



blueprint  
**JONESBORO**  
A Community Reimagined



**LCI DOWNTOWN PLAN UPDATE  
PREPARED BY TSW  
ADOPTED APRIL 2017  
\*AMENDED & ADOPTED APRIL 2020**



My Place Coffee

People Pleasures

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## ACKNOWLEDGMENTS

Blueprint Jonesboro is a collaborative effort between the Atlanta Regional Commission, the City of Jonesboro, a consultant team, and the people of Jonesboro. The study was funded by the Livable Centers Initiative and the City of Jonesboro.

The consultant team was lead by TSW in association with Arnett Muldrow & Associates and Keck & Wood.

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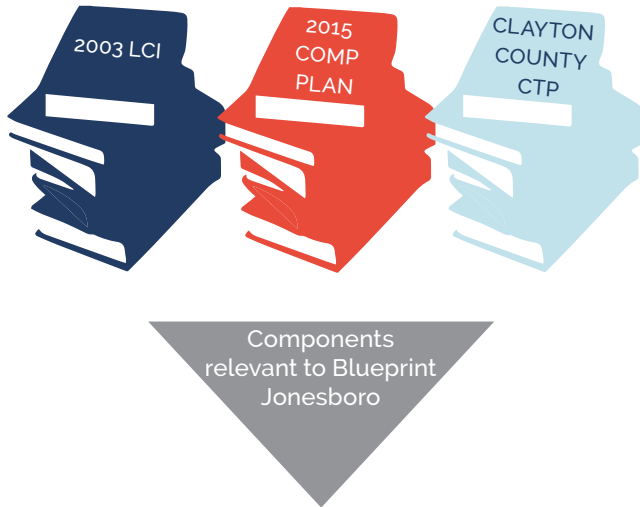
# 1

## EXISTING CONDITIONS

- >> Previous Plans & Progress to Date
- >> Project Overview
- >> Existing Conditions
- >> Demographics

# 1.1 PREVIOUS PLANS & PROGRESS TO DATE

Several previous plans form the foundation for Blueprint Jonesboro (the 2017 Livable Centers Initiative (LCI) Plan Update)



## JONESBORO LCI // 2003

### >> Vision

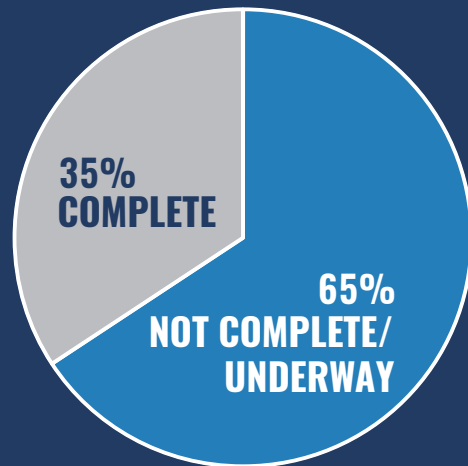
To build upon the historic character of the community and a dynamic vision for the future

### >> Goals & Objectives

- Provide housing opportunities downtown
- Encourage mixed-use development
- Expand market opportunities
- Increase Jonesboro's existing sense of place and community identity
- Increase pedestrian connections and safety
- Plan for future transit and commuter rail and expand parking needs

### >> Five-Year Implementation Program

61 projects divided into three categories: transportation, housing, and other



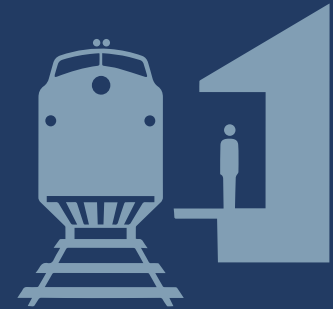
## PRIORITIES



QUALITY HOUSING



PEDESTRIAN-ORIENTED DESIGN



PLAN FOR COMMUTER RAIL

### 2003 LCI PROGRESS CHECKLIST

The following checklist shows progress that has been made on recommendations of the previous LCI plan, some of which are no longer relevant.

#### >> Transportation

- Main Street Streetscape from North to South Streets
- West Mill Street Parking Deck
- Commuter Rail Station
- Smith Street Streetscape
- Fayetteville Road Sidewalks
- Close West Mill Street Railroad crossing to traffic
- Lee Street Streetscape
- Construct Gateway
- New parkway from S. McDonough Street to old Courthouse
- Multi-use trails from new middle school to Stately Oaks
- Wayfinding system
- North Main Street streetscape
- Courthouse Drive parking deck
- Proposed Downtown Trolley
- Crosswalk & traffic light improvements at College Street, Mill Street, Spring Street, North Avenue

#### >> Housing

- Revise zoning ordinance to include mixed-use district and historic overlay
- Adopt design standards within Historic District
- Renovate public housing on Hightower Street

#### >> Other

- Update Comprehensive Plan to reflect LCI
- Revise development regulations to support LCI
- Activate the Downtown Development Authority
- Seek certified local government status with Historic Preservation Division
- Relocate Clayton County Commission offices to Old Courthouse
- Acquire site for Tara Museum
- Conduct feasibility study for African-American Heritage Museum
- Hire tourism specialists
- Hire Downtown Manager
- Hold referendum on liquor-by-the-drink
- Develop Town Center Plaza

# JONESBORO COMPREHENSIVE PLAN // 2015

## >> Goals Summary

The City of Jonesboro is a diverse and forward-thinking community, actively engaged in shaping its future. The people of Jonesboro are working to capitalize on the city's qualities and values to make it a successful community.

### 1) A Re-Energized, Bustling Main Street District

Main Street, while not the main employment hub of the city, will become the primary destination for residents and visitors.

### 2) Remarkable Places throughout the City

The city will work with property owners to refresh and redevelop aging retail and office properties to make the city an attractive destination.

### 3) A Strong Economy as the County Seat of Clayton County

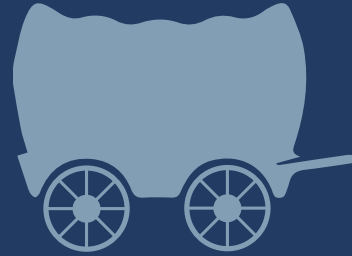
The City of Jonesboro will capitalize on its regional location within the Atlanta Aerotropolis area, and as a local tourism destination.

### 4) A Connected City with High-Quality Amenities

Jonesboro will link its neighborhoods and connect to the region via high-quality transportation options that distinguish it as the hub of Clayton County.



- >> Located on two major transportation corridors (Tara Boulevard & State Route 54)
- >> Within 20 minutes of Hartsfield-Jackson Atlanta International Airport



- >> 20 historic sites within city limits and a National Register Historic district for the downtown
- >> Historic character drives tourism



- >> Opportunities exist within downtown and to the north of downtown
- >> Jonesboro is currently investing in these areas and should continue to do so



- >> Large workforce tied to Clayton County
- >> This workforce as well as visitors provide a large daytime population downtown



## >> Assets & Challenges

Jonesboro's 2015 Comprehensive Plan identified key assets and challenges. Below are those assets and challenges applicable to downtown Jonesboro.

## >> Short Term Recommendations

- Examine opportunities for annexation
- Work with MARTA on future station locations
- Come into compliance with the LCI program
- Develop an economic development package for new and existing businesses
- Develop an economic development website
- Apply for GDOT Roadside Enhancement Funds for state routes within the city
- Develop signage, landmarks, and crosswalks for a walking tour of downtown Jonesboro
- Create a city municipal complex
- Construct Broad Street plaza/park
- Smith Street streetscape improvements
- North Main Street streetscape improvements
- Improve the Battleground Park to include an open field, nature walk, and nature preserve
- Conduct a zoning code audit to compare proposed plans with existing codes and make necessary updates



# CLAYTON COUNTY COMPREHENSIVE TRANSPORTATION PLAN // 2007

## >> Vision

This will guide the development of a multimodal transportation system that ensures safe and efficient movement of people and goods, supports mobility and accessibility for all citizens, protects natural, historic, and cultural resources, and has community and regional support.

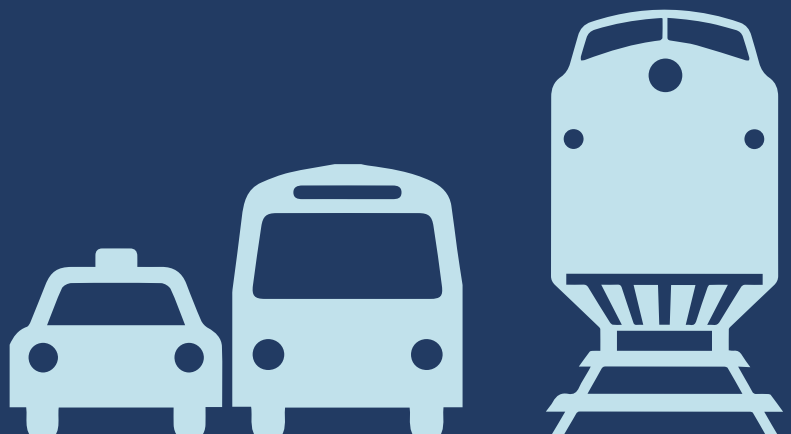
The system will support quality of life and economic development by providing improved public transportation, an expanded network of sidewalk and bicycle facilities, as well as roadway improvements that reduce congestion and provide access to employment, schools, and other destinations.

## >> Goals

- Enhance and maintain transportation system to meet existing and future needs
- Ensure the transportation system promotes and supports appropriate land use and development
- Encourage and promote safety and security
- Improve connectivity and accessibility
- Enhance mobility for all users of the transportation system
- Promote and support economic development and redevelopment
- Improve quality of life, preserve the environment, and protect neighborhood integrity

## >> Key Policies

- Close gaps within existing sidewalk networks to eliminate safety and connectivity issues
- Prioritize pedestrians needs for schools, especially elementary and middle schools
- Prioritize bicycle paths using the greenway suitability rating and the priority categories of nearby schools, transit stops, parks, recreation centers, and tourism areas
- Establish standards for pedestrian and bicycle-friendly crosswalks, detection and signals, signing, and other amenities such as seating, lighting, or trash receptacles, where applicable
- Require that new developments and subdivisions address pedestrian and bicycle circulation needs as they would vehicular impacts
- At activity centers and along development corridors, require development of secondary internal street network



## >> Proposed Projects

- Fayetteville Road extension around Jonesboro, connecting Fayetteville Road and Flint River Road to Route 138
- Traffic study to examine access issues around potential commuter rail stations
- Traffic operations and/or safety improvements at intersection of Route 54/Jonesboro Road and Route 138
- Traffic cameras on Lake Jodeco Road south of Key Street and on Main Street between Church Street and College Street
- Pursue detailed station area planning and design for commuter rail stations (Atlanta to Lovejoy) at a regional level
- Sidewalks & crossings along Jonesboro Road
- Sidewalks & crossings along Stockbridge Road
- Pedestrian improvements for a recreation/tourism corridor along West Mill Street
- Pedestrian improvements to fill in gaps along Spring Street
- Mid-block crossing needs assessments
- Establish "Special Pedestrian District"
- "Sharrows" (shared bicycle lane markings) along Spring Street and West Avenue

## OTHER PLANS & PROJECTS

### >> Atlanta Regional Commission Concept 3 Report // 2008

- Arterial Rapid Transit on State Route 34/54 from Newnan to Jonesboro (frequent transit service with limited stops, enhanced passenger amenities, and low cost travel time improvements, including partial signal preemption, queue jumper lanes, and bus-only lanes where feasible)
- Regional Suburban Bus Service from Lithonia to Southlake to Jonesboro, and McDonough to Jonesboro to Union City

### >> Georgia State Rail Plan // 2015

- Atlanta to Macon via Griffin is mentioned as being "under consideration for intercity and commuter rail service" but is not explored in depth in the study
- A shorter route passing through McDonough is investigated
- Route through Jonesboro is included as "Historically Proposed Atlanta Commuter Rail Network"

### >> GDOT Projects

- **PI 0008440:** Jonesboro Downtown Pedestrian Streetscape - Phase II
- **PI 0008441:** Jonesboro Downtown Pedestrian Streetscape - Phase III
- **PI 0010722:** Streetscape along Main Street and McDonough Street from Spring Street to North Avenue and along Main Street from South Avenue to College Street



# 1.2 PROJECT OVERVIEW

“Focusing on economic development will improve the downtown area, and expand the tax base which will assist in achieving all the goals of the city.” // Comprehensive Plan, 2015



## VISION OF BLUEPRINT JONESBORO //

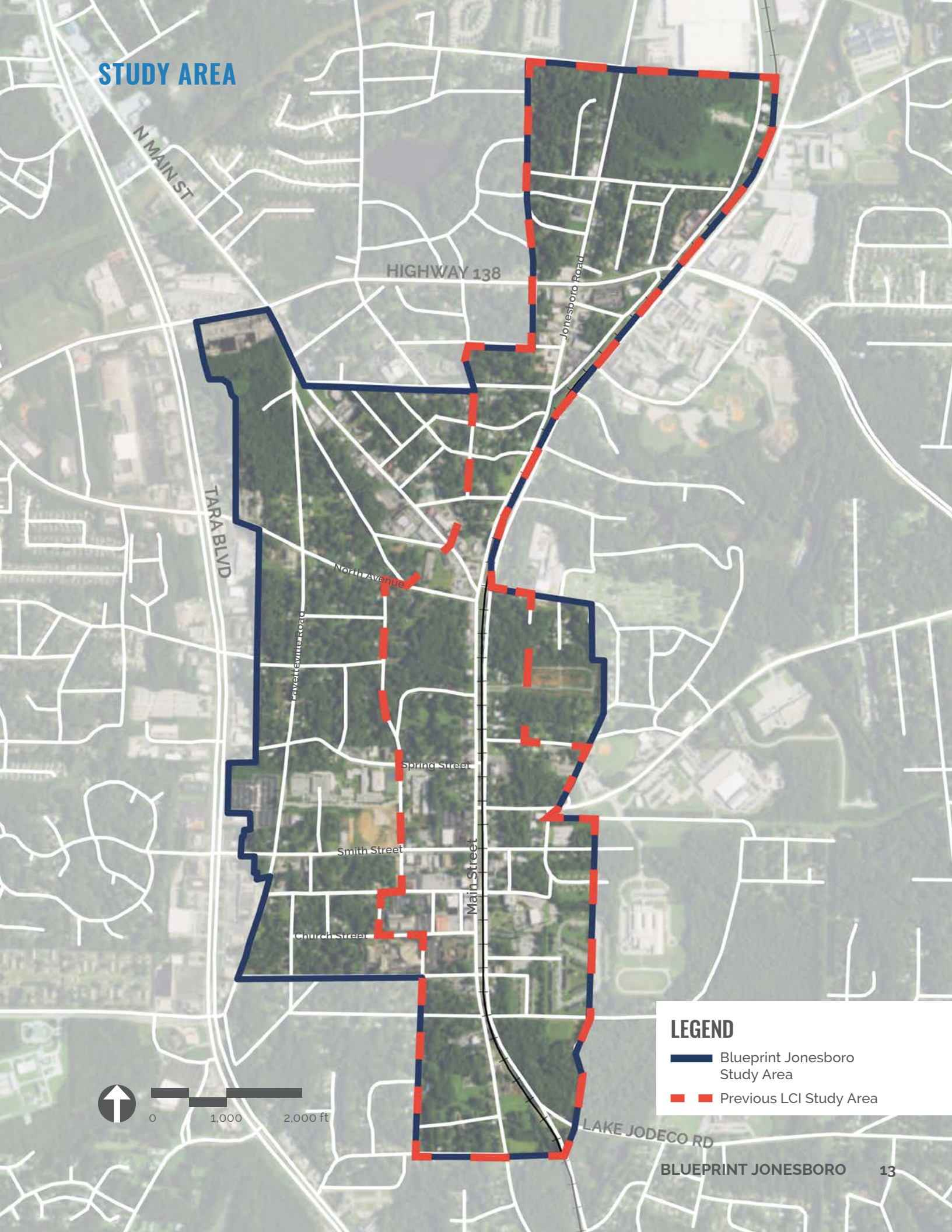
Blueprint Jonesboro is the City of Jonesboro's 2016 LCI 10-Year Plan Update. The plan's vision is to create a vision for the future of downtown Jonesboro—a vision that will grow the local economy, leverage Lee Street Park, encourage appropriate development, make walking and biking easier, and revitalize the Main Street corridor.

