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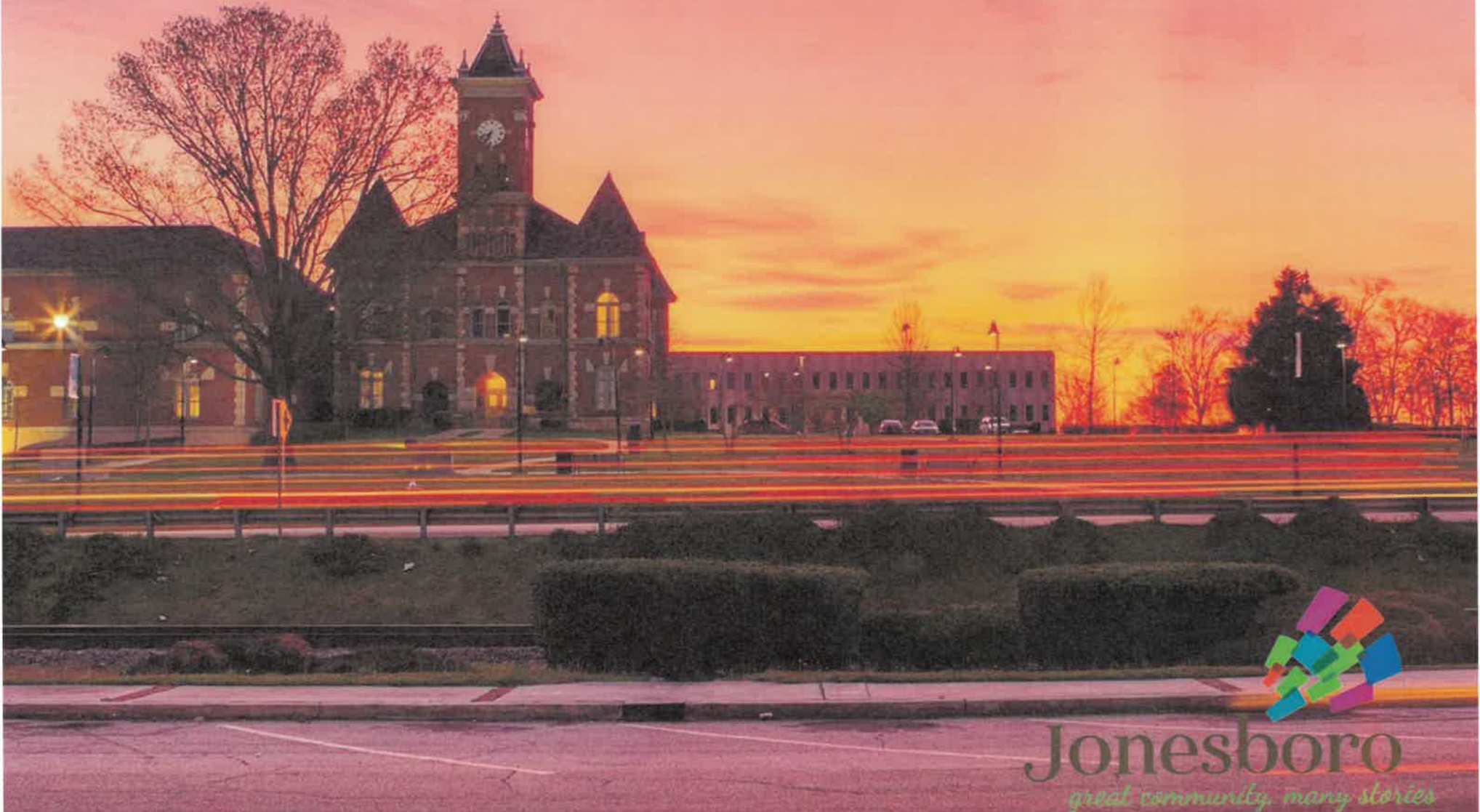
*prepared by the*



Atlanta Regional Commission

# The City of Jonesboro

## 2026 Comprehensive Plan Update



**Jonesboro**  
*great community. many stories*

Photo by: Lauren Wright

## Acknowledgments

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### BROAD STREET Appendix 38-67

# Chapter 1 Jonesboro Yesterday

## Leaksville Beginnings

Prior to the passage of the Treaty of Indian Springs, the land now known as Jonesboro was inhabited by the Coweta tribe of the Creek Indian Confederation. Upon the passage of the treaty, the area was opened to white settlement and became a small community named Leaksville. The town took shape at the intersection of two important travel corridors; the White Hall Wagon Road running north to south, and the Strawn Trail, a former Native American trail and stagecoach route running from the southwest towards Stone Mountain. Today, this path roughly follows SR-54/Highway 138 through Jonesboro. In 1823, the State of Georgia granted a charter for the Leaksville Academy, marking the official start of the town.

The arrival of the railroad in 1843 proved transformative. The Monroe Railroad extended tracks through Leaksville but financial depression forced the company into bankruptcy the following year. The reorganized Macon and Western Railroad inherited the line, and one of its principal engineers, Colonel Samuel Goode Jones, took a particular interest in the small town. Jones re-engineered Leaksville as a formal 2,000-by-2,400-foot city grid centered on the railroad, and in appreciation, local citizens renamed the village Jonesboro around 1845. Regular rail service to Atlanta was established by 1846, spurring steady commercial growth.

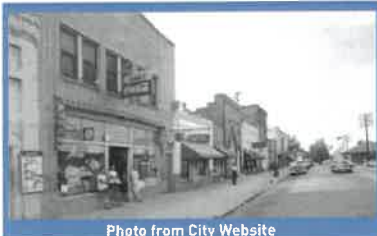


Photo from City Website

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## From Crossroads to County Seat

In 1858, the Georgia legislature created Clayton County from portions of Henry County and Fayette County, and Jonesboro was designated the county seat.

The following year, the city received its official charter. By 1860, Jonesboro had grown into a prosperous community with its economy anchored by railroad commerce and the surrounding agricultural economy of farms and plantations.



Photo from City Website

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## DID YOU KNOW?



Olympic Gold Medalist  
Steve Lundquist  
attended Jonesboro  
High School!



Chick-fil-A founder  
S. Truett Cathy taught  
Sunday school to teens  
at First Baptist Church of  
Jonesboro for over 50  
years.

## The Civil War and Beyond

The Civil War brought both sacrifice and destruction to Jonesboro. Much of the town's young male population enlisted, and in August and September of 1864, the war arrived on home soil. The Battle of Jonesboro, fought over two days on August 31st and September 1st, was the decisive battle of the Atlanta Campaign. Confederate forces were defeated, Atlanta was evacuated, and the battle's outcome is widely credited with securing Abraham Lincoln's re-election and hastening the end of the war. The fighting left nearly two-thirds of Jonesboro in ruins.

Reconstruction was slow and difficult. The courthouse, depot, and much of the town's commercial fabric had to be rebuilt from scratch, and the political turmoil of the era further hindered progress. Nevertheless, Jonesboro pressed forward. Education was central to the community's recovery. Middle Georgia College was chartered in 1880 from the former Clayton High School, drawing students from across the state and anchoring the town's cultural and civic life for decades.

Growth continued through the late 19th and early 20th centuries, but Jonesboro was not immune to the broader forces reshaping small Southern towns. The rise of the automobile improved regional highways and the pull of larger cities drew residents and commerce away. The Great Depression of the 1920s and 1930s hit Jonesboro hard. It was the 1936 publication of Margaret Mitchell's *Gone with the Wind*, said to be set in a fictional rendition of the Jonesboro area, that restored the city's national profile and helped spark a renewed sense of civic pride.

The mid-20th century brought new infrastructure that further connected Jonesboro to the growing Atlanta region. Highway 19-41 opened in the 1950s, and Interstate 75 was completed in 1969, integrating the city into the expanding metropolitan network. In 1971, Jonesboro established its Historic District, a deliberate act of preservation that recognized the town's architectural and cultural significance and set a foundation for incorporating its small-town character into future planning. Today, Jonesboro carries that legacy forward, it is a community shaped by Native American heritage, the railroad era, Civil War memory, and literary fame, working to honor its history while building toward its future.

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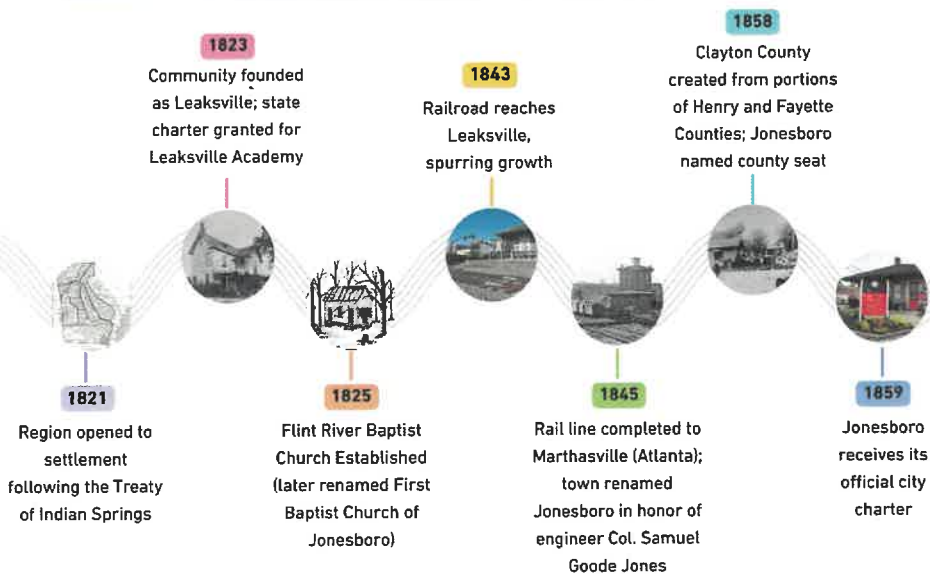
Jonesboro served as Margaret  
Mitchell's real-life inspiration  
for her iconic novel, *Gone with  
the Wind*.



