

**To:** Brownfields Advisory Committee  
**From:** Janesville Brownfields Project Management Team  
**Date:** November 6, 2012  
**Re:** Meeting Agenda for November 8, 2012

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Attached please find the following for the Committee meeting on Thursday from 10:00 to noon to be held in the 4<sup>th</sup> Floor Conference Room of City Hall:

- Meeting Agenda
- Brownfield Grants Community Need Narrative
- Revolving Loan Fund Program Overview
- Area-wide Planning Grant Program Overview

As you review the materials, please note the following and give some thought as to any additions or changes that would help improve the overall content of what is proposed in each of these:

#### **Brownfield Grants Community Need Narrative**

Both grant applications require a demonstration of community need by answering the questions shown on the attached. Generally, these needs include the extensive presence of Brownfield sites, the impacts those sites are or may be having on nearby residents (particularly those facing other challenges), and the financial impacts caused by Brownfield sites. The final narrative will be tailored to each grant, but much of it will be the same for both grant applications.

This is the first section of both grant applications and we try to have it serve as the background “story” of what Janesville has been through and why the grant is needed. Please take a look and provide any additional thoughts and comments about what our story should include to portray an accurate picture to grant reviewers who likely will know little or nothing about the City except maybe what they have seen on brief national news reports over the last couple of months.

#### **Revolving Loan Fund Program Overview**

This attachment provides a general description of the proposed RLF program. The structure of the actual grant application gets a bit cryptic in how these things have to be presented and described so this summary has been provided to hopefully make it clearer.

One thing that’s important to demonstrate is the City’s capacity and ability to manage a program like this. The CDA, through the Neighborhood Services Department, currently administers a revolving loan fund for housing improvements (and has administered an RLF for downtown façade improvements in the past). Accordingly, we want to have them involved in this program to take advantage of their experience while also ensuring that the Brownfields Advisory Committee also would play a significant role. That said, we’ve also tried to keep it relatively straight forward and not too bureaucratic.



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*Wisconsin's Park Place*

In terms of the budget, note that it takes quite a bit of effort to set up a program like this to satisfy all of the EPA requirements and to ensure the City is being a responsible steward of federal funds. As a result, there are a fair amount of resources dedicated to initial startup costs; however, the City can apply in the future for additional funds once the initial grant is loaned out. Therefore, this should be viewed as the *initial* grant for the RLF program with hopefully others to follow.

**Area-wide Planning Grant Program Overview**

This attachment provides an outline of the project scope and the products that would developed as part of the program. It also summarizes a comprehensive public participation and communication program. The focus of this program would not be to duplicate any of the planning that has already been done but, instead, to take those plans to the next level and beyond. Unfortunately, we cannot buy land, demolish buildings or market property with the grant funds. However, we can collect all of the hard data and produce the detailed project drawings, cost estimates and financing strategies necessary to attract qualified developers and get projects moving. Further, we can also get the community excited, engaged and supportive of moving forward with the implementation programs that will be necessary to make the vision a reality, some of which could involve significant City expenditures.

One final note, we'd like to get the planning area/project a name other than something like "central riverfront district." Please give this some thought and bring your best and most interesting ideas to the meeting.

**JANESVILLE BROWNFIELDS ADVISORY COMMITTEE MEETING**

**NOVEMBER 8, 2012**

- I: Introduction and Cover Letter Review
- II: Review of Agenda
- III: Review of Grant Narrative – Community Need
- IV: Revolving Loan Fund Grant Application Review
  - A. RLF Process
  - B. RLF Loan Terms
  - C. RLF Budget
- V: Area-Wide Planning Grant Review
  - A. Planning Process
- VI: Update on Catalytic Properties
- VII: Review of Partners List

## **DRAFT**

### **JANESVILLE EPA BROWNFIELDS GRANTS: COMMUNITY NEED SECTION**

#### **Economic concerns within project area**

The City of Janesville, population 63,500, is an industrial community located in south-central Wisconsin along Interstate 90/39. The City is approximately two hours from Chicago, Illinois, and Milwaukee and Madison, Wisconsin; and functions as a regional marketplace surrounded by a largely rural landscape. Founded in the 1830's, Janesville rapidly developed as a regional center of industry and commerce. Downtown Janesville developed along both sides of the Rock River, and the City's industrial base broadened to serve national markets with our best known companies (General Motors, Parker Pen, and Radio Flyer Wagon) becoming the predominant employers in the 1920s. All of these companies were located on or powered by the Rock River.

After World War II, new industrial development, population growth, and retail development grew toward the City outskirts, aided by the rise of automobiles, construction of the interstate, and development of the Janesville Mall. Large numbers of Downtown businesses closed, generating a wave of vacancy, demolition, and deterioration; and the Rock River lost its connectivity to the Downtown through a barrier of abandoned properties and brownfields. These underutilized commercial areas and vacated industrial properties created blight, while manufacturing losses beginning in the 1970s (including Parker Pen) hurt our overall economy.