## BLUEPRINT JONESBORO //

### A COMMUNITY REIMAGINED

The 2017 Blueprint Jonesboro study area focuses on a larger study area than the previous LCI completed in 2003, as shown in the map on the following page.

# STUDY AREA



## LEGEND

- Blueprint Jonesboro Study Area
- Previous LCI Study Area



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Masonic Lodge located on Railroad Street (now North McDonough Street) was built circa 1860 as the first Clayton County Courthouse  
Photo Courtesy Georgia Archives, Vanishing Georgia Collection, clt003

## LEAKSVILLE TO JONESBORO // A BRIEF HISTORY

Established in the early 1820s, Leaksville was founded along two key trading routes: White Hall Road or Griffin Road (depending on your direction of travel), and Stawn Trail (later known as Stagecoach Road, following State Route 54 and Highway 138 north to Decatur).

The location of Leaksville drew interest from Georgia's growing rail industry, and by 1843 the old Monroe Railroad reached Leaksville. However, the line was never completed due to financial difficulties, causing work to stall in 1844.

Unable to work for the railroad during this time, Colonel Samuel Green Jones, one of the railroad's principal engineers, found other ways to use his engineering skills by developing a traditional town layout for Leaksville. He re-engineered the town to be roughly 2,000 feet from north to south and 2,400 feet east to west. His plan was rectangular

in shape, allowing the railroad to run through the center of town. As an expression of gratitude, the town changed its name from Leaksville to Jonesboro as a way of honoring Colonel Jones.

Shortly after 1845, a rail line was completed between Atlanta and Marthasville by the Macon and Western Railroad and Banking Company. The line, which connected southern Georgia with Atlanta, was a major transportation route that passed through downtown Jonesboro. Farms dotted the landscape around a city which began to show signs of wealth through large homes and a regionally recognized school system. Jonesboro became a commercial and educational center, which resulted in designating Jonesboro as the seat of the newly created Clayton County in 1858.

By 1862, the effects of the Civil War were evident in the once bustling town. Jonesboro was the site of the last major battle of the war, one that burned two thirds of the city and led to the fall of Atlanta.



# 1.3 EXISTING CONDITIONS



Ashely Oaks Mansion (1879)

## HISTORIC ARCHITECTURE & DISTRICTS //

The historic building inventory of Jonesboro represents many different periods, most notably Greek Revival and early Victorian. In August of 1971, in order to protect the architectural history of Jonesboro, the City established a National Register Historic District, as shown on the following page.

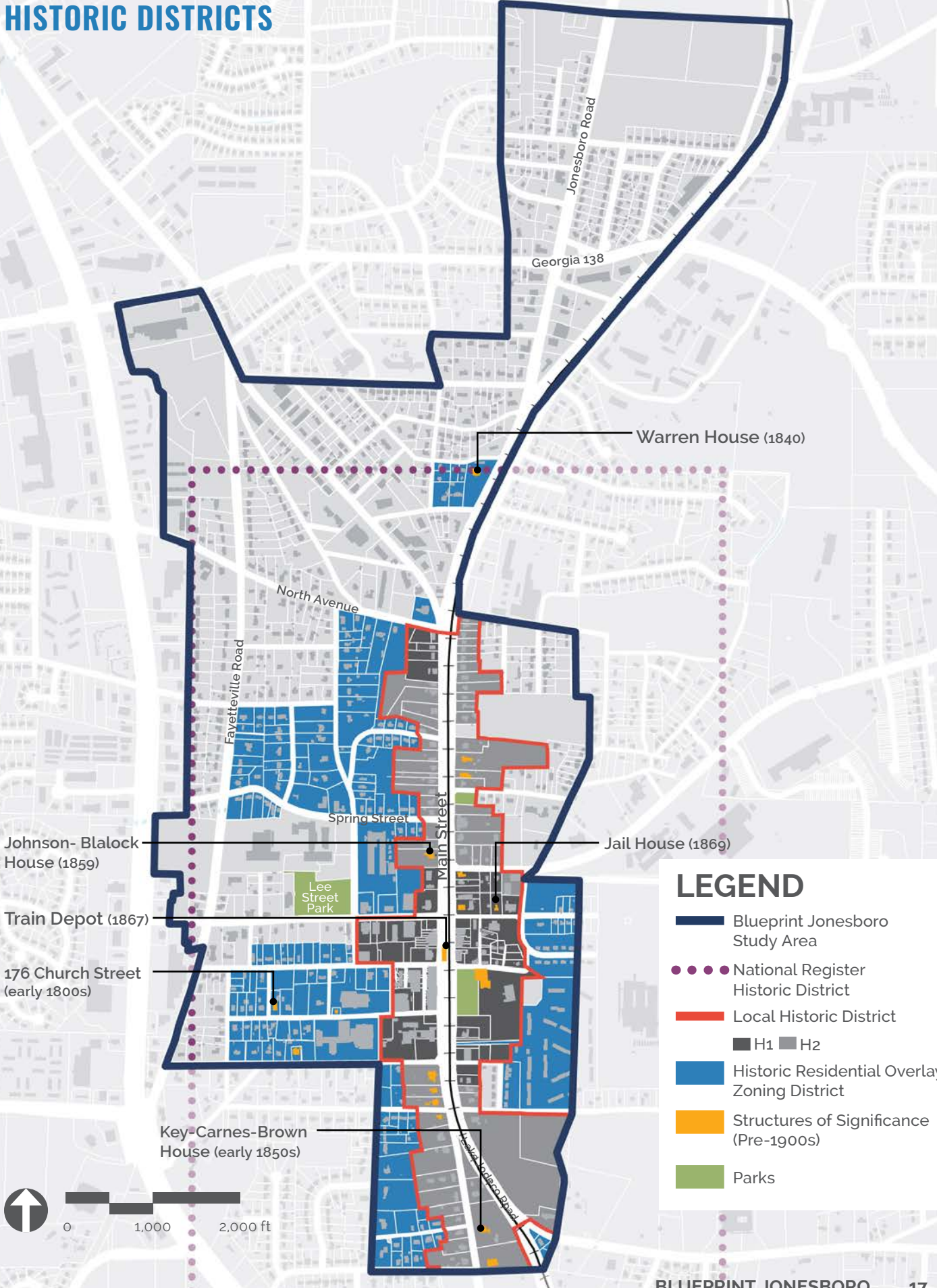
The historic commercial strip along the west side of Main Street (directly across from the 1898 County Courthouse) was destroyed during the Battle of Jonesboro. After the Civil War ended, the brick facades of these buildings were incorporated into new construction of the time (early to late 1870s). These buildings retain a moderate level of historic integrity. However, none of the buildings are historically accurate due to inappropriate renovations and additions.

Today, Jonesboro's zoning code includes three separate historic designations. The H1 and H2 districts strive to preserve and enhance historic character while promoting the goals of the previous LCI. The main difference between the H1 and H2 district is the fact that H2 encourages thoughtful reuse of historic houses for non residential purposes.








The historic residential zoning overlay district establishes architectural standards that regulate exterior rehabilitation and new construction. This district covers neighborhoods with a variety of architectural styles and includes a majority of the most significant historic structures in Jonesboro.



# HISTORIC DISTRICTS



## LEGEND

-  Blueprint Jonesboro Study Area
-  National Register Historic District
-  Local Historic District
-  H1 H2
-  Historic Residential Overlay Zoning District
-  Structures of Significance (Pre-1900s)
-  Parks





Clayton County Fire Station 13

## COMMUNITY RESOURCES //

Community resources include places where people gather, such as schools and parks, or public facilities that provide important and necessary services for everyday life. Downtown Jonesboro has an unusually diverse collection of community resources within its downtown, despite the relocation of the county courthouse to Tara Boulevard, which removed a significant amount of activity from the downtown.

The analysis map at right shows how City Hall, the Fire Department, and the Post Office are disconnected from public facilities further south, such as the Police Department and City Council Chambers. The Historic County Courthouse is located across the railroad tracks from most other public buildings. While these resources are less than a 10-minute walk apart, they feel disconnected from one another.

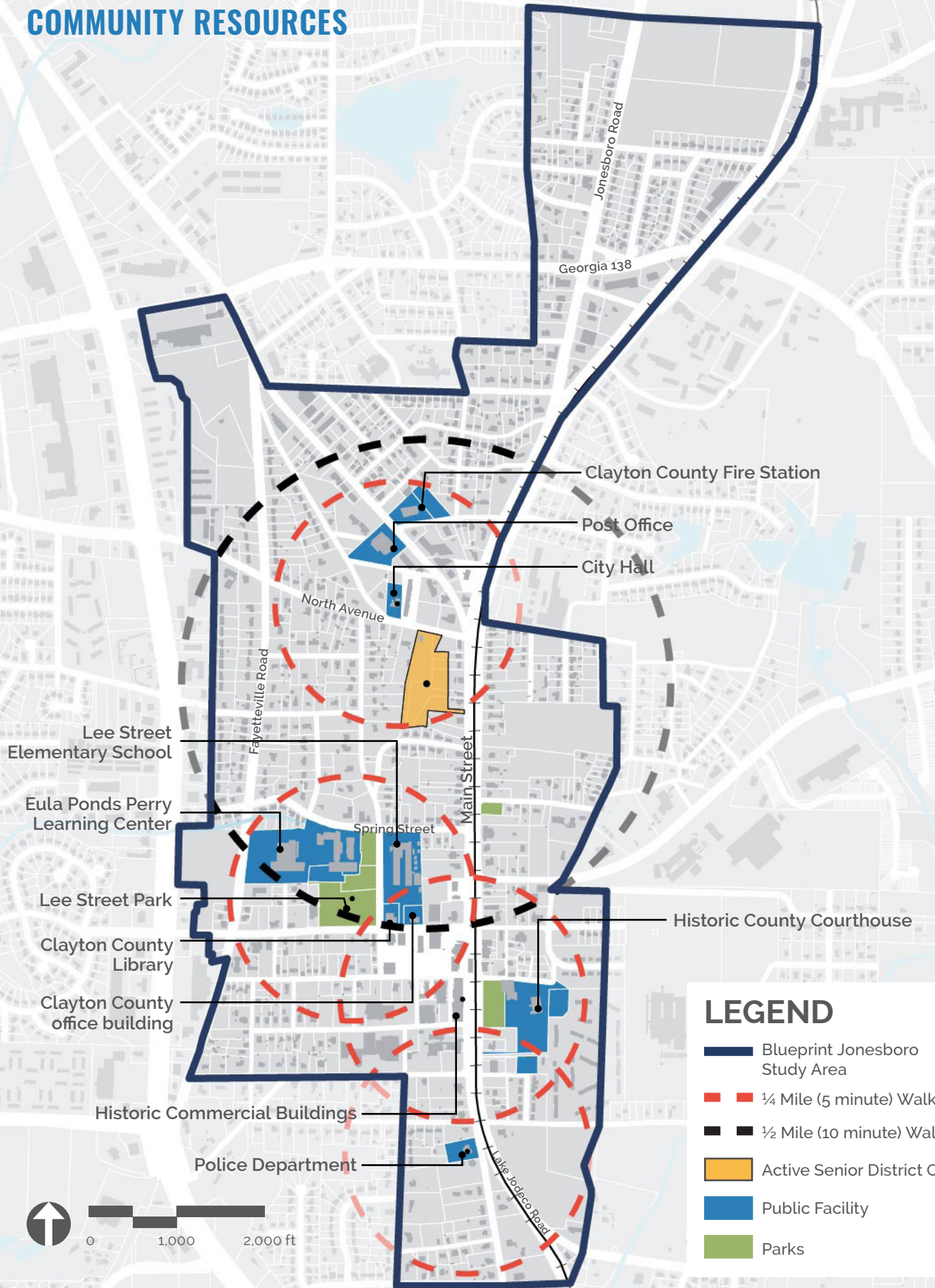
Finally, Lee Street Park serves as a gathering place for those who attend or visit the adjacent schools and public library, creating a hub of activity on weekday afternoons.

### >> Strengthening the Spine

Main Street serves as the North-South "spine" of Jonesboro's downtown and its identity. The roughly one-mile segment between the Police Department building and North Avenue is the confluence of several major collector roads that feed traffic into downtown, and showcases a number of the city's historic architectural landmarks. It constitutes an important redevelopment opportunity that complements the "core area" concepts presented later in this document.

In order to encourage redevelopment along this corridor, and in recognition of the need for affordable senior housing in the downtown, the city has introduced a new "Active Senior" district overlay for certain properties near the intersection of Main Street and North Avenue (see pg 58). This overlay district is highlighted on the Community Resources map on the next page. An additional zoning overlay and design standards are contemplated for North Main Street, north of the Active Senior area (see pg 59).

# COMMUNITY RESOURCES



## LEGEND

- Blueprint Jonesboro Study Area
- 1/4 Mile (5 minute) Walk
- 1/2 Mile (10 minute) Walk
- Active Senior District Overlay
- Public Facility
- Parks

## EXISTING LAND USE PATTERNS //

A look at how each parcel of land is used in the study area can shed light on the character of Jonesboro as a whole. Land uses and the relationships between them contribute significantly to a town's feel: whether it is interesting, memorable, or walkable. An increased focus on mixed uses in recent years is evidence of a rediscovery of the value of traditional town forms, in which shops, houses, apartments, civic buildings, and jobs are woven together compatibly.

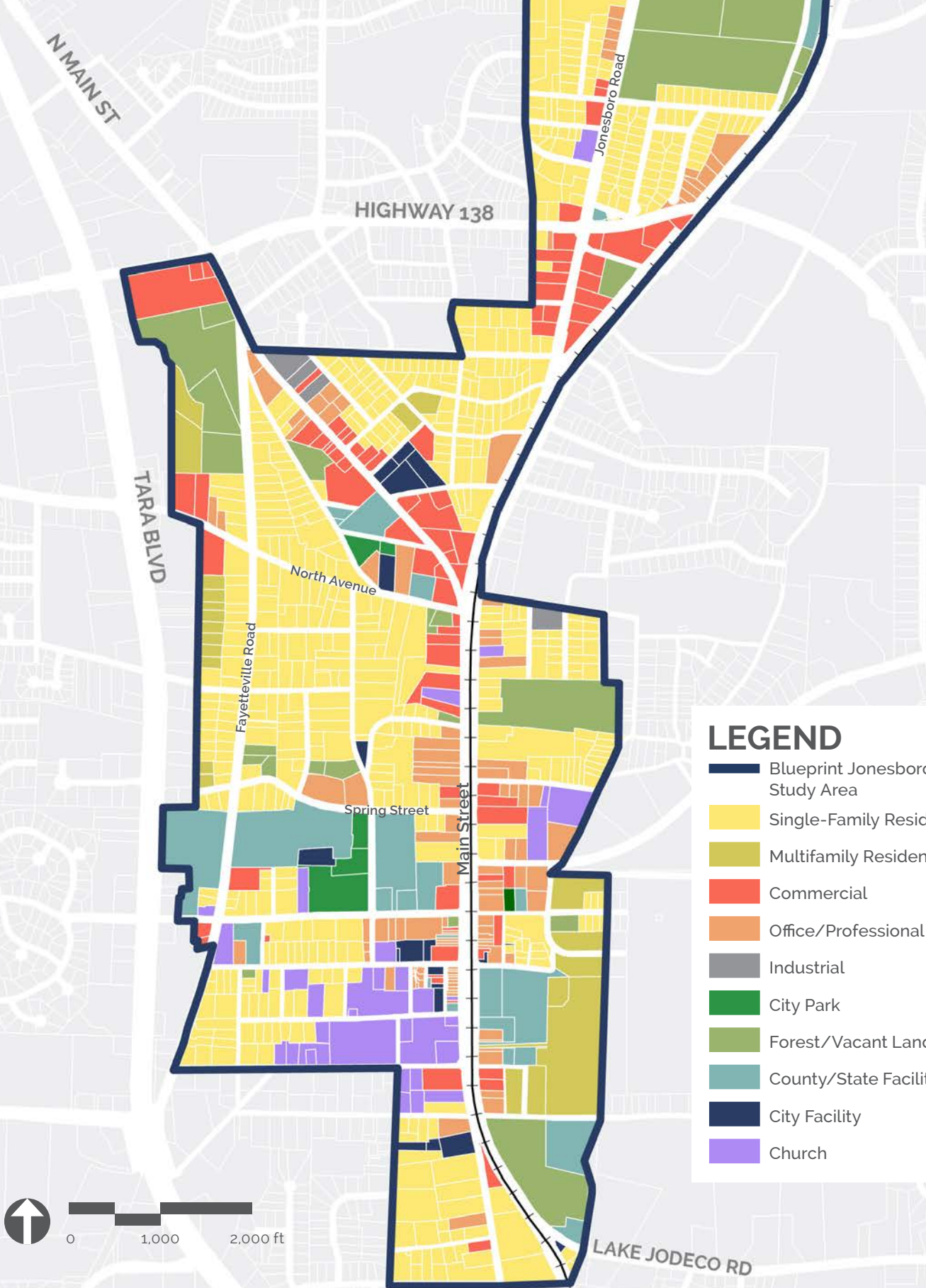
One of the strengths of downtown Jonesboro is its fine grained mix of land uses and combination of institutional, residential, and commercial activities,

all within a short walk of each other. Public and private institutions form a significant part of the mix.

