

Jena's Vision

history | community | landscape

The Jena Town Plan is a blueprint that outlines how the town plans to develop in the future, addressing issues such as transportation, open space, housing and land use.



Chapter 1: Plan Introduction

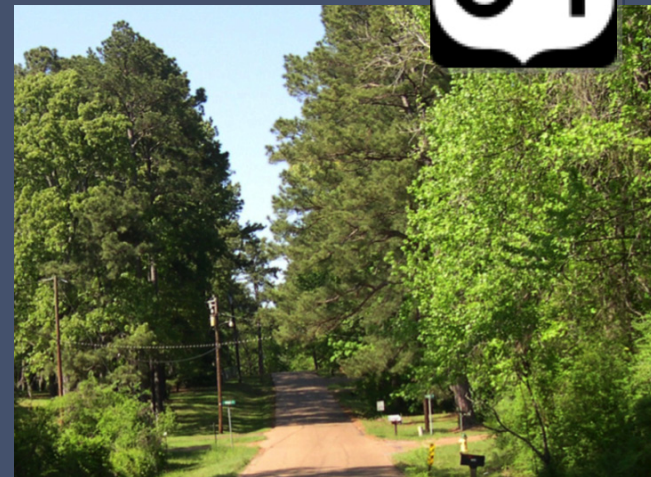
- What is the Town Plan?
- Project Goals
- Opportunities & Challenges
- Smart Growth Principles

What is the Jena Town Plan ?

- A Guide for Future Decision-Making
- An Expression of the Community's Vision
- “Aspirational” and “Inspirational”
 - Describes What Jena Hopes to Become
 - Sets the Tone for Attracting New Development
 - Inspires Existing Residents and Business Owners
- General Topics
 - Land Use, Transportation, Housing, Open Space, Economic Development

Project Goals

- Determine Future Alignment and Character of Highway 84
- Activate Downtown and Identify Appropriate Type and Form of Infill
- Preserve the Natural Environment, Link Community Open Spaces
- Create Additional Housing Opportunities
- Expand Existing Employment
- Leverage Regional Opportunities



Saturday Morning: Visioning



Saturday Morning: Visioning



Saturday Morning: Visioning



Some Things We Heard

- Keep Highway 84 in Town
- Preserve Oak Street, Fill in the Gaps
- Need More Housing Options
- Too Much Truck Traffic
- Make Streets More Pedestrian-Friendly
- Capitalize on Hunting and Fishing Industry
- Nothing For Young People to Do
- Need to Accommodate Retirees

Monday: Evening Open House



Top Issues

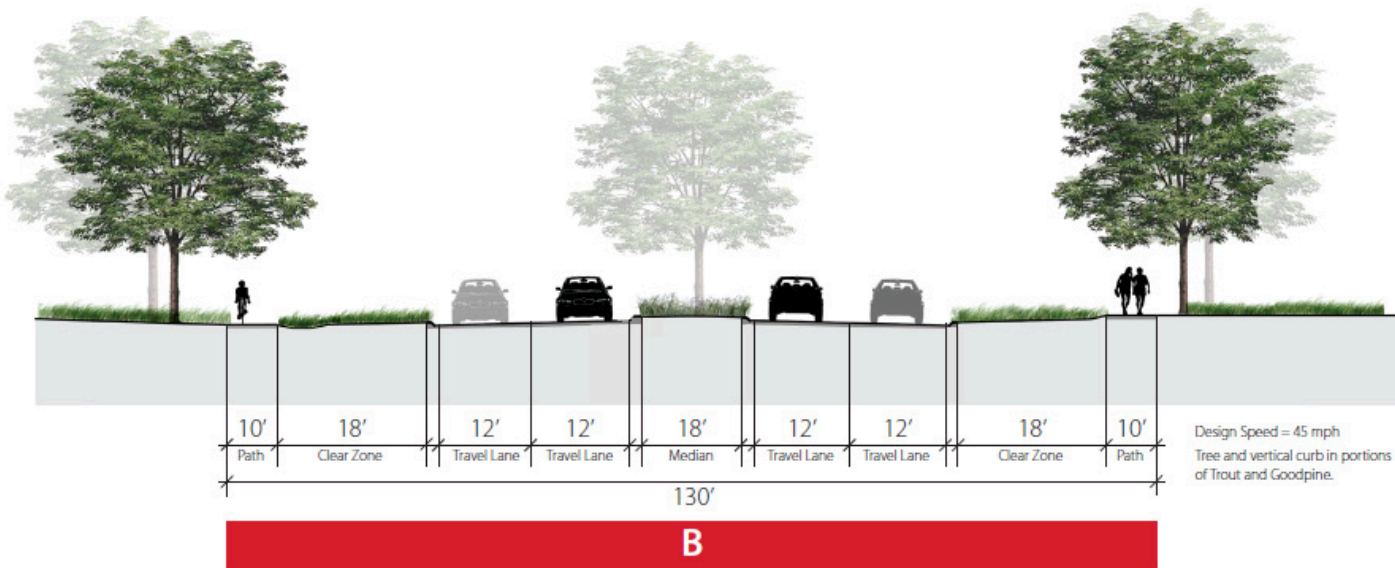
- Getting Around
 - Highway 84, Connections, Trails, Bike Paths
- The Heart of Town
 - Enhance Downtown, Make More Walkable, Unique, Attract Businesses
- Enjoying Yourself
 - Health, Recreation, Water, Teenagers, Young Adults
- Places to Live
 - Housing Options, Quality, Assisted Living
- Places to Work
 - Day Care, Restaurants, Retain/Attract the Young

