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ARISE

The Rock Renaissance Area Redevelopment & Implementation Strategy

City of Janesville, WI
February 2015

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Brownfields Area Wide Plan

United States Environmental Protection Agency
2013 USEPA Brownfields Areawide Planning Program, TR 00E01235-0



ACKNOWLEDGEMENTS

Granting Agency

2012 USEPA Brownfields Areawide Planning Program,
TR – 00E01235 – 0
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EXECUTIVE SUMMARY

CONTEXT

The Rock Renaissance Area Redevelopment and Implementation Strategy (ARISE) is intended to position downtown Janesville as a vibrant neighborhood where commerce, culture, entertainment, and history intersect. The plan serves City Staff and the Council as a “playbook” for aligning and focusing resources in such a way as to draw a consistent and sustainable critical mass of people to the downtown, thereby encouraging diversity in downtown development, businesses, and activities and fostering private development.

Background

In late 2013, the United States Environmental Protection Agency (USEPA) awarded the City a \$200,000 Brownfields Area-Wide Planning grant to undertake an action-oriented redevelopment and implementation strategy for the “Rock Renaissance Area”, including detailed redevelopment planning for six Catalytic Sites. A team of consultants has assisted the City to provide technical assistance in planning, engineering, market study, and environmental/risk analysis in the development of the ARISE project. This team has conducted substantial analysis, worked with the Downtown Revitalization Committee at six work sessions, and engaged the public at four well-attended community engagement forums. This work has led to the development of the proposed/preferred concepts with action oriented implementation steps for each of the Catalytic Sites.

Proactively engaging the public in the design process has been a cornerstone of ARISE. The following Goals and Outcomes were developed through public input workshops and sessions.

ARISE PROJECT GOALS

1. Make the downtown the heart of the community and a fun, vibrant and healthy place to live, work and visit for a wide spectrum of the community.
2. Preserve the historical character and authenticity of the downtown.
3. Celebrate the Rock River as one of Janesville’s most valuable assets.
4. Facilitate new investment and redevelopment with a market driven and action oriented strategy.

DESIRED OUTCOMES

1. The downtown and riverfront are the first places you go with friends and with visitors.
2. The community embraces the river.
3. Local and outside investment is being made in new businesses and housing.
4. The downtown and riverfront feel comfortable and safe.

GUIDING PRINCIPLES

1. Downtown needs clear management to flourish.
2. Establish a healthy place by putting people’s needs first.
3. Consolidate downtown’s history, architecture, land uses and riverfront to make a cohesive place.
4. Create great streets and programmable public spaces.
5. Design a 21st Century riverfront that is accessible and ecologically friendly.
6. Develop a variety of places and activities attractive to a wide range of users.
7. Mix uses and encourage high density development.
8. Create human scale, walkability and connectivity.
9. Share and manage parking.
10. Leverage public and private partnerships.

EXECUTIVE SUMMARY

CONTEXT

MARKET ANALYSIS

The market analysis conducted as part of this report found that downtown Janesville lacks a coherent sense of place. Its existing land uses are not in line with both community and larger regional development trends. To spur short-term growth the market analysis found that Janesville should focus on building housing that responds to a desire for upper-end, multi-family rental and owner-occupied housing within the downtown core.

ENVIRONMENTAL REPORT

A Technical Memorandum analyzing environmental impacts in the Rock Renaissance area used data available from the Wisconsin Department of Natural Resources and other sources to summarize potential barriers to development due to environmental contamination. Each of the catalytic sites contain properties with some history of use that could potentially result in soil and/or groundwater contamination. The environmental report outlined development concerns, possible clean up remedies, and basic cost estimates.

Brownfield sites face both real and perceived barriers to redevelopment. The variables of local regulations, often undocumented site conditions, and anticipated land use combine to create ambiguity for developers faced with building on a brownfield site. This uncertainty is further fueled by concerns about legal liability for site remediation, health impacts due to residual contamination, lack of funding, and complex regulations.

Local government involvement in facilitating redevelopment of brownfield sites can be pivotal for alleviating these concerns. City officials possess knowledge of local conditions and regulatory frameworks that make them uniquely suited to act as a 'go-between' between private developers and regulators. Acting in this role helps ensure that brownfield clean-up receives funding and is conducted as efficiently and effectively as possible.

The City of Janesville has already begun inventorying and studying its brownfield sites. Based on the information collected the following actions should be taken to provide a clear picture of each site's road to remediation:

- An NR 716 Site Investigation and Remedial Options Evaluation should be completed for 55 South River Street
- A Phase II ESA should be completed for 51 South River Street and for the former Rock County Jail Site
- Complete a Phase II ESA for the former Jail Site and develop remedial action strategies. This site is eligible to utilize the City's EPA Revolving Loan Fund for cleanup actions.

Parking Deck Removal Mitigation Summary

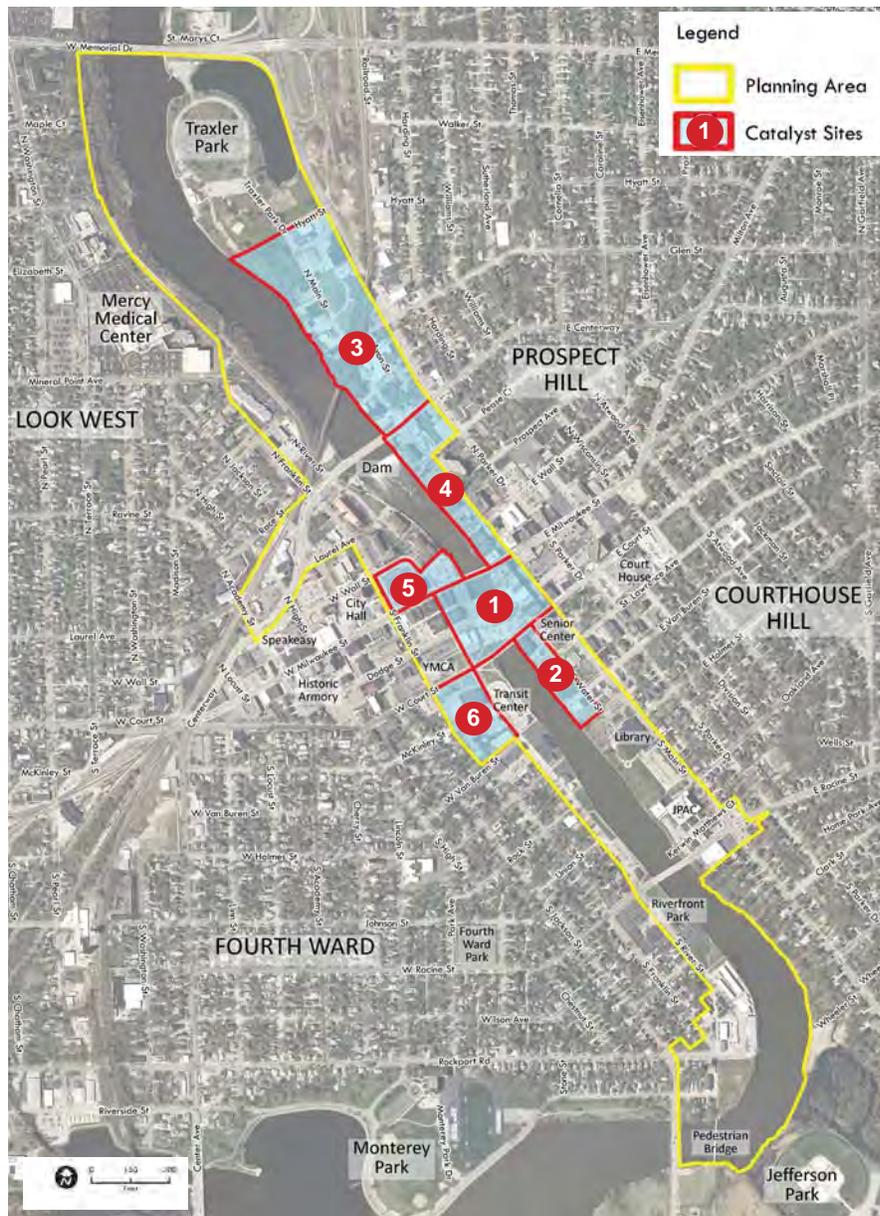
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Water Street	32
Re-striping N. River St. & & W. Wall St.	21
10 Block Milwaukee St.	15
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Change in number of of parking spaces	<84>

PARKING AND STREET IMPROVEMENTS

Streetscape improvements are also in Janesville's immediate future. The loss of parking due to the removal of the parking deck will spur new and expanded on-street parking downtown, including Dodge Street and the proposed festival street on Water Street; re-striping on North River Street, and expansion of surface parking throughout downtown. The Milwaukee Street Bridge is slated for major rehabilitation in 2018. A rehabilitation of Milwaukee Street and the conversion from one-way to two-way traffic is planned to coincide with the bridge project. This conversion creates space for improvements to the streetscape that shift its focus from cars to pedestrians and make it more inviting for downtown visitors.

The Plan addressed parking by integrating the findings of the 2013 Downtown Parking Study into development recommendations. **The following near-term recommendations mitigate the loss of parking due to the removal of the Parking Plaza.** Arise describes how downtown parking spaces will be addressed in each of the areas identified below.

CONTEXT



USEPA Brownfields Area-Wide Planning Program Grant

(TR – 00E01235 – 0) was awarded to facilitate site assessment, cleanup, and reuse of the brownfield sites identified within the Rock Renaissance Area. As a starting point for this effort the City identified 6 brownfield sites for rigorous study based on their location, cooperative ownership, and potential for redevelopment oriented toward community goals.

These sites are intended to serve as catalysts for redevelopment of the entire Rock Renaissance Area. They are centered in the core of downtown and radiate north and south along the Rock River from Traxler Park to just north of the Hedberg Library on the east bank of the Rock River and Van Buren St. on the west bank.

EXECUTIVE SUMMARY

CATALYST SITE 1: THE TOWN SQUARE

Bounded by South Main Street, North River Street, West Milwaukee Street and West Court Street

The parking deck that straddles the Rock River at the center of downtown is poised to become the driver for the first wave of redevelopment in Janesville. The parking deck is scheduled for removal in 2016-2017 due to structural deficiency. This creates a tremendous opportunity to reorganize Janesville's downtown parking and create a core of activity at the heart of Janesville. Phase 1 of this redevelopment, known as the Town Square, will consist of amenities such as an iconic pedestrian bridge, riverwalks that celebrate the Rock River, a Great Lawn gathering space, and festival streets. A civic building is envisioned in Phase 2. A civic building is envisioned in Phase 2.

Existing Conditions: Historic Commercial Buildings, Parking Plaza spanning Rock River with 255 parking spaces, properties on west side in City ownership, Ice Age Trail segment

Market Analysis: assets include employment anchors such as the courthouse, successful retail and dining. Identifies upper floors in need of updating, downtown lacks a large public open space to host program events and the value of the river has not been realized.

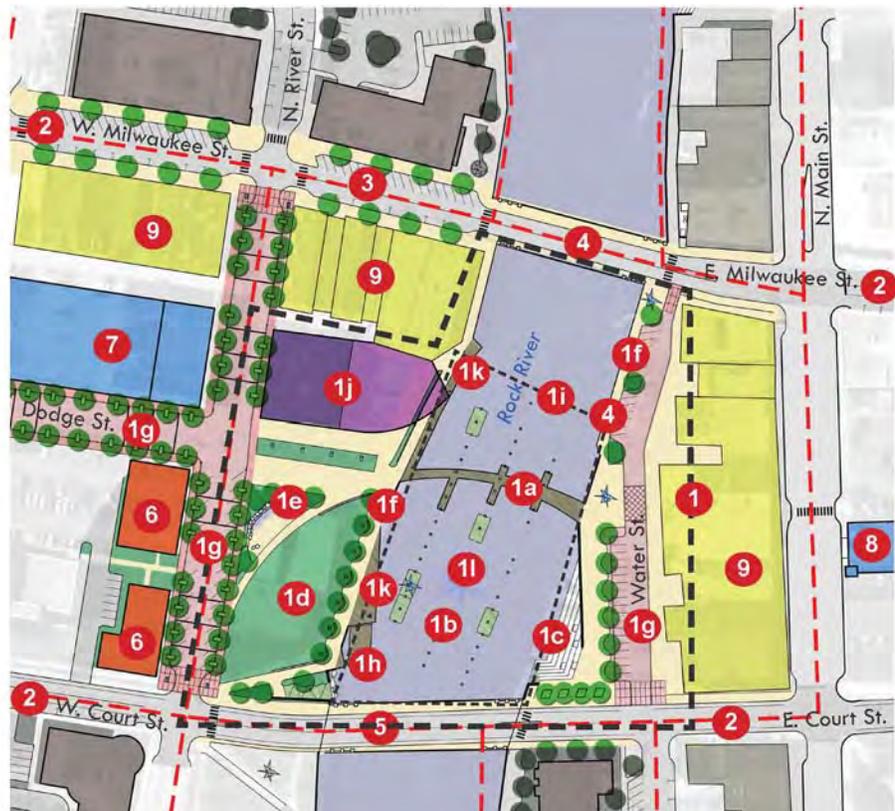
Environmental Analysis (more detail provided in Environmental Report):

- 55 S. River Street (former Plaza Furniture): Lead, Volatile Organic Compounds (VOCs), Polycyclic Aromatic Hydrocarbons (PAHs), Arsenic. Remedial actions needed if developed, including stockpiling and sampling
- 51 S. River Street (former Tracey Property): Phase 2 recommended. Unknown contaminants likely requiring remedial action

Recommendations: Remove Parking Plaza, Pedestrian bridge, river walk, Great Lawn, Water and River Streets converted to festival streets, convert Milwaukee Street to two way traffic, wider sidewalks, bridge improvements.

RECOMMENDATIONS

- 1 Town Square Boundary
- 1a Iconic pedestrian bridge
- 1b Some deck pillars remain
- 1c River steps
- 1d Great Lawn
- 1e Interactive water feature
- 1f River walk
- 1g Festival street
- 1h Floating dock
- 1i Parking deck removal
- 1j Signature civic building
- 1k Cantilever walk
- 1l Floating fountain
- 2 Conversion to 2-way street
- 3 Milwaukee Street Improvements
- 4 Milwaukee Street Bridge
- 5 Court Street Bridge
- 6 Mixed-use building
- 7 Proposed parking ramp with retail
- 8 Main Street parking ramp
- 9 Potential private improvements of existing buildings



CATALYST SITE 1: THE TOWN SQUARE

SUMMARY OF NEAR-TERM IMPLEMENTATION STEPS (MORE DETAIL PROVIDED IN FULL ARISE PLAN)			
Project	Description	Time Frame	Funding
Town Square Phase 1	Removal of parking deck and restoration of shoreline	2015-2016	CIP, TIF, EPA Grants, DNR Grants, WisDOT TAP, Community Development Investment Grant (CDIG), TIGER
Town Square Phase 2	Construction of Town Square elements on both sides of River	2018-2020	CIP, TIF, EPA Grants, DNR Grants, WisDOT TAP, Community Development Investment Grant (CDIG), TIGER
Milwaukee Street Bridge	Rehabilitate bridge including improved pedestrian accommodations	2015-2018	Federal Bridge Funding, CIP, WisDOT TAP
One-way to two-way conversion	Convert one-way Milwaukee and Court Streets to two way from Main to Academy	2015-2017	CIP, TIF, WisDOT TAP, TIGER
Milwaukee Street Reconstruction	Reconstruction from Main to High to create pedestrian friendly street	2018-2020	CIP, TIF, WisDOT TAP
Court Street Bridge	Aesthetic and pedestrian improvements	2018-2020	CIP, TIF, WisDOT TAP
Easement and Acquisitions	Secure real estate opportunities related to Catalyst Site 1	2018	CIP, DNR Stewardship Grants



EXECUTIVE SUMMARY

CATALYST SITE 2: THE FORMER ROCK COUNTY JAIL SITE

000-200 Block of South Water Street lies on the east bank of the river bounded by Court Street, South Water Street and Hedberg Public Library Parking Lot.

Existing Conditions: vacant privately owned lots, city parking lot, private commercial buildings, lack of convenient parking for Senior Center

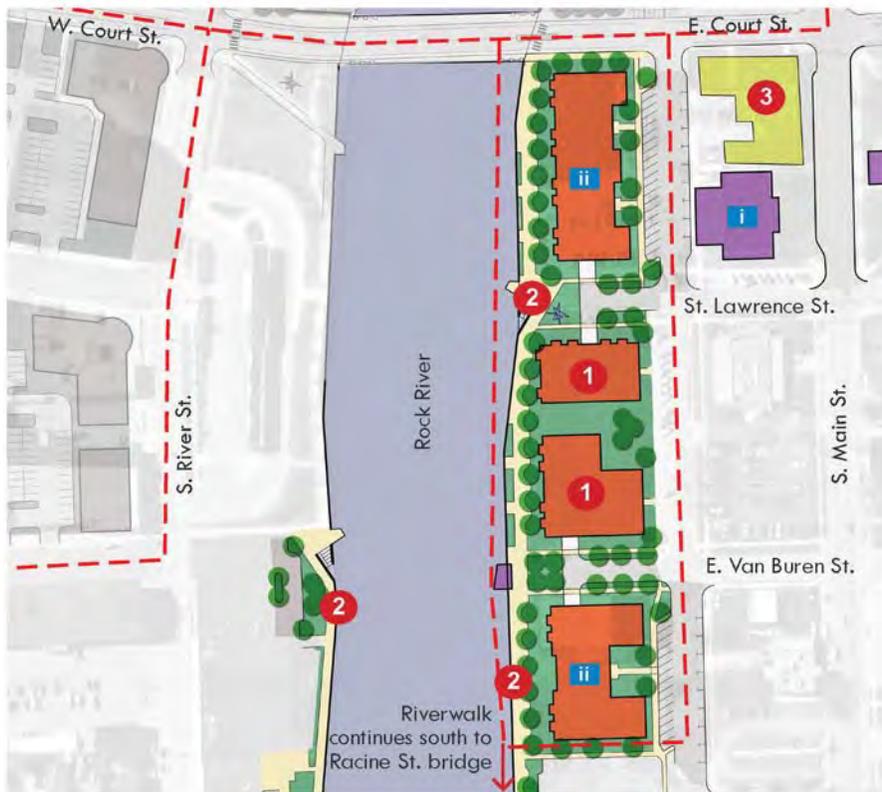
Market Analysis: between the Senior Center and Library, high value real estate for new multi-family housing.

Environmental Analysis (More Detail Provided in Environmental Report):

- Old Jail Site: Phase 2 investigation ongoing, development restriction in place
- Possible migration of contamination from Main St. Beverage, development restriction in place

Recommendations: New housing, riverwalk extension.

SUMMARY OF NEAR-TERM IMPLEMENTATION STEPS (MORE DETAIL PROVIDED IN FULL ARISE PLAN)			
Project	Description	Time Frame	Funding
Riverwalk	Complete riverwalk between Court and Racine bridges on both sides of river	2016-2018	CIP, TIF, WisDOT TAP, DNR
Easement and Acquisitions	Solicit development	2018-2020	TIF



CATALYST SITE 3: SOUTH TRAXLER PARK

Bounded by South Main Street, North River Street, West Milwaukee Street and West Court Street

This area lies on the east bank of the river bounded by Centerway (USH 51), North Parker Drive (USH 51) and Hyatt Street (Traxler Park). It is inclusive of 411 (former Adams Roofing) and 533 (Cole Electric) North Main Street.

Existing Conditions: divided by railroad with a narrow viaduct, under-utilized land uses, floodplain, historic City Ice Property.

Market Analysis: industrial and commercial uses, some with flooding problems.

Environmental Analysis (More Detail Provided in Environmental Report):

- MGP WP&L Coal Gas Site: Petroleum, PAHs, stockpiling & soil sampling required, remedial action likely
- Ridge Automotive: soil contamination, stockpiling & soil sampling required, remedial action likely
- Roschi Property: stockpiling & soil sampling required, remedial action likely
- Cole Electric: soil contamination, stockpiling & soil sampling required, remedial action likely
- Former Adam's Roofing: VOCs, PAHs, lead, mercury, selenium, cadmium, Tetrachloroethylene (TCE), lead, stockpiling & soil sampling required, remedial action needed
- Multiple other parcels with closed investigations that may require soil sampling at time of development

Recommendations:

Expand Traxler Park, realign Highway 51, extend trail, kayak launch, new mixed use development.

SUMMARY OF NEAR-TERM IMPLEMENTATION STEPS (MORE DETAIL PROVIDED IN FULL ARISE PLAN)

Project	Description	Time Frame	Funding
Riverwalk extension to Traxler Park	Extend east downtown riverwalk to Traxler Park	2014-2018	CIP, TIF, WisDOT TAP, DNR
Facilitate Redevelopment	Seek real estate opportunities related to long-term improvements	2015 onward	



EXECUTIVE SUMMARY

CATALYST SITE 4: NORTH MAIN STREET

The 000 to 300 blocks of North Main Street lie on the east bank of the river bounded by Centerway (USH 51), North Parker Drive, Pease Court, North Main Street and West Milwaukee Street.

Existing Conditions: office, retail, entertainment, and industrial uses turn their backs on the river, Firehouse Park, Volunteer Park, riverwalk, flooding issues

Market Analysis: proximity to nearby residential neighborhoods makes it a good candidate for future residential development, adaptive reuse of historic buildings, and recreational opportunities

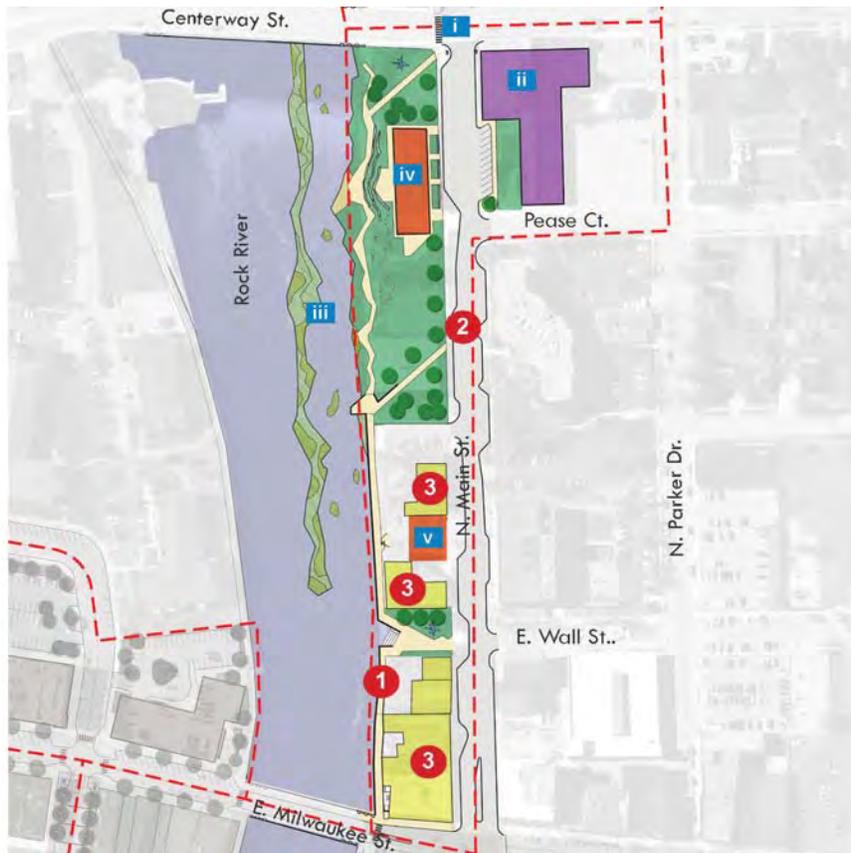
Environmental Analysis (More Detail Provided in Environmental Report):

- Gunther Property: Closed investigation with residual contamination requiring stockpiling and sampling at time of development, stockpiling & soil sampling required, remedial action needed

Recommendations:

Natural river bank to allow access to the Rock River, white water course & park, riverwalk improvements to address ADA accessibility and flooding, adaptive reuse of historic buildings, mixed-use development.

