



CITY OF JANESVILLE

Wisconsin's Park Place

June 19, 2012

Re: City of Janesville Voluntary Environmental Assessment Program

Dear (Property Owner):

The City of Janesville has been awarded a \$400,000 grant by the US Environmental Protection Agency to assist property owners with voluntary environmental assessments to encourage reinvestment or redevelopment of their sites. You are receiving this letter as you own one or more properties within or near our four focus areas as shown on the enclosed map.

Previous City planning efforts have identified a need for reinvestment and redevelopment within the identified focus areas. However, the long history of development and use of properties within these areas means that most of them can be classified as "brownfields" where the presence, *or perceived presence*, of contaminants can act as a deterrent to reinvestment and/or to property sales. Accordingly, the grant funds will be used to conduct voluntary environmental assessments on properties to determine if contaminants are in fact present, and if so, how best to remove or contain them to minimize impacts and any associated liabilities.

The City is currently conducting an inventory of brownfield sites within the four focus areas and evaluating them based on their redevelopment potential, potential environmental conditions, and ability to address community goals. From these evaluations, the City will then contact the owners of those properties we believe are the best candidates for reinvestment/ redevelopment to determine the owners' future plans and their potential interest in participating in our program. In addition, the City also is seeking inquiries from any property owner in these focus areas who may be interested in our program. In all cases, participation in our program will be strictly voluntary.

Additional information about our Comprehensive Brownfields Program can be found on our website at www.ci.janesville.wi.us. From the homepage, click on "Departments & Services" and select "Community Development" from the pull down menu, then from the menu on the left-hand side of the page, click on "Redevelopment Program." Feel free to also contact me directly at 608-755-3059 or hulicka@ci.janesville.wi.us.

The City is excited about the opportunities this grant provides and looks forward to working with those property owners interested in addressing potential contamination issues as a precursor to new investment and development.

Sincerely,

Al Hulick
Management Analyst

CITY MANAGER'S OFFICE

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Brownfield Site Identification & Prioritization

The City of Janesville is using a \$400,000 grant from the US Environmental Protection Agency to develop and implement a Comprehensive Brownfields Program for investigating and cleaning-up contaminated properties. As part of the program, the City is using a multi-layered process to identify and prioritize potential Brownfield sites with a focus on four areas: the Downtown, the General Motors Plant Area, the Traxler Park Area, and the Five Points Area. This prioritization process is based on a national model that the USEPA has recognized as being a highly effective, comprehensive approach to prioritizing brownfields.

The prioritization process begins with intensive work sessions of City staff and its environmental and redevelopment consultants to identify known and suspected Brownfield parcels in the four priority areas. After a preliminary identification of potential sites, the following four processes are used to evaluate and prioritize them:

1. The environmental consultant conducts a cursory environmental records review to assess each site for the potential type and extent of contamination resulting in an ENVIRONMENTAL SCORE.
2. The redevelopment consultant and City staff apply a set of pre-established criteria to evaluate each site for its reuse and redevelopment potential over the short- and long-term to generate a REDEVELOPMENT FEASIBILITY SCORE. Examples of typical REDEVELOPMENT FEASIBILITY factors include whether a site is identified for redevelopment within an adopted City plan or within a Tax Increment Finance District, its potential to eliminate blight, its ability to catalyze redevelopment on neighboring sites, and etc.
3. The Brownfields Advisory Committee, Health Monitoring Committee, City staff, and the City's consultant team conduct a coordinated and interactive public outreach process to determine community needs and goals for brownfield clean-up and redevelopment. The outcomes are then used as evaluation criteria to arrive at a COMMUNITY VALUES SCORE. Examples of typical COMMUNITY VALUES factors include a site's ability to create new jobs, remove blight, grow property tax, increase entertainment opportunities, reduce crime, and etc.
4. The three scores described above are then combined to produce a FINAL SCORE and RANKING of sites that will guide future decision-making related to grant expenditures, site assessments, site remediation, and redevelopment. These activities will be conducted simultaneously with our Community Brownfields Health Monitoring Program.



City of Janesville
Wisconsin

How to Get Involved

We hope to involve as many of our residents, property owners, business owners, and community organizations as possible throughout all stages of our program. If you'd like more information or would like to get involved, please contact the following individual or check our website for updates: www.ci.janesville.wi.us

Al Hulick, Management Analyst
608-755-3059
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