




Item No. 1, Section V

Planning Division Memorandum
November 6, 2023

TO: Janesville Plan Commission

FROM: Duane Cherek, Planning Director 

SUBJECT: Public Hearing, Action on a proposed resolution recommending adoption of an update to the *City of Janesville Comprehensive Plan* (Plan Commission Resolution No. 2023-04).

RECOMMENDATION

Following review of the draft *Plan* update and a public hearing, the Planning Division recommends that the Plan Commission forward Resolution No. 2023-04 recommending approval of an update to the comprehensive plan for the City of Janesville with a favorable recommendation to the City Council.

REQUEST OVERVIEW

Over the past two years, the Comprehensive Plan Steering Committee has reviewed, discussed, and received public input on an update to the current *City of Janesville Comprehensive Plan*. The draft update to the *Comprehensive Plan* has been prepared under the direction of the Steering Committee and in accordance with State statutes and the public participation procedures adopted by the City Council in 2021. Copies of the draft *Plan* update are available at Hedberg Public Library, Janesville City Hall, and online at the City of Janesville's website: www.janesvillewi.gov/compplanupdate.

The document largely retains its overall format in two volumes: Volume 1: Existing Conditions Report – which provides extensive background information on each *Plan* element, and Volume 2: Policies and Recommendations – setting forth the goals, objectives, policies, and programs associated with each element. Considerable time and attention was directed toward revising the Housing, Economic Development and Land Use Chapters as part of the update process. A new chapter on Public Health was added to Volume 1 of the plan and concepts that furthered improvements to the community's health and well-being, and quality of life for Janesville residents, was embedded throughout Volume 2 of the plan.

The role of the Plan Commission at this time is to review the draft *Plan*, and forward a recommendation to adopt the *Plan* to the City Council. The public participation procedures approved as part of the planning process (see below for more information) require the Plan

Commission to hold a public hearing to accompany review of this item. Comments and input received during that review may be incorporated into the *Plan* as deemed appropriate by the Commission. Following the public hearing, the Plan Commission can forward a resolution to adopt the plan update as presented or further amend the *Plan* as by a majority vote of the Commission. Plan Commission Resolution No. 2023-04 formalizes the Commission's recommendation to the City Council to adopt the updated *Plan*.

BACKGROUND

The State of Wisconsin's Comprehensive Planning Law requires each unit of local government to establish a comprehensive plan addressing at least the following nine elements:

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

In combination, the information provided within each of these elements of the *Comprehensive Plan* provides a strategic, long-term guide to help direct growth and development of the community over the next 20 years. In addition to serving as the City's means of meeting basic statutory requirements, the *Plan* establishes a vision for accommodating future growth and defining the character of development in and around the city. The vision statement and goals of the *Plan* are based on the following principles:

- Promote, protect, and improve upon Janesville's unique assets.
- Emphasize sustainable growth and development.
- Prioritize the community's quality of life.
- Strengthen and diversify the city's economy.

The vision statement and goals of the *Plan* are expressions of general direction for the City's actions over a 20-year timeframe. All objectives, policies and recommendations contained within the *Plan* are designed to implement or advance this overarching vision. The *Plan* functions as one of the primary tools used by the City Council, Plan Commission, City staff, and other advisory and policy bodies to make decisions related to land use, public facilities, the prioritization of public investments and the extension of public services, business development, and future transportation needs.

PLANNING PROCESS

On February 8, 2021, the City Council adopted a Resolution initiating the Plan Update process and establishing Public Participation Procedures to be followed in accordance with State Statutes. The procedures established a Steering Committee comprised of the Janesville Plan Commission to provide policy guidance during the update process. The planning process was

further guided by several targeted events designed to gather public input and facilitate public participation in preparation of the *Plan*.

A chronological listing of Steering Committee meetings and other review sessions conducted over the course of the update process is depicted on Exhibit 1. The Steering Committee held twelve (12) public meetings and a focus group session between August 2021 and September 2023, and has now completed their review of each of the Plan elements. On October 16, 2023, the draft Comprehensive Plan and Future Land Use Map were presented to the community at a public open house. All written comments submitted on the draft Plan, including those received at the open house, have been compiled for the Plan Commission's review and consideration (see Exhibit 2).

Based on early discussion with the Plan Commission, the Commission endorsed a series of guiding principles and assumptions to be applied to the planning process for the update to the Plan:

- That the existing *Comprehensive Plan* remains largely relevant in its overall policy structure and framework. Accordingly, the project scope for this update does not include preparation of a new comprehensive plan; rather, a thorough evaluation of the existing document will be conducted to identify and address the need for targeted revisions.
- Certain elements of the Plan will require greater time and consideration as part of the update. The *Plan's* Land Use element is to be chief among those with both the Housing and Economic Development sections also requiring particular attention and emphasis.
- The update will be conducted in-house using existing staff and resources, as available, under the direction of the Steering Committee. If the Steering Committee selects topics warranting more in-depth data collection, research or analysis that extend beyond internal capacity or resources, the *Plan* will incorporate those items as a recommendation for separate study as an outcome of the Plan update process.
- Following City Council adoption of Public Participation and Engagement Procedures, the update process will commence as outlined by the Council resolution describing the steps in the update process.

Planning Division staff believes that the update to the Comprehensive Plan has been prepared in accordance with the adopted Public Participation Procedures and guiding principles, as referenced above. At this point in the update process, the Plan Commission is asked to recommend adoption of the update to the *Comprehensive Plan* to the City Council. Opportunity for public comment will again be solicited during a public hearing, and if necessary, further modifications can be made to the Plan prior to the public hearing that precedes final adoption by City Council.

UPDATE SUMMARY

A draft Executive Summary of the updated *Comprehensive Plan* is attached to this report. The Executive Summary provides an overview of the draft plan, including more substantive modifications to the plan in the Land Use, Housing and Neighborhood Development, and Economic Development chapters. More detailed information on these and other aspects of the *Plan* update (including a video recording of a presentation given by Planning Division staff during

a public open house event held on October 16, 2023) may be reviewed at the City's website by following the link from page one of this report. Modifications made to the *Plan* have primarily been driven by the following priorities now incorporated into the draft update:

- Identifying the relationship between planning and public health, and using the planning process to improve community health.
- Emphasizing the concept of complete neighborhoods throughout the city as a means of meeting present and future housing demand, enhancing the desirability of every neighborhood, and the delivery of better health outcomes, increased opportunity for residents, and support for more active lifestyles.
- Continuing to grow Janesville's economy by supporting workforce development, building upon the success of the City's industrial development program, and encouraging redevelopment activity within established commercial corridors.

Advancing these priorities necessitated only minor revisions to most elements of the current *Plan*. As the update process progressed, it became apparent that a substantial rewrite of the Housing and Neighborhood Development and Economic Development chapters was necessary to accomplish these priorities. As a result, new goals, objectives, policies, programs, and recommendations were drafted for both chapters.

Less extensive change is proposed for the Land Use chapter with targeted revisions to the Planned Neighborhood and Planned Mixed Use future land use categories. Those changes have been incorporated into the *Plan* to actively promote redevelopment of mixed-use areas and strongly encourage well designed, complete neighborhoods with a sense of place. The principal component of the Land Use Chapter is the Future Land Use Map attached as Exhibit 3. The map applies broad land use categories intended to accommodate future development in appropriate locations on all sides of the city and to provide for a sequential pattern of efficient growth along logical boundaries or edges. The map remains well-suited to meet the community's future needs, and proposed revisions to the map consist solely of locations where the boundary between future land use categories may be adjusted to better align with City Council actions to rezone properties in the years since the *Plan* was originally adopted in 2009. The complete list of such adjustments to the Future Land Use Map is attached as Exhibit 4. Changes applied to the *Plan's* Housing and Neighborhood Development and Land Use chapters emphasize the need for detailed planning activity to achieve the objectives of the Planned Neighborhood and Planned Mixed Use categories and encourage a wider range of housing options throughout the community.

ZONING AND SUBDIVISION CODE REFORM

Adoption of the Comprehensive Plan lays the foundation for a substantial rewrite of the City's Zoning and Subdivision Ordinances, as many of the *Plan's* recommendations rely upon code reformation to be fully realized. Major revisions are necessitated to reduce existing regulatory barriers and promote a wider range of housing options, greater opportunities for mixed-use development, flexibility in the development review and approval process, more efficient use of land and reduced parking standards, to name a few. As a key policy and implementation measure of this Plan, the City Administration intends to initiate a restructuring of the Land Development Code immediately upon adoption of the Comprehensive Plan Update, beginning in early 2024 (Q1).

