
OPPORTUNITY AND ISSUES SUMMARY

Volume One of the Comprehensive Plan quantifies and analyzes data for Janesville associated with the Statutory Plan Elements. Presented at the end of each Element is a list of Opportunities and Issues derived from the analysis. The Opportunities and Issues serve as guidance in the preparation of the Goals, Objectives, Policies and Programs detailed in Plan Volume Two: Policies and Recommendations. The following Table compiles and categorizes the Opportunities and Issues for ease of reference. The line between what is an Opportunity and what is an Issue is not always definitive. Additionally, the Table identifies the items by their dominant subject: Managed Physical Growth, Demographics and Workforce Development, Housing, Economics and Quality of Life. In most instances an individual item may be relevant to more than one of the listed subjects.

Chapter	Item	Opportunity	Issue	Managed Physical Growth	Demographics & Workforce Development	Housing	Economic Evolution	Quality of Life
1	1		The City is planning for a population of 71,933 by 2040 and 83,659 by 2060; these projections are based on growth rates generated by the Wisconsin DOA, and actual observed rates of past growth from the U.S. Census Bureau. A number of factors will dictate whether these population projections are realized, included the dynamics of the local and global economy.	X				
1	2	The geographic extent for this <i>Comprehensive Plan</i> includes the City limits, the City’s 3-mile extraterritorial jurisdiction, and beyond based on anticipated growth.		X				
1	3		The age pyramid of the City is similar to Rock County and the State of Wisconsin. It reflects an aging population but also a large number of children.		X			
1	4		An aging workforce will contribute to the loss of manufacturing skills sets in the region.		X			
1	5	The City is greatly influenced by its physical setting, its regional position near Chicago					X	

		and Madison, and the regional economy.						
2	6	The area’s strong agricultural resources can form a basis for developing and expanding economic clusters around bio-based products (bio-fuels, bio-plastics, etc.), and continued food production and processing.					X	
2	7		Compact City development and minimizing rural sprawl are ways to promote the conservation of agricultural land.	X				
2	8		The long-term viability of agricultural operations, particularly on high-quality soils in neighboring towns to the east of the City, is important to the economic health and the character of the region.	X				
2	9	The City’s distinct greenbelt and park system holds many of the City’s ecologically sensitive areas, and provides recreational opportunities for residents and visitors.						X
2	10		Innovative sustainable development practices (stormwater management, conservation neighborhood design) can help facilitate growth in the right places from an environmental perspective, while	X				

			protecting natural resources and water quality.					
2	11	The Rock River corridor is a major City asset, which the City may enhance through improving water quality, acquiring additional land along the River, and continuing development patterns that embrace the River.						X
2	12		Air quality is a growing issue both from stationary sources, and from population and traffic increases in the City and region.					X
2	13	Preservation of significant historical and cultural resources in the Downtown and City-wide helps define the City and its heritage.						X
2	14		Historic preservation goals should be balanced with compatible redevelopment, particularly in the Downtown area – including adaptive re-use of buildings with historic significance and character.	X				
2	15	Embracing, promoting and linking the City’s cultural and historical assets and manufacturing heritage can be a draw for tourism and recreation.						X

3	16		Guiding growth and development to accommodate future City growth should be balanced with minimizing the negative impacts of growth such as traffic problems, declining level of service, excessive land use consumption, and degradation of environmental resources.						X
3	17		The City’s Land Use recommendations should consider short and long-term growth edges and land use phasing strategies.	X					
3	18		Siting and character of future residential neighborhoods should consider residential density, building “neighborhoods” that encompass a wider range of housing types and mixture of uses that would be included in a typical “subdivision.”			X			
3	19		Locating sufficient acreage for future industrial and regional commercial expansion areas remains vital for the City’s economy.					X	
3	20		Identification of development and redevelopment opportunities along existing key commercial corridors.	X					
3	21	Improvement of the image and functionality along key corridors including Milton Avenue, W. Court Street, and Center Avenue (USH 51) can be achieved through							X

		redevelopment, sign controls, road design, and landscaping standards.						
3	22	The City’s supply of under-utilized buildings and parcels suggests the opportunity for pursuing revitalization and redevelopment, particularly in the downtown.		X				
3	23	There are opportunities for mixed-use development in the downtown and other appropriate locations throughout Janesville		X				
3	24		Potential land use conflicts associated with downtown redevelopment will need to be addressed.	X				
3	25		The City should continue prioritizing the asset of the Rock River to stimulate downtown and riverfront development and redevelopment, while minimizing conflicts associated with urban redevelopment.					X
4	26	The development of the West Bypass – USH 11 from Court Street to USH 14 - and a potential for future expansion of 14 north to Madison could result in a number of growth opportunities.		X				

