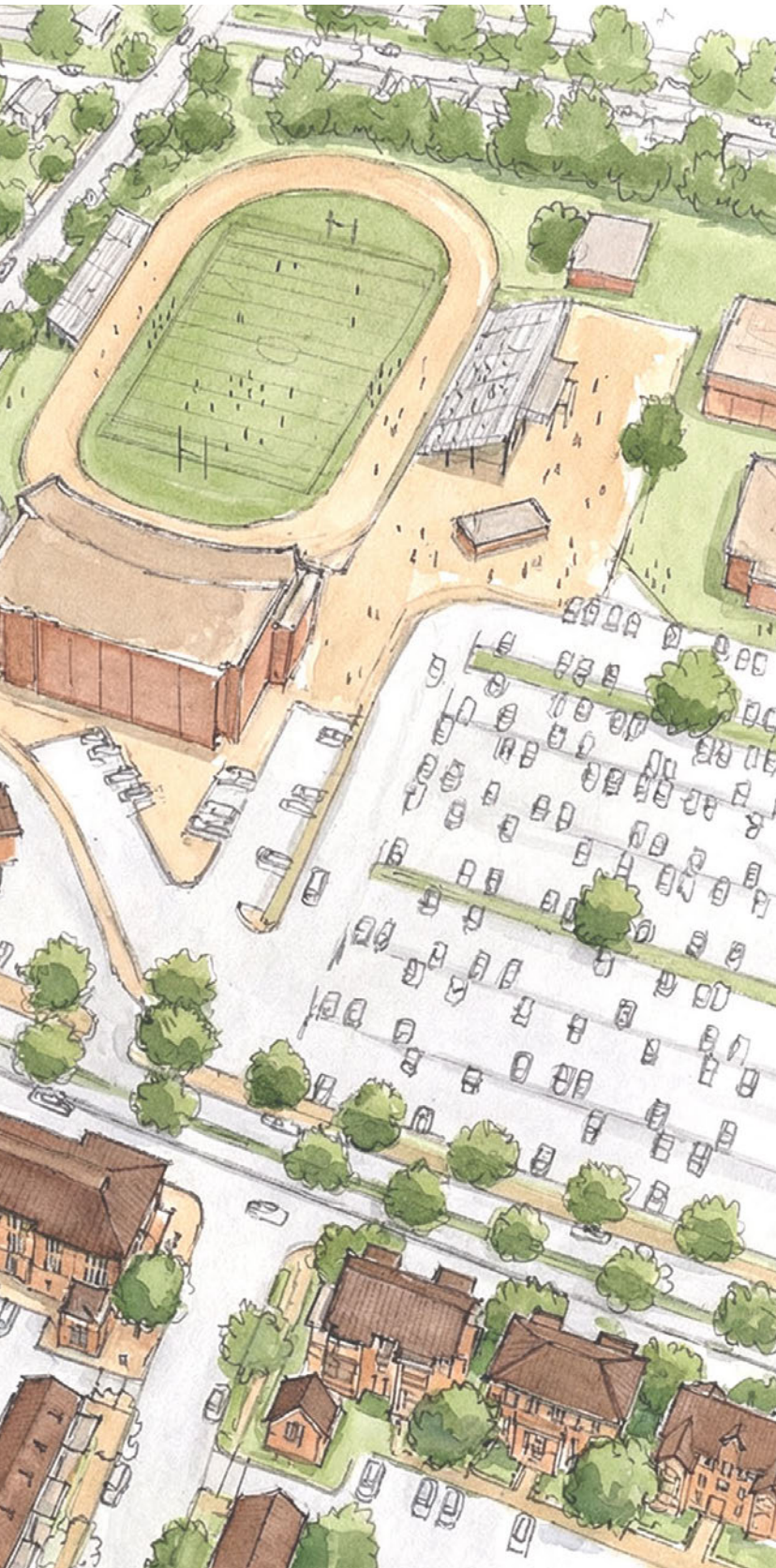
Southwest Drive & Highland Drive - Neighborhood Center



Proposed Illustration

CENTERS OF ACTIVITY

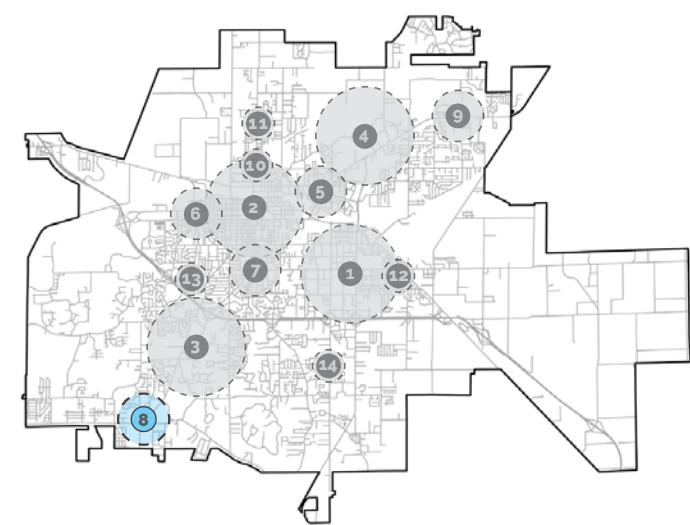
Southwest Drive & Highland Drive - Neighborhood Center



Existing Conditions

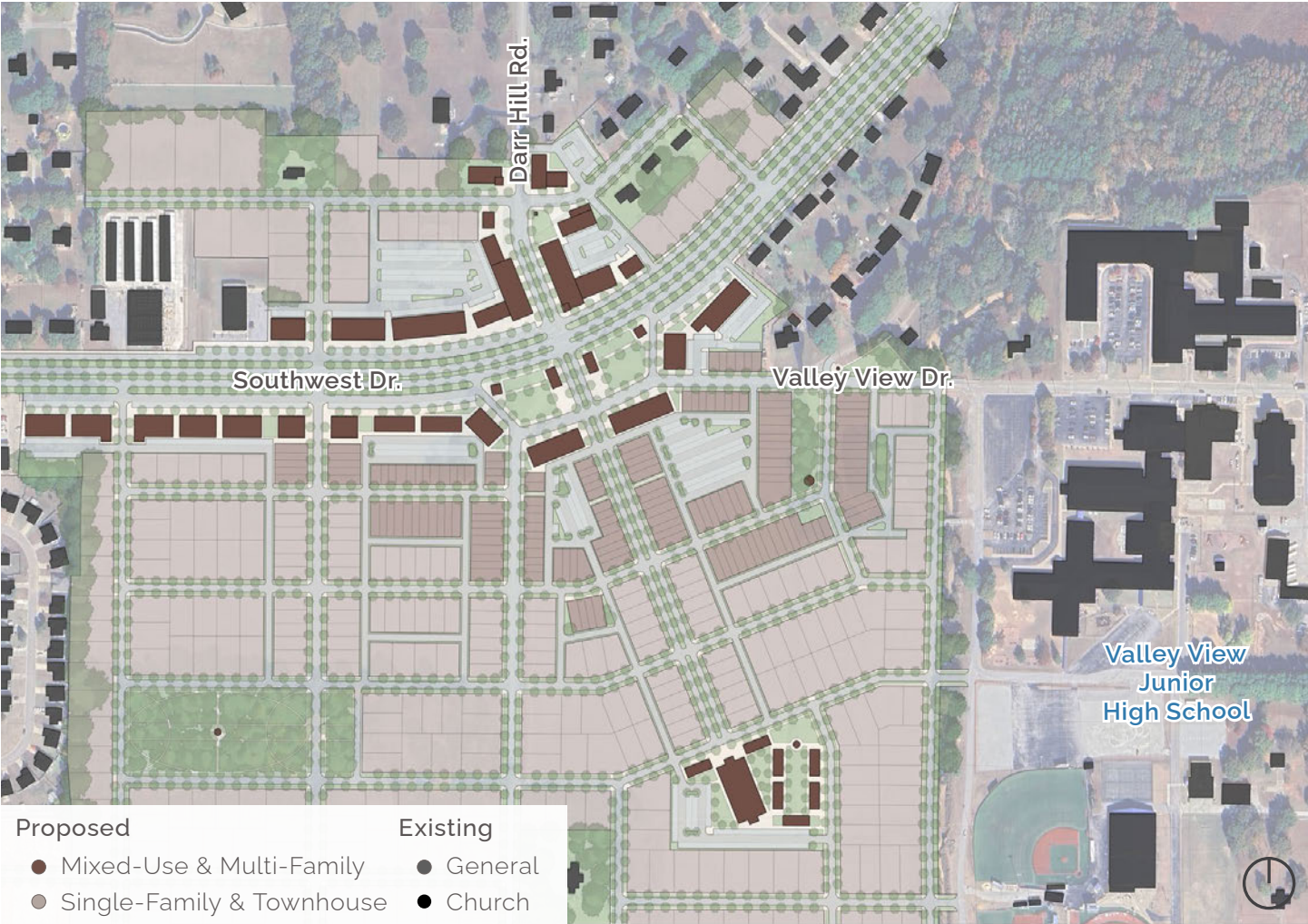
CENTERS OF ACTIVITY

Southwest Drive & Valley View Drive - Neighborhood Center



Once sparsely developed, Southwestern Jonesboro has grown significantly in recent decades. Most new growth has been in single-family subdivisions with little coordination. This pattern concentrates traffic onto a few major roads, such as Southwest Drive, resulting in high volumes of fast-moving traffic. Commercial development along these roads doesn't easily support community-focused, walkable centers. Valley View schools have also seen significant growth in enrollment as well as facilities, along with associated circulation and traffic problems. Overall growth in Southwest Jonesboro has spurred congestion and delivered few places for the community to gather.

The illustrative plan imagines a different type of growth at Waver Rd and Valley View Dr, which creates a walkable center for the greater area, along with more diverse