In response, the City and local partners began working in the 1980s to revitalize the Downtown and stabilize aging neighborhoods, but the area workforce remained heavily engaged in manufacturing. Then, in the early 21<sup>st</sup> century, the City faced new economic challenges. In 2008, there was a 500-year flood which had severe impacts on the City overall, and particularly the Downtown. Eight blocks of Main Street, in the heart of Downtown and our planning area, were closed for approximately eight weeks due to flood damage. The City also had to close Riverside, Traxler and Monterey Parks and Dawson Field for over five weeks to repair flood damage, and several properties near the River lost electricity and effected residents were forced to evacuate. Overall, the flood resulted in \$9,865,000 in public damages and \$28,825,000 in private damages.

The flood was just an omen of future challenges to come. The current economic recession hit Janesville hard, and numerous businesses have closed. The most acute impact was the closure of General Motors' Janesville Assembly Plant, which was the company's oldest facility (in operation since 1919) and the City's largest employer. The GM Plant had been employing 2,710 workers, of which 54 percent were City residents. Beyond GM-proper, the loss of the Plant led to layoffs and closures at several "Tier One" GM suppliers and other directly- and indirectly-related businesses in our community. Janesville was designated as an "Auto-Impacted Community" by the federal government in 2009. The City estimates that since March 2008 more than 4,000 auto industry jobs and 6,000 total jobs have been lost in the City - equal to a loss of more than 17 percent of the City's workforce. Unemployment rates from the last two years have ranged between 10.5 and 15.5 percent and have been consistently higher than state and national averages. Further, the City of Janesville revenue has dropped 25 percent since 2008, and there is currently about 4.2 million square feet of vacant industrial space in the City.

Janesville has not been defeated by these tragic events, but is instead working with residents and community organizations to create opportunities for reinvention and revitalization. As such, the City developed a program to prioritize, assess, clean-up, and redevelop contaminated sites throughout the community, and in 2011 received an EPA Brownfields Assessment grant to develop a Citywide Brownfields Program. To ensure a high level of diverse community participation in this program, the City helped create a Brownfields Advisory Committee (BAC) to assist with the inventory and prioritization of community brownfields and to provide guidance to the City over all aspects of the Program.

Further, the City used grant funds to help create a Health Monitoring Committee (HMC), in partnership with the Agency for Toxic Substances and Disease Registry (ATSDR), the Wisconsin Department of Health Services, and the Rock County Health Department, to monitor the impacts of brownfields on the community's health, and to evaluate changes in health as a result of the Brownfields Program. Both the BAC and the HMC are each comprised of about a dozen community members with varying experiences in the public, private, and non-profit sectors.

In partnership with the BAC and HMC, the City completed a brownfields inventory of 40 sites consisting of more than 200 parcels and nearly 400 acres in the four general areas of the community most impacted by Brownfields (Traxler Park area, Downtown, Five Points, and General Motors area). **Throughout this process, public comments, environmental conditions, and redevelopment accessibility showed a clear need to focus brownfields redevelopment in the Downtown area and along the Rock River. The City therefore seeks to continue working in partnership with the BAC, HMC, residents, and other community organizations by creating a shared vision for the Downtown/riverfront area, and on ensuring that brownfields cleanup decisions in this area are informed by an area-wide plan and revitalization strategy.**

*Project Area Demographics:* The project area resides Downtown and includes nearly 246 acres of land surrounding the Rock River. Within the project area are over 60 parcels with recognized environmental conditions (RECs). The area also lies in the intersection of Census Tracts 1, 2, 3, 4, and a very small portion of Census Tract 6. Table 1 includes the demographic information these Census Tracts, with the exception of Tract 6, which is less effected by issues in the project area because of topography, rail, and road corridors.

Table 1: Demographic Information

|   | Census Tract 1     | Census Tract 2  | Census Tract 3      | Census Tract 4     | City of Janesville | Rock County | Wisconsin | Nation      |
|---|--------------------|-----------------|---------------------|--------------------|--------------------|-------------|-----------|-------------|
| Population <sup>1</sup>                   | 897                | 2,688           | 2,705               | 3,736              | 63,441             | 159,964     | 5,686,986 | 308,745,538 |
| Unemployment <sup>2</sup>                 | 19.9%              | 11.4%           | 16.1%               | 16.0%              | 8.7%               | 9.0%        | 6.7%      | 7.9%        |
| Poverty Rate <sup>2</sup><br>(all people) | 27.6%              | 18.4%           | 50.4%               | 25.7%              | 12.6%              | 12.4%       | 11.6%     | 13.8%       |
| Percent Minority <sup>1</sup>             | 11.6% *<br>8.8% ** | 5% *<br>3.5% ** | 19.2% *<br>10.8% ** | 13.1% *<br>9.1% ** | 8.2%               | 10.3%       | 13.8%     | 27.6%       |
| Median Household Income <sup>2</sup>      | \$17,791           | \$42,768        | \$27,065            | \$35,452           | \$48,752           | \$49,716    | \$51,914  | \$49,445    |

Sources:

<sup>1</sup>Data is from the 2010 U.S. Census available at [factfinder2.census.gov](http://factfinder2.census.gov).

