



CITY OF JANESVILLE

Wisconsin's Park Place:

*Discover the community of choice
to realize life's opportunities*

*Steering Committee for the
Comprehensive Plan Update*

Planning Division

September 14th, 2023



Agenda



- 🌲 Opening Remarks/Progress Report
- 🌲 Review of Chapter 9 – Economic Development
- 🌲 Review of Chapter 11 - Implementation
- 🌲 Discussion of Open House
- 🌲 Next Steps
- 🌲 Comments from the public
- 🌲 Adjournment

Community Discussion



- 🌲 Held on August 3rd, 2023
- 🌲 Around 25 community members attended
- 🌲 Facilitated by Economic Development, Planning, and Forward Janesville

Community Discussion



- ✿ Topics of discussion included
 - Continuing economic growth and success of past decade
 - Aligning workforce development and worker pipeline with community vision for future
 - Encouraging investment in corridors that deliver higher, better uses
 - Creating safer and more complete streets for all users
 - Improving access to healthy food
 - Modernizing the City's land use regulations

Impetus for Rewrite



- ✿ A lot of change has occurred over the past decade
- ✿ Substantial industrial growth
- ✿ Substantial reinvestment into commercial corridors
- ✿ Substantial reinvestment into Downtown
- ✿ General diversification of the economy since GM Plant Closing.

Goals



1. Ensure Janesville's business environment supports growth, innovation, and success across industries and businesses of all sizes.
2. Grow Janesville's highly skilled workforce with ongoing access to diverse educational and vocational training opportunities, including emerging skills and fields, providing a foundation for long-term economic success.
3. Maintain a City practice of community and economic development centered around sustainability, equity, and community well-being.

Goal 1 – Growth, Innovation, Success



Objectives

1. Attract and retain businesses within the Janesville Area.
2. Support the growth and expansion of area businesses.
3. Support and encourage local participation in Regional Economic Development Initiatives.
4. Diversify and strengthen industries clustered in Janesville.
5. Support Entrepreneurship and Startup Businesses.
6. Strengthen Small Businesses.
7. Efficient, effective, whole-team development review and process.

Goal 2 - Workforce



Objectives

1. Support high-quality and accessible education and workforce development opportunities.
2. Sustain and grow the employment Base.

Goal 3 – Community and Economic Development



Objectives

1. Moving the City's brand forward.
2. Sustain Downtown Redevelopment and Revitalization.
3. Improve the gateways to Janesville, invest in and redevelop underutilized commercial corridors.
4. Provide diverse and rich historic and cultural resources.
5. Continue to develop Janesville into a Climate Forward Community.
6. Continue to develop Complete Neighborhoods that are walkable, bikeable, and accessible by public transit.
7. Support the mobility needs of Janesville's workforce. Maintain existing transit services and improve upon mobility options for workers within Rock County's labor pool.

Programs and Recommendations



- ✿ Continue efforts to expand and grow the industrial sector in Janesville
 - Park Place Industrial Park
 - Centennial Industrial Park
- ✿ Strengthen the entrepreneurial infrastructure and resources needed to grow strong, resilient business ventures. (JIC)
- ✿ Explore creating a formal Business Retention and Expansion Program in partnership with community partners.

Economic Development



- ✿ Continue to pursue investment and redevelopment of City “Gateways” and underutilized corridors
 - Decade of reinvestment
 - Vision in the making: Mixed-use Neighborhood Activity Centers for Complete Neighborhoods
 - Planned Mixed Use
 - Strategic City actions, including site acquisition and Public-Private partnership

Ch 11 - Implementation



- Previously broken down by chapter of the plan
- Adapted to center on the plan themes
- Repetition intentional to indicate importance of efforts on multiple themes (ex. zoning/subdivision ordinance update)

Open House



- ✿ To occur in council chambers with most of seating removed.
- ✿ Format will include boards/maps for guests to visit as they walk through room
 - Center on vision and themes to discuss the plan and changes occurring from this update
- ✿ May include short staff presentation

Next Steps



Scheduling Open House

- Other meetings fall in sequence afterwards