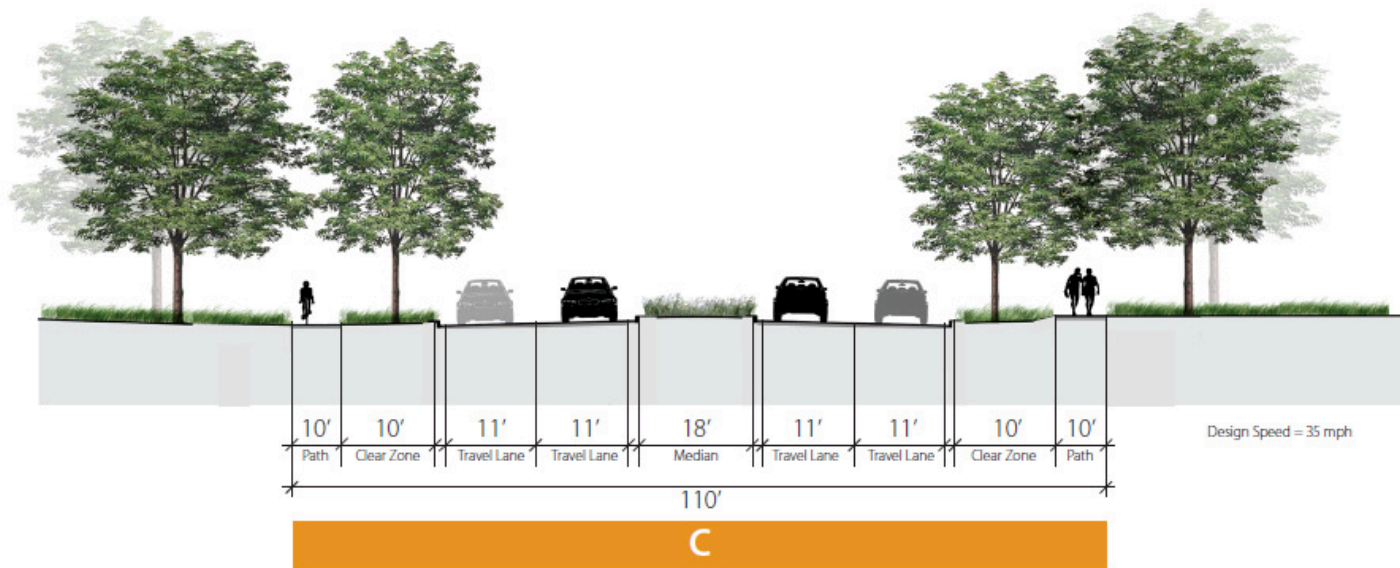
Guiding Principles

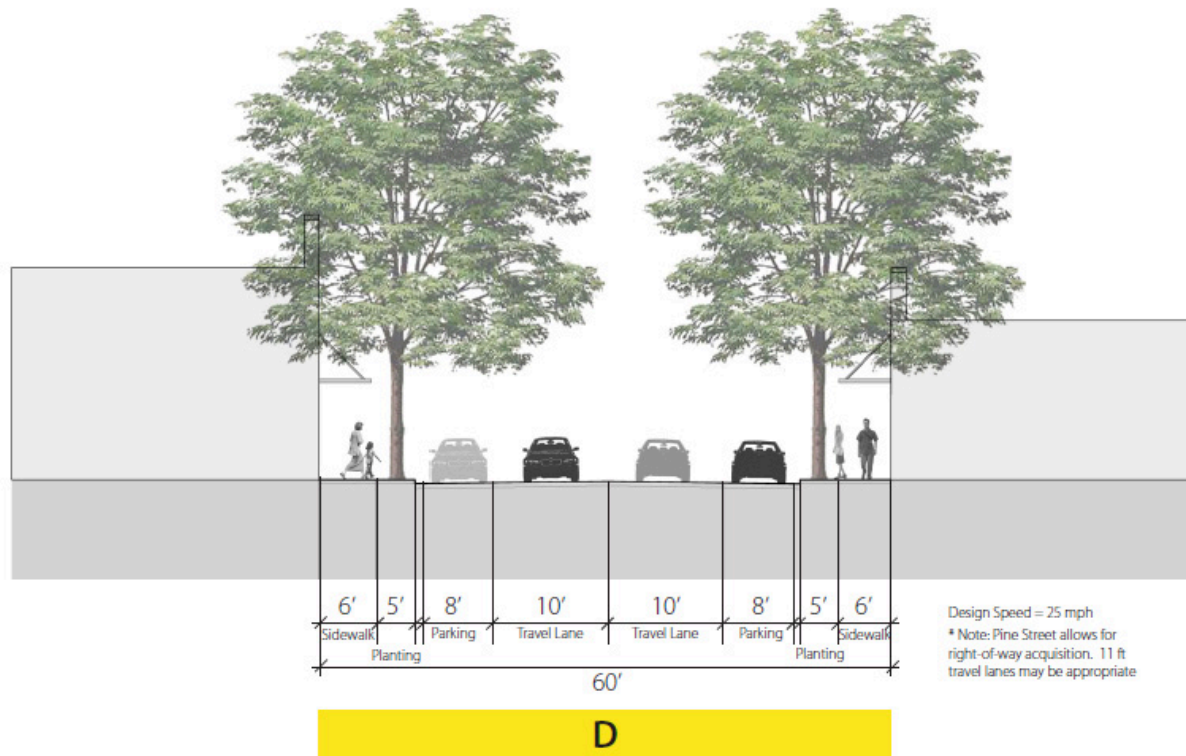
- Keep 84 on Oak Street
- A Unique Downtown
- Link the Community
- Encourage Active Living
- Create Housing
- Expand Existing Industry
- Leverage Regional Opportunities