SUMMARY OF NEAR-TERM IMPLEMENTATION STEPS (MORE DETAIL PROVIDED IN FULL ARISE PLAN)			
Project	Description	Time Frame	Funding
East Riverwalk Improvements	Improve riverwalk from Centerway to Milwaukee Street to mitigate flooding and provide ADA accessibility	2014-2018	CIP, TIF, WisDOT TAP, DNR
Facilitate Redevelopment	Seek real estate opportunities related to long-term improvements	2015 onward	



NEAR-TERM ACTIONS

- 1 Riverwalk Improvements
- 2 Main St. Rehabilitation
- 3 Potential Private Improvements to Existing Buildings

LONG-TERM ACTIONS

- i Downtown entrance
- ii Adaptive Reuse
- iii White Water Course
- iv White Water Park with Shelter
- v Mixed-Use Building

CATALYST SITE 5: W. MILWAUKEE/N. RIVER STREETS

The 000 to 100 blocks of West Milwaukee Street are bounded by West Wall Street, the Rock River, West Milwaukee Street and North River Street.

Existing Conditions: West Milwaukee Street parking lot, Chase Bank with large single-use parking lot, Ice Age Trail

Market Analysis: Current use does not fully take advantage of site's potential value. Site is suitable for mixed use or commercial development overlooking the Rock River and better incorporates the Ice Age Trail.

Environmental Analysis (More Detail Provided in Environmental Report):

- Chase Bank Property: closed investigation with possible need to sample soil further during development
- River Terrace Apartments: adjacent site with past history

Recommendations:

Mixed-use development that embraces the Rock River and has shared parking, reconfiguration of W. Milwaukee and River Street to add angled parking, upgrade existing Ice Age Trail riverwalk to a 10ft. trail.

SUMMARY OF NEAR-TERM IMPLEMENTATION STEPS (MORE DETAIL PROVIDED IN FULL ARISE PLAN)			
Project	Description	Time Frame	Funding
Solicit development for City-owned parking lot	Take advantage of prime location in the commercial core for mixed-use development	2015 onward	



EXECUTIVE SUMMARY

CATALYST SITE 6: S. RIVER AND S. FRANKLIN STREETS

Catalyst Site 6: S. River and S. Franklin Streets

The 100 blocks of South River Street and South Franklin Street cover two city blocks and are bounded by West Court Street, River Street, Van Buren Street and South Franklin Street.

Existing Conditions: Office and industrial uses, historic Sampson Tractor/early General Motors site.

Market Analysis: Proximity to downtown and nearby residential neighborhood make it better suited to transitional land uses like mixed-use development or high density residential. Limited visual exposure and clustering of buildings make the area feel unsafe and thus do not allow it to reach its full market potential.

Environmental Analysis (More Detail Provided in Environmental Report):

- Cullen Property: Petroleum contamination that will require stockpiling & sampling and likely remedial action at time of development
- Mercy Health Systems: Petroleum contamination that will require stockpiling & sampling and likely remedial action at time of development
- Multiple adjacent brownfield sites

Recommendations:

Mixed-use development along River Street with views of the Rock River, high density residential facing Franklin Street, possible educational or corporate campus.

SUMMARY OF NEAR-TERM IMPLEMENTATION STEPS (MORE DETAIL PROVIDED IN FULL ARISE PLAN)			
Project	Description	Time Frame	Funding
Facilitate Redevelopment	Work with potential developers to facilitate private redevelopment as opportunities arise.	2015 onward	



LONG-TERM ACTIONS

- i** Mixed-Use Building
- ii** Housing

ARISE IMPLEMENTATION SUMMARY

ARISE strives to be a bold vision for downtown Janesville's long-term future that is solidly grounded in its community and driven by feasible action steps that will give it the best chance at success. The ARISE Strategy's goals and recommended revitalization approach have all enjoyed support from community, staff, elected officials, and the regional development community. Some of these goals are long-term visions which could take years to implement. Limitations on budget and time necessitate the development of a clear prioritization hierarchy which targets near-term actions and management strategies that will address the City's most immediate concerns, capitalize on market forces, and start downtown Janesville on the path to realizing its vision for a renewed downtown.

The PMT (Project Management Team)

Implementation of the ARISE Strategy will require a coordinated team effort that focuses on project coordination, communication, and proactive funding strategies. This project management team (PMT) will consist of city staff, elected officials, and downtown stakeholders. It will work to bring downtown businesses, property owners, and institutions together with city staff and elected officials to coordinate downtown redevelopment efforts.

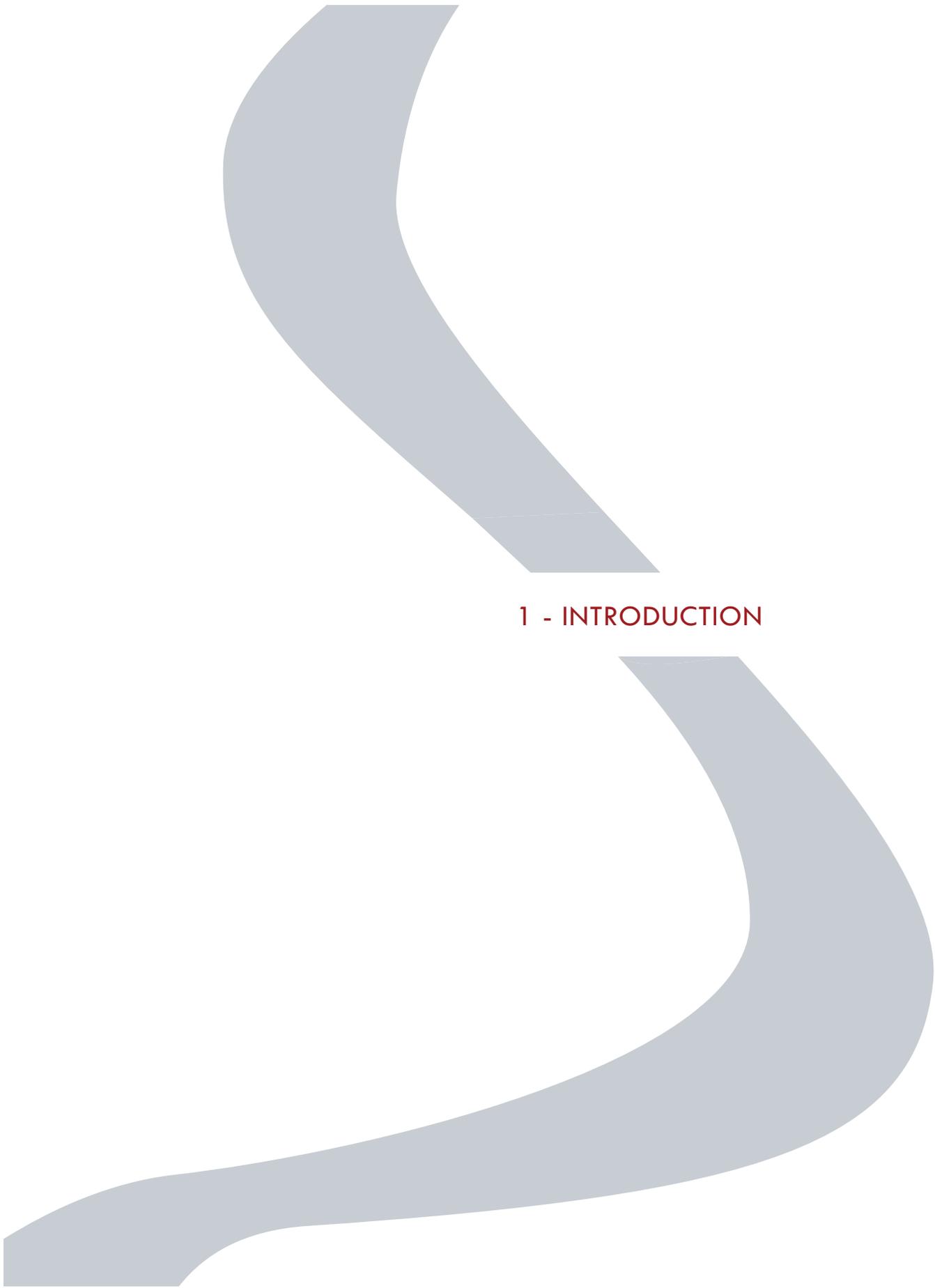
The PMT will be responsible for overseeing the project's implementation timeline. The role of the PMT will also include coordination with existing plans and program infrastructure needs, identification of funding, and communication with the community. In addition, the PMT will work with the downtown business community and elected officials to assess the benefits and costs for becoming a Wisconsin Main Street Community in order to gain access to new technical resources and potential funding sources.

The existing Downtown Revitalization Committee or DRC is representative of a cross section of downtown stakeholders, city staff and elected officials and has fulfilled this leadership role by advising on the ARISE Strategy's development. Continuing and formalizing their leadership in the implementation process is one option for forming a PMT and simultaneously maintaining project continuity. While the PMT will be responsible for coordination of funding sources, plan scheduling, and communication, responsibility falls to the City of Janesville staff to provide an agenda, timeline, and schedule for implementation and assure that the volunteer driven PMT remains focused and intact. The result of this focused coordination will be consistent momentum that continues to drive the project forward.

Desired Outcome

Concentrated redevelopment efforts spurred by removal of the parking deck in the Town Square are intended to create a core of excitement and activity in downtown Janesville that will attract private development. ARISE has proposed districts to organize this development into residential, entertainment, shopping, and business districts to maximize the positive impact this investment can have on the downtown. A market analysis demonstrated that the downtown's most acute demand is for higher-end downtown residential housing. Creating an inviting environment downtown will be critical to ensuring that this demand is successfully met.

This anticipated influx of businesses and people combined with coordination efforts from the PMT will drive the next phases of the ARISE Strategy and likely spur other side projects that are impossible to foresee. This strategy need not serve as a static picture of the future, but rather as a vision that drives Janesville's city officials, planners, developers, and citizens to keep moving forward toward a shared vision of a revitalized downtown. When details change, the intent is that the vision laid out by ARISE provides a core set of principles to guide decision-makers toward an outcome that prioritizes walkable streets, recreational amenities, revitalization of downtown, and celebration of the Rock River. Development projects that serve these goals will over time build on each other to reinvent Janesville's downtown.



1 - INTRODUCTION

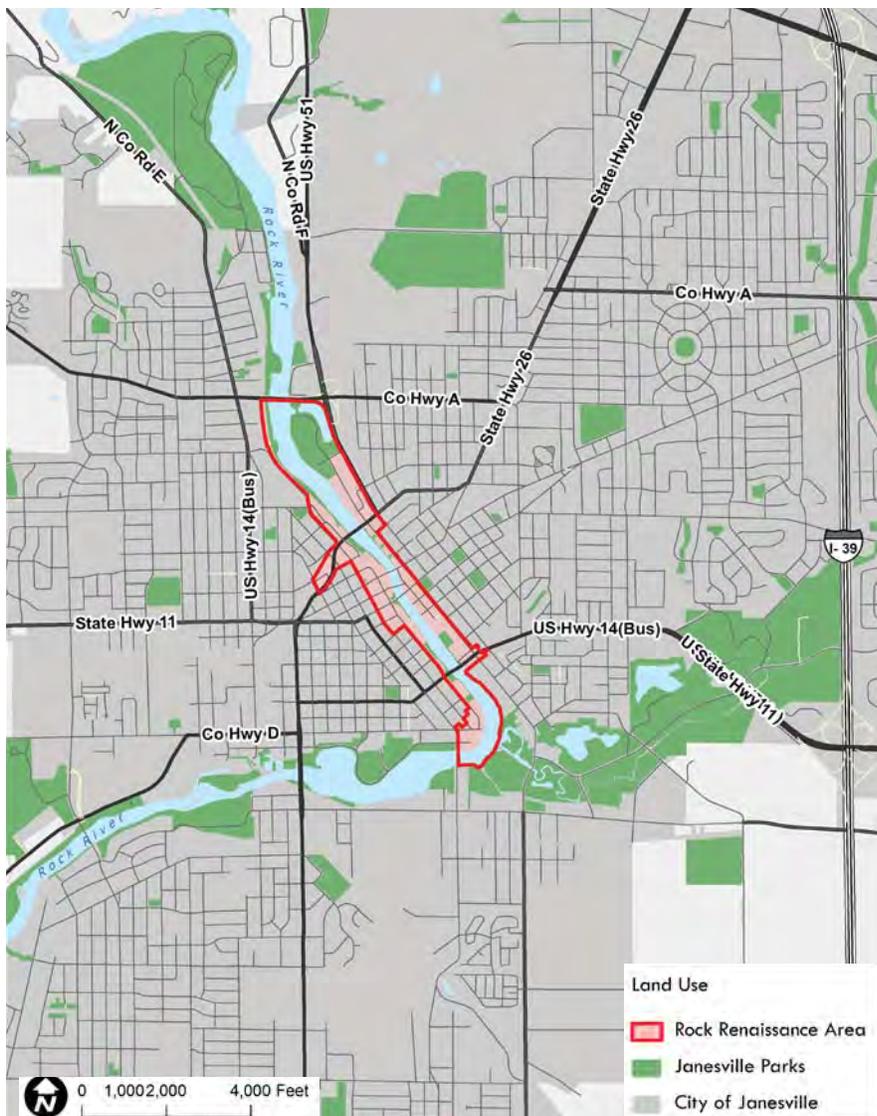
THE HISTORY OF THE ARISE PROJECT

The City of Janesville Wisconsin's Central Business District is the historic seat of Rock County and the present-day cross-roads of the Janesville Community. From the time the first settlers arrived on the banks of the Rock River in 1835 through the 19th and much of the 20th centuries Janesville established itself as the **heart of southern Wisconsin's industry and subsequently its community**. This was due in large part to Janesville's location on the Rock River, which provided the water power necessary to support its industrial growth and make the river the backbone of its downtown commercial center.

Over time Janesville's riverfront development began to turn its back on the river, which today is frequently lined with back doors and parking spaces. Fortunately the City was proactive in its approach to addressing the revitalization of the riverfront and authored a Riverfront Strategy Plan in 1998. In an effort to provide green space and sites for private redevelopment as prescribed in the plan, the City purchased riverfront properties throughout the community using a grant from the Janesville Foundation in 1999. Many of these sites are located in the **Rock Renaissance Area**, a 240 acre section of the City's central business district that spans both banks of the Rock River from the Memorial Drive Bridge south to the Jackson Street Bridge.

Past Planning Documents

- Janesville Riverfront Strategy (1998)
- City of Janesville Downtown Vision and Strategy (2007)
- City of Janesville Park and Open Space Plan (2008)
- City of Janesville Comprehensive Plan (2009)
- Downtown Janesville Parking Study (2013)
- (Re)Energize! Janesville (2014)



1 INTRODUCTION

THE HISTORY OF THE ARISE PROJECT

In the past decade Janesville's Central Business District has experienced a decline in employment and development interest that accelerated with the closure of the General Motors plant in 2008. **The City of Janesville responded with revitalization efforts** that included a series of visioning, strategy, and planning documents from 2007-2013. The City's 2007 Downtown Vision and Strategy as well as the City's 2009 Comprehensive Plan both highlighted the importance of Janesville's downtown area and adjoining neighborhoods as the geographic center of the city and the historic, cultural and entertainment heart of the community.

As the City investigated ways to re-invest in its downtown, it also explored the history and potential of the sites it purchased in 1999. **In 2011 Janesville increased its efforts to identify brownfield sites** and to work with the community to gain their understanding and support for clean-up efforts. Through this initiative contamination was found at several downtown sites.

In response, the City began working with the Wisconsin Department of Natural Resources to **identify the extent of contamination and develop a strategy for remediation**. A 2012 brownfields inventory conducted with funding from the USEPA Assessment grant as part of the City's Comprehensive Brownfields Program (CBP) revealed that nearly one-third of the downtown sites had one or more recognized environmental conditions. A significant percentage of these brownfield sites were located in the Rock Renaissance Area.

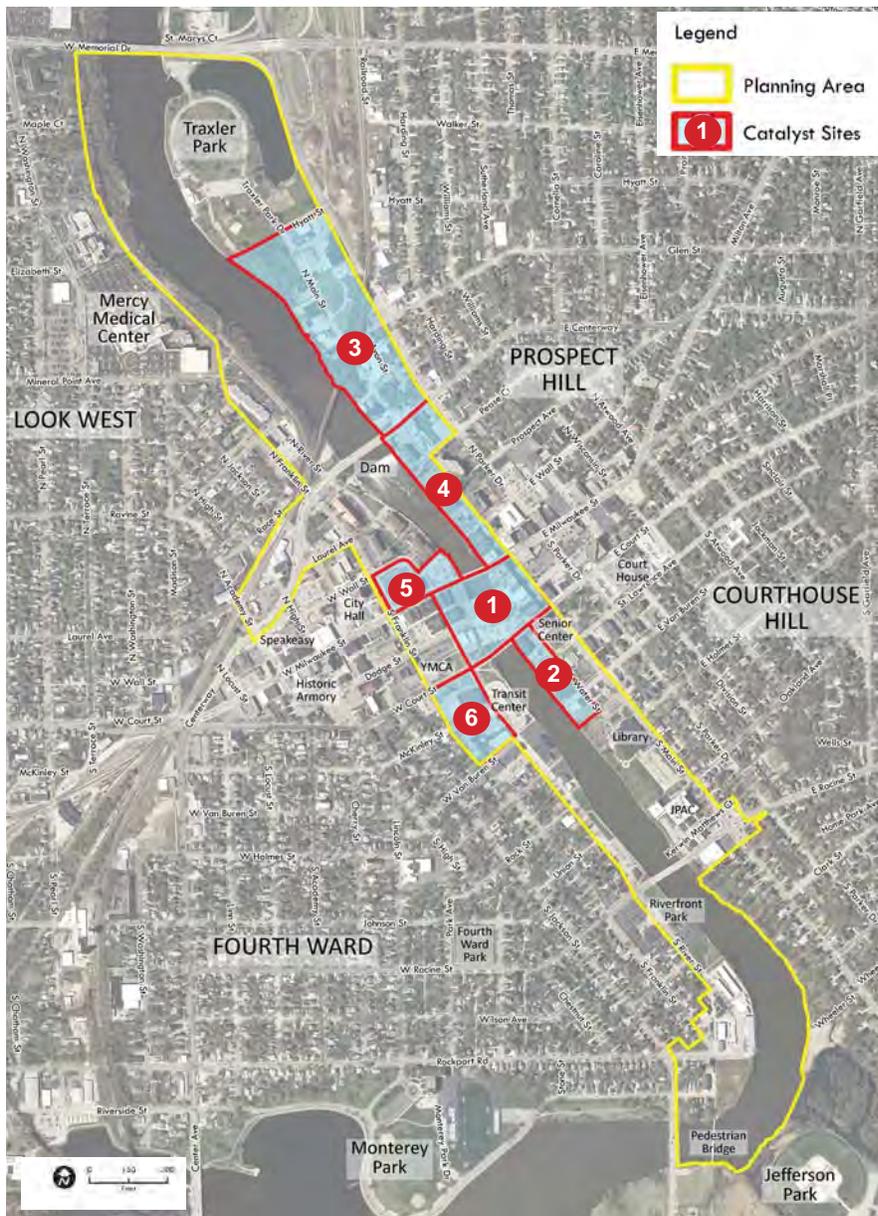


View of the Milwaukee Street Bridge looking west, 1882



A comparable view of the Milwaukee Street Bridge looking west, 2014

THE HISTORY OF THE ARISE PROJECT



A USEPA Brownfields Area-Wide Planning Program Grant

(TR – 00E01235 – 0) was awarded to facilitate site assessment, cleanup, and reuse of the brownfield sites identified within the Rock Renaissance Area. As a starting point for this effort the City identified 6 brownfield sites for rigorous study based on their location, cooperative ownership, and potential for redevelopment oriented toward community goals.

These sites are intended to serve as catalysts for redevelopment of the entire Rock Renaissance Area. They are centered in the core of downtown and radiate north and south along the Rock River from Traxler Park to just north of the Hedberg Library on the east bank of the Rock River and Van Buren St. on the west bank.

Catalyst sites' existing conditions and recommended strategies for redevelopment are discussed beginning on page 41. Action steps for implementation are discussed in Chapter 6: Implementation. Action steps for implementation are broken into near-term and long-term actions. Near-term actions should take place in the next five years, while long-term actions provide design ideas that should be incorporated into long-range planning efforts. These recommendations were developed as part of an overall framework plan for the Rock Renaissance Area ("Assets & Opportunities" on page 31).

Implementation of redevelopment strategies for the six catalyst sites will be critically important to ensuring the success of ARISE throughout downtown Janesville.



