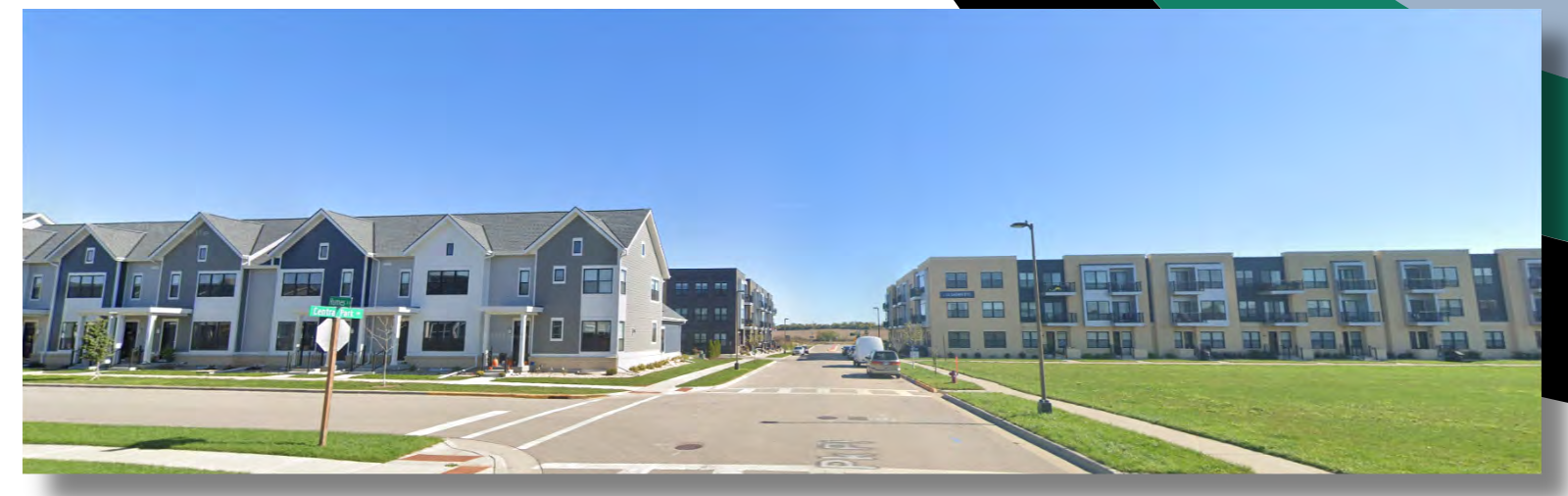
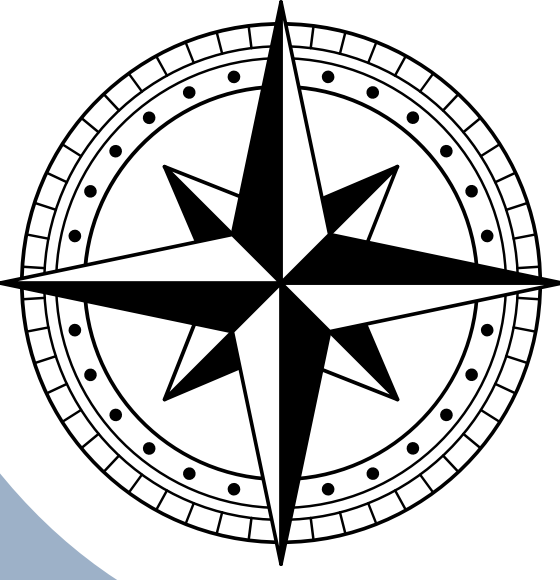


# PLANNED NEIGHBORHOODS

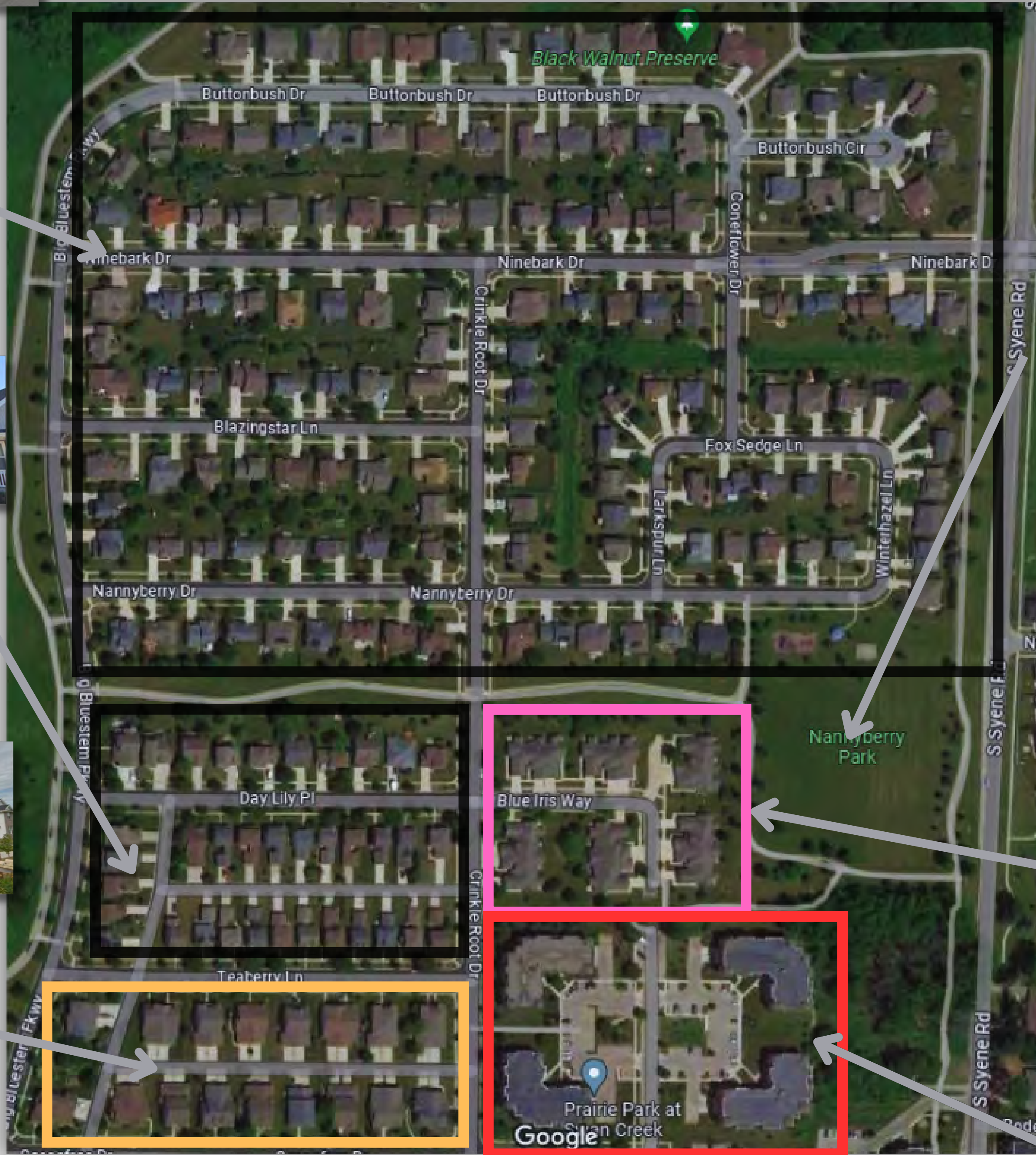
Encourage compact and human-scale neighborhood developments with a distinct character



Includes a range of residential housing types, mixed-use areas, and open space that weaves the site together