<sup>2</sup>Data is from the 2010 American Community Survey (2006-2010 5-year estimates) at [factfinder2.census.gov](http://factfinder2.census.gov). All ACS data is estimated, with varying margins of error.

<sup>3</sup>Data is from the Bureau of Labor Statistics at [www.bls.gov](http://www.bls.gov).

\*Racial Minority \*\*Hispanic or Latino

Much of the City’s most sensitive populations, including the Community Development Block Grant target area, reside either within our project area or within the project area’s Census Tracts. The poverty rate in the 4<sup>th</sup> Ward neighborhood (Census Tract 4), for example, is estimated at over 50 percent. Moreover, the poverty rate in every one of our relevant Census Tracts is significantly higher than national averages.

The BAC, HMC stakeholders, and the City specifically determined the project area for the AWP program based on the result of the brownfields inventory and prioritization process, the needs of residents, and the ability to revitalize the City economy. Once the quality of life, economy, and services are improved in the Downtown/riverfront area, the City will have a center point and a symbol from which to rebuild. It is therefore essential that our Brownfields Program continue to work in partnership with residents and local organizations on moving the program forward.

**Resident Benefits of the BF AWP:**

The AWP Program will provide a platform to implement key redevelopment projects while ensuring public health, safety and meaningful resident involvement in the City’s Brownfields Program; thereby creating a “marriage” between the City’s planning efforts and the City’s Brownfields Program. Moreover, the program will provide action-oriented implementation steps towards the following goals and visions stated in City plans:

*Look West and Fourth Ward Neighborhood Involvement:* The Fourth Ward and Look West neighborhoods are two of the City’s historic districts located just west of the Rock River, adjacent to Downtown and abutting the majority of brownfields in the project area. The neighborhoods are primarily residential in use and comprise Janesville’s most diverse area with a population that includes a range of incomes, age groups, and racial and ethnic backgrounds. The

*City of Janesville Look West & Old Fourth Ward Neighborhood Revitalization Plan* identified key neighborhood challenges including higher rates of poverty, higher rates of rental properties, and somewhat higher percentages of crime rates. In 2007, the median annual household income in these neighborhoods was \$39,000, compared with \$58,000 for the City as a whole. Many of these residents also face limited mobility, and rely on the Downtown area for their major, civic, health-related and shopping needs. As part of the AWP program, the City, along with project partners, will work with residents on helping to ensure their basic needs are met through project area revitalization.

*Connection to the River:* Community residents have repeatedly mentioned the Rock River as a major community asset, and have stated the desire to improve its status as part of the Downtown and as a community gathering space. In the *Look West and Fourth Ward Plan*, residents cited the neighborhood's proximity to the River as a key asset. However, the ability to access the City's riverfront trails from the interior of the neighborhoods is somewhat limited and the neighborhoods generally do not include clear signage directing walkers and bikers to trail access points. The AWP program would directly engage residents in discussions for adding trail spurs into the neighborhoods and on providing a greater sense of connectivity between the neighborhoods and the City's larger trail system. The AWP program would also work with residents on implementing water-based activities such as kayaking clubs.

*Bringing Wisconsin's Park Place Downtown:* As stated in the Downtown Plan, Janesville's "Wisconsin's Park Place" brand can be more effectively woven into and connected with the Downtown. In addition to branding the Downtown as the hub of the bicycle and pedestrian trail system, the AWP program would provide implementation strategies to make the Downtown the hub of a way-finding system to direct residents and visitors to the City's parks that are both inside of and outside of the Downtown area, including adding connections to Traxler Park and connecting with the Fourth Ward Park.

*Connecting to Community Assets and Services:* The AWP Project Area includes several community assets including the YMCA and Boys & Girls Club, HealthNet Rock County health center, the Central Bus Transfer Station, the public library, the JPAC senior housing complex, and three Section 42 housing developments and one Section 8 housing development with 275 units reserved for those earning less than 60% of the County median income. Unfortunately, these community assets are sprinkled within concentrations of brownfields, and the sense of connection or place between these community assets is lacking. The AWP program will create an area-wide plan that strengthens these connections, thereby improving resident wayfinding, safety, and comfort when moving through the area.

*Food Justice:* The Fourth Ward is a designated "food desert" by the USDA Food Desert Locator, meaning that access to healthy and affordable food in the Fourth Ward is limited. The Fourth Ward also includes some of the City's most sensitive populations, and the City is working to ensure that all of the basic needs of its residents are accessible and affordable. The BF AWP planning process will therefore incorporate resident and stakeholder feedback on addressing the food desert issue in the project area.