A former gas station and junkyard at 55 S River Street, in Catalyst Site 1

1 INTRODUCTION

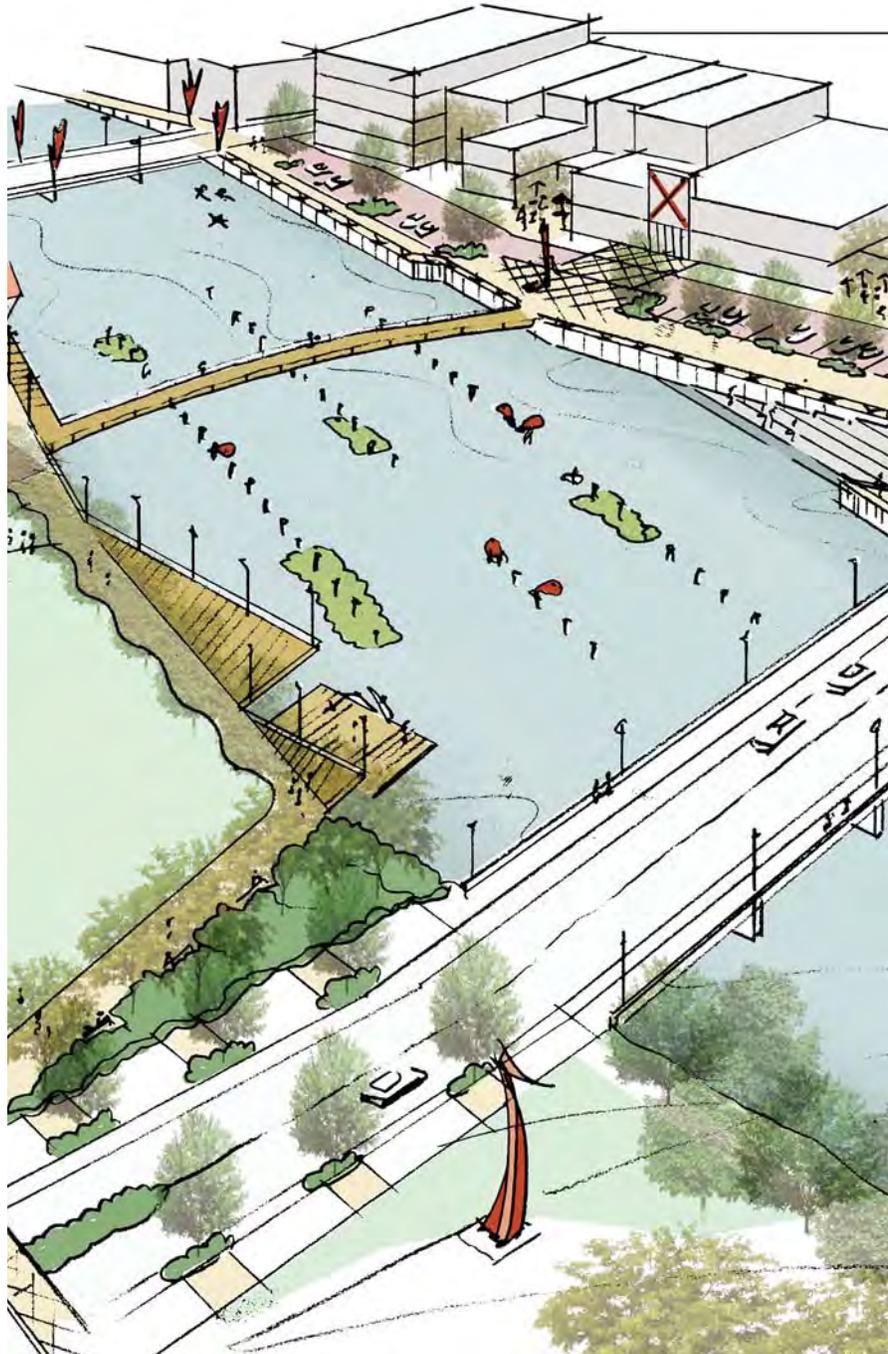
THE HISTORY OF THE ARISE PROJECT

To address the contamination issues facing Downtown Janesville, it is important that past and present community planning and redevelopment be considered in conjunction with rigorous site-scale solutions to contamination at each of the six catalyst sites.

The Rock Renaissance Redevelopment Area and Implementation Strategy (ARISE)

Detailed in this report is an initiative that uses the vision of past plans as a foundation and complements those plans with updated analysis and strategies that capitalize on Janesville's planning momentum and the city center assets of location, walkability, employment opportunity and historic river-edge setting.

Most importantly, ARISE provides detailed action steps that the City of Janesville and other public and private partners should take in future efforts to physically develop its priority sites in the downtown. The end result of this implementation strategy will be the beginning of a flourishing downtown and revitalized riverfront that together provide a healthy place for Janesville's community to gather, thrive and grow.



An early design drawing of the ARISE vision for downtown Janesville



2 - PLANNING PROCESS



PUBLIC INPUT

Proactively engaging the public in the design process has been a cornerstone of ARISE. Community involvement was critical to identifying neighborhood priorities that could be addressed through clean-up of brownfield sites. It also helped identify ways to connect existing assets that will be attractive to the people who are most likely to utilize these amenities.

Four public meetings, six meetings with the Downtown Redevelopment Committee (DRC), and a series of stakeholder meetings were held throughout the design process to give community members and stakeholders opportunities to contribute ideas and respond to concepts throughout the design process. A synopsis of each of these meetings is outlined below.

Public Meeting 1

The first public meeting on January 30, 2014 was held to provide an overview of the history of the Rock Renaissance study area and catalyst sites and to gain an understanding of the public's reactions to the project. 65 people attended the meeting and were presented with a brief overview of the area's history, the issues that led to the project, and an outline of the six catalyst sites to make sure all participants were operating with a similar understanding of key issues.

After the initial presentation participants were broken out into four groups of 15-20 people for a series of 20 minute discussions. Participants were encouraged not to debate the issues, but to provide quick responses describing their perception of the project without judging other participants. During the small group sessions participants moved between tables to complete a series of exercises designed to help the project team better understand the local community, their perceptions of downtown Janesville and expectations for the catalyst sites.

- The **"First Impressions"** exercise had groups brainstorm reasons why they live in Janesville, why they go downtown, and their first impression of the downtown's physical characteristics.
- The **"Areas of Affinity"** exercise had participants focus on things that they liked about downtown and record these items on a map.
- The **"Issues"** exercise focused participants on problems they perceive in the downtown area. These issues were also recorded on a map.
- The final **"Aspirations"** exercise had participants use maps and Legos to illustrate what they would like to see happen in Janesville's downtown.

Afterwards the large group reconvened to summarize what was learned from the small group sessions. Participants were also encouraged to visit the project website to stay up to date on the design team's progress. This approach gave the design team a wealth of information to draw on as they entered the first phase of their design work.



The "aspirations" exercise had public meeting participants record their desires for downtown on maps like the one shown above.

PUBLIC INPUT

Public Meeting 4

A fourth meeting was held on the evening of September 10, 2014 that was attended by about 17 people. This meeting began with an open house format similar to public meeting 3. Following the open house designers gave a presentation and a discussion that focused on the concept and action strategies for each of the catalyst sites.

DRC Meetings

The Downtown Redevelopment Committee (DRC) is a group of about 20 people from the Janesville community established prior to the start of ARISE. Members range from City Council members to local business and community leaders. The role of the DRC is to facilitate interaction with stakeholders, promote the project, be a liaison between the design team and the Janesville community, and provide guidance and feedback on designs and the results of public meetings.

The DRC met with the design team six times over the course of the project's schedule. Meetings were scheduled before and after public meetings to help the team prepare for the meetings as well as to debrief and guide the team's design focus after meetings had taken place.

Stakeholder Interviews

Three rounds of stakeholder meetings were conducted throughout the project. Property owners, stakeholders and agency representatives were individually interviewed in the first round of stakeholder meetings to discuss perceived project issues and opportunities. The second round of meetings consisted of reviewing the preferred concept plan with local real estate experts, developers and WI DNR staff to gain input on the plan's recommendations and feasibility. Once a draft plan was fully fleshed out, a meeting was held with city staff and State and Federal agencies to discussion partnership opportunities to implement the near-term action items and any concerns they had about ARISE.

Website

A website was maintained by SAA Design Group throughout the design process. The website provided an overview of the project's location and goals and was updated regularly with news and events as well as draft documents and meeting agendas. A public comment section on the website was provided to ensure that any interested community members could contribute their ideas to the project even if they were unable to attend the public meetings.

Meetings with City Staff and City Officials

The design team routinely met with City of Janesville staff to communicate their progress and ensure that public and staff expectations were well represented in the final implementation strategy. On July 7, 2014 a meeting was held with the Joint Plan Commission & City Council to receive their feedback on the preferred design concept. Early in 2015 the final draft of the document was presented for approval at a Plan Commission meeting & a City Council meeting.

The constant contact between design consultants, city staff and officials, and the public was intended to ensure that the resulting plan will be both feasible and exciting to the community, and thereby more likely to be implemented.



DRC meeting presentation



DRC meeting presentation

2 PLANNING PROCESS

GOALS & PRINCIPLES

Based on the outcomes of the first public meeting, stakeholder interviews, and input from the city, **four main goals were proposed for ARISE**. All design ideas explored as part of this project were measured against the standard set by these goals. If these goals are attained the project will also achieve its “**Desired Outcomes**”; a list of results that articulate how the goals will be manifested at the site and how it will be used by the surrounding community.

ARISE PROJECT GOALS

1. MAKE THE DOWNTOWN THE HEART OF THE COMMUNITY AND A FUN, VIBRANT AND HEALTHY PLACE TO LIVE, WORK AND VISIT FOR A WIDE SPECTRUM OF THE COMMUNITY
2. PRESERVE THE HISTORICAL CHARACTER AND AUTHENTICITY OF THE DOWNTOWN
3. CELEBRATE THE ROCK RIVER AS ONE OF JANESVILLE’S MOST VALUABLE ASSETS
4. FACILITATE NEW INVESTMENT AND REDEVELOPMENT WITH A MARKET DRIVEN AND ACTION ORIENTED STRATEGY

DESIRED OUTCOMES

1. THE DOWNTOWN AND RIVERFRONT ARE THE FIRST PLACES YOU GO WITH FRIENDS AND WITH VISITORS
2. THE COMMUNITY EMBRACES THE RIVER
3. LOCAL AND OUTSIDE INVESTMENT IS BEING MADE IN NEW BUSINESSES AND HOUSING
4. THE DOWNTOWN AND RIVERFRONT FEEL COMFORTABLE AND SAFE

GOALS & PRINCIPLES

GUIDING PRINCIPLES

1. DOWNTOWN NEEDS CLEAR MANAGEMENT TO FLOURISH
2. ESTABLISH A HEALTHY PLACE BY PUTTING PEOPLE'S NEEDS FIRST
3. CONSOLIDATE DOWNTOWN'S HISTORY, ARCHITECTURE, LAND USES AND RIVERFRONT TO MAKE A COHESIVE PLACE
4. CREATE GREAT STREETS AND PROGRAMMABLE PUBLIC SPACES
5. DESIGN A 21ST CENTURY RIVERFRONT THAT IS ACCESSIBLE AND ECOLOGICALLY FRIENDLY
6. DEVELOP A VARIETY OF PLACES AND ACTIVITIES ATTRACTIVE TO A WIDE RANGE OF USERS
7. MIX USES AND ENCOURAGE HIGH DENSITY DEVELOPMENT
8. CREATE HUMAN SCALE, WALKABILITY AND CONNECTIVITY
9. SHARE AND MANAGE PARKING
10. LEVERAGE PUBLIC AND PRIVATE PARTNERSHIPS

The “**Guiding Principles**” are the ideals the team adhered to so that the goals of ARISE would be achieved and its Desired Outcomes realized. This list of goals, outcomes, and principles was presented at each meeting with the public, stakeholders, and the city to ensure that everyone remained focused on the core values of the project.

2 PLANNING PROCESS

GOAL 1

MAKE THE DOWNTOWN THE HEART OF THE COMMUNITY AND A FUN, VIBRANT AND HEALTHY PLACE TO LIVE, WORK AND VISIT FOR A WIDE SPECTRUM OF THE COMMUNITY

Janesville already contains many of the ingredients necessary to create a vibrant city center. Nearby neighborhoods, historic architecture, and existing businesses and institutions are amenities that will provide the foundation for a renewed downtown.

While Janesville currently has the seeds of a great community, its scattered businesses, under-utilized river and existing buildings, vehicle-oriented streets and perceived parking shortage result in a downtown that falls short of its potential.

What downtown Janesville needs to unite its existing assets and solve pressing issues is a vision and identity for the downtown as a whole. Scattered businesses can be united through strategic location of new development and programmable public space to create a network of walkable destinations within the downtown framework.

These public spaces can also incorporate healthy features into the design such as trails to encourage walking and biking, elements that invite active play, and natural scenery to promote relaxation.

Public features and new businesses should ideally provide a mix of everyday necessities and comfortable places to relax for nearby residents and elements not already offered nearby that will capture the attention of new visitors who would not otherwise have ventured downtown.



GOAL 2

PRESERVE THE HISTORICAL CHARACTER AND AUTHENTICITY OF THE DOWNTOWN

Janesville's under-utilized historic architecture should be restored to become a foundational part of its new identity. Fortunately, current development trends favor a return to downtown working and living and place a high value on the revitalization of older buildings. This creates a wonderful opportunity for Janesville to restore its historic architecture and use it to strengthen its identity as a historic community. This will also help it to attract visitors from nearby suburban communities who lack walkable streetscapes and historic architecture in their own neighborhoods.

GOAL 3

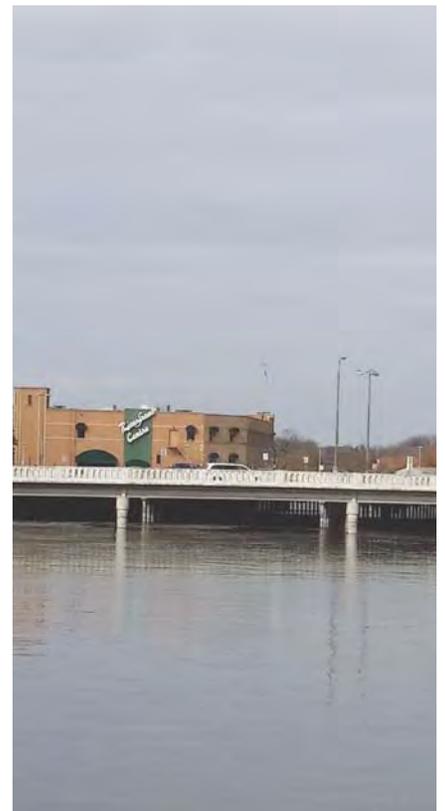
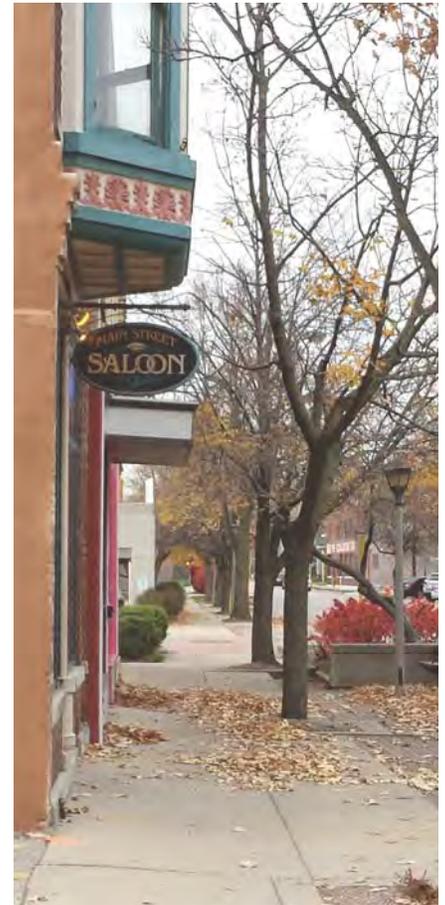
CELEBRATE THE ROCK RIVER AS ONE OF JANESVILLE'S MOST VALUABLE ASSETS

Attendees of ARISE public meetings expressed a desire to see the Rock River become an asset for downtown. This goodwill and appetite for change create an opportunity to promote access to the river and encourage new businesses and public projects to embrace the Rock River as the central hub of downtown activity. This 21st century riverfront can be ecologically sustainable, economically successful, and a cornerstone of Janesville's new identity.

GOAL 4

FACILITATE NEW INVESTMENT AND REDEVELOPMENT WITH A MARKET DRIVEN AND ACTION ORIENTED STRATEGY

Janesville has numerous assets which can be leveraged to increase investment and redevelopment. Strong employment centers, a low cost of living, and historic architecture are ingredients that could support an exceptionally strong housing market in comparison to the national average. However, the market study conducted for the ARISE project suggests that current housing options that offer traditional single family homes on the outskirts of town do not match the modern demand for upper-end, multi-family residences in the heart of downtown. This creates an immediate opportunity for financial growth generated by enticing developers to build new housing in the downtown and surrounding areas that meets this demand. The strong urban housing market also drives the opportunity to remediate brownfields in the heart of downtown rather than sprawling into nearby agricultural greenfields. Not only will the development itself provide a boost for Janesville's economy, but creating new downtown residences will drive demand for new local businesses and public spaces necessary to complete the picture of a revitalized downtown Janesville.





3 - AREA CONTEXT





Aerial photography of the Rock Renaissance Area

INTRODUCTION

It would be nearly impossible to develop an effective implementation plan for the six catalyst sites in the Rock Renaissance Area that achieve the goals of ARISE without considering their place within the surrounding area. This information helps catalyst site plans to capitalize on strengths and fill needs within the community. This section explores the complexity of development on a brownfield site and the present status of Janesville's neighborhoods, circulation patterns, streetscape, businesses, open spaces, public health, and riverfront as it relates to the potential for brownfield redevelopment and urban revitalization.

STREETSCAPE & ARCHITECTURE

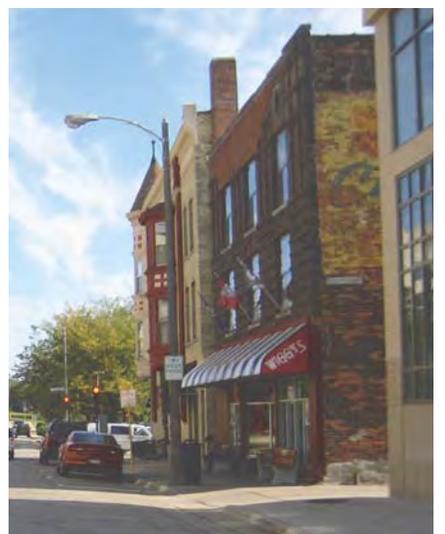
Since Janesville's downtown was largely built in the 19th century it already boasts **pedestrian scale streets and attractive historic architecture**. Many Janesville residents identify historic architecture as what draws them downtown and value its preservation. The City of Janesville also recognizes the value of its architecture and has prioritized its preservation on Milwaukee and Main Streets.

Today however much of the historic architecture in the downtown is in disrepair and many of its storefronts are vacant. While some see these buildings as an eyesore, they represent tremendous potential for Janesville to reinvent its downtown through redevelopment without sacrificing its historic character.

In the 20th century, streets were widened to make way for large one-way streets that favor car traffic over pedestrians and cyclists. These wide streets increase traffic speeds and limit pedestrian activity. Janesville City officials have recognized the need to make Janesville's streetscape more pedestrian friendly. The recently completed Marvin Roth Community Pavilion provides a large public space that activates the streetscape near Lower Courthouse Park. Streetscape improvements for Main Street have also been designed and construction is scheduled to begin in the summer of 2015.

Janesville's streetscape has a strong foundation of historic character upon which to build its new pedestrian experience. The setback and design of the architectural facades is geared more toward a pedestrian-friendly streetscape than most development in the 20th century. This makes the downtown well-suited for redevelopment that embraces "complete streets" with amenities for bicyclists and pedestrians as well as cars.

There is also an immediate demand for downtown housing that can drive the revitalization of historic architecture and the redevelopment of blighted brownfield sites. As jobs and residents return to Janesville **downtown real estate should become increasingly attractive for potential developers** and new residents due to its mix of historic districts and architecture with potential for modern mixed-use development.



Janesville's historic buildings and new public open spaces reflect its unique character

3 AREA CONTEXT

NEIGHBORHOODS

Neighborhoods

Four historic residential neighborhoods surround Janesville's core downtown. The Fourth Ward and Look West neighborhoods to the west of downtown are both historic districts containing residential architecture from the 19th century. The steep hills to the east of the Rock River made development more difficult, so these residential areas were developed in the early 20th century. The Prospect Hill Historic District is physically centered around St. Mary's Catholic Church on a hill northeast of the downtown center. The Courthouse Hill neighborhood lies to the south of Prospect Hill. It was built around the former Courthouse building which was razed in 1957.

The near east and west sides of Janesville are comprised of post-World War II residential development. Newer still is the outer ring of residential subdivisions which surrounds the city on all sides. Nearby communities within commuting distance for employment or entertainment in Janesville include Edgerton, Milton, Orfordville, Footville, and Beloit.

Since little housing is currently available at the center of downtown these neighborhoods will likely be a large portion of the customer base for any businesses that develop on Janesville's brownfield sites in the near future.

Neighborhoods near downtown Janesville could benefit directly from infill development within the downtown through access to new businesses, increased walking and biking opportunities, and possibly increased housing values. Some studies have shown that new housing or park development can increase home values in the immediate vicinity (Active Living Research 2010, McConnell & Wiley 2010, Sherer 2006).