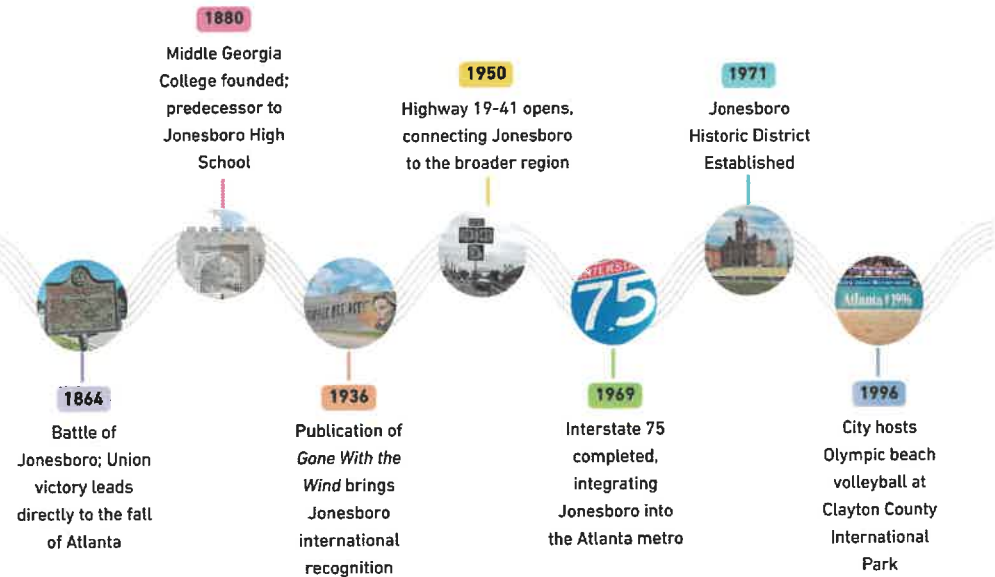
Clayton County International  
Park, located in Jonesboro,  
hosted the 1996 Summer  
Olympics Beach Volleyball.

In partnership

## Jonesboro's Past 1821 - 1859

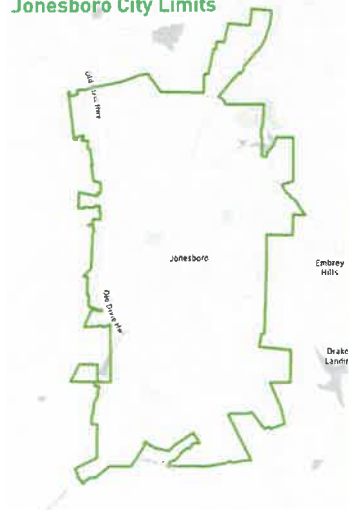


## Jonesboro's Past 1864 - 1996



## Chapter 2 Jonesboro Today

### Jonesboro City Limits



Source: Clayton County, Atlanta Regional Commission, July 2024.  
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### Introduction

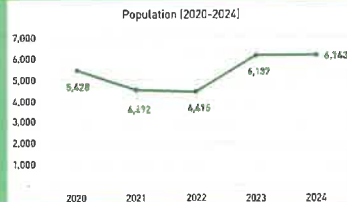
After delving into how Jonesboro came to be Jonesboro, it is important to also delve into the current conditions of Jonesboro's demographics, land, natural resources, housing, transportation, broadband, and previous planning. To do so, data was gathered from the most recent Census and American Community Survey, as well as other sources like the Georgia Department of Community affairs and previous comprehensive plans.

### Demographic Profile

Source: U.S. Census Bureau; American Community Survey, Atlanta Regional Commission, July 2024

#### Population Change

Jonesboro is a small town on the rise. Although it saw a -17% decrease in 2021, the city rebounded with +13% overall growth, signaling steady upward momentum.



| City        | 2020 Population | 2024 Population | % Change 2020 to 2024 |
|-------------|-----------------|-----------------|-----------------------|
| Jonesboro   | 5,428           | 6,143           | +13%                  |
| Morrow      | 7,061           | 6,364           | -9%                   |
| Riverdale   | 15,455          | 14,792          | -4%                   |
| Forest Park | 19,884          | 19,504          | -2%                   |

Jonesboro is among the few cities in Clayton County to grow in population between 2020 and 2024.

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## Demographic Profile cont.

Source: U.S. Census Bureau; American Community Survey, Atlanta Regional Commission, July 2024

### Age Distribution

Jonesboro remains a young and growing community. The median age is 32, and the 25-34 cohort is the city's largest age group at 1,231 residents, nearly double the next largest group, the 45-54 cohort at 792. Nearly 29% of residents are under 20, and the 25-34 bracket accounts for another 20%, meaning close to half the population is under 35. The comparatively small share of older adults (65+) further reinforces Jonesboro's profile as a city oriented around working-age adults and young families, with significant implications for housing, services, and economic opportunity.



Median Age: 32

### Age Distribution

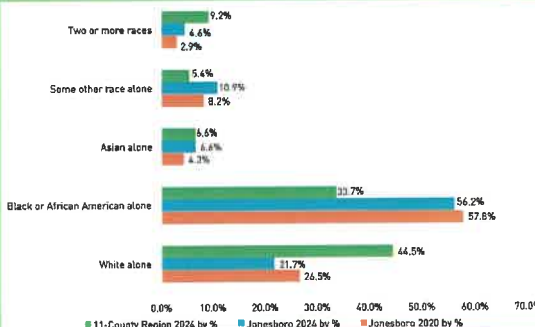


under 15 = 15 to 19 = 20 to 24 = 25 to 34 = 35 to 44 = 45 to 54 = 55 to 59 = 60 to 64 = 65 or older

### Racial Distribution

Between 2000 and 2010, the city shifted from a majority-white community to a majority-minority one. By 2020, approximately 58% of residents identified as Black and 26% as White, with Asian residents and those of two or more races making up the remaining 16%.

The trend toward greater diversity has continued since then. The Black and White population shares have each declined modestly while the Asian population and multiracial residents have grown. Jonesboro is also notably more Hispanic than the surrounding region, with 13.7% of residents identifying as Hispanic, roughly 3.5 percentage points above the 11-county regional average.



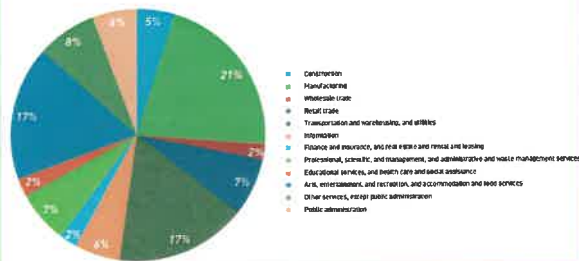
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## Employment and Economic Profile

Source: U.S. Census Bureau; American Community Survey, Atlanta Regional Commission, July 2026

Employment by Sector, Jonesboro 2024



### Industries & Employment

Jonesboro's economic base has shifted meaningfully since the 2021 Comprehensive Plan, when Public Administration, Educational Services, and Retail Trade were the dominant sectors. By 2024, Manufacturing has emerged as the leading sector at 17.8%, followed by Arts, Entertainment, Recreation, and Food Services at 14.3% and Transportation and Warehousing at 13.7%, while Public Administration has fallen to just 4.7%. This shift away from government and education toward goods-producing and service industries reflects broader economic restructuring across the region.

### Income

Jonesboro's income landscape reflects significant economic diversity and persistent inequality. While the largest share of households earn between \$50,000 and \$75,000 annually, over 33% earn less than \$25,000 per year, and the city's median household income of \$50,843 trails Clayton County's median of \$59,806 by nearly \$9,000. This disparity is further underscored by Jonesboro's poverty rate of 35.3%, which is more than double Clayton County's rate of 17.7% and more than three times the Atlanta metro average of 11%.

### Poverty Rate:

Jonesboro: 35.3%

Clayton County: 17.7%

MSA: 11%

Income Distribution 2024



### Median Household Income:

Jonesboro  
\$50,843

Clayton County  
\$59,806

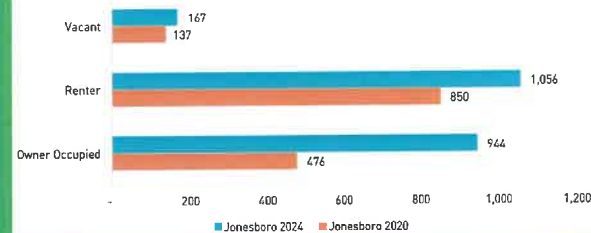
MSA  
\$89,724

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## Housing Profile

Source: U.S. Census Bureau; American Community Survey, Atlanta Regional Commission, July 2026

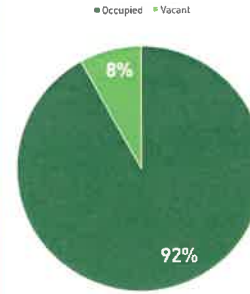
### Housing Tenure



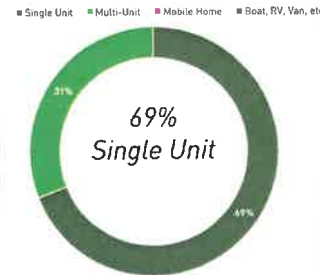
Since the 2021 Comprehensive Plan, Jonesboro's housing landscape has shifted considerably. In 2020, occupied housing units were split 64% renter-occupied and 36% owner-occupied, with a 10% vacancy rate. By 2024, owner-occupied households nearly doubled from 476 to 944, while renter households rose from 850 to 1,056. Renters still account for the largest share at 49%, compared to 44% owner-occupied and 7% vacant, but the gains in homeownership represent a notable reversal of the trend documented in the previous plan.