In addition to this update, City staff is either currently engaged or will continue to advance more detailed plans to accommodate redevelopment within the City and guide future development in growth areas around the City. Examples include the *Parks and Open Space Plan*, *Janesville Area MPO Long-Range Transportation Plan*, *208 Sewer Service Area Plan*, implementation of the *ARISE Plan* and other utility master plans and studies. These plans work in concert with the Comprehensive Plan and provide detail and definition for advancing City interests, stimulating economic development, promoting public health, travel, quality of life, and ensuring cost efficiencies in City growth.

SUGGESTED MOTION

I move to forward Resolution No. 2023-04 recommending approval of an update to the comprehensive plan for the City of Janesville to the City Council with a favorable recommendation.

PLAN COMMISSION RESOLUTION 2023-04

RECOMMENDING APPROVAL OF AN UPDATE TO THE COMPREHENSIVE PLAN
FOR THE CITY OF JANESVILLE IN ROCK COUNTY, WISCONSIN

WHEREAS, §66.1001(4) of the Wisconsin Statutes establishes the required procedure for a local government to adopt and/or update a comprehensive plan, and §66.1001(2) identifies the required elements of a comprehensive plan; and

WHEREAS, the City Council-appointed Comprehensive Plan Steering Committee fostered public participation as required by §66.1001(4)(a) and (d) of the Wisconsin Statutes in updating the 2009 Comprehensive Plan and held public meetings and provided numerous other opportunities for public involvement prior to recommending approval of the Comprehensive Plan Update; and

WHEREAS, the Comprehensive Plan Update contains all required maps, elements and other descriptive materials as required under §66.1001 of the Wisconsin Statutes; and


WHEREAS, §66.1001(4)(b) of the Wisconsin Statutes grants the City of Janesville Plan Commission the authority to recommend that the City Council adopt an update to the Comprehensive Plan.

NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the City of Janesville hereby recommends that the City Council adopt an Ordinance to constitute official City approval of the attached Update to the City of Janesville Comprehensive Plan under §66.1001 of the Wisconsin Statutes.


Adopted this 6 day of November, 2023.


Kathy Voskuil
Plan Commission Chair

Attest:


Duane Cherek
Plan Commission Secretary

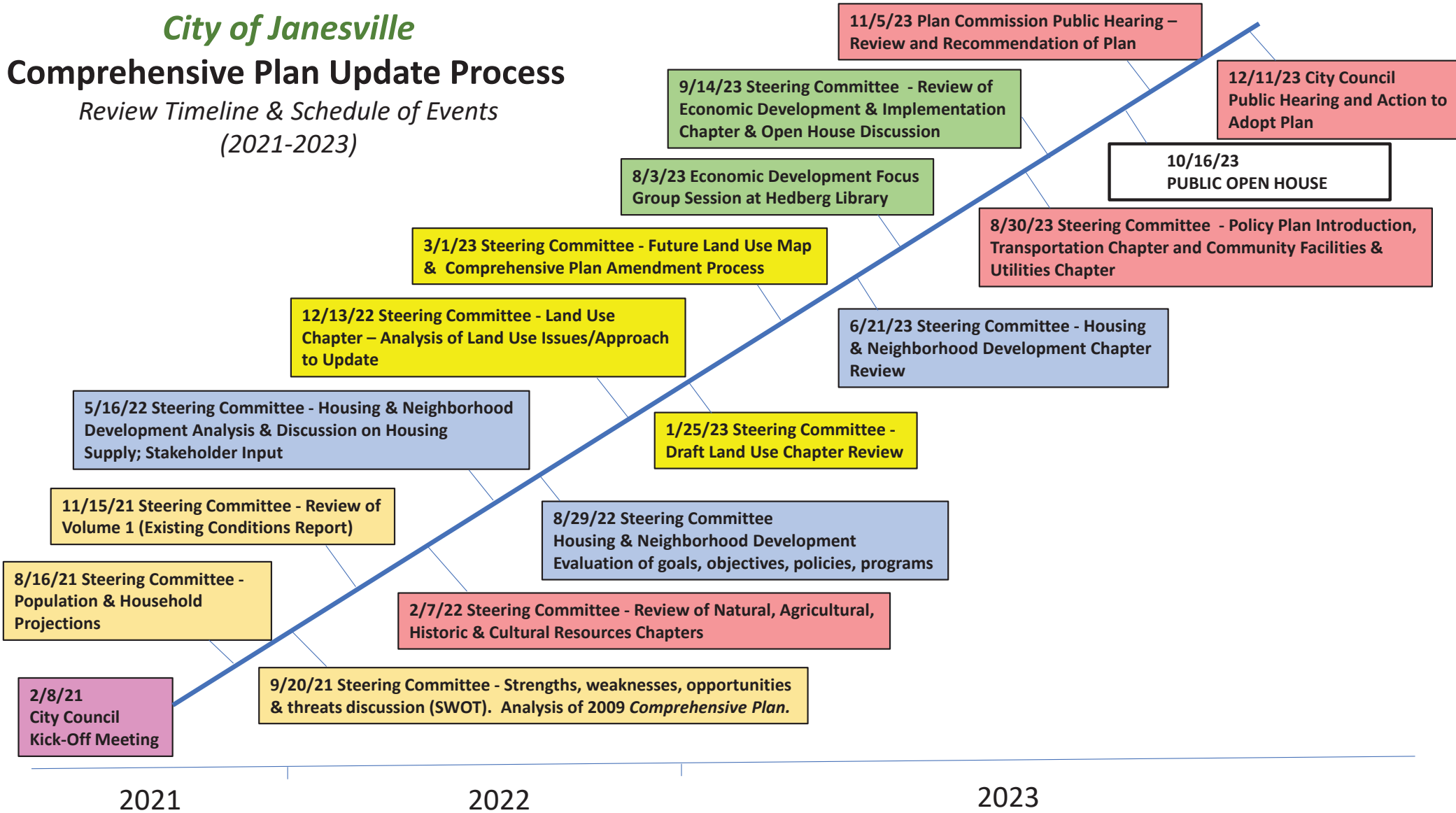
Approved as to form:


Wald Klimczyk
City Attorney

City of Janesville

Comprehensive Plan Update Process

Review Timeline & Schedule of Events
(2021-2023)



Comments received in response to the Janesville Comprehensive Plan Update

Received via Survey123 – Online Survey

Name: Nathan Dombeck **Date:** 10/9/2023

I would request that the city take the ongoing threat of climate change very seriously in its upcoming Comprehensive Plan. Climate change will change how we grow our food and care for our livestock; it will change how we commute and travel; it will change the frequency and response needed to natural disasters and damaging storms; it will change how we prioritize social services to protect our most vulnerable groups including the elderly and homeless; it will change how we generate our power.

Regarding transportation, I would like to see bike lanes prioritized as a feature on all new road construction or upgrades; and would like to see our cities be designed in a more walkable manner. I would like the city to upgrade to electric vehicles when it is time to replace their fleets.

Regarding power generation, I would like to see the city prioritize update its own facilities with more renewable power (ie solar panels) and prioritize sourcing power from renewables, and have an impact on utilities indirectly that way. Programs encouraging our residents to install and maintain renewables, or community projects with the city (ie community solar farms) should be encouraged.

Regarding our natural resources, would request that we do everything in our power to preserve and restore tree cover and native species, and encourage / fund programs and organizations that do so. Trees provide innumerable cooling, erosion, and air quality benefits.

Regarding buildings, I would like to see changes to building codes that favor new builds that prioritize energy efficiency and have higher pollution standards, and reward retrofitting of existing buildings with more energy efficient appliances, lighting, and insulation.

There are many more ideas, but in general the hope would be that the city prioritizes adaptability and mitigation to the growing climate emergency.

Name: Charlie Johnson **Date:** 10/10/2023

Please include the future plan/use for the area immediately west of Diamond Ridge Apartments, East of the Pit, and south of Blackbridge Road. This area is underutilized, requires city funds to maintain, and could be used for much-needed infill housing development.

Name: Micaela Miller **Date:** 10/11/2023

I would request that the city take the ongoing threat of climate change very seriously in its upcoming Comprehensive Plan. Climate change will change how we grow our food and care for our livestock; it will change how we commute and travel; it will change the frequency and response needed to natural disasters and damaging storms; it will change how we prioritize social services to protect our most vulnerable groups including the elderly and homeless; it will change how we generate our power.

Regarding transportation, I would like to see bike lanes prioritized as a feature on all new road construction or upgrades; and would like to see our cities be designed in a more walkable manner. I would like the city to upgrade to electric vehicles when it is time to replace their fleets.

Regarding power generation, I would like to see the city prioritize update its own facilities with more renewable power (ie solar panels) and prioritize sourcing power from renewables, and have an impact on utilities indirectly that way. Programs encouraging our residents to install and maintain renewables, or community projects with the city (ie community solar farms) should be encouraged.