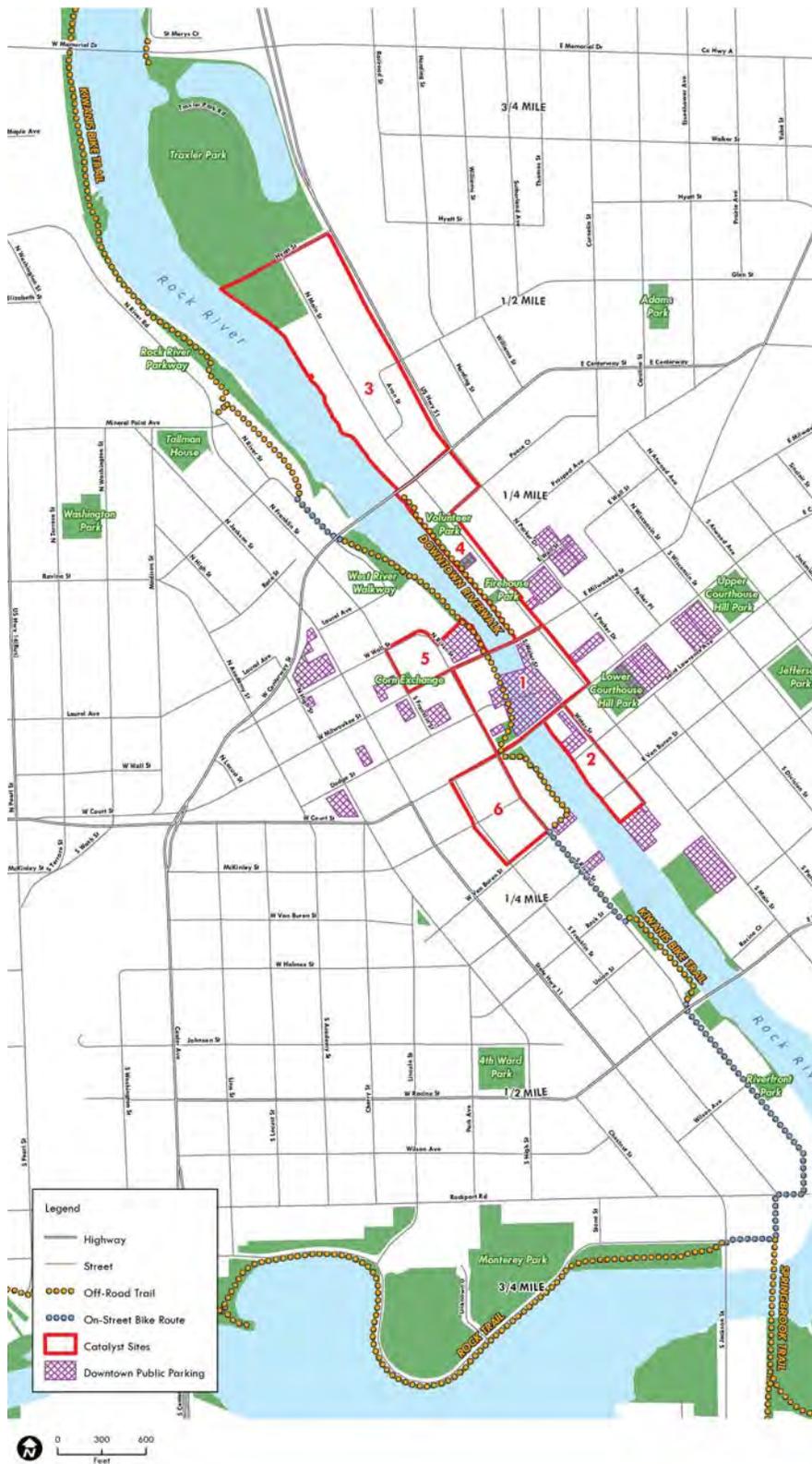


Housing architecture in Janesville's historic neighborhoods reflects its rich history



Newer development further from downtown demonstrates Janesville's on-going importance as a center for development and growth.

CIRCULATION



Court, Milwaukee, and Centerway Streets are the main arterial roads connecting to the core of downtown. Milwaukee and Court Streets were converted from two-way streets to one-way streets to improve traffic flow. While still walk-able, high speed traffic, no bike lanes, and a lack of pedestrian-scale amenities detract from the experience of walking or bicycling on these streets.

It is possible to walk downtown via sidewalks on both sides of streets that connect to the Central Business District. There are opportunities to expand Janesville's network of bicycle routes, particularly from east to west. Connecting all of the Riverwalk segments through new trails is another opportunity to enhance the downtown experience for pedestrians and cyclists.

Today most people who visit downtown Janesville travel by car. The Five Points Intersection on the west side and the intersection of Centerway and Milwaukee Streets on the east side are the main gateways to the downtown. Highways 26, 51 and Business Highway 14 are the primary thoroughfares connecting to outlying areas.

There is some concern that loss of the Dodge St. parking deck over the Rock River will create a parking scarcity downtown. **The 2013 parking study for the Central Business District found that after the plaza is removed the remaining supply of spaces will support 95% occupancy of downtown buildings.** Without the addition of new parking spaces visitors will be able to park within 400' of all buildings on the east side of the river and within 800' of buildings on the west side. Today, office, retail and restaurant space is only 75% leased and residential spaces are 69% leased, so this model allows for significant development that will be supported by convenient parking. Recommendations for parking replacement can be found on page 82.

3 AREA CONTEXT

BUSINESSES, INSTITUTIONS & EVENTS

Popular institutions such as the Janesville Performing Art Center, Hedberg Library, Senior Center, and YMCA are already downtown providing services to the community.

Other landmarks like the Tallman House, Court House and City Hall provide additional site-seeing destinations for individuals and organized historic walking tours.

Existing cultural events such as Aqua Jays water ski shows and a popular farmer's market draw visitors to the downtown from within Janesville and surrounding areas.

Downtown also contains a handful of **successful retail and entertainment businesses** able to attract people from greater Janesville and surrounding communities. This business district is centered on Main Street and Milwaukee Street. (Place Dynamics 2014) Large downtown employers like the City of Janesville, Rock County, and Mercy Health Systems are also drivers of the downtown economy and provide a population base for future commercial growth.

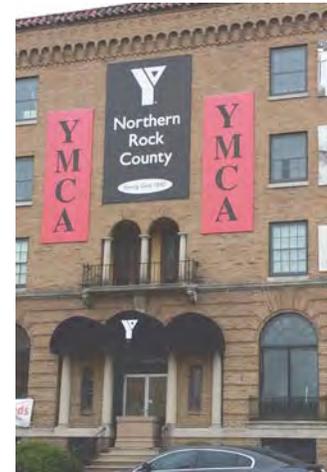
Many of downtown's businesses are geared toward outside visitors and entertainment, though a core group of business owners do cater to nearby residents. Kealey Pharmacy is one example of a successful downtown business that serves local residents.

Businesses like grocery stores that cater to the everyday needs of nearby residential communities are under-represented in the downtown.

The 2014 market study supports the enhancement of the specialty retail district on Milwaukee Street while also growing neighborhood retail activity in the downtown. (Place Dynamics 2014)



The Tallman House



The YMCA



The Janesville Performing Arts Center



The farmer's market



The Aqua Jays



The Armory

MARKET ANALYSIS



A historic building with an under-utilized storefront in downtown Janesville



Mixed-use development

A thorough market analysis is critical to the success of downtown revitalization planning. Grounding urban design in economic analysis gives designers the tools to generate revitalization strategies that are more likely to be implemented because they respond to immediate needs within a community.

The market analysis conducted as part of this report found that downtown Janesville lacks a coherent sense of place. Its existing land uses are not in line with both community and larger regional development trends. Interviews conducted with developers in the statewide redevelopment community consistently found that Janesville was viewed as “decrepit,” “old and tired”, or “abandoned.” Fortunately, downtown also has a great number of potential assets which can be used as the foundation for its redevelopment. Chief amongst these is the Rock River, whose assets could be pivotal to the success of revived entertainment and business districts within the downtown.

Creating a strong downtown entertainment or business district is a long-term strategy and will not provide an immediate driver for growth within the downtown region. **To spur short-term growth the market analysis found that Janesville should focus on building housing that responds to a desire for upper-end, multi-family rental and owner-occupied housing within the downtown core.** The full 44 page market analysis can be found in Appendix B.

3 AREA CONTEXT

RIVERFRONT



Riverwalk

The reach of the Rock River that runs through downtown is poised to become Janesville's heart. Until recently however it has been treated more as a liability. Businesses face away from the river rather than toward it. In fact some of the most high value real-estate in Janesville is along the River's edge, but it is presently being used primarily as parking. Since **developers don't currently view the river as the asset that it could be**, they are deterred from building by restrictions on development within the floodplain rather than enticed to build by the unique riverfront setting. ARISE examines multiple options for providing public space and reconstructing the river's edge to create a destination. This reconfiguration provides a tremendous opportunity to recapture the river's value as a scenic destination and encourage new business and real estate development.

The Rock River has experienced multiple flood events over the course of the past decade. The flooding has impacted the Aqua Jays Water Ski Team's ability to practice and host events like the National Show Ski Association Nationals competition, which was moved out of town in 2010 due to flood conditions on the river. The Janesville Area Convention & Visitors Bureau estimated that this cancellation alone cost the city approximately \$2.5 million in lost food, gas, and hospitality revenue.

Flooding has impacted downtown primarily on the Rock River's east bank. In 2008 the eastern riverwalk and portions of Main and Water Street were closed due to flooding, impacting businesses along this corridor due to lost revenue and flood damage.

This periodic flooding risk should be addressed during any hydraulic or hydrologic analyses that are completed as part of future development projects along the river. ARISE also recommends strategies for flood remediation as part of its recommendations for brownfield catalyst sites affected by flooding. Potential developers need to feel comfortable that businesses and open spaces built near the river will not be in jeopardy due to high flood waters.

A recent water quality study conducted as part of the (re)Energize Janesville plan found that the Rock River is safe for human contact and has **water of a higher quality than many other urban rivers** in terms of turbidity, nitrate levels, temperature, and conductivity. This finding contradicts the common perception of degraded water quality in the Rock River that must be overcome in order to fully embrace the river as an asset.

In parks like Traxler Park, where the riverbanks are gently sloping, people can be found fishing, picnicking, playing, or just walking along the water's edge. More opportunities for these types of activities would be welcome downtown. Presently the downtown reach of the river is bound by steep concrete banks that restrict physical access to the water. Limited access to the river makes it less likely that people will be willing to invest in its improvement or redevelopment. It also reduces opportunities for Janesville's citizens to engage in healthy activities like canoeing, kayaking, or even swimming. Restoring access to the river will help reactivate the downtown space and change the attitude surrounding the river from indifference to veneration.



2008 flooding of Main St.



2008 riverwalk flooding

PUBLIC OPEN SPACE



Volunteer Park



River Walk



Traxler Park

The City of Janesville's slogan is "Wisconsin's Park Place."

As the slogan suggests, Janesville is already host to a number of public outdoor spaces and events (See the map on page 36). Near downtown is Traxler Park, a large open space on the north end of downtown that routinely hosts water ski shows and other large events. A weekly summer Main Street entertainment concert series and other events are held at Lower Courthouse Park near the town's center.

Many of Janesville's large parks are located over a mile from the city's downtown center and are accessible primarily by car. If these open spaces were better connected to each other and to downtown through bike and pedestrian trails as well as other urban open spaces it would enhance the efficacy of the overall open space system.

For example, larger parks like Traxler Park and Monterey and Jeffris Park to the south could become more popular if a closed loop of off-road trails connected them to other smaller parks throughout Janesville.

Janesville is poised to take advantage of pedestrian traffic on a national trail system.

An existing river walk on the west bank of the Rock River connects to the Ice Age National Scenic Trail, making Janesville a potential way-point for a large population of trail users. This connection could be enhanced by closing gaps in the west bank trail system and extending the east bank trail system in both directions from downtown.

The heart of downtown would also benefit from a large outdoor event space that could host city-wide festivals, big-name musical acts, or popular theatrical performances. The popularity of smaller festivals and water ski shows suggest that there would likely be high attendance at larger events if a suitable venue were available.

3 AREA CONTEXT

BROWNFIELDS

What is a "brownfield"?

A brownfield site is defined by the United States Environmental Protection Agency as any real property, the expansion, redevelopment or reuse of which may be complicated by the presence or potential presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land.

Brownfield sites face both real and perceived barriers to redevelopment. Severely contaminated sites may pose a risk to human or environmental health, while less contaminated sites may only pose a risk if specific uses occur. However, abandoned and derelict structures on brownfield sites contribute to the appearance of blight, crime, and vagrancy in a community (USEPA 2012). **When well understood these sites can be revitalized and put back to work for their communities.**

In Wisconsin, WI DNR NR 720 Wisconsin Administrative Code governs soil contamination standards and remediation. NR 720 sets forth standards for protection of groundwater and for 'direct contact', meaning that a person can physically touch or inhale contaminated soil. WI DNR NR140 governs groundwater quality standards and remediation. It sets 'preventative action limits' and 'enforcement standards' that cap the allowable concentration of contaminants within groundwater. Sites with contamination that exceeds NR 720 standards or NR 140 enforcement standards will likely need to be remediated through containment or treatment of contamination issues. The exact numeric standard is dependent on the toxicity or carcinogenicity of a compound as well as current and/or future land use at a given site.

The variables of local regulations, often undocumented site conditions, and anticipated land use combine to create ambiguity for developers faced with building on a brownfield site. This uncertainty is further fueled by concerns about legal liability for site remediation, health impacts due to residual contamination, lack of funding, and complex regulations. (McCarthy 2002) Local government involvement in facilitating redevelopment can be pivotal to alleviating these concerns. **Local governments link knowledge of site conditions and community stakeholders with understanding of State and Federal government funding and resources.** (ICMA, N.D.) Programs like Janesville's Brownfields Program are critical to demonstrating local government commitment to support of the private redevelopment of brownfield sites.

Three main classes of chemicals have been observed at brownfield sites in Janesville. Petroleum Volatile Organic Compounds (PVOCs) have been found in the groundwater in select locations (see Appendix A). Polycyclic Aromatic Hydrocarbons (PAHs) are often found in soils on sites which historically housed underground storage tanks for petroleum products. Most of the catalyst sites with a history of contamination dealt with some form of petroleum product (PVOC or PAH). Resource Conservation and Recovery Act (RCRA) metals are heavy metals that are regulated by the EPA as hazardous waste if they may leach concentrations of metals that may be harmful to human health or the environment. The only catalyst site with known potentially hazardous waste is 55 South River Street at Catalyst Site 1, which has documented levels of lead that exceed NR 720 standards.

55 South River Street in Catalyst Site 1 and Adam's Roofing in Catalyst Site 3 are both open WI DNR sites with completed phase II environmental site assessments. **Many other brownfield sites located within catalyst areas are closed, meaning that they require no further remediation in their present condition.** However, some of these sites still contain contaminated soil or groundwater that may need to be remediated if it is disturbed by new development. Other sites have not been sufficiently studied to determine if their contamination levels will impact development. Expectations for individual site impacts can be found in Sections 5, 6 and Appendix A of this report.

PUBLIC HEALTH

Improving Janesville's brownfield sites has the potential to act as a catalyst for improving quality of life and health for Janesville's citizens. In 2013 Rock County ranked 62 out of the 72 counties in Wisconsin in health factors such as clinical care, healthy behaviors, social and economic factors, and physical environment (Lovaas 2014). The Rock Renaissance Area specifically has higher than average rates of poverty, obesity, smoking, and fast food restaurants combined with lower than average physical activity and access to healthy food (Lovaas 2014). Increasing access to open space and trails as well as neighborhood businesses like grocery stores could help give more Janesville residents the tools they need to lead healthy active lives.

Walkability

Places with a variety of desirable spaces to walk, run, and bike decrease sedentary behavior and contribute to lowered risk for obesity, diabetes, and heart disease. Janesville's downtown businesses, neighborhood sidewalks, and close proximity to other trails and parks create a foundation upon which a highly walkable community can be built.

In Rock County 23% of adults over 20 reported that they were not physically active during their leisure time in 2013 (Lovaas 2014). A more cohesive network of trails that lead to desirable recreational and entertainment destinations will increase the likelihood that people in Janesville will increase their physical activity.

Healthy Community Spaces

Brownfields can create the appearance of blight that detracts from the experience of walking in neighborhoods with multiple vacant brownfield sites. Re-use of these brownfield sites as open spaces, businesses, or residences helps make these spaces attractive for walking. Developing brownfield sites and erasing blight deters criminal behavior and reduces the perceived or actual risk to pedestrians.

Contaminant Remediation

While most brownfield sites are only hazardous to people who come into frequent contact with the site's soil or contaminated structures, some brownfield sites can increase nearby residents' exposure to contaminants such as petroleum by-products, lead, and asbestos. Contaminants which enter the groundwater supply may leach out of brownfield sites and contaminate other sites or the Rock River. Unoccupied brownfields can also be physical hazards due to structural disrepair and the resulting increased risk of fire. Remediation of brownfield sites through treatment or containment of contaminants is important to ensure that the community is not exposed to these health risks.

Psychological Benefits

The benefits of revitalized landscapes and connected amenities extend beyond physiological and environmental factors. Social connectedness that stems from cohesive walkable neighborhoods is associated with lowered blood pressure, improved immune response, and lower levels of stress hormones.

Nature in the city also contributes to increased mental alertness and lowered stress levels. Exposure to natural settings in hospitals, for example, has been shown to increase the rate of healing for patients compared to those that were only exposed to the built environment. In general, studies that look at the effect of natural views on human test subjects report feelings of well-being, reduced stress, and higher levels of concentration and attention (Blue, 2014).



Removal of lead paint reduces health risks



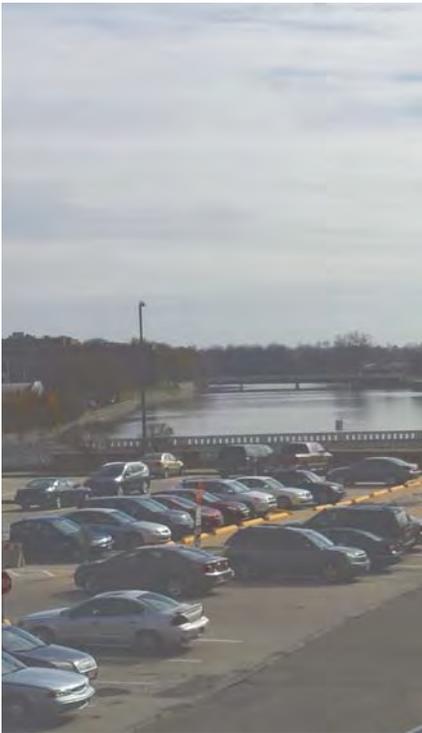
Phoenix Park IN Eau Claire, WI is a revitalized brownfield site that brings value to its community



More information on the health of Janesville's community can be found in the 2014 report **(Re) Energize! Janesville**

3 AREA CONTEXT

OPPORTUNITY FOR CONNECTION



Improvements to the riverfront provide a key opportunity to create a central downtown attraction



Revitalization of vacant buildings will connect existing businesses into a vibrant downtown

Janesville currently has the seeds of a great community, though many of its assets are under-utilized. Its river, business, and parks would all benefit from increased connection to each other and to regional amenities.

Filling vacant storefronts would create a unified central and entertainment business district that would have more attraction for visitors than existing individual businesses can generate on their own. Similarly, filling upper floors of existing businesses with residential development will help connect these businesses to a new base of customers.

Creation of more pedestrian oriented walkways that link desirable destinations would encourage visitors to amble between businesses, meaning that they spend more time and ultimately more money when they visit downtown.

Connecting individual parks with a series of smaller open spaces and trails will help them function as an interconnected network of green spaces that would promote visitation and exploration while at the same time increasing opportunities for healthy recreation.

Finally, focusing development on the Rock River will help it to shift from a dividing line through the downtown to a central axis for the downtown's business and recreational amenities.

One of the main reasons the downtown's assets are under-performing is that they are not linked together as part of a larger identity. The Project for Public Spaces explains this phenomenon through a concept called the Power of 10. (Project for Public Spaces, 2014) This idea suggests that to be successful, a neighborhood should have at least 10 different destinations, each offering at least 10 things to do. Right now all of downtown Janesville's 'things to do' are operating as their own 'place' in a vehicular orientated environment rather than a walkable, pedestrian-friendly downtown. **When existing places are connected by new public spaces, all of downtown's activities start to feel like one neighborhood** with 10 or more places that have things to do. Essentially, this concept boils down to a whole being greater than the sum of its parts.



4 - FRAMEWORK



ASSETS & OPPORTUNITIES

Assets*Physical*

- River edge
- Easily accessible
- Architecture character
- Retail & entertainment
- Cultural
- Employment centers
- Neighborhoods
- Visitation generators

Non-Physical

- Events
- Friendly people
- Desire for change

Opportunities

- Redefine the river edge
- Enhance connectivity
- Programmable public space intermixed with new development
- Incorporate health benefits into design
- Create a destination to capture more visitation
- Strengthen identity

The area context for Janesville helps to paint a picture of Janesville's assets and opportunities for change. Each of the goals for ARISE stem from these assets and opportunities. The desire for change and goodwill of Janesville's citizens, the presence of important historical features like the Rock River and historic architecture, the opportunity for change provided by grant funding for brownfield remediation and an economy poised for immediate growth in the housing market are the driving assets that will make this revitalization strategy possible.

In part, "areas of affinity" identified during the public process were viewed as assets during the design process. Assets are elements of downtown which are presently available and are viewed favorably by the community. Physical assets can include amenities like recreational and cultural facilities, commercial centers, the Rock River, bike trails, and buildings. Other more intangible assets include a community with friendly people, programmed events, a central location, and a safe environment.

"Issues" identified at public meetings were used to help identify opportunities, which are ways to turn issues that are negatively impacting the downtown into catalysts for improvement. Using opportunities, designers knit assets and issues together into a stronger urban fabric that is greater than the sum of its parts. (Project for Public Spaces, 2014) In Janesville some of these tangible and intangible assets are being utilized now, while others are currently not reaching their full potential.

Mapping Assets & Opportunities

A foundational component of the ARISE design process was to create a **map of the downtown area's existing conditions.**

Assets and opportunities identified in the first public meeting were mapped to help the team locate places where existing assets could be connected and enhanced using new design and development. For example, land use was mapped to distinguish employment centers, commercial areas, existing neighborhoods and existing regional parks.

The spatial configuration of existing features was used to inform the proposed locations of improved and new entertainment and arts & culture districts as well as places for redevelopment of commercial buildings and new Riverview Residential areas.