Affordability pressures remain a significant concern, particularly for renters. According to the Census ACS, approximately 53.1% of renter households in Jonesboro are cost burdened, paying 30% or more of their household income on housing costs. While this represents a modest improvement from the 62% reported in the 2021 plan, the burden remains acute: 19% of renter households spend between 40–49.9% of their income on rent, and 35% spend 50% or more, meaning more than one in three renter households is severely cost burdened.

### Housing Occupancy



### Types of Structure



2024 Median Home Value: \$263,189

2021 Median Home Value: \$178,108

Source: Zillow ZHVI Average

Homeowners with a mortgage fare comparatively better, with a cost burden rate of 18.3%, a notably lower rate than both Clayton County (36.2%) and the Atlanta metro average (26.3%). This suggests that for residents who have achieved homeownership, Jonesboro remains relatively affordable. Owners without a mortgage show a slightly elevated burden rate of 12.5% compared to the metro average of 11.4%, a trend worth monitoring as the city's population ages.

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Housing Profile cont.



- Jonesboro**
- 89% SUBMARKET 8: BELOW-MEDIAN PRICED SUBURBAN EMPLOYMENT CORRIDORS & TOWN CENTERS →
  - 11% SUBMARKET 7: BELOW-MEDIAN PRICED SUBURBAN NEIGHBORHOODS →

Housing Submarket

According to the Metro Atlanta Housing Strategy (MAHS), Jonesboro’s market positioning has shifted considerably since the 2021 Comprehensive Plan. At that time, the city was more evenly split between Submarket 7 and Submarket 8. The city was 52% Submarket 8 and 48% Submarket 7 in 2021. By 2024, that balance had shifted dramatically, with 89% of the city falling within Submarket 8 and just 11% remaining in Submarket 7.

This consolidation into the lowest-priced submarket reflects the continued affordability pressures and relative stagnation of owner-occupied housing stock documented elsewhere in this profile. At the same time, home values have risen. In 2021, the city’s median home sale price was \$110,000, up 200% from 2013. According to Zillow, a typical home was estimated to be worth \$179,000 in 2021. The median value of owner-occupied housing units has since risen to \$188,300, continuing an upward trajectory even as the city’s submarket classification has shifted downward.

Taken together, these trends point to a housing market under pressure, where rising home values have not translated into broader homeownership opportunity. The comprehensive plan update presents an opportunity to advance policies that expand housing options, support renters facing cost burden, and create conditions for more residents to build long-term stability through homeownership.

**Submarket 7: Below-Median Priced Suburban Neighborhoods**

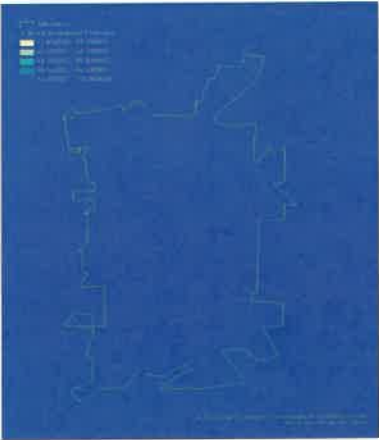
Lower-priced suburban neighborhoods with both single-family owners and a large, rapidly-increasing number of single-family renters.

**Submarket 8: Below-Median Priced Suburban Employment Corridors & Town Centers**

Lower-priced moderately-sized suburban homes in neighborhoods mostly consisting of homeowners, albeit with an increasing proportion of renters.

| CITY SNAPSHOT                              |                |
|--------------------------------------------|----------------|
| Median Home Sale Price (2025)              | \$182,000      |
| Change in Median Home Sale Price (2020-25) | +21%           |
| Home Sale Price Per Sq Ft (2025)           | \$144.00 sq ft |

Source: Atlanta Regional Commission, Metro Atlanta Housing Toolkit



Broadband Profile

According to the FCC Broadband Data Collection (December 2025), Jonesboro falls within the 94.4–100% wired broadband coverage range, placing it among the best-served communities in the state.

While citywide coverage figures are strong, coverage alone does not capture the full picture. Broadband availability data reflects whether a provider offers service in an area, but does not account for affordability, actual speeds experienced by residents, or household adoption rates. Given Jonesboro’s high renter population and significant share of lower-income households, ensuring that residents can afford and meaningfully access broadband service remains an important equity consideration for this plan update.

Average Commute Time: 34.6m

Transportation Profile

The vast majority of Jonesboro residents commute by car. According to ACS data, 67% of workers drive alone and another 20.8% carpool, meaning nearly 9 in 10 employed residents rely on a personal vehicle. Walking accounts for 3% of commute trips and 8.4% of residents work from home. Notably, zero percent of residents reported using public transportation, pointing to a significant gap in transit utilization despite available MARTA bus service through routes 193 (Morrow/Jonesboro) and 192 (Old Dixie/Tara Blvd).

Commute times reflect the city’s position within the broader Atlanta metro. The mean commute time is 34.6 minutes, with the largest share of residents (29.6%) traveling 30 to 34 minutes. An additional 22.1% commute 45 minutes or more, indicating that a meaningful portion of residents face long daily trips to employment centers outside the city.



Relevant Studies and Plans

2021 City of Jonesboro Comprehensive Plan

The 2021 Comprehensive Plan called for high-quality multimodal connections and flagged Tara Boulevard as a key corridor in need of pedestrian improvements, noting the potential for MARTA Bus Rapid Transit along the State Route 54 corridor as a future consideration.



Tara Blvd. Livable Centers Initiative (LCI)

The Tara Boulevard LCI reimagines the 11-mile, car-centric corridor as a multimodal, people-focused destination covering more than 5,600 acres. Developed in partnership with Aerotropolis Atlanta, the study includes recommendations for pedestrian safety and improved access to bus routes along the corridor. The study received the Atlanta Regional Commission (ARC's) 2025 Regional Excellence Award for Visionary Planning.

Blueprint Jonesboro LCI Study

The Downtown LCI created a vision for walkability and economic development in downtown Jonesboro, with a focus on connecting existing MARTA and Xpress bus stops to the downtown core through trails and streetscape improvements. Completion of the study made Jonesboro eligible to apply for federal transportation funding.



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## Chapter 3 Vision for the Future

### Community Engagement

As part of the 2026 Comprehensive Plan update, there were multiple opportunities for the community to engage. This included a survey open for three months, from April to July, a steering committee made up of Jonesboro residents, business owners, city staff, and an elected official, and multiple in-person engagement events. The questions and information gathered from each opportunity differ, providing an array of thoughts on Jonesboro's past and future. A timeline of events can be found below.

#### Jonesboro Comprehensive Plan Community Engagement Timeline



### Looking Back, Looking Forward

Every five years, Jonesboro's Comprehensive Plan revisits the community's shared vision to ensure it still reflects who we are and where we want to go. The 2021 Plan established a vision and set of goals to guide the City through 2035. As part of this update, residents were asked to reflect on that vision and identify the priorities that matter most today.

#### 2021 Vision Statement

*Jonesboro is a strongly connected community where individuals are valued. It elevates the arts, the environment, and civic participation while planning for growth and improving quality of life*

#### 2021 Community Goals

In 2035, Jonesboro will have:

- A Reenergized, Bustling Main Street
- Remarkable Places Throughout the City
- A Strong Economy as the County Seat of Clayton County
- Great Connectivity and High-Quality Amenities

#### How does the 2026 engagement reflect on the previous vision?

- The community is split on whether the 2021 goals still reflect their vision: 43% agree, 33% disagree, and 23% are unsure, suggesting the goals may need refreshed framing rather than a full rewrite.
- When asked to prioritize, residents ranked economic development first, followed by public safety, infrastructure maintenance, and housing, keeping economic strength as a top concern, consistent with 2021, while elevating day-to-day service delivery.
- Infrastructure emerged as a dominant theme in resident comments, with recurring concerns about stormwater drainage and clogged storm drains, street cleaning and debris removal, road resurfacing and lane striping, railroad crossing maintenance, and inconsistent street lighting in neighborhoods such as Forest Knoll.
- Public safety concerns, including red-light running, echo residents' desire for a safer, better-connected city under the original Great Connectivity goal.
- Redevelopment of North Main Street continues to be a priority, aligning with the original goal of creating remarkable places throughout the city.

## 2026 Vision Statement and Community Goals

Based on feedback gathered through the survey, steering committee meetings, and in-person engagement events, five community goals were identified to guide Jonesboro through the next planning cycle. These goals reflect what residents ranked as their top priorities along with a continued commitment to Main Street as the heart of the city.

### 2026 Vision Statement

*Jonesboro is a vibrant community where every resident is valued and empowered to shape its future. As we grow, we are committed to creating a city where growth and quality of life rise together*

### 2026 Community Goals

In 2035, Jonesboro will have:

- A Thriving, Diverse Economy
- A Safe City for All
- Well-Maintained Infrastructure
- A Reenergized Main Street



## Survey Results

To reach a broad cross-section of residents, the City launched an online survey through PublicInput, promoted via the project website, flyers, and QR codes at City Hall and community events. The survey ran from April 1 through July 3, 2026, asking residents about their priorities for downtown, housing, transportation, and the overall direction of the city.

Respondents skewed toward long-term residents, with nearly 80% connected to Jonesboro for 10+ years and over half age 55 or older, so results are best read alongside the City's in-person engagement events, which reached a younger, more representative cross-section of the community.