These are shown on the map on the following page. The dominant land use within the study area is single family residential. Commercial and office / professional uses cluster along Main Street and Jonesboro Road, and there are significant concentrations of churches and civic facilities, especially city and county buildings, throughout the downtown area.



# EXISTING LAND USE



### LEGEND

- Blueprint Jonesboro Study Area
- Single-Family Residential
- Multifamily Residential
- Commercial
- Office/Professional
- Industrial
- City Park
- Forest/Vacant Land
- County/State Facility
- City Facility
- Church





Existing business in a C-1 zoning district

## EXISTING ZONING //

- The City's existing single-family residential districts are effective tools for retaining the character of existing neighborhoods.
- The R-M multifamily residential district allows non-single-family housing options, including small-scale multifamily uses, but lacks requirements to ensure that new construction is well designed. Minimum unit size regulations could also limit housing options available.
- The City lacks a district that allows small lot single-family houses, cottage courts, tiny houses, and similar options that are less intensive than M-R, but more intense than R-4. The smallest detached residential lot allowed is 4,000 square feet, but many of these uses have much smaller lots.
- The H-1 and H-2 districts are effective tools for preserving the character of downtown and encouraging mixed-use development.
- The MX mixed-use district provides an effective tool for allowing mixed-use development, but no properties are currently zoned MX.
- Commercial districts are very auto-oriented in terms of setbacks, lot sizes, and uses. While this may be appropriate in some areas of the city, it may not be in others.
- Commercial districts lack basic design provisions, although the Tara Boulevard Overlay does provide design standards for most C-districts.
- Parking requirements in most zoning districts are relatively high and inflexible for a town setting like downtown Jonesboro.
- In general, the Zoning Ordinance could be more user-friendly through greater use of charts, tables, and attention to usability.
- The use of specific housing styles (outside of historic districts) is unusual and may be overly restrictive.
- The incorporation of a thoroughfare plan into the zoning ordinance could be an effective way to connect transportation and land uses.

# EXISTING ZONING

N MAIN ST

HIGHWAY 138

Jonesboro Road

TARA BLVD

















North Avenue

Fayetteville Road

Spring Street

Main Street

## LEGEND

-  Blueprint Jonesboro Study Area
-  A Assembly Rights
-  H Historic Residential
-  AH Historic Residential & Assembly Rights
-  T Tara Boulevard
-  County Parcels
-  C-1 Neighborhood Commercial
-  C-2 Highway Commercial
-  H-1 Historic District
-  H-2 Historic District
-  M-1 Light Industrial
-  O-I Office & Institutional
-  R-2 Single-Family Residential
-  R-4 Single-Family Residential
-  R-C Cluster Residential
-  RM Multifamily Residential



LAKE JODECO RD

		
<p><b>NOT SUSCEPTIBLE</b></p>	<p><b>SOMEWHAT SUSCEPTIBLE</b></p>	<p><b>HIGHLY SUSCEPTIBLE</b></p>
<ul style="list-style-type: none"> <li>• Good appearance</li> <li>• No signs of decay</li> <li>• Unique character</li> </ul>	<ul style="list-style-type: none"> <li>• Average to fair condition</li> <li>• Cosmetic decline</li> <li>• Signs of deterioration</li> </ul>	<ul style="list-style-type: none"> <li>• Distressed or failing</li> <li>• Highly visible decay</li> <li>• Vacant lot</li> </ul>

## SUSCEPTIBILITY TO CHANGE //

As time passes, the use of lots and buildings is expected to change in downtown Jonesboro. The map at right shows each parcel based on its likelihood to change in the near future.

### >> Land Not Susceptible to Change

This category includes historic structures not in need of rehabilitation, newly constructed buildings, single-family housing, and civic uses such as parks or the courthouse. Underutilized historic structures in this category could represent opportunities for adaptive reuse, while maintaining their historic character. Other parcels are stable and not likely to change in the near future.

### >> Land Somewhat Susceptible to Change

This category includes structures that are not historically significant or have historically inappropriate renovations and or additions, land uses that can relocate, or buildings starting to show signs of deterioration.

### >> Land Highly Susceptible to Change

This category includes vacant land, structures that are distressed or failing, surface parking lots, or development that does not reflect the highest or best use of the land and is not likely to remain for the foreseeable future.



# SUSCEPTIBILITY TO CHANGE

N MAIN ST

HIGHWAY 138

Jonesboro Road

TARA BLVD





Fayetteville Road

North Avenue

Spring Street

Main Street

## LEGEND

-  Blueprint Jonesboro Study Area
-  Highly Susceptible to Change
-  Somewhat Susceptible to Change
-  Not Susceptible to Change



LAKE JODECO RD



## CONNECTIVITY //

Downtown Jonesboro has an ample network of local streets that generally serve cars and trucks well and provide multiple routes to each destination, especially near Lee Street Park and the Historic Main Street area. The railroad bisects the downtown, reduces connectivity, and creates safety issues.

The lack of sidewalks and safe places to bike in many locations means that most people in Jonesboro drive to their destination, even if it is a short distance away. There is a good network of sidewalks near Lee Street Park and Main Street, but this breaks down farther north. There are very limited safe, defined pedestrian crossings of the railroad.

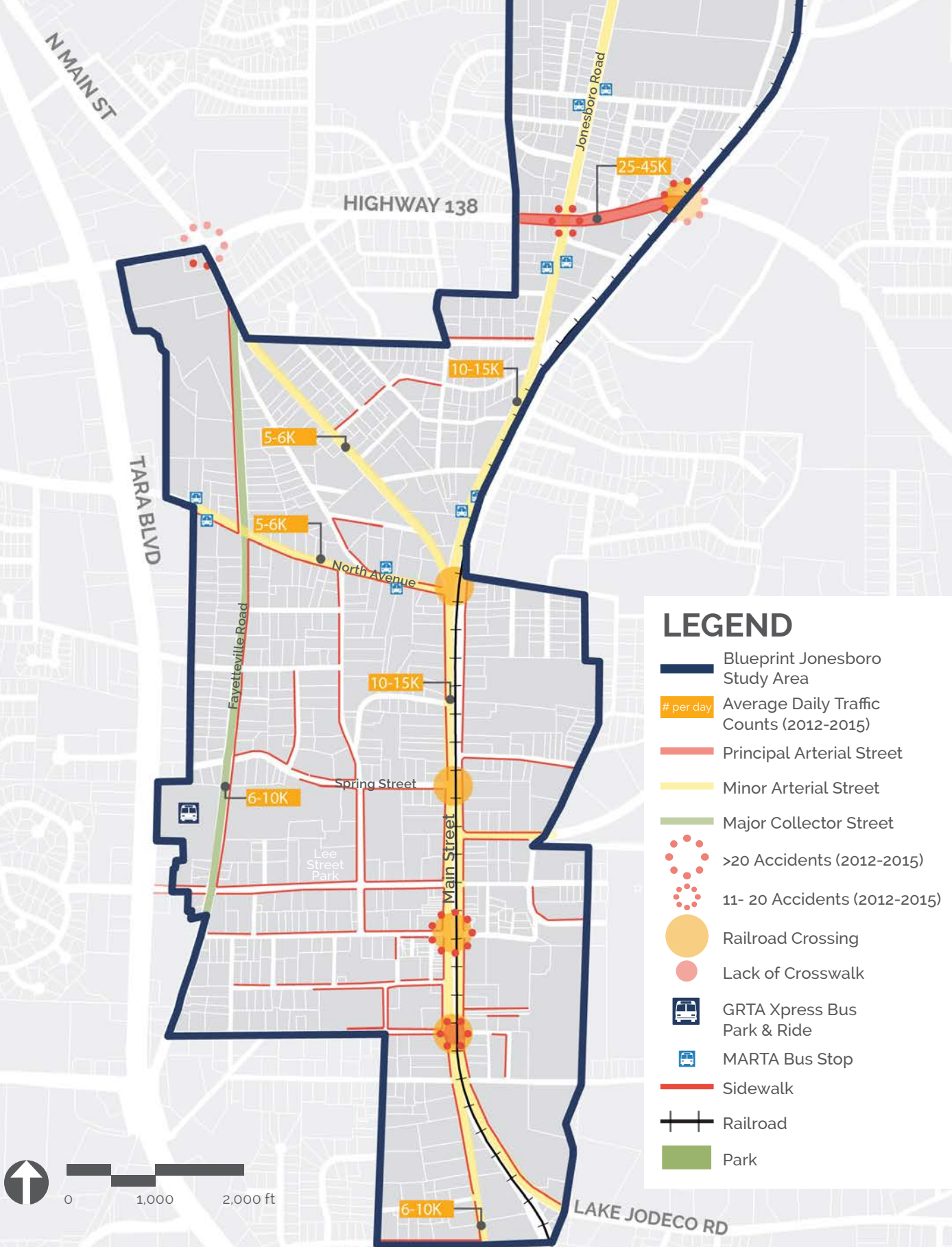
MARTA buses serve the study area with numerous bus stops. 193 runs along Jonesboro Road and North Avenue and connects downtown Jonesboro to Clayton State University, Forest Park, and East Point. There is also a GRTA park and ride facility just east of downtown Jonesboro that provides commuter bus service to Atlanta and Hampton via routes 440 and 441.

Local stakeholders expressed some concerns about traffic in downtown Jonesboro, most of which is generated by visitors and those doing business rather than local residents.

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ABOVE LEFT: Existing sidewalks on North Main Street  
ABOVE RIGHT: Recent sidewalk improvements on South Main Street

# EXISTING INFRASTRUCTURE



### LEGEND

- Blueprint Jonesboro Study Area
- # per day Average Daily Traffic Counts (2012-2015)
- Principal Arterial Street
- Minor Arterial Street
- Major Collector Street
- >20 Accidents (2012-2015)
- 11- 20 Accidents (2012-2015)
- Railroad Crossing
- Lack of Crosswalk
- GRTA Xpress Bus Park & Ride
- MARTA Bus Stop
- Sidewalk
- Railroad
- Park



# 1.4 DEMOGRAPHICS

The market study addresses demographics, residential, retail, and office/industrial markets for the Blueprint Jonesboro study area and the City of Jonesboro. The following analysis looks at trends within the study area and the surrounding area identified as the relevant market for Jonesboro. It outlines opportunities for development that can be supported by the local market.

The entire Atlanta metro region has seen significant population growth since 2000, but the communities on the south side have grown more modestly. Jonesboro has had its fair share of population growth during this time, yet has remained a small town in an urban market.



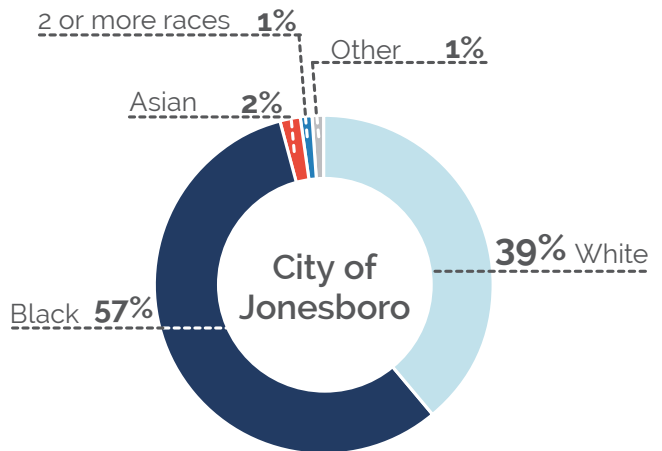
## >> Population Growth

- The City of Jonesboro experienced a 23% growth in population from 2000-2010, but only 0.5% between 2000 and 2015.
- Clayton County has seen a sustained growth rate from 2000 through 2015.
- The Atlanta Regional Commission forecasts the metro area growing by 2.2 million people between 2016 and 2040, a 37% increase.
- During the same time, Clayton County is projected to grow at only 9%.

## >> Age & Ethnicity

- City of Jonesboro residents' median age was 31 in 2014, younger than both Clayton County residents and the metro area.
- Jonesboro's population is estimated to be 39% White, 58% Black, and about 3% Other race, when categorized by single classification. Of this population, 6% have Hispanic or Latino Origin.

## >> Racial Composition



## >> 2014 Median Age





### >> Income

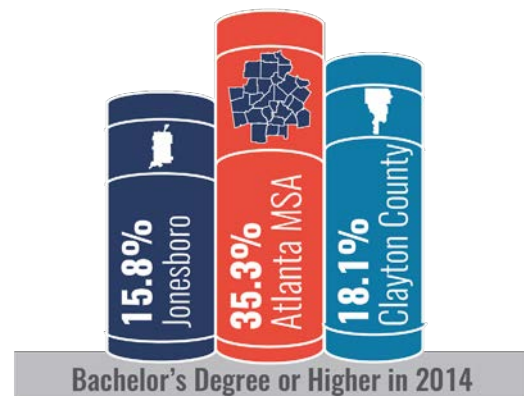
- The median household income in Jonesboro is \$35,944, which is modest compared to neighboring communities.
- Fayetteville (\$63,750) and Stockbridge (54,864) had the highest incomes in the region.
- Only Riverdale (34,354) and Forest Park (\$30,814) had lower incomes than Jonesboro.

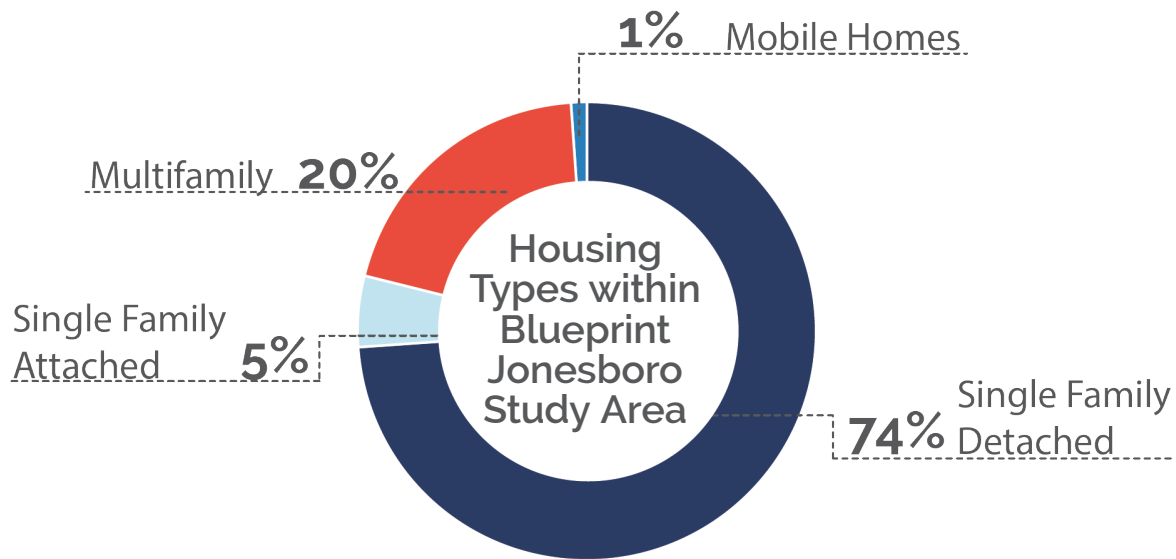
### >> Median Household Income



### >> Commute Time, Poverty, & Education

- The percent of families living in poverty is high in Jonesboro (22%) and Clayton County (21%) compared to the Atlanta metro (12%).
- 16% of Jonesboro residents have a Bachelor's degree or higher compared to 18% in Clayton County and 35% in the Atlanta metro.
- In 2014, Jonesboro residents spent an average of 28 minutes commuting to work each morning, compared to 29 minutes for Clayton County residents and 30 minutes for the Atlanta metro.
- 80% of Jonesboro residents drove alone to work while 17.7% carpoolled and 0.5% walked or biked.





