

A large, curved brick sign with the text "WELCOME TO JENA" and "A NICE PLACE TO CALL HOME". Three flags (blue, American, and white with red) are on poles behind the sign. The sign is set against a backdrop of large green trees and a blue sky with light clouds. The sign is flanked by two brick pillars and has several small green bushes at its base.

**WELCOME TO
JENA**
A NICE PLACE TO CALL HOME



El Camino Trail

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.



The Plan: Community Involvement



The Plan: Visioning



The Plan: Project Goals

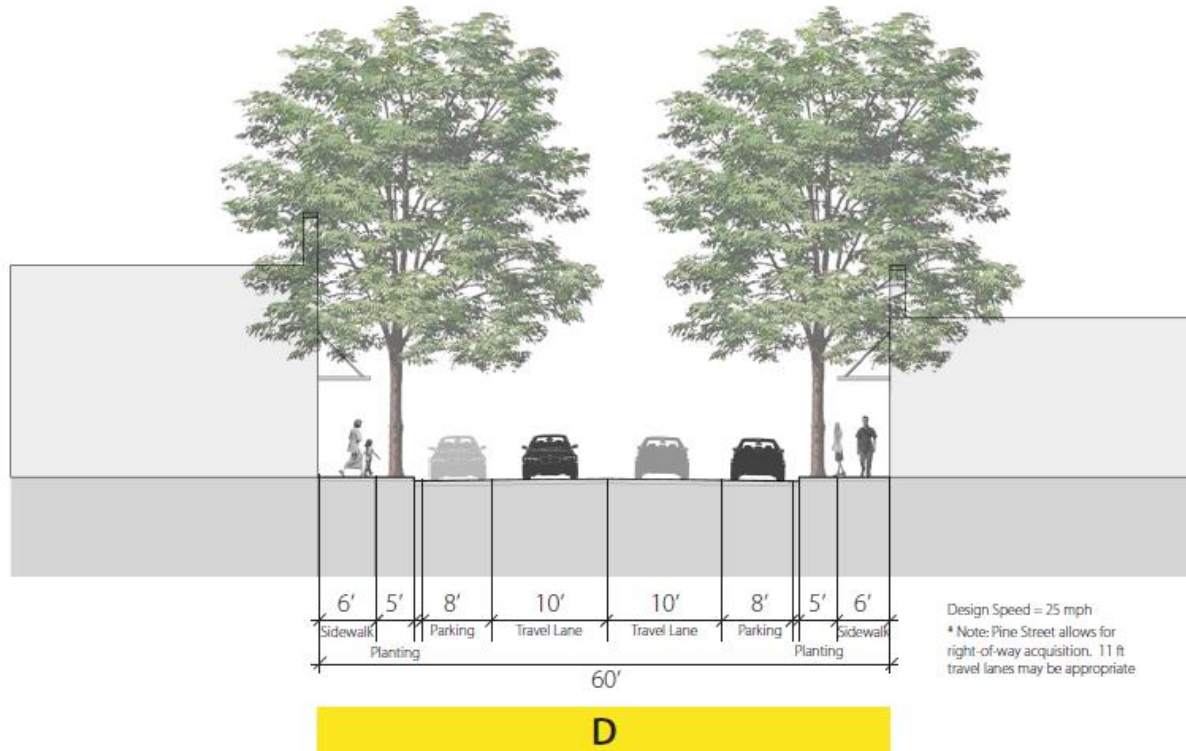
- Determine Alignment of Highway 84
- Activate and Infill Downtown
- Preserve Natural Environment
- Link Trail System
- Create Additional Housing
- Expand Employment
- Leverage Regional Opportunities