Single-family homes



Nine Springs Neighborhood  
Fitchburg, WI



Open space and multi-use trails



Small lot single-family served by an alley



Medium Multiplex



Larger Multi-family buildings

## Create complete neighborhoods with:

- Single-Family
- Duplex
- Medium Multiplex
- Cottage Court
- Accessory Dwelling Unit
- Large Multiplex

- A mixture of housing types
- Safe and accessible transportation options
- Access to everyday destinations
- A mixed-use neighborhood activity center as its anchor



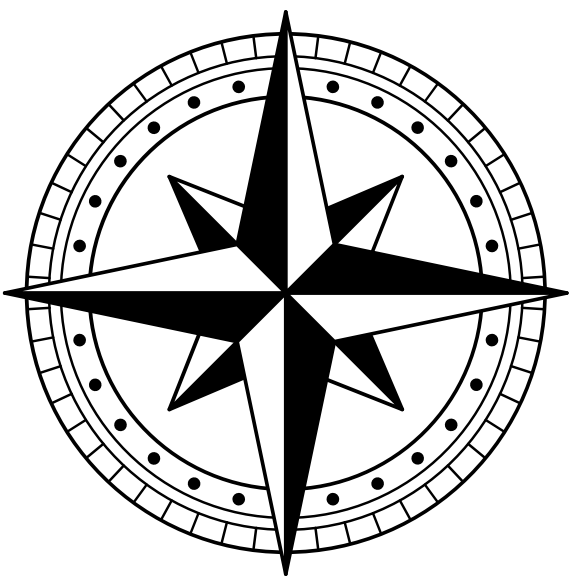
Graphic adapted from Opticos Design 2023

"Missing Middle Housing Types"



# PLANNED MIXED USE

Includes commercial, retail, office, civic, public spaces, and/or residential uses



- Residential
- Mixed Retail
- ▨ Mixed Retail, Office, and Residential
- Hotel
- Office
- Recreational Trail



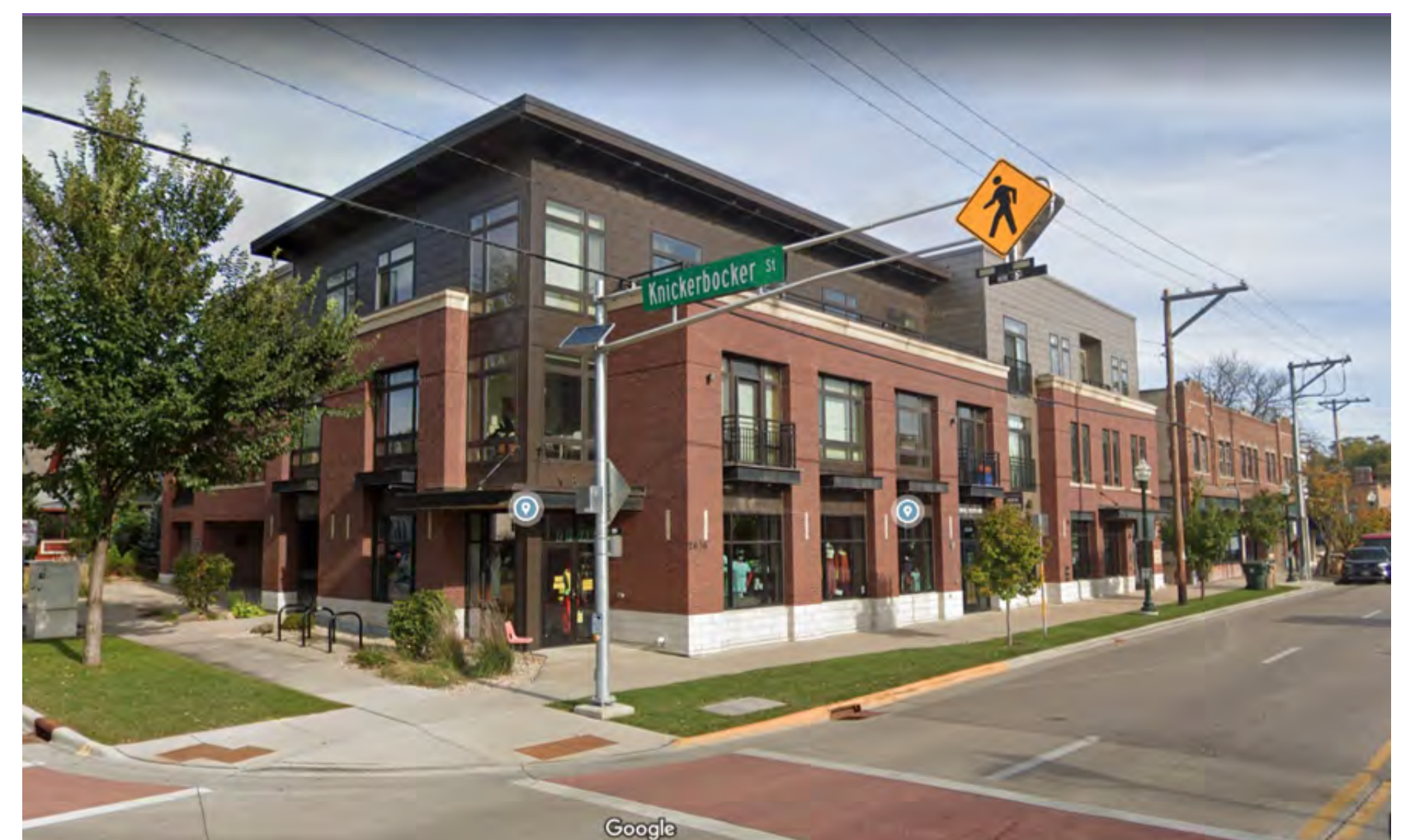
Hatchery Hill Mixed Use Development in Fitchburg, WI