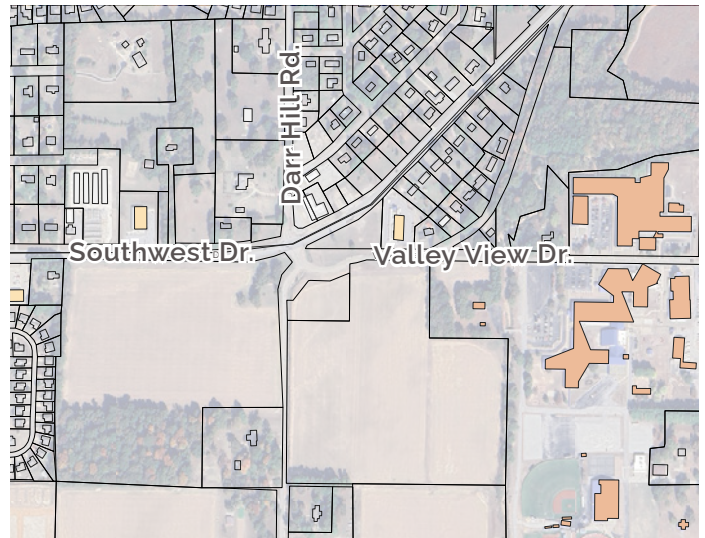
Proposed Illustrative Plan

CENTERS OF ACTIVITY

Southwest Drive & Valley View Drive - Neighborhood Center

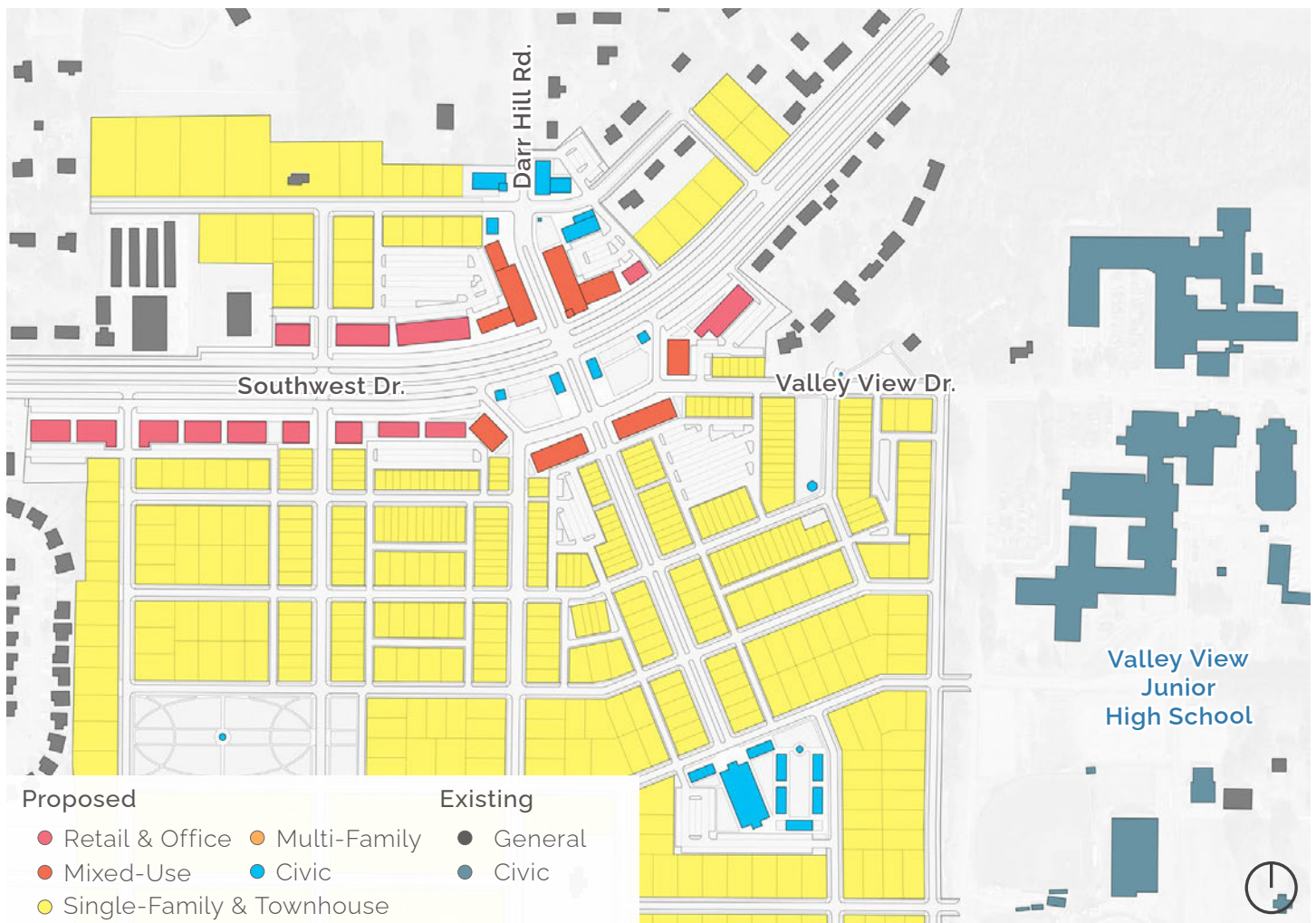
housing options arranged on connected, walkable streets. The strategy also envisions traffic improvements for school drop-off, providing multiple access points along Southwest Drive and additional streets to distribute traffic between campuses.

The illustrative plan envisions a small mixed-use center at Southwest Drive and Valley View Drive, modest in scale. Near the center, townhomes line the streets for one or two blocks, transitioning to small and mid-sized single family homes. The center focuses on a pair of public squares, buffering the walkable center from Southwest Drive. An avenue splits the squares, connecting civic sites to the north and south of Southwest Drive, shown as churches in the illustration.



Existing Conditions

- Commercial
- Civic Institutions



Proposed

- Retail & Office
- Mixed-Use
- Single-Family & Townhouse
- Multi-Family
- Civic

Existing

- General
- Civic

Proposed Program

CENTERS OF ACTIVITY

Southwest Drive & Valley View Drive - Neighborhood Center



Proposed Illustration

CENTERS OF ACTIVITY

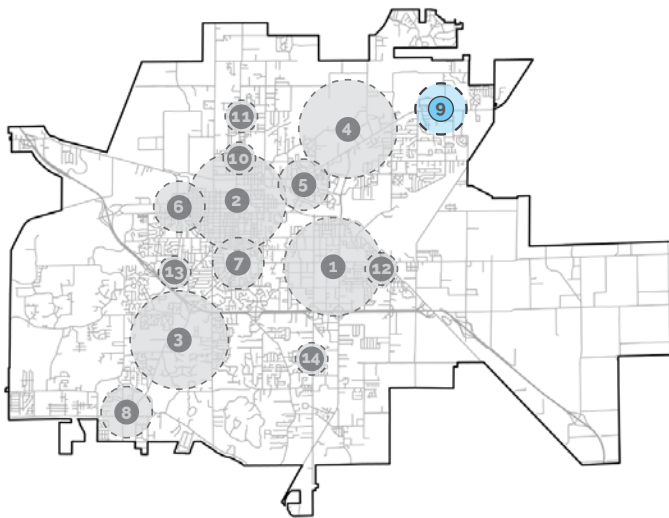
Southwest Drive & Valley View Drive - Neighborhood Center



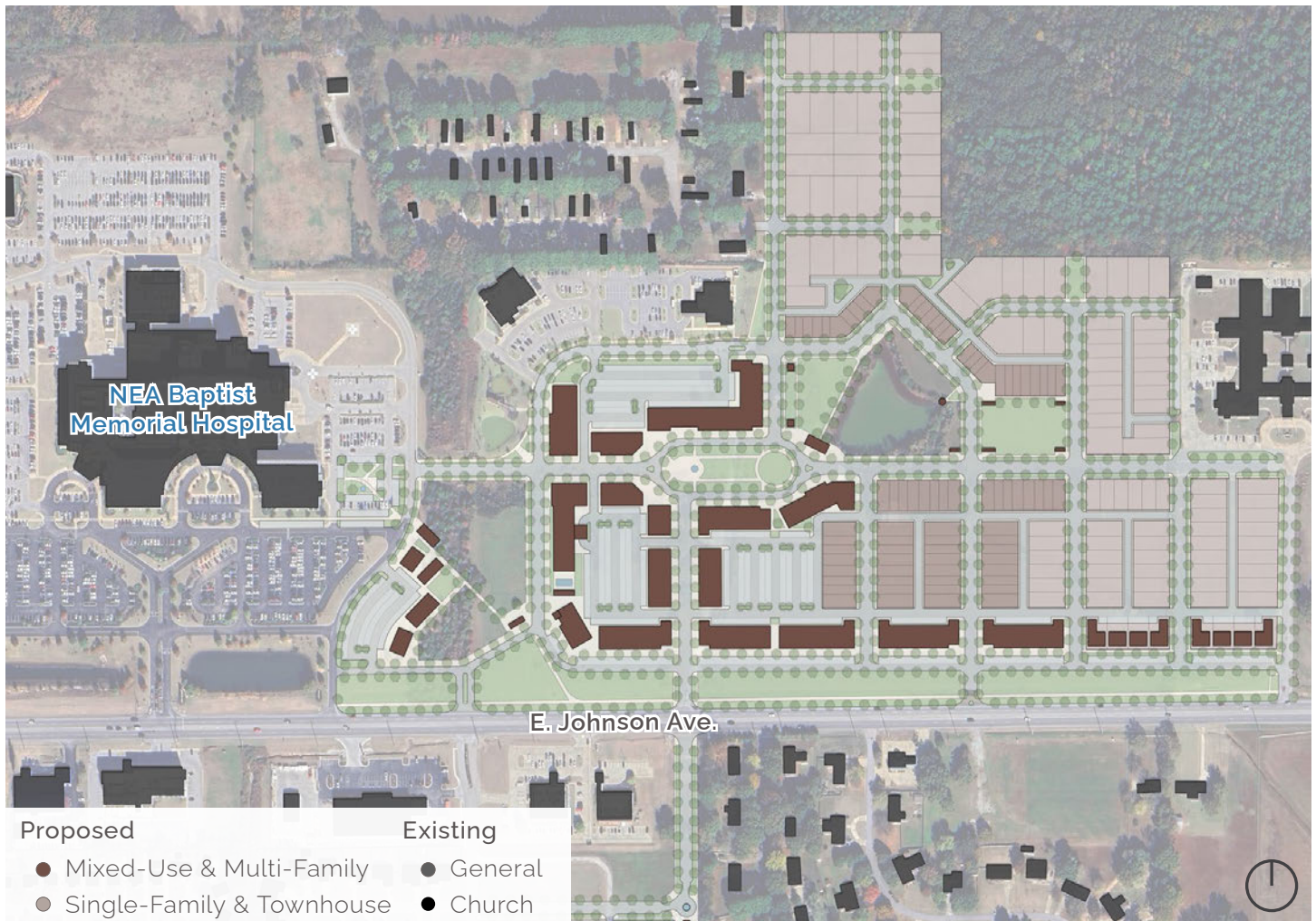
Existing Conditions

CENTERS OF ACTIVITY

Johnson Avenue & Bridger Road - Neighborhood Center



The NEA Baptist Memorial Hospital is a major regional employer and destination. The hospital campus is growing to the east, adding medical offices. The illustrative plan imagines continued growth creating a new walkable, mixed-use center and adjacent neighborhood, oriented around a central park and stormwater system. The plan imagines a hospital-related hotel, additional medical offices, and shops with apartments and condos above. Sites along Johnson Ave are set back, continuing the stormwater system of the hospital campus and aligning buildings along a calm frontage road. The center would serve surrounding neighborhoods, hospital staff, visitors, and medical office patients. Walkable streets, connected parks, and a central square all contribute to increased public health and economic vitality.

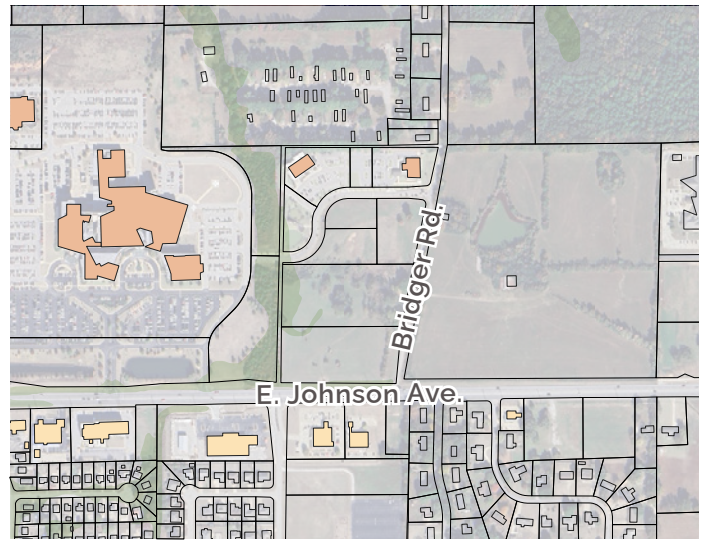


Proposed Illustrative Plan

CENTERS OF ACTIVITY

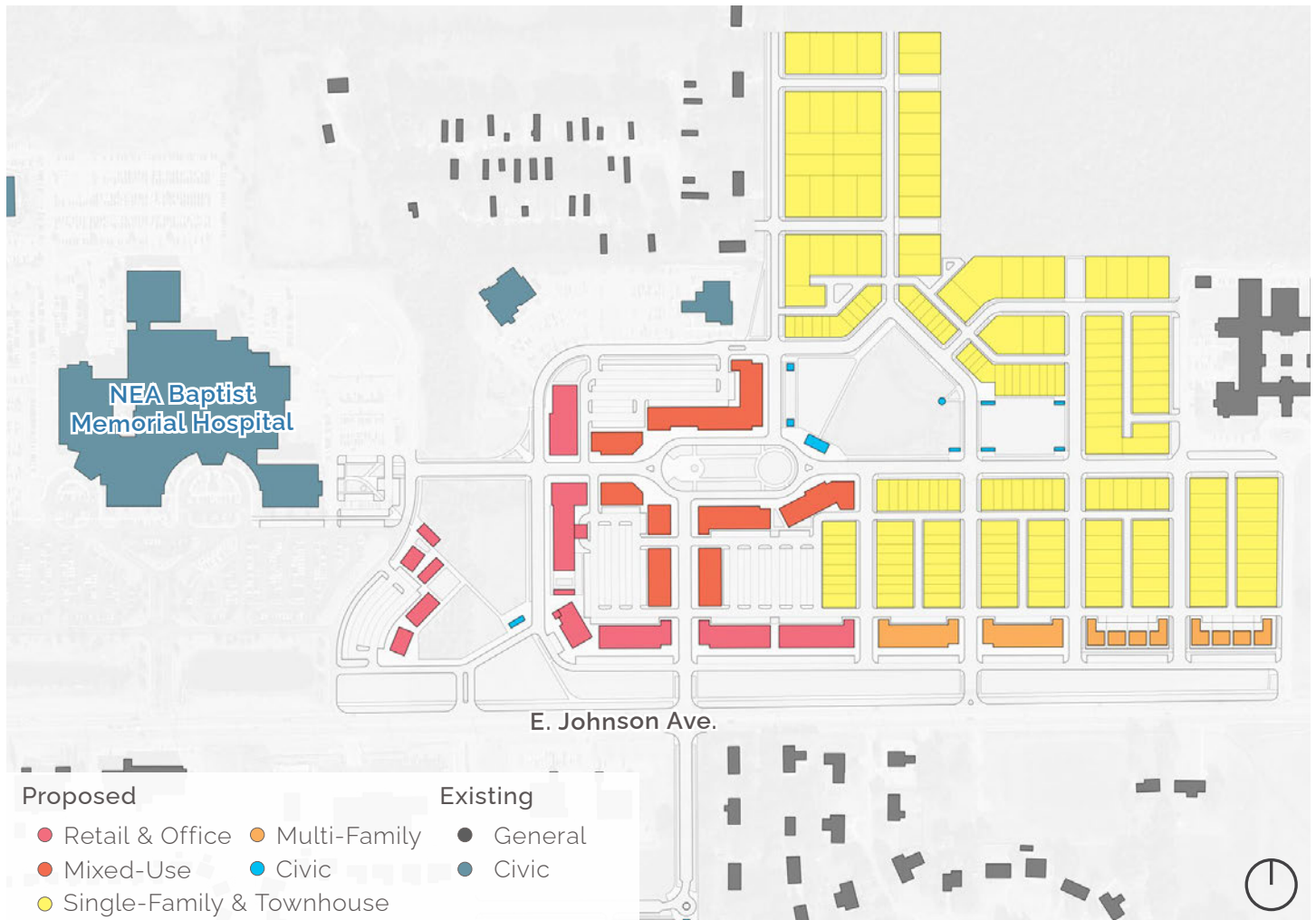
Johnson Avenue & Bridger Road - Neighborhood Center