Chapter 5: Transportation & Mobility

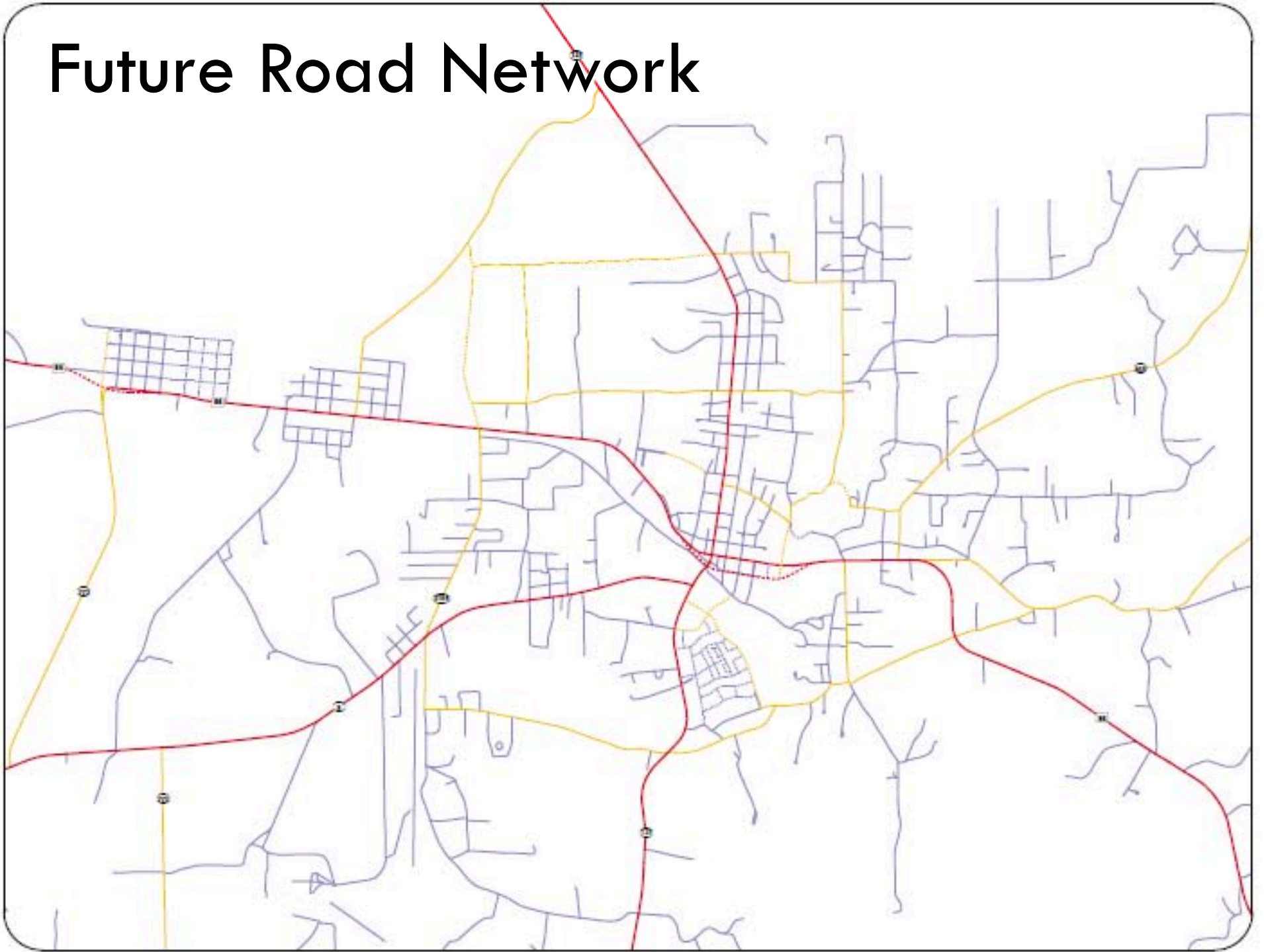
- Guiding Principles
- Complete Streets
- Context Sensitive Solutions
- Highway 84 Realignment & Character Areas
- Future Road Network
- Future Bike & Trail Network