*Improved Water Quality:* With so many brownfields located near the Rock River, improving water quality in the River will be a key component of the AWP program for both public health and environmental stewardship reasons. Of immediate concern is the parking plaza located directly over the River between Milwaukee Street and Court Street; and part of the Siker catalytic property. The plaza causes numerous environmental hazards including: impeding plant life and aquatic life, degrading water quality through salt drainage and oil dripping from cars, and debris collection and water flow impediment from plaza support columns. The AWP program will address the removal of the plaza and relocation of parking. Of further concern is the amount of people fishing in the Rock River to supply their diet. The AWP program will work with these people on informing them of water quality issues and food safety best practices, while including the public to assist in water quality improvements such as stormwater improvements using best management practices.

*Renewable Energy:* All AWP fostered redevelopment will encourage green building standards and renewable energy options through a revitalization vision centered on sustainability and environmental stewardship.

*Green Space and Downtown Connectivity:* The AWP program will work to re-connect the Downtown to the Rock River, and to create additional opportunities for public recreation near the River. Also, Janesville is one of the few cities to have a State bike trail located nearby. The AWP program would work towards creating connectivity with this trail to the Downtown/riverfront area.

*Employment Opportunities:* A key facet of Janesville's AWP program is fostering economic growth and re-building many of the jobs lost through recent plant closures and the economic downturn. The City and project partners will work on small business development and attracting new employment opportunities to the project area, particularly for residents in nearby neighborhoods.

*Transportation:* The Janesville Transit System Bus Transfer Center is located in the project area along South River Street, and acts as a hub for local bus service and for bus service between Janesville and the City of Beloit, Wisconsin. The Center is adjacent to identified brownfields and therefore does not offer a friendly environment to visitors and resident users. By revitalizing the project area, the Center would become a friendlier gateway into the City, and area revitalization would encourage increased public transportation usage and other modes of public transportation.

### **Current Economic Brownfields Challenges: Economic**

*Economic Challenges:* The project area is the historic birthplace of Janesville's industrial economy; but changes in development patterns and fears of environmental contamination have left the area's potential largely untapped and many jobs are now located elsewhere. City efforts to revitalize the project area face concerns such as the need to assess and clean-up contaminated properties. Through the AWP program, the City aims to both move the area towards economic revitalization, and to serve the employment needs of nearby neighborhoods.





**City of Janesville**  
**Brownfield Revolving Loan Fund Program**  
**Program Overview**  
***Draft: November 6, 2012***

**Program Summary**

Janesville anticipates that this RLF grant will provide remediation seed money for qualified borrowers and will stimulate private sector development and investment in property that would otherwise remain underutilized. We are committed to targeting projects that are located in our downtown riverfront focus area and other Brownfield impacted target areas and TIF districts, thus leveraging our own municipal dollars to support projects without depleting our municipal general funds.

Janesville will utilize the \$600,000 USEPA grant to capitalize the loan fund at \$400,000 and will subgrant up to \$200,000 for eligible purposes. The Loan Review Committee, with contracted assistance from the City's financial consultant and environmental professional, will design underwriting standards that promote a mix of short and long term investment opportunities. The RLF will seek to preserve sufficient capital while allowing for strategic investments in brownfield projects that will produce returns on investments within a one to five year period. Although the subgrants will initially decrease the available capital in the RLF, we believe that investing grants in eligible projects will generate more lending opportunities for the RLF through the catalytic impacts that the grant-funded projects will create to get other properties cleaned up and redeveloped.

Brownfield clean up loans will be leveraged with other sources of capital (loans, equity and grants) to finance an average of up to 20% of total project costs. The City will underwrite and structure its investment in a manner similar to that of a construction loan. Developers will be required to provide a remedial action plan approved by WisDNR. The developer will also submit for approval a budget and schedule for the implementation of the remedial action plan. The Brownfields Advisory Committee will determine that the budget and schedule are comprehensive and detailed at the same level as a construction budget and schedule. The budget will include a contingency line item of an amount deemed appropriate to pay for unanticipated conditions.

Janesville will seek to promote the long-term availability of funds through its Loan Review Committee, which has experience in packaging and underwriting loans to ensure that prudent investment decisions are made, that other sources of funds are leveraged where possible, and that the RLF is charging interest rates that are designed to balance the economic needs of a project and the RLF's need to cover its fund management and marketing costs. Furthermore, we will limit the RLF management and marketing costs and pay these costs out of fees, interest income, TIF revenues, and in-kind services rather than out of the RLF's loan capital.

Janesville will construct exit strategies for each of its project loans through the use of coordinated maturity dates with other project loans when a loan is made. The term of the loan

will be of sufficient length to permit the property to redevelop and, by the enhanced value that results, allow the borrower to refinance the RLF loan with other project loans if deemed necessary. Janesville will strive to manage its loan portfolio so that every loan will have sufficient time to mature and thereby make it more attractive to third-party purchasers and lenders. The borrower is expected to retain control of the asset for the duration of the RLF's investment; however, partial and complete transfers of such interest may occur with the approval of the CDA.