The illustrative plan envisions mixed-use, medical office, hotels, and multifamily housing west of Bridger Rd and along the Johnson Ave frontage. Townhomes are located in blocks adjacent to mixed-use areas, transitioning to small and mid-sized single family homes.



Existing Conditions

- Commercial
- Civic Institutions



Proposed

- Retail & Office
- Multi-Family
- Mixed-Use
- Civic
- Single-Family & Townhouse

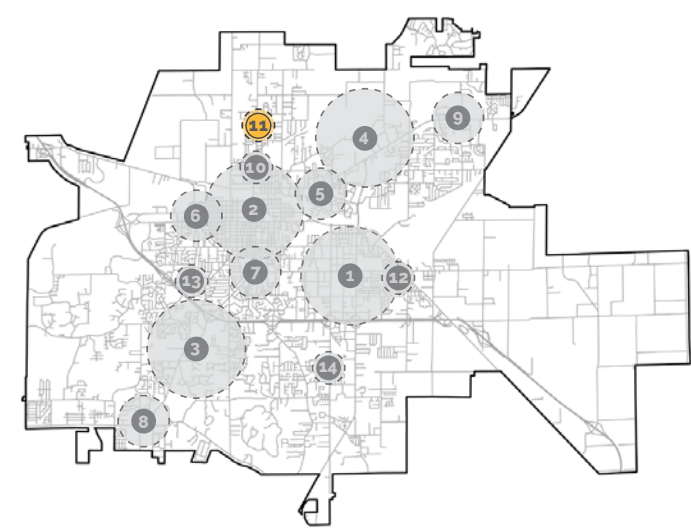
Existing

- General
- Civic

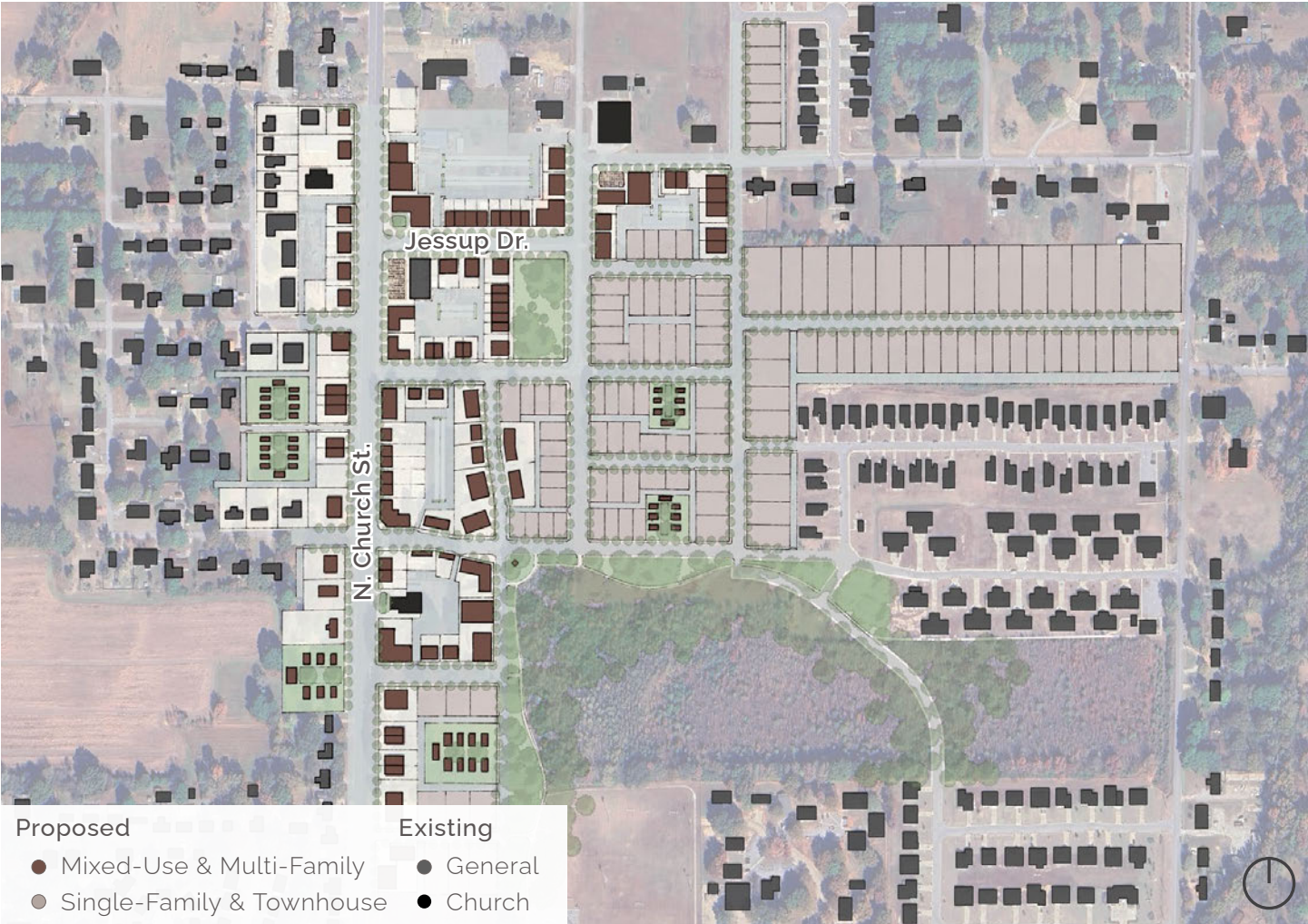
Proposed Program

CENTERS OF ACTIVITY

N. Church Street & Jessup Drive - Neighborhood Node



North Jonesboro has seen little growth historically, a primarily black and hispanic area with low property values, household incomes, and home ownership. Partially rural, the area's streets are not consistently connected, limiting movement to major roads such as N Church Street. Historically, the Jessup Drive area has been a commercial and civic hub for the community but has seen little public or coordinated investment. The illustrative plan envisions an active future for the area, centering a growing community with new business opportunities, homes, parks, and public gathering places. Recently, growth has begun to extend up N Patrick Street, but without sufficient street connections. The plan makes more connections



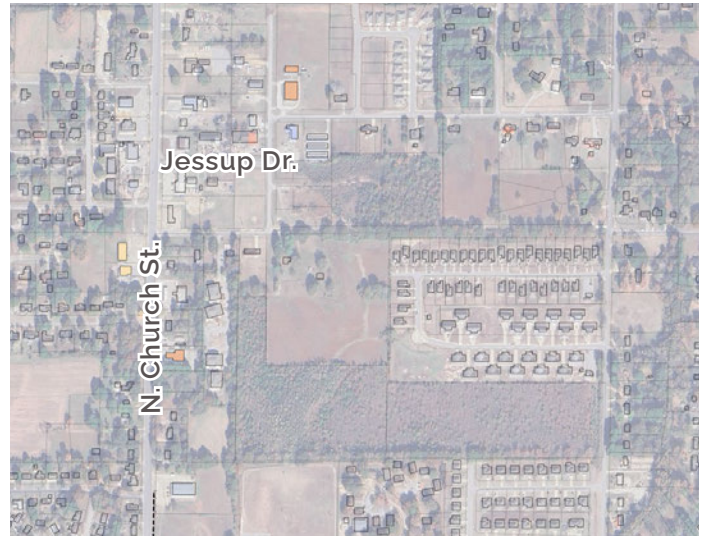
Proposed Illustrative Plan

CENTERS OF ACTIVITY

N. Church Street & Jessup Drive - Neighborhood Node

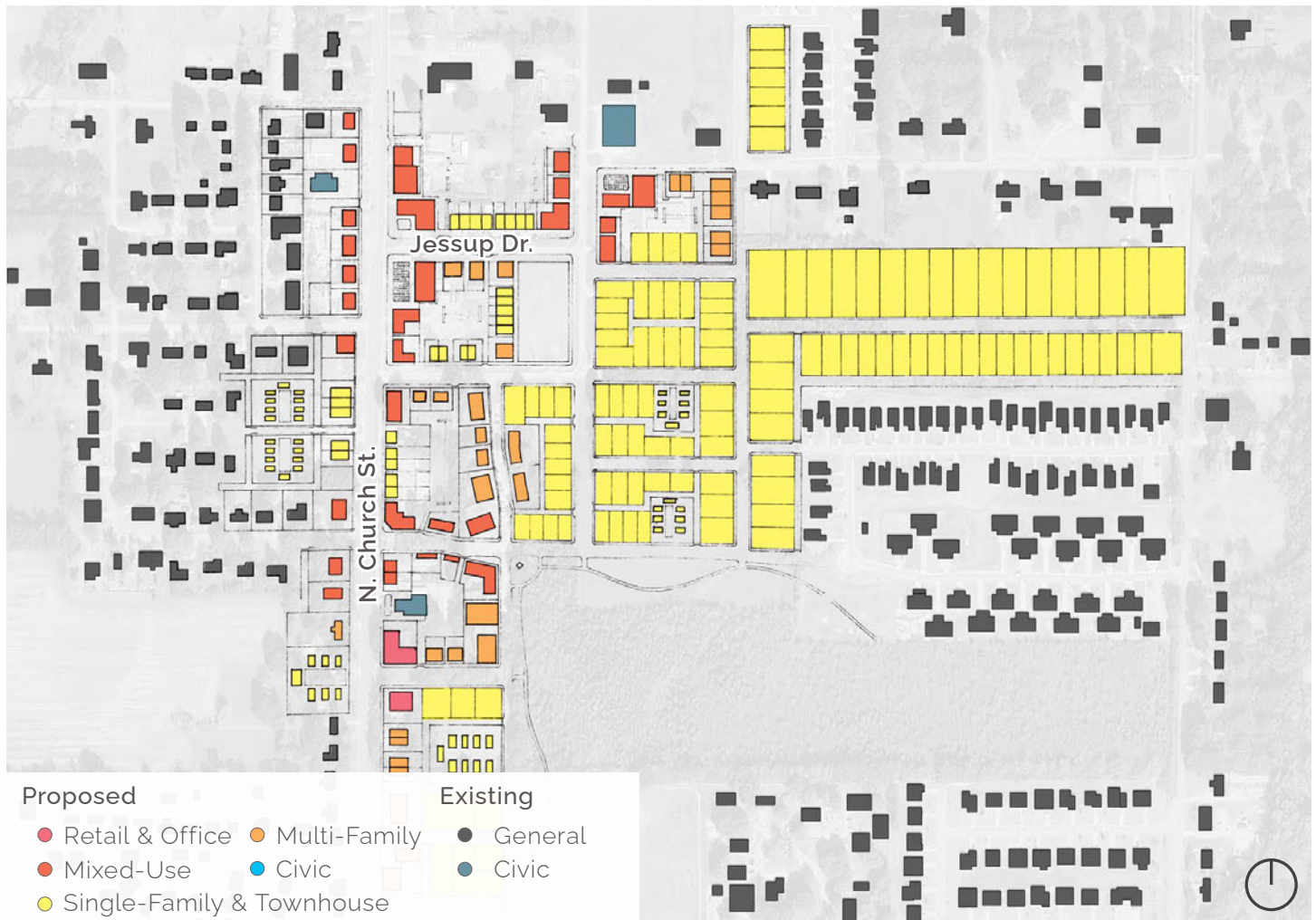
between N Church St and N Patrick St, envisioning a connected neighborhood centered on the neighborhood civic and commercial node and connected to an extension of Miles Park.