The Plan: Downtown Jend



The Plan: Character of Couplet



The Plan: Downtown 2-Lane Couplet



Activate and Infill Downtown



Move overhead utilities to alleyways



August 2011

Downtown Revitalization

Repainting
and adding
awnings to
downtown
buildings



Renovating Residences in Downtown Area



Future
bed & breakfast



Downtown Streetscape



June 2011



July 2011



August 2012



JENA
TOWN HALL

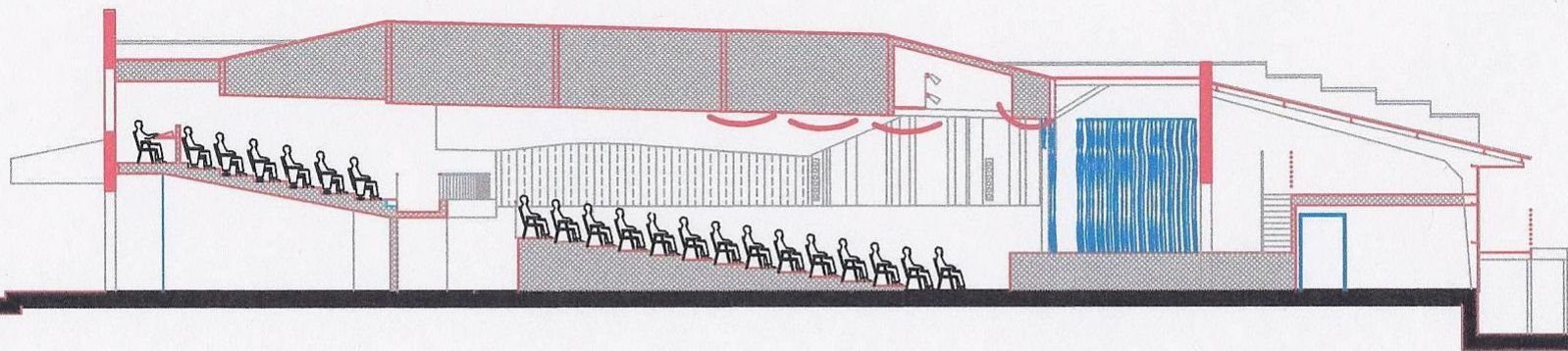
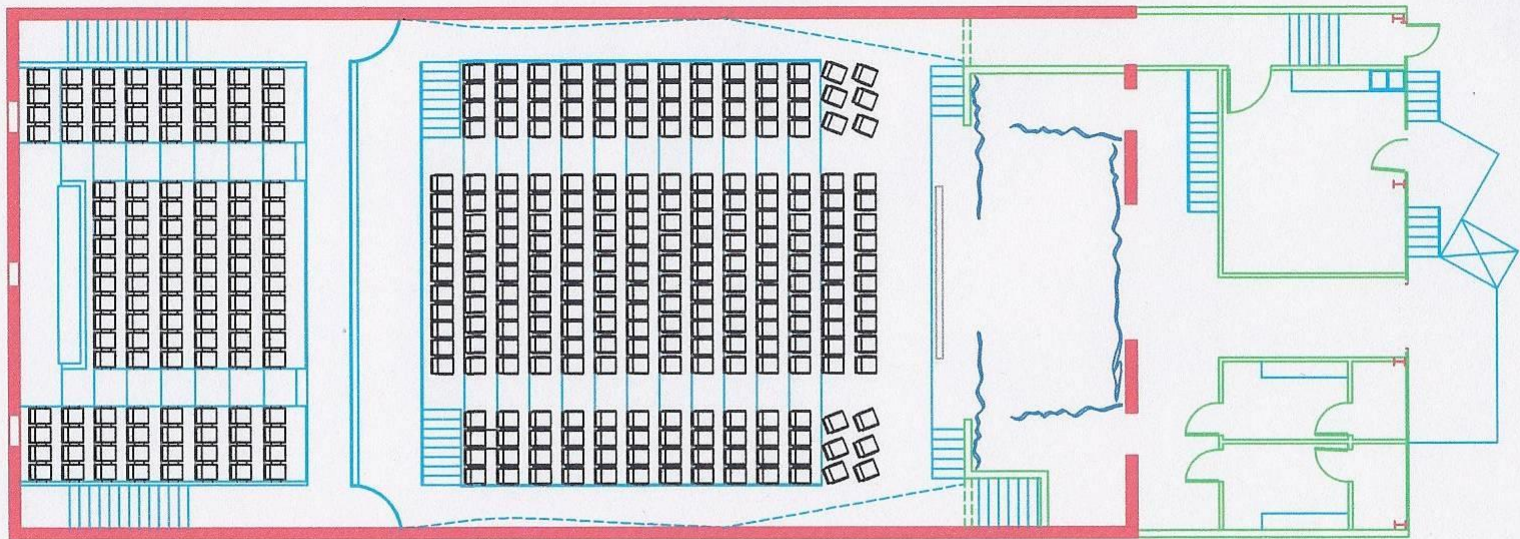
October 2011