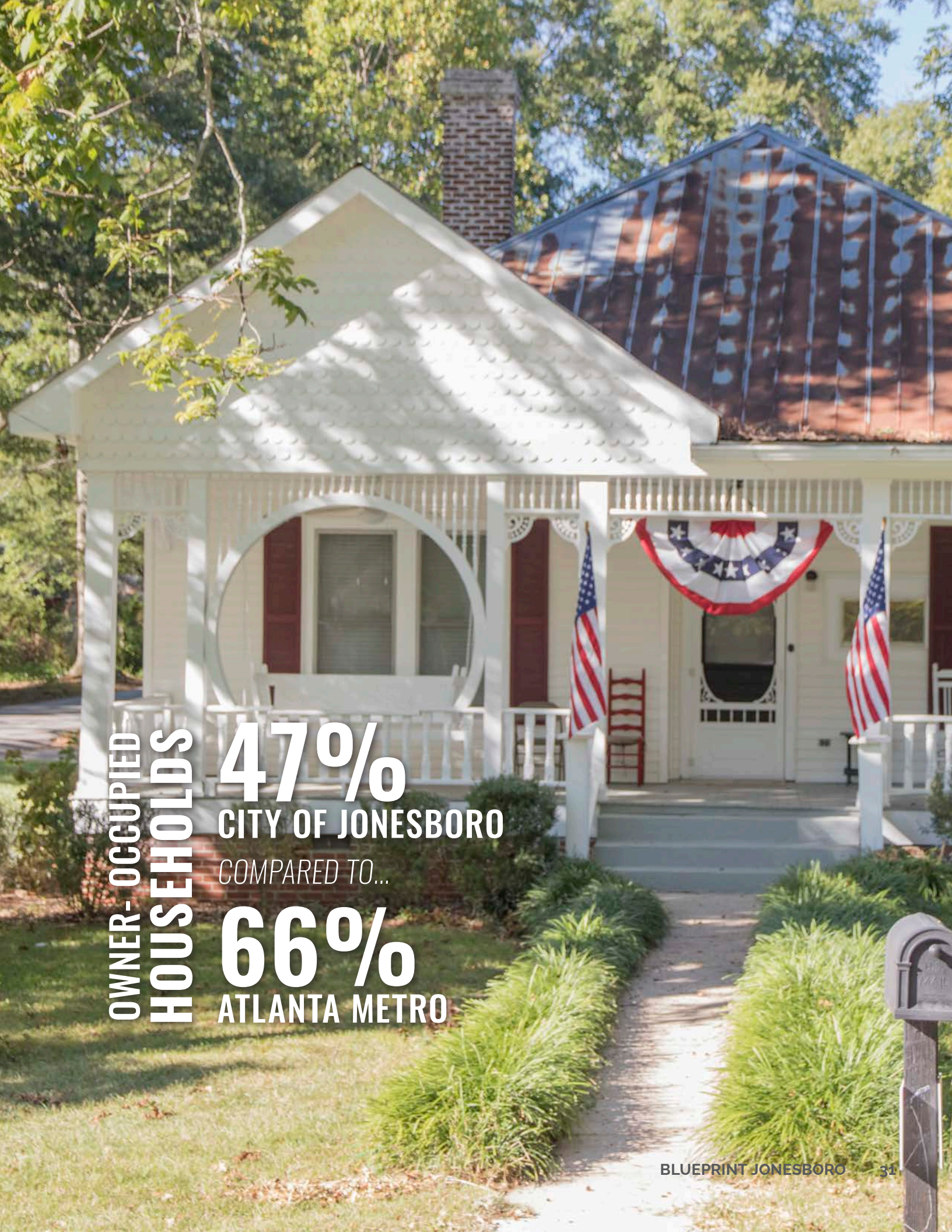
## HOUSING

- Housing trends in the Jonesboro area show improvement since the housing crisis and recession. While the recovery has not been as strong as in the metro Atlanta market, the local market is seeing rising values and more housing starts, and remains an affordable place to live.
- With limited population growth forecasted over the next five years, opportunities for new residential development will be linked directly to access to job centers and to job growth.
- With a slow rate of growth projected, demand for new units cannot be estimated. However, the data may not adequately describe the opportunities that exist in the study area, particularly if pioneering developers look to Jonesboro to develop a new product.
- One trend in the Atlanta area is greater demand for market rate rental, attached single and multifamily housing.

- Many stakeholders expressed a desire for mixed-use development with residential above retail. There currently is no comparable product in the area, so the market would need to be created through strategically located projects, at a scale and price point that meets local demand.

### >> Housing Inventory

- The occupied housing value of Jonesboro (\$70,800) is lower than that of Clayton County (\$89,100) and less than half of the Atlanta metro (\$167,400).
- Within the immediate region, Fayetteville has the highest overall values (\$229,400) while Forest Park has the lowest (\$59,300).
- Jonesboro has a higher percentage of rental units than the metropolitan area. Homeownership is 53% in the City of Jonesboro, compared to 66% in the Atlanta metro.



**OWNER- OCCUPIED  
HOUSEHOLDS**

**47%**  
**CITY OF JONESBORO**

*COMPARED TO...*

**66%**  
**ATLANTA METRO**

# RETAIL MARKET & DEMAND

The City of Jonesboro shows an overall gain of retail dollars, meaning that store sales within the city limits out pace the residents' capacity to buy. This indicates that Jonesboro is somewhat of a retail magnet.

This retail gain suggests a limited opportunity for retail growth of significance within Downtown Jonesboro. However, when we compare demand within the different geographies and individual retail sectors, certain categories show demand and opportunity for growth, as shown in the chart at right. Numbers shown in this chart indicate the annual retail gap in each category.

Retail / General Merchandise



Retail / Drug store & pharmacy



*image courtesy Yuya Tamai*

Retail / Building materials & supply



*image courtesy Raysonho*

Retail / Beer, wine, & liquor store



*image courtesy Virginia State Parks*

Retail / Grocery store

*image courtesy fruitnet.com*



Retail / Beer, wine, & liquor store





# EMPLOYMENT TRENDS

Jonesboro's job market is indicative of most small courthouse towns, with most jobs in education, government, and professional services such as attorneys and banking. By the same token, most of Jonesboro's residents work outside the community, commuting to other employment centers in the County and metro. The main employer in both Jonesboro and Clayton County is Clayton County Public Schools.



## >> Local Employment

- Most local residents have jobs outside of Jonesboro, likely in employment centers to the north.
- Employment in Jonesboro will likely continue to be driven by growth in educational and governmental services. This includes professional and financial services often associated in courthouse communities (legal, banking, social services, etc).
- There is a very limited amount of office and business space in downtown Jonesboro, with limited overall vacancy. Stakeholders expressed a need for additional space.
- Key opportunities could lie in meeting the demand mentioned earlier for new retail space in downtown. This would require the creation of new retail space, which could free up Main Street to include new active retail, restaurants, and employment.

## >> Local Employment Percentages



**share your idea!**

Do you have an idea?

>> check one of the following

Lee Street Park

Historic

of the Character Areas?  
your thoughts!

Gateway

Short Term Idea: *clean up area to start the revitalizing process*

Long Term Idea: *Quaint hotel in a historic building*

J

# 2

## WHAT WE HEARD

- >> The Process
- >> Outreach Meetings
- >> Outreach Tools

# 2.1 THE PROCESS

Meaningful community involvement is a crucial part of any planning process. The planning team used the following techniques to gather input from Jonesboro stakeholders:

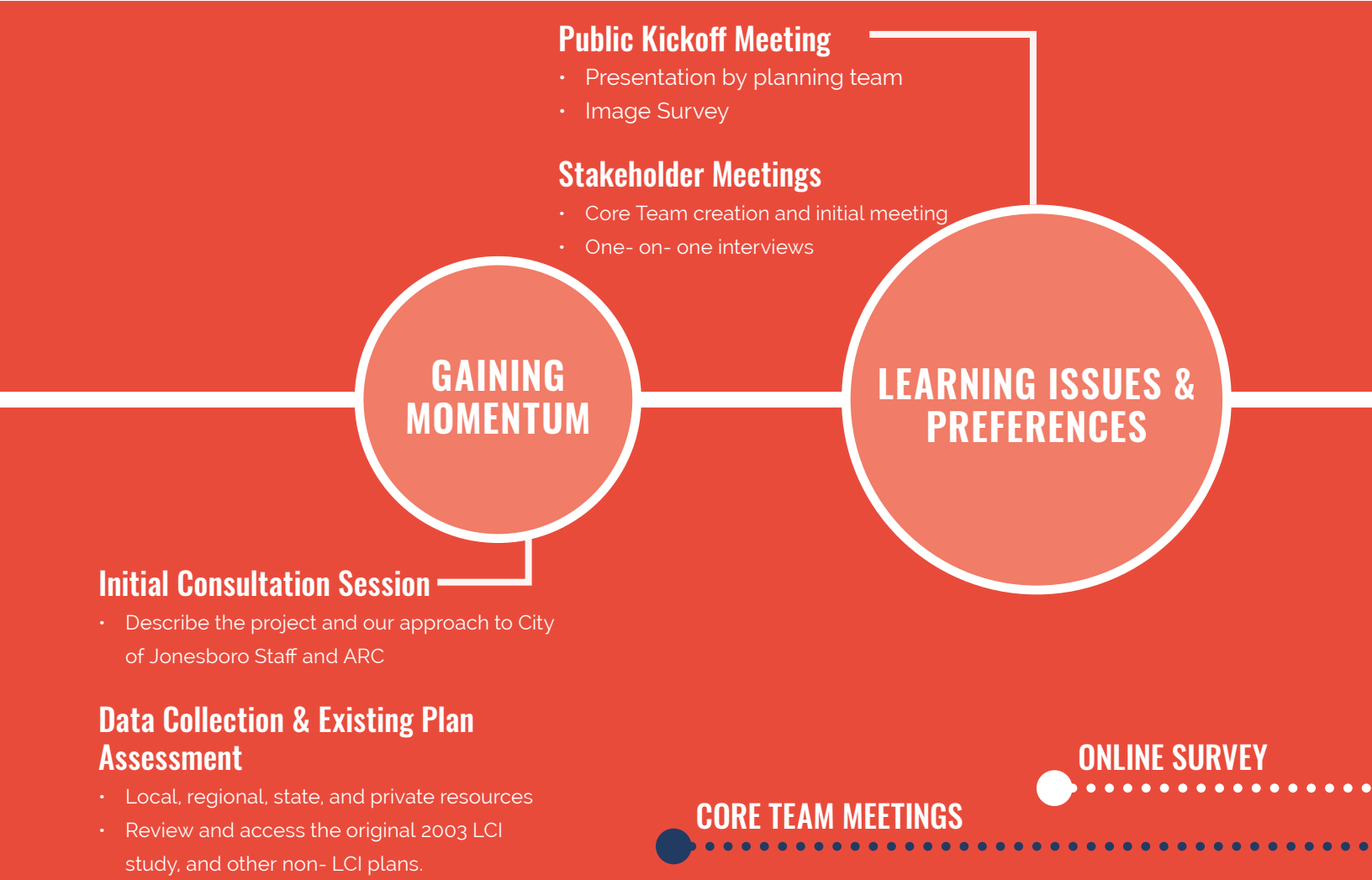
- One-on-one interviews
- Open discussion with local business owners
- Bus tour of successful LCI communities and new city halls
- Regular Core Team meetings throughout the process

- Website for public to access important information and dates
- Postcard mailings to all property owners to advertise key public meetings
- Email blasts to thousands of locals to advertise all public meetings

# 2.2 MEETINGS

## >> Public Kickoff Meeting

Following the one-on-one stakeholder interviews, a Public Kickoff Meeting was held on October 5, 2016 at the W at Jonesboro, which generously offered its space for all public meetings associated with the Blueprint Jonesboro effort. Approximately



60 people attended the Kickoff to learn about the process and participate in an image preference survey that allowed them to vote for images of what they felt was most appropriate for the future of downtown Jonesboro. A number of specific public comments were also provided.

### >> Visioning Workshop

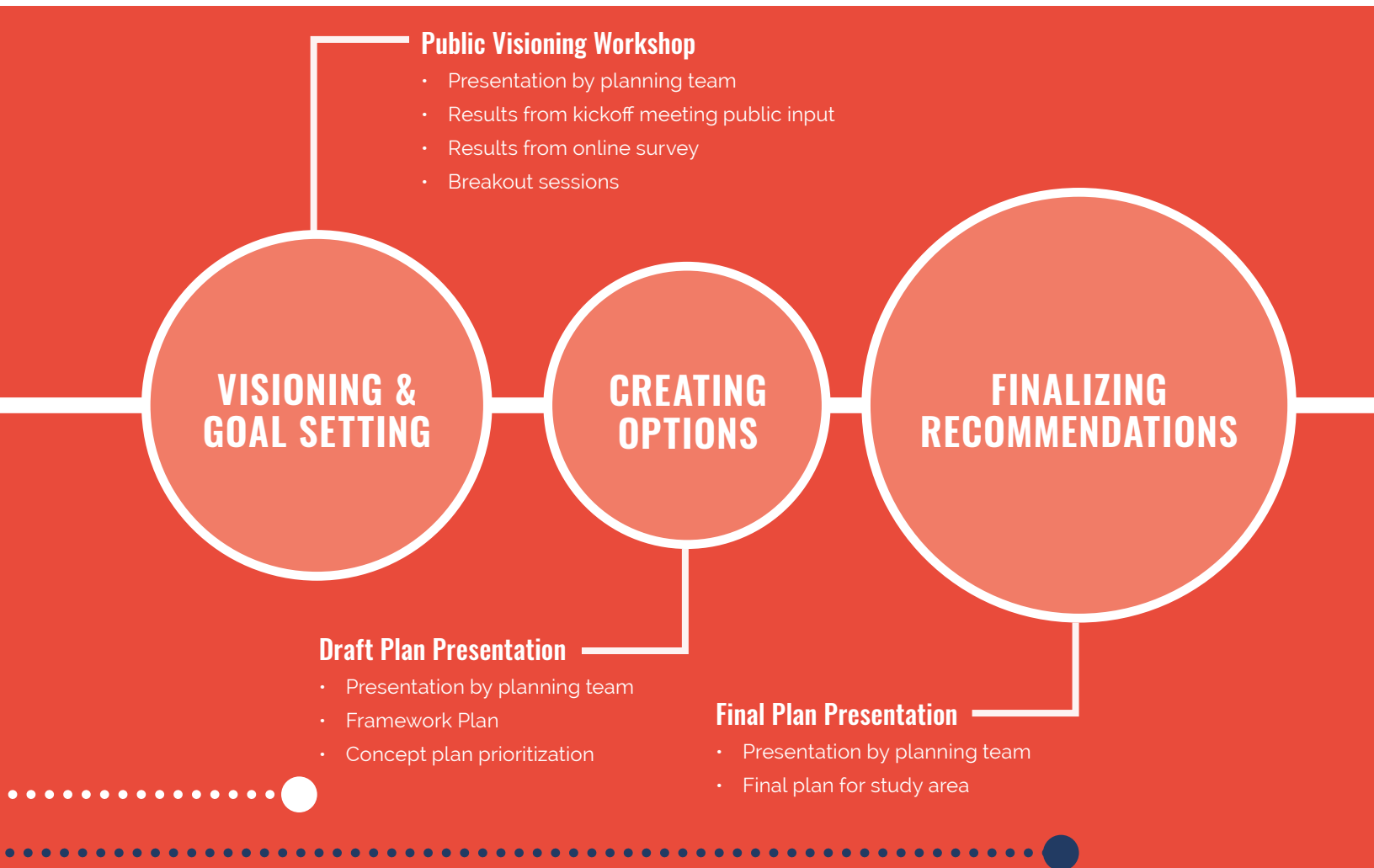
Based on the results of the Kickoff, a Community Visioning Workshop was held on November 10, 2016. Nearly 40 stakeholders participated. The planning team began the evening with an informative presentation about zoning regulations, market conditions, case studies, and other relevant information. This then informed the discussion when participants broke into discussion tables to brainstorm ideas for the future of downtown.