The illustrative plan envisions small-scale commercial and mixed-use buildings along N Church St, along with housing, and a mixture of new home types. Churches remain as community hubs. As the area grows, a pattern of connected blocks makes it easier to get around by foot and provides opportunities for housing of all sizes and price points.



Existing Conditions

- Commercial
- Civic Institutions



Proposed Program

CENTERS OF ACTIVITY

N. Church Street & Jessup Drive - Neighborhood Node



Proposed Illustration

CENTERS OF ACTIVITY

N. Church Street & Jessup Drive - Neighborhood Node

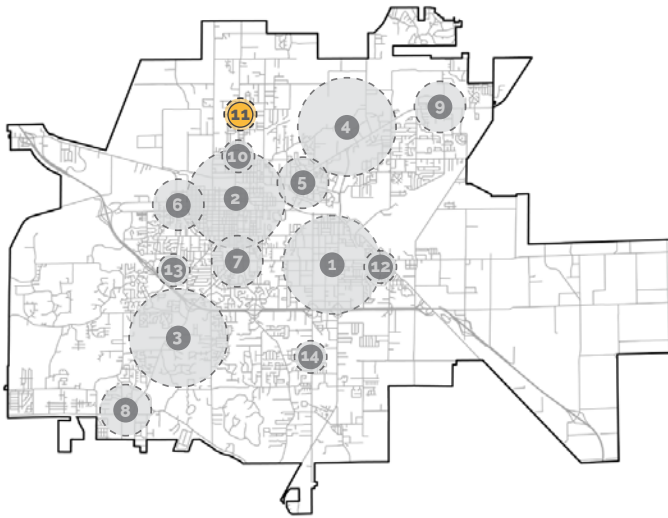


Existing Conditions

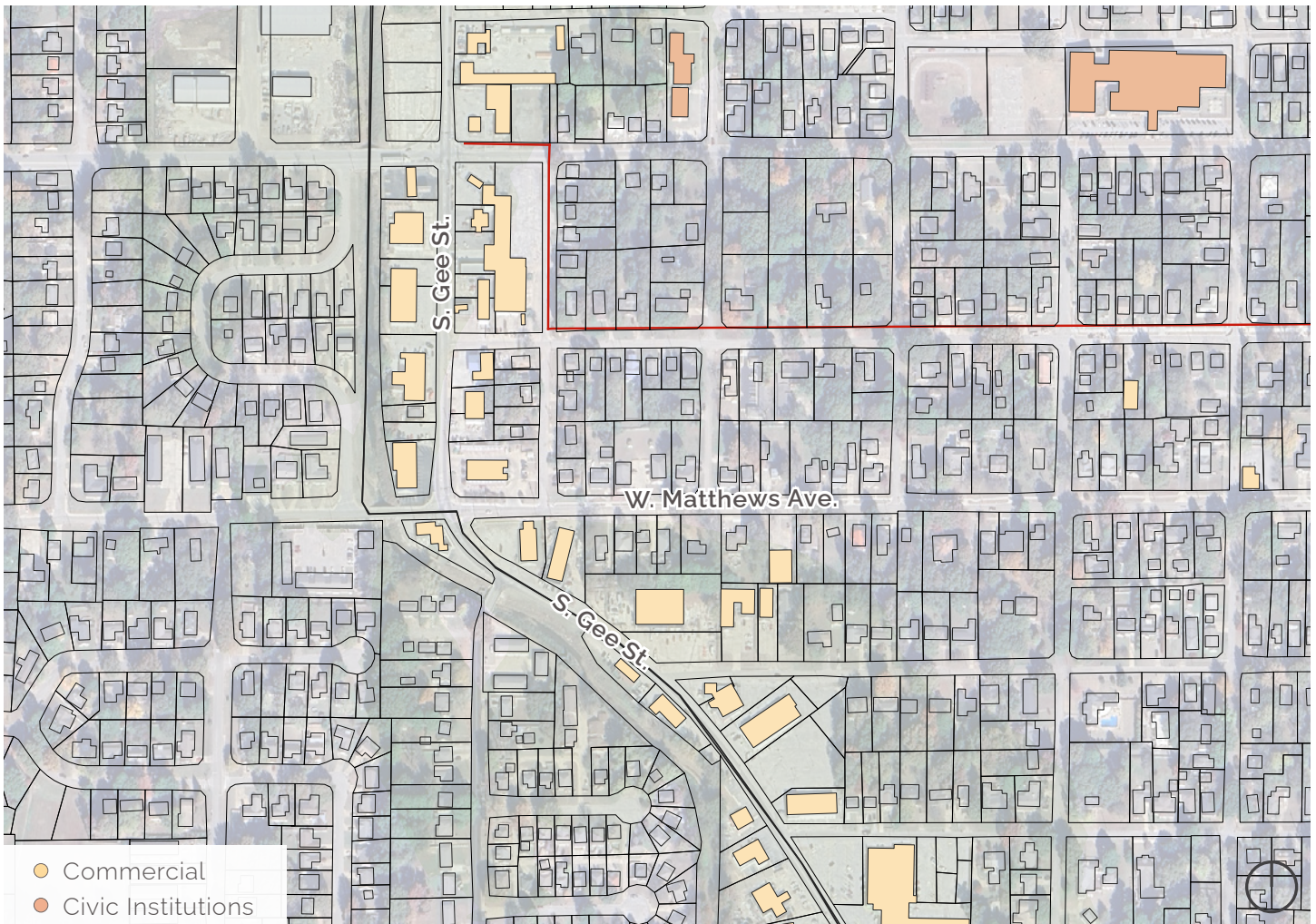
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CENTERS OF ACTIVITY

S. Gee Street & W. Matthews Avenue



S. Gee Street is emerging as one of Jonesboro's most promising mixed-use and creative districts. A growing collection of locally owned businesses, restored historic buildings, and community events has begun to establish the area as a destination while reinforcing its unique character. Located between Downtown and surrounding neighborhoods, Gee Street is well positioned as a hub for local entrepreneurship, arts, culture, and community gathering. The vision for Gee Street builds on this momentum by preserving the area's historic warehouse architecture and creating opportunities for small businesses, restaurants, makers, and community destinations that contribute to a vibrant, walkable environment. By encouraging reinvestment while maintaining its character, Gee Street can continue to evolve into a destination that strengthens connections throughout the surrounding community.



Existing Conditions

CENTERS OF ACTIVITY

S. Gee Street & W. Matthews Avenue



Proposed Illustration

CENTERS OF ACTIVITY

S. Gee Street & W. Matthews Avenue



At the intersection of Gee Street and Matthews Avenue, the plan reimagines the creek corridor as a defining community asset and focal point for future investment. A new multi-use trail, creekside open space, public plaza, and pedestrian-oriented streetscape would transform the area into a destination that connects people to both the waterway and surrounding businesses. Surface parking areas can gradually evolve into active public spaces, outdoor gathering areas, and new development opportunities, while parking is accommodated through on-street spaces that support a more walkable district. A raised intersection and public plaza help calm traffic, improve pedestrian safety, and create a welcoming civic space that can host events, outdoor dining, and everyday community activity. Together, these improvements create a framework for continued revitalization while strengthening Gee Street's role as a distinctive neighborhood destination within Jonesboro.