## **Loan Review & Approval Process**

1. Applications submitted to: Al Hulick, Program Manager
2. Applications reviewed and recommended by: Loan Committee
  - Redevelopment project compliance with program goals
  - Remedial action plan compliance with program goals
  - Redevelopment project financial feasibility
  - Project financing plan compliance with owner equity requirements
  - Owner compliance with credit worthiness requirements
3. Applications reviewed and approved by: BAC\*
  - Redevelopment project compliance with program goals
  - Remedial action plan compliance with program goals
  - Redevelopment project financial feasibility
4. Applications reviewed and approved by: CDA\*
  - Redevelopment project financial feasibility
  - Project financing plan compliance with owner equity requirements
  - Owner compliance with credit worthiness requirements
5. Loan documents prepared by: Patty Lynch, Comptroller
6. Payments processed by: Patty Lynch, Comptroller
7. Program audited by: contracted auditor as part of annual city audit

\*Applications must obtain approval from both the BAC and CDA. Failure to obtain approval by the BAC would terminate further consideration of the application by the CDA.

## **Loan Review Committee Members**

### City Staff

Al Hulick, Management Analyst (Brownfield Program Manager)

Jennifer Petruzzello, Neighborhood Services Director

Vic Grassman, Economic Development Director

Patty Lynch, Comptroller

### Private Financial Services Volunteers (committee members)

Larry Squire (Brownfields Advisory Committee)

Dave Marshick (Community Development Authority)

Matt Prestil (Downtown Development Authority)

### Qualified Environmental Professional

Scott Wilson, Ayres Associates

## **General Loan & Grant Terms**

### **First Lien Position Loans:**

**Amount:** Loans limited to a maximum of \$200,000 per site. Loan amount should not exceed 75% of estimated clean up costs, with remainder to be paid by the applicant/owner or other source of project revenue.

**Term:** Based on the remediation period, typically not to exceed 3 years, but could be extended to five years when necessary to stabilize a project. Interest accrued and principal and interest paid when property is clean.

**Interest Rate:** 0-2.5% municipal and non-profit and 0-5% private (The policies related to charging different rates will be determined by the CDA and will be based on the economics and benefits of each project)

Loan recipients whose repayments are delinquent for more than 15 days will be charged a late payment fee.

**Guarantees/Recourse:** Guarantees will be required when the CDA deems the collateral insufficient

### **Second position or subordinated loans:**

These loans will generally charge 2-3% more interest than would be charged for a first position loan.

### **RLF Budget**

(See attached.)

City of Janesville  
Brownfields Revolving Loan Fund Program  
Project Budget  
Draft: November 6, 2012