Regarding our natural resources, would request that we do everything in our power to preserve and restore tree cover and native species, and encourage / fund programs and organizations that do so. Trees provide innumerable cooling, erosion, and air quality benefits.

Regarding buildings, I would like to see changes to building codes that favor new builds that prioritize energy efficiency and have higher pollution standards, and reward retrofitting of existing buildings with more energy efficient appliances, lighting, and insulation.

There are many more ideas, but in general the hope would be that the city prioritizes adaptability and mitigation to the growing climate emergency.

Name: Donna Nell **Age:** **Date:** 10/15/2023

Naturalize city land and blvds instead of expensive mowing, public gardens, grocery stores for southern customers from Hwy 11 bypass north to downtown!! Serious issue. Disaster preparedness huge concern, electrical/medical/water/telecommunication/food/etc. allow dogs in parks to help prevent geese populations and poo. More retail development at Racine St/11 exit. Get serious with GM property finally so property taxes/fees/water increases stop!!!!!!

Name: Cathy Erdman **Age:** **Date:** 10/23/2023

I'd like to thank the city for hosting the Comprehensive Plan Open House on October 16, 2023. I appreciate the opportunity to hear the City's perspective on the next 20 years of policy and

direction for the City of Janesville. The proposed comprehensive plan includes a number of excellent components. In particular, I'd like to express my support for:

- A focus on planning and developing "complete neighborhoods",
- Viewing long-term planning through the lens of public health, sustainability, and more equal access to facilities, housing and employment,
- The proposed, long-overdue zoning overhaul that will hopefully begin in the very near future,
- Improved housing policy and a push to address significant housing shortages.

On the other hand, this comprehensive plan draft is lacking in a number of areas.

- **Public involvement:** This plan does not reflect the feedback of individual neighborhoods, citizen groups, or major community action organizations. It doesn't even reflect feedback from existing City commissions and committees. While City staff met the letter of the law and the terms of the Public Participation Plan approved by City Council in 2021 and engaged in basic attempts to reach citizenry described in this draft on page 23/24, it appears that very little additional effort occurred to meet citizens to talk about needs or a 20-year vision for the community. If contact couldn't be made by online survey, social media, an open house or an obscure steering committee meeting, it simply wasn't done. Draft chapters were not available conveniently, the website for the comprehensive plan update was not updated in a timely manner or readily accessible to inquiring citizens, and even the "email list" that was supposedly maintained was not something that citizens could easily join. This process was not conducted with an eye toward citizen involvement and feedback and left those without technology or transportation at a distinct disadvantage.
- **Accountability: Specific, Measurable, Achievable, Relevant, and Time-Bound.** This document does not provide substantive action items or any form of prioritization of community needs going forward. It provides no sense of urgency. While the plan provides a generally good vision, showcases a number of good ideas and identifies communities where these ideas have been successful, there are no *specific, measurable, achievable, relevant, and time-Bound* action items to ensure that theoretical elements of this plan 1) don't conflict with actual city actions, processes and decisions, and 2) move forward rather than collecting dust like previous iterations.
- **Identification of the unique challenges that the South side (and other key corridors) have been facing for a number of years:** In fact, it seems chronically tone-deaf these challenges. Using the South side as an example: "Along Center Avenue the closing of a grocery store provided an opportunity for Rock County to consolidate many of their social services and offices into the Dr. Daniel Hale Williams Rock County Resource Center." - Page 182. In what world does the relocation of an existing job center from one side of the street to another cancel out the *complete loss* of a grocery store and the subsequent creation of a food desert for most of the citizens living in downtown or south of the Rock River? This is just one example of the comprehensive plan downplaying the severity of a significant community loss, rather than finding ways to

address it. In the context of the South side, we need (at the very least) improved roads and sidewalks, walk/bike-able transportation corridors, food security, housing, assistance with developing vacant/underused/eyesore properties and help recruiting and retaining our local small businesses to support community needs. The risk of having these needs overlooked, despite being identified *repeatedly* in previous studies, comprehensive plans and subarea plans, is very real.

There are a number of possible solutions to the areas identified above. I'm providing a few for your review; there are, undoubtedly, many others worthy of your consideration.

Public Involvement:

- Consider taking this plan on the road to neighborhoods in each major segment of the city (North, South, East, West, Central). Additionally, consider direct notifications to each of the CoJ's boards, commissions and committees to review and provide feedback on those chapters that are specific to their areas of expertise.
- Open houses should require city officials to do some work in advance, identifying individuals or groups of key stakeholders in each section of town and enlisting their assistance in pulling together these "community input" sessions.
- Ensure that the City of Janesville's website provides access to this draft plan (and any other plans currently under development), any email listservs that allow citizens to sign up for updates on planning processes and input deadlines, and staff liaison contact information *DIRECTLY* from the main city home page (within 1 click of the main page) .
- Provide links to large draft plans in both chapter-by-chapter form, as well as one complete, all-inclusive document. Allow citizens to decide for themselves how best to download and absorb the information.

Accountability:

- Ensure that every "recommended program or action" includes one (and only one) responsible department/city contact. This is the city of Janesville's comprehensive plan; not Rock County's, Forward Janesville's, or the Wisconsin DoT's. All other players should be considered "partners" or "additional collaborators". Even projects that don't "belong" to the City that the City is collaborating on should have one specific, listed, *City* liaison that a citizen can contact for information.
- Provide sufficient detail within this comprehensive planning document to have this plan serve as a significant, measurable, action-oriented, realistic, financially accurate, and trackable document, or create a separate action list that supports this document and meets those requirements. It should pinpoint a goal, set milestones, identify resources, and commit to a time period for firm action. In its current format, this comprehensive plan is a wish list of ideas devoid of a reasonable implementation strategy.
- Develop a citizen focus/advocacy group (or alternatively, multiple groups for various areas of the city) to workside-by-side with and provide direction to the city staff assigned to implement provisions of the proposed comprehensive plan. Ensure that these representative groups include both private citizens and business interests. Their goals should be to ensure that city actions are following policy and advancing the components of the Comprehensive Plan (and other relevant plans).

Thank you for your consideration.
Cathy Erdman

Received via Email

Name: Cassandra Pope **Date:** 10/21/2023

Hello,

As a member of SNOW (South Side NOW!), I would like to take a moment to make some comments on the Comprehensive Plan and how it affects the South Side development as well as South Side community members and business owners, such as myself.

Here are a few quick points:

- Assymetrical development is no longer an acceptable outcome for residents and businesses on the South Side.
- Future planning (including the Comprehensive Plan) should identify specific South Side action items with a timeline for execution.
- A citizen focus group and additional citizen outreach is necessary to help the city identify needs and gather relevant feedback from South Side residents.
- The current Comprehensive Plan does not accurately identify the unique challenges that the South Side has been facing for a number of years.

This document does not provide citizens with accountability for community improvements. This is particularly problematic for the South Side because previous comprehensive plans and subarea plans for the South Side have been largely ignored through the years. There is nothing in this plan to suggest that this version will be any different.

This plan does not reflect the feedback of individual neighborhoods, citizen groups, or community action organizations. It doesn't even reflect feedback from existing citizen-populated City commissions and committees. While City staff met the letter of the law and the terms of the Public Participation Plan approved by City Council in 2021, very little effort occurred to meet citizens in the community to talk about needs or a 20-year vision for the community. Since comments on the draft plan are only being accepted until October 22, most citizens had very little time to read a rather lengthy, 400 page document, absorb it and then provide thoughts. This places citizens like us at a very distinct disadvantage in providing valuable feedback.

This document does not provide substantive action items or any form of prioritization for the things that we need on the South Side. We need (at the very least) improved roads and sidewalks, walk/bike-able transportation corridors, food security, housing, assistance with developing vacant/underused/eyesore properties and help recruiting and retaining our local

small businesses to support community needs. While the plan provides a number of ideas and showcases communities where these ideas have been successful, there is no prioritization of proposed projects or areas (like the South Side) that require investment and revitalization.

Lastly, I would like to add that whatever South Side improvements are in the future, that they are done with the CURRENT community in mind and are done in a way that includes the citizens currently living in the South Side and do not exclude and push them out to try to bring in people with more money that can add to our city. We have a great community on the South Side and we need to be making improvements FOR THEM not for the "city".

Thank you so much for your time and consideration. I urge you to please keep the improvement of the South Side and the sustainability of our city in your thoughts as you move forward with planning.

Sincerely,

Cassandra Pope

Owner - Sustain Ability Bulk Shoppe



October 31, 2023

City of Janesville Plan Commission
% Duane Cherek, Planning Director
18 N. Jackson Street
Janesville, WI 53548

Dear Mr. Cherek,

We are proud of the public-private partnership that launched downtown revitalization and continues today with the Woodman's Sports and Convention Center. Since the last *Comprehensive Plan* was adopted, the Janesville community has gone through substantial change and is currently in a period of revitalization, growth, and reinvention. The draft of the updated *Plan* seeks to build on this momentum, and we are supportive of the *Plan's* direction as presented at the October 16 Open House.