4	27		A STH 11 (Humes Road) upgrade to I-43 could bolster a stronger linkage to Metro Milwaukee, Racine, and Kenosha.	X					
4	28	Southern Wisconsin Regional Airport provides potential economic development benefits to the City and Rock County.						X	
4	29	Transit opportunities include the expansion of bus services and possibly passenger rail to serve a growing and changing population.						X	
4	30		Traffic issues associated with the Five-Points intersection, and other locations with road and rail issues result in safety and functionality concerns need to be addressed.	X					
4	31		Traffic on Milton Avenue is a challenging issue. The City can work to avoid creating similar problems on Highway 26 north of the Interstate, Highway 14 as it goes further east; and on bypass routes.	X					
4	32		The City should continue to monitor parking occupancy in the downtown area.	X					
4	33	Expansion of the bicycle and pedestrian path network is an opportunity to address existing “missing links” in the system, as well as in future growth areas.							X

5	34		Aligning the pace of growth and development with the City’s ability to continue to provide high level City services will be critical to maintaining resident satisfaction with quality of life in the City.						X
5	35		Reliance on long range Water and Wastewater facility plans will ensure future growth can be accommodated.	X					
5	36		Proactive facilities planning will ensure the ability of public safety, fire, and EMS to serve the population and expanse of the City, for instance planning for future expansion of community services or satellite location.	X					
5	37		Public participation efforts identified the desire for additional facilities to serve youth and teens in the City.						X
5	38		Exploring power, telecommunication, and regional Wi-Fi opportunities will ensure the City’s ability to compete for economic development in a global, information-driven economy.					X	
5	39		Coordination of growth with school districts in siting of new schools will be a critical issue as the City grows.	X					
5	40		Janesville is one of the largest communities in the State without a four-year education campus; increasing four-year degree programs available is an opportunity		X				

			to the City that will influence workforce development and quality of life.					
5	41		Identifying and acquiring a site for the next regional park in advance of need and rising land prices would be a proactive step to ensure the City continue to provide meaningful parks and open spaces.	X				
5	42		Maintaining and improving existing parks – for example, Riverside, Traxler and Rockport.					X
5	43	Continuing to link the on and off-street trail system is an opportunity to connect the current system, and future extensions.						X
5	44	Supporting and retaining quality regional health care in the City is an asset to the City’s economy and quality of life.						X
5	45	The community’s many facilities create the opportunity for an expanding array of community service, recreational and cultural offerings.						X
6	46		Providing housing in the City for existing and new residents suggest the need for housing options, choices and diversity, especially multi-family workforce housing.			X		

6	47	The City has the opportunity to guide the character and mix of new neighborhoods: planned, traditional and conservation neighborhoods are models that have been successful in other communities.				X		
6	48		The quality and design of new housing will influence the City’s overall growth and development.			X		
6	49		Demographic shifts highlight the need to provide adequate housing for aging population – including “age in place” housing opportunities.			X		
6	50		The demographics of the City and identified public priorities suggest the importance of affordable housing programs and opportunities in the City.			X		
6	51		Identifying areas for high-end housing in the City would help capture a broader cross-section of the housing market in the City.			X		
6	52	Downtown housing opportunities are redevelopment drivers and built-in markets for businesses.				X		
6	53		Property maintenance, rehabilitation assistance programs and enforcement should continue to target older neighborhoods – particularly Look West and Historic Fourth Ward – that are					X

			experiencing maintenance or condition challenges.					
6	54		The City has a wide range of post WWII era homes. Assuring that property owners and the City continue to maintain, improve and invest in these areas will ensure the long-term quality and desirability of older neighborhoods, which are often a source of affordable housing.					X
7	55	Janesville’s proximity to Chicago, Milwaukee, Madison and Rockford, and its nexus of three Interstate Highways and three active rail lines, will continue to provide a strong impetus for growth.					X	
7	56	The City has strong economic infrastructure on which to capitalize, including the Southern Wisconsin Regional Airport, highway transportation network, and railroad.					X	
7	57		Diversification of the economic and business mix is important to ensure economic stability.				X	
7	58		Identification of new areas for future industrial development is a challenge for the City. There are potential issues associated with several of the logical industrial expansion areas.				X	

7	59		Workforce development, particularly in light of the accelerating retirement of a high percentage of the baby boomer generation is critical in Janesville and the Rock County area. Education and training of the future workforce in technical fields and trades must match employment demand.		X			
7	60		Preparing for economic shifts, and anticipating the needs of anchor corporations in the City is important to the long-term stability of the City’s economy.				X	
7	61		Attracting and retaining a talented workforce, including young professionals can be accomplished through maintaining and enhancing quality of life and providing creative class jobs.		X			
7	62		Promoting expansions, spin-offs, and entrepreneurship opportunities can effectively build on existing strengths and clusters in the City – growing the economy from within, rather than relying on a business-attraction strategy.				X	
7	63	Connecting with emerging economies and regional research could position the City as a player in the bio-economy.					X	
7	64	Downtown Janesville has a strong professional services sector, and is developing as an arts and entertainment hub.					X	