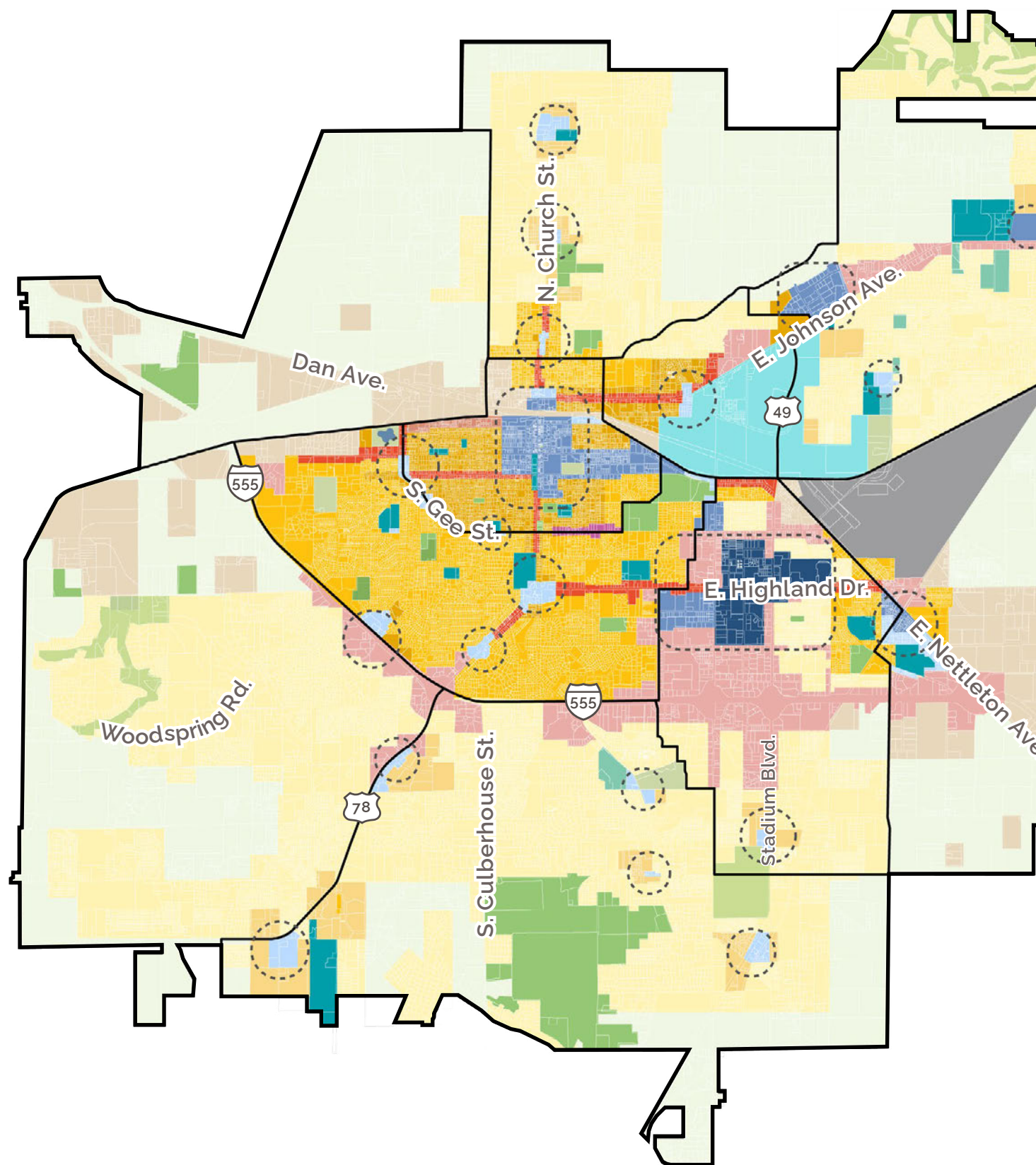
Existing Conditions

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LAND USE & ZONING

LAND USE & ZONING

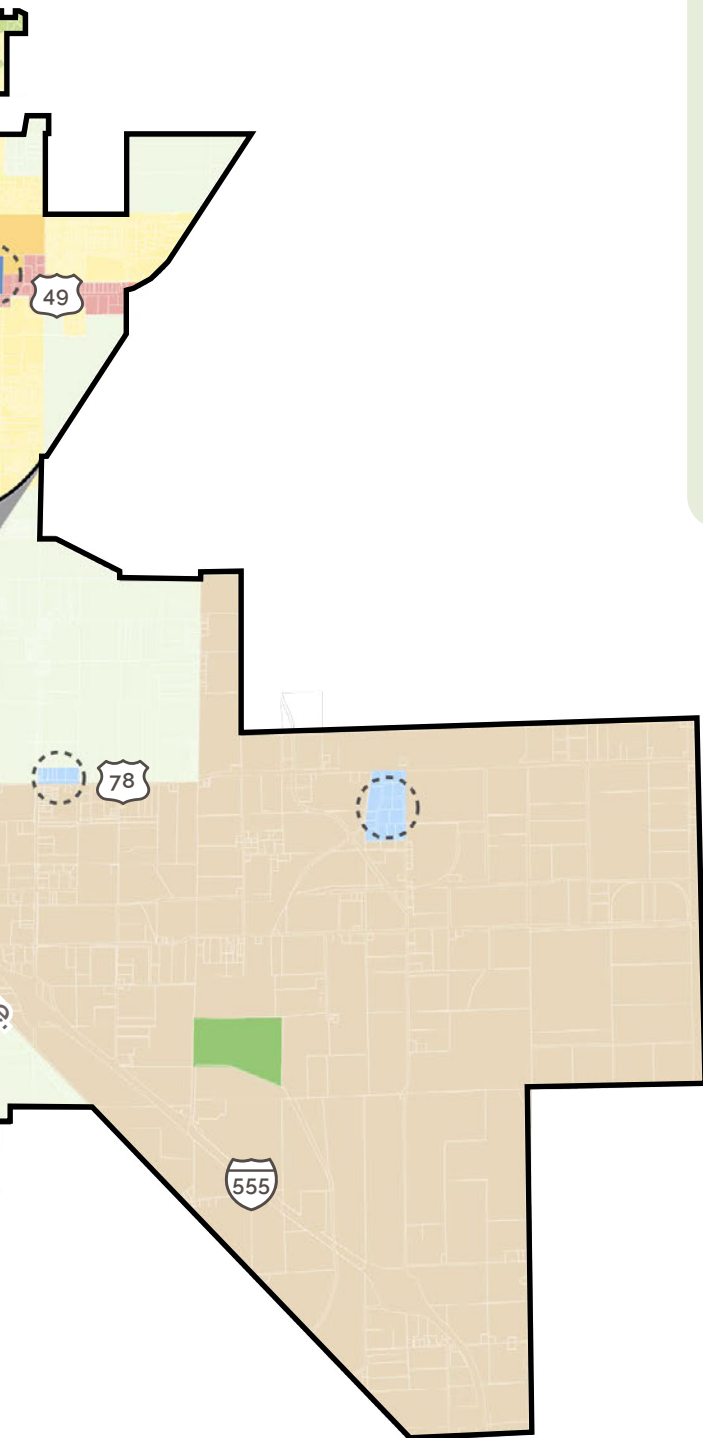
Future Land Use



LAND USE & ZONING

Future Land Use

The Future Land Use Map establishes a framework for how Jonesboro should grow and develop over time by identifying appropriate locations for residential neighborhoods, commercial centers, employment areas, civic and institutional uses, open spaces, and development corridors. The map organizes future growth around a network of neighborhoods, activity centers, and key transportation corridors while supporting a range of housing options, economic opportunities, and community destinations. Together, these land use categories promote coordinated growth patterns that enhance neighborhood character, strengthen connectivity, support economic development, and advance the city's long-term vision for a sustainable and vibrant community.



Residential

- Core
- Mid-century
- Walkable
- Suburban
- Rural & Estates

Commercial

- Regional
- Community
- Neighborhood

Corridor

- Core
- Suburban

Civic

- University
- Other Institutional

Industrial

- Industrial
- Airport

Open Space

- Open Space
- Private Open Space

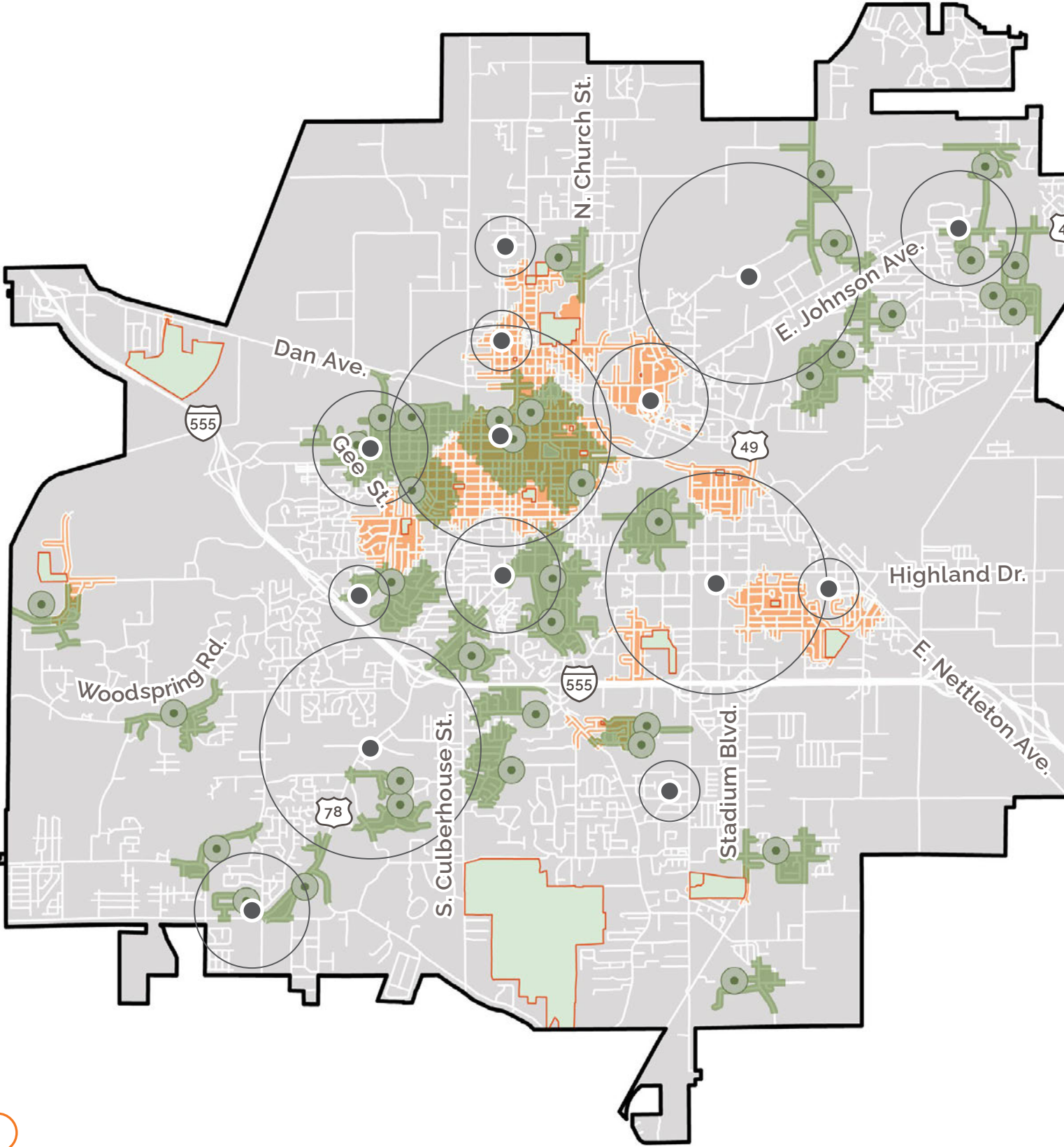
Nodes

- Activity Nodes



LAND USE & ZONING

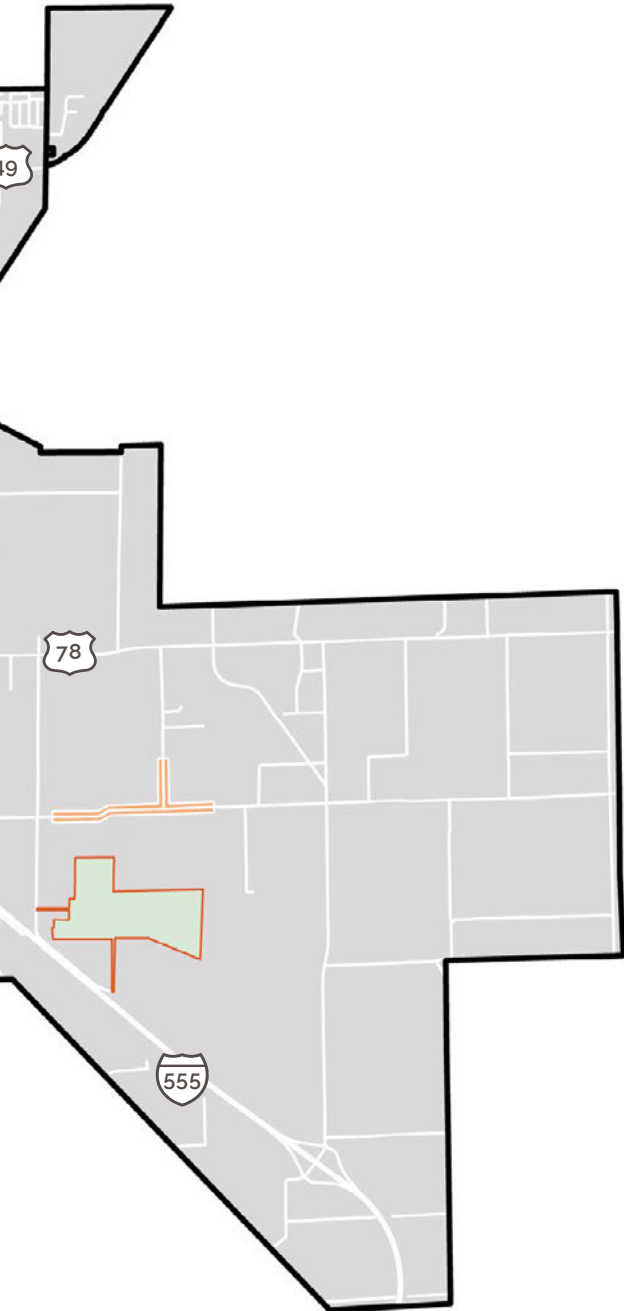
Proposed Park Opportunities



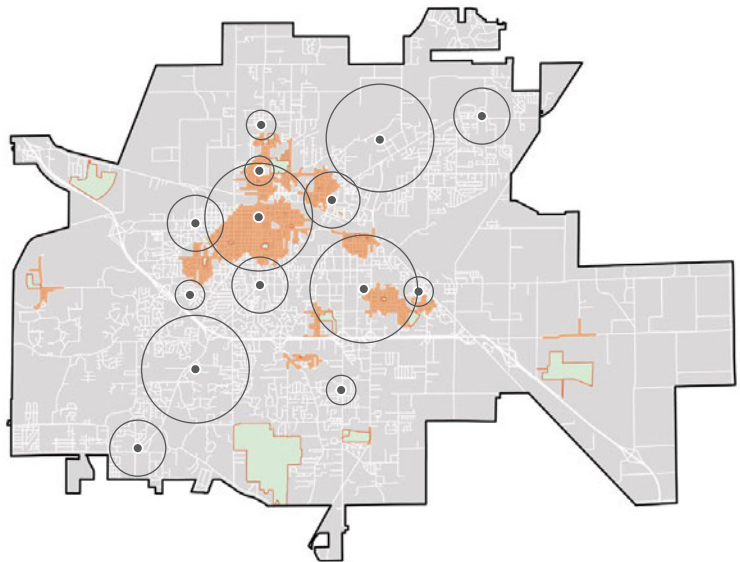
LAND USE & ZONING

Proposed Park Opportunities

Jonesboro's parks are among the community's most valued public assets, providing places for recreation, gathering, and connection to nature. While the city is served by several major park destinations, access to neighborhood parks is uneven across the community, leaving many residents without convenient access to open space within walking distance of home. The Trust for Public Land estimates that approximately 22% of Jonesboro residents live within a 10-minute walk of a park. Proposed parks are intended to close these service gaps, expand access to recreation and open space, support future centers of activity, and create a more connected network of parks and green spaces throughout the city.