We commend the City's forward-thinking approach to economic development and are excited to collaborate on activities that will retain, grow, and expand the economic base in Janesville. FJI has been a long-time City partner and we appreciated the opportunity to be a facilitator and connection to the local business community at the August 3 session to support the writing of Chapter 9 on economic development. We support activities such as the development of a Business Retention and Expansion (BRE) program, the connection to regional economic development initiatives like MadREP's Comprehensive Economic Development Strategy (CEDS), as well as the *Plan's* focus on entrepreneurship, workforce development, and the use of the "complete neighborhoods" concept to bake economic and social sustainability into the pie while helping Janesville better compete with our peer cities and communities across the Stateline.

One of the biggest challenges facing Janesville's growth trajectory is the zoning code, as you are aware. We understand that updating the zoning code is the next focus for City Planning and look forward to partnering on meaningful and actionable change that will help our community achieve the goals and objectives outlined in the *Plan*, especially as they relate to economic development, workforce development, and community growth. The impact of zoning and land use is acute when looking at the issue of housing. Our nation is facing a housing crisis and Janesville is no exception; we lack housing options at all levels and the shortage affects our workforce and our schools. Businesses face workforce recruitment constraints when there is no place to live in Janesville. The School District of Janesville faces enrollment challenges when families have to find housing in other communities. Outdated zoning and land use patterns are driving these development challenges and affecting our tax base.

With the success of public-private partnerships like ARISE, the Janesville community has shown its ability to get big things done in a beneficial and expedient manner that impacts our community. As the *Plan* notes, there was substantial economic growth in the past



decade. That growth was due, in large part, to the tight collaboration between the public and private sectors. With an update to the zoning code, the City has the opportunity to materially impact our development trajectory. We are supportive of this outgrowth of the *Comprehensive Plan* process and look forward to partnering with the City to ensure updates to the zoning code are timely and effective.

Thank you for the opportunity to submit feedback and this Letter of Support for the *Comprehensive Plan*. We are excited to continue our collaboration to move Janesville forward, together.

Sincerely,

A handwritten signature in blue ink that reads "Angela Pakes". The signature is written in a cursive, flowing style.

Angela Pakes, P.E.
President & CEO
Forward Janesville, Inc.



November 6, 2023

Mr. Duane Cherek
Planning Director
Public Works Planning Division
PO Box 5335
Janesville, WI 53547-5005

SENT VIA EMAIL AND VIA CITY WEBSITE

Re: City of Janesville Draft Comprehensive Plan Input – Rock County P&D Agency

Mr. Cherek,

On behalf of Rock County P&D Agency staff, below is input related to the City of Janesville Draft Comprehensive Plan and associated topics in general.

1. The City hasn't updated its Land Use map since 2008/2009 and its still using that same base map as the primary development filter. Given what happened post-Great Recession and with the pandemic, not to mention just the sheer evolution of the economy, it's super surprising there hasn't been any changes to that Land Use map.
2. The entire "process" of presenting – predominately residential and/or mixed use greenfield – development proposals for City approval (i.e. detailed neighborhood plans) is cumbersome and expensive. Depending on scale and scope, a developer could be required to spend \$225k to \$500k on engineering and design before there's any formal action on said plans – let alone any approval guarantees, etc. Based on feedback from developers, this process should be condensed and the approval "goal posts" should not be subject to constant movement.
3. The amount of "office" use identified in the Comp Plan is too much. Case in point: the office market, particularly for a community the size of Janesville, is shrinking and will continue to contract. This is an issue for the County Farm, where the Plan still shows a sizable amount of proposed office use, etc.
4. The City (historically) hasn't been super welcoming to non-traditional residential developments (i.e. characterized as "middle housing"), specifically where there's a need for shrinking / eliminating certain lot line requirements or enabling non-traditional housing types (e.g. think modular, pre-fab, tiny homes, etc.). This current Comp Plan version, though, is making an effort to address this topic. The challenge, of course, will be how the City reconciles a middle housing project within the confines of an approved (or complete) "planned neighborhood".
5. The City's greenspace concentration commands plenty of pride, recognition and related public investments. For those parks and open spaces that don't have

parkland deeds associated with keeping said lands as parkland into perpetuity, why not strategically identify and implement a transition into either single or multi-family development? Boosting the portfolio of ready-to-build SF/MF lots within the City will attract developers.

6. Similarly, requiring redevelopment or infill projects to contain certain greenspace outcomes – particularly when located within close proximity to existing City parkland / trail assets and infrastructure is overkill.
7. There's been a long-standing debate over parking – or the lack thereof – in the downtown. Generally speaking, visitors have an expectation in cities the size of Beloit and Janesville to have relatively close proximity to discounted if not free public parking. Additional downtown development will continue to place pressure on the City's limited supply and location of said assets. While this topic isn't necessarily tied to the Comp Plan, it's one of these foundational elements in the downtown that should be factored into future land uses.
8. The inability to have onsite food/beverage services within the City's Industrial Parks is problematic – especially on the South Side. While the North and East Sides can leverage the nearby commercial districts, that feature doesn't readily exist for the South Side. To facilitate continued development in that area, as well as to potentially attract a different caliber of end users or tenants, consideration should be given to welcoming (and permitting) that specific land use in those industrial areas.
9. The City's public transit bus routes and times are a complex algorithm – and one that seems to favor access to education, retail, health and public services more so than employment. Case in point, there's definitely room for improvement as it concerns understanding and then responding to employer and workforce public transit needs.
10. The Transportation chapter of the Comp Plan references supporting freight rail and (freight) intermodal activities. Unfortunately, the response to the proposed intermodal facility planned for the JATCO location suggested otherwise. Revisiting or re-engaging that topic will require a stronger and more unified community message. A separate or related topic is this: the inability to find/secure semi-trailer and/or rail container storage (i.e. truck to rail / rail to truck) locations within Janesville is increasingly becoming problematic. There's increased demand for paved, secure and relatively accessible locations from existing and new companies alike for this type of assets. The rub, however, is this: good luck finding it, and good luck getting an occupancy permit. Certain vacant commercial spaces, in certain locations, should be primed for this type of tenancy.

Thank you for your time and consideration of these comments.