## Successful Mixed-Use Areas are:

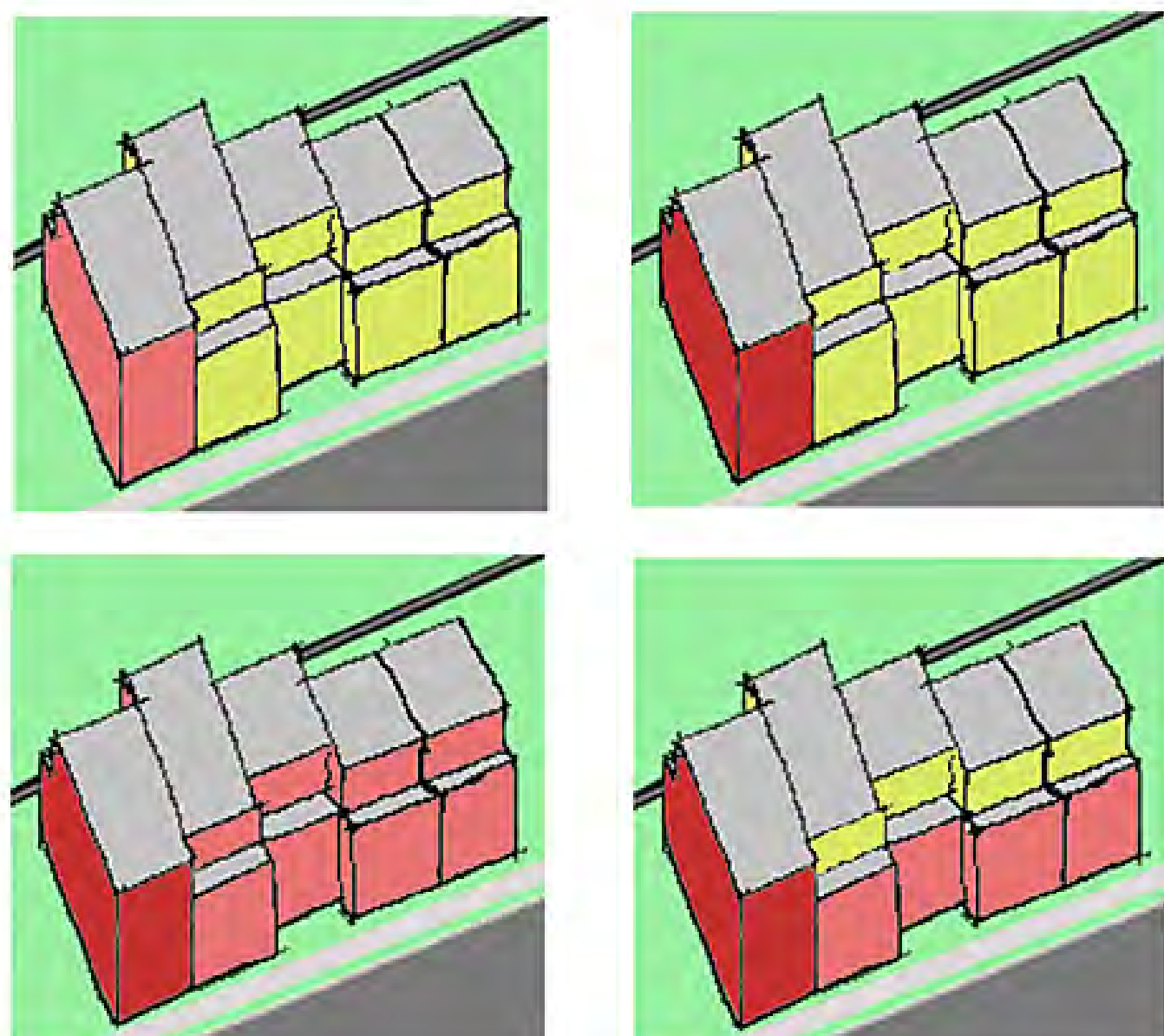
- At intersection of transportation pathways
- Accessible by safe, comfortable, and efficient transportation options
- Include outdoor gathering spaces
- Located near sufficient number of households to support neighborhood retail
- Flexible in building design for future uses



Historic mixed-use building in Downtown Janesville.

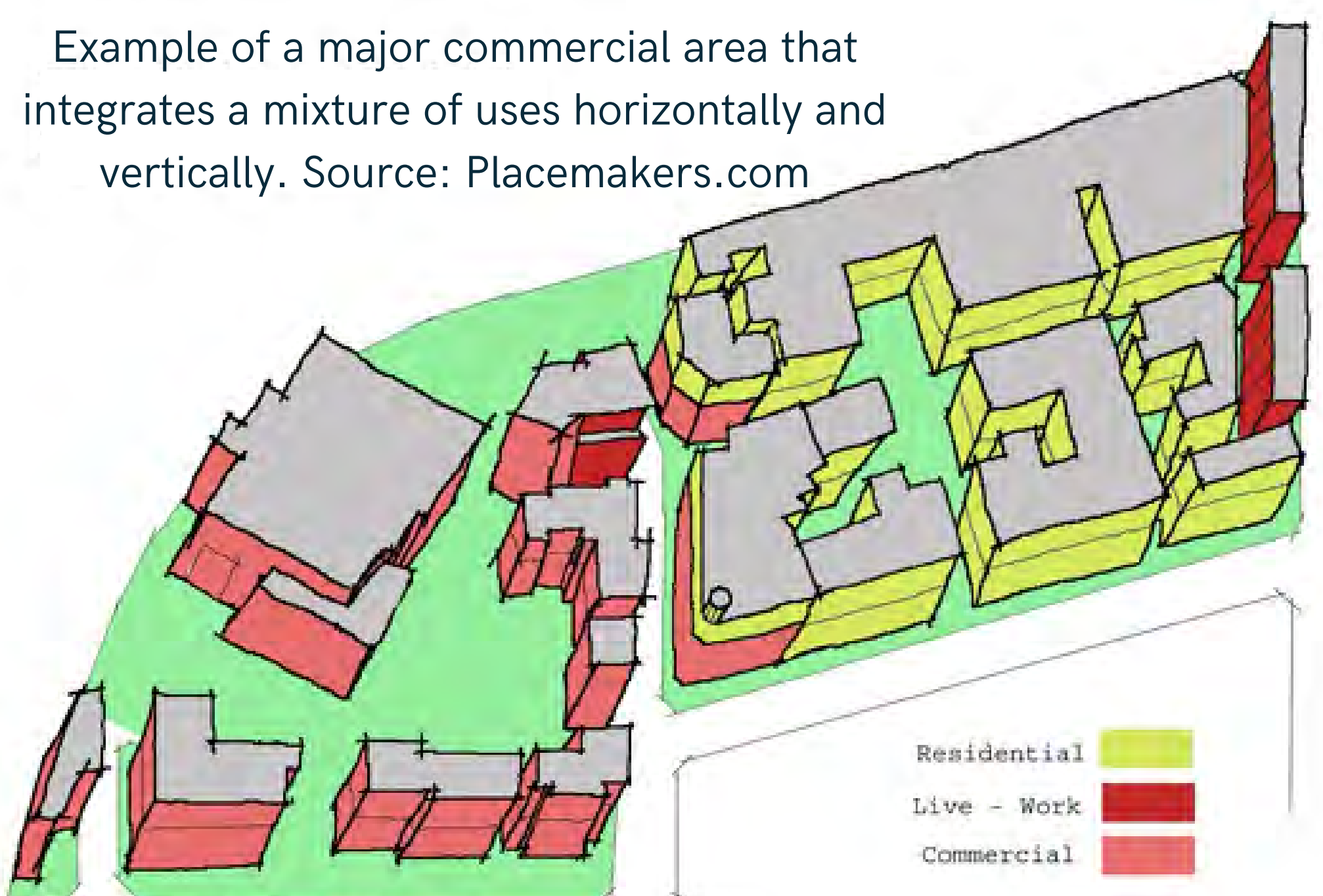


The Monroe mixed-use building located in Madison, WI.



Example of a horizontal and vertical mixed use block as it changes over time. Source: Placemakers.com

- Residential
- Live - Work
- Commercial

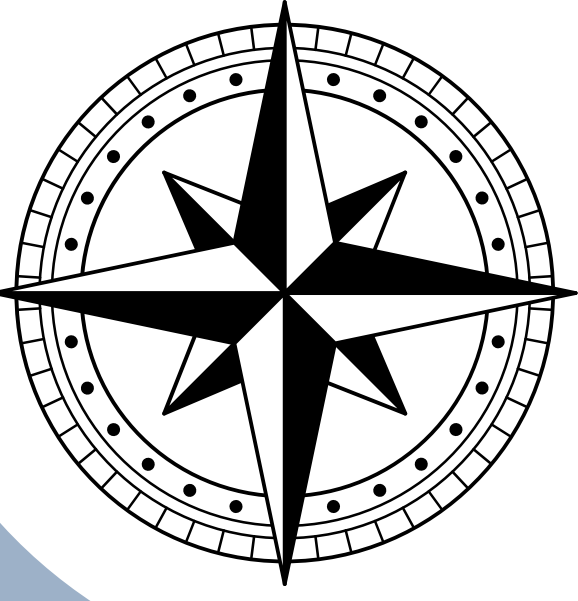


Example of a major commercial area that integrates a mixture of uses horizontally and vertically. Source: Placemakers.com