Existing Parks & Service Areas



Proposed

- Potential Parks
- Proposed Park Service Areas

Existing

- City Parks
- Existing Park Service Areas

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TRANSPORTATION & INFRASTRUCTURE

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TRANSPORTATION & INFRASTRUCTURE

Chapter Summary

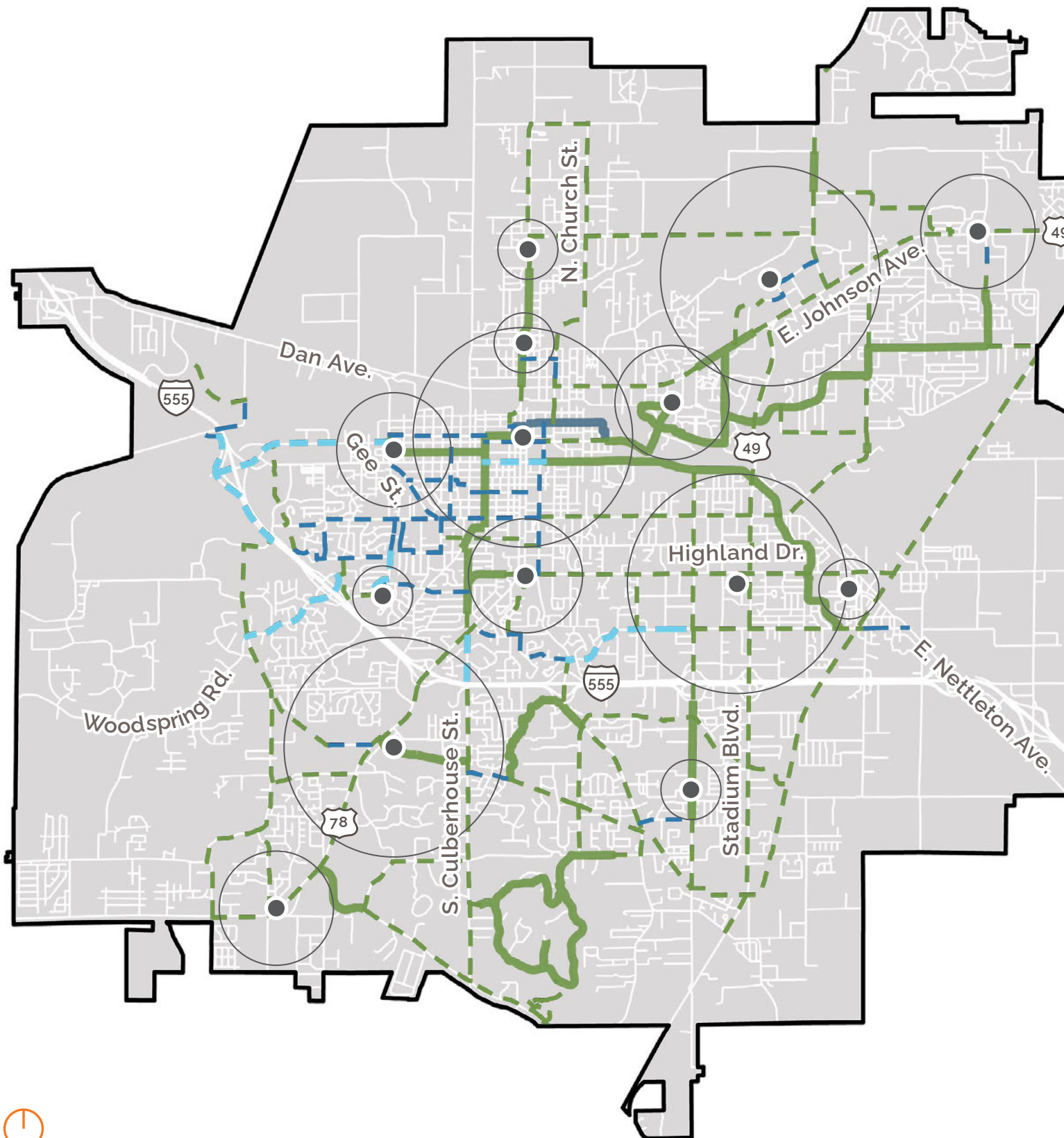
The Transportation & Infrastructure recommendations focus on creating a more connected, accessible, and resilient transportation network while supporting Jonesboro's future growth. The plan proposes an expanded active transportation system of multi-use trails, separated bicycle facilities, and on-street bicycle routes that connect neighborhoods, schools, employment areas, and centers of activity throughout the city. These improvements build upon existing and funded trail investments while providing safer and more comfortable travel options for residents of all ages and abilities.

The chapter also recommends enhancements to the city's transit network, expanding service to existing and future activity centers through new and extended routes that improve access to jobs, services, recreation, and community destinations. Together, the proposed bicycle, pedestrian, and transit networks create a more integrated transportation system that offers residents multiple ways to travel throughout Jonesboro.

Collectively, these recommendations advance a transportation and infrastructure framework that improves connectivity, expands mobility choices, promotes healthier and more active lifestyles, and supports the long-term quality of life and economic vitality of Jonesboro.

TRANSPORTATION & INFRASTRUCTURE

Proposed Active Transportation

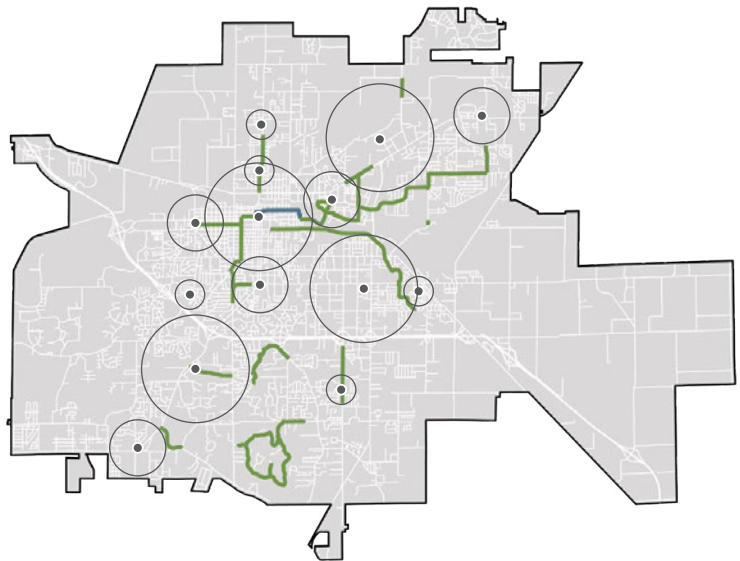


TRANSPORTATION & INFRASTRUCTURE

Proposed Active Transportation

During design week, the project team measured roadway widths, studied traffic counts and land uses and created a new network of trails and bikeways. The new network incorporates many of the multi-use trails from the 2024 parks system master plan and adds new bicycle connections throughout Jonesboro. On street facilities including cycle tracks, standard bicycle lanes, or bicycle boulevards are proposed throughout the city, providing safe, comfortable and connected routes for users of all ages and abilities.

Existing Active Transportation



Proposed Network

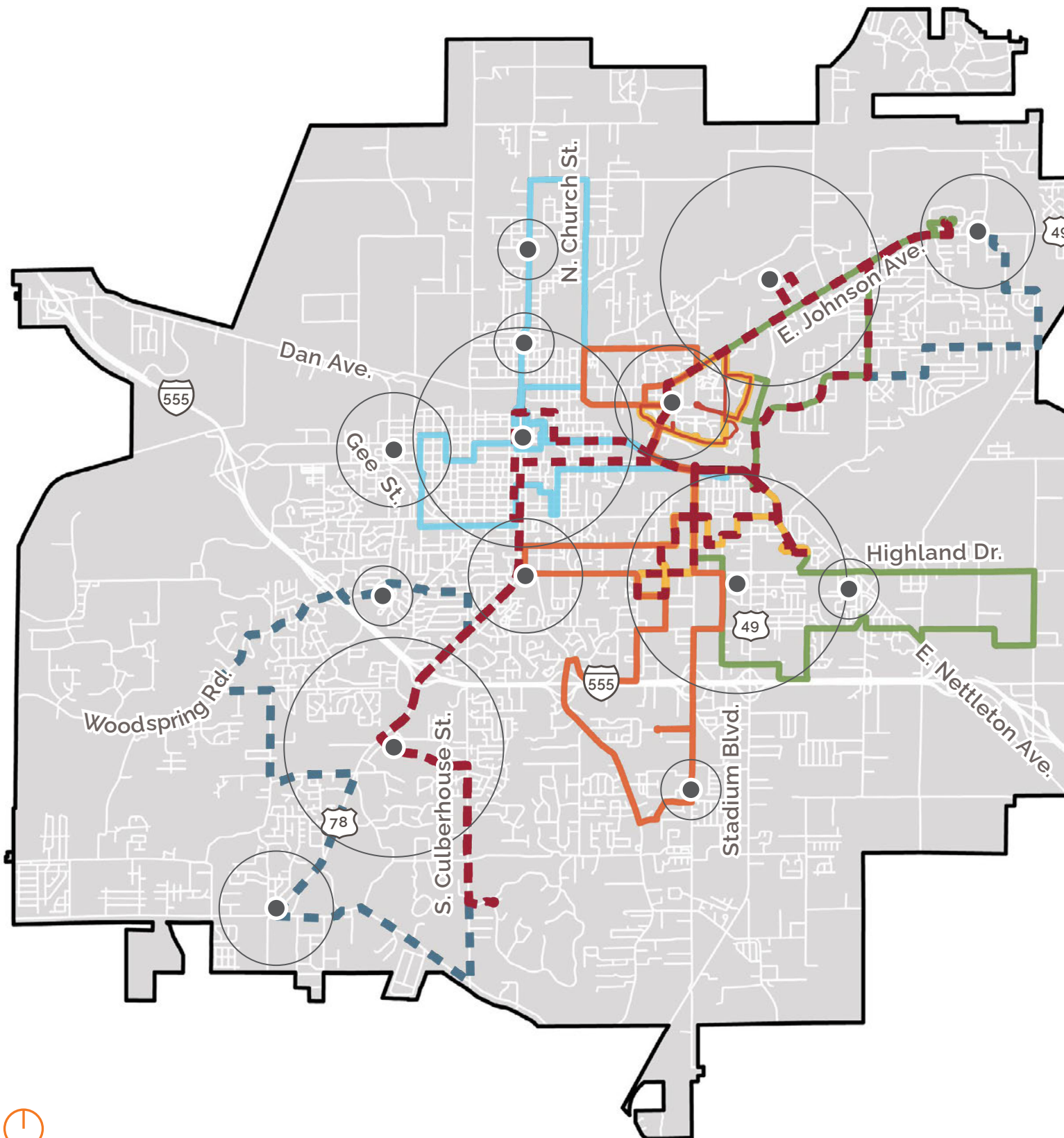
- Multi-Use Trail
- Separated Bicycle Facility
- On-Street Bicycle Facility

