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
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
Oak Street

Existing Downtown - Oak Street
Downtown 2-Lane Couplet

Design Speed – 25 mph
* Note: Fine Street allows for right of way acquisition, 11 ft. travel lanes may be appropriate.
Jena, LA
Oak Street
Jena, LA
Oak Street
Jena, LA
Oak Street
Jena, LA
Third Street
Jena, LA
Third Street
Jena, LA
Third Street
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

Under Construction Late Summer 2011
Downtown Streetscape

Under Construction Late Summer 2011
Downtown Streetscape

October 2011
Downtown Streetscape

October 2011
Revitalization of Strand Theater

RESTORED EAST FACADE
Expansion of Town Park
Downtown/City Park Connector Trail
Jena’s Community/Grade School Connector Trail
Hemp’s Creek Nature Trail
Transportation Enhancement Project
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