Based on the information compiled in these mapping exercises and on review of past planning documents **the team developed a framework plan** that summarized the framework components and showed how catalyst sites could help **connect existing assets using pedestrian and bike circulation, public space, new river-oriented development, and redevelopment.**

4 FRAMEWORK

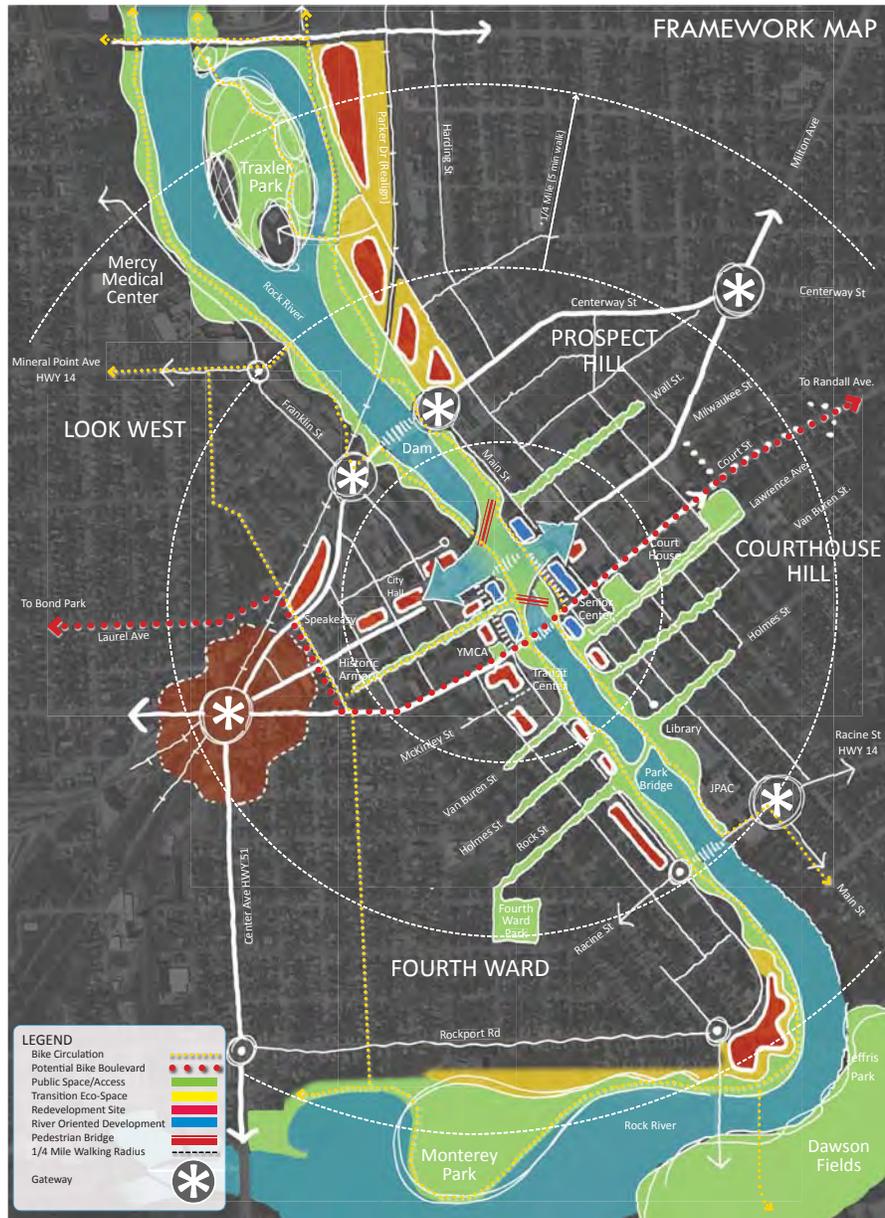
OVERVIEW

Reconnected Resources

The Framework for ARISE combines revitalization of historic buildings, strategic addition of public open space and new development, and a thoughtfully interconnected system of trails and walks to create a network of places that begins to function as a whole.

This system will strengthen existing businesses and institutions just as it strengthens the City of Janesville. Rather than just going downtown to see the Aqua Jays, work out at the YMCA, or see a show at the Performing Arts Center, people will start planning trips to Janesville just to explore and spend the day shopping or kayaking. The Power of 10 Principle suggests that with enough of these 'things to do' downtown Janesville itself can become a destination.

Similarly, people may not just choose to locate in Janesville because of their job. They might instead seek it out simply because it is a great place to live.



SENSE OF PLACE

Streetscape & Architecture

Overall, the downtown needs to become friendlier to pedestrians and cyclists. The street should become an extension of adjacent open spaces and shops. It should provide ample space for bike lanes and parking as well as outdoor shopping or cafes that fill the space with activity. To make pedestrians and cyclists comfortable, traffic calming measures need to be taken to make the street feel safer and less noisy. Coupled with wider sidewalks and pedestrian-scale features like wayfinding signs, planting, and benches, these improvements make the experience of strolling through the downtown much more enjoyable. This, in turn, invites residents to make walking down the street a part of their everyday routine or a pleasant way to spend an afternoon. Higher pedestrian traffic will also encourage patronage of downtown businesses, all of which contributes to a more vibrant streetscape.

As previously mentioned, Janesville's historic architecture is an asset which will infuse the downtown's new streetscape with a sense of history and authenticity. Buildings that are in disrepair should be rehabilitated, ideally through attraction of private developers. New development in the downtown does not need to replicate historic architecture, but care should be taken to ensure that it harmonizes with historic architecture and maintains a pedestrian-scale façade.

Neighborhoods

Existing neighborhoods outside of downtown Janesville will benefit from improved bicycle and pedestrian circulation to the downtown. Efforts to encourage new business development will serve nearby residents by providing them with more options for purchasing everyday essentials as well as more recreational and entertainment activities.

In addition to providing for existing residents, ARISE proposes to give the downtown its own identity as a modern, urban neighborhood. New mixed-use and multi-family development proposed at catalyst sites and elsewhere downtown will turn the present day disorganized assortment of land uses into a cohesive place with a wide variety of businesses. The market analysis conducted in 2014 demonstrated that there is a strong demand for market rate and high end downtown housing in Janesville. Capitalizing on this demand and cultivating a downtown neighborhood will be key to the new identity ARISE strives to create.

Recommendations

- Encourage new development that serves nearby residents as well as visitors
- Create urban mixed-use neighborhoods within the downtown



An activated streetscape

4 FRAMEWORK

BALANCED CONNECTIVITY

Recommendations

- Remove the Dodge Street parking deck and provide compensatory parking
- Improve circulation routes for cyclists and pedestrians
- Create a continuous river walk

Circulation

Circulation was analyzed on both the East-West and North-South axes. No new vehicular routes were deemed necessary based on review of existing routes. Major vehicular circulation on the North-South axis is provided along Highway 51, which serves as a gateway to the downtown. East to west through traffic is encouraged to use Centerway Street across the Centerway Street Bridge which connects with Business Highway 14. Milwaukee Street and Court Street will become primary routes for people traveling to downtown.

Removal of the parking deck will require new compensatory parking to be installed nearby in the downtown. New parking locations should strive to balance ease and convenience of location with sensitivity to the aesthetic of the street and open spaces. These locations are discussed in more detail in the Parking Recommendations section of this report (page 82).

The framework also looks for ways to enhance bicycle and pedestrian connectivity to and within the downtown. New proposed bike routes extend north and south along the river and Academy St. as well as east and west along Court St.

Overall, downtown streets need to provide more than a means to move cars. Streets are the major linear open spaces that connect destinations in the downtown. As such they should be designed so their use is enjoyable for people in vehicles, on bikes, and walking along the sidewalk.

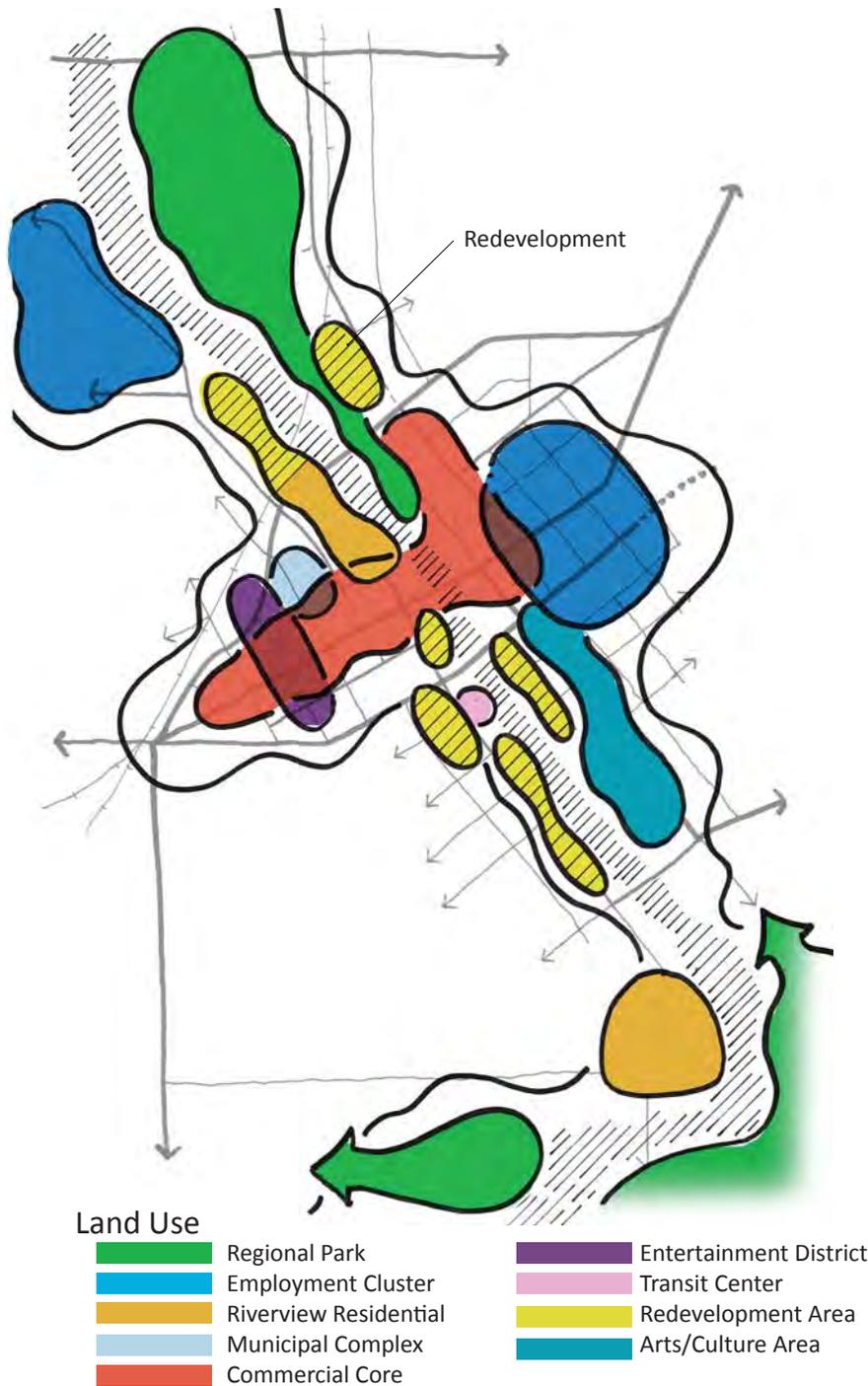


Balanced Connectivity

- Major Circulation E-W
- Minor Circulation E-W
- Major Circulation N-S
- Minor Circulation N-S
- Grand Boulevard
- Enhanced Bike Route
- Bike Route Continuity

CIRCULATION MAP

LAND USE



LAND USE MAP

Recommendations

- Provide amenities for bicyclists and pedestrians
- Redevelop historic architecture
- Consolidate land use into districts
- Connect existing businesses with more and better open space corridors and infill with new businesses.

Businesses, Institutions & Events

Attracting high density residential development for downtown coupled with creation of new public space creates a customer base to revitalize existing businesses and attract new ones. Existing storefronts and vacant brownfields should be filled with new businesses, mixed-use development, or multi-family residential areas. These uses will be organized into “districts” that concentrate similar uses in a single area.

Downtown employment centers will be focused around the Court House on the river’s east bank and Mercy Medical Center on the west bank. A commercial core along Milwaukee Street will focus on retail, with restaurants concentrated at its west end in the Main St. Entertainment District. These streets will become the main destination in the downtown for an afternoon of antique shopping or just running a few quick errands.

The existing Performing Arts Center and Hedberg Library will form the foundation for an arts & culture district on the river’s east side. New Riverview Residential areas will be located just north of Milwaukee Street and at the south end of South River Street pockets of residential and commercial redevelopment will run north and south along the river, uniting major destinations into a single contiguous place.

4 FRAMEWORK

PUBLIC OPEN SPACE / ACCESS

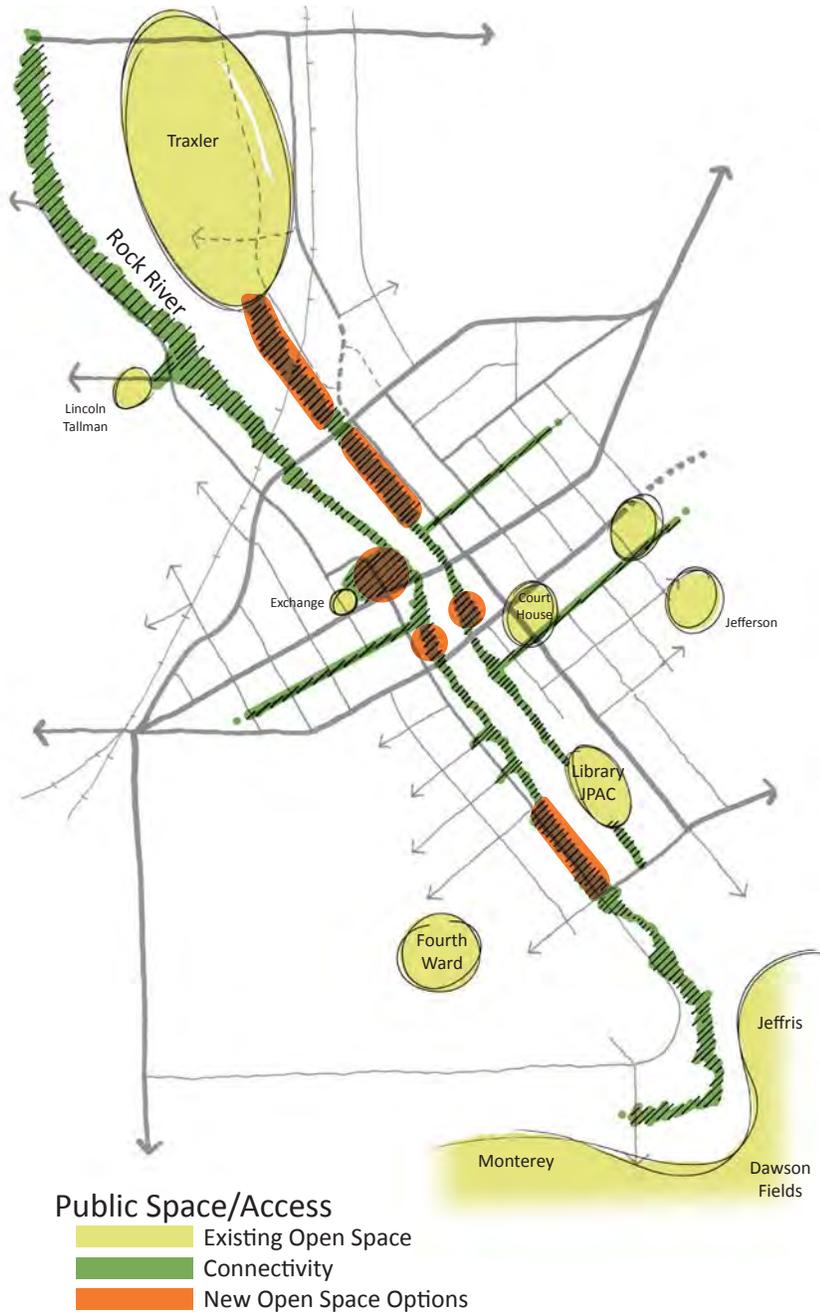
Public Open Space

Existing and proposed public space and access were mapped to identify the locations where public space could be leveraged to capitalize on existing site features and connect existing assets. Traxler Park, the library, and Dawson Fields are examples of existing open space nodes. The design team then looked for places to propose connectivity or new open space between these parcels.

A large portion of the public space proposed by ARISE will focus on uniting open space nodes using a combination of riverwalks and pedestrian-oriented streetscapes. Existing institutions will be better connected to each other and to new businesses through improved trail systems and streets. This system will also connect them to new and existing parks, creating opportunities for expanded programming.

This network of interconnected trail loops provides visitors with more options for places to exercise, relax, and go about their day-to-day lives. In this way whether land is publicly or privately owned the entire downtown starts to feel like a public open space that belongs to the entire community.

New green space connections also create opportunities to introduce stormwater best management practices into downtown Janesville. Planted stormwater management solutions like bioswales can enhance the beauty of a site's open space while slowing and treating stormwater. Widespread implementation of these features will help improve the water quality in the Rock River, making it an even more desirable asset for Janesville's citizens.



PUBLIC SPACE MAP

PUBLIC OPEN SPACE / ACCESS

Riverfront

Much of the public space proposed by ARISE is oriented toward the river. The removal of the Dodge St. parking deck will make the river a more attractive place to spend time. Continuous walks along the river's edge will activate the river with people. Large public open spaces and river access will create reasons to come downtown and enjoy the river. This newly populated river space will invite business and housing redevelopment projects to orient themselves toward the river to take advantage of its scenic beauty.

For the river's edge to be occupied successfully, flooding will have to be addressed. One of the easiest ways to plan for flooding is to only develop riverfront property in ways that won't be damaged by flooding, such as open space. These open spaces can also provide recreational activities like walking trails and seating near the water's edge. These areas may be temporarily unusable due to flooding but in the long term they will not be damaged. Compensatory storage designated to accept flood waters enables other programmed places to remain dry.

When allowing the river to expand horizontally is not an option it is also possible to build up. In more densely developed portions of the river at the heart of downtown, river walls can be elevated to keep the river from breaching its course and flooding the trail. Even three extra feet of storage could, in some places, be enough to prevent the river from flooding.

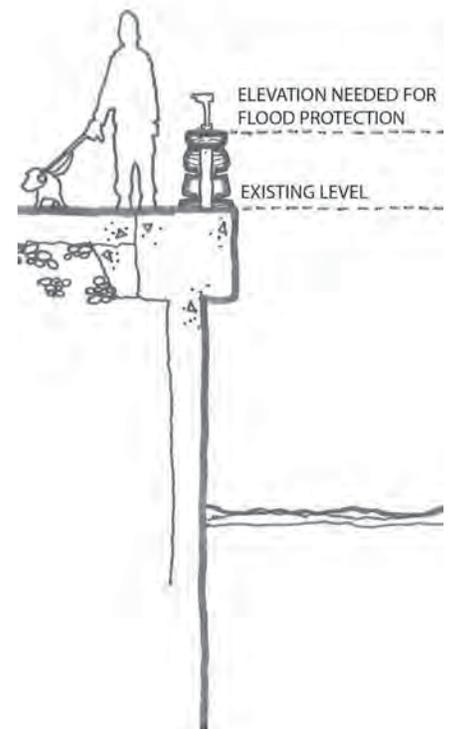
Direct and indirect river access will be provided. When conditions allow gently sloping banks with soft edges will provide easy direct access to the river. In the south portion of the project area the river's edge will be a "hard" river walk that is elevated above the river to provide a nice aesthetic vantage point and protect the trail from flooding. Steps to the river will be provided at multiple locations along the river walk to provide "transitional" edges that offer further opportunities for water access.



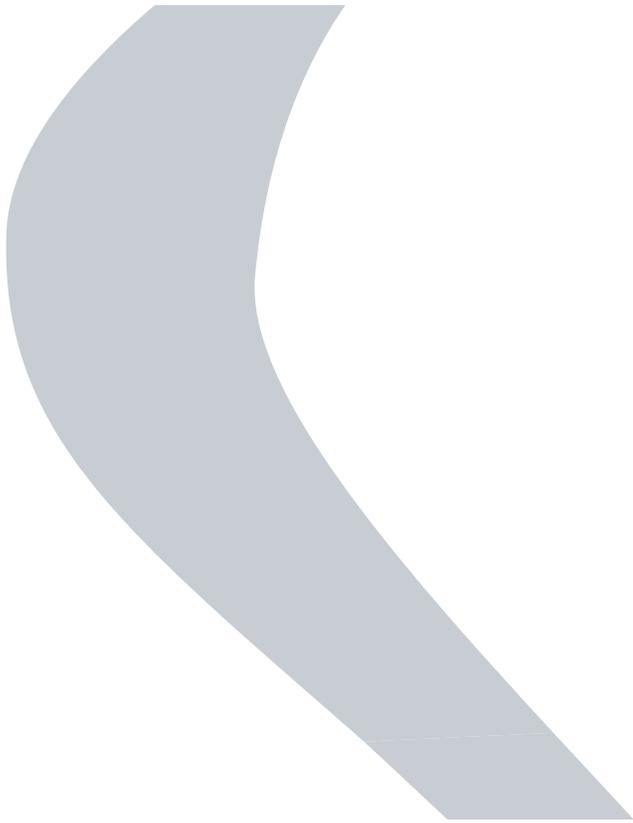
The existing parking deck blocks views of the Rock River

Recommendations

- Connect existing and new open spaces with corridors of public space
- Activate the riverfront
- Develop a diverse assortment of public spaces
- Create a continuous riverwalk with multiple opportunities to interact with the Rock River
- Control flooding through the allocation of new public space and redesign of existing walks along the River's edge.



River Wall Conceptual Diagram



5 - REDEVELOPMENT RECOMMENDATIONS



OVERVIEW

The six catalyst sites identified by the City of Janesville are the heart of the framework plan. The goals and principles of ARISE and the large gestures identified in the framework plan cannot be realized without an on-the-ground understanding of how these ideas will be manifested at discrete development sites.

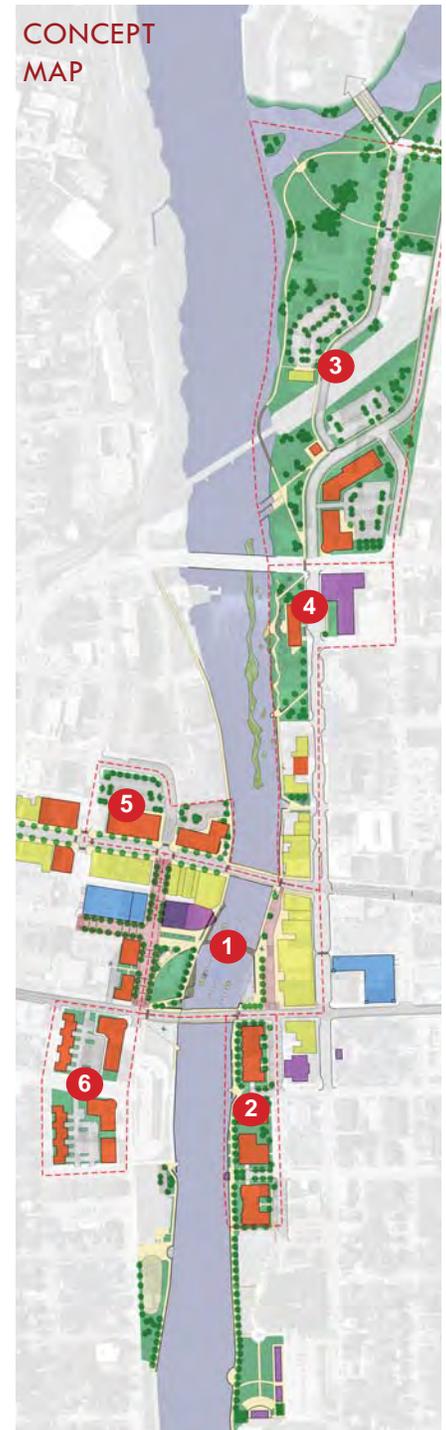
The land uses proposed by ARISE can be best understood by viewing the site as a northern park open space and a southern urban revitalization project.