| Budget Categories   | Tasks               |                  |                                      |                          | Totals                 |                        |            |
|---|---------------------|------------------|--------------------------------------|--------------------------|------------------------|------------------------|------------|
|   | Establish Loan Fund | Market Loan Fund | Application Review & Prgm Operations | Cleanup Plng & Oversight | Hazardous Cleanups 75% | Petroleum Cleanups 25% | Total      |
| <b>Loan Program</b>   |                     |                  |                                      |                          |                        |                        |            |
| Personnel (avg. \$50/hr) (A)  | \$ 8,000            | \$ 8,000         | \$ 8,000                             | \$ 8,000                 | \$ 24,000              | \$ 8,000               | \$ 32,000  |
| Fringe (40%) (A)  | \$ 3,200            | \$ 3,200         | \$ 3,200                             | \$ 3,200                 | \$ 9,600               | \$ 3,200               | \$ 12,800  |
| Travel  |                     |                  |                                      |                          | \$ -                   | \$ -                   | \$ -       |
| Equipment   |                     |                  |                                      |                          | \$ -                   | \$ -                   | \$ -       |
| Supplies(B)   | \$ 160              | \$ 1,600         | \$ 160                               | \$ 160                   | \$ 1,560               | \$ 520                 | \$ 2,080   |
| Contractual(1)  | \$ 10,000           |                  | \$ 5,000                             | \$ 20,000                | \$ 26,250              | \$ 8,750               | \$ 35,000  |
| Loans   |                     |                  |                                      |                          | \$ 300,000             | \$ 100,000             | \$ 400,000 |
| <b>Loan Total</b>   | \$ 21,360           | \$ 12,800        | \$ 16,360                            | \$ 31,360                | \$ 361,410             | \$ 120,470             | \$ 81,880  |
| <b>Funded By Grant</b>  |                     |                  |                                      |                          | \$ 300,000             | \$ 100,000             | \$ 400,000 |
| <b>Funded by Match</b>  | \$ 21,360           | \$ 12,800        | \$ 16,360                            | \$ 31,360                | \$ 61,410              | \$ 19,651              | \$ 81,880  |
|   |                     |                  |                                      |                          |                        |                        |            |
| <b>Subgrant Program</b>   |                     |                  |                                      |                          |                        |                        |            |
| Personnel (avg. \$50/hr) (A)  | \$ 4,000            | \$ 4,000         | \$ 4,000                             | \$ 4,000                 | \$ 12,000              | \$ 4,000               | \$ 16,000  |
| Fringe (40%) (A)  | \$ 1,600            | \$ 1,600         | \$ 1,600                             | \$ 1,600                 | \$ 4,800               | \$ 1,600               | \$ 6,400   |
| Travel  |                     |                  |                                      |                          | \$ -                   | \$ -                   | \$ -       |
| Equipment   |                     |                  |                                      |                          | \$ -                   | \$ -                   | \$ -       |
| Supplies (B)  | \$ 80               | \$ 800           | \$ 80                                | \$ 160                   | \$ 840                 | \$ 280                 | \$ 1,120   |
| Contractual(1)(B)   | \$ 5,000            |                  | \$ 2,500                             | \$ 10,000                | \$ 13,125              | \$ 4,375               | \$ 17,500  |
| Grants  |                     |                  |                                      |                          | \$ 150,000             | \$ 50,000              | \$ 200,000 |
| <b>Subgrant Total</b>   | \$ 10,680           | \$ 6,400         | \$ 8,180                             | \$ 15,760                | \$ 180,765             | \$ 60,255              | \$ 41,020  |
| <b>Funded By Grant</b>  |                     |                  |                                      |                          | \$ 150,000             | \$ 50,000              | \$ 200,000 |
| <b>Funded by Match</b>  | \$ 10,680           | \$ 6,400         | \$ 8,180                             | \$ 15,760                | \$ 30,765              | \$ 9,845               | \$ 41,020  |
|   |                     |                  |                                      |                          |                        |                        |            |
| <b>Grand Total for all Project Tasks and 20% Match associated with RLF Loans and Subgrants</b>  |                     |                  |                                      |                          |                        |                        |            |
| <b>RLF Grant Subtotal</b>   | \$ -                | \$ -             | \$ -                                 | \$ -                     | \$ 450,000             | \$ 150,000             | \$ 600,000 |
| <b>RLF 20% Match Subtotal</b>   | \$ 32,040           | \$ 19,200        | \$ 24,540                            | \$ 47,120                | \$ 92,175              | \$ 29,496              | \$ 122,900 |
| <b>RLF Project Grant Total</b>  | \$ 32,040           | \$ 19,200        | \$ 24,540                            | \$ 47,120                | \$ 542,175             | \$ 179,496             | \$ 722,900 |
| (1) Janesville will follow all federal procurement guidelines when hiring consultants for this RLF project.<br>(A) This match will be primarily in-kind; (B) This match will be primarily hard dollars. |                     |                  |                                      |                          |                        |                        |            |

**City of Janesville**  
**Brownfield Area-wide Planning Program**  
**Program Overview**

***Draft: November 6, 2012***

## **Project Process and Deliverables**

### **Part I. Existing Condition Analysis**

1. Evaluate Existing Conditions: Includes but is not limited to: infrastructure, transportation, building and property conditions, land uses, business mix, streetscape and public spaces, environmental conditions, water quality, seawalls, the dam, and neighborhood health. Additional focus would be given to conditions of Catalytic sites.  
*Deliverables*: Summary conditions report on all of the above.
2. Phase 1 Environmental Assessments of Catalytic Sites: Assessment of potential environmental conditions using no or minimal sampling but meeting ASTM standards for all appropriate inquiry. Depending upon the outcomes, Phase 2 assessments may then be undertaken.  
*Deliverables*: Phase 1 Environmental Assessment Report for each Catalytic Site
3. County Health Monitoring Community Meetings Outcomes: Review of results from the first phase of the County's ATSDR-funded project on Brownfields Health Monitoring involving community meetings and surveys regarding the current health of residents in downtown neighborhoods and those improvements and services residents believe would improve their health.  
*Deliverables*: (Results to be incorporated into plan alternatives developed in Part II.)
4. Review Past Plans and Studies: Includes but is not limited to: Comprehensive Plan, Historic Preservation Plan, Downtown Vision and Strategy, Riverfront Plan, City Centr Neighborhoods Plan, Parks and Open Space Plan, and Tax Increment Finance Districts Project Plans, (CDBG Plan and Impediments to Fair Housing).  
*Deliverables*: (Results to be incorporated into plan alternatives developed in Part II.)
5. Review of Pending Projects: Includes but is not limited to: River Street Reconstruction, Main Street Reconstruction, Jackson Street Bridge Repair, Parking Plaza temporary repairs.  
*Deliverables*: (Results to be incorporated into plan alternatives developed in Part II.)
6. Economic and Market Analysis: Includes but is not limited to: a review of general economic and demographic trends in the City and region, a housing market analysis, retail and commercial market analysis, office market analysis, employment opportunities assessment.

Deliverables: Housing market analysis  
Retail market analysis  
Office market analysis  
Development opportunity analysis (summary graphics with bulleted text)

## **Part II. Central Area Vision and Redevelopment Plan**

1. Vision and Concept Alternatives: A minimum of three alternative visions and concept plans for the entire planning area, river recreation, and each catalytic site.