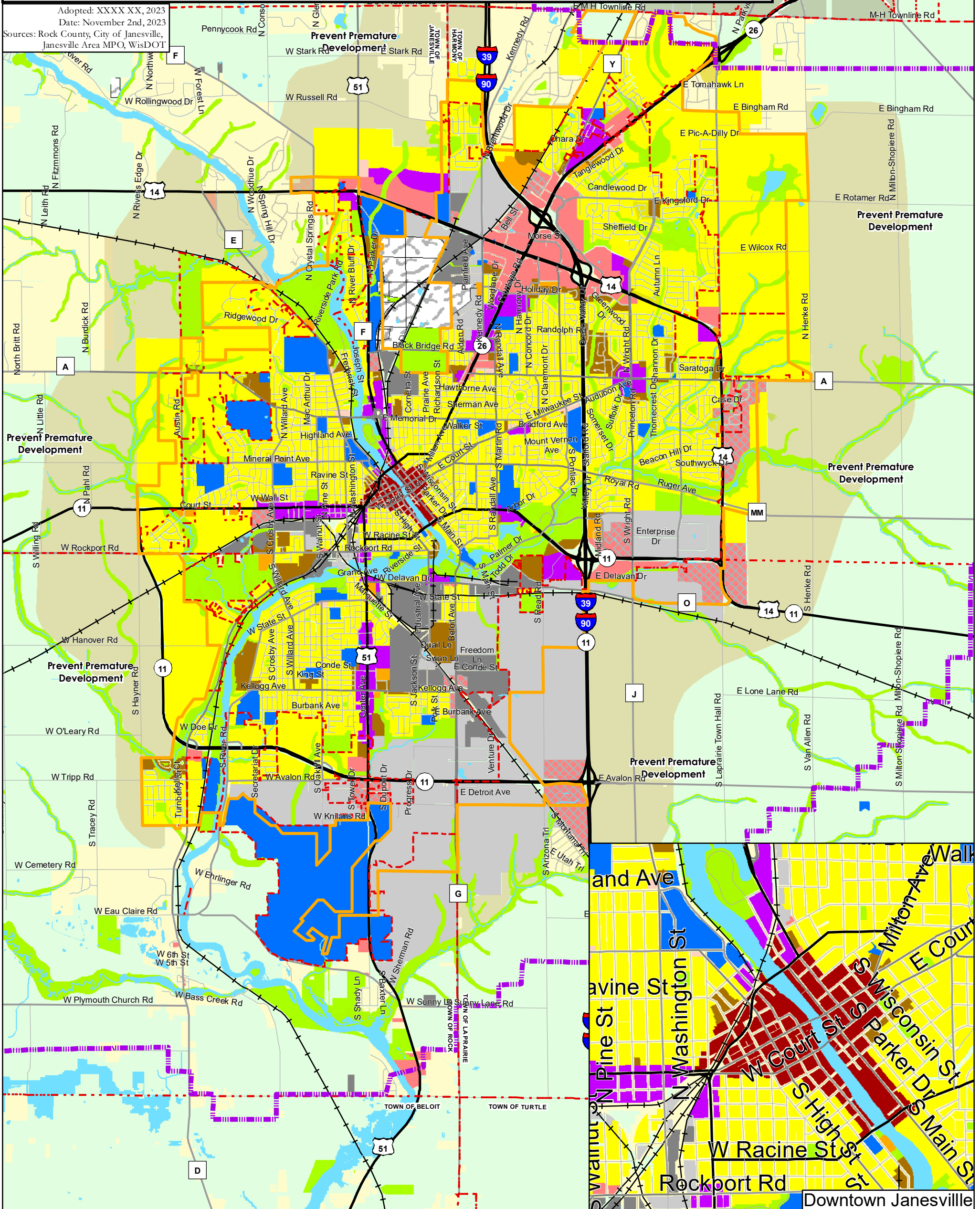
Sincerely,

Andrew Baker, Director

Legend

- | | | |
|--|-------------------------------------|--|
| Janesville Extraterritorial Jurisdiction | Single-Family Residential - Exurban | Commercial or Light Industrial |
| Urban Service Area (2008) | Single-Family Residential - Urban | Downtown |
| Municipal Boundaries (Jan 2023) | 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: November 2nd, 2023
 Sources: Rock County, City of Janesville,
 Janesville Area MPO, WisDOT



Map 2.1 Future Land Use - City View EXHIBIT 3

0 0.5 1 2 Miles



CITY OF JANESVILLE
Wisconsin's Park Place

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.

Future Land Use Map Changes

Property Name	Address	TaxID	Previous Future Land Use	New Future Land Use
Forzack Trucking	2304 Fulton Street	207300051	Community Commercial	Commercial/Light Industrial
Forzack Trucking	2305 Fulton Street	207300052	Community Commercial	Commercial/Light Industrial
Cedar Crest	1800 S River Road	410200013	SFR-Urban	Mixed Residential
Diamond Ridge	1231 Mayfair Dr	124300030	SFR-Urban	Mixed Residential
Seneca Foods Housing	530 E. Conde St	307400026	Light Industrial	General Industrial
2F Rezoning	483-485 N. Walnut Street	135200248	Neighborhood Commercial	Single-Family Residential-Urban
SF Annexation	2821 W. Court St	134300019	SFR-Exurban	Single-Family Residential-Urban
SF Annexation	1271 Afton Rd	403300007	No designation	Single-Family Residential-Urban
LKQ Expansion	1250 Venture Dr	307400052	Light Industrial	General Industrial
SF Rezoning	2706 Holiday Dr	220100029	Office	Single-Family Residential-Urban
Back Bar (easterly half)	1901 Beloit Avenue	307100033	General Industrial	Commercial/Light Industrial
Crosby Place	120 N. Crosby Avenue	135100114	Office	Planned Mixed Use



CITY OF JANESVILLE

Wisconsin's Park Place

COMPREHENSIVE PLAN

DRAFT Executive Summary



Prepared by:
City of Janesville
Planning Division

Recommended by Plan Commission:

Adopted by City Council:





COMPREHENSIVE PLAN EXECUTIVE SUMMARY

This City of Janesville Comprehensive Plan is intended to help the City guide short-and long-range growth and development. Through the vision and recommendations set forth in the Plan, the City intends to:

- Promote, protect, and improve upon Janesville's unique assets
- Emphasize sustainable growth and development
- Prioritize the quality of life for the community
- Strengthen and diversify the City's economy

The following themes are woven throughout the plan to ensure consistency with the vision:

Reinvention and Revitalization

Complete Neighborhoods and Compelling Places

Accessibility and Mobility

Connectivity to Region

Quality of Life

Sustainable Future

COMPREHENSIVE PLANNING LAW

The Comprehensive Planning Law was passed as part of the 1999-2001 Wisconsin biennial budget. Although sometimes referred to as the Smart Growth Law, the Comprehensive Planning Law does not actually dictate how or where development will occur. Those decisions are left to local communities. However, because the Comprehensive Planning Law does improve on the amount and quality of communication within and between jurisdictions, it may indirectly lead to more informed decisions that result in smart growth.

The Comprehensive Planning Law defines a comprehensive plan as containing nine elements: Issues and Opportunities, Agricultural, Natural and Cultural Resources, Housing, Economic Development, Transportation, Intergovernmental Cooperation, Utilities and Community Facilities, Land Use, Implementation. The City has included an additional chapter within the Plan addressing Public Health in the Built Environment.

The law provides flexibility to local governments in addressing statutory requirements. The state does not adopt, certify, or object to local plans. Instead, a plan must be adopted by a community's governing body in order for it to effect future decisions.

A central aspect of implementation is exercising land use regulation authorities. The statute specifies that if a local governmental unit engages in official mapping, subdivision regulation, or zoning, those actions must be consistent with that community's comprehensive plan. This is intended to make land use decisions much more predictable.

Source: *Wisconsin Department of Administration, Comprehensive Planning Law Fact Sheet*



PURPOSES OF THE COMPREHENSIVE 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 parks and open space plan, ARISENow downtown plan, neighborhood plans, sewer service plans, utility system plans, and the Janesville Area MPO Long-Range Transportation Plan.
- Fulfill requirements under Wisconsin’s Comprehensive Planning Legislation State statutes 66.1001.

PLANNING PROCESS AND PUBLIC PARTICIPATION

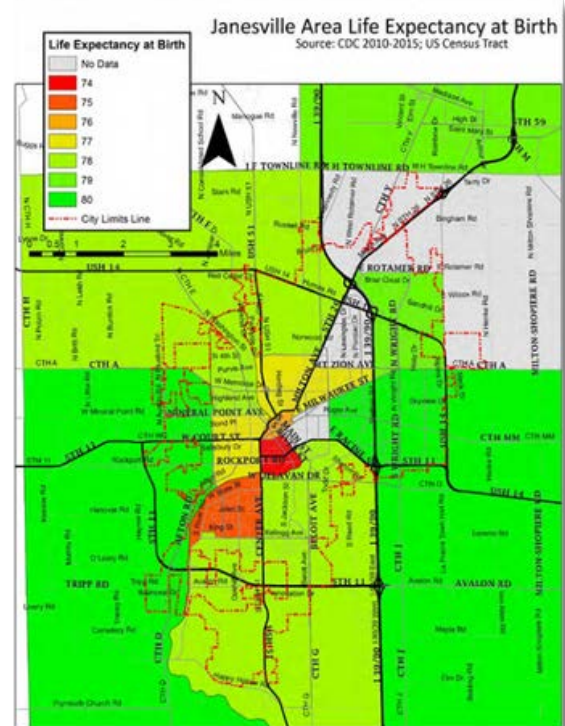
The comprehensive plan was updated through a two-year process that included thoughtful analysis, adequate engagement of the public and stakeholders, and meaningful opportunities to vet and review components of the Plan prior to adoption.

- A Plan Commission, City Council, and kickoff meeting to establish a public participation plan and identify issues and opportunities.
- A community survey was conducted to assess resident perceptions and attitudes about the quality of life, services and programs, economic health and development, City leadership, and the City’s communication methods and responsiveness.
- A total of twelve public steering committee meetings were held to provide policy guidance during the plan update and to review elements of the plan.
- On August 3rd, 2023 a community discussion centered on economic development was held with over 25 members of the community discussing topics ranging from continuing economic growth, improving the workforce development pipeline, and embracing new ways to support community and economic development over a 20-year planning period.
- On October 16th, 2023 a public open house was held to review updates to the comprehensive plan and obtain public comments, and suggestions in advance of Plan Commission public hearing review.



PUBLIC HEALTH

The public health chapter was added to the comprehensive plan to respond to a call from the Rock County Health Department to address public health issues through the City of Janesville's long-range planning and comprehensive plan process. Public Health has served as a guiding lens to the entire comprehensive plan update. As a result, various goals, objectives, and themes have been added to the various chapters within the Plan to address public health. Janesville's current built environment is very car dependent and thus, discourages a more active and healthy lifestyle. A more walkable, bikeable, gently dense, and mixed use City will support community well-being and promote a higher quality of life.



