

CITY OF JANESVILLE VISION



Promote, protect, and improve on Janesville's unique assets.

- Celebrate the City's history, industrial heritage, and resiliency.
- Perpetuate claim as "Wisconsin's Park Place" through preserving and expanding the City's park, open space, and greenbelt system.
- Continue to embrace the Rock River as a focus for activity, development, preservation, and recreation.



Palmer Park



Janesville Town Square

Strengthen and diversify the City's economy.

- Strengthen the City's position as a regional commercial and industrial center while balancing efforts to create mixed-use neighborhood activity centers.
- Encourage innovation and entrepreneurship in businesses large and small.
- Explore emerging economic opportunities based on the City's existing industries, regional proximity to the Midwest, and the exceptional agricultural assets of the region.
- Support efforts to strengthen the local pipeline for workers through collaboration between local government, area schools, businesses, and business groups.

Emphasize sustainable growth and development.

- Maintain and create complete neighborhoods offering a wide range of housing choices and nearby amenities.
- Revitalize the City's "gateways" and underutilized corridors and encourage the development of mixed-use neighborhood activity centers.
- Continue to draw energy, investment, and activity to downtown Janesville.
- Embrace efforts to expand low-emissions and active transportation options, reduce carbon emissions in City operations, and encourage sustainability efforts in the community.
- Focus recreation and environmental protection around the greenbelt network



Janesville Innovation Campus



Historic Lincoln-Tallman House Museum

Prioritize the Quality of Life for the community

- Improve upon amenities that make Janesville an attractive place to live, work, and play.
- Provide excellent services that continue to meet resident expectations.
- Develop a transportation network that is safe, accessible, and comfortable for all users, especially vulnerable users like pedestrians and bicyclists.
- Work in partnership to ensure a strong education system and community services.
- Continue to promote Downtown as a civic, cultural, shopping, entertainment, and healthcare hub.



Hedberg Public Library

CITY OF JANESVILLE COMPREHENSIVE PLAN

WHAT IS THE PLAN?

The Plan serves as a blueprint to guide decisions concerning the physical development of the community and improve the chances of achieving stated goals. It is also used to formulate the location, development, and maintenance of the many facilities and services provided by the City, and provide decision makers with guidance when reviewing development cases.

PURPOSE OF THE PLAN

- Provide a Vision for future growth and development in and around the City.
- Identify areas appropriate for development and preservation over the next 20 years.
- Recommend appropriate types of land use for specific areas in and around the City.
- Promote a cost-effective pattern of development.
- Advise the "character" of development in the City's planning area.
- Preserve natural resources and promote the conservation of agricultural resources around the City.
- Identify needed transportation and community facilities to serve future land uses.
- Foster economic development based on the City's unique opportunities.
- Direct housing, commercial, office, research and industrial investments in the City.
- Provide a framework for intergovernmental cooperation to achieve Plan objectives.
- Provide detailed strategies to implement Plan recommendations.
- Work in concert with more detailed City plans, such as park and open space plan, downtown plan, neighborhood plans, Urban Service Area plans, and utility system plans.
- Fulfill requirements under Wisconsin's Comprehensive Planning Legislation State statutes 66.1001).

Update Kickoff Early 2021

The City Council formally initiated the plan update and established a Public Participation Plan in Early 2021.

Update Existing Conditions Winter 2021

Planning staff presented an updated Volume 1: Existing Conditions of the City which includes a suite of demographic, employment, and other data to the Steering Committee. A new section was added to help guide development of Recommendations using a Public Health Lens

Focus on Housing Spring/Fall 2022

Held Steering Committee Meeting and Community Discussion on major issues facing Housing and neighborhood development.

Focus on Economic Development Late Summer 2023

Held a community discussion and SC meeting on how the City can continue economic growth while improving the quality of life for residents

Public Open House Fall 2023

The City of Janesville hosted a Public Open House on October 16th, 2023 to present updates to the plan.

Public Hearings Late 2023 - Early 2024



REINVENTION AND REVITALIZATION SINCE 2009

TOWN SQUARE



Completed in 2018, the town square project has helped reshape Janesville's downtown. The space is regularly used for special events like the farmers market, First Friday concerts, Flannel Fest, and as a community gathering space for all residents and visitors.

HYVEE



Completed in 2023, this building on the City's north-side was previously a Shopko. The building was heavily renovated, and now houses multiple new uses, including a grocery store..

DOLLAR GENERAL DISTRIBUTION FACILITY



Completed in 2017, the facility, located on the City's south-side, is the single largest industrial building in the City at just over 1 million square feet.

THE MONTEREY APARTMENTS



Completed and opening in 2023, the former historic hotel is one of the iconic buildings in Janesville's downtown. The building was recently renovated to include 51 market-rate apartments.

THE GLADE RESIDENCES



Completed in 2020, this market-rate apartment community on the City's east-side has approximately 260 units of varying size.



REINVENTION AND REVITALIZATION SINCE 2008

DIAMOND RIDGE APARTMENTS



Completed in 2021, this market-rate apartment community has approximately 115 dwelling units of varying size.

COBBLESTONE HOTEL



Completed in 2019, this site was previously a city parking lot. the site was identified for redevelopment as part of the arise plan and now features a hotel and restaurant.

ROCK COUNTY RESOURCE CENTER



Completed in 2021, this site was formerly a pick n' save grocery store. the building was redesigned into a 135,000 square foot office building.

SERTA SIMMONS PRODUCTION FACILITY



Completed in 2023, the facility has approximately 500,000 square feet of industrial production and warehouse space.

TRUE VALUE HARDWARE STORE



Completed in 2022, the project was built on an undeveloped piece of land, which was included as part of a Planned unit development called court street plaza in 1992.

