

**“For Immediate Release”**

**The Friends of Lafayette Street  
and the  
Historic Foot District**

**A “Bold New Plan”**

Lafayette Street and the surrounding area was once a thriving commercial and residential district, located in the heart of the black community; located close to the heart of Jefferson City, Missouri, which is the heart of the state of Missouri.

Lafayette Street, was not ever truly considered a part of the economic development, and growth of Jefferson City, but merely a vehicle to sustain the commercial and economic needs of a segregated minority population, which was located in the immediate surrounding area. This could not be a more false impression of Lafayette Street.

Today is the dawning of a new dimension for this area. If planned and implemented in a thought filled, and controlled process, this area could once again become a valuable asset to the City of Jefferson.

If planned and implement in a controlled step by step process, and partnered with the appropriate Federal, state and local entities, this area could spur a new interest in growth, economic development, and community interest in this, otherwise, forgotten and overlooked area.

A proposed “Bold New Plan” and outline is being developed to begin this journey of revitalization of the memory of this once proud and prosperous area of the great City of Jefferson.

For the first time in almost a century, a renewed interest by both the City of Jefferson, both Black and White local civic leaders, Lincoln University and members of the Black community have sparked an interest in this areas contribution to the economic development of the City of Jefferson, and that of Lincoln University, in its totality.

The “Friends of Lafayette Street and the Historic Foot District” can take a leading role in helping to further this endeavor, by partnering with the City of Jefferson, Lincoln University, local civic, and private concerns in breathing life into this endeavor.

The following outline is the beginning of a rough draft proposal to achieve this “Bold New Plan”. This outline will be a work in progress, and may be expanded, reduced, or modified as deemed appropriate in meeting its objectives.

This may be achieved by continually monitoring the plan for its appropriateness in meeting its objectives.

## OUTLINE

- 1.) To work with the appropriate Federal, state, and local governmental agencies in obtaining the designation of the Lafayette Street and the Historic Foot District area in the 600 Block a "National Historical Archaeological Site".
  - A.) It is believed that if this goal is achieved, this will instill the value and the historical significance of this area.
  - B.) To develop a methodology and an implementation plan to maintain and preserve the historic and physical integrity of the Lafayette Street, and the Historic Foot District and surrounding area.
- 2.) To partner with Lincoln University in a Liaison partnership, to encourage use of this area to promote the historic value of this area to both Lincoln University, the City of Jefferson and the community as a whole.
  - A.) To demonstrate how this area and the surrounding Black Community was an available labor force for both Lincoln University and the City of Jefferson during the times of segregation.
  - B.) This area provided a source of commerce and entertainment for Lincoln University and the Black Community, during segregation.
  - C.) That this area was listed in the \*"Green Book", as a safe area for Black travelers during segregation. In addition, to illustrate how this area played a role in providing food, lodging, and entertainment to both black entertainment celebrities, and sports figures traveling through this area during the time of segregation.
- 3.) To independently, and with the aid of the Jefferson City Chamber of Commerce, work with local business leaders. And National Corporate Business Chains to develop an interest in locating new business opportunities in and around the Lafayette Street and the Historic Foot District, and any appropriate site location in the immediate surrounding area.
- 4.) To sponsor and co-sponsor community civic events to promote the historic value of the Lafayette Street and the Historic Foot District, and surrounding area.
- 5.) To encourage local business leaders and other civic organizations to assist in the promotion, and participate in the continuing endeavor to the longevity of this proposed "Bold New Plan".

For any questions or comments, please contact:

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**Bold New Plan  
Outline  
Appendix  
August 1, 2021**

**Lafayette Street / McCarty Street Project**

The following outline is the beginning of a draft proposal to achieve this "Bold New Plan". This outline will be a work in progress, and may be expanded, reduced, or modified as deemed appropriate in meeting its objectives. This outline is an extension of the parent document entitled "A Bold New Plan", ( Item 3, Page 2, September, 2015 ). "To independently, and with the aid of the Jefferson City Chamber of Commerce, to work with potential Builders/Developers, with local business leaders. and National Corporate Business Chains to develop an interest in locating new business opportunities in and around the Lafayette Street and the Historic Foot District, and any appropriate site location in the immediate surrounding area."