**Does this vision still reflect your priorities for Jonesboro?** Jonesboro is a strongly connected community where individuals are valued. It elevates the arts, the environment, and civic participation while planning for growth and improving quality of life. (43% yes, 33% no, 23% unsure)

**What are the top 3 issues Jonesboro should focus on?**  
Economic Development & Downtown Improvements (tied)  
Public Safety and Infrastructure (tied)

**What housing types should Jonesboro focus on in the future?**  
Single-family homes  
Affordable Housing/Housing Rehab/Preservation

**How has Jonesboro changed over the past 5-10 years?**  
28% - Declined significantly  
28% - Improved somewhat  
19% - Declined somewhat  
13% - Stayed the same  
6% - Improved significantly

**What transportation improvements should be highest priority?**  
Road maintenance  
Sidewalks

**What should downtown Jonesboro focus on?**  
Restaurants and nightlife  
Retail and shopping

**How concerned are you of the following?**  
The following percentages indicate a major concern  
Infrastructure maintenance (66%)  
Economic Development (55%)  
Housing affordability (45%)  
Public Safety (76%)  
Government transparency (79%)



Engagement Meetings Thoughts and Results

As mentioned, along with the survey, engagement data was collected from the steering committee and two city-wide events.

Steering Committee Meeting #1

The steering committee consisted of Jonesboro residents, business owners, city staff, and an elected official. At the first meeting, the committee was asked to conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to examine where the city thrives and where there is need for improvement. Below is what the committee identified.

| Strengths                                                      | Weaknesses                                          | Opportunities                           | Threats                           |
|----------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------|-----------------------------------|
| 1 Representative City Council whose age reflects the community | 1 Out-of-date processes                             | 1 Downtown Development                  | 1 Stagnation                      |
| 2 Strong sense of community                                    | 2 Lack of clarity/clear communication               | 2 Property Redevelopment                | 2 Aging Stormwater Infrastructure |
| 3 Design Review and Historic Preservation Commissions          | 3 Outsourcing of permitting/review                  | 3 17 Vacant Properties in Downtown      | 3 Public Safety Concerns          |
| 4 Lee Street Park                                              | 4 Lack of overall community involvement             | 4 Industrial Property/Southern Crescent | 4 Property Maintenance            |
| 5 Location - proximity to Atlanta and the airport              | 5 Fear of losing small-town charm creates stagnancy | 5 New Housing Developments in the Works | 5 Stuck in the Past               |
| 6 Shared outdoor public space                                  | 6 Old and unutilized buildings                      | 6 Community Involvement                 | 6 Historical Narrative            |
| 7 Young Population                                             | 7 Recreational activities for children and youth    | 7 Placemaking / Local Artists           | 7 Old Processes, New Times        |
| 8 Public Facilities                                            | 8 Lack of mixed housing                             | 8 New City Manager with Economic Vision | 8 Limited Revenue Streams         |

Across all four categories, several themes emerge. Downtown revitalization is both an opportunity and a challenge as vacant and underutilized properties are seen as a chance for redevelopment, while property maintenance and old buildings remain a concern. Community involvement surfaces repeatedly, from strong civic pride as a strength to a recognized need for greater resident participation. Jonesboro's leadership and location are viewed as core strengths, but outdated internal processes and communication gaps point to room for improvement in how the city operates and engages residents going forward. Looking outward, the committee also flagged the city's historical narrative and public safety as areas of concern, recognizing how Jonesboro's past is told, and how safe residents feel day to day, can shape outside perception and hold the city back if left unaddressed.

Steering Committee Meeting #2

At the second steering committee meeting, the group used Mentimeter, a free interactive polling tool, to answer the question: "What are 3 goals you have for the city within 5 years?" Responses were then ranked by popularity based on how many committee members submitted similar ideas. The results, shown below, highlight a strong emphasis on downtown revitalization, resident engagement, and improving the overall appeal of the city.



What are 3 goals you have for the city within 5 years?

|                                                                                                                                           |                                                                                                                                                           |                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Focus on Commerical/Retail Opportunities downtown Continue creative placemaking Trail connectivity and sidewalk improvements<br>3 Popular | Thriving downtown (restaurants but also family friendly businesses and hang out spots) Health push for residents (walk ability, bike trails)<br>3 Popular | Improve the eye appeal of city. Develop program and services to engage residents. Fill gaps in downtown.<br>2 |
| Serving the citizens with genuine engagement. City Mayor engagement with residents and business owners. Better maintenance.<br>2          | Good news curated and shared on messaging platforms.<br>2                                                                                                 | Increase resident and business owner participation on City Boards<br>2                                        |

## City Wide Meetings

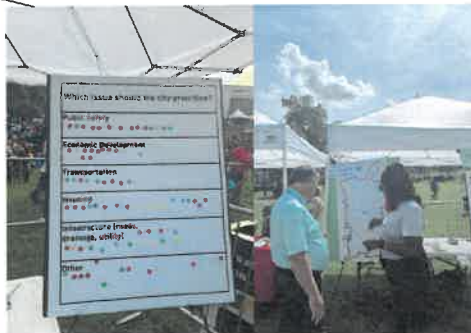


June 2, 2026  
Jonesboro Townhall

On June 2nd, the ARC project manager spoke at the city-wide townhall to give an overview of what a comprehensive plan is, why it matters for the city, and why community engagement is so important. This event also served as an introduction of the city's new City Manager, giving residents a chance to meet them and ask questions. The community's voice is the most important part of this process. At the event, we tabled for the survey, listened to resident concerns, and encouraged attendees to get involved and take the survey.

June 19, 2026  
Juneteenth Festival

ARC also tabled at the 3rd Annual Jonesboro Juneteenth Festival, a city-wide celebration that brought together the community with fireworks, music, and food. At our table, we set up three boards for residents to engage with. The first was a city limits map where people marked where they live and where they work. The second board displayed a QR code linking to the survey and the comprehensive plan website. The third asked residents to vote on which issue the city should prioritize. Housing and infrastructure received the most votes, followed by public safety and economic development, with transportation receiving the fewest. Several residents also wrote in additional priorities, including funding for small businesses that contribute to community development, a request for increased police presence, and strong opposition to data center development.



## Community Priorities

Putting together all our engagement efforts discussed in this chapter, we identified four main areas of concern in the community. Residents consistently ranked Economic Development, Public Safety, Infrastructure Maintenance, and Housing as their top priorities. Using resident comments, both written and verbal, the top community priorities are listed in the table below.

| Concern                    | Community Priorities                                                          |
|----------------------------|-------------------------------------------------------------------------------|
| Economic Development       | Redevelopment of North Main Street                                            |
|                            | Diversifying the economic base beyond Tara Boulevard                          |
|                            | Attracting new businesses and reinvest in downtown                            |
| Public Safety              | Funding support for small businesses that contribute to community development |
|                            | Increased traffic enforcement to address red-light running                    |
|                            | Increased intentional police presence and patrol                              |
| Infrastructure Maintenance | Railroad crossing safety improvements                                         |
|                            | Stormwater system repair and clogged drain maintenance                        |
|                            | Street resurfacing and lane striping                                          |
| Housing                    | Improved sanitation collection reliability                                    |
|                            | Additional street lighting in underlit neighborhoods (e.g., Forest Knott)     |
|                            | Preserve affordability for lower-income and disabled residents                |
|                            | More mixed-income and attainable housing options                              |

Across nearly every engagement opportunity, a common thread emerged: residents want a city that looks and functions well. Concerns about stormwater drainage, street conditions, sanitation collection, and neglected properties came up repeatedly, not just as infrastructure issues, but as matters of civic pride and everyday quality of life. For many residents, the physical appearance and upkeep of Jonesboro is inseparable from how safe, cared-for, and invested-in their neighborhoods feel.

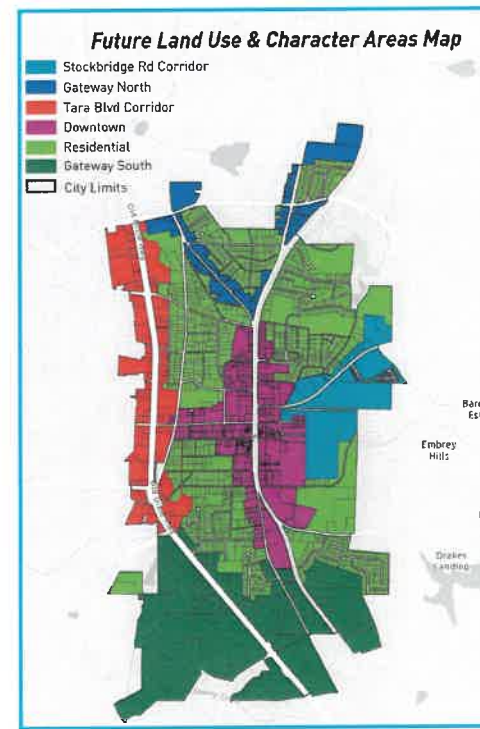
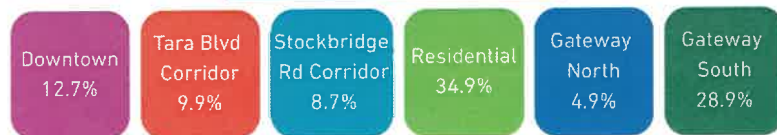
## Chapter 4 Future Land Use

### Character Areas Overview

A significant guiding element of the comprehensive plan is the future land use component. Future land use differs from current zoning regulations: zoning dictates what is currently allowed to be built in a given area, for example, a single-family home cannot be built on a commercially zoned lot, while future land use reflects what the *community* would like to see in an area going forward. These Character Areas are intended to ensure compatible and unified development within specified areas of the city, and reflect the priorities identified through the 2026 community engagement process. As described below, these Character Areas guide land use characteristics and development standards, influencing density, land use policy, and permissible uses within each area.