Catalyst sites 3 and 4 focus on expanded green space programming that connects Traxler Park to the downtown and activates the river with novel amenities such as a kayak launch and white water course.

The rest of the catalyst site proposals focus on ways to bolster commercial and residential development at brownfield sites, with public space centered on the river and vibrant streetscapes. The removal of the parking deck over the Rock River is the biggest move in the site's southern half and will create the public space anchor that helps provide downtown Janesville with a new identity.

Execution of these recommendations will reduce Janesville's carbon footprint by reducing the need to drive within downtown. High-density development with pedestrian-oriented streets will make it easier and more inviting to walk to downtown destinations. Enhanced biking and walking trails expand opportunities to travel through downtown without reliance on automobiles. Connection of these multimodal transportation systems to the existing Transfer Center and Janesville Transit System buses connects the downtown to outlying amenities and population centers.

The following pages describe in detail the existing conditions and proposed land uses recommended for each catalyst site. To help ARISE move quickly from idea to reality, project priorities and action steps are later identified in Chapter 6: Implementation.



- 1 Town Square
- 2 Riverfront Housing
- 3 Festival Ground
- 4 Active Riverfront
- 5 Commercial Core
- 6 Downtown Campus/
Neighborhood Transition

5. REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 1: EXISTING CONDITIONS



Bird's eye view from the intersection Court St. and River St. (Google Maps)



West side of Main Street

Location

The area bounded by South Main Street, North River Street, West Milwaukee Street and West Court Street.

Existing Conditions

Site 1 is the geographic and commercial center of the downtown and the only site that spans both sides of the river. The buildings along Main Street and Milwaukee Street are two to three-story historic commercial buildings. The city recently purchased the two remaining buildings on the east side of River Street between Court Street and Dodge Street. A 255 space parking deck over the Rock River connects the two main commercial areas in the downtown. The structure is reaching the end of its useful life in the next few years. The Wisconsin DNR is unlikely to approve the required permits to replace the deck so it will need to be removed.

Market Analysis

The downtown can draw upon a number of assets to build a vibrant core. These assets include employment anchors such as the courthouse, attractive historic buildings, some successful retail and dining businesses and the Rock River. Unfortunately many people have a negative impression of the downtown which deters them from fully utilizing its amenities. Catalyst Site 1 retail shops are concentrated along Milwaukee Street and a short segment of Main Street. Many of these stores sell used merchandise. The few higher quality stores are located on Milwaukee Street. Many dining establishments are concentrated on Main Street in proximity to the courthouse and office buildings. Housing in the downtown targets the low end of the rental market by renting upper floors of commercial buildings in need of updating. The downtown lacks a large public open space to host program events and the value of the river has not been realized.

Legend

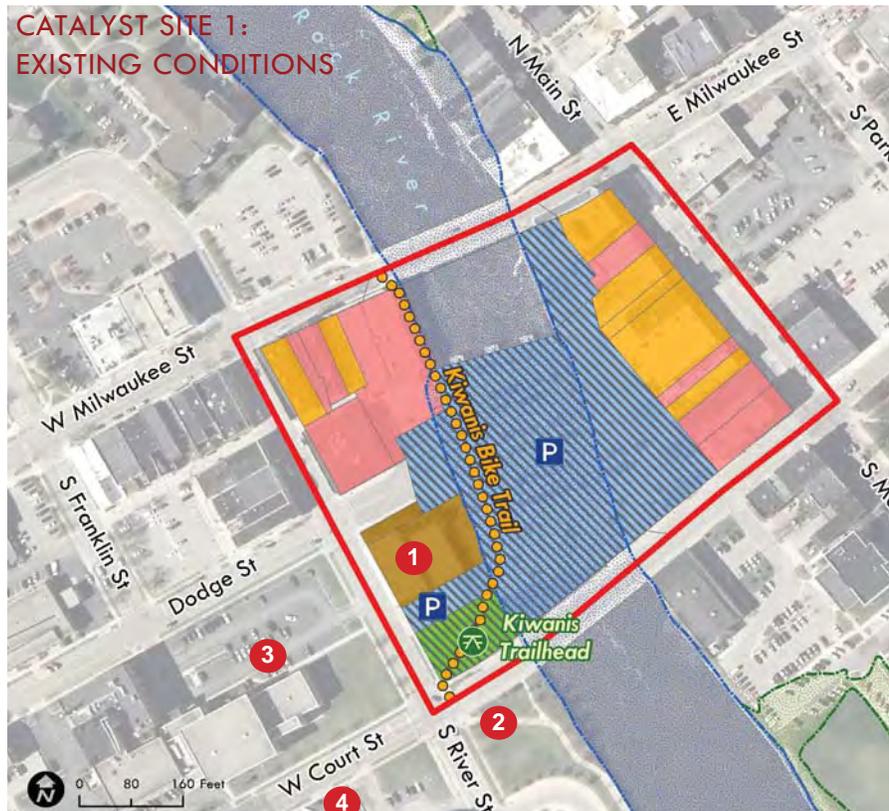
- Floodway
- Flood Fringe
- Site Boundary
- City Owned Property
- Park
- Public Parking
- Off-Road trail

Land Use: 9.78 Acres

- Commercial - 1.49 Acres
- Office - 1.11 Acres
- Public Parking - 3.40 Acres
- Park & Open Space- 0.28 Acres
- Vacant - 0.45 Acres
- Right of Way - 3.05 Acres

Environmental Site

- 51 & 55 S. River St.
- Court St. Bridge
- 59 S. Franklin St.
- The Ahlstrand Property



CATALYST SITE 1: EXISTING CONDITIONS

Environmental Analysis

The property at 55 South River Street is an open WI DNR site that may contain former underground storage tanks (USTs). The Phase II Investigation has determined the presence of VOCs, PAHs, arsenic, and lead in soil and groundwater. The lead concentrations in soil are potentially hazardous wastes.

51 South River Street is immediately adjacent to 55 South River Street on its north side. The properties share a common brick wall, making it likely that some of the contamination issues at 55 South River Street are also present here. A Phase I ESA identified several recognized environmental conditions (RECs) and recommended that a Phase II ESA be conducted for the property.

The property along the river and south of the Court Street Bridge had low levels of petroleum hydrocarbons detected during a Phase II Investigation. Levels were not sufficient to trigger a full scale investigation and the site was closed in 1995. Small amounts of petroleum contaminated soil may be present that may be reused on site or disposed of as a special waste.

The YMCA Property, 59 South Franklin Street, was a former gasoline filling station and eight USTs were discovered in 1996 and removed in 1997. Three additional USTs were discovered in 1998. Residual soil contamination remains at depth, and residual and declining groundwater contamination was noted on the property. The case files were closed in 1998 and residual groundwater contamination is unlikely to affect neighboring properties.

The Ahlstrand (Former Marshall) property has also been closed by WI DNR. Three USTs were removed from the site in 1996 and associated petroleum contaminated soil was disposed of off-site. This site does not appear to pose an on-going environmental issue.

Catalyst Site 1 does not have any flooding issues.



River St. & Milwaukee St. looking south



Court St. Bridge looking north

Catalyst Site 1:

Environmental Impact

	WI DNR Status	Environmental Analysis Status	Contaminants Exceeding Regulatory Standards	Stockpiling & Soil Sampling Required for Excavation	Existing Development Restriction	Anticipated Remedial Action if Developed
ON-SITE						
55 S. River St.	Open	Phase II ESA Completed	Lead, VOCs, PAHs, Arsenic	Yes	Yes	Yes
51 S. River St.	N/A	Phase II ESA Recommended	Unknown	Yes	Likely	Likely
ADJACENT TO SITE						
Court Street Bridge	Closed	Phase II ESA Completed	None known	N/A	N/A	N/A
59 S. Franklin St.	Closed	N/A	None known	N/A	N/A	N/A
The Ahlstrand Property	Closed	N/A	None known	N/A	N/A	N/A

5. REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 1: RECOMMENDATIONS



Overview

Catalyst Site 1 redevelopment recommendations focus on creating a sense of place at the center of downtown. Input from the public meetings and the market analysis indicate that many inside and outside of the community have a negative perception of the downtown. They use words such as, “decrepit”, “old and tired”, and “abandoned” to describe the area. This perception must change in order to attract developers to the downtown. Public investment is critical to demonstrate the city’s commitment to rejuvenating downtown Janesville and to foster private redevelopment.

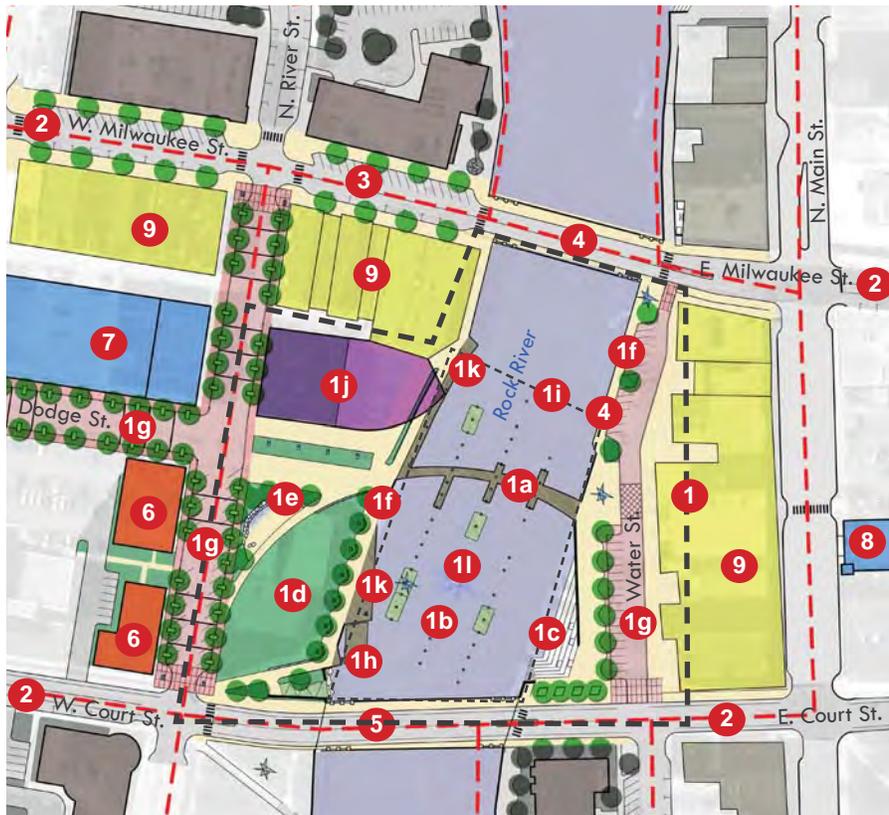
To create a more vibrant downtown, these recommendations build on existing assets to turn the downtown into a destination. Instead of turning its back to the river with service entrances and parking, the following recommendations call for a town square that will embrace the river with much needed public open space and river access. Potential private improvements of existing buildings should emphasize reorienting the buildings' facades or other activated spaces toward the river. Site 1 action items encourage the development of a walkable downtown with the Town Square at its core that promotes redevelopment of the retail district on Milwaukee Street and the entertainment district on Main Street.

RECOMMENDATIONS

- 1 Town Square Boundary
- 1a Iconic pedestrian bridge
- 1b Some deck pillars remain
- 1c River steps
- 1d Great Lawn
- 1e Interactive water feature
- 1f River walk
- 1g Festival street
- 1h Floating dock
- 1i Parking deck removal
- 1j Signature civic building
- 1k Cantilever walk
- 1l Floating fountain
- 2 Conversion to 2-way street
- 3 Milwaukee Street Improvements
- 4 Milwaukee Street Bridge
- 5 Court Street Bridge
- 6 Mixed-use building
- 7 Proposed parking ramp with retail
- 8 Main Street parking ramp
- 9 Potential private improvements of existing buildings

Town Square

The Town Square serves as the nucleus for downtown, becoming its main outdoor gathering space. The Town Square will radiate from the site of the deteriorating parking structure and become the cornerstone for shaping redevelopment in the downtown. The Town Square concept will include an iconic pedestrian bridge over the river, a multi-use green space called the Great Lawn on the west side of the river, and new river walks with public access to the river on the east and west banks. In addition, Water Street will



CATALYST SITE 1: RECOMMENDATIONS

be reconstructed as a festival street between Milwaukee Street and Court Street. If done right, this major public investment will signal to the community and to developers the city's commitment to redevelopment of the downtown.

The Town Square accommodates a wide variety of programmed events and everyday uses that celebrate the riverfront. Everyday users will have comfortable spaces to enjoy lunch, read a book, stroll the riverwalk, and access the river. The design includes an interactive water feature and open space for activities that encourage families to visit the site. The great lawn and Water Street provide flexible spaces to host downtown events. For large events, temporary closure of South River and Dodge streets provide additional room. As the downtown continues to develop, a future phase of the Town Square includes a signature civil building, such as a convention center, that creates a new anchor in the downtown.

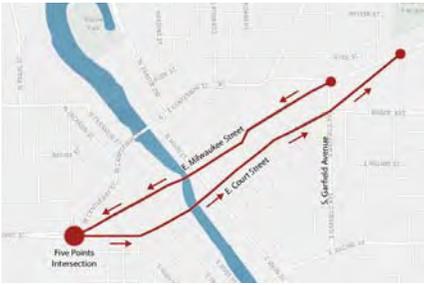
Street Improvements

To improve the downtown for pedestrians, the focus of the street network needs to shift from a vehicular oriented street system designed to move traffic through downtown to a pedestrian oriented system of streetscapes that serves the core business district. Converting from one-way to two-way streets has been shown to increase property values and create a more comfortable pedestrian environment by slowing traffic speeds. Milwaukee Street improvements will create a more walkable environment with wider sidewalks that allow for more pedestrian activities such as outdoor dining, seating nodes, and sidewalk sales. Narrowing the road in favor of sidewalks slows traffic to improve safety and discourages through traffic. Increased on-street parking also contributes to traffic calming and strengthens the retail district by drawing more potential customers to the area. The Court Street improvements provide a much needed east/west bicycle access to downtown. The street improvements can be divided into four parts: the conversion of the



5. REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 1: RECOMMENDATIONS



Existing one-way street pair



Enjoying pedestrian-oriented streets

one-way pair to two-way traffic, street reconstruction, street rehabilitation, and bridge improvements.

One-way to Two-way Conversion

The conversion project requires re-striping, signing, and modifying traffic signals on Milwaukee Street from Garfield Avenue to the Five Points Intersection and Court Street from Ringold Street to the Five Points Intersection. The Court Street re-striping provides bike lanes on both sides of the street and parking on the south side of the road where possible. The conversion project reconstructs a portion of the Five Points Intersection to direct traffic headed downtown onto Milwaukee Street, thereby creating a more bike friendly Court Street.

Street Reconstruction

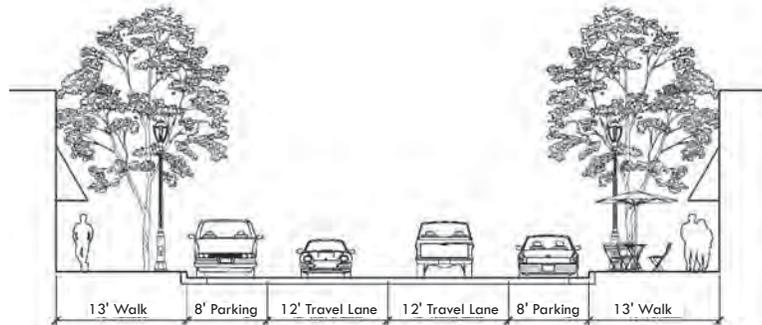
Milwaukee Street will be reconstructed between High Street and Main Street to allow for wider sidewalks. Widening the sidewalks will necessitate the removal of dedicated turn lanes which in turn will reduce cut-through traffic and speed in the downtown. To increase street parking the right-of-way expands on the north side of Milwaukee Street to accommodate diagonal parking between the river and River Street. As redevelopment occurs, the right-of-way between River Street and Franklin Street will also expand to accommodate additional diagonal parking.

Street Rehabilitation

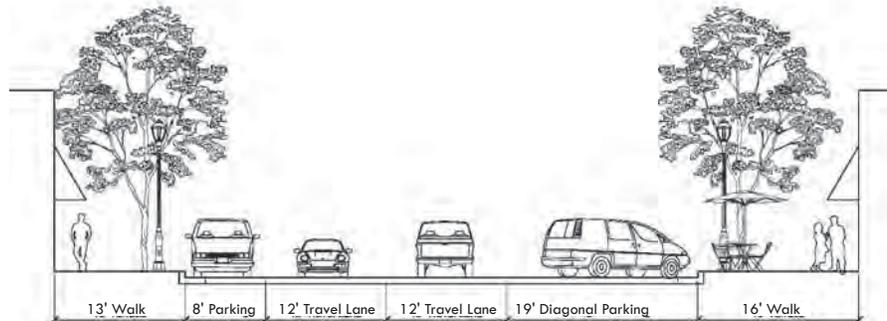
The remainder of the downtown section of Milwaukee Street between Wisconsin Street and the Five Points Intersection will be rehabilitated to improve the pedestrian environment following the design theme developed for the 2015 Main Street improvement project. These include street pavement replacement, sidewalk replacement, decorative lighting, site furnishings, special pavements, and landscaping.

Bridge Improvements

Bridge improvements need to create a safe and comfortable river



Milwaukee St. with wider sidewalks (66' right-of-way)



Milwaukee St. with expanded 80' right-of-way

5. REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 1: RECOMMENDATIONS

crossing for pedestrians as well as vehicles. Bridge reports indicate that the Milwaukee Street Bridge requires rehabilitation. This work should improve the pedestrian accommodations, enhance the riverwalk mid-block crossings and provide aesthetic treatments. The Court Street Bridge was recently rehabilitated so improvements would be limited to improving the riverwalk crossings and aesthetic treatments.

Festival Streets

Festival streets function as normal streets most of the time but can be closed to vehicular traffic to provide additional space for large events. These streets feature no or reduced curbs, special pavement, vertical elements such as gateways, site furnishings, infrastructure to support special events such as power and water sources, landscaping and decorative lighting to create a flexible pedestrian friendly environment.

ARISE recommends three festival streets: Water Street and South River Street between Court and Milwaukee streets as well as Dodge Street between South River Street and Franklin Street. Water Street will be completed as part of the Town Square project since the festival street accounts for a major portion of the square on the east side of the river and much of the street will need to be reconstructed as part of the parking deck removal. River Street and Dodge Street are both long-term action items but can still be closed for large events if needed. The reconstruction of River Street as a festival street will also include expanding the right-of-way between Dodge and Court streets to accommodate diagonal parking.

Mixed-Use Buildings

The Town Square's open space will create a desirable redevelopment site east of the YMCA property with unobstructed river views, a central location, adjacent open space and access to the riverwalk. The proposed mixed-use buildings provide a backdrop to the Town Square instead of a surface parking lot. The new development may include support businesses for the area such as a coffee shop.

Dodge Street Parking Ramp

As redevelopment occurs and buildings replace surface parking lots, more parking spaces will be needed. The Dodge Street Ramp provides a centrally located structure to serve the commercial businesses west of the river. The structure needs to be integrated with its surroundings, including street level retail along River Street. This extension of retail will connect the Town Square to the retail district along Milwaukee Street.

Adapting to Climate Change

Climate change is expected to cause an increase in annual precipitation and high volume storm events, as well as an average 4-9°F annual temperature increase (WICCI 2011). Stormwater management strategies that utilize permeable pavement and vegetation will help to manage the anticipated increase in stormwater volume. Removal of the parking deck over the river will improve flood conditions and the application of future mitigation efforts within the floodplain. Frequent flood events upstream of the Parking Plaza require sandbagging to protect businesses along the east side of the river. The structure is an obstruction to the flow of the river as well as a potential hazard in a major flood event.

Increased vegetation within the urban fabric will also help to decrease the heat island effect by shading hard surfaces and through the process of evapotranspiration.



A concept for a similar bridge improvement



Festival street



Mixed-use development

5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 2: EXISTING CONDITIONS



View of the Old Jailhouse Site looking south



Senior Center adjacent to site 2

Location

The 000-200 Block of South Water Street lies on the east bank of the river bounded by Court Street, South Water Street and Hedberg Public Library Parking Lot.

Existing Conditions

Site 2 connects the downtown commercial core to the main public library and performing arts center. This 3 block area along the east bank of the Rock River only has two properties with buildings. Another property is a city parking lot and the remaining three properties are vacant. The former county jail site, 110 South Water Street, has been vacant since 1988 but was purchased several years ago by a partnership of concerned residents to give the city time to develop plans for a high quality redevelopment project for the site and surrounding area.

Market Analysis

Most of site 2 is currently vacant land. Its position nestled between two civic anchors (the Senior Center and Hedberg Library) along the river makes it high value real estate for new multi-family housing. The site is also proximate to nearby residential areas, further strengthening the argument for residential development in this area. In order for such development to be realized flooding issues must be brought under control so that new development isn't damaged by rising waters.