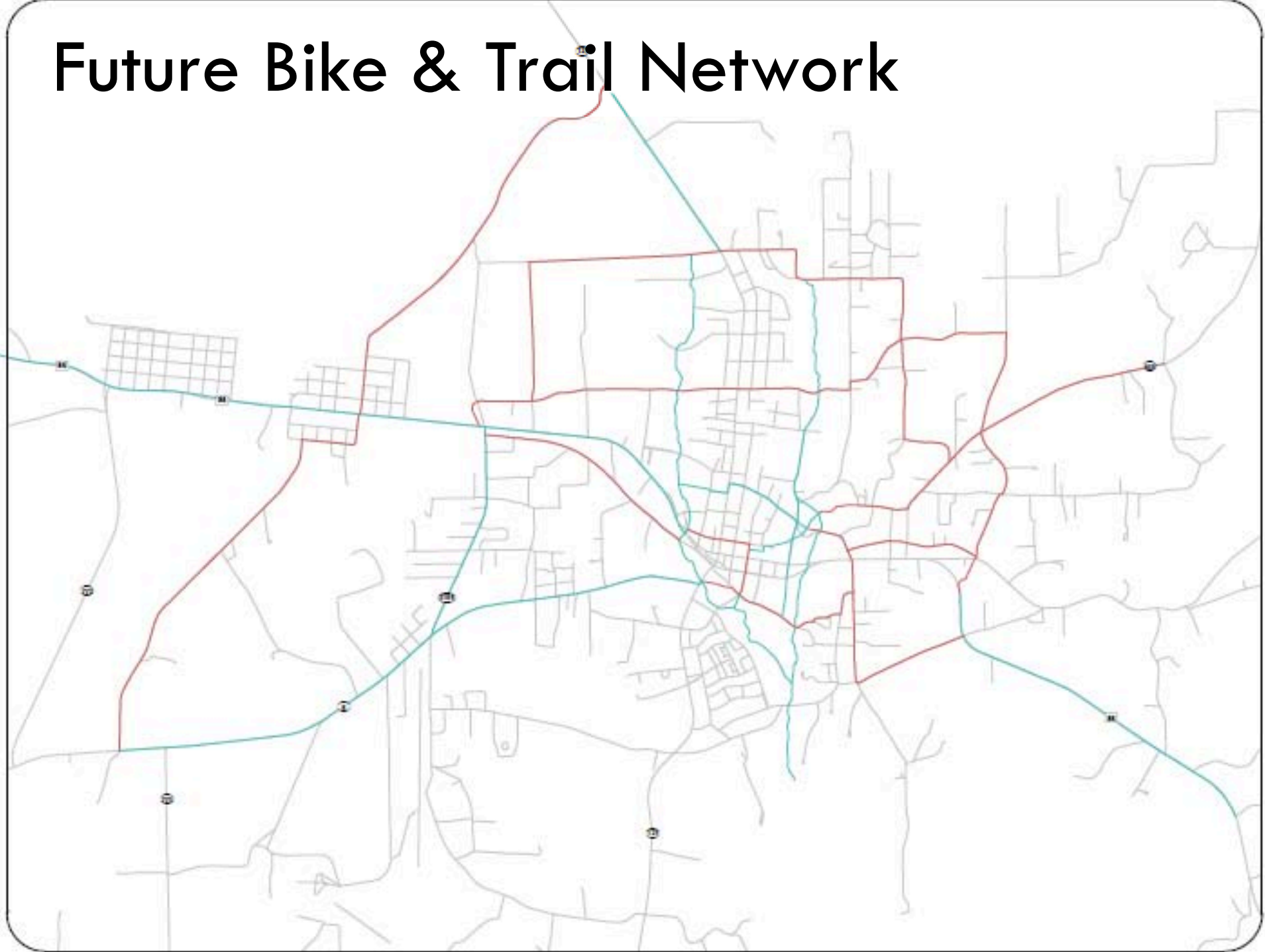




Future Road Network



Future Bike & Trail Network



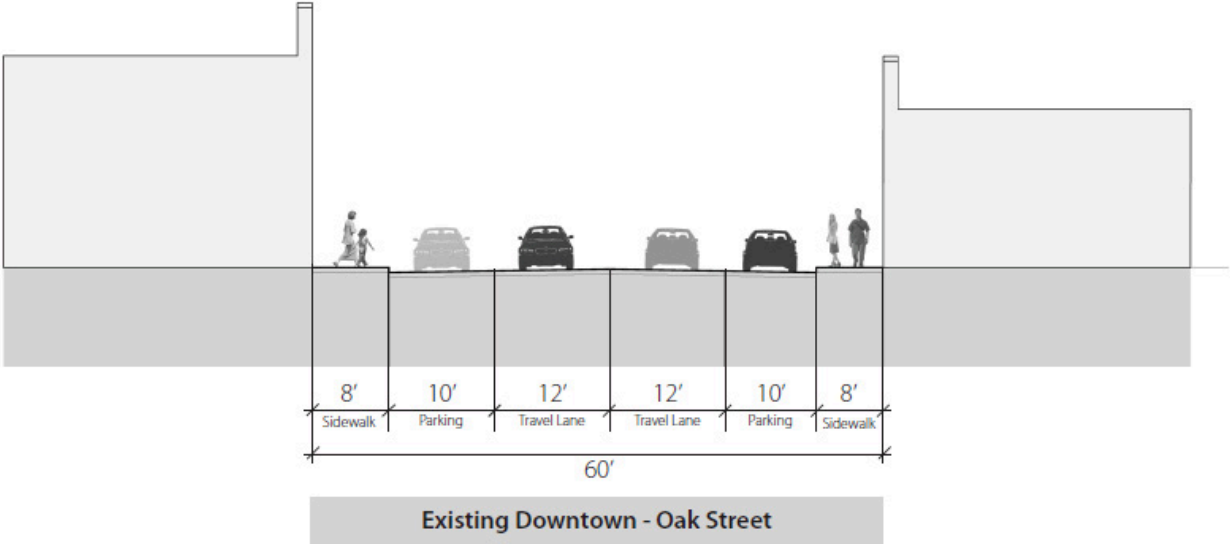
Park Streets



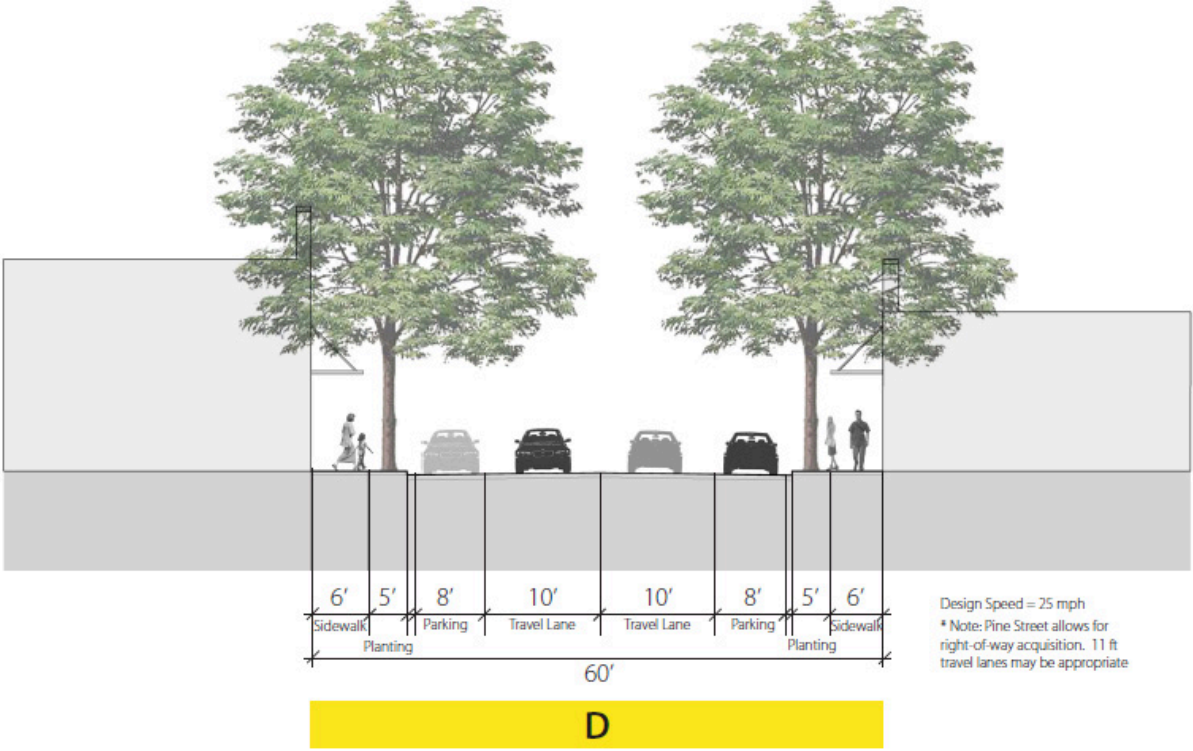
Downtown



Oak Street



Downtown 2-Lane Couplet



Jena, LA

Oak Street



UrbanAdvantage

Jena, LA Oak Street



UrbanAdvantage

Jena, LA Oak Street



UrbanAdvantage

Jena, LA Oak Street



UrbanAdvantage

3rd Street Promenade



Jena, LA
Third Street



UrbanAdvantage

Jena, LA
Third Street



UrbanAdvantage

Jena, LA Third Street



UrbanAdvantage

Jena, LA Third Street



UrbanAdvantage

Preservation of Natural Features



Critical Questions:

- How do we capture a share of growth?
- Can retail work?
- How can we fund change?

Four Strategies:

1. Local employment growth-expansion, diversification
2. Repair and infill in the downtown
3. Expanding housing opportunities
4. Aggressive program to market the real Jena