- Residential
- Live - Work
- Commercial



# AN UPDATE TO THE CITY'S ZONING CODE WILL HELP TO:



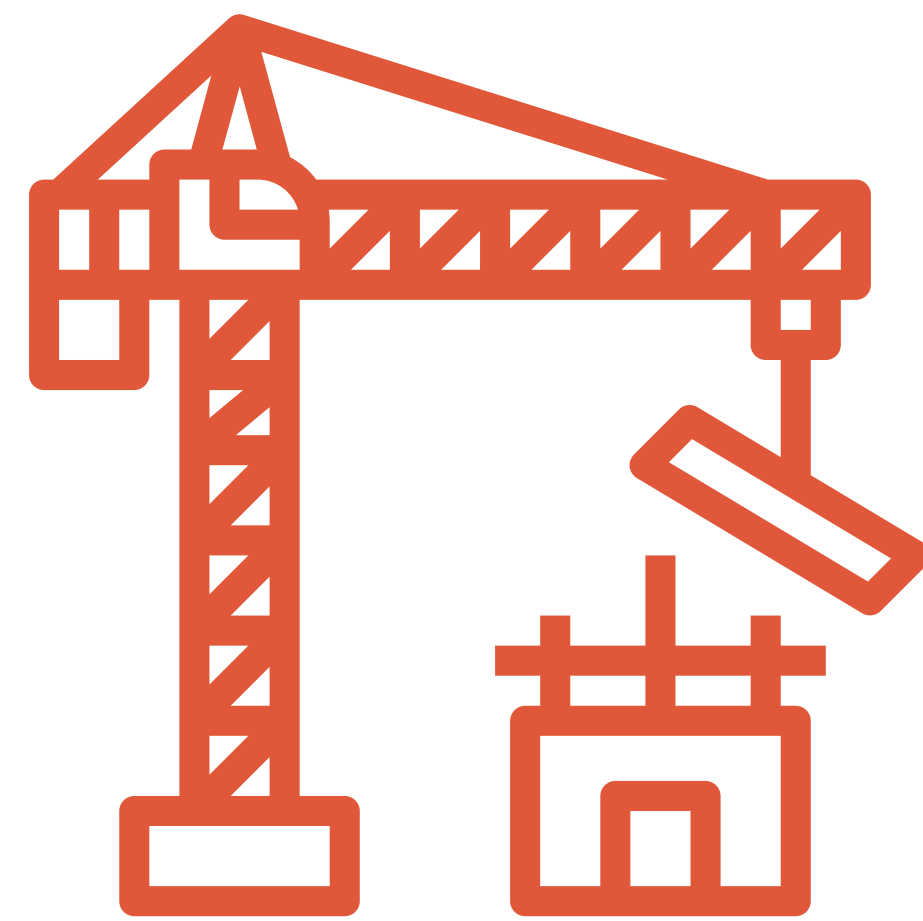