Revitalization of Strand Theater





August 2012



STRAND THEATER PROPOSED PLAN

BREITHAAPT atelier Architecture

Feb. 2011

Jena Elementary School



Opening August 2013



Jena Elementary School



Expansion of Town Park

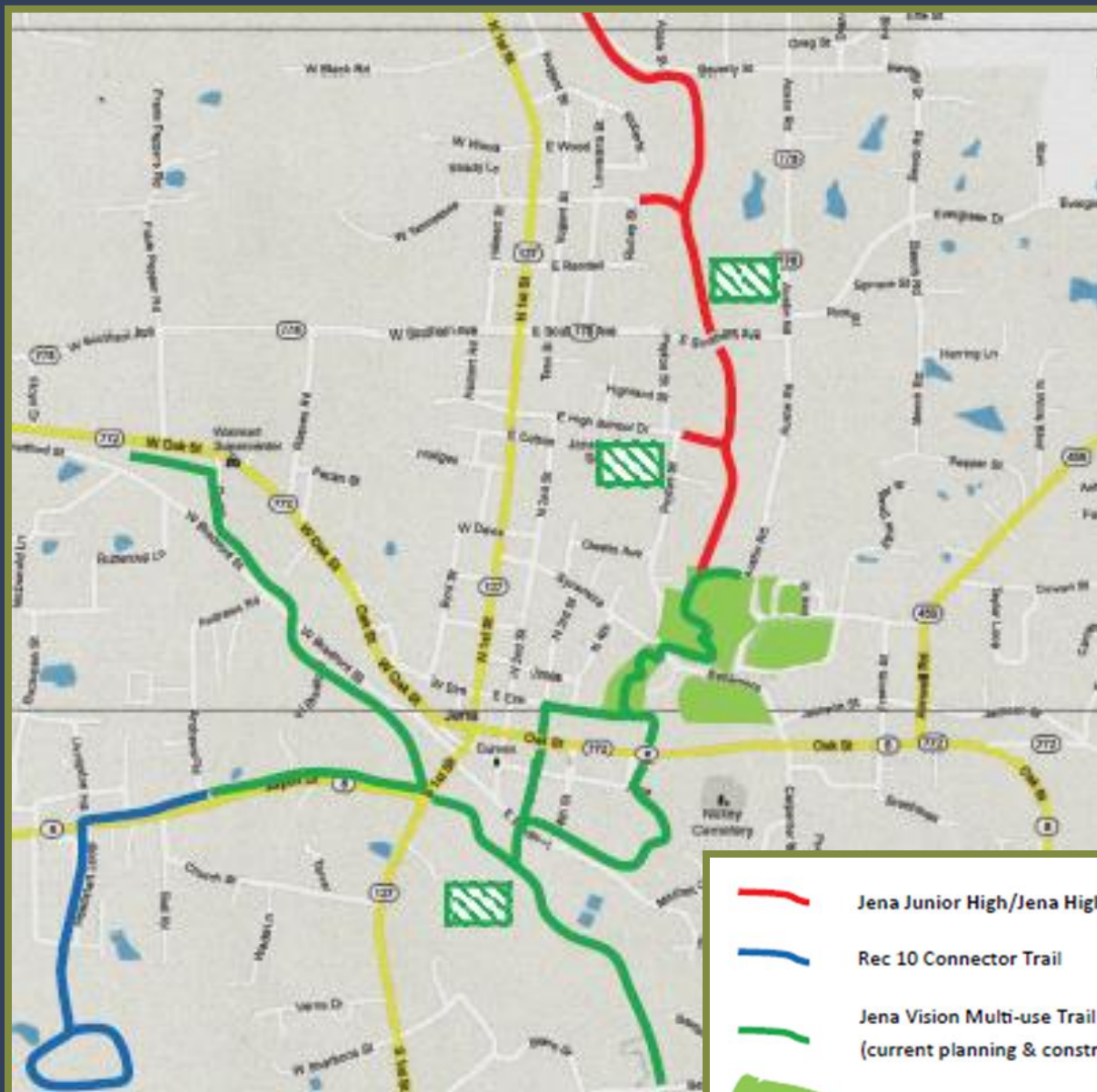

















-  Jena Junior High/Jena High School/ City Park/ Neighborhoods /HealthBeat Connector
-  Rec 10 Connector Trail
-  Jena Vision Multi-use Trail Network
(current planning & construction phases)
-  Jena Town Park
-  School