Deliverables: 3-5 alternatives summarized with graphics with bulleted text showing different, themes, characters, land uses, and development intensities/densities

2. Preferred Vision and Redevelopment Plan Preparation: to include but not limited to: infrastructure, transportation, land uses, business mix, streetscape, public spaces, and river recreation.

Deliverables: Plan document with graphics and text showing recommended land uses, streetscape public spaces, transportation, parking, other infrastructure, business mix, recreation and key.

3. Catalytic Sites Preferred Redevelopment Plans: Includes but is not limited to: land uses, site layout, vehicular and pedestrian access, landscaping and screening, stormwater management, building orientation, building mass, building materials, environmental remediation, river edge treatment, use of sustainable and green building techniques and materials, development proformas and financial feasibility analysis, potential incentives.

Deliverables: Detailed document with plans, perspectives and financial analyses for each Catalytic site. Some or all sites may include more than one alternative.

4. Sustainable Brownfield Development Guidelines: Includes but is not limited to sustainable and preferred methods for: building environmental assessments, building remediation and demolition/recycling, soil remediation, groundwater remediation, construction on a brownfield, obtaining regulatory closure and mitigating liability through VPLE program and/or environmental insurance.

Deliverables: User-friendly “handbook” with graphics and summary text on best practices for green/sustainable remediation techniques and obtaining site closure, certificates of completion and liability exemptions from the WisDNR. Also includes best practices for developing on Brownfields with “land management” requirements.



5. River Water Quality and Flood Mitigation Plan: Includes but is not limited to: sustainable stormwater management, dam and seawall maintenance, sustainable dam and seawall replacement, aquatic habitat restoration, floodplain damage mitigation techniques, ongoing water quality and habitat monitoring.  
Deliverables: Document with area-wide strategies for improving water quality, aquatic habitat and minimizing flood damage. Also includes user-friendly graphics and summary text for on-site stormwater management and flood mitigation.
6. Neighborhood Health Monitoring: To be done in conjunction with County Health Department Program funded by ATSDR grant.  
Deliverables: Document produced jointly with County Health Department identifying strategies on how redevelopment in the planning area can improve resident health in the planning area and adjoining neighborhoods along with “indicators” to be used to monitor changes in community health over time.

### **Part III. Implementation Strategy**

1. Partnership Building: Includes an identification of key implementation partners and the establishment of an overall coordinating structure to efficiently work together and leverage the talents and resources each has to offer through a description of their general roles and responsibilities, coordination and communication methods, and decision-making processes.  
Deliverables: Document using graphics and summary text of key partners, coordinating and communication structures, and decision making processes.
2. Prioritized Action Plan: Includes action steps, primary responsible party, assisting partners, schedule, milestones, expected outcomes, monitoring and evaluation.  
Deliverables: Detailed matrix including all of the above.
3. Financing Strategy: Cost estimates for all major improvements, private investment projections, and identification of potential funding sources including but not limited to public and private grants, special taxing districts, tax credits, other local and state incentive programs.  
Deliverables: Document detailing all of the above.

## **Project Communications and Public Participation**

### **1. Public Participation Events**

#### Part I.

Committee Meeting (*Project kick-off*)

Public River Walk (*Informational tour with facilitated discussion and feedback*)

Public River Canoe/Kayaking Tour (*Informational tour with facilitated discussion and feedback*)

Stakeholder Interviews

Area Property Owners and Businesses Roundtable

Regulatory Agencies Roundtable

Public Visioning Charrette (*Interactive, design –oriented meeting*)

Neighborhood Issues Meeting (*Interactive, issues –oriented meeting*)

Committee Meeting (*Part I results discussion*)

#### Part II.

Committee Meeting (*Review and discussion of alternatives*)

Alternatives Roundtable with Property Owners and Businesses

Alternatives Public Presentation and Facilitated Feedback

Implementation Partners Roundtable

Committee Meeting (*Discussion of implementation partner roles and responsibilities*)

#### Part III.

Regulatory Agencies Roundtable

Committee Meeting (*Review and discussion of draft plan and documents*)

Draft Plan Roundtable with Property Owners and Businesses

Draft Plan Public Open House and Facilitated Feedback

Implementation Partners Roundtable

Committee Meeting (*Review and action on final documents*)

Plan Commission Hearing on Final Plan

City Council Action on Final Plan

### **2. Communication Mechanisms**

Door-to-door flyer delivery by neighborhood residents/youth

Spanish translation of documents and presentations

Project website

Cable TV public access

Use of Partner networks

Youth component at all public meetings

Childcare at all public meetings

Social media

### **3. Project Studio**

First floor of Siker Building just purchased by the City

Location for all meetings

Open at various times throughout process

Work in progress available for review  
Drop in comments and discussion with project staff