**Make code easier to use**



**Attract desirable businesses**

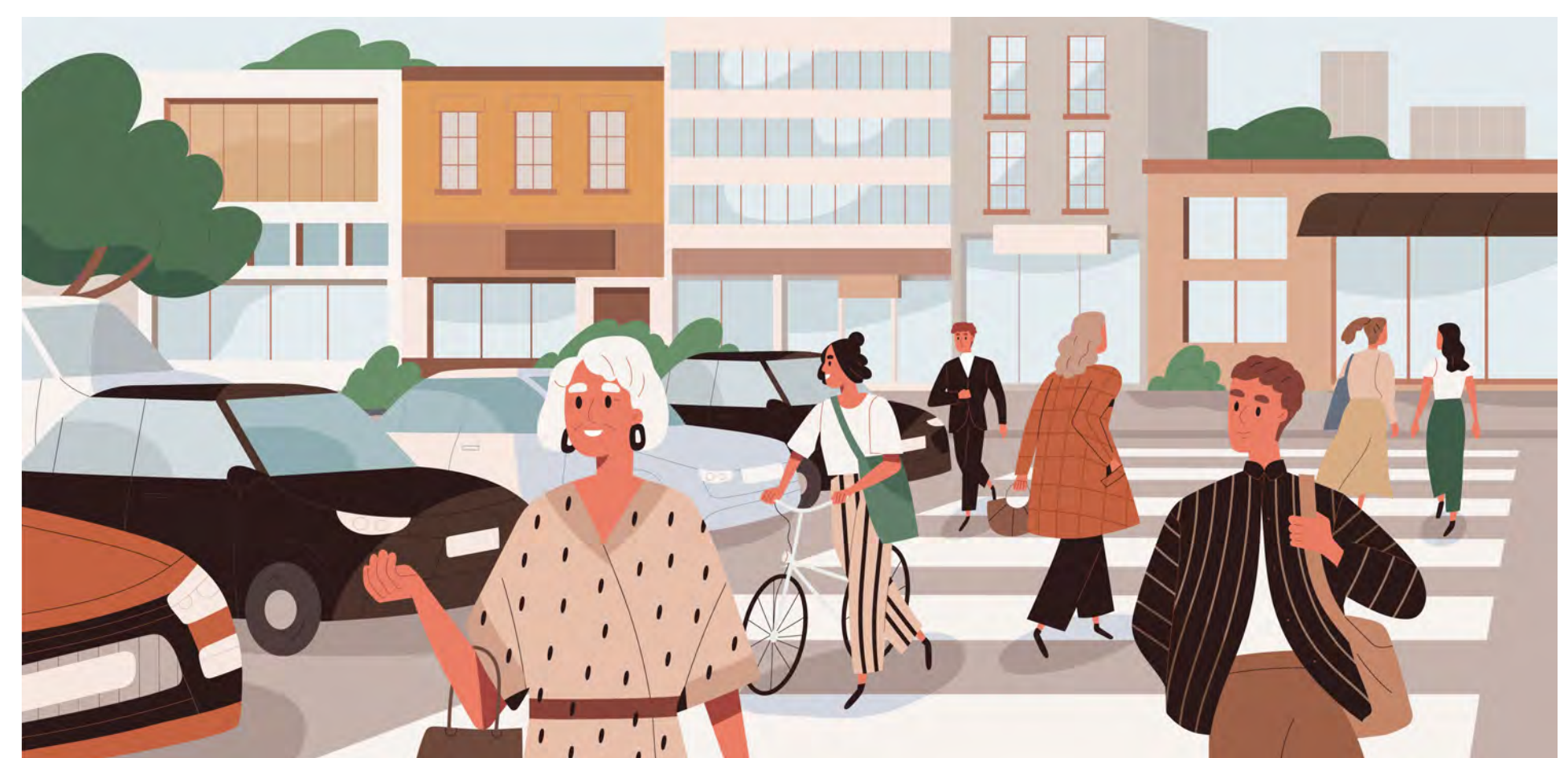


**Promote mixed use redevelopment**



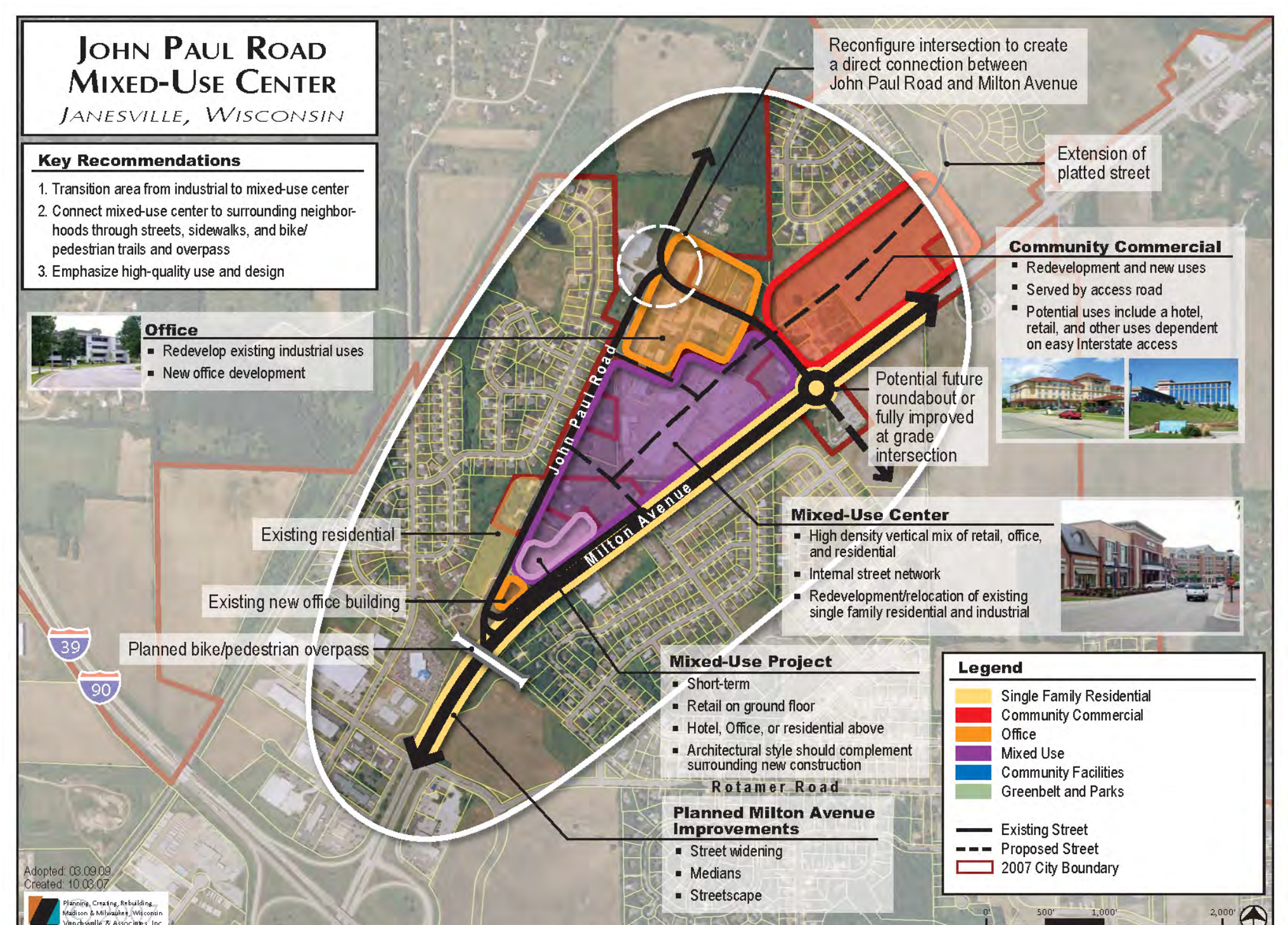