### >> Draft Plan Open House

On February 28, 2017, a drop in Open House was held to get public input on the complete draft plan. Boards around the room displayed all the draft ideas for the future of downtown Jonesboro. These ideas came from previous public input, previous plans, and the planning team. Participants were able to comment on specific recommendations and suggest edits. More than 65 attendees provided dozens of comments. Overall, the responses were extremely positive and only a few minor plan changes were necessary.

### >> Final Plan Presentation

A final presentation of highlights of blueprint Jonesboro was made to the public and the City Council prior to the plan adoption.



## 2.3 TOOLS

### >> Online Survey

An online survey was distributed to everyone on the City email list and received 81 responses. Survey questions were written to gain an understanding of how people use downtown Jonesboro now, and what would enhance their experience or bring them back to the area. Most respondents lived in the City of Jonesboro (58%) and 47% of respondents visit downtown Jonesboro more than five times per month.

The survey began by asking, "What's one word to describe downtown Jonesboro today?" and "What's one word to describe downtown Jonesboro tomorrow?" The graphics to the right show the words that occurred more than once. The size of the words represents the frequency they were mentioned. Although many of the initial words have a negative connotation, two were "Historic" and "Quaint," showing an optimistic impression of downtown Jonesboro. The second question uncovered respondents' optimism for the future.



JONESBORO TOMORROW



One question asked respondents what they found beautiful in downtown Jonesboro. Historic structures ranked the highest, followed by new streetscape improvements and Lee Street Park

# 3 1 2 What Brings You Downtown?

More than 44% of survey respondents who visit downtown are just passing through, but nearly 38% come for business at the courthouse and 33% for special events. Respondents could choose more than one option.

# 47% 49% 83% 53% What Would Enhance Your Daily Life?

Most respondents said that casual dining (83%) and events (53%) would make them visit downtown Jonesboro more often. Additionally, boutique shops (49%), fine dining (49%), and night time entertainment (47%) were noted as important additions. Respondents could choose more than one option.

## HOW SHOULD THE STUDY AREA BE REVITALIZED?

When asked what kind of development should be prioritized to revitalize downtown Jonesboro, restaurants was selected 88% of the time. This was followed by retail (69%), bars/ brewery (47%), art studio/ gallery (43%), and townhouse (19%). Apartments and offices ranked the lowest at 12%.



### Housing

When asked what kind of housing is missing in the study area, participants selected Apartment or Condominium 55% of the time, followed by Senior Housing (39%), Townhouse (38%), and Single Family houses (22%). Respondents could write more than one comment.



### Transportation

When asked about the biggest transportation issues in the area, traffic was mentioned 34% of the time. This was followed by:



Many respondents said that improved sidewalk connectivity and bike lanes or paths would be the best enhancement. Others noted a need for general road enhancements and improved crosswalks.



## >> Image Survey

This informal survey, conducted at the Public Kickoff Meeting, included an overview board asking what kind of development would improve daily life. The planning team identified three character areas to focus on: Gateway, Historic Main Street, and Lee Street Park.

Three boards were located throughout the room with nine photos each showing development and other options for the each character area. Participants were asked to choose the images of what they thought was most appropriate for downtown Jonesboro. They were given three green dots and three red dots to rank their preferences. Below are the highest and lowest ranked images for each character area.

### Gateway Character Area

The two highest ranking images represent sidewalk oriented retail and existing buildings with new uses. The lowest ranking image represents a typical office park with frontal parking.



New Sidewalk Oriented Retail (26 dots)



Retrofit Existing Buildings (23 dots)



New Office Building (27 dots)



Commercial Bldg. Resembling Historic House (13 dots)



## Historic Main Street Character Area

Participants preferred additional restaurant options and outdoor restaurant/event space. The lowest ranking images represented boutique and antique shops.



Image courtesy Visit Columbus GA

Restaurant (39 dots)



Rooftop Restaurant/ Event Space (31 dots)



Boutique Retail (19 dots)



Antique/ Vintage Shop (13 dots)

## Lee Street Park Character Area

The two highest ranking images represent rooftop event/restaurant space and cottage/senior housing. The lowest ranking image represents 3-4 story multifamily housing.



Rooftop Restaurant/ Event Space (33 dots)



Cottage/ Senior Housing (17 dots)



Multifamily Housing Fronting Park (26 dots)



Mid Rise Multifamily Building House (17 dots)





# 3 RECOMMENDATIONS

- >> Methodology
- >> Framework Plan
- >> Concept Plan
- >> Land Use & Design
- >> Transportation
- >> Economic Development

# 3.1 METHODOLOGY

The recommendations of Blueprint Jonesboro are based on four inputs. They offer a visionary yet realistic plan for sustainable growth that will benefit the future of the City of Jonesboro.

1. Previous plans
2. Existing conditions
3. Public input
4. Planning team input

## >> Policies & Projects

There are two types of plan recommendations:

- **Policies** are guidelines that provide direction for the implementation of the plan's vision. They often support specific implementation projects and should be the basis for actions by the City. Policies should also guide the private sector, especially to the extent that they define plan aspirations.
- **Projects** are specific tasks, such as transportation improvements, with a defined cost and time frame.

# 3.2 FRAMEWORK PLAN

The framework plan on the following page is intended to be a general guide for the character of redevelopment within the study area. A description of each category is provided below. Sample photos on the following pages, show options for what may be appropriate in each category.

## Downtown Mixed Use

A walkable mix of restaurants, shops, offices, civic buildings, and commercial uses, including renovated and adaptive reuse of historic structures.

## Mixed Use/ Creative Office

A mix of small scale art studios, maker spaces, loft offices, urban residences, restaurants, bars or a microbrewery, and shops.

## Public/ Institutional

Public facilities such as schools, government buildings, churches, and museums.

## Residential/ Office/ Retail

Adaptive reuse of historic houses to accommodate a mix of businesses.

## Suburban Commercial

A mix of shops and restaurants in an attractive suburban form.

## Medium Density Residential

Apartments, condominiums, senior housing, cottages, townhouses, and other similar residences compatible with a small town feel.

## Low Density Residential

Historic and new single-family houses on larger lots.

## Open Space/ Park

Parks, wooded land, and cemeteries.

# FRAMEWORK PLAN

N MAIN ST

HIGHWAY 138

5th Ave

Jonesboro Road

Raymond Street

TARA BLVD

Fayetteville Road

North Avenue

North Main Street

Spring Street

Main Street

Smith Street

King Street

Mill Street

Church Street

Key Street

LAKE JODECO RD

## LEGEND

-  Blueprint Jonesboro Study Area
-  Downtown Mixed Use
-  Mixed Use/Creative Office
-  Public/Institutional
-  Residential/Office/Retail
-  Suburban Commercial
-  Medium Density Residential
-  Low Density Residential
-  Open Space/Park
-  See Detailed Concept Plan



Downtown Mixed Use



Mixed Use / Creative Office



Public / Institutional



Residential / Office / Retail



Suburban Commercial



Medium Density Residential



Low Density Residential



Open Space / Park















# 3.3 CONCEPT PLAN

The concept plan below represents one possibility for redevelopment and is for illustrative purposes only. This plan assumes that any development will occur when willing developers cooperate with the City of Jonesboro. It is also assumed that development would occur in phases.

Input from the Community Workshop was used to draft this concept plan. In addition to providing diverse housing options, a new Municipal Complex, and activating Broad Street, this plan incorporates entertainment and dining options, improved pedestrian safety, and a more defined connection between historic Main Street and Lee Street Park.

## LEGEND

-  Existing Building
-  Multifamily Housing
-  Townhouses
-  Single-Family Housing
-  Commercial/ Retail
-  Civic
-  Amenity Building
-  Ground Floor Commercial



## >> Downtown Core

Jonesboro can build on its historic downtown to create a more vibrant area with public improvements, private investment, and new residences and businesses.

The 2003 LCI plan envisioned a new city park as a catalyst for downtown redevelopment, to be located immediately west of historic downtown between Mill Street and Church Street. The recently-completed Lee Street Park fulfilled this vision, but on a city-owned site two blocks away from the downtown core. A primary goal of the plan illustrated here is to strengthen the connection between these two destinations with infill development that provides "connective tissue" between downtown and the park.

This infill, to occur on privately-owned property including that belong to First Baptist Church, proposes a "greenway" walking route extending from Lee Street to Main Street via removal of the existing "non-contributing addition" building to create a paseo at mid-block. Suggested uses include senior housing, small office, and retail.

The plan reinforces a second walking route, along the north side of Mill Street, with proposed redevelopment of that corridor to include a shared parking structure, built on the current city-owned surface lot, that would serve new and existing development nearby.

Parking Deck with Liner Building



Pedestrian Alley

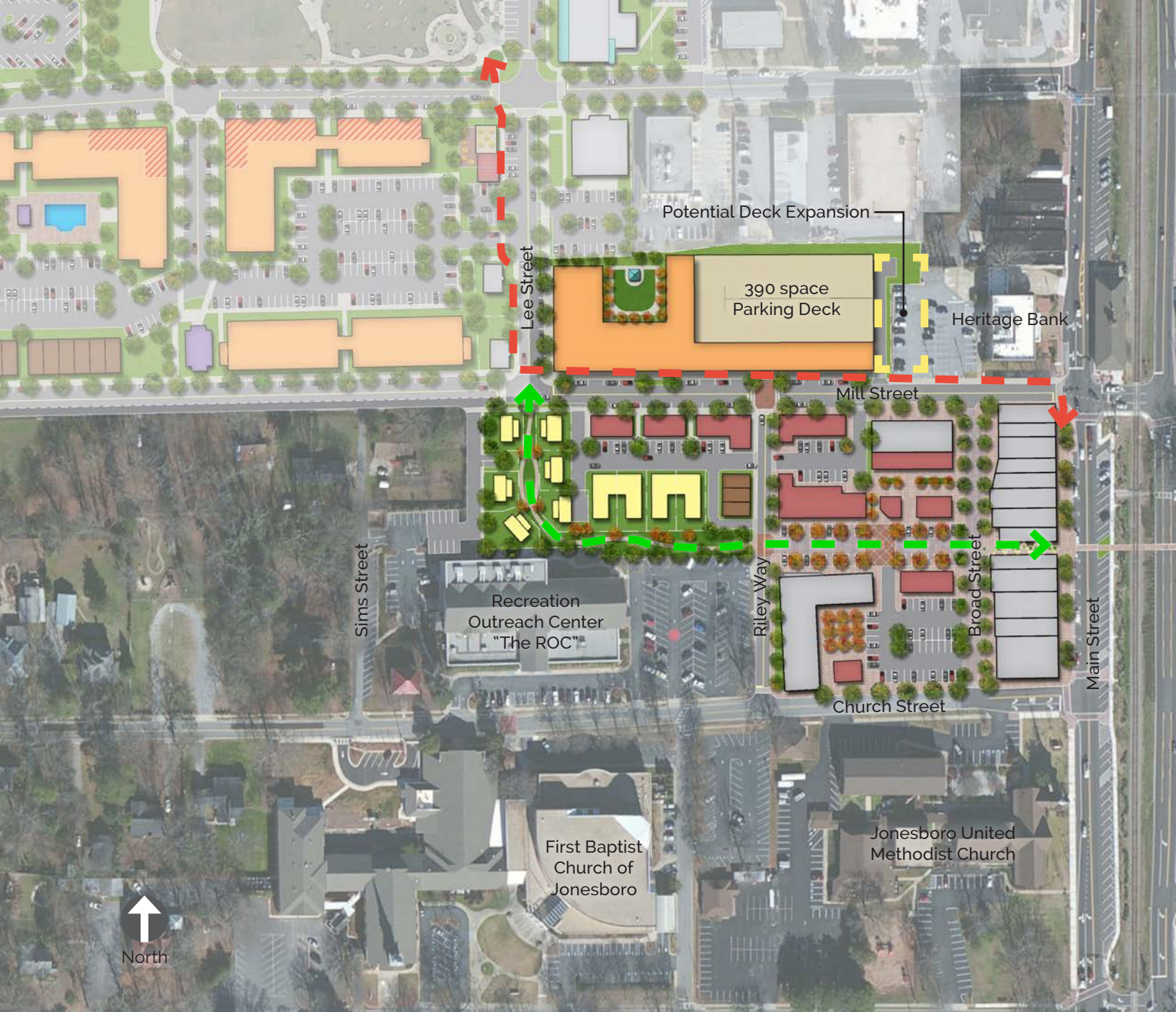


Cottage Housing



Curbsless Parking





Woonerf Street



Photo courtesy Eric Fidler

### LEGEND

- Existing Building
- Multifamily Housing
- Townhouses
- Single-Family Housing
- Commercial/Retail
- Civic
- Ground Floor Commercial

## >> Lee Street Park

The new Lee Street Park has enormous potential to transform the properties around it and provide a new identity for the city. The park frontages to the north and east are publicly owned, while the other two frontages are privately held. The accompanying plan suggests developing new uses on all four frontages, to the extent possible, that will contribute to activating this important civic space. Proposed uses include:

- South Side: new mixed use/multifamily development providing "millennial" housing, with ground floor non-residential uses facing the park. Also, at corner of Lee and Smith Streets, a new restaurant with outdoor terrace and rooftop seating overlooking the park.

- East Side: Facelift for the existing public library, with expansion and new façade facing the park.
- West Side: Municipal Complex anchored by new City Hall and Police Department, with infill housing and a dog park.
- North Side: Currently occupied by a wing of Perry Learning Center. Explore possibility for repurposing this space for a more community-oriented use (possibly a recreation center?).

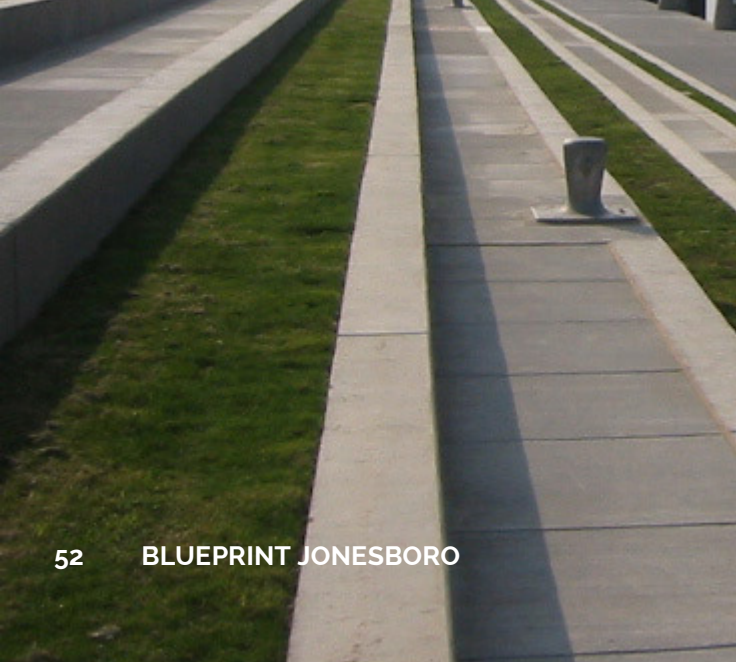
### Cottages



### Community Dog Park



### Steps Leading to Municipal Complex

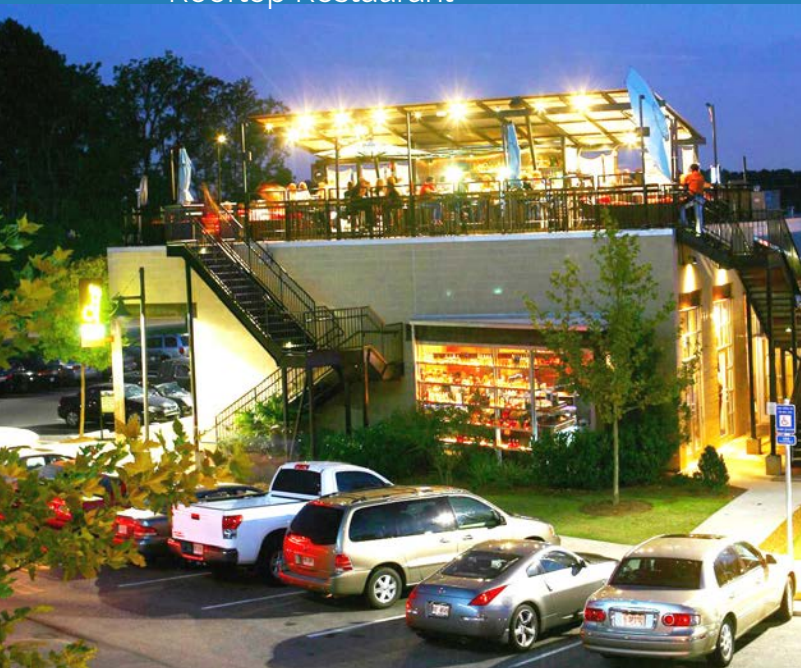


### Townhouses





Rooftop Restaurant



## LEGEND

- Multifamily Housing
- Townhouses
- Single-Family Housing
- Commercial/Retail
- Civic
- Ground Floor Commercial

## >> Proposed Municipal Complex

The City of Jonesboro's intention to build a new Municipal Complex is a momentous opportunity to create a landmark anchor for Lee Street Park. A civic building of this symbolic importance deserves a highly visible and accessible location that can contribute to downtown revitalization.