In the previous iteration of the Comprehensive Plan, six character areas were identified: Tara Boulevard Corridor, Residential, Downtown, Gateway North, Gateway South, and Stockbridge Road Corridor. For Jonesboro's footprint of approximately 1,920 acres (3 square miles), there was a focus on the primary uses of commercial, office/institutional, residential, and government. These character areas reflected Jonesboro's role as the county seat of Clayton County, balancing a historic downtown core with commercial corridors and residential neighborhoods. The character areas can be seen on a map on the next page, as well as descriptions to follow. As of this update, community engagement reaffirmed that all six character areas remain relevant to Jonesboro's current and future development patterns, with particular emphasis on downtown revitalization and infrastructure maintenance within existing neighborhoods.

#### Character Areas by % of Land



Source: Atlanta Regional Commission, July 2026

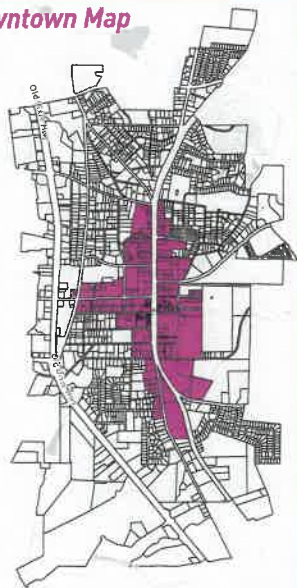
- Downtown:** The historic civic and commercial core anchoring government, retail, and community gathering spaces
- Tara Blvd:** A commercial and mixed-use corridor supporting retail, services, and gateway-style development
- Stockbridge Rd:** A transitional corridor blending commercial and light institutional uses
- Residential:** Established neighborhoods that preserves housing character and quality of life
- Gateway North:** A northern entry point into the city, shaping first impressions through commercial and mixed-use development
- Gateway South:** A southern entry corridor balancing green spaces, low-density development, and access into the city

### What are Character Areas?

Character areas are a representation of the community's vision for the spaces within city limits and provide a more comprehensive look at land patterns and design. These areas are used to identify land that has a common form of development, sense of place, intensity of use, and design elements, which can refer to either existing features or what is intended for the future.

When rezoning applications come forward, the request is intended to be compared to the character areas identified from previous existing conditions and engagement. For instance, if an industrial use tried to come into an area designated as "Downtown," that would not be considered compatible with the desires of the community.

## Downtown Map



Source: Atlanta Regional Commission, July 2026

### Downtown

Downtown remains the core commercial and office development center of Jonesboro, with continued potential for redevelopment and reinvestment. Residents consistently identified downtown revitalization, including addressing vacant properties, as a top priority, alongside interest in placemaking and support for local artists.

#### Development Patterns:

- Encourage mixed-use development with ground-floor retail/commercial and upper-floor office or residential
- Maintain a walkable block pattern with minimal setbacks and on-street parking
- Preserve historic building scale and architectural character; new construction should be contextually sensitive
- Prioritize streetscape improvements to support pedestrian activity



#### Implementation Strategy:

- Downtown should include a viable mixture of retail, office, services, and residential.
- Design should be pedestrian-oriented, with strong, walkable connections between different uses.
- Support placemaking efforts and local artists as a tool for downtown revitalization.
- Prioritize redevelopment of vacant and underutilized downtown properties.
- Enhance the pedestrian-friendly environment with sidewalks and connections to neighboring communities.

In partnership with the Atlanta Regional Commission

## Tara Blvd Corridor Map



Source: Atlanta Regional Commission, July 2026

### Tara Blvd Corridor

The Tara Boulevard corridor remains the main commercial corridor within Clayton County, containing a mix of commercial and government uses. While the corridor is only partially within Jonesboro's city limits, it continues to serve as the area most residents associate with the city's commercial identity. Residents identified this corridor as a continued opportunity for redevelopment, with interest in addressing vacant properties and attracting a more diverse mix of businesses.

#### Development Patterns:

- Support auto-oriented commercial and retail uses while improving access management (shared driveways, reduced curb cuts)
- Encourage consolidation of parking and landscaping buffers between the corridor and adjacent residential areas
- Plan for future transit or multimodal accommodations given the corridor's role as a primary thoroughfare
- Discourage strip-commercial sprawl; favor consolidated nodes of development over continuous frontage

#### Implementation Strategy:

- All development should be well-connected by access roads, interparcel connections, and shared drives.
- Complete and integrate pedestrian improvements and crosswalks throughout the corridor.
- Promote high standards of architecture, landscaping, and sign controls to improve corridor appearance, addressing residents' continued concerns about property maintenance and visual appeal.
- Discourage additional curb cuts onto Tara Boulevard.
- Coordinate with the Tara Boulevard LCI Study, adopted in 2024, to align city and county investment along the corridor.

In partnership with the Atlanta Regional Commission

## Stockbridge Rd Corridor Map



Source: Atlanta Regional Commission, July 2026

### Stockbridge Rd Corridor

This area remains the primary eastern gateway into Jonesboro, characterized by a mix of schools, older commercial development, and primarily multifamily residential. Residents identified infrastructure maintenance and safety, including railroad crossing conditions, as ongoing concerns in this area.

#### Development Patterns:

- Serve as a transitional zone bridging Downtown intensity and surrounding residential character
- Allow light commercial, office, and institutional uses at a moderate scale
- Require buffering and design transitions where commercial uses abut residential neighborhoods
- Maintain adequate right-of-way for future road or multimodal improvements

#### Implementation Strategy:

- Design should be pedestrian-oriented, with safe access to and from schools.
- Improve railroad crossing maintenance and safety along the corridor.
- Encourage a mix of housing types in this area.
- Complete and integrate pedestrian improvements and crosswalks throughout the corridor.

Stockbridge Rd

In partnership with the Atlanta Regional Commission

## Residential Map



Source: Atlanta Regional Commission, July 2026

### Residential

The City's residential areas remain a mixture of historic residences and more modern housing stock. Engagement this cycle reaffirmed resident interest in mixed-income housing options and continued concern about aging infrastructure within neighborhoods.



#### Development Patterns:

- Protect existing neighborhood character, lot patterns, and housing types from incompatible infill
- Allow limited "missing middle" housing where appropriate to support housing diversity
- Maintain tree canopy and green infrastructure standards in new development
- Ensure adequate connectivity rather than isolated cul-de-sac patterns

#### Implementation Strategy:

- Promote new developments that emulate the positive aspects of historic Jonesboro's architecture, where relevant.
- Promote new developments that diversify the City's housing stock with thoughtful planning and high-quality architecture.
- Prioritize infrastructure maintenance within existing neighborhoods alongside any new development.
- Promote vehicular and pedestrian/bike connections as well as internal street connectivity.

In partnership with the Atlanta Regional Commission

Residential Character Area Housing Recommendations

As discussed in Chapter 2, Jonesboro falls within Submarket 7 and Submarket 8, and a map of these submarkets can also be found there. Another important factor in evaluating residential possibilities is the housing submarket in which an area is located. Understanding submarket dynamics helps local governments determine the types of housing best suited to future residents, from renters to move-up buyers to those seeking senior or workforce housing. Market recommendations should be considered alongside character areas and zoning to guide well-informed residential development decisions.

Top Housing Actions and Action Steps for this Submarket

| Submarket 7: Below-Median Priced Suburban Neighborhoods                | Submarket 8: Low-Median Priced Suburban Employment Corridors & Town Centers |
|------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Mandate and incentivize affordable housing through inclusionary zoning | Mandate and incentivize affordable housing through inclusionary zoning      |
| Support smaller homes and ownership opportunities                      | Allow and incentivize innovative housing types                              |
| Establish local housing funding resources and programs                 | Identify targeted areas appropriate for higher density                      |
| Identify regional funding mechanisms                                   | Establish local housing funding resources and programs                      |
| Increase walkability                                                   | Address blight                                                              |
| Reduce costs of housing near transit and amenities                     | Reduce evictions and homelessness                                           |
|                                                                        | Increase walkability                                                        |
|                                                                        | Reduce costs of housing near transit and amenities                          |

Source: Atlanta Regional Commission, Metro Atlanta Housing Toolkit

### Gateway North



Source: Atlanta Regional Commission, July 2026

This area, the North Main and Jonesboro Road corridors north of Downtown, continues to serve as the main gateway into the city from the north and remains a priority for redevelopment and reinvestment. Residents specifically called for improved neighborhood lighting in this area.

**Development Patterns:**

- Prioritize high-quality design and signage standards, since this area shapes first impressions entering the city
- Support a mix of commercial and mixed-use development at a moderate intensity
- Incorporate landscaping and gateway signage/monumentation at key entry points
- Manage access points along the corridor to reduce congestion and turning conflicts

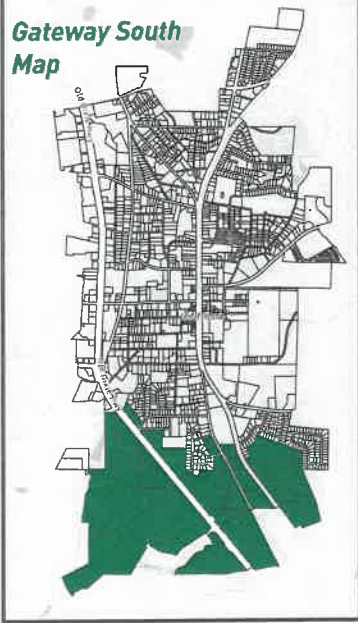
**Implementation Strategy:**

- Design should be pedestrian-oriented, with strong, walkable connections between different uses.
- Improve street lighting throughout the corridor and adjacent neighborhoods.
- Enhance the pedestrian-friendly environment with sidewalks and trail/bike routes.
- Screen truck docks and waste handling areas from public view.

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## Gateway South Map



Source: Atlanta Regional Commission, July 2026

## Gateway South

Gateway South continues to serve the goal of giving the city's southern limits new vitality through a mix of land uses. The area now includes the City-recognized Gateway South zoning district, reflecting the city's continued commitment to this area's revitalization.