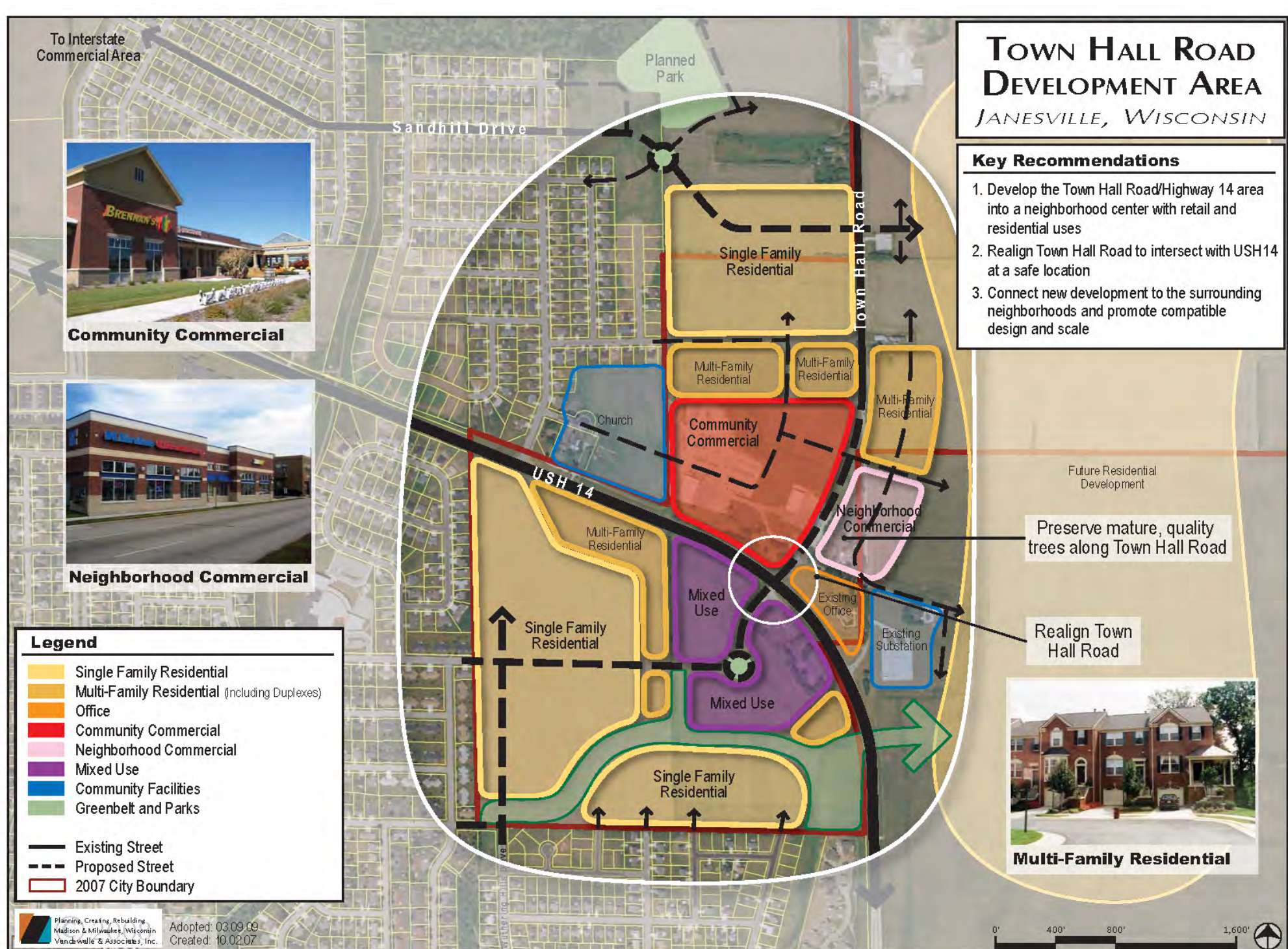
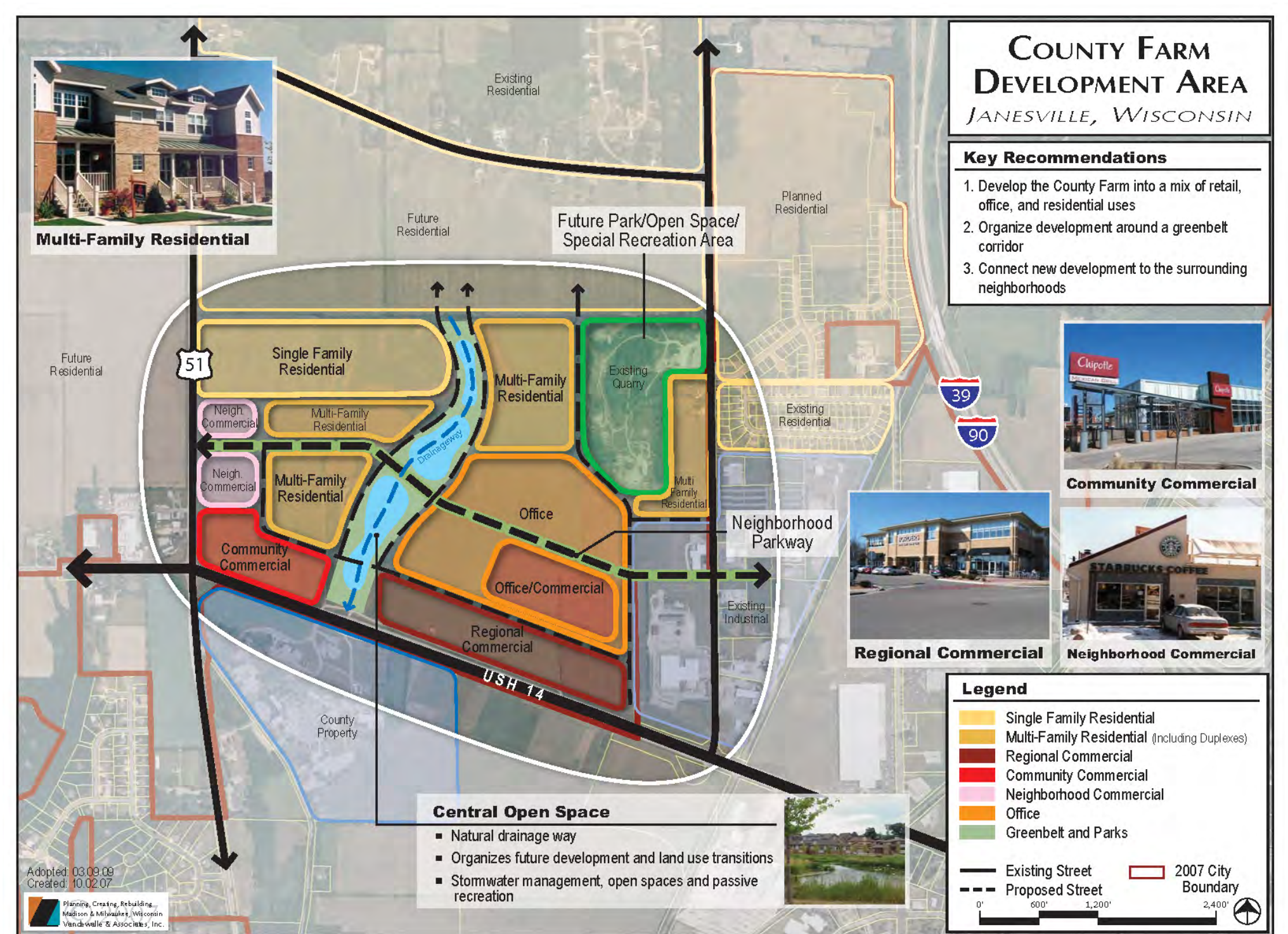
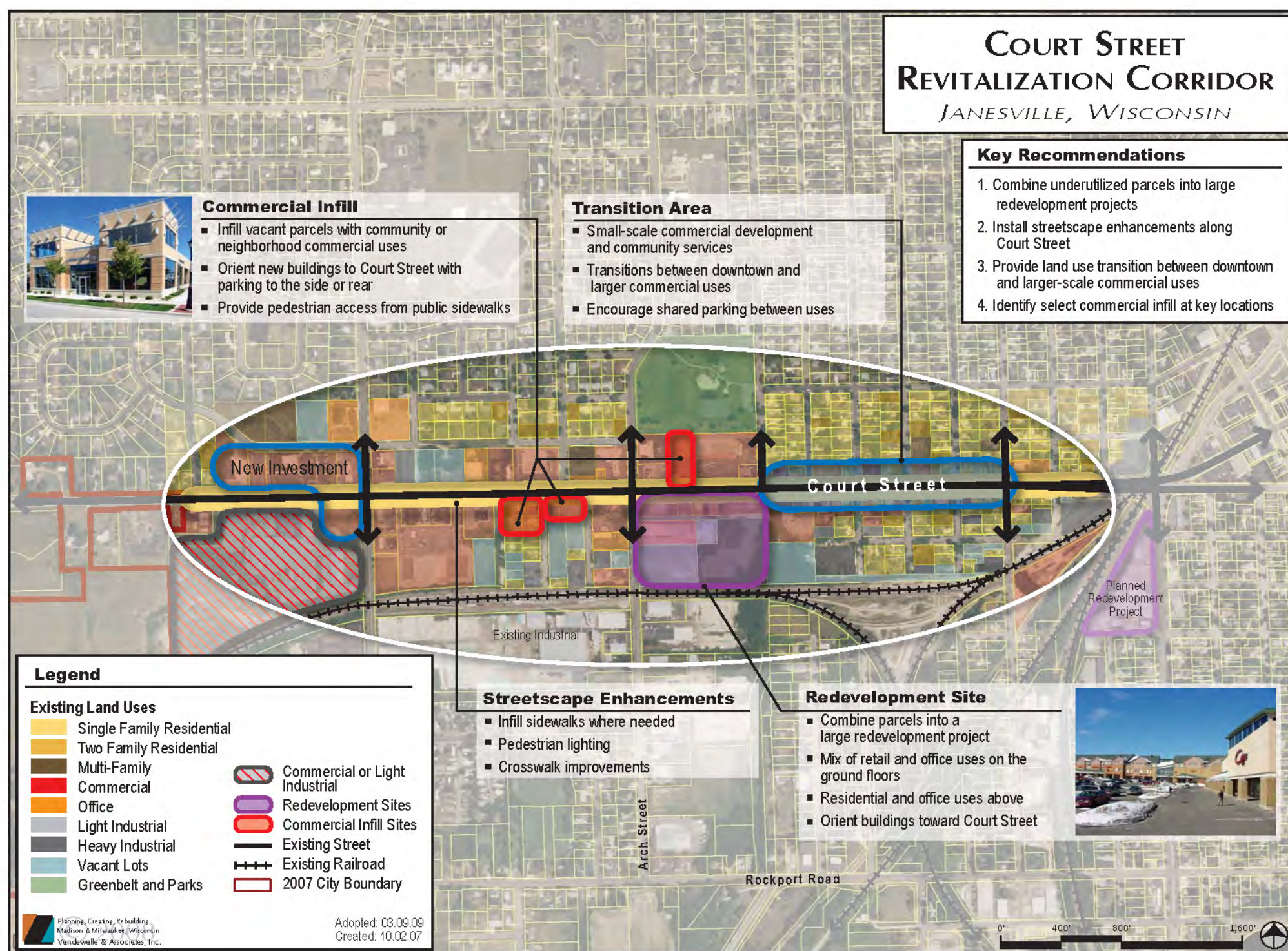