### **Proposed Catalytic Sites**

|                         |              |
|-------------------------|--------------|
| Siker Trust             | 55 S. River  |
| Wisc. Power & Light     | 526 N. Main  |
| Hendricks Com. Prop.    | 533 N. Main  |
| Adams & Sons            | 411 N. Main  |
| Marling Lumber          | 634 S. River |
| Creative Business Dev.  | 110 S. Water |
| Franklin St. Prop Group | 116 McKinley |

### **Potential Partners**

Latino Service Provider Coalition  
Diversity Action Team

County Health Department  
State Health Services Department

Neighborhood Action Team

YMCA/Boys & Girls Club

CDA

Johnson Bank  
BMO Harris  
Anchor Bank

Community Action

Mercy Health System

Forward Janesville

Webco (SCWHBA)



# City of Janesville Central Area Parcels with Recognized Environmental Conditions





City of Janesville  
 USEPA Brownfield Area-wide Planning (AWP) and Revolving Loan Fund (RLF) Grant Applications  
 List of Partners and Supporters

| Partners and Roles  |                |  |                  |                    |            |                     | Letter Submitted? |
|---|----------------|--|------------------|--------------------|------------|---------------------|-------------------|
| CBO's, including local citizen or business groups, environmental or civic organizations, educational institutions and local labor organizations | Contact Person | Role of CBO  | AWP, RLF or Both | Description of CBO | Age of CBO | Contact Information | Letter Submitted? |
| <b>Partners</b>   |                |  |                  |                    |            |                     |                   |
| 1 Latino Service Provider Coalition   |                | Hispanic community outreach and translation assistance                             | Both             |                    |            |                     |                   |
| 2 Diversity Action Team   | Billy Bob/Neal | "  | Both             |                    |            |                     |                   |
| 3 County Health Department  | Karen Cain     | Integration with health monitoring   | Both             |                    |            |                     |                   |
| 4 State Health Services Department  | Liz Evans      | "  | Both             |                    |            |                     |                   |
| 5 Neighborhood Action Team  | Neal?          | Public events planning and volunteers  | AWP              |                    |            |                     |                   |
| 6 YMCA/Boys & Girls Club  | ?              | Youth outreach & involvement in public space/park planning                         | AWP              |                    |            |                     |                   |
| 7 U-Rock  | Bob McCalister | Sustainability, renewable energy/energy efficiency, student outreach & involvement | AWP              |                    |            |                     |                   |
| 8 DDA   | Dave Marshick  | Downtown business outreach & involvement   | AWP              |                    |            |                     |                   |
| 9 CDA   | Jennifer       | RLF administration   | RLF              |                    |            |                     |                   |
| 10 Johnson Bank   | Larry Squire   | RLF set-up and loan application review   | RLF              |                    |            |                     |                   |
| 11 BMO Harris   | Dave Marshick  | "  | RLF              |                    |            |                     |                   |
| 12 Anchor Bank  | Matt Prestil   | "  | RLF              |                    |            |                     |                   |
| 13 Community Action   | Lisa Furseth   | Low income outreach & involvement  | Both             |                    |            |                     |                   |
| 14 Mercy Health System  | Rich Gruber    | Walking mortgage, catalytic site   | Both             |                    |            |                     |                   |
| 15 Forward Janesville   | John Beckord   | ??   | Both             |                    |            |                     |                   |
| 16 Webco (SCWHBA)   | Tim Weber      | Construction options & cost estimating   | Both             |                    |            |                     |                   |
| <b>Additional Participants &amp; Supporters</b>   |                |  |                  |                    |            |                     |                   |
| 1 Rock River Trail Initiative   | Frank Schier   |  | Both             |                    |            |                     |                   |
| 2 Farmers' Market   |                |  |                  |                    |            |                     |                   |

| Partners and Roles  |                |             |                  |                    |            |                     |                   |
|---|----------------|-------------|------------------|--------------------|------------|---------------------|-------------------|
| CBO's, including local citizen or business groups, environmental or civic organizations, educational institutions and local labor organizations | Contact Person | Role of CBO | AWP, RLF or Both | Description of CBO | Age of CBO | Contact Information | Letter Submitted? |
| 3 Friends of the Library  |                |             |                  |                    |            |                     |                   |
| 4 Senior Center   |                |             |                  |                    |            |                     |                   |
| 5 Janesville Performing Arts Center   |                |             |                  |                    |            |                     |                   |
| 6 Historic Society  |                |             |                  |                    |            |                     |                   |
| 7 United Way  |                |             |                  |                    |            |                     |                   |
| 8 County  |                |             |                  |                    |            |                     |                   |
| 9 Rock 5.0  |                |             |                  |                    |            |                     |                   |
| 10 Downtown Churches  |                |             |                  |                    |            |                     |                   |
| 11 Sustainable Janesville   |                |             |                  |                    |            |                     |                   |
| 12 ECHO   |                |             |                  |                    |            |                     |                   |
| 13 Health Net of Rock County  |                |             |                  |                    |            |                     |                   |
| 14 Federal Legislators  |                |             |                  |                    |            |                     |                   |
| 15 State Legislators  |                |             |                  |                    |            |                     |                   |