7	65	Promoting arts, culture, entertainment and tourism in the City can be achieved through more effective networking and joint marketing.						X
7	66	Projecting a business-friendly image and embracing public-private partnership opportunities can help attract and retain businesses.					X	
7	67	Regional collaboration helps facilitate a broader range of economic development opportunities that allow more effective competition in a global economy.					X	
8	68		Boundary and extraterritorial jurisdiction discussions with neighboring communities, including Beloit, Milton and the neighboring towns, will be important to planning the long-term growth and development of the City.	X				
8	69	The City’s interests overlap with those of the Janesville and Milton School districts serving City residents on issues of facility siting, workforce development, and other issues of mutual concern.		X				

8	70		Cooperation with Rock County on several issues involves ensuring the City continues to accommodate County government facilities downtown, addressing the future of the County fairgrounds, and addressing the future of the County grounds on the north side of the City.	X				
9	71	<p>The historical development of Janesville has significantly favored a built environment centered around automobiles, which contribute to increased risk factors for chronic disease and detract from an active public life outdoors on both residential and commercial streets. To complete daily activities, households in Janesville walk and bike less often while driving further and more often than does the rest of Wisconsin. This creates an opportunity to encourage more compact, walkable mixed residential and commercial developments along existing commercial corridors and in the downtown area. Identifying site design standards that de-center automobiles and promote walkability along with identifying catalytic projects within each commercial area will help to spur additional investment and redevelopment to</p>					X	

		<p>accomplish these goals. Efforts to create and improve third places, or unofficial community gathering places, within Janesville could help to reduce social isolation and support social capital within the city.</p>						
9	72	<p>The Downtown Janesville Revitalization, kick started by the 2014 ARISE Plan, has provided new public spaces in the downtown area, a new hotel, additional housing and continues to draw new investments into the commercial and retail environment. With this area being the most naturally compact, walkable, and bike-able, continued efforts to increase residential density and draw new investments downtown will help to center Janesville’s most urban district as a keystone for the city's future.</p>						X

9	73		<p>The long-term commitment by the City of Janesville to invest in parks, green-space, and recreational trails has allowed most residential areas of the city to become connected to restorative outdoor spaces and recreational opportunities via low-stress pathways. The same connectivity does not exist between neighborhoods and most of Janesville’s commercial and employment areas. Continued investment in parks and trails should address connectivity islands across land uses, continue to support active living, and could activate underutilized public park land with natural landscaping, community gardening and participatory design projects.</p>					X
9	74	<p>With recent population trends indicating that the City of Janesville as a whole is becoming more racially and ethnically diverse, and the Downtown area remains a racially and ethnically diverse place, efforts to create and financially support culturally-relevant community groups, social events, public spaces, and amenities in the community will help to create an enhanced sense of place for residents as well as new cultural experiences for visitors.</p>						X

9	75		<p>As Janesville's population continues to age, the connectivity issues between traditional neighborhoods and other areas of the city will become a significant mobility barrier. Adopting universal design standards for streets and pedestrian elements, new housing developments, and commercial places will help to address this problem. Additionally, developing a city-wide aging in place policy that seeks to improve the spatial match of senior housing, commercial areas, and health care would also help to address this issue. Ensuring that new multi-family housing is located on existing Janesville Transit Routes will also reduce accessibility barriers for disadvantaged residents.</p>					X
9	76		<p>Due to limited full-service grocery stores operating outside of the Milton Ave (Hwy 26) and Humes Rd (Hwy 14) commercial corridor, much of the central part of Janesville has low access to healthy foods within both ½ mile and 1 mile from their homes. Efforts to bring a full-service grocery store to the central city would yield benefits for the most disadvantaged residents, as well as draw more residents into the downtown area. Investing in the long-term sustainability of community gardens and/or urban farming throughout the city would help to bolster social well-being as well as increasing food security for residents.</p>					X

			Looking into a year-round marketplace in Downtown Janesville could help to increase the availability of healthy food options while helping to incubate local food entrepreneurs.					
9	77		The Janesville Metropolitan Planning Organization has completed a Long-Range Transportation Plan that seeks to create a multi-modal transportation system that serves all residents equitably and helps to reduce Janesville's dependence on automobiles. With plans for expanded bicycle lanes on existing streets and new off-street trails, pedestrian safety improvements going into new street redesigns, road diets planned for overdeveloped roadways, and ongoing support for a high-level of service and reliability for the Janesville Transit System, Janesville has an opportunity for a more active future. Efforts to close the existing connectivity gaps across the three forms of active transport, encouraging residents to use alternative forms of transportation, as well as supporting efforts to increase ridership on JTS are needed to ensure the vision laid out in					X

			<p>the LRTP comes to fruition. Formalizing a complete streets policy will ensure that existing efforts of street redesigns will occur into the future and signal to the community a commitment towards creating a more vibrant, healthy, and equitable future for Janesville residents.</p>				
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