



CITY OF JANESVILLE  
*Wisconsin's Park Place*

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**Next meeting for Thursday July 12, 2012**

Hello Downtown Revitalizers –

I hope you all had a great 4<sup>th</sup> Holiday.

Just a quick reminder, we will be meeting again this Thursday (July 12<sup>th</sup>) at 3:00pm to continue our discussion on the Downtown Vision & Strategy. Staff will be providing a brief update on accomplishments of the plan and we will continue to talk about “next steps.”

Attached is a “Strategy” outline for discussion.

I don't anticipate this meeting going more than 1 hour. So hopefully everyone can attend. We'll try to start establishing a more “regular” meeting time in the future.

Thank you everyone, and hope to see you Friday!

**Strategy for Downtown Revitalization Committee**  
**Brownfield Discussion**  
**July 12, 2012**

- Focus on both sides of the riverfront from the Memorial Street Bridge Area on the north to Racine Street on the south while still including Marling Lumber. This ties in both public works projects and captures several of our sites.
- Focus attention on the sites for redevelopment within the above area. Those that should be given serious consideration include:
  - Adams Roofing – A13 (in top 10)
  - The block east of Adams Roofing – A12 (in top 10)
  - Schlueters on both sides of Main – A15 & A16 (both in the top half)
  - Siker Furniture & Parking Deck Area– B41 (in top 10)
  - Water Street Corridor – Prime Redevelopment Area w/ Friendly Ownership
  - Enginaire and block south – B15 & B16 (both in top 10)
  - Marling – F1 (in top 10)
- Within the focus area and the priority sites above, attempt implement the following (note that some of this work might need to be started on several sites to help determine those that should be a priority based on their immediate redevelopment potential):
  - Property owner outreach strategies
  - Redevelopment concept plans
  - Environmental assessments and remedial planning
  - Incentive packages
  - Developer recruitment strategies
- Begin planning the replacement of the parking plaza including:
  - Identification and acquisition of replacement sites
  - Redesign of riverfront adjoining the plaza and potential for pedestrian bridge. This would include the flooring site and the building next to it – B14 (ranked #11).
  - Identification and procurement of funding for demolition and acquisition and construction at a new site(s).
  - PR campaign to bring downtown property owners and merchants on-board
- Begin planning the extension of the looped riverfront trail as described in the downtown plan including:
  - Specific trail alignments
  - Needed property/easement acquisitions
  - The overall theme to be used for amenities (signage, artifacts, etc.)
  - Potential funding sources
- Begin to identify, support, or design additional riverfront features and amenities.