Existing Network

- Existing & Funded Multi-Use Trails
- Existing Bicycle Facilities

TRANSPORTATION & INFRASTRUCTURE

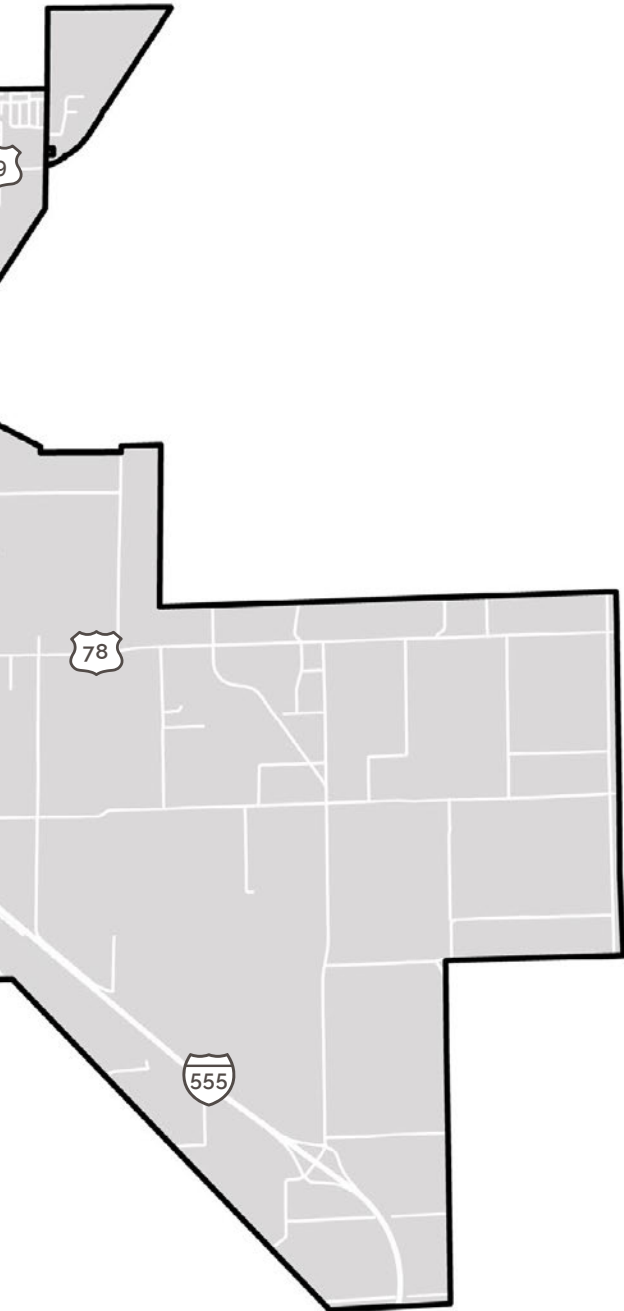
Proposed Transit Routes



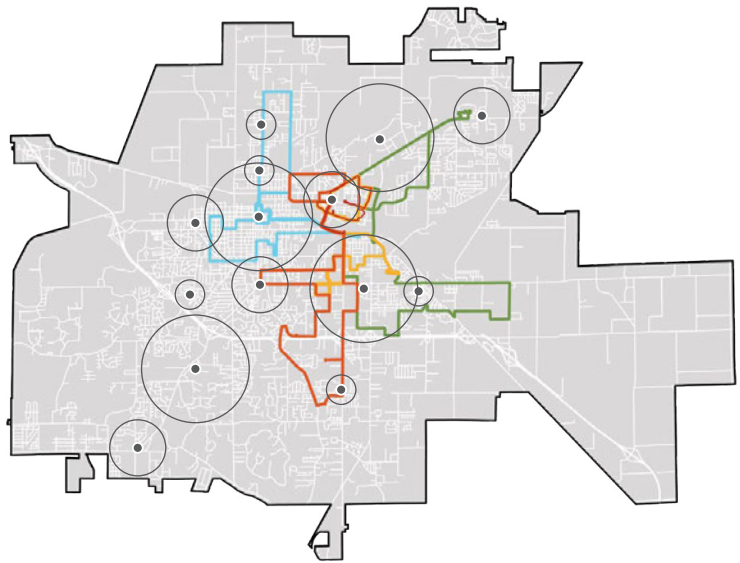
TRANSPORTATION & INFRASTRUCTURE

Proposed Transit Routes

Proposed minor arterial and collector roads from the city's previous master street plan are reflected on the following map, located primarily in the corners of the city where future development is expected. Local roads are proposed in the same areas, with key connections added in existing neighborhoods. Many of these are proposed for public safety and welfare, as a simple roadway connection of a few hundred feet can be the difference in life or death for a fire truck responding to a medical emergency or structural fire.



Existing Transit Routes



Proposed Network

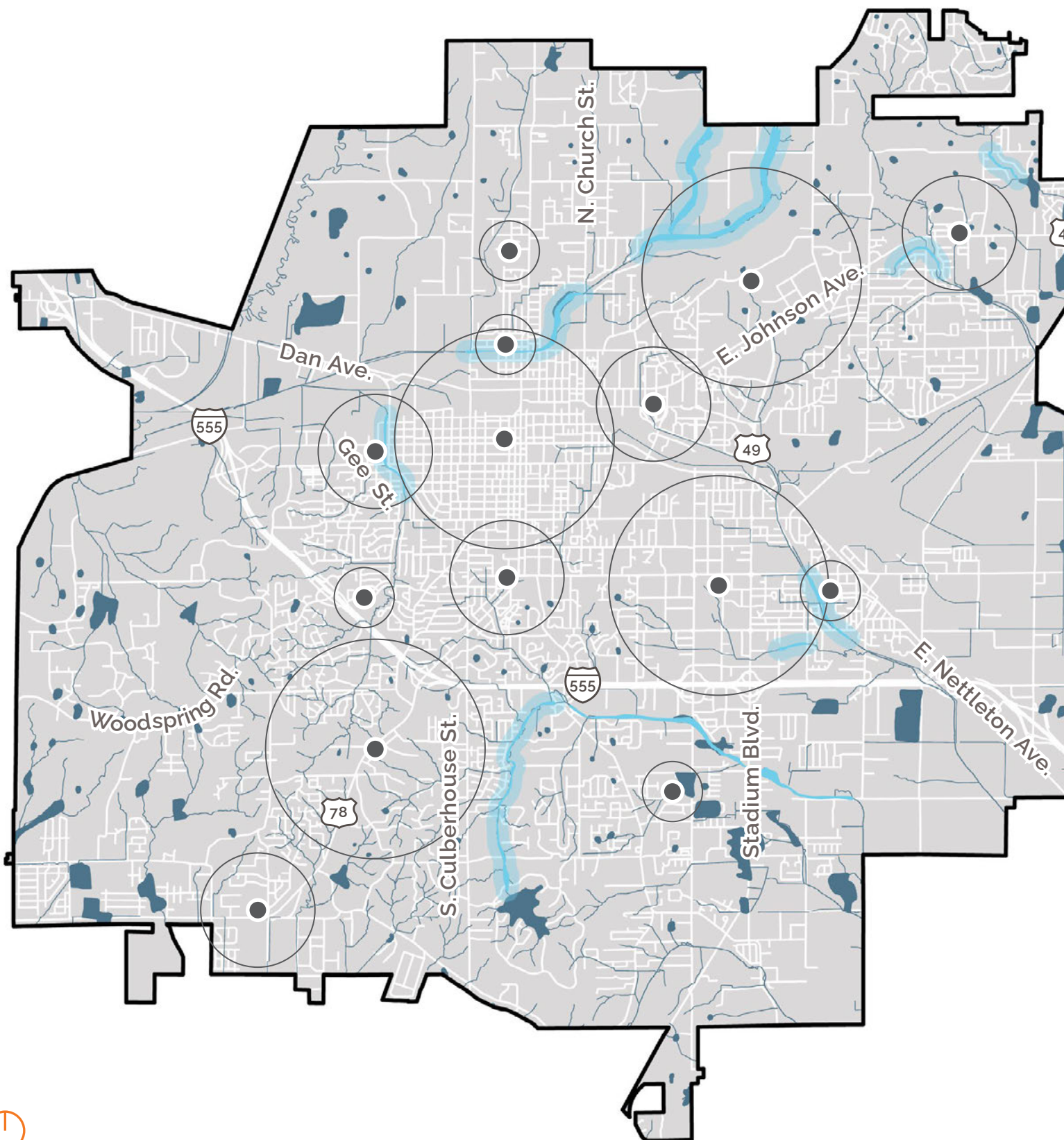
- Recommended Transit Routes
- Planned Routes

Existing JET Network

- 17
- GREEN
- BLUE
- RED
- Red Wolf Routes

TRANSPORTATION & INFRASTRUCTURE

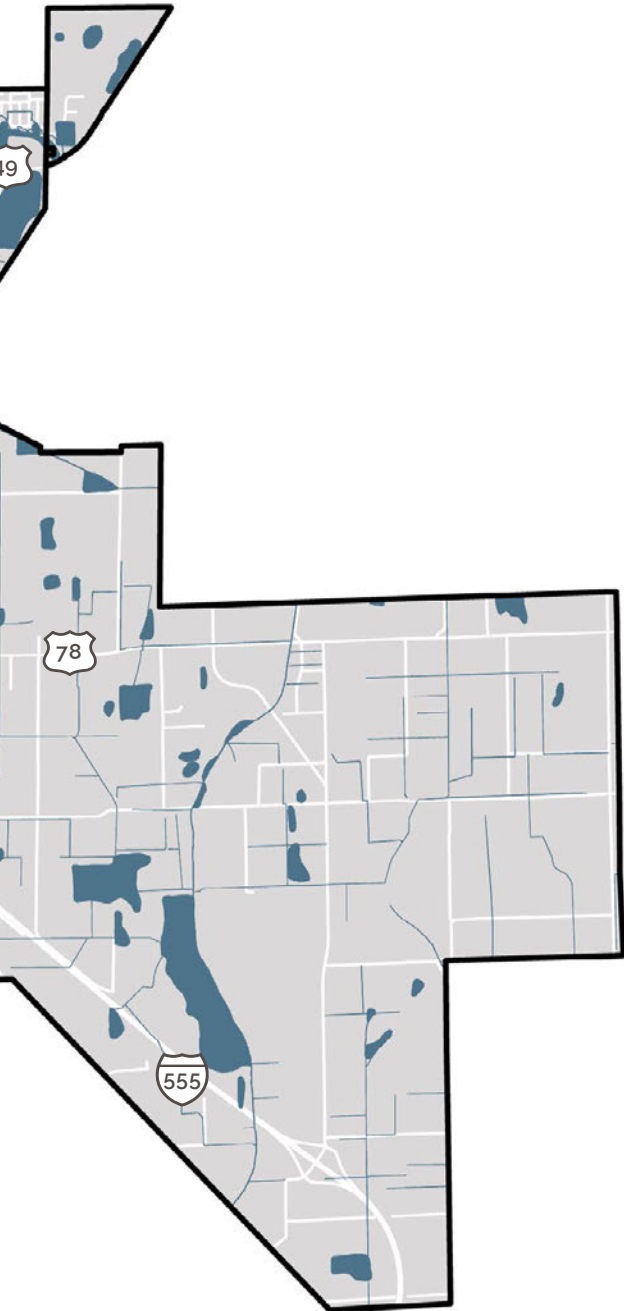
Stormwater Opportunities



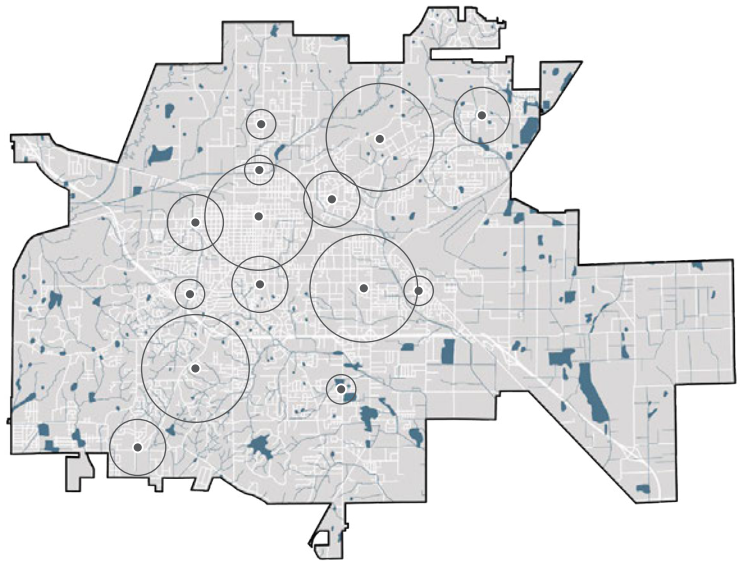
TRANSPORTATION & INFRASTRUCTURE

Stormwater Opportunities

The proposed stormwater opportunity corridors identify locations where flood mitigation, stream restoration, and drainage improvements can be integrated with parks, trails, and other community amenities. Key opportunity areas are located along Gee Street, Whiteman Creek at Race Avenue, south of Turtle Creek near the former mall site, along the drainage channel south of Woodrow Street, and along Higginbottom Creek between Ingels Road and Craighead Forest Park. The Higginbottom Creek corridor represents the largest continuous opportunity area, with potential for linear parks, trails, and enhanced stormwater management. Streambank restoration and other green infrastructure strategies can improve flood resilience while creating recreational, educational, and open space benefits for the community.