The proposed site, west of the park, provides a prominent setting overlooking the amphitheater. Rather than one monolithic structure, this concept suggests a complex of four independent structures, all two stories in height with their upper floors perhaps connected via bridges in order to share elevator and stair access. This might allow phased construction, if necessary.

The two easternmost volumes are connected by a two-story, 2,300 square foot "entry hall" atrium space intended to provide a public walking route from the building's entry court, on the west, to a large terrace overlooking the amphitheater to the east. This terrace provides a place for public events and also expanded amphitheater seating.

The larger (northern) wing, with a footprint of around 4,700 square feet, is envisioned to contain the Council chambers/municipal courtroom and

supporting uses. The southern wing, at around 3,000 square feet (x 2 floors = 6,000 square feet), would contain administrative functions including the Mayor's and City Administrator's offices.

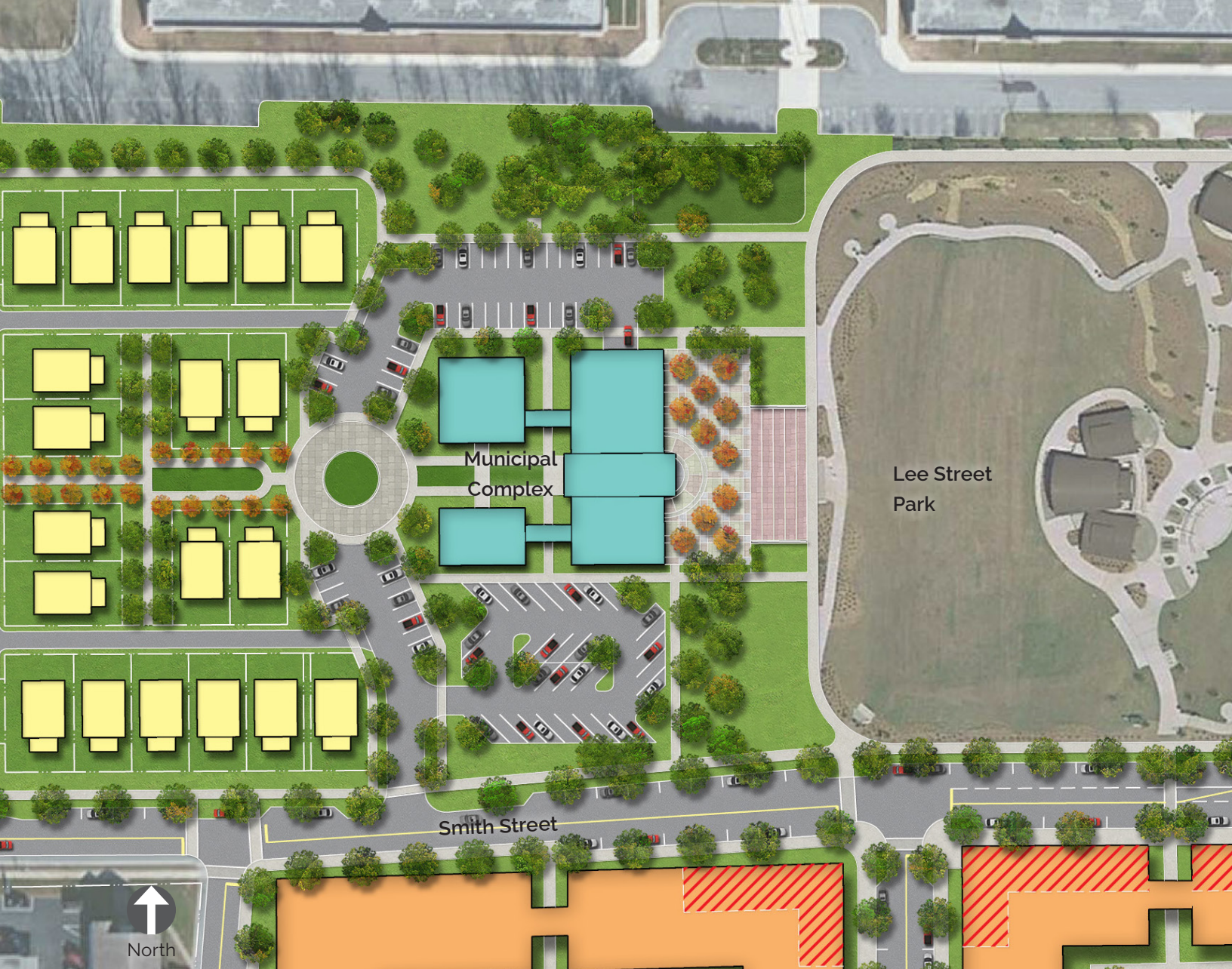
To the northwest, the Police Department offices, at 3,600 square feet (x 2 floors = 7,200 square feet), would have a separate front door from the entry court. The fourth (southwest) building, at 2,400 square feet (x 2 floors = 4,800 square feet), is conceived as future expansion as needed.

Based on this footprint, a total complex (including bridges and atrium) of 25,000-30,000 square feet could be accommodated. The building's total width, at around 150 feet, is similar in scale to the recently-completed city hall in Sugar Hill, Georgia, which exemplifies an appropriate civic character for such a building.







Vehicular access to the complex is via a driveway with visitor parking, punctuated by a traffic circle with a focal sculpture, on axis with the entry court. Public parking is to the south, with dedicated police parking to the north. It may be possible to have an additional driveway connection from the police parking to the Perry Learning Center entry drive, for ease of emergency access.

Sugar Hill, Georgia City Hall





## LEGEND

-  Multifamily Housing
-  Townhouses
-  Single-Family Housing
-  Commercial/Retail
-  Civic
-  Ground Floor Commercial

# 3.4 LAND USE & DESIGN

## POLICIES

- Implement the vision of the Framework Plan
- Encourage a diversity of high quality housing types
- Encourage the renovation of aging shopping centers along the North Main Street corridor
- Promote compact infill development to serve the community and increase the residential population
- Ensure appropriate transition between single-family areas and new development
- Retain activity generators in downtown such as City and County offices, Jonesboro Library, schools, major churches, and the Visitor Center

The study area currently has few residential options other than single-family homes. With future development, additional housing types could be added.



Townhouse



Cottage



Multifamily





## >> Housing Demand

Since the 2017 Blueprint Jonesboro LCI Update was completed, a Supplemental LCI Study was adopted in March 2019. This study, focused primarily on the downtown core area, included market study projections for housing demand in the larger Downtown Study Area. These projections have been recently updated to reflect an increased demand, specifically for senior housing (see below, pg 37 of the Supplemental Study excerpted and updated). Due to Jonesboro's relatively low occupied housing value, as cited on page 30 of the 2017 LCI, a significant portion of this senior housing demand is in the affordable category. The Active Senior Overlay area (described on the next page) provides an optimum site for accommodating this expanded demand.

### Downtown Jonesboro 5-Year Market Absorption Potential Summary UPDATE

	Units	Sq. Ft.
For-Sale Residential	30	
Rental Residential	740	
Market-Rate	240	
Senior	230	
Affordable	270	
Retail		17,500
Office		23,500

Jonesboro has the potential to capture this segment of these renters as part of its increased emphasis on a vibrant and walkable core, which is reflected in the market absorption estimates.

- » Downtown Jonesboro has the potential to absorb up to 240 units of market-rate rental apartments over the next five years.
- » These units should be priced between \$1,000 - \$2,000/month.

#### For-Sale Residential Demand

Downtown Jonesboro has opportunity for a small for-sale residential development of a cottage and/or townhouse product.

- » In the short-term, downtown Jonesboro has the potential to absorb up to 30 for-sale residential units in the study area.
- » These units should range from 1,000-1,750 square feet, at price points between \$150,000 - \$300,000.

#### Rental Residential Demand

Downtown Jonesboro shows opportunity for capitalizing on three market segments of rental residential.

#### Market-Rate Rental Apartments

- » The lack of new apartment construction in Clayton County over the past five years means there may be pent-up demand for new market-rate rental housing in the area.
- » Some level of demand exists in Clayton County for higher-income renters seeking a walkable, mixed-use development, although similar, newer product is currently non-existent in Clayton County. Downtown

#### Senior Housing

- » The senior population (ages 65+) of Clayton County is expected to more than double by 2040, from 22,981 seniors in 2015, to 55,597 in 2040, according to the Atlanta Regional Commission.
- » Downtown Jonesboro has the potential to absorb up to 230 units of senior rental housing over the next five years.
- » Clayton County has only two senior rental developments, in Riverdale and Forest Park. Jonesboro does not currently offer any senior rental housing, providing a market opportunity for the downtown area.

#### Affordable Housing

- » Downtown Jonesboro has the potential to absorb up to 270 units of affordable rental housing over the next five years.
- » This potential could be realized with affordable-only development or included in mixed-income rental developments.
- » These units should be priced below \$1,000/month.

# PROJECTS

## Active Senior Overlay District

Based on the map on page 25, the properties comprising the Active Senior District Overlay are identified as "highly susceptible to change". Per the Framework Plan (page 45), recommended uses would include "Residence/Office/Retail". Properties fronting along Main Street are excluded from the overlay in order to encourage commercial or mixed use redevelopment where viable. The overlay area, behind this frontage and consisting of vacant land, occupies a transitional zone between those more intensive uses and the established residential neighborhood to the west.

Accordingly, the properties on the map below are designated for inclusion in the overlay ordinance. The purpose of the overlay is to support a mix of housing styles and types on the same property, which are intended to meet the needs of the 55-year-old plus, active-living demographic. The zone will also provide a range of recreational amenities for its residents.

This site, with a 10-minute walking distance from downtown, Lee Street Park, and other amenities (see Community Resources map, page 19) is especially attractive for senior living because its residents can utilize the sidewalk improvements along Main Street recently completed under the LCI implementation program.

New construction at this location will also serve as a highly visible gateway development at the north end of the downtown and encourage other infill along Main Street (see "Strengthening the Spine", page 18).

The development anticipated by the Active Senior Overlay would support and comply with the following policies outlined elsewhere in this document:

### LAND USE & DESIGN

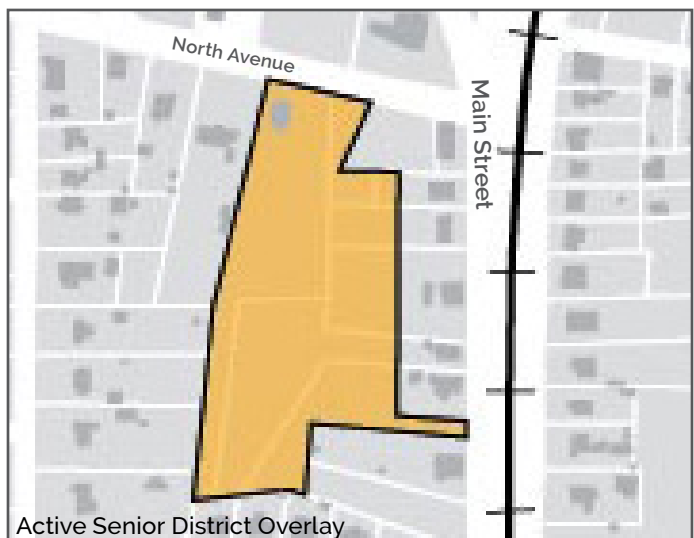
- Encourage a diversity of high quality housing types
- Promote compact infill development to serve the community and increase the residential population
- Encourage appropriate transition between single-family areas and new development

### CHARACTER & HISTORIC PRESERVATION

- Ensure appropriate materials, design, and planning in new development, consistent with Historic Commission precedent
- Provide opportunities for aging in place

### ECONOMIC DEVELOPMENT / "Recruitment strategy for downtown residential"

- Identify properties for residential and mixed-use development. Locate regional developers that have successfully completed similar projects in the Greater Atlanta region and work with existing property owners to attract new development



## North Main Street Overlay Zoning District

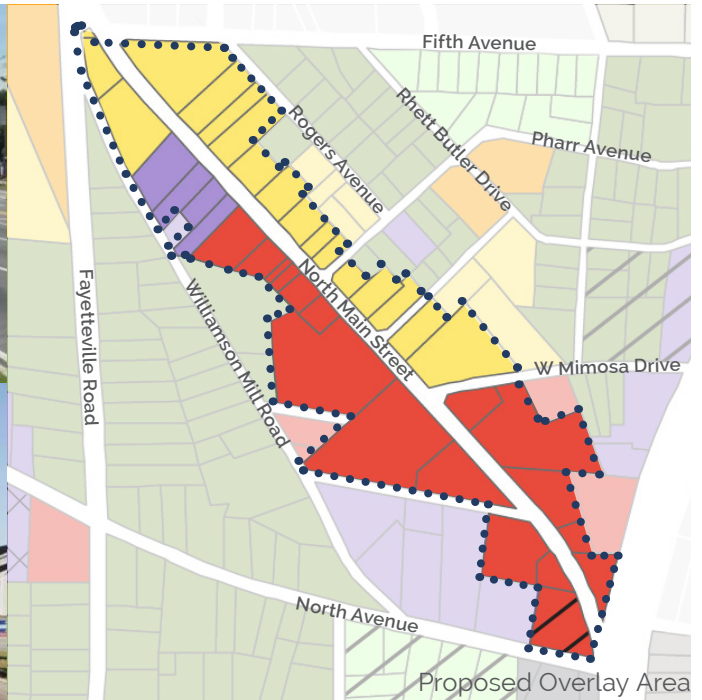
Develop a zoning overlay with design standards to ensure future development is appropriate and reflects the vision for the future of Jonesboro.



Corridor with a Design Overlay District



North Main Street Today (Looking South)



## Development around Lee Street park

- Construct a new Jonesboro Municipal Complex
- Renovate and expand Lee Street Elementary School and the Jonesboro Public Library
- Work with Clayton County Schools to incorporate active uses compatible with downtown into the Perry Learning Center



### Small beautification efforts

Small projects can add up to make a huge difference in the way people see Jonesboro. These images show projects that can make a difference and could be implemented by the Downtown Development Authority.