Legend

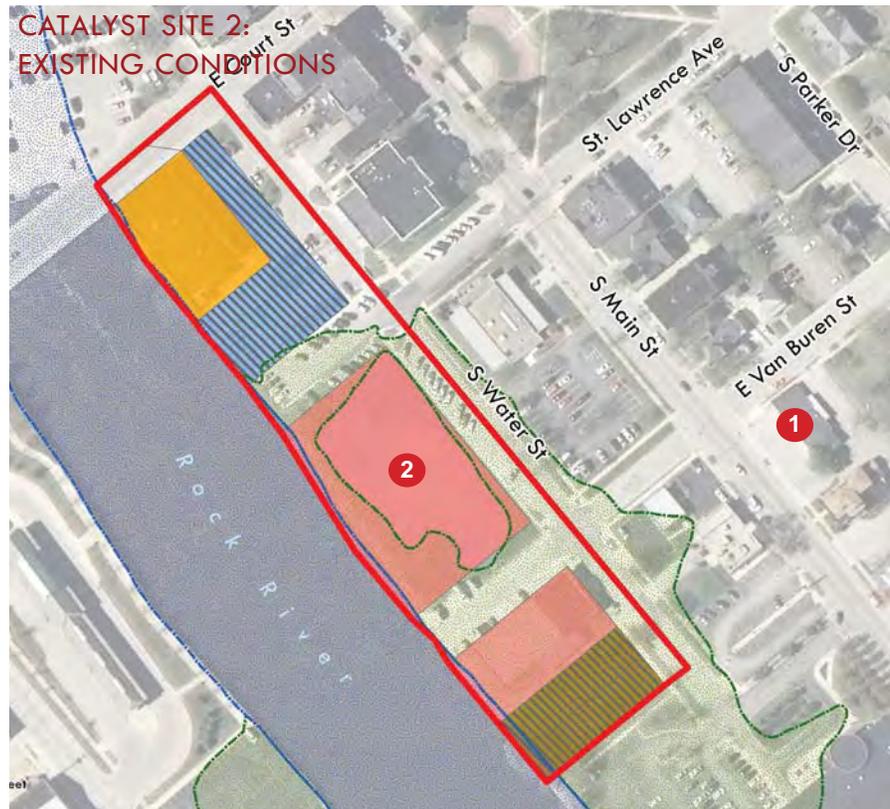
-  Floodway
-  Flood Fringe
-  Site Boundary
-  City Owned Property

Land Use: 9.78 Acres

-  Commercial - 1.41 Acres
-  Office - 0.42 Acres
-  Public Parking - 0.48 Acres
-  Vacant - 0.36 Acres
-  Right of Way - 1.27 Acres

Environmental Site

-  1 Main Street Beverage
-  2 Old Jail Site



CATALYST SITE 2: EXISTING CONDITIONS



View from the Old Jailhouse Site looking north



View of Catalyst Site 2 facing the Rock River

Environmental Analysis

The Old Jail Site, 110 South Water Street, had three USTs that were reportedly abandoned in place and filled with inert material in 1988. The tanks will have corroded since abandonment and there are potential environmental issues related to the USTs; primarily groundwater issues that could affect this catalyst site.

The Main Street Beverage site, 203 South Main Street, was closed with residual groundwater contamination and a groundwater use restriction. Groundwater is flowing towards the catalyst site, but there are no documented impacts on the catalyst site.

The majority of the area between St. Lawrence Street and Holmes Street are in the floodplain including a narrow strip adjacent to the river in the floodway which restricts redevelopment opportunities. During major flood events, access to the site is impacted because South Water Street floods in this area.

Catalyst Site 2:

Environmental Impact

	WI DNR Status	Environmental Analysis Status	Contaminants Exceeding Regulatory Standards	Stockpiling & Soil Sampling Required for Excavation	Existing Development Restriction	Anticipated Remedial Action if Developed
ON-SITE						
Old Jail Site	Closed	Phase II ESA Recommended	Unknown	Unknown	Yes	Unknown
ADJACENT TO SITE						
Main St. Beverage	Closed	N/A	None known	N/A	Yes	N/A

5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 2: RECOMMENDATIONS

Overview

Catalyst Site 2 offers an opportunity to promote a system of riverfront walkways and spur new development. To that end it is vital that Janesville capitalizes on the need for quality downtown housing and near-term redevelopment opportunities on existing vacant sites. Private improvements of existing buildings should relate to the entertainment district planned for the east bank of the Rock River.

Housing

People are the life blood of the downtown. Successful housing provides a 24-hour source of people in the downtown to shop, dine, work, and participate in programmed and non-programmed activities. As mentioned in the marketing analysis (Appendix B), Janesville needs more housing options. Catalyst Site 2 has vacant riverfront property that boasts proximity to commercial, entertainment, cultural, and employment centers. This property is highly suitable for downtown housing which can attract owners and renters with the disposable income to foster further development. While the housing will be privately developed, a wide city easement should be maintained along the river's edge to maintain public access to the waterfront.

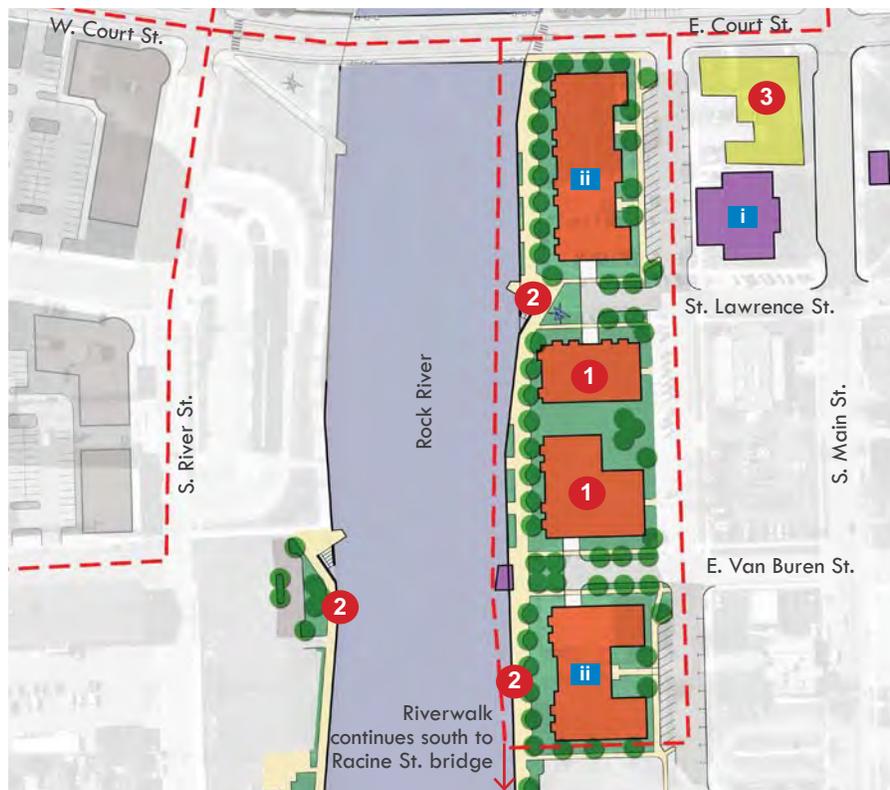
Development of riverfront housing at site 2 recognizes the river as an asset. Instead of parking lots and backs of buildings on the river, the housing units give the impression that the river is occupied and valued. The continuous ribbon of open space formed by the riverwalk along the frontage will also feel safer and more secure due to the activated open space created by these new residential properties.

NEAR-TERM ACTIONS

- 1 New housing at Old Jail Site
- 2 Riverwalk Extension
- 3 Potential Private Improvements of Existing Buildings

LONG-TERM ACTIONS

- i Adaptive Reuse Civic Building
- ii Housing



CATALYST SITE 2: RECOMMENDATIONS

Riverwalk Extension

The riverwalk extension from the Court Street Bridge to the Racine Street Bridge improves connectivity within the Rock Renaissance Area and to adjacent neighborhoods and attractions while increasing recreational opportunity for Janesville's citizens and visitors. The riverwalk on the east bank of the Rock River improves connections between the downtown's commercial core and the cultural district. At the same time, the construction of the east side path creates an opportunity to solve flooding issues. On the west bank, relocating on-street trail segments to the riverfront improves the recreational experience and encourages businesses, such as 'Rivers Edge Bowl' Bowling Alley, to focus on the river.

The riverwalk provides a pedestrian connection between major activity nodes in the Rock Renaissance Area, such as the Town Square, Milwaukee Street commercial district, Main Street restaurants, Hedberg Library, Janesville Performing Arts Center, and Traxler Park. The expanded riverwalk system establishes stronger connections to the surrounding downtown neighborhoods. This connection is strengthened by new features like the proposed urban beach on the west bank that will draw people and their families from surrounding neighborhoods to the river.

This network of trails, river access points and new riverfront attractions will take full advantage of the river's assets and help to elevate the river from a backwater to a central feature of Catalyst Site 2.

Adaptive Reuse of Civic Building

The Senior Center, located in the former Carnegie Library and listed on the Nation Register of Historic Places, is a popular destination for many senior citizens. The site, however, is not without problems. Even with the current public riverfront surface parking, convenient parking can be difficult to find. As redevelopment occurs the lack of parking is exacerbated by replacement of large surface parking lots with public open space and housing. Also, a lack of accessibility limits the use of the third floor. The structure is a prominent downtown asset and as the downtown redevelops the building will need to adapt so it can continue to serve its current use or take on a new function.

Adapting to Climate Change

The anticipated increase in annual precipitation volume and the frequency of storm events caused by climate change has the potential to adversely affect development within the Rock River floodplain by causing more frequent flood events. Design of the riverwalk extension should include flood mitigation strategies like a raised knee wall that protect nearby buildings and keep the riverwalk open even when river levels rise.



5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 3: EXISTING CONDITIONS



Railroad bridge spanning North Main St.



Vacant building

Location

This area lies on the east bank of the river bounded by Centerway (USH 51), North Parker Drive (USH 51) and Hyatt Street (Traxler Park). It is inclusive of 411 and 533 North Main Street.

Existing Conditions

Site 3 serves as a key northern gateway to downtown Janesville via Highway 51. A railroad embankment divides the site in two with a narrow viaduct at North Main Street connecting the two halves. The area consists mostly of under-utilized industrial, repair, and storage businesses with a few commercial and residential uses. The city recently acquired and demolished the former Adams Roofing Building, 411 North Main Street, with funding from DNR requiring the property to remain open space. The City Ice Company building, 475 North Main Street, is a historic building that dates back to the 1880s.

Market Analysis

The northern portion of site 3 is largely industrial uses such as storage facilities, transitioning to commercial uses like bars along highway 51 near the intersection with Centerway Street. The buildings in site 3 largely lie vacant due to their location in the floodplain.

Environmental Analysis

The MGP W P & L Coal Gas Site between Main Street and Parker Drive was closed with engineered barrier with continuing obligations, residual soil and groundwater contamination, and a groundwater use restriction due to benzene and naphthalene contamination.

Ridge Automotive, 545 N. Main Street, is impacted by groundwater from the MGP W P & L Coal Gas Site and has a groundwater deed restriction and residual soil contamination.

Legend

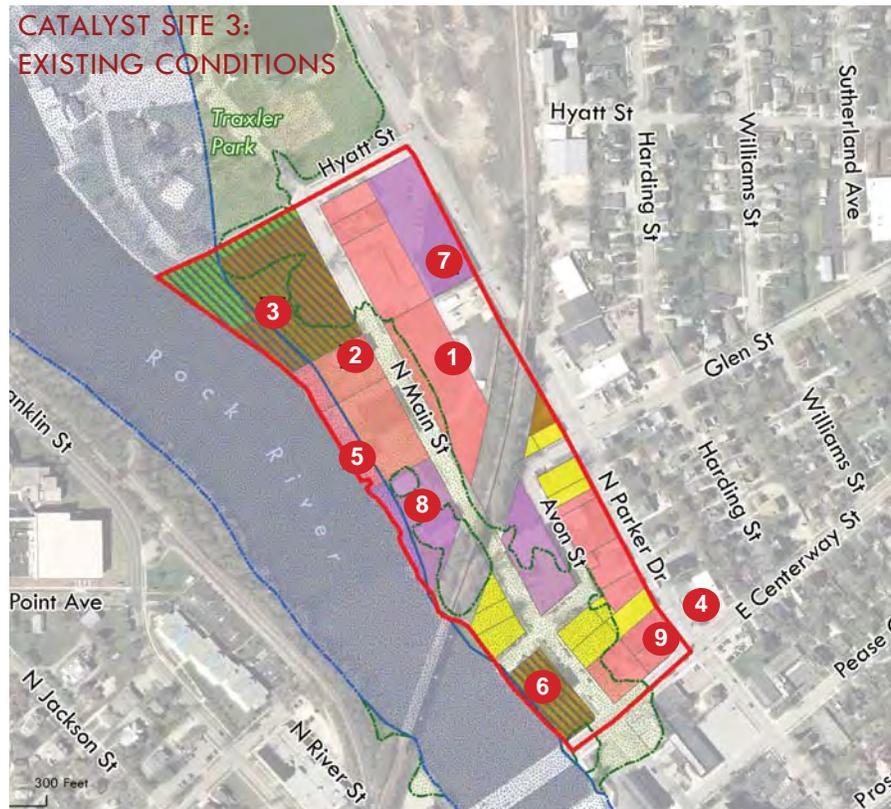
- Floodway
- Flood Fringe
- Site Boundary
- City Owned Property
- Park

Land Use: 9.78 Acres

- Commercial - 6.74 Acres
- Residential - 1.58 Acres
- Manufacturing - 3.57 Acres
- Park & Open Space - 0.83 Acres
- Vacant - 3.28 Acres
- Right of Way - 7.22 Acres

Environmental Site

- 1 MGP W P & L Coal Gas Site
- 2 Ridge Automotive
- 3 Roschi Property
- 4 Super America
- 5 Cole Electric
- 6 Former Adams Roofing
- 7 Chambers & Owen
- 8 City Ice Company
- 9 J&S Auto Repair



CATALYST SITE 3: EXISTING CONDITIONS

The Roschi property, 619 North Main Street, has an engineered barrier with continuing obligation, residual groundwater contamination, and residual soil contamination including PVOCs, naphthalene, PAHs, arsenic, and lead.

The Super America property, 404 North Packer Drive, has residual contamination in soil at depth and in groundwater consisting of benzene and naphthalene that extends in the public right-of-way of Parker Drive.

Cole Electric, 533 North Main Street, has a groundwater use restriction and residual soil and groundwater contamination consisting of PVOCs.

The former Adams Roofing, 411 North Main Street, has former USTs associated with the property and is currently an open WI DNR site. A site investigation found that numerous soil and groundwater contaminants exceeded regulatory standards. The site will likely need an engineered barrier with continuing obligations and continued groundwater natural attenuation monitoring.

The Chambers & Owen site, 615 North Parker Drive, contains petroleum contamination at depths of 12-15 feet below ground surface. It was closed by the WI DNR in 1992. Contamination detected in the right-of-way was not attributed to the site.

The City Ice property, 475 North Main Street, contains low level PAHs in near surface fill which contains cinders and ash. It has been closed with no development restrictions.

J&S Auto, 401 North Parker Drive, contains residual groundwater contamination below 13 feet. It is also a closed WI DNR site.

In addition to the environmental issues listed above, flooding issues hamper redevelopment of many of these properties. West of Main Street, portions of the properties are located in the floodway which severely restricts uses of these areas. Even properties outside the floodplain are adversely impacted by flooding because their access is limited when Main Street floods.



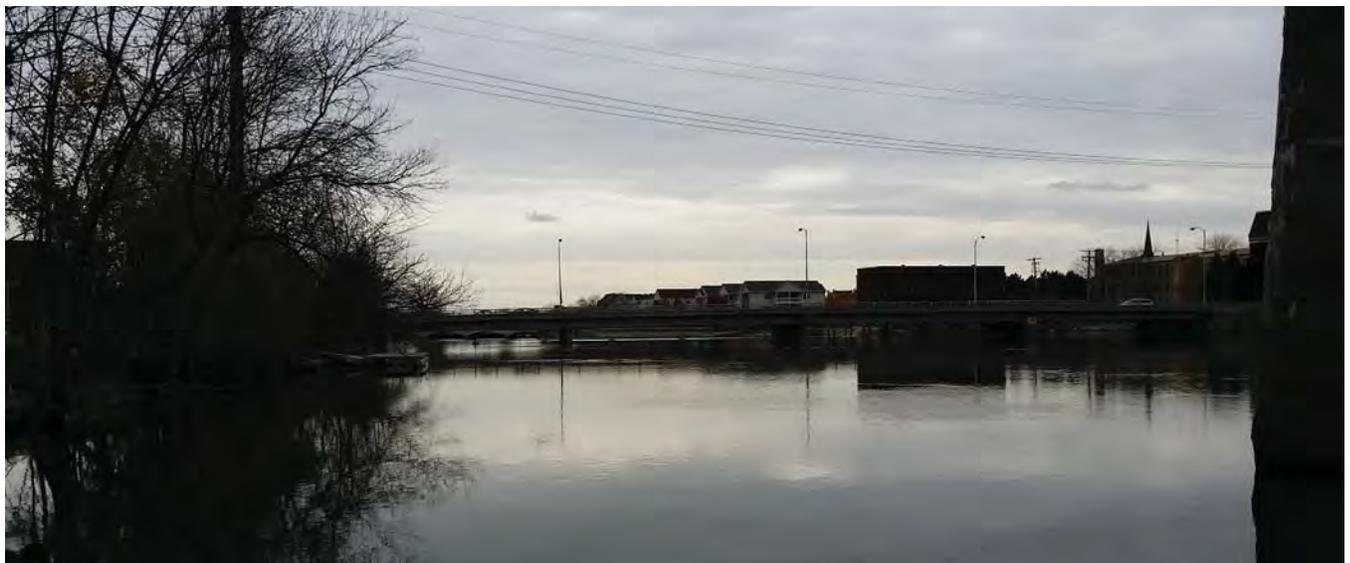
View from N Main St. looking northwest



Ice House Building



Open space behind the Ice House Building



View south from beneath the railroad trestle

5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 3: EXISTING CONDITIONS

Catalyst Site 3:

Environmental Impact

	WI DNR Status	Environmental Analysis Status	Contaminants Exceeding Regulatory Standards	Stockpiling & Soil Sampling Required for Excavation	Existing Development Restriction	Anticipated Remedial Action if Developed
ON-SITE						
MGP WP & L Coal Gas Site	Closed	Completed	Petroleum and PAH in groundwater, other soil contaminants	Yes	Yes	Likely
Ridge Automotive	Closed	Completed	Soil contaminants	Yes	Yes	Likely
Roschi Property	Closed	Completed	None known	Yes	Yes	Likely
Cole Electric	Closed	Completed	Soil Contaminants	Yes	Yes	Likely
Former Adam's Roofing	Open	Site Investigation Completed	VOCs, PAHs, lead, mercury, selenium, cadmium, TCE, lead	Yes	Yes	Yes
Chambers & Owen	Closed	Completed	None known	Yes	No	No
City Ice Company	Closed	Completed	None known	Yes	No	No
J & S Auto Repair	Closed	Completed	None known	Yes	No	No
ADJACENT TO SITE						
Super America	Closed	Completed	N/A	N/A	No	N/A

CATALYST SITE 3: RECOMMENDATIONS

Overview

Catalyst Site 3 has the opportunity to become a major destination at the north end of downtown and to improve the main entry into the city from the north on Highway 51. Most of the site area is in the flood fringe (100 year floodplain). A wide swath of land west of Main Street is located in the floodway, which floods more frequently and carries more stringent development restrictions. The frequent flooding of these properties and floodplain restrictions on development severely limit redevelopment options. To be successful this site needs a strategic combination of flexible open space that can tolerate flooding combined with engineered barriers like re-graded roadways and compensatory storage that make space for more intensive development opportunities.

Traxler Park Expansion

This recommendation builds on the success of Traxler Park and the Aqua Jays Water Ski Team to create a major destination at the north end of downtown. Expanding Traxler Park south to the railroad bridge gives the park space to become a festival ground that meets the current and future demands of the Aqua Jays and attracts new large events to the downtown. With the exception of the electric substation and the Ice House, the expanded park would be flexible open space dedicated to everyday activities like picnicking, fishing, and walking; while being flexible enough to host large festivals and events.

The recommendations include site enhancements to improve the functionality of the expanded Traxler Park. An enlarged path network connects the park to the north and south, tying it into the larger network of open space outlined in the framework plan. Connection to the Memorial Bridge provides access across the river to employment centers and entertainment on the west bank. The historic Ice House is re-purposed to become a museum, privately operated restaurant, or a similar use that complements or enhances the park. The uplit railroad bridge provides an interesting and iconic night-time experience.

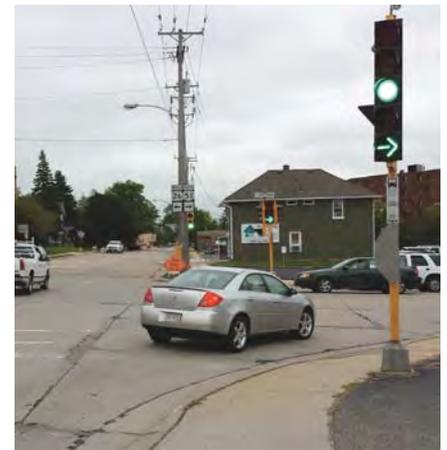
A proposed realignment of North Main Street shifts the road east to provide a contiguous open space. Diagonal parking on both sides of the street provides ample parking opportunities without the creation of large parking lots.

The new open spaces could be designed to allow for occasional flooding to provide compensatory storage for improvements in other parts of the park, such as expansion of the Aqua Jays stadium. The reconnection of the south end of the lagoon to the river might also help with flooding issues.

Realignment of Highway 51

The realignment of Highway 51 improves both the entry experience and traffic flow. The proposed road location aligns the highway to the main north-south street that heads downtown, replacing its current route along a secondary street. Users wishing to enter the downtown area may simply continue straight while vehicles continuing on Highway 51 turn right. The proposed alignment travels along open space with views directed towards the river. This provides a much stronger first impression of Janesville and sense of arrival than the present-day experience of driving past single family residential homes and small businesses.

The rerouting of Highway 51 provides an opportunity to create a new flooding barrier. Most of the site south of the railroad bridge is in the flood fringe, similar to the Traxler Park expansion to the north. The realigned highway can be designed to contain floodwaters on the western, open half of the site (the Kayak Launch Park discussed below), making space for new mixed-use development to take place east of the realigned highway.



Present day entry to downtown Janesville from highway 51



2008 flooding of Traxler Park

5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 3: RECOMMENDATIONS

NEAR-TERM ACTIONS

- 1** Riverwalk Extension

LONG-TERM ACTIONS

- i** Traxler Park Expansion
- ii** Kayak Launch
- iii** Transient Marina
- iv** Restrooms
- v** Realigned Highway 51
- vi** Mixed-Use Building
- vii** New Park Entrance
- viii** Lagoon Outlet
- ix** Ice House Reuse
- x** Uplift Railroad Bridge
- xi** Riverwalk Extension
- xii** Realigned Main Street
- xiii** Kayak Launch Park



CATALYST SITE 3: RECOMMENDATIONS

Mixed-Use Development

The realignment of Highway 51 creates a highly visible redevelopment site at the intersection of the main east-west and north-south routes through downtown. The site provides unobstructed river views over the Kayak Launch Park which has deed restrictions prohibiting development on the former Adams Roofing site. First floor commercial uses could provide services that take advantage of the site's proximity to the park and downtown with upper levels comprised of office space or housing.

Kayak Launch Park

The Kayak Launch Park provides an access point to the river and landside facilities for kayakers and canoers in the downtown. A boat launch for non-motorized craft provides a safe place to enter the water. The parking lot tucked in next to the railroad berm serves as convenient parking for paddlers to carry their boats to the river and also provides overflow parking for large Traxler Park events. An adjacent transient marina allows people coming from the north to dock their boats and easily walk to the downtown via the riverwalk or stroll the floating boardwalk to Traxler Park. Flexible open space provides staging areas for boaters and includes amenities such as restrooms.