Existing Wetlands



Proposed

Stormwater Opportunities

Existing

Wetlands

TRANSPORTATION & INFRASTRUCTURE

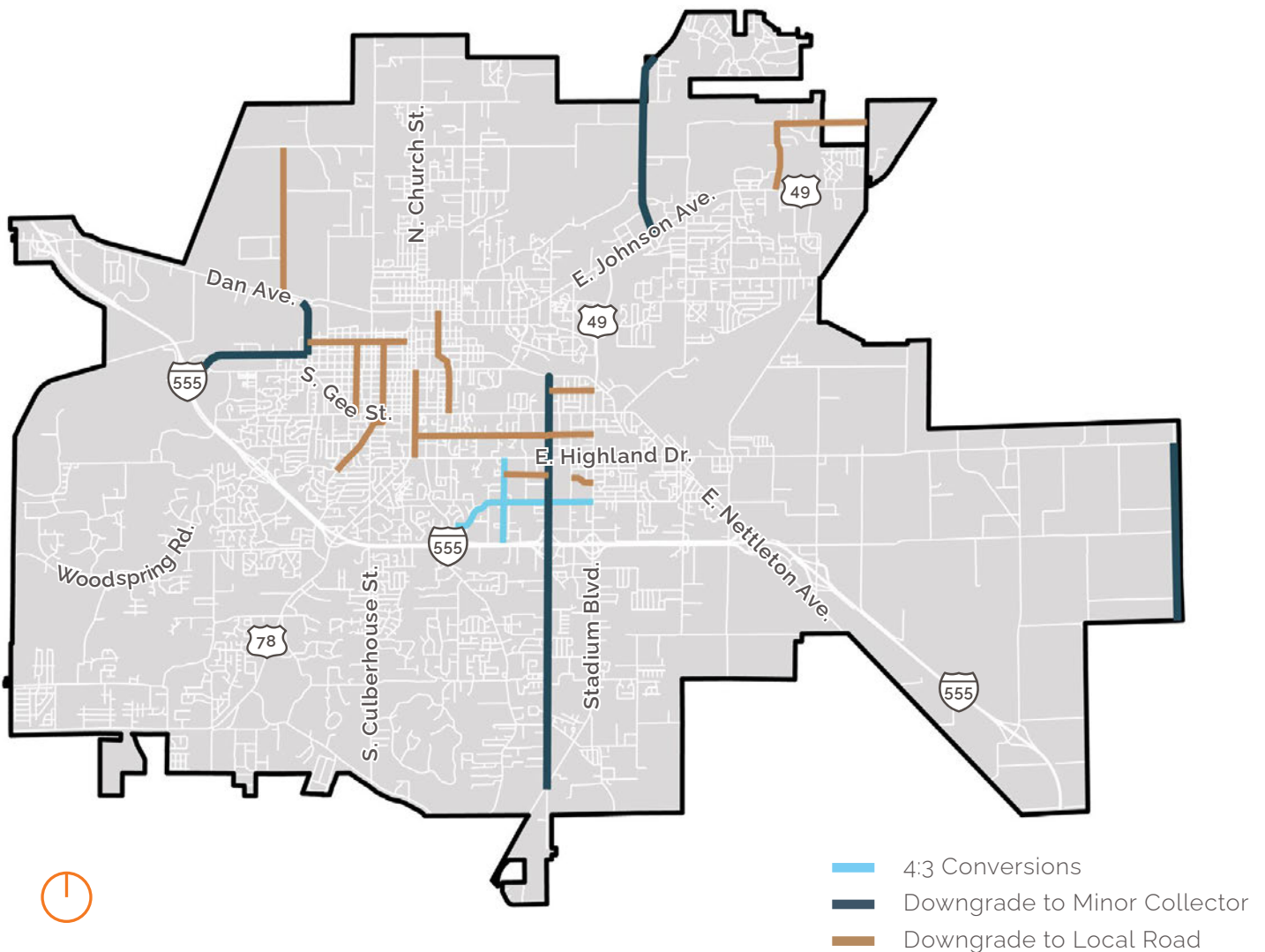
Recommended Downgrades

Several corridors in Jonesboro are “overclassified”, meaning they carry fewer cars than they are designated to move, and are designed with fewer lanes than their designation requires.

Principal Arterial to Minor Arterials

Caraway Road is designated as a principal arterial, which is defined as carrying through traffic and limited access to private property. With eight traffic lights over a span of 2 miles from Interstate 555 to where the roadway ends at Matthews Avenue, Caraway functions more accurately as a Minor Arterial.

A short section of Gee Street from Washington to Dan is designated as a principal arterial but carries approximately 5,800 vehicles per day, much less than the standard of 40,000 per day. This section is recommended to be downgraded to a Minor Arterial, creating consistency in future design along Gee from Dan to Nettleton. Gee Street is the site of a future neighborhood center and should not be designed to support high traffic counts from a principal arterial.



TRANSPORTATION & INFRASTRUCTURE

Street Infill Connections

Washington Avenue from Gee Street west to Interstate 555 is designated as a principal arterial but carries fewer than 5,000 vehicles per day. While land uses on this section are commercial or industrial, this road should be re-designated as a Minor Arterial.

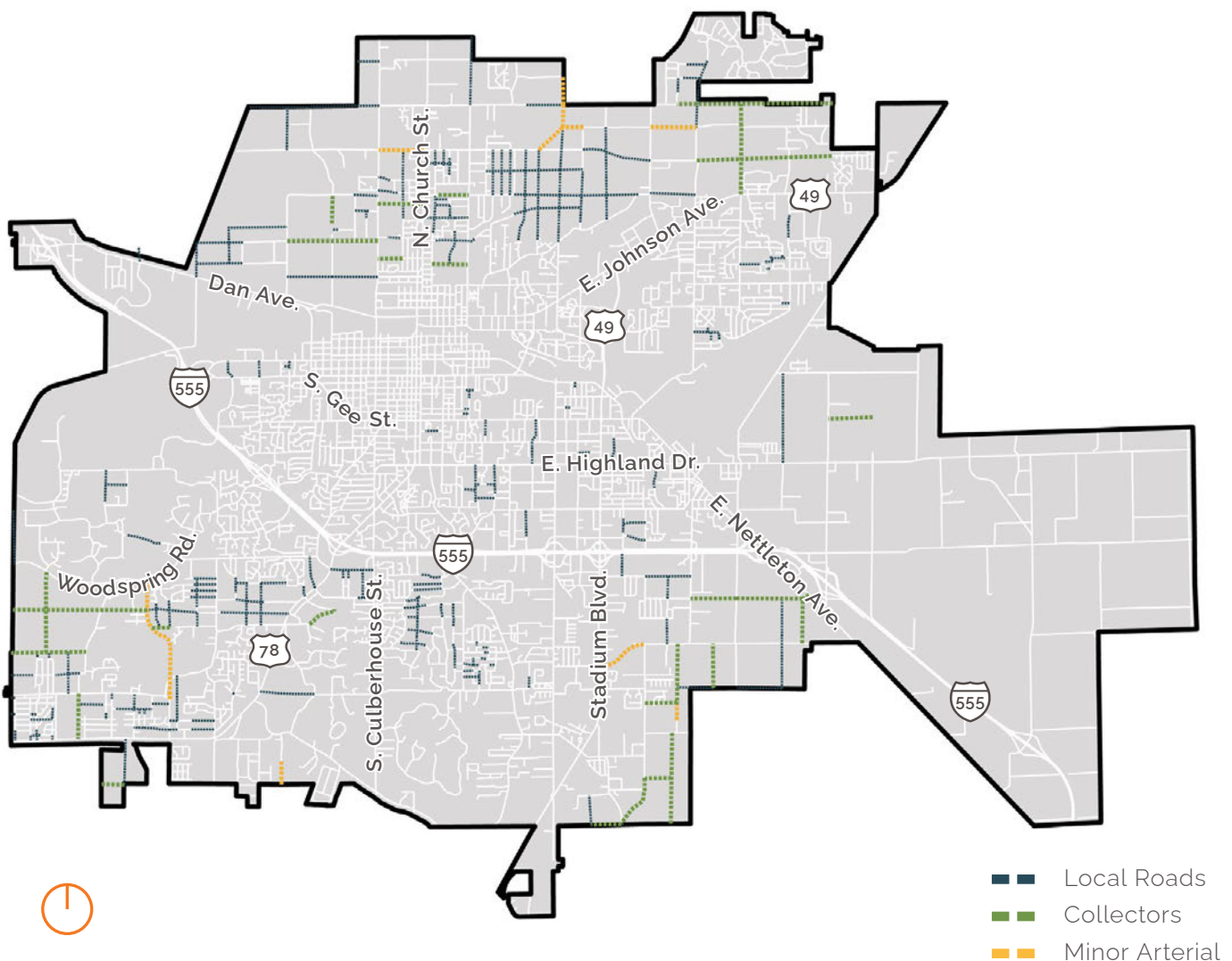
Old Greensboro Road is designated as a principal arterial and adequately serves nearly 10,000 vehicles per day. This is a primary long-distance corridor connecting Jonesboro and Paragould, and should be downgraded to a Minor Arterial.

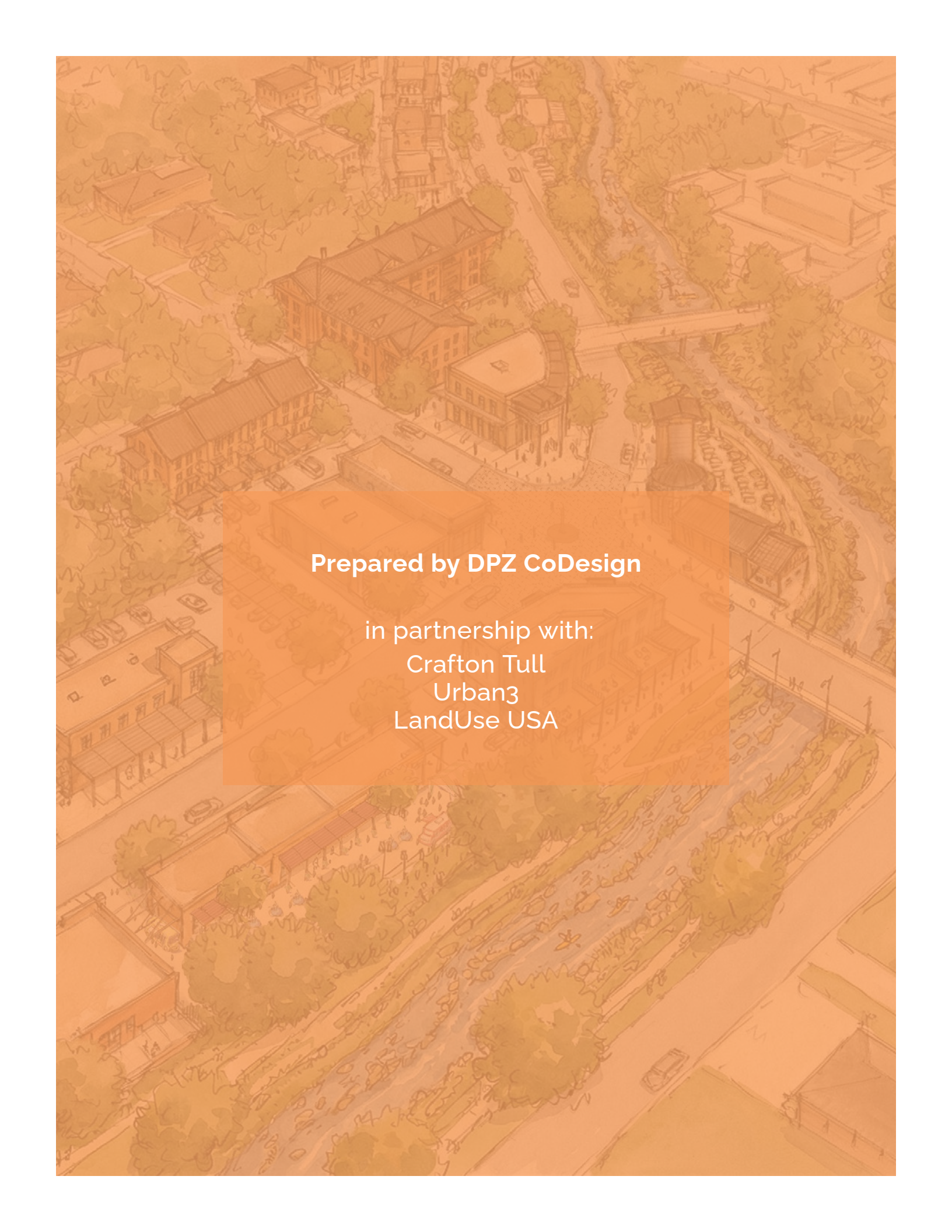
Collectors to Local Roads

Willett Road from Dan Avenue to Arrowhead Farm Road is designated as a collector, but recent traffic counts estimate fewer than 100 cars per day. This corridor should be downgraded to a Local Road.

Bridger Road in the northeast area of the city is designated as a collector and carries fewer than 3,000 vehicles each day. This should be designated as a local road instead.

Wood, Thomas, Flint, Vine, Kitchen, Bridge, Wilkins, Stallings, Grant, and Parkwood are all narrow, two-lane, primarily residential corridors that should be designated as local roads.



An aerial sketch of a city street scene, rendered in a warm, orange-brown color palette. The sketch shows a grid of streets with various buildings, including a large multi-story building with a prominent entrance. Trees are scattered throughout the scene, and a river or canal flows through the lower right portion. The overall style is artistic and illustrative.

Prepared by DPZ CoDesign

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LandUse USA