Third Street Plaza



Urban*Advantage*



Third Street Plaza



UrbanAdvantage

Third Street Plaza



Third Street Plaza

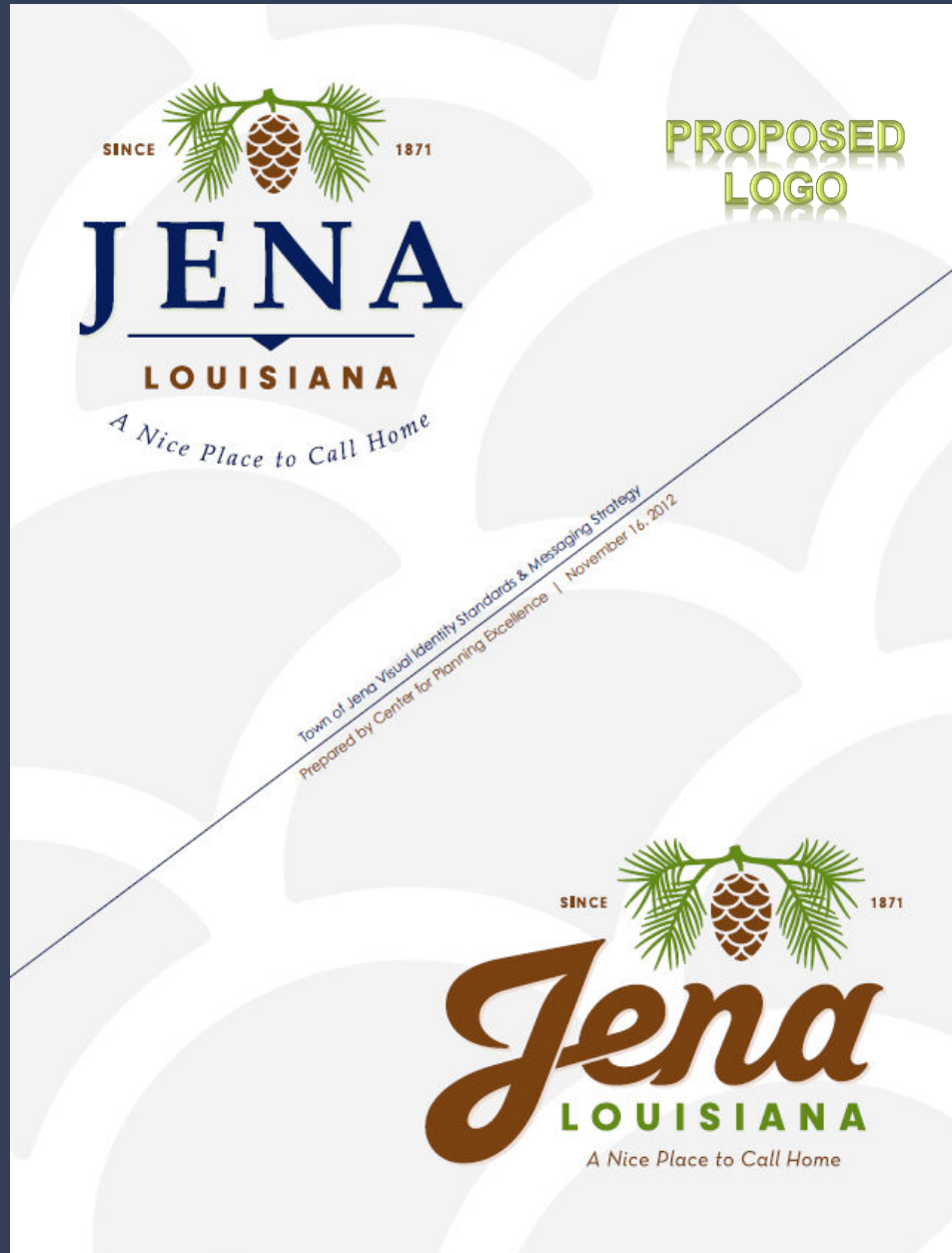


UrbanAdvantage

The Plan: What's Next?

- Branding
- Leadership Training
- Expansion of Industrial Park at Airport
- Housing
- Clock Tower in Town Square
- Visitor Center and Restrooms

Branding and Marketing



A Leadership Development Series

Lead LaSalle: 12 hours of training, taught once a year

Lead LaSalle 2: an additional 12 hours of training

Lead LaSalle 3: TBA



Murphy McMillin
Mayor of Jena
www.townofjena.com