Tree Plantings

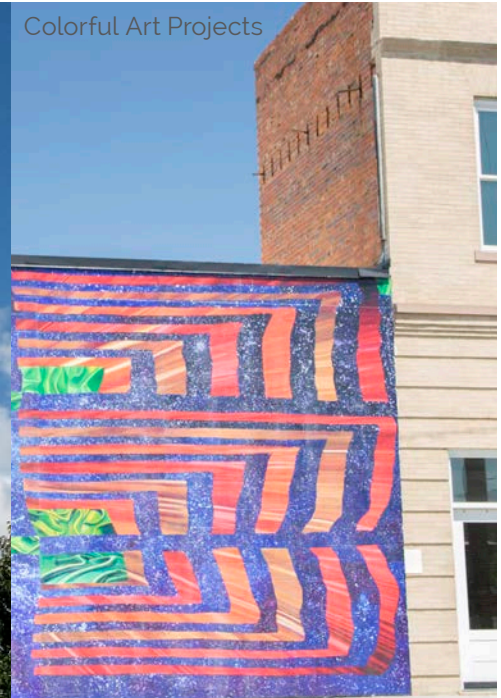


Photo courtesy ILRI

Flowering Baskets and District Marker



Colorful Art Projects



### Encourage development of the "Pecan Orchard" property

This property might be developed as either entirely smaller single-family houses or a combination of cottages and small multifamily buildings designed to look like large homes.



## Wilburn Street Public Housing Redevelopment

The existing public housing along Wilburn Street is low density and in need of upgrades. Encourage the redevelopment of this property with moderate density and appropriate design.



## Find a downtown location for a youth recreation center

Work with the County, City, Boys & Girls Club, and other partners to find a location downtown for a youth recreation center. Potential locations include the Perry Learning Center, a location near the proposed Municipal Complex, the existing Baptist Church Recreation Outreach Center, or in the first floor of the proposed parking garage.



Photo courtesy City of Marietta

# 3.5 CHARACTER & HISTORIC PRESERVATION

## POLICIES

- Ensure appropriate materials, design, and planning in new development, consistent with Historic Commission precedent
- Protect historic structures and encourage their rehabilitation where feasible
- Encourage renovation and revitalization of housing in older neighborhoods
- Continue to emphasize nonresidential uses along Main Street in historic houses
- Provide opportunities for aging in place
- Promote the financial benefits of National Register designation of the downtown district
- Coordinate with the Historic Preservation Division of the Georgia Department of Natural Resources to acquire Certified Local Government Status

Jonesboro's historic architecture should be respected as future growth occurs. Buildings, such as those to the right, help tell the story of Jonesboro and every effort should be made to encourage and support their preservation.



Historic Warehouse



Ashely Oaks (1879)



1869 County Courthouse



# PROJECTS

## Historic Markers

Historic Markets should be installed throughout downtown Jonesboro at historic and culturally significant locations. This program could also include a map identifying landmarks.



## Historic Plaques

This program could serve as an award for excellent restorations of historic properties, and as a public education tool. Plaques may include information such as year built, name of the original owner, and owner who completed the restoration.



image courtesy ninedarkmoons.com

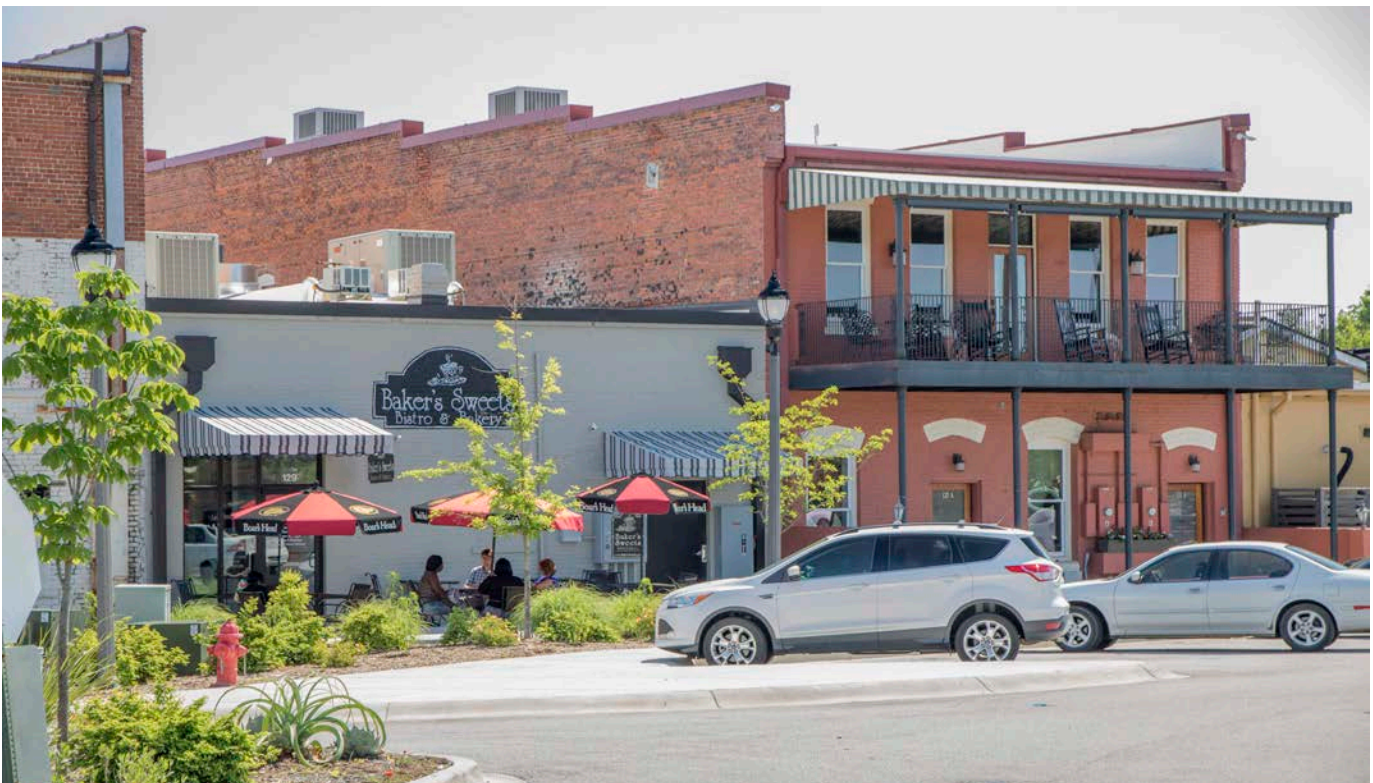
## Rehabilitate the News Daily Building

Encourage adaptive reuse of the warehouse building located behind historic Main Street buildings as shown in the concept plan.



## Refurbish the rear of Main Street commercial buildings

Activate Broad Street and leverage the unique architectural character of the rear of Jonesboro's Main Street buildings.





## Facade Improvement Grant Program

Promote the facade grant program to encourage the restoration of building facades along Main Street.

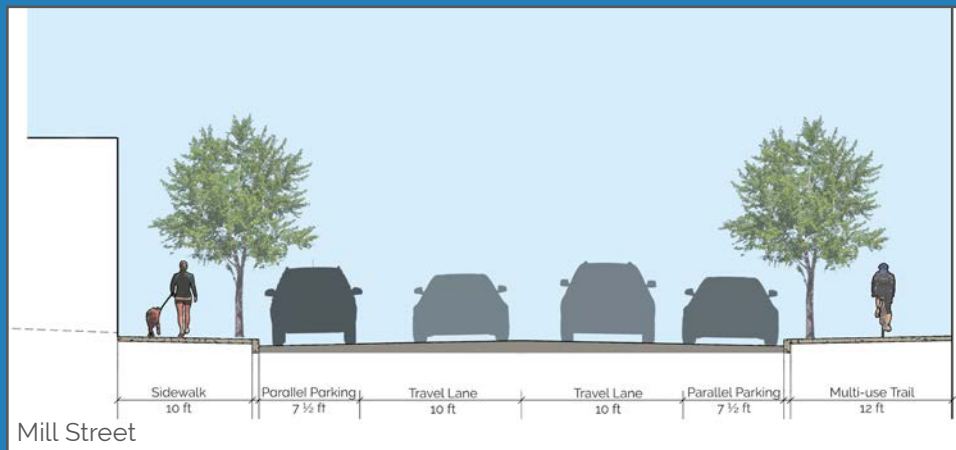
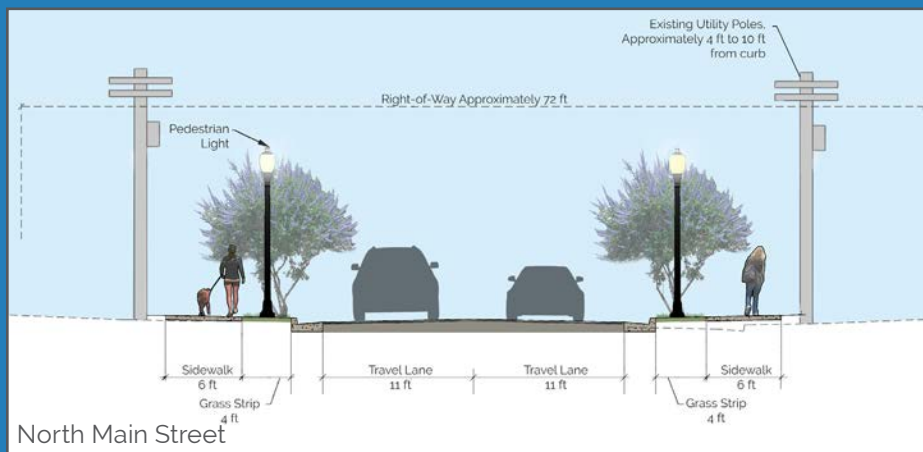


# 3.6 TRANSPORTATION

## POLICIES

- Provide balanced public and private investments to address the needs of pedestrians and cyclists as well as those of automobiles
- Promote shared parking at the Park and Ride during large events at Lee Street Park
- Ensure that MARTA's proposed Clayton County high capacity transit provides a connection to downtown Jonesboro
- Coordinate new multi-use trail and sidewalks to connect to destinations shown in the Clayton Connect plan

## Proposed Street Improvements



# PROJECTS

## “Don’t Block the Box”

Add signs and striping at the College Street and Mill Street railroad crossings

## Back-In Angled Parking on Main Street

Explore the viability of back-in angled parking on Main Street to improve safety and increase the number of parking spaces.

## Public Parking Deck

Construct a four level, 390-space parking deck as shown on the Concept Plan.

## Parking Time Limits

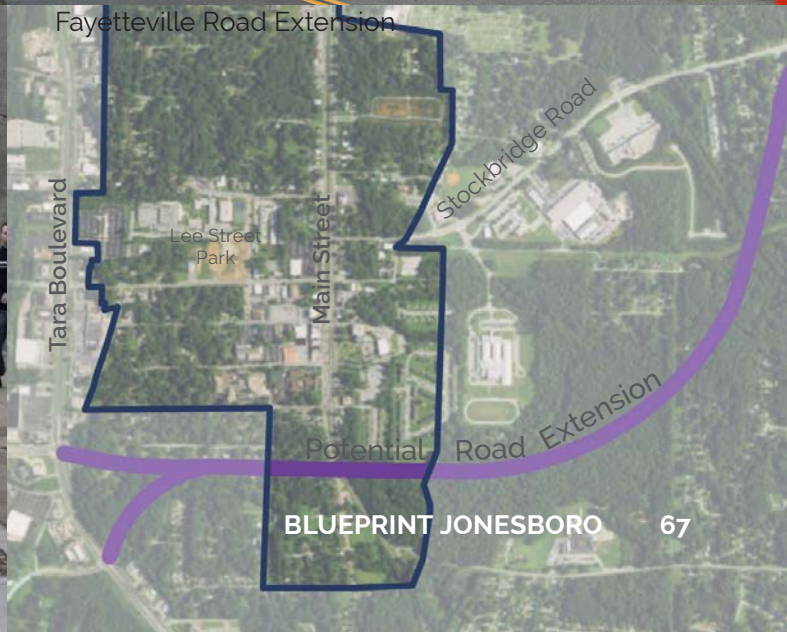
A 2-hour parking limit should be imposed on South Main Street adjacent to existing businesses.

## Fayetteville Road Extension

Road extension around Jonesboro, as proposed in Clayton County Comprehensive Transportation Plan (long term goal).

## Traffic Studies

- Assess timing and synchronization of traffic lights along Main Street
- Study the potential relocation of the Johnson Street railroad crossing one block north to Mimosa Drive
- Conduct a roundabout feasibility study at North Avenue and North Main Street, to include safety improvements



Multi-use Trail



Sidewalk Enhancement



Proposed Sidewalk



Mid-Block Crossing



Accessible Ramps

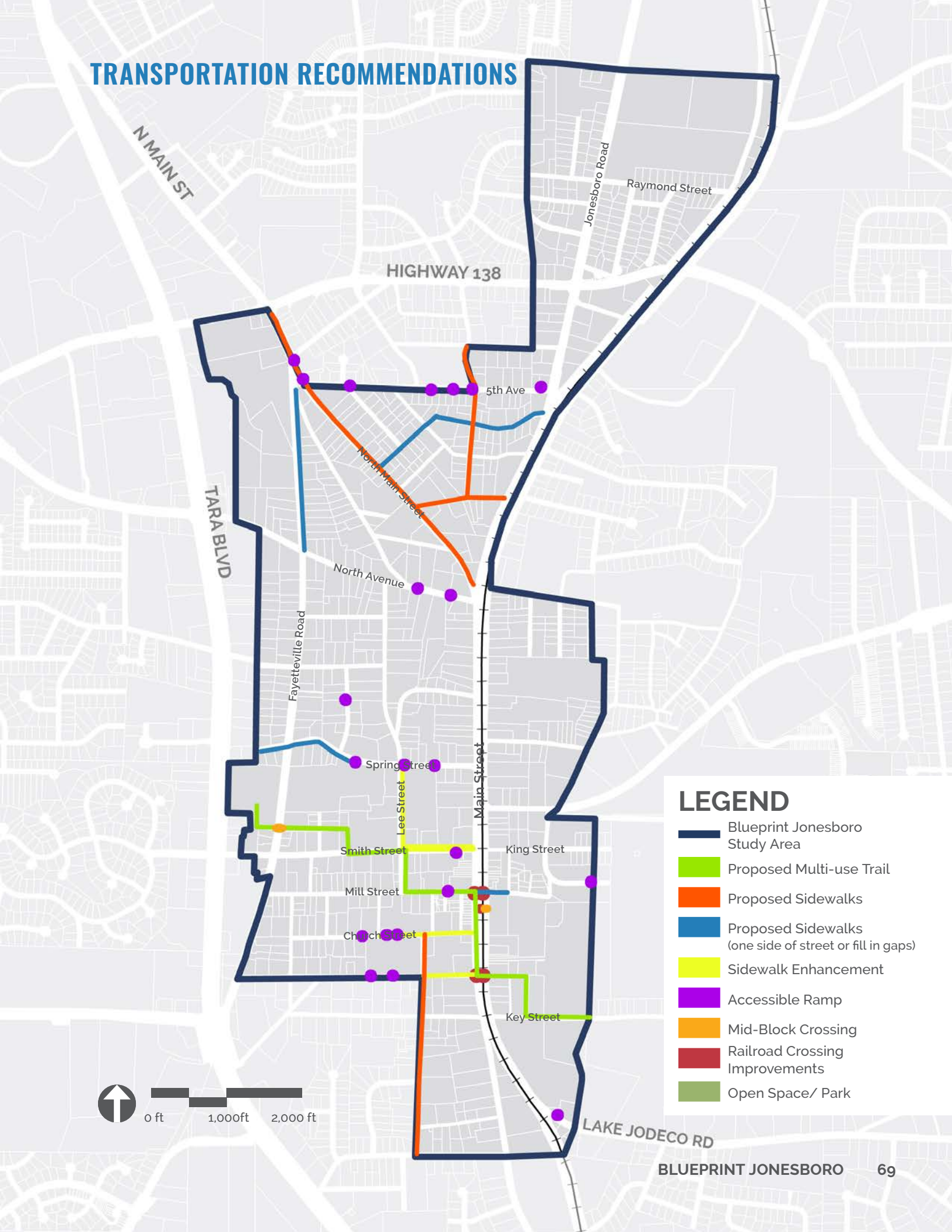


Railroad Crossing Enhancements



Photo courtesy Metropolitan Transportation Authority

# TRANSPORTATION RECOMMENDATIONS



## LEGEND

- Blueprint Jonesboro Study Area
- Proposed Multi-use Trail
- Proposed Sidewalks
- Proposed Sidewalks (one side of street or fill in gaps)
- Sidewalk Enhancement
- Accessible Ramp
- Mid-Block Crossing
- Railroad Crossing Improvements
- Open Space/ Park



# 3.7 ECONOMIC DEVELOPMENT

## POLICIES

- Use market research to guide business recruitment and expansion efforts
- Target a balanced mixture of uses in downtown to include employment, retail, office, restaurant, and living. Target appropriate locations to maximize impact and functionality of downtown.
- Work with partners to enhance business support services to help existing businesses grow and be successful.
- Create a distinct market position for Jonesboro to encourage economic investment, expand customer base for local businesses, promote local events and communicate City functions
- Focus on entrepreneurial development to grow business and investment, creating opportunities for upstart businesses and young professionals
- Utilize existing visitor and community destinations to leverage investment in tourism and film industries
- Assess the potential to provide pop-up shops in vacant or underutilized storefronts in the downtown area
- Focus recruitment efforts on local or independently owned businesses.