### Development Patterns:

- Balance lower-density development with preservation of natural features (creeks, floodplain, tree cover)
- Limit intensive commercial uses in favor of light commercial, institutional, or low-density residential
- Protect environmentally sensitive areas from encroachment as the city's southern edge develops
- Plan for infrastructure capacity (roads, utilities) ahead of any future growth pressure

### Implementation Strategy:

- Design should be pedestrian-oriented, with strong, walkable connections between different uses.
- The residential component will help diversify quality housing options to supplement the City's aging housing stock.
- Close proximity of housing, new businesses, and offices will embody the City's "live, work, play here" philosophy.
- Design guidelines here remain independent of the Tara Boulevard



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# Chapter 5 Community Work Program

## Introduction

As part of the Community Work Program (CWP), every comprehensive plan update includes a Report of Accomplishments (ROA) that takes the last CWP and the tasks that were identified and provides a status update. For organizational purposes, the tasks are separated into distinct categories. These categories were carried over from the last program. Tasks that are determined to be underway or postponed are carried over to the next cycle until it is complete or no longer deemed a priority.

In terms of the 2026 CWP, it takes all of the information gathered throughout the planning process and establishes a list of action items. These action items are intended to further the vision and goals of the community based on current needs and desires. In other words, the CWP is intended to be a collaborative, action-oriented guide for the future of Jonesboro. The CWP not only identifies projects, but also suggests timeframes, estimated costs, funding sources, and responsible parties. These factors are flexible to new information and are suggestions for potential avenues toward completion.

Among the priorities carried into this cycle are public safety, infrastructure, and community engagement. While a full inventory of police, fire, and EMS capacity or parks infrastructure fell outside the scope of the plan's conditions analysis, these topics emerged repeatedly through community engagement as concerns and assets residents want addressed. The categories below reflect that input as *guiding principles*, translating what the community identified directly into action items

### Public Safety

A priority the community raised consistently through engagement. It's carried forward as a lens for future CWP action items rather than reflected in current carryover projects.

### Community Engagement

Reflects the City's effort to translate what residents said they value into concrete action items, from signage and wayfinding to the Arts & Entertainment District's physical character.

### Infrastructure

Covers the on-the-ground capital and regulatory work needed to support growth: streets, sidewalks, parks, housing stock, and the design/zoning standards that shape how new development fits into the city.

## Report of Accomplishments (2021-2026)

Despite the ROA identifying achievements from the previous CWP cycle, it is not a holistic view of everything Jonesboro leadership, staff, and community have accomplished since the last update. Below is a list of projects, accomplishments, and initiatives that have wrapped up or are underway that are moving Jonesboro in the direction of the community's vision and goals.

Items that are **COMPLETED** have been finished within the 5-year reporting period prior to this comprehensive plan update.

Items that are **UNDERWAY** have been initiated or had partial progress as of the end of the 5-year reporting. They have been carried over into the reporting period for this update.

Items that are **POSTPONED** are still priorities for the community and have been carried over into the new 5-year reporting period for this comprehensive plan update.

Items that are **DROPPED** have been dropped and are not in this comprehensive plan update.

|    | Project                                                                                                                                                                            | Status    | Notes                                                  |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------------------------------------|
| 1  | Conduct a code audit to compare plans with codes and make recommended zoning changes                                                                                               | Underway  |                                                        |
| 2  | Develop an economic development package for new and existing businesses                                                                                                            | Underway  |                                                        |
| 3  | Develop an economic development website                                                                                                                                            | Postponed |                                                        |
| 4  | Apply for GDOT Roadside Enhancement funds for State Routes within the City                                                                                                         | Underway  |                                                        |
| 5  | Improve the Battleground Park to include Open Field, Nature Walk, Nature Preserve                                                                                                  | Underway  |                                                        |
| 6  | Housing assessment of existing housing stock within the City                                                                                                                       | Underway  |                                                        |
| 7  | Apply for grants or other funding for sidewalks along the North Main Street corridor                                                                                               | Complete  | FY 26, Community Funding                               |
| 8  | North Main Street streetscape improvements                                                                                                                                         | Underway  |                                                        |
| 9  | Establish design standards for the North Main Street corridor                                                                                                                      | Underway  |                                                        |
| 10 | Create more facilitation between City and Co. Trails Program to create more outdoor trails                                                                                         | Underway  |                                                        |
| 11 | Obtain Ga Outdoor Stewardship Program grant for more sidewalks in the downtown                                                                                                     | Dropped   | Outdoor Stewardship Program does not include sidewalks |
| 12 | Integrate City's Tara Boulevard Overlay design standards with County Overlay standards.                                                                                            | Underway  |                                                        |
| 13 | Finalize citywide architectural standards in a standalone document.                                                                                                                | Underway  |                                                        |
| 14 | Develop City-owned properties to diversify housing stock and improve economic viability.                                                                                           | Underway  | Partnership with MicroLife Institute                   |
| 15 | Provide entrance signage designs for certain entry points within City.                                                                                                             | Underway  |                                                        |
| 16 | Provide signage or other means of labeling (curb painting, streetlight flags, etc.) to better identify blocks that lie within the Historic Dist. and Historic Residential Overlay. | Underway  |                                                        |
| 17 | Demarcate the Arts & Entertainment Dist. with creative crosswalks at the edges of the District and art pieces (especially local art) within the Downtown.                          | Underway  |                                                        |
| 18 | Connect features in the City (hist. points, murals, art pieces, etc.) with wayfinding devices                                                                                      | Underway  |                                                        |

## Community Work Program (2026-2030)

The Community Work Program lists all proposed projects along with timelines, parties responsible for implementation, and cost estimates. The matrix is intended to serve as a blueprint for achieving the community's vision for the future and should be updated every five years.

|    | Project                                                                                                                                                                            | 2026 | 2027 | 2028 | 2029 | 2030 | Responsibility         | Funding and Cost |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------------------------|------------------|
| 1  | Develop an Economic Development Package for new and existing businesses                                                                                                            | X    | X    | X    | X    | X    | City Staff             | Staff Time       |
| 2  | Apply for GDOT Roadside Enhancement funds for State Routes within the City                                                                                                         |      | X    | X    | X    | X    | City Staff             | GDOT, SPLOST     |
| 3  | Improve the Battleground Park to include Open Field, Nature Walk, Nature Preserve                                                                                                  |      | X    | X    | X    |      | City Staff             | GDOT, SPLOST     |
| 4  | North Main Street streetscape improvements                                                                                                                                         |      | X    | X    | X    | X    | City Staff             | SPLOST, Grants?  |
| 5  | Establish design standards for the North Main Street corridor                                                                                                                      | X    | X    |      |      |      | City Staff             | Staff Time       |
| 6  | Create more facilitation between City and Co. Trails Program to create more outdoor trails                                                                                         | X    | X    | X    | X    | X    | City Staff / Co. Staff | Staff Time       |
| 7  | Integrate City's Tara Boulevard Overlay design standards with County Overlay standards.                                                                                            | X    | X    |      |      |      | City Staff / Co. Staff | Staff Time       |
| 8  | Finalize citywide architectural standards in a standalone document.                                                                                                                | X    | X    |      |      |      | City Staff             | Staff Time       |
| 9  | Develop City-owned properties to diversify housing stock and improve economic viability.                                                                                           | X    | X    | X    | X    | X    | Private                | Private          |
| 10 | Provide entrance signage designs for certain entry points within City.                                                                                                             | X    | X    | X    |      |      | City Staff             | Staff Time       |
| 11 | Provide signage or other means of labeling (curb painting, streetlight flags, etc.) to better identify blocks that lie within the Historic Dist. and Historic Residential Overlay. |      | X    | X    | X    |      | City                   | Grants?          |
| 12 | Demarcate the Arts & Entertainment Dist. with creative crosswalks at the edges of the District and art pieces (especially local art) within the Downtown.                          |      | X    | X    | X    | X    | City                   | Grants?          |
| 13 | Develop an Economic Development Website                                                                                                                                            | X    | X    | X    | X    | X    | City Staff             | Staff Time       |

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## APPENDIX



### Initial Public Hearing Advertisement

#### City of Jonesboro NOTICE TO THE PUBLIC

The City of Jonesboro Mayor & Council will hold an initial public hearing regarding the 2026 Comprehensive Plan Update in the chambers of the Jonesboro City Center, 1859 City Center Way, on March 9, 2026 at 6:00 PM.

The purpose of this hearing is to brief the community on the process to be used to develop the plan, opportunities for public participation in development of the plan, and to obtain input on the proposed planning process.

All interested should attend. Questions should be directed to Faith Akuta, Director of the Community Development Department at 770-478-3800 or [Fakuta@jonesboroga.gov](mailto:Fakuta@jonesboroga.gov).

June 2, 2026 Townhall Agenda



**CITY COUNCIL SPECIAL CALLED TOWNHALL MEETING**  
JUNE 02, 2026 AT 6:30 PM  
COMMUNITY ROOM - 1859 CITY CENTER WAY, JONESBORO, GA 30236

**AGENDA**

**NOTE:** As set forth in the Americans with Disabilities Act of 1990, the City of Jonesboro will assist citizens with special needs given proper notice to participate in any open meetings of the City of Jonesboro. Please contact the City Clerk's Office via telephone (770-478-3800) should you need assistance.