OVERARCHING ISSUES AND OPPORTUNITIES

Encourage compact, walkable mixed use developments	Continued investment in parks and trails	Food access
Multimodal transportation - bike and pedestrian infrastructure, transit, street design	Downtown revitalization efforts	Safe routes to school
Third spaces for mental health and wellness	Equity and transportation disadvantage	Framework for health in planning



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



The Glade Residences

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



The Monterey Apartments

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



RATIONALE: COMMUNITY AND NEIGHBORHOOD CHANGE SINCE 2008

JANESVILLE HAS BECOME OLDER, WEALTHIER, BETTER EDUCATED, AND MORE RACIALLY AND ETHNICALLY DIVERSE.

- The number of people under the age of 17 has decreased, while the number of people aged 65 or older has increased.
- There has been a decrease in the total number of low-income households, and an increase in higher earning households.
- The number of people who have less than a HS diploma has decreased, while the number of people with a bachelors degree or higher has increased.
- Janesville is still predominately white, but the number of individuals identifying as non-white has increased.

JANESVILLE IS ADDING PEOPLE, HOUSEHOLDS, AND JOBS ALL WHILE UNEMPLOYMENT RATES REMAIN VERY LOW AND THE AVERAGE HOUSEHOLD SIZE HAS DECREASED.

- Janesville has added approximately 209 residents a year and around 231 new households per year, but the average household size has continued to decrease.
- Around 7% more people were estimated to be employed in 2021 as compared to 2010.
- In 2022, despite the spike of unemployment caused by the Covid-19 pandemic, unemployment in Rock County was estimated to be only 2.9%.

NEW HOUSING UNIT CONSTRUCTION HAS NOT KEPT UP WITH HOUSEHOLD GROWTH AND VACANCY RATES ARE VERY LOW FOR RENTAL UNITS AND OWNER-OCCUPIED UNITS.

- For most of the previous decade, no new multi-family housing units were approved for building permits or constructed.
- Between 2010 and 2021, 1,588 new housing units were permitted or constructed. Over the same time period, 2,776 new households were added to Janesville.
- As of 2021, vacancy rates for both owner- and renter-occupied units in Rock County is below 1%.

THE COST OF RENT AND HOME OWNERSHIP HAS INCREASED ALONG WITH THE NUMBER OF SEVERELY HOUSING COST-BURDENED HOUSEHOLDS. THE TOTAL NUMBER OF HOUSING COST-BURDENED HOUSEHOLDS HAS REMAINED THE SAME.

- The median gross rent has increased 21% since 2010.
- The average monthly median home sale price has increased 45% since 2015.
- Despite a slight decrease in total cost-burdened households, the number of severely cost-burdened households is estimated to have increased by 7%.

COMMUNITY AND ECONOMIC DEVELOPMENT CONTINUES TO REINVENT PARTS OF JANESVILLE.

- Janesville has rebounded from a major economic shift when the largest employer (General Motors) shuttered in 2008.
- Diversification in the local economy has accompanied this transformation.
- The City has seen a number of noteworthy investments in Downtown Janesville, numerous industrial and commercial development projects, and several notable multi-family development projects in the years following the closure of the General Motors assembly plant.

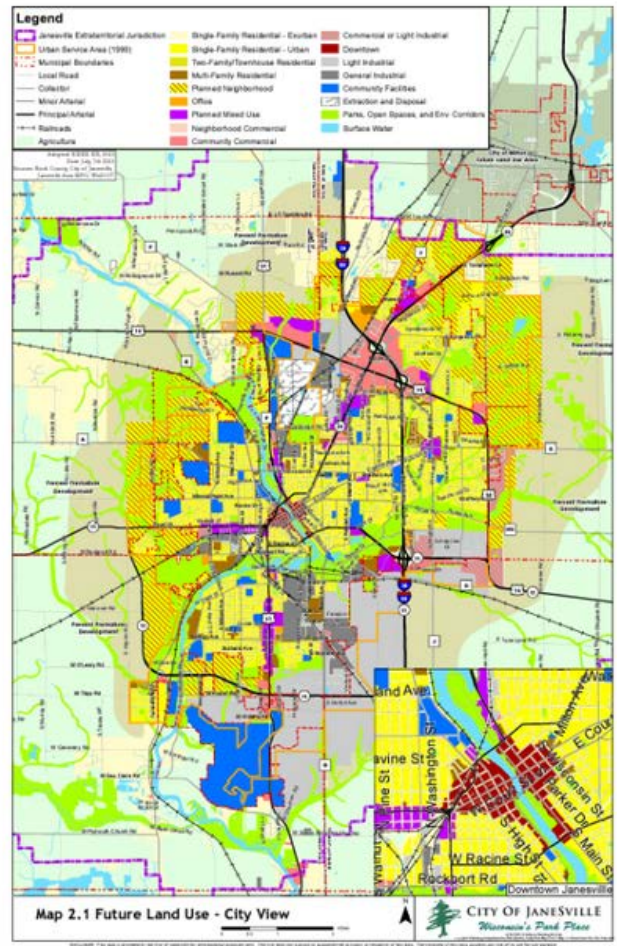
Given the change that Janesville has experienced in the past decade, the City of Janesville embarked on an update of the City's Comprehensive Plan acknowledging that while certain parts of the plan were outdated, the plan as a whole remains largely valid.

**All statistics noted above are estimates*

Reinvention and Revitalization

KEY RECOMMENDATIONS: LAND USE

- Promote community reinvention through redevelopment and revitalization of priority areas, including downtown, older neighborhoods, and commercial corridors.
- Flexibility in neighborhood design to accommodate changes in the housing market.
- Enhance quality of life by accommodating a full range of land uses within the community, while minimizing land use conflicts, and enhancing “community character.”
- Work towards sustainability by encouraging an efficient land use pattern based on urban development, rather than rural and exurban sprawl; protecting sensitive environmental features and water quality.
- Improve public health by creating spaces to improve the physical, mental, social and economic well-being of residents and community members.



OVERARCHING ISSUES AND OPPORTUNITIES

Urban Residential Land Use Categories	Design Standards for Multiple Family Housing	Planned Neighborhood
Neighborhood Design Types	Planned Mixed Use	Non-Residential Land Use Categories
Rural and Environmental Land Use Categories	Special Study Areas	Existing and Potential Land Use Challenges





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.



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



Complete Neighborhoods and Compelling Places

KEY RECOMMENDATIONS: HOUSING AND NEIGHBORHOOD DEVELOPMENT

- Creation of more complete neighborhoods throughout Janesville that provide access to everyday community destinations, support neighborhood-scale retail activity and retail centers, and provide quality, affordable, and available housing opportunities.
- Reinvention of the City through neighborhood revitalization efforts, reinvestment, and initiatives that improve the quality of life for residents.
- Neighborhood design that incorporates a mixture of housing types, sizes, and costs, mixed use neighborhood centers, and transportation pathways that are safe and comfortable for users of all ages and abilities.
- Housing options that meet the needs of people of different ages, income levels, and abilities.
- Steps to reduce regulatory barriers to constructing and redeveloping residential units in the City.
- Connections between City, State, and Federal programs intended to boost housing repair and maintenance.



OVERARCHING ISSUES AND OPPORTUNITIES

Define Complete Neighborhoods	Strategies to to encourage more Complete Neighborhoods	Housing and Health
Aging in Place	Mixed use neighborhood activity centers	Strategies to support creation of mixed-use neighborhood activity centers
Missing Middle housing types and traditional neighborhoods	Design standards for multiple family housing	Neighborhood development plans



Accessibility and Mobility

KEY RECOMMENDATIONS: TRANSPORTATION

- Reinvention of the City by embracing safe and accessible transportation options, including complete streets.
- The creation of compelling places and neighborhoods by mitigating and minimizing the visual dominance of transportation improvements and increasing the convenience of alternative modes of transportation that are efficient, effective and healthy.
- Providing safe and efficient connections for pedestrians, bicycles, and automobiles within and between neighborhoods, throughout the City, and between the City and a broader region.
- Enhancing Quality of Life for residents through expanding connected recreational trails and pedestrian/bike facilities to serve most portions of the City and encouraging healthy and active lifestyles.
- Properly maintain and preserve the existing transportation system to increase safety and maximize the life of investments.
- Support state, regional, and local efforts to preserve and enhance rail corridors for future transportation purposes.
- Provide efficient cost-effective fixed route transit service with a focus on the transportation needs of senior citizens, persons with disabilities, youth, and transit dependent households.