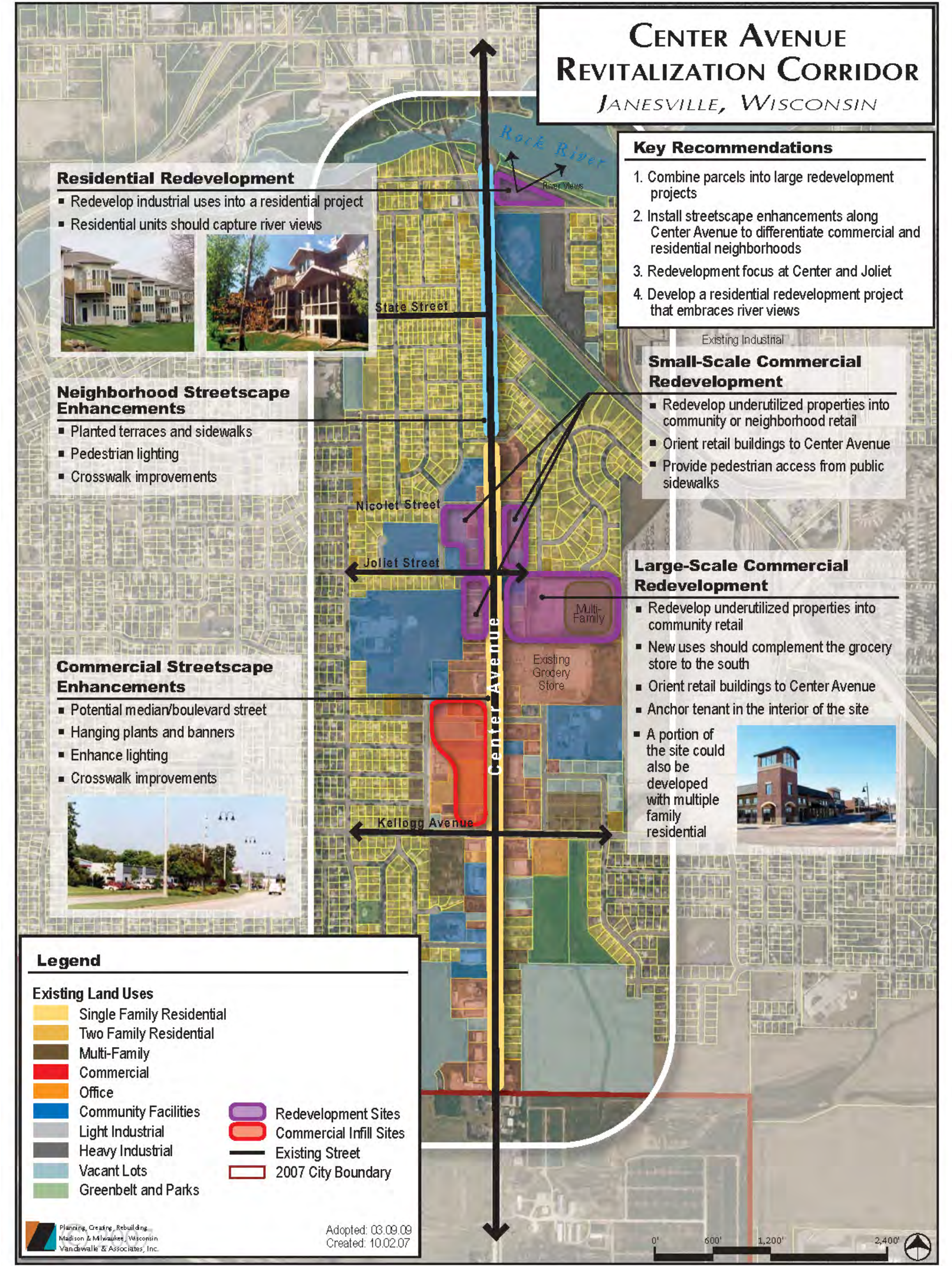
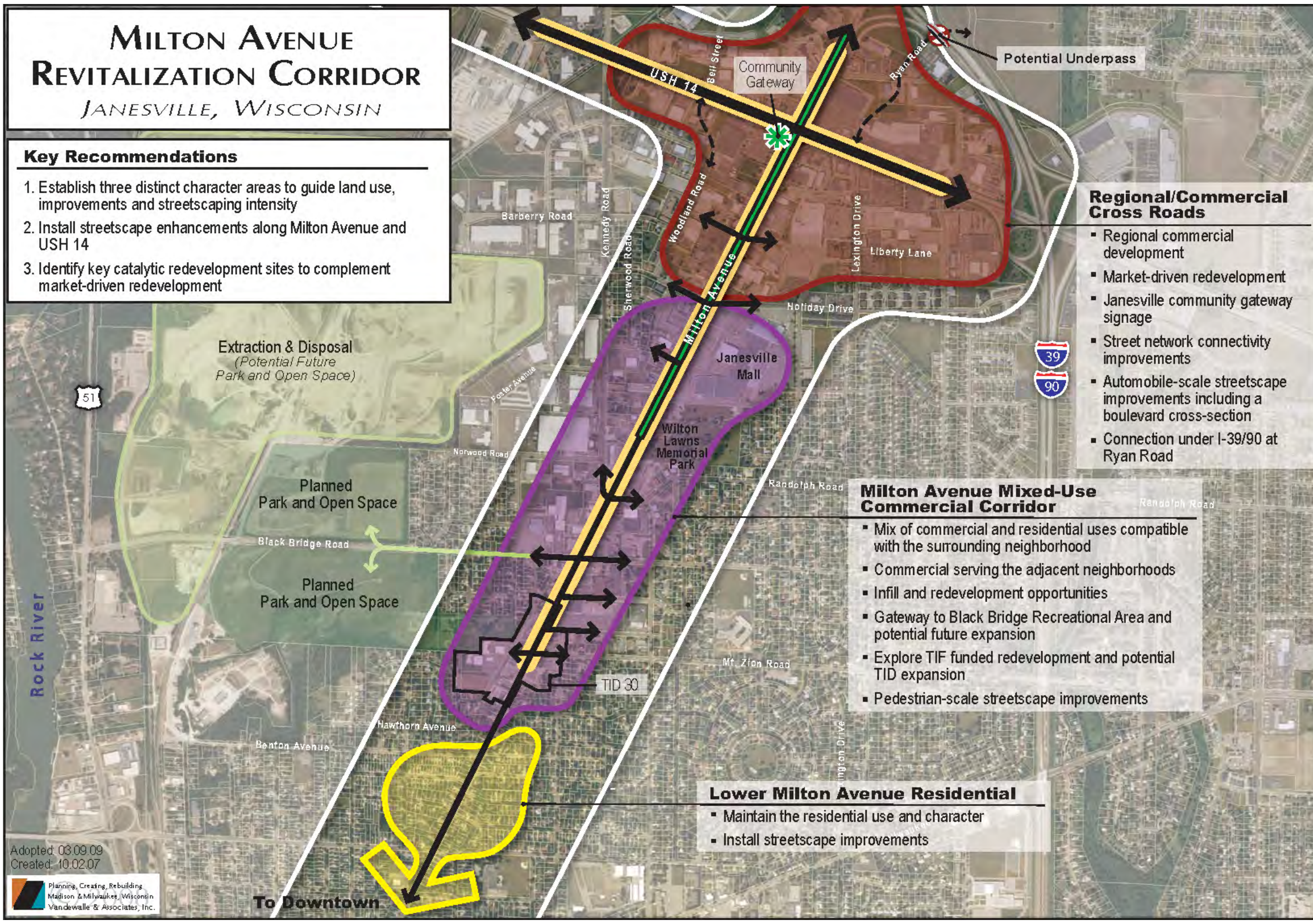
**Increase housing options to preserve affordability and attract new residents**