- I. WELCOME
- II. PLEDGE OF ALLEGIANCE
- III. MAYOR'S PRESENTATION
- IV. COUNCIL PANEL
- V. 2026 COMPREHENSIVE PLAN UPDATE DISCUSSION
- VI. COMMUNITY Q & A
- VII. FINAL REMARKS
- VIII. ADJOURNMENT

Steering Committee Meetings

| Steering Committee Members & Meeting Attendance |                                                              | Mtg. 1 - 5/20/26 | Mtg. 2 - 7/01/26 |
|-------------------------------------------------|--------------------------------------------------------------|------------------|------------------|
| Jule Segner                                     | Chair, Historic Preservation Committee                       |                  |                  |
| Kimberly Lacey-Lightford                        | Chair, Design Review Commission + Business Owner             | X                | X                |
| Barbara Casey Lane                              | Member, Design Review Commission + Industrial Business Owner | X                | X                |
| Brian Dorelus                                   | Vice President, Aerotropolis Atlanta Alliance, Inc.          | X                | X                |
| Asjah Miller                                    | Mayor Pro-Tem, Jonesboro City Council                        | X                | X                |
| Mandala Jones                                   | Executive Director, Housing Authority of Clayton County      | X                |                  |
| Richara Warren                                  | Vice Chair, Downtown Development Authority                   |                  |                  |
| Faith Akuta                                     | Community Development Director, City of Jonesboro            | X                | X                |
| Blue Cole                                       | City Manager, City of Jonesboro                              | X                | X                |

Steering Committee Meeting #1

Steering Committee Meeting 1 Jonesboro 05/20/26.pdf

Steering Committee Meeting 1 Notes.pdf

Hi everyone,

It was lovely meeting everyone at our steering committee meeting last week. Thank you Blue and Faith for hosting us in Jonesboro's beautiful community center. Please find attached the meeting notes and materials from our last meeting for your review ahead of our next session.

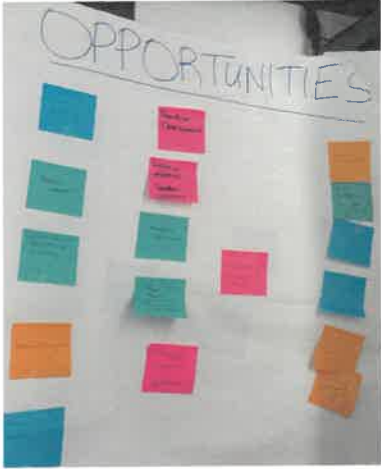
As a reminder, the comprehensive plan must be adopted by October 31, 2026, for the city to maintain its Qualified Local Government (QLG) status. Our work together over the coming months is critical. The attached brief outlines the key planning priorities and strategic recommendations I'd like us to work through as a committee.

Please take a moment to complete the community survey and share it widely with your networks. The more voices we hear from, the stronger our plan will be: <https://atlanticdesign.com/jonesboro-comprehensive-plan/4140-75655>

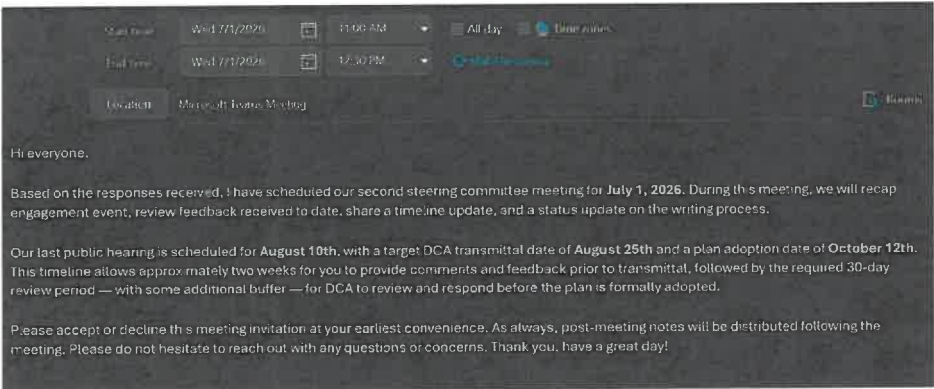
Upcoming Events:

- June 2nd — Community Town Hall | Blue/Faith, can you please remind me of the time?
- June 19th — Juneteenth Celebration (main community engagement event)
- Early July — Second Steering Committee Meeting | Date TBD — please fill out the availability poll so we can find a time that works: <https://intellumeets.com/j/0dWJn>

Steering Committee Meeting #1



Steering Committee Meeting #2



Juneteenth Community Engagement



## Survey Advertisement

### HELP SHAPE THE FUTURE OF JONESBORO

The City of Jonesboro is updating its Comprehensive Plan and we need your input!

A Comprehensive Plan is the community's roadmap for the future. It guides decisions about land use, housing, transportation, parks, and economic development for years to come.

The City of Jonesboro is partnering with the Atlanta Regional Commission to update this plan and the most important voice in the process is yours.

The plan was last updated in 2021. Since then...

**What has changed?**  
**What are your priorities for the City?**  
**What does the City need more of?**

Let us know by completing the survey below!



scan to take the survey!



scan to go to the comprehensive plan website!



Atlanta Regional Commission



Jonesboro  
great community. many stories

## Comprehensive Plan Website

[Welcome!](#)
[Steering Committee](#)
[Survey](#)
[Relevant Documents](#)



### 2026 Jonesboro Comprehensive Plan Update

#### Welcome to the City of Jonesboro's 2026 comprehensive plan update!

The city is currently updating its comprehensive plan to determine existing conditions, where it wants to go over the next five years, and document how to get there. The plan will include the following:

1. Data Review & Analysis (Demographic, Socioeconomic, Housing, Jobs, etc.)
2. Vision & Goals
3. Needs & Opportunities
4. Land Use & Future Development Map
5. Broadband
6. Economic Development
7. Transportation
8. Housing
9. Report of Accomplishments from the 2021 Comprehensive Plan
10. Community Work Program

## Survey

### Jonesboro 5-Year Comprehensive Plan Survey

Tell Us Your Thoughts & Help shape the future of Jonesboro.

This survey takes about 5 minutes.

**Does this vision still reflect your priorities for Jonesboro?**  
"Jonesboro is a strongly connected community where individuals are valued. It elevates the arts, the environment, and civic participation while planning for growth and improving quality of life."

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Other

### How has Jonesboro changed over the past 5–10 years?

- ☐ Improved significantly
- ☐ Improved somewhat
- ☐ Stayed the same
- ☐ Declined somewhat
- ☐ Declined significantly
- ☐ Not sure

### What are the top 3 issues Jonesboro should focus on? (Select up to 3)

- ☐ Economic development / jobs
- ☐ Affordable housing
- ☐ Traffic and transportation
- ☐ Public safety
- ☐ Infrastructure (roads, drainage, utilities)
- ☐ Downtown improvements
- ☐ Parks and recreation
- ☐ Managing growth
- ☐ Other

### What housing types should Jonesboro focus on in the future? (Select up to 2)

- ☐ Affordable housing
- ☐ Workforce housing
- ☐ Single-family homes
- ☐ Townhomes/duplexes
- ☐ Apartments/condos
- ☐ Senior housing
- ☐ Housing rehabilitation/preservation
- ☐ Other

**What should downtown Jonesboro focus on most? (Select up to 2)**

- |                                                      |                                                        |
|------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Restaurants and nightlife   | <input type="checkbox"/> Retail and shopping           |
| <input type="checkbox"/> Housing (mixed-use)         | <input type="checkbox"/> Preserving historic character |
| <input type="checkbox"/> Events and community spaces | <input type="checkbox"/> Office and job space          |
| <input type="checkbox"/> Other                       |                                                        |

**As Jonesboro grows, what approach should be prioritized?**

- ☐ Focus on redevelopment
- ☐ Balance growth and preservation
- ☐ Preserve existing character
- ☐ Not sure

**What transportation improvements should be the highest priority? (Select up to 2)**

- |                                                 |                                                      |
|-------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Road maintenance       | <input type="checkbox"/> Reducing traffic congestion |
| <input type="checkbox"/> Sidewalks              | <input type="checkbox"/> Safer intersections         |
| <input type="checkbox"/> Bicycle Infrastructure | <input type="checkbox"/> Public transit              |
| <input type="checkbox"/> Parking                | <input type="checkbox"/> Other                       |

**How concerned are you about the following?**

|                            | Not A Concern | Minor | Moderate | Major |
|----------------------------|---------------|-------|----------|-------|
| Infrastructure maintenance |               |       |          |       |
| Economic development       |               |       |          |       |
| Housing affordability      |               |       |          |       |
| Public safety              |               |       |          |       |
| Government transparency    |               |       |          |       |

Do you have any concerns not mentioned above?

2000 characters remaining

If the City could invest in only 3 areas, what should they be?  
(Select up to 3)

- |                                                      |                                               |
|------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Infrastructure improvements | <input type="checkbox"/> Parks and trails     |
| <input type="checkbox"/> Economic development        | <input type="checkbox"/> Housing              |
| <input type="checkbox"/> Public safety               | <input type="checkbox"/> Arts and placemaking |
| <input type="checkbox"/> Community events            | <input type="checkbox"/> Other                |

### Demographics

This last set of questions will help us gauge who we are and are not reaching with our engagement efforts. It will be utilized to tailor future engagement opportunities to reach the whole community.

Which of the following best describes you? (Select all that apply)

- ☐ Live in City of Jonesboro (Do you have a City of Jonesboro Trashcan)
- ☐ Work in Jonesboro
- ☐ Own a business
- ☐ Visit frequently

How long have you been connected to Jonesboro?