OVERARCHING ISSUES AND OPPORTUNITIES

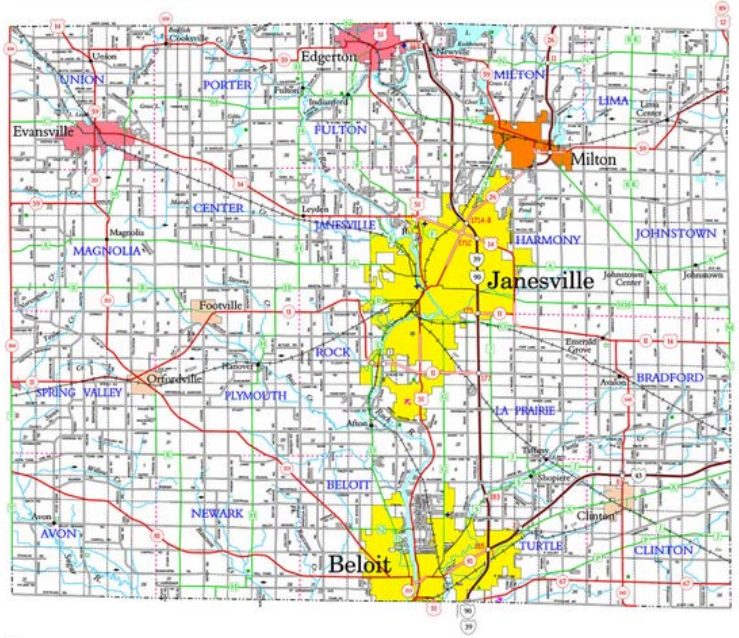
Streets and Highways	Bicycles and Pedestrians	Connecting missing links in the bicycle and pedestrian network
Encourage active transportation	Public Transit	Freight - Highways, Rail, Airport and Pipelines



Connectivity to Region

KEY RECOMMENDATIONS: INTERGOVERNMENTAL COOPERATION

- Reinvention of parts of the City in need of improvement, as well as creating compelling and high-value growth areas. Boosting the tax base in the City not only benefits the City, but it also provides tax benefits for all overlapping units of government - including the County, School Districts, Technical College District and State.
- Exploring the potential for sharing the costs and benefits of services, equipment, and facilities.
- Sustainability through agreeing to a more predictable edge between urban development, rural development, preservation areas through on-going intergovernmental discussions and coordination with neighboring communities.
- Boosting regional quality of life through cooperation on the development of parks and recreational facilities and economic development initiatives.
- Acknowledging, enhancing, and capitalizing on connections between the City and the broader region - including highway, bicycle, and pedestrian networks; freight rail, greenbelts and natural resource systems, and the Rock River Corridor.



OVERARCHING ISSUES AND OPPORTUNITIES

The City of Janesville's relationship, actual and potential conflicts with neighboring towns	Town of Rock (Cooperative Boundary Area Plan)	Town of Harmony
Town of Janesville	Town of La Prairie	City of Milton



Quality of Life

KEY RECOMMENDATIONS: AGRICULTURAL RESOURCES CULTURAL AND HISTORIC RESOURCES

- Promoting health and sustainability by accommodating and supporting local regional food production, processing, and consumption.
- Providing a high quality of life through growing the employment base in agriculture and ag-related businesses.
- Support projects spotlighting the history and cultural history of Janesville.
- Sustaining the City's rich sense of history and cultural heritage.
- Establishing Janesville as a destination for unique cultural and historic amenities.
- Support mental and social well-being through social infrastructure and third places.
- Connecting cultural organizations with specific communities and neighborhoods to engage in place-making activities that help residents define and refine their sense of local identity and create unique social spaces that support community health and well-being.



OVERARCHING ISSUES AND OPPORTUNITIES

Promote efficient and well-planned city development to preserve farmland	Develop and expand economic clusters around bio-based products and food production and processing	Promote and support the local food system
Bolster Janesville's role in developing new, innovative cultural resources (Children's Museum project)	Preservation of Janesville's historic buildings and districts	Gateways and Wayfinding



Sustainable Future

KEY RECOMMENDATIONS: UTILITIES AND COMMUNITY FACILITIES NATURAL RESOURCES

- Including parks, greenspaces, and natural areas in new neighborhoods, to encourage development that integrates the built environment with the natural environment.
- See the City as part of a larger regional ecosystem, connected through common natural features - such as the Rock River, glacial moraines, the Cambrian aquifer, and the overall ecology of Southern Wisconsin.
- Continued reinvestment of the City's riverfront, through guiding acquisition of key areas for open space, recreational, and commercial uses.
- Guide redevelopment and revitalization by advising where utility and service capacity already exists, thereby helping to reinvent portions of the City.
- Promote community-wide sustainability through encouraging efforts to reduce carbon emissions and environmental impacts from City operations and the Community.
- Create logical connections and relationships between existing utilities and facilities with expansions and satellite facilities to better serve the City.



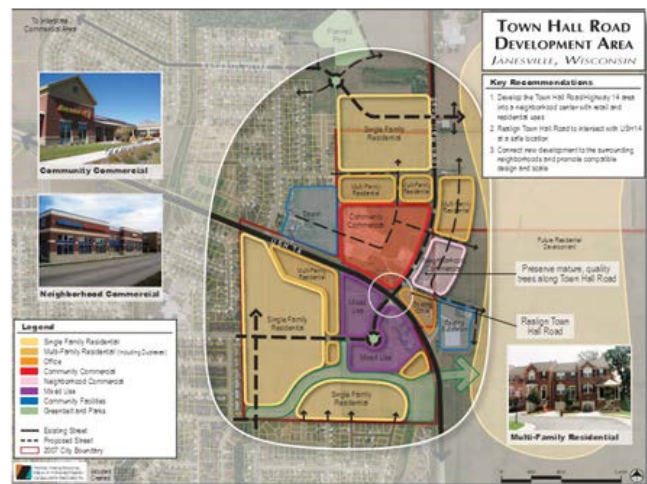
OVERARCHING ISSUES AND OPPORTUNITIES

Protect environmental corridors and greenbelts as "green infrastructure" for the City	Protect the Rock River Corridor and Watershed	Promote ongoing utilities and facilities studies
Explore sustainable municipal practices	Continue to update and implement the Parks and Open Space Plan	Enhance coordination with the Janesville and Milton School Districts

SUB-AREA PLANS

NORTHEAST

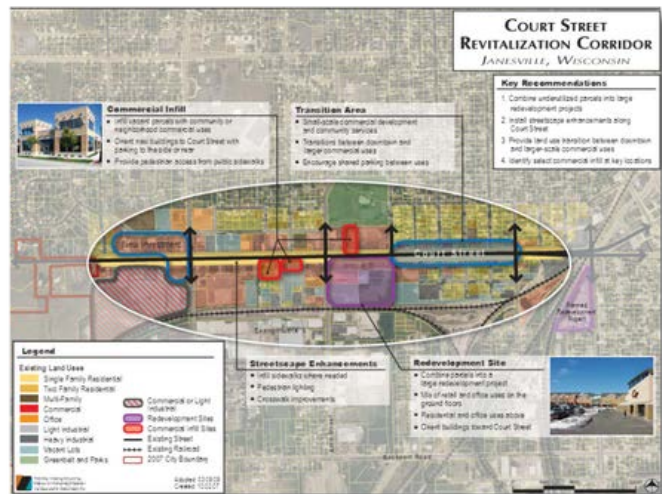
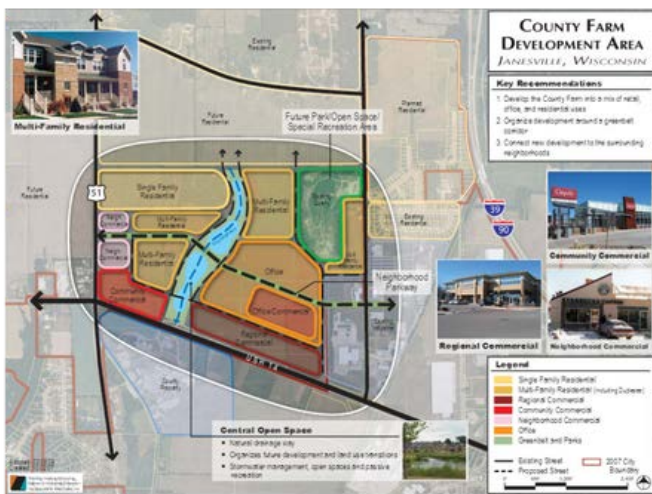
- Plan for future neighborhood development primarily north of CTH A extending east to Henke Road and north to Milton-Harmony Townline Road. Plan for future Urban Reserve where the City will prevent premature development extending east to Milton-Shopiere Road.
- Encourage a redevelopment concept for the John Paul Road Mixed Use Center that includes a carefully planned combination of mixed use development, commercial, and office; and a direct connection between John Paul Road and Milton Avenue and a bike/pedestrian overpass.
- When development is proposed for the USH 14 and Town Hall Road area, encouraging a detailed neighborhood plan for a neighborhood center that incorporates new residential and neighborhood-compatible commercial and mixed use development, realignment of Town Hall Road to intersect with USH 14 at a safe location, and compatibility with adjacent neighborhoods.
- Pursue incremental long-term revitalization strategies for the Milton Avenue Corridor, adhering to different “character” guidelines for land use, improvements, and streetscaping based on the intensity of uses and relationship to existing development.
- In addition to the locations mentioned above, plan for mixed use development at key nodes including Milton Avenue north of Blackbridge, intersection of E. Milwaukee Street, Wright Road, and CTH A; west of Wright Road north of USH 14; west of USH 14 at Town Hall Road.