Chapter 9: Implementation

- Implementation Matrix
- Funding Sources
- Land Use Toolkit

Downtown Streetscape



June 2011

Downtown Streetscape



Under Construction Late Summer 2011

Downtown Streetscape



Under Construction Late Summer 2011

Downtown Streetscape



October 2011

Downtown Streetscape



October 2011

Revitalization of Strand Theater



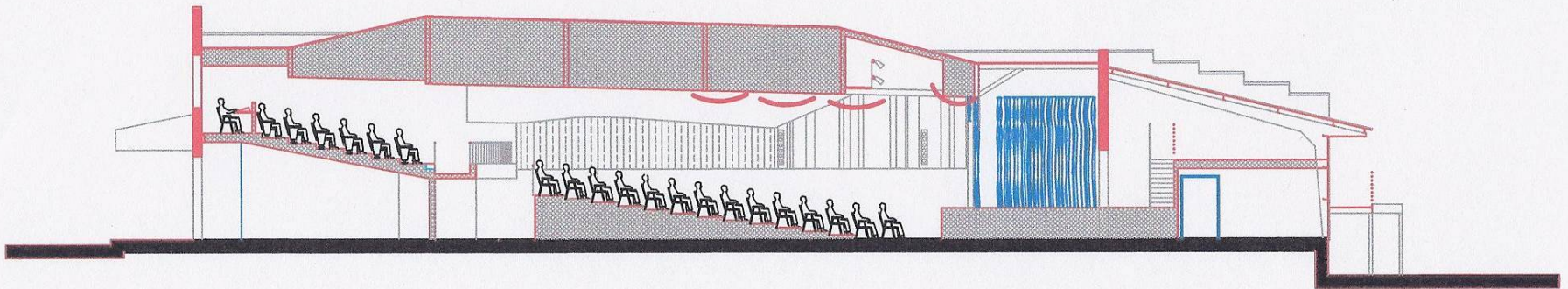
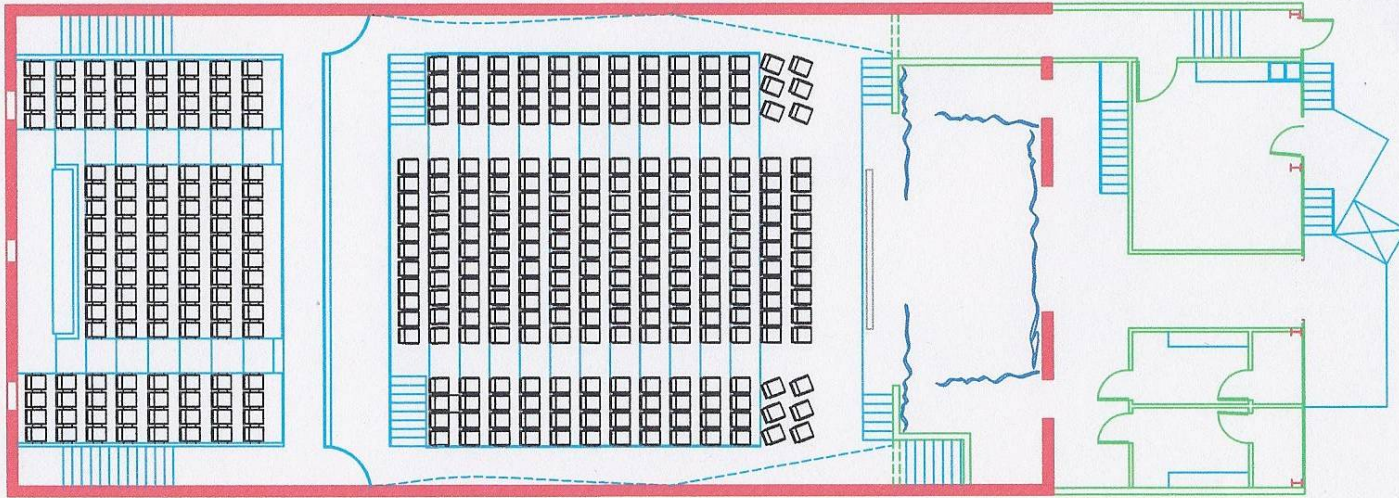
September 2011