- ☐ <1 year
- ☐ 1–5 years
- ☐ 6–10 years
- ☐ 10+ years

## Age range

- ☐ Under 18
- ☐ 18–34
- ☐ 35–54
- ☐ 55+
- ☐ Prefer not to say

## What else should we know about the future of Jonesboro?

6500 characters remaining

Your name (optional)  
Name  
Email  
Email

Comment

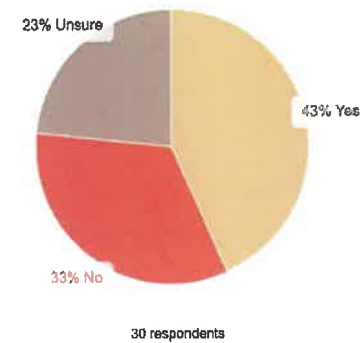
☐ Post Publicly

## Survey Results

### 2026 Jonesboro Comprehensive Plan Update

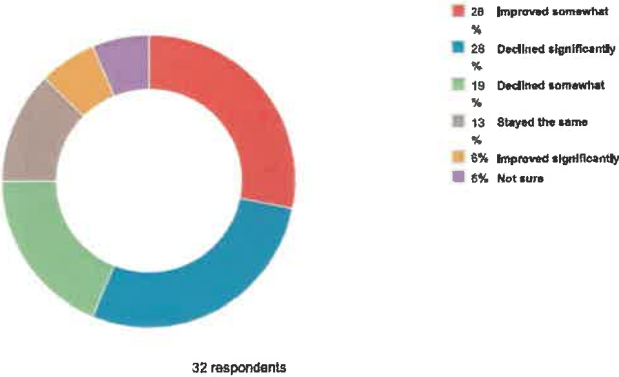
| Project Engagement |              |           |          |
|--------------------|--------------|-----------|----------|
| VIEWS              | PARTICIPANTS | RESPONSES | COMMENTS |
| 166                | 32           | 648       | 21       |

**Does this vision still reflect your priorities for Jonesboro?**  
 "Jonesboro is a strongly connected community where individuals are valued. It elevates the arts, the environment, and civic participation while planning for growth and improving quality of life."



Atlanta Regional Commission - Report Creation

How has Jonesboro changed over the past 5–10 years?



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What are the top 3 issues Jonesboro should focus on? (Select up to 3)

|                                             |      |
|---------------------------------------------|------|
| Economic development / jobs                 | 15 ✓ |
| Downtown improvements                       | 15 ✓ |
| Public safety                               | 13 ✓ |
| Infrastructure (roads, drainage, utilities) | 13 ✓ |
| Managing growth                             | 9 ✓  |
| Traffic and transportation                  | 7 ✓  |
| Parks and recreation                        | 7 ✓  |
| Affordable housing                          | 5 ✓  |
| Other                                       | 5 ✓  |

31 Respondents

7/7/26, 10:42 AM

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What housing types should Jonesboro focus on in the future? (Select up to 2)

|    |                                     |      |
|----|-------------------------------------|------|
|    | Single-family homes                 | 24 ✓ |
|    | Affordable housing                  | 12 ✓ |
|    | Housing rehabilitation/preservation | 12 ✓ |
|    | Senior housing                      | 5 ✓  |
|    | Workforce housing                   | 3 ✓  |
| 3% | Townhomes/duplexes                  | 1 ✓  |
| 3% | Apartments/condos                   | 1 ✓  |
| 0% | Other                               | 0 ✓  |

29 Respondents

7/7/26, 10:42 AM

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What should downtown Jonesboro focus on most? (Select up to 2)

|  |                               |      |
|--|-------------------------------|------|
|  | Restaurants and nightlife     | 17 ✓ |
|  | Retail and shopping           | 12 ✓ |
|  | Preserving historic character | 11 ✓ |
|  | Events and community spaces   | 6 ✓  |
|  | Housing (mixed-use)           | 3 ✓  |
|  | Office and job space          | 2 ✓  |
|  | Other                         | 2 ✓  |

28 Respondents

7/7/26, 10:42 AM

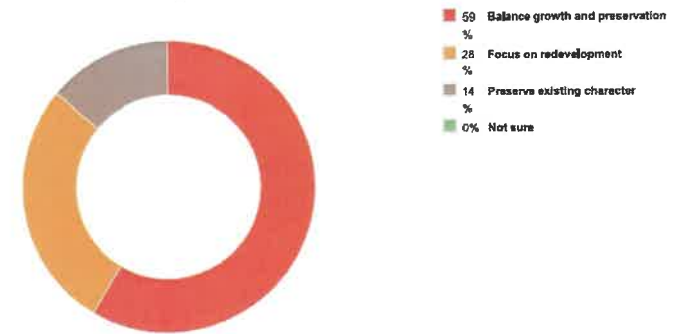
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What transportation improvements should be the highest priority? (Select up to 2)

|                             |      |
|-----------------------------|------|
| Road maintenance            | 20 ✓ |
| Sidewalks                   | 16 ✓ |
| Safer Intersections         | 12 ✓ |
| Reducing traffic congestion | 4 ✓  |
| Bicycle infrastructure      | 3 ✓  |
| Public transit              | 3 ✓  |
| Parking                     | 0 ✓  |
| Other                       | 0 ✓  |

28 Respondents

As Jonesboro grows, what approach should be prioritized?



29 respondents

<https://publicinput.com/Reporting/ReportPreview/43038>

6/10

7/7/26, 10:42 AM

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How concerned are you about the following?

|                            |                      |              |                 |              |
|----------------------------|----------------------|--------------|-----------------|--------------|
| Infrastructure maintenance | -<br>Not A Concern   | 14%<br>Minor | 21%<br>Moderate | 66%<br>Major |
| Economic development       | 7%<br>Not A Concern  | 3%<br>Minor  | 34%<br>Moderate | 55%<br>Major |
| Housing affordability      | 10%<br>Not A Concern | 10%<br>Minor | 34%<br>Moderate | 45%<br>Major |
| Public safety              | -<br>Not A Concern   | 3%<br>Minor  | 21%<br>Moderate | 76%<br>Major |
| Government transparency    | -<br>Not A Concern   | -<br>Minor   | 21%<br>Moderate | 79%<br>Major |

29 responses

Do you have any concerns not mentioned above?

Better street cleaning and yard debris

6/22/2026

③ 3 Agree

Better clean up and yard debris service

6/16/2026

③ 3 Agree

Street resurfacing and painting new lines in the roads that do not have any. Cut the house taxes to bring more affordable homes that people on disability can afford.

6/22/2026

② 2 Agree

7/7/26, 10:42 AM

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Yes the increase of property taxes. These high taxes have forced long times resident out of. Their homes . Prompte to the homeowner about tree lim pick up and leave bag pick up. Promotion of large trash pick up or drop off. Offering more jobs in jonesboro

6/28/2026

① 1 Agree

The storm water system is in great need of maintenance, it's not uncommon for streets to be unpassable to to water accumulation from clogged storm drains. This also leads to the buildup of trash along our streets. Also, although I respect the sanitation workers immensely for the service they provide, it is not uncommon for trash cans to be left open to fill with water after being collected, or left out in the middle of the street after collection. It is also common place for the trucks to continuously lose their cargo as they go along, leaving piles of putrid trash at every spot they stopped and left to stain the streets and run down our aforementioned badly clogged storm drain system only to pool and get even more smelly.

Property taxes have more than doubled and city services seem to become of less quality and officials have less regard for the rampant wasting of our money. As a result, we are moving out of Jonesboro and Clayton County

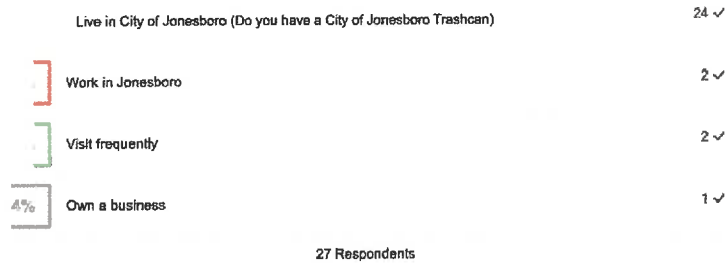
6/28/2026

① 1 Agree

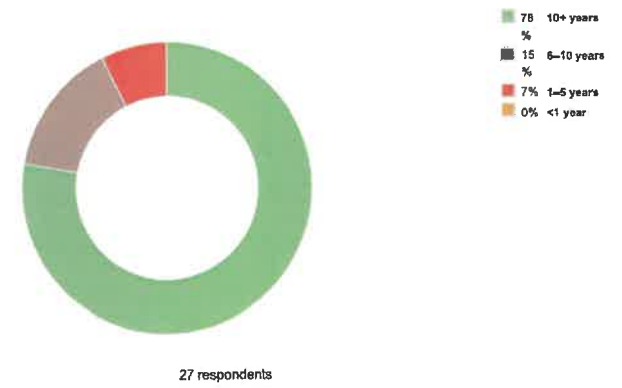
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Which of the following best describes you? (Select all that apply)

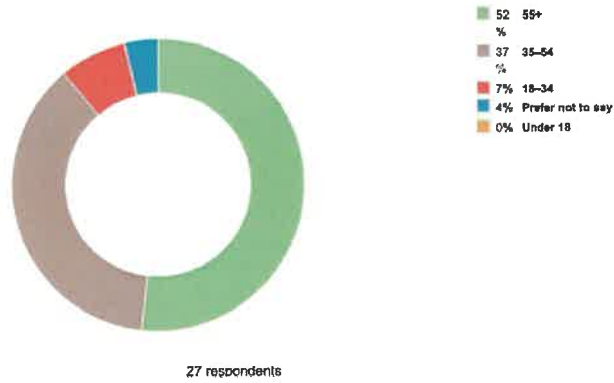


How long have you been connected to Jonesboro?



7/7/26, 10:42 AM

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Age range



### What else should we know about the future of Jonesboro?

Railroad crossing maintenance

Public safety..many people run red lights

6/24/2026

1 Agree

Cleaner streets and debris pickup.

6/22/2026

1 Agree

I've noticed over the years that a great many historical homes have not been maintained. For a city such as Jonesboro, historical preservation is of paramount importance.

7/3/2026

Do a better job keeping JONESBORO CLEAN.

6/30/2026

Lower city taxes

6/30/2026

**DRAFT Prepared by:**



Atlanta Regional Commission