# PROJECTS

## Place-Based Branding and Marketing Program

Create a brand identity and marketing program unique for the City of Jonesboro.

- Create a targeted strategy focusing on Millennials
- Create a targeted strategy focusing on historic resources

**BRAND STYLE GUIDE**  
Arnett Muldrow & Associates  
Jonesboro  
PROUDLY WE HAIL

**Incorrect Usage**  
These are some examples of improper ways of presenting the Jonesboro brand.

**Color Palette**  
Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprimables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.

**Logo Size & Spacing**  
The size and spacing of the Jonesboro brand is important in ensuring that the logo is displayed in a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact. The height of the first letter is generally the measurement guide for this open space.

## Entrepreneurial development program

Design a competitive grant and development program targeting entrepreneurs for desired downtown business (restaurants, brewpubs, arts and creative business, specialty retail).



## Recruitment strategy for downtown residential

Identify properties for residential and mixed- use development. Locate regional developers that have successfully completed similar projects in the Greater Atlanta region and work with existing property owners to attract new development.



## Identify a destination business for downtown

Identify a catalyst business to locate in the downtown such as a small micro brewery or anchor restaurant





Expand Calendar of Events



Establish a Recruitment Strategy

Work with Clayton County Film Office



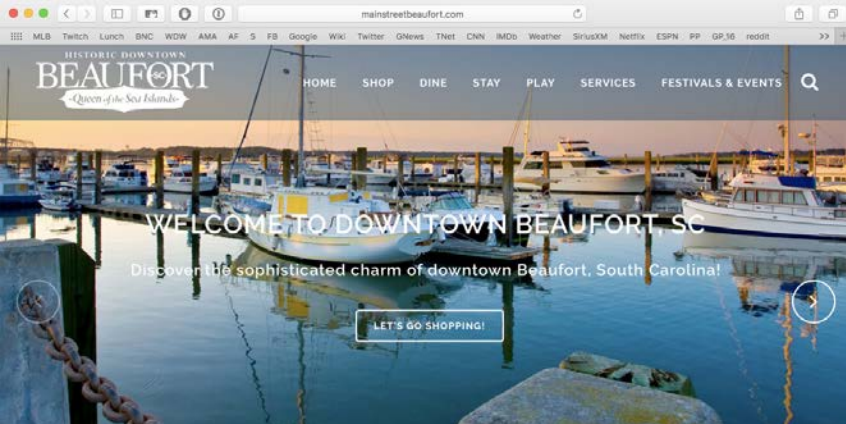
Business. On a first name basis.



image courtesy Shanti Braford

Cooperative and County Marketing

Recruit Retail Businesses



Enhance Gateways and District Signs

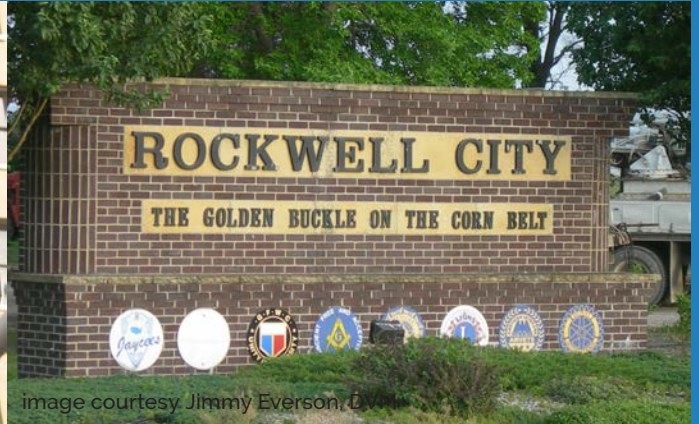


image courtesy Jimmy Everson



# 4

## IMPLEMENTATION

- >> Overview
- >> Action Matrix
- >> 100 Day Action Plan
- >> LCI Consistency

# 4.1 OVERVIEW

Blueprint Jonesboro represents an ambitious vision for the future of Downtown Jonesboro and will require the long-term cooperation of the public and private sectors to come to fruition. The Action Matrix on the following pages lists every project described in this plan, along with responsible parties, potential funding sources, and a general implementation timeline. Guiding policies in the plan above do not appear in the Action Matrix because they are more general in nature.

Some projects, such as beautification efforts, can be implemented immediately. Other efforts are more long term. The Action Matrix gives an approximate start date for each project. Given the longer timeline for parts of the plan, it is important that citizens continue to be involved and that the City of Jonesboro regularly review and update the plan as necessary.

# 4.2 ACTION MATRIX

## FUNDING

In order for the vision of Blueprint Jonesboro to become reality, public and private partners must work together. The City of Jonesboro will be involved in many aspects of implementation, but will need to work with Clayton County, the Atlanta Regional Commission, local non-profit organizations and businesses, and developers.

The Action Matrix on the following pages provides a rough cost estimate and potential funding sources for each project. A number of grants and other public funding sources will ensure that the burden for implementation does not fall entirely on local taxpayers.

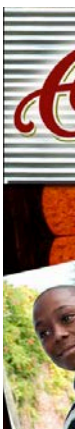
Funding for some transportation improvements may be available through competitive grants from the Livable Centers Initiative, with a local government contribution of 20% of the cost.

## 100-DAY ACTION PLAN

While many of the recommendations of this plan reflect long-term actions, short-term actions can build momentum for downtown Jonesboro and catalyze larger projects in the future.

For example, short term beautification improvements on Main Street could enhance aesthetics, which could be furthered by facade improvement grants in the long term. A short term branding strategy could lead to long term attraction of desired downtown businesses based on the agreed upon brand.

These short term efforts are much less costly and in many cases can be lead by local citizens and businesses without major involvement from public entities. The list on the following page shows the immediate steps that should be taken toward implementation.



# 100 DAY ACTION PLAN

## Jonesboro Brand Identity

Establish a brand identity that reflects local historic and character.

## Main Street Beautification

Add signage, landscaping, banners, and similar items to historic Main Street to improve aesthetics.

## Facade Improvement Grant Program

Initiate a downtown facade improvement grant program, to be led by the DDA.

## Historic Plaques

Start a program to recognize significant historic homes and similar buildings.

## Municipal Complex Investigatory Team

Establish a team to determine the first steps toward building a new Municipal Complex, including land acquisition, site planning, and funding mechanisms.

## Anchor Business

Identify feasible or available downtown retail space and recruit an anchor tenant.

## North Main Zoning Overlay

Issue an RFP for the North Main Street zoning overlay district.

## Parking Time Limits

Implement and begin to enforce 2-hour parking limits on historic Main Street.



Main Street beautification



Municipal Complex Investigatory Team



Brand Identity



Targeted Downtown Business

## ACTION MATRIX: TRANSPORTATION PROJECTS

ID	Description	Est. Cost	Start Date	Responsible Parties	Funding Sources
1	Railroad crossing improvements (College & Mill Streets)	\$530,000	2019	City, Railroad	State/SPLOST
2	Back in angled parking on Main Street	\$6,000	2022	City	Local
3	Public Parking Deck	\$8.6M	2030	City, MARTA	Local, FTA
4	Parking time limits	\$7,000	2018	City	Local
5	Fayetteville Road Extension	TBD	TBD	County, GDOT	SPLOST
6	Traffic signal study along Main St.	\$5,000	n/a	City	Local
7	Relocation of Johnson Street Railroad Crossing	\$192,500	2025	City	Local
8	Roundabout Feasibility Study	\$5,000	n/a	City	Local
9	Pedestrian Improvements				
9b	N Main Street Ped Improvements	\$6.8M	2021	City	TIP, LCI
9a	Lee Street Ped Improvements	\$1.6M	2023	City	TIP, LCI
9c	Smith Street Ped Improvements	\$1.5M	2025	City	TIP, LCI
9d	Church Street Ped Improvements	\$0.9M	2027	City	TIP, LCI
10	New/Improved Sidewalks				
10a	Cloud Street Sidewalks	\$611,800	2021	City	CDBG, LMIG, Local, SPLOST
10b	West Mimosa Drive Sidewalks	\$250,800	2024	City	CDBG, LMIG, Local, SPLOST
10c	Scarlett Drive Sidewalks	\$435,600	2023	City	CDBG, LMIG, Local, SPLOST
10d	Courthouse Way Sidewalks	\$39,600	2026	City	CDBG, LMIG, Local, SPLOST
10e	Spring Street Sidewalks	\$145,200	2025	City	CDBG, LMIG, Local, SPLOST
10f	Pharr Avenue / Woodhaven Drive Sidewalks	\$369,600	2027	City	CDBG, LMIG, Local, SPLOST
10g	Fayetteville Road Sidewalks	\$211,200	2021	City	CDBG, LMIG, Local, SPLOST
10h	College Street Sidewalks	\$79,200	2023	City	CDBG, LMIG, Local, SPLOST
11	Fayetteville Rd Mid-block crossing	\$16,500	2020	City	Local
12	ADA Improvements	\$30,000	2019	City	Local
13	Multi-use trail	\$3.7M	2023	City	TIP, LCI
14	North Main Street zoning overlay	\$10,000	2018	City, ARC, private	City, ARC
15	New Jonesboro Municipal Complex	\$6M	2019	City	City

## ACTION MATRIX: OTHER PROJECTS

ID	Description	Est. Cost	Start Date	Responsible Parties	Funding Sources
16	Lee St. Elementary School improvements	TBD	2019	County	SPLOST, County
17	Public Library renovation/expansion	TBD	2022	County	SPLOST, County
18	Beautification efforts	\$10,000	2019	DDA	DDA, City, private
19	"Pecan Orchard" property redevelopment	TBD	TBD	Private	Private
20	Wilburn Street Public Housing redevelopment	TBD	2019	Housing Authority, private	Private
21	Youth recreation center	TBD	2018	City, County, private	City, County, private
22	Historic marker installation	\$15,000	2021	City, CVB, GHS	City, CVB, GHS
23	Historic plaque installation	\$10,000	2023	Private	Private
24	News Daily Building rehabilitation	TBD	TBD	Private	Private
25	Refurbish rear of Main Street buildings	\$250,000	2025	City, Private	City, Private
26	Façade grant improvement program	TBD	2026	City, DDA	City, DDA, Private
27	Focus recruitment efforts on opportunities in market research	Staff Time	2017	City, DDA	City, DDA
28	Target catalyst destination business	Staff Time	2018	DDA	Private
29	Recruit downtown residential	Staff Time	2018	DDA, City, Private	Private, City
30	Establish DDA as Main Street program; serve economic development functions	\$60,000-75,000	2018	City	City
31	Recruitment strategy for new investment	Staff Time	2017	City, DDA	City, DDA
32	Establish incentives to recruit desired businesses	Staff Time, incentives	2018	DDA	City, DDA
33	Create cooperative marketing strategy with Jonesboro Businesses	TBD	2018	Private, DDA	Private
34	Entrepreneurial development program	\$10,000-20,000	2018	DDA, Clayton State, Clayton Chamber	City, Chamber, Private
35	Unified brand identity for Jonesboro	\$15,000	2017	City	City
36	Expand downtown event programming	Staff Time	2018	DDA, ArtsClayton, Private	DDA, ArtsClayton, Private
37	Coordinate with Clayton County film office to grow film industry in Jonesboro	Staff Time	2018	Clayton County Film, City, Clayton State	Clayton County Film, City
38	Enhance gateways and districts with branded signage	\$15,000 - \$20,000	2019	City, DDA	City, ARC
39	Create branded economic development marketing tools	\$5,000 - \$15,000	2018	DDA, City	DDA, City
40	Collaborate with County on public relations to change external perceptions	TBD	2017	Clayton County, City	Clayton County, City
41	Senior housing development within Active Senior Overlay	\$30M	2021	City, Private	LIHTC, other federal funds

# 4.3 CONSISTENCY



## **BLUEPRINT JONESBORO IS CONSISTENT WITH THE COMPONENTS OF THE LIVABLE CENTERS INITIATIVE AS DESCRIBED BELOW**

### **1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.**

The plan puts forth a vision for a more mixed-use land use pattern that would increase efficiency by providing more services, gathering spaces, and employment near existing residences, and by increasing residential density with redevelopment. These incremental changes in land use patterns are feasible given market constraints, the proposed transportation system, and local conditions.

### **2. Transportation demand reduction measures.**

A reduction in the demand for vehicular trips is proposed via a combination of new sidewalks, more compact development, new bicycle facilities, and greater diversity of land uses.

### **3. Internal mobility requirements – traffic calming, pedestrian circulation, transit circulation, bicycle circulation including safety and security of pedestrians.**

Pedestrian improvements are provided along a variety of streets, including traffic calming measures and elements to promote pedestrian and bicycle circulation. An interconnected network of pedestrian and bicycle facilities is proposed, with a focus on safety and connecting key nodes.



#### **4. Mixed-income housing, job/housing match and social issues.**

Housing types and sizes for people of a variety of ages and incomes are proposed, including apartments, townhouses, single-family residences, and cottages that could serve as traditional or senior housing. The plan will significantly increase the stock of middle-income housing. Proposed public and private improvements will help provide disadvantaged groups better access to parks, public facilities, services, and public transit. The jobs/housing balance will be improved by providing new local jobs and reducing commutes.

#### **5. Continuity of local streets in the study area and the development of a network of minor roads.**

Jonesboro already possesses a basic street grid. This plan focuses largely on pedestrian and bicycle connectivity with new and improved sidewalks and bike trails to bridge gaps in connectivity, especially to key civic anchors.

#### **6. Need/identification of future transit circulation systems.**

There is existing MARTA and regional commuter bus service in the study area. High capacity transit is recommended.

#### **7. Connectivity of transportation system to other centers.**

There are no regional centers within the study area except downtown Jonesboro, but proposed improvements will better connect downtown to adjacent areas.

#### **8. Center development organization, management, promotion, and economic restructuring.**

More effective organization, management, and promotion of existing and proposed assets in and near downtown Jonesboro are needed. Recommendations in the areas of marketing and economic development begin to address these needs and move toward a more vibrant future that capitalizes on local assets.

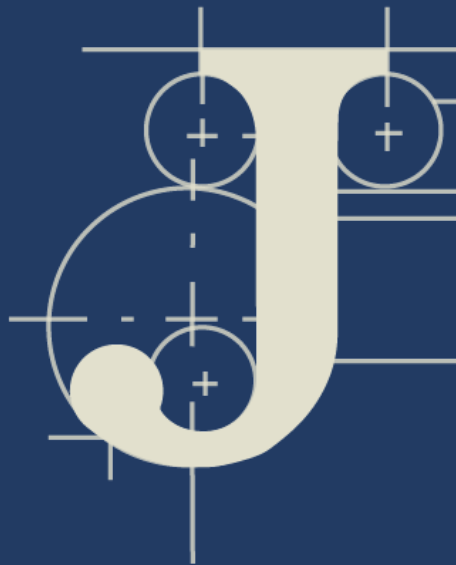
#### **9. Stakeholder participation and support.**

Public participation was solicited throughout the planning process through a combination of individual interviews, creative outreach, and community meetings. More information about outreach can be found on pages 36-41.

#### **10. Public and private investment policy.**

Successful implementation of the plan depends on a marriage of public and private investment policy, in which significant public investments in transportation improvements and other areas are complemented by private investments in redevelopment. Projects may draw from a variety of funding sources, including city, state, and federal dollars; non-profit investment; and private sources.

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