Future Vision Created for Downtown Jefferson

This is the draft vision created by Main Street Iowa using the responses from the Visioning meeting at Jefferson City Hall on May 7:

Downtown Jefferson is a fun, friendly destination that people can’t wait to get to and can’t stop talking about. Our bustling home town is welcoming to all and draws tourists and shoppers from across the state and region.

A new Welcome Center is staffed to promote the unique tourist attractions in our National Register Historic District. Events and activities for all generations throughout the year make Jefferson not only a great place to visit but a great place for families to live with plenty of things for young people to do and a high quality of life.

Green spaces are tied together with an award winning bike trail, and the completed streetscape includes new art, colorful murals and unique design elements. There is a great deal of community pride in our safe, vibrant and attractive town center.

Economic development through historic preservation is apparent in the rehabilitated historic buildings concentrated around the courthouse square. Façade improvements to historic store fronts have been instrumental in inspiring people to find out what’s inside of the buildings, resulting in economic success and business growth to be proud of.

Jefferson is the hub of the county and a retail center brimming with vibrant businesses offering a variety of goods and services. Consumer traffic to existing businesses continues to thrive and expand the customer base. The success of established businesses is bringing in unique new specialty shops, and business succession plans are in place to insure the vitality of the district for the future.

There is a common vision and collaboration throughout the community, with strong support and funding to sustain the Main Street organization. All of this is accomplished through the great leadership of enthusiastic, devoted people who care.

Jefferson is full of possibilities.