**Objective: To spur a new interest in smart growth economic development, and spark community interest in this, otherwise, forgotten and overlooked area.**

If planned and implemented in a controlled step by step process, and partnered with the appropriate Federal, State and local entities, and community based organizations, this plan could spur a new interest in growth, economic development, and community interest in this otherwise forgotten and overlooked area.

For a community to be economically viable, it must make a concerted effort to work on both community development and economic development. They are interdependent and reinforce each other.

**Community development** is a process for making a **community** a better place to live and work, while **Economic development** is purely and simply the creation of wealth from which many community benefits result. It is believed that if these goals are achieved, this will instill the value, the viability, and the **historical** significance of this area.

- To create Commercial, and Residential opportunities through the development and construction of a multi use facility located at the corners of Lafayette Street and McCarty Street located in the Central East End of Jefferson City, Missouri.
- To develop an interest for the project through a series of formal and informal presentations to appropriate governmental agencies / Representatives, Local and National Corporate / Retail Chains, and interested Local and Regional Civic Groups.
- To solicit a qualified architectural firm for design concepts.
- To solicit a qualified developer / builder for the project.
- To secure adequate funding for the project via the qualified developer / builder.
- To work with the local Chambers of Commerce and qualified commercial real estate agents / brokers to pre-lease commercial space in the project.
- To canvas qualified real estate management companies to lease and manage residential space in the project.

**Community Development:**

The originators of this project have connected informally with members of the community by speaking with residents of the community, and through formal presentations with elected officials, the local Chamber of Commerce, the Eastside Business Association, local churches, and past administrations of Lincoln University of Missouri. All have expressed a positive interest in this project proceeding. It is hoped that a partnership with local public and private entities will assist in the facilitating of ideas and promote the potential of our projects impact on our communities quality of life.

**Economic Development:**

The main goals of this economic development project is to create employment opportunities for local residents, to alleviate poverty, and redistribute resources and opportunities to the benefit of all the local residents.

This project is an approach towards economic development which allows and encourages local people to work together to achieve sustainable economic growth and development. As the Director of the Friends of Lafayette Street and the Historic Foot District, it has always been my belief that this could be achieved by introducing commercial and residential opportunities into an otherwise forgotten segment of the Jefferson City community.

The direction of economic development today is to re-examine the importance of every day settings and experiences that shape our lives – the downtown areas, parks, plazas, streetscapes, neighborhoods and markets that influence where we live, work and play, and how we interact with each other. Communities that are successful in today's climate are those who embrace an economic development strategy centered on issues of place, innovation, access and affordability.

It is hoped that we will create a development project of both commercial and residential opportunities in the Lafayette and the Historic Foot District area (Corner of Lafayette / McCarty Streets, Jefferson City, Missouri).

**Haywood Hoosman Realty / H & H Brokerage Group, 15 South Florissant Rd., St. Louis, Missouri 63135** will be responsible for pre-leasing activities for this project, to include but not be limited to recruiting, attracting, expanding, and retaining businesses that create local jobs and strives to increase the number of higher paying local jobs in a manner that ensures that the economic environment in Jefferson City and the Lafayette Street and Historic Foot District meets the interests and needs of a diverse population, including a wide range of ethnicities, incomes and ages in the community, as well as people with disabilities.

**Smarter Move Real Estate Group powered by Columbia Real Estate, 2100 W Broadway #102, Columbia, MO 65203** will be responsible for pre-leasing activities for this project, to include but not be limited to recruiting, attracting, expanding, and retaining businesses that create local jobs and strives to increase the number of higher paying local jobs in a manner that ensures that the economic environment in Jefferson City and the Lafayette Street and Historic Foot District meets the interests and needs of a diverse population, including a wide range of ethnicities, incomes and ages in the community, as well as people with disabilities.

**Finkle & Williams Architecture, 8787 Renner Blvd. Suite 100, Lenexa, Kansas 66219** will be responsible for providing design services, planning and technical support to the developer of this project, which is customary.