SUB-AREA PLANS

NORTHWEST

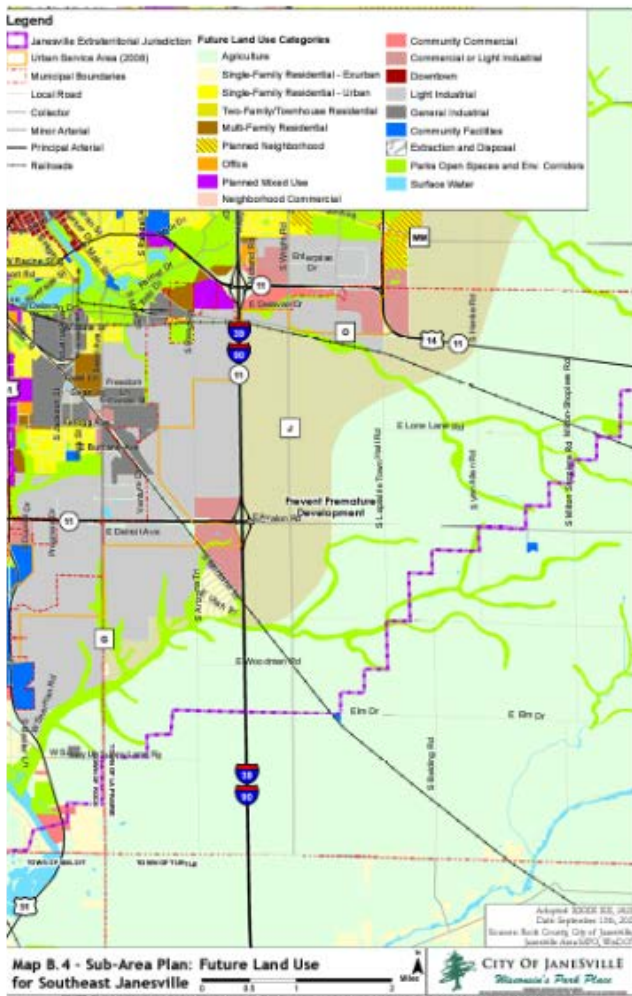
- Plan for future neighborhood development primarily between Rockport Road and the rail line, remaining generally south of USH 14.
- Plan for mixed use development at key nodes including near the County Farm area at USH 14 and USH 51; north of STH 11, and along West Court Street.
- Pursue revitalization strategies for the Court Street corridor that include combining underutilized parcels into redevelopment projects, installation of streetscape enhancements, a logical land use transition between Downtown and larger-scale commercial uses, and commercial infill.
- When development is proposed for the County Farm area, encourage a detailed plan that included a mix of retail, office and residential uses organized along a greenbelt corridor, connected to adjacent neighborhoods.
- Work to carefully coordinate land uses with other neighborhood development that may occur.



SUB-AREA PLANS

SOUTHEAST

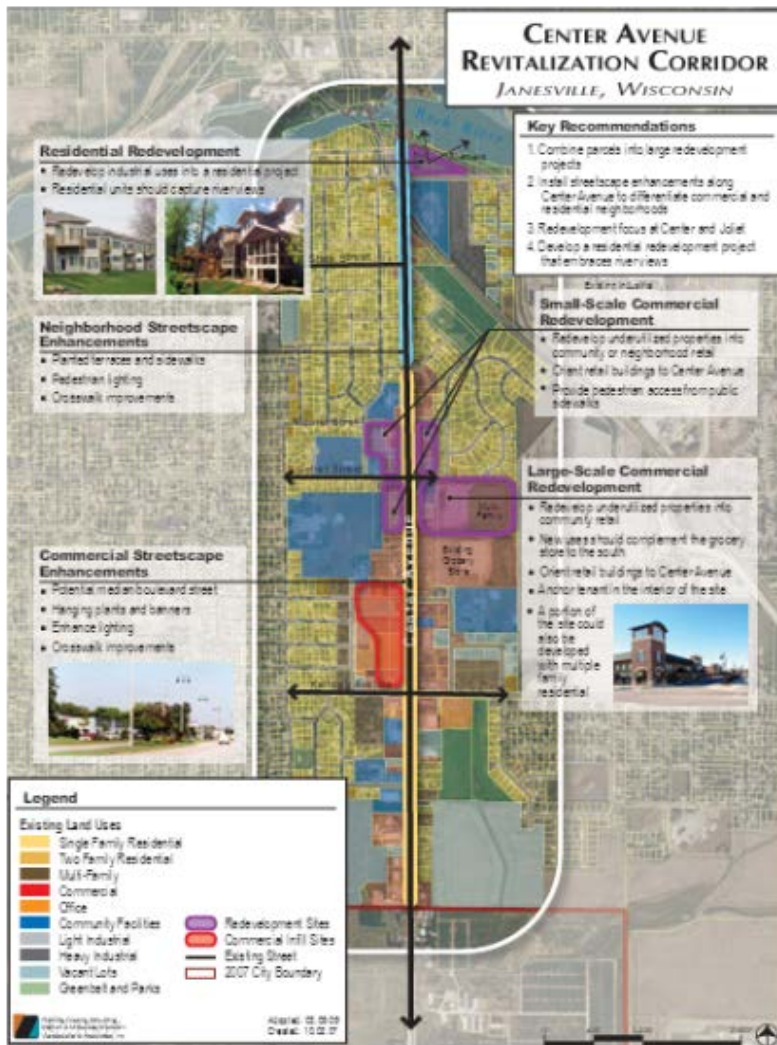
- Work with the Town of LaPrairie to promote the preservation of agricultural land, particularly east of I- 39/90 and south of CTH O.
- Promote the areas at the Racine Street / STH 11 interchange of I-39/90 for economic development and high-quality employment uses.
- Reserve interchange areas for high-quality future growth and development, discouraging premature development in these areas.
- Preserve right-of-way for the STH 11/USH 14 bypass extension.
- Promote agribusiness-related industry on the southeast side.
- Promote continued expansion of industrial development in TIF districts, especially in areas with good rail, highway, and airport access.



SUB-AREA PLANS

SOUTHWEST

- Plan for future neighborhood development that is generally east of STH 11 on the west side of the City, and extends south of STH 11 south of the City to Avalon Road.
- Pursue revitalization strategies for Center Avenue that includes combining underutilized parcels into large redevelopment projects (such as at Center and Joliet), installing streetscape enhancements to differentiate commercial and residential portions of the corridor, and consider a residential project on the riverfront.
- Work to coordinate land use in the Southern Wisconsin Regional Airport planning area with Town of Rock and Rock County.
- Work collaboratively and strategically to plan for the future redevelopment of the former General Motors' site.





KEY IMPLEMENTATION

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

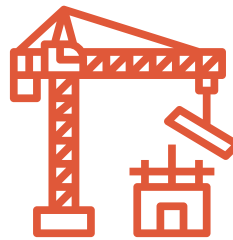
Make code easier to use



Attract desirable businesses

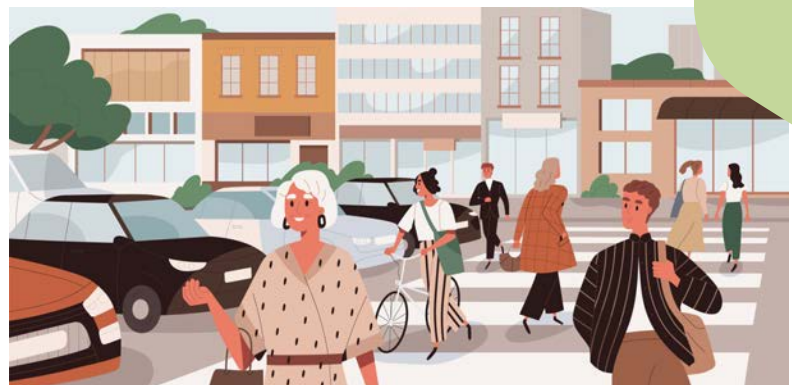


Promote mixed use redevelopment



Increase housing options to preserve affordability and attract new residents

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



WITH A NEW CODE ON THE BOOKS:

Update Area, Corridor, and Neighborhood Plans