**Shape Janesville into a more walkable, bikeable, attractive, and exciting place to live**





# EXISTING "SPECIAL INTEREST AREA" PLANS





# KEY RECOMMENDATIONS: ECONOMIC DEVELOPMENT

- Reinvention of the City’s economy through promoting economic diversification, while still building from the City’s industrial heritage and unique place-based assets.
- Create and sustain compelling places and an overall quality of life that will enable the City to attract and retain a talented workforce, ranging from young professionals, to skilled workers, to workers approaching retirement age.
- Recognition that a sustainable economy can be achieved through a strategic combination of retaining, attracting, and growing businesses from within Janesville.
- Workforce development efforts that meet the needs of current employers and position the City for long-term economic growth.
- Acknowledging economic connections between the City and the broader region as a strength that must be leveraged in order to compete in the global marketplace.



*Groundbreaking at a new industrial facility in Janesville*



*Blackhawk Tech is an anchor institution in Rock County providing opportunities for education and workforce development*

## OVERARCHING ISSUES AND OPPORTUNITIES

Continued efforts to expand and grow the industrial sector in Janesville	Janesville is a great location for industrial and manufacturing development	Park Place Innovation Campus
The former GM/JATCO site	Strengthen the entrepreneurial infrastructure and resources needed to grow strong, resilient business ventures	Continue to pursue investment and redevelopment of City “Gateways” and underutilized commercial corridors
Planned Mixed Use	Design standards for commercial and industrial development	Explore creating a formal business retention and expansion program in partnership with community partners



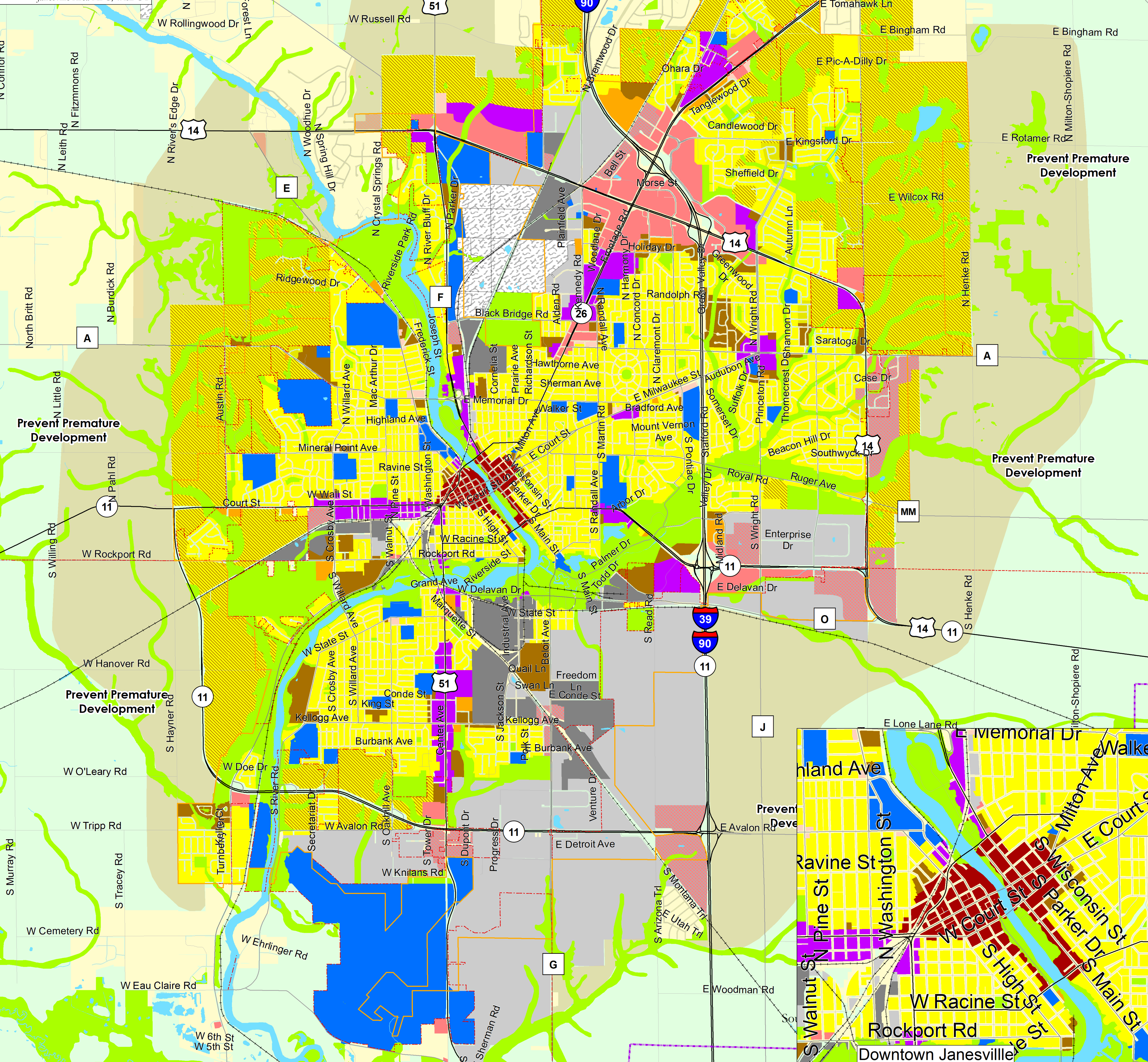
# FUTURE LAND USE MAP



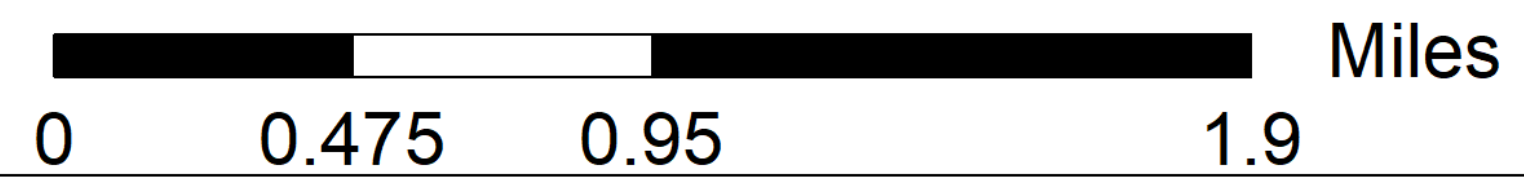
### Legend

Janesville Extraterritorial Jurisdiction	Single-Family Residential - Exurban	Commercial or Light Industrial
Urban Service Area	Single-Family Residential - Urban	Downtown
Municipal Boundaries	Two-Family/Townhouse Residential	Light Industrial
Local Road	Multi-Family Residential	General Industrial
Collector	Planned Neighborhood	Community Facilities
Minor Arterial	Office	Extraction and Disposal
Principal Arterial	Planned Mixed Use	Parks, Open Spaces, and Env. Corridors
Railroads	Neighborhood Commercial	Surface Water
Agriculture	Community Commercial	

Adopted: XXXX XX, 2023  
 Date: July, 7th 2023  
 Sources: Rock County, City of Janesville,  
 Janesville Area MPO, WisDOT



Future Land Use - City View



**CITY OF JANESVILLE**  
*Wisconsin's Park Place*

6/26/2023; D.Salmon, Planning Division  
 S:\Projects\Planning\Comprehensive\_Plan\Update\_Comp\_Plan\_Maps\Vol 2\Open House Future Land Use City View.mxd

DISCLAIMER: This data is provided by the City of Janesville for informational purposes only. The City does not warrant or guarantee the accuracy or reliability of this data. The recipient of this data assumes any risk of its use for any purpose.