Adapting to Climate Change

Removal of buildings and the addition of open space within the floodplain would create more space for flood storage that will help to decrease downstream flooding. Flooding may become more frequent as climate changes causes annual temperatures to rise and high volume rain events to become more frequent (WICCI 2011). Preservation of planted open space will also help to lower ambient temperatures and reduce the urban heat island effect for Janesville.

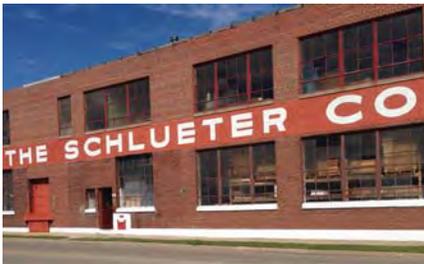


5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 4: EXISTING CONDITIONS



Manufacturing building south of the corner of N Main & Centerway Streets



The Schlueter Property

Location

The 000 to 300 blocks of North Main Street lie on the east bank of the river bounded by Centerway (USH 51), North Parker Drive, Pease Court, North Main Street and West Milwaukee Street.

Existing Conditions

Site 4 consists of a strip of riverfront properties and an adjacent block along Centerway Street. The area has a mix of office, retail, entertainment and industrial uses that face Main Street and turn their backs to the river. The city has two pocket riverfront parks and owns a narrow strip of river frontage with a walkway the entire length of the river between the Centerway Bridge and the Milwaukee Street Bridge. At the Milwaukee Street Bridge, a stairway with no associated ramp limits handicap and bicycle access to the walkway. The walkway also periodically floods.

Market Analysis

Site 4 land use is dominated by restaurants and services with some minor retail uses. The northern portion of the site is more industrial in character. Buildings near the river are in need of improvement, which is currently inhibited by frequent flooding. The site's proximity to nearby residential neighborhoods makes it a good candidate for future residential development.

Legend

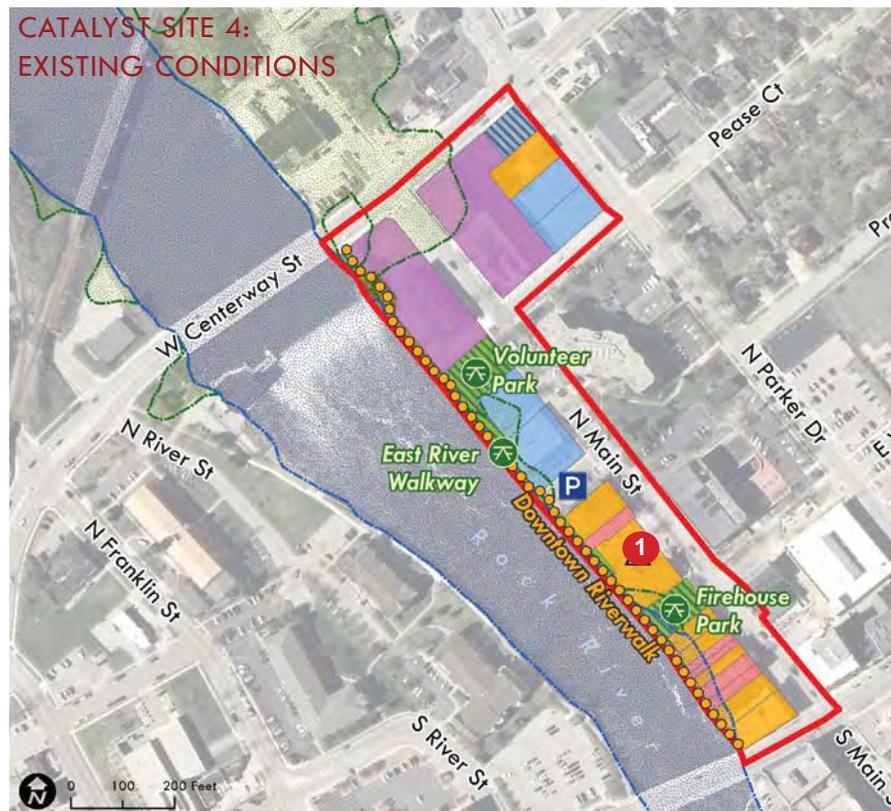
-  Floodway
-  Flood Fringe
-  Site Boundary
-  City Owned Property
-  Park
-  Public Parking
-  Off-Road trail

Land Use: 9.78 Acres

-  Commercial - 0.32 Acres
-  Public/Institutional - 1.08 Acres
-  Manufacturing - 1.60 Acres
-  Office - 1.20 Acres
-  Park & Open Space- 0.74 Acres
-  Vacant - 0.13 - Acres
-  Right of Way - 2.91 Acres

Environmental Site

-  1 Gunther Property



CATALYST SITE 4: EXISTING CONDITIONS



Riverwalk through Site 4



Dam at the north end of site 4



View across the river from United Way at Site 4

Environmental Analysis

The Gunther Property, 111 North Main Street, has residual soil contamination consisting of PAHs, including benzo(a)pyrene, to estimated depths of 12 feet. Contamination is being managed by an engineered barrier which must be maintained. Soils at the property are likely special wastes which will need to be disposed of at a landfill. Soil stockpiling and sampling will need to take place to understand the extent of the contamination issue. It is possible that this contamination extends west under the city owned walkway.

As mentioned above, flooding periodically inundates the riverwalk causing the walk to close and impacting adjacent building basements. Portions of buildings, particularly between Wall Street and Milwaukee Street, are in the floodplain and/or floodway. This location restricts the property owners' ability to redevelop the site. In major flood events, water enters Main Street from the area north of Centerway Street resulting in street closures and building damage.

Catalyst Site 4:

Environmental Impact

	WI DNR Status	Environmental Analysis Status	Contaminants Exceeding Regulatory Standards	Stockpiling & Soil Sampling Required for Excavation	Existing Development Restriction	Anticipated Remedial Action
ON-SITE						
Gunther Property	Closed	Completed	None known	Yes	Yes	Unlikely

5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 4: RECOMMENDATIONS

Overview

The Catalyst Site 4 recommendations convert the Rock River into a recreational asset. The river is currently rendered inaccessible by steep walls on its east and west banks as well as dams at the north and south end of the river reach that runs through downtown Janesville. ARISE proposes that entire sections of river wall be removed to create a more natural river bank allowing easy access and open views to the river. The site also provides the link between the Town Square and Traxler Park.

White Water Course & Park

The proposed white water course provides the most dramatic change to the river of all the ARISE recommendations. The course fundamentally changes the dynamic of users' interactions with the river in the downtown by allowing people to physically enter the river in canoes and kayaks. The course changes the river's physical characteristics with the creation of a long section of white water in place of the dam's short drop and the addition of a landform that separates the white water course from the main river channel. The removal of the river wall in the park provides views of the course and creates a more natural edge condition not found elsewhere in the downtown. A proposed access point at Firehouse Park serves as the takeout point for the course. An existing building on the park site could be converted into a partially enclosed shelter that serves park visitors, or it could be leased to a private business as a beer garden or other semi-public use. The actual extent of the park could be less expansive than shown, but a wide riverfront public right-of-way needs to be maintained to allow for a riverwalk and viewing of the white water course.

Riverwalk Improvements

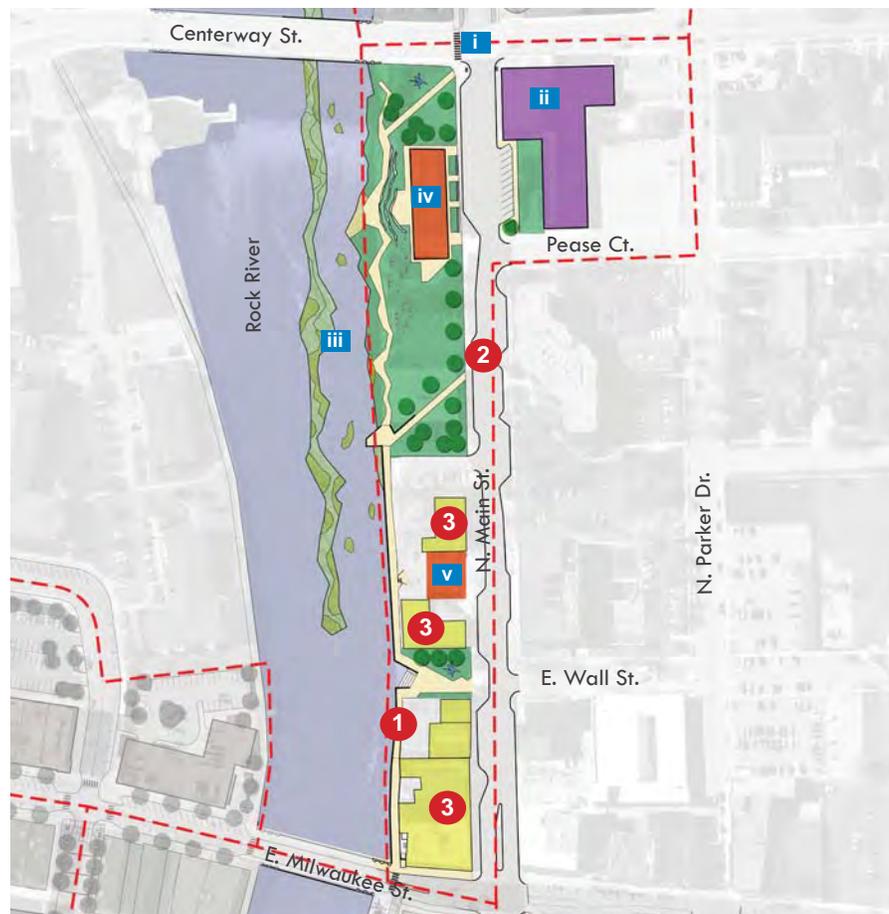
The riverwalk improvements need to address access, flooding, maintenance and aesthetic issues. The stairs at the Milwaukee Street Bridge will be replaced with a ramp so that bicyclists and handicapped pedestrians can access the walkway. The creation of a low wall with top rail on the river side of the walk provides flood protection for the riverwalk and adjacent properties. The required height of flood protection needs to extend the entire length of the walk to ensure that floodwater does not enter the backside of the protected area from upstream. Gaps in the protection will occur at some river access points but will be designed to be closed during floods. The appearance

NEAR-TERM ACTIONS

- 1 Riverwalk Improvements
- 2 Main St. Rehabilitation
- 3 Potential Private Improvements to Existing Buildings

LONG-TERM ACTIONS

- i Downtown entrance
- ii Adaptive Reuse
- iii White Water Course
- iv White Water Park with Shelter
- v Mixed-Use Building



CATALYST SITE 4: RECOMMENDATIONS

of the riverwalk needs to be consistent across its entire length and include elements such as lighting, wayfinding and seating.

Main Street Rehabilitation

Main Street provides the streetscape environment for both Janesville's entertainment and cultural districts. By the time ARISE is published the project will already have been put out to bid for construction. The rehabilitation of Main Street is an opportunity to refresh the streetscape and set new standards for public space maintenance and streetscape design in the downtown. Work will include pavement resurfacing, landscape design and lighting. Not included in the current Main Street project is a gateway at the intersection of Main and Centerway. The gateway would signal the start of the downtown core and would be particularly effective if Highway 51 is realigned to meet Main Street.

Adaptive Reuse

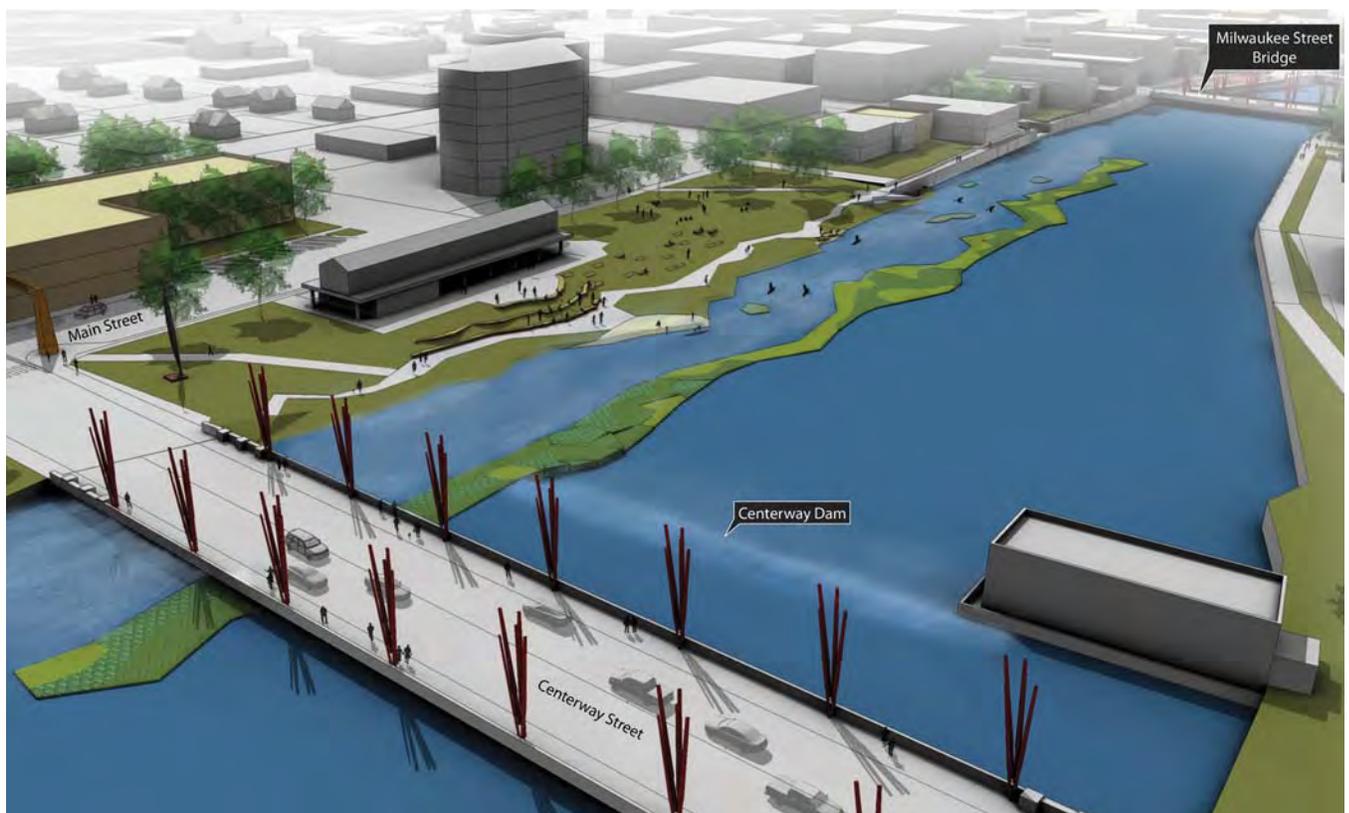
The Schlueter building on the southeast corner of Main and Centerway Streets is a prime opportunity for adaptive reuse. This intersection is located at the end of the Centerway Bridge, which carries over 15,000 vehicles a day. This high traffic combined with a clear view of the river makes this a desirable location for a high profile business.

Mixed Use Redevelopment & Potential Private Improvement to Existing Buildings

As downtown revitalization progresses and flooding issues are resolved the properties along Main Street will become more desirable for businesses. While existing building facades are largely intact and continuous, there are a few locations where riverfront parking lots exist. These voids should be in-filled with development whose uses and aesthetic complements existing buildings and is compatible with the commercial core district. New and existing developments should ensure that they activate both the streetscape and the riverfront as part of their use and design.

Adapting to Climate Change

Like catalyst sites 2 and 3, site 4 could be impacted by more frequent Rock River flooding brought about by climate change. Features to manage flooding in this area may include a raised knee wall at the southern end of the site combined with a wide swath of green space at the north end that separates park facilities from floodwaters. Like site 3, ample green space in the whitewater park will help to reduce the urban heat island effect and decrease stormwater runoff.



5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 5: EXISTING CONDITIONS



Chase Bank



Chase Bank parking Lot

Location

The 000 to 100 blocks of West Milwaukee Street are bounded by West Wall Street, the Rock River, West Milwaukee Street and North Franklin Street.

Existing Conditions

Site 5 consists of a public parking lot on one block and a bank and public park on a second block. The public parking lot has 19 two-hour, 59 all day, and 4 handicap accessible parking spaces for a total of 82 spaces. The east side of the lot is also bounded by a recreational trail which follows the west edge of the river. The bank has an 88 space adjacent surface parking lot and 4 drive-through lanes. The park is a small pocket park that honors veterans.

Market Analysis

Site 5 currently contains a large single-use parking lot that serves a bank. This configuration does not fully take advantage of the site's potential value. Its proximity to the river and to other downtown and recreational amenities make it more suitable for mixed-use or commercial development that ties into nearby commercial and retail land uses. Parking provided in this area would better serve the community if it were shared with other businesses so that it could be utilized during evening or weekend hours when the bank is closed.

Legend

-  Floodway
-  Flood Fringe
-  Site Boundary
-  City Owned Property
-  Park
-  Parking
-  Off-Road trail

Land Use: 9.78 Acres

-  Commercial - 1.48 Acres
-  Parking - 0.98 Acres
-  Park & Open Space- 0.20 Acres
-  Right of Way - 1.26 Acres

Environmental Site

-  Chase Bank Property
100 W. Milwaukee St.
-  River Terrace Apartment
120 N. River St.



CATALYST SITE 5: EXISTING CONDITIONS



Public parking Lot



Open space adjacent to Chase Bank

Environmental Analysis

River Terrace Apartments property, 120 North River Street, was closed with residual soil contamination and an engineered barrier stemming from the presence of PAHs, including benzo(a)pyrene, on the property. No off-site migration of contaminants has been noted and the property does not appear to have impacted Catalyst Site 5.

The Chase Bank Property, 100 West Milwaukee Street, had a LUST and was closed in 1996. Another release of petroleum occurred at the site in 2009. Additional soil sampling found no VOCs or metals above WI DNR NR 720 standards, but Diesel and Gasoline Range Organic Compounds were detected above RCLs. A determination of no further action was issued on April 22, 2009.

Catalyst Site 5 is outside of the floodway and flood fringe zones and therefore does not have flooding issues.

Catalyst Site 5:
Environmental Impact

	WI DNR Status	Environmental Analysis Status	Contaminants Exceeding Regulatory Standards	Stockpiling & Soil Sampling Required for Excavation	Existing Development Restriction	Anticipated Remedial Action if Developed
ON-SITE						
Chase Bank Property	Closed	Complete	Unknown	Unknown	Yes	No
ADJACENT TO SITE						
River Terrace Apartments	Closed	N/A	No	N/A	Yes	N/A

5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 5: RECOMMENDATIONS

Mixed-Use Development

Recommendations for Catalyst Site 5 capitalize on its prime riverfront location along the main commercial corridor. The existing public riverfront parking lot should be replaced with a premier mixed-use building with prime exposure from the Milwaukee Street Bridge, underground parking, and views of the proposed white water course and Town Square. The Chase Bank site and the building on the corner of W. Milwaukee and N Franklin streets should also be converted to mixed-use development with a commercial first floor.

The redevelopment creates an opportunity for a riverfront restaurant with outdoor dining. First floor retail of the proposed mixed-used buildings complement the existing commercial uses on the south side of Milwaukee Street to create a walkable and continuous commercial district.



Streetscape outside of a mixed-use development

NEAR-TERM ACTIONS

- ① Mixed-Use Development
- ② Street Re-Striping
- ③ Potential Private Improvements of existing Buildings

LONG-TERM ACTIONS

- i Mixed-Use Building
- ii Widen Existing Riverwalk



CATALYST SITE 5: RECOMMENDATIONS

Streetscape & Parking Improvements

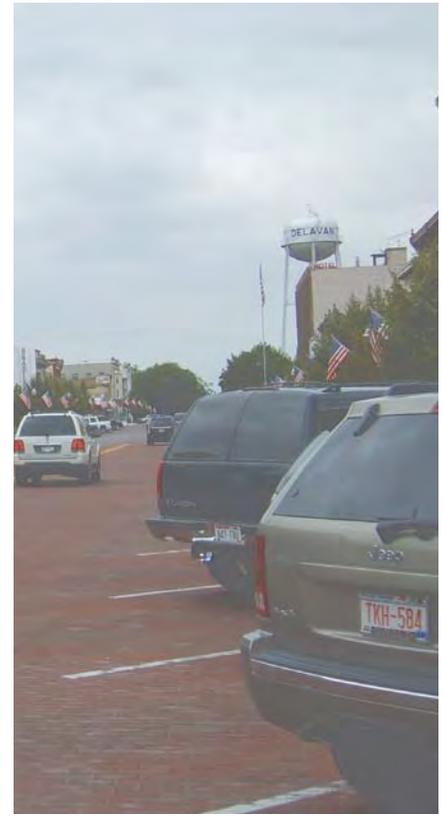
As redevelopment occurs on the north side of Milwaukee Street the right-of-way will be increased to 80 feet to accommodate diagonal parking on the north side of the road. Diagonal parking supports the downtown district by approximately doubling the number of parking spaces in front of businesses on the north side of the street, slowing traffic and creating a more active streetscape. More information on the Milwaukee Street improvements is available in the discussion of recommendations for Catalyst Site 1 on page 45.

Riverwalk

To improve connectivity and the user experience, the existing riverwalk is increased to a minimum of 10 feet with amenities similar to the rest of the downtown riverwalk system, such as lighting, railings, seating pockets, and wayfinding signage.

Adapting to Climate Change

Stormwater management techniques in parking areas and streetscapes that utilize trees and other planting in bioswales will help manage higher precipitation volumes brought on by climate change while also contributing to mitigation of the urban heat island effect. Permeable pavement may also be used in these areas to maximize the potential for stormwater infiltration.



Angled parking in a historic town center



5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 6: EXISTING CONDITIONS

Location

The 100 blocks of South River Street and South Franklin Street cover two city blocks and are bounded by West Court Street, River Street, Van Buren Street and South Franklin Street.

Existing Conditions

Site 6 has two office buildings and two industrial buildings on privately owned land. The industrial use is uncharacteristic of the surrounding commercial and residential uses. Much of the east side of the site has good views of the river around the city's riverfront transit transfer.

Market Analysis

Site 6 is comprised mostly of industrial land use with some office spaces. Its proximity to both downtown and nearby residential neighborhoods would make it better suited to transitional land uses like mixed-use development or high density residential buildings. These land uses would populate the area and make it more inviting for nearby residents who might travel through it to reach downtown. A lack of eyes on the street makes the area feel unsafe and thus do not allow it to reach its full market potential.

Legend