Revitalization of Strand Theater



RESTORED EAST FACADE

Revitalization of Strand Theater



STRAND THEATER PROPOSED PLAN

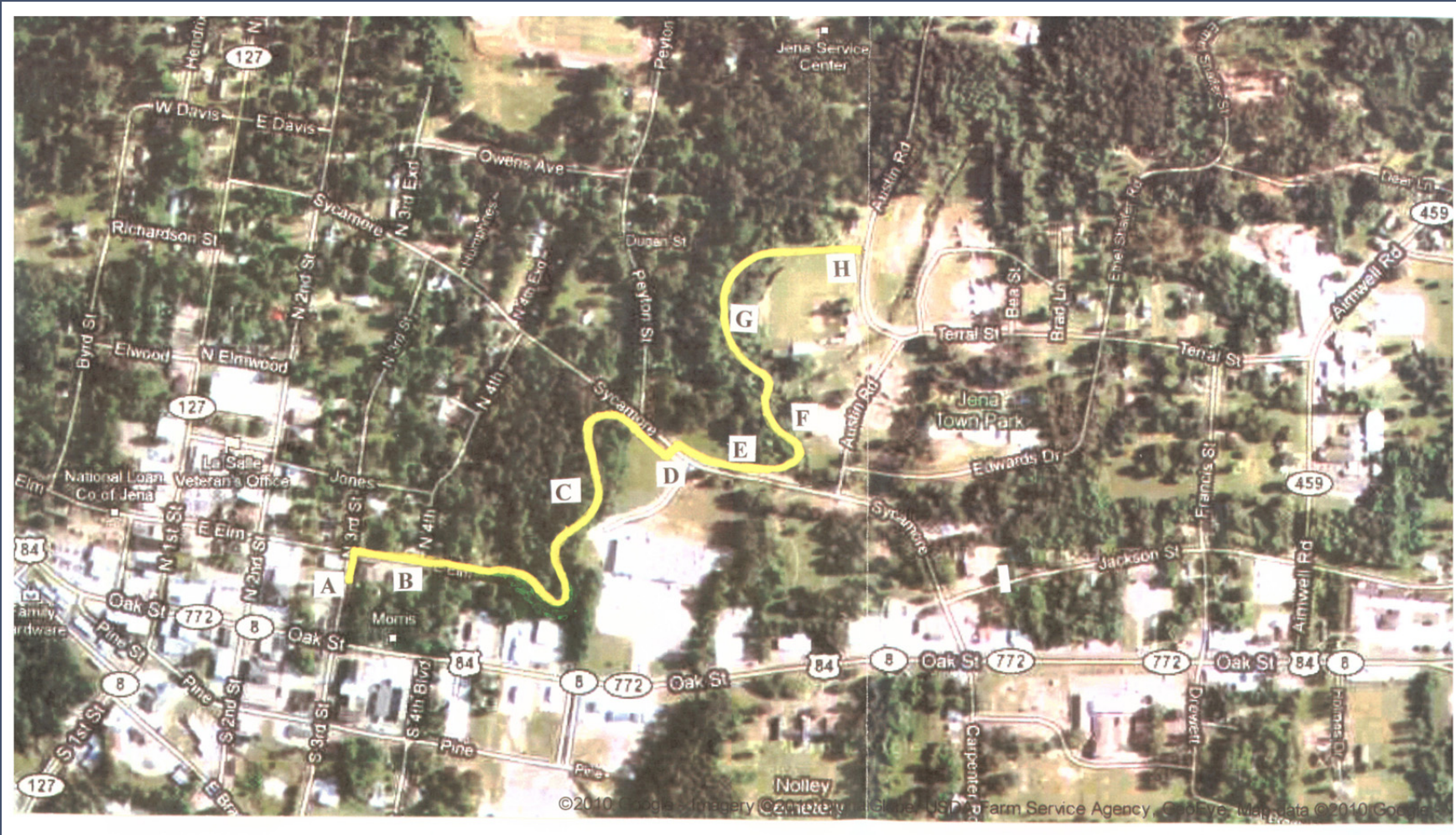
BREITHAUPT atelier Architecture

Feb. 2011

Expansion of Town Park



Downtown/City Park Connector Trail



Jena's Community/Grade School Connector Trail

Aerial View Jena's Community/Grade School Connector



Legend

- A. Trail Head / Kiosk
- B. Pedestrian Crossing/
Kiosk
- C. Commercial Corridor
- D. Hemp's Creek
- E. Council on Aging
- F. Jena Fire Station / Kiosk
- G. Trade School
- H. Pine St. Crossing
- I. East Bradford Crossing
- J. Grade School Property/
Kiosk
- K. Town Square
- L. Downtown/City Park
Connector

Hemp's Creek Nature Trail

Aerial View:
Hemp's Creek Nature Trail, an Addition to Jena City Park



- A. Hemp's Creek Nature Trail Lower Parking Wild Flower Field
- B. Hemp's Creek Nature Trail North Parking H/C Parking
- C. "Vision Trail" Downtown/City Park Connector
- D. Jena High School Property
- E. Jena Junior High School Property (one block north)
- F. Picnic Area Jena City Park
- G. Jena City Park Walking Loop
- H. Trail Head Downtown/City Park Connector
- I. Jena Elementary
- J. Trail Head Downtown/City Park Connector

Hemp's Creek Nature Trail



Other Things Underway January 2012

- Massive clean-up of unsightly properties
- Household Hazardous Waste Collection
- Repainting and adding awnings to downtown buildings
- Renovating/upgrading residences surrounding downtown
- Moving overhead utilities from streets to alleyways in downtown
- Develop master plan for the placement of new athletic activity venues in town park
- Work with Jena Merchants Association to revise and upgrade branding and marketing theme

Other Things Underway January 2012

- Made application for \$400,000 grant from Blue Cross Blue Shield to expand opportunities for healthier living
- Encouraged location of Elementary School to property adjacent to downtown rather than move to suburb
- Work with DOTD to locate the short couplet on US Hwy 84
- Upgrading town square by adding spray park/fountain
- Constructing park observation deck
- Developed plan and made application with HUD for senior & disability housing
- Expanded existing businesses and added additional retail outlets (increased retail sales by 48%)

Discussion



Comment at: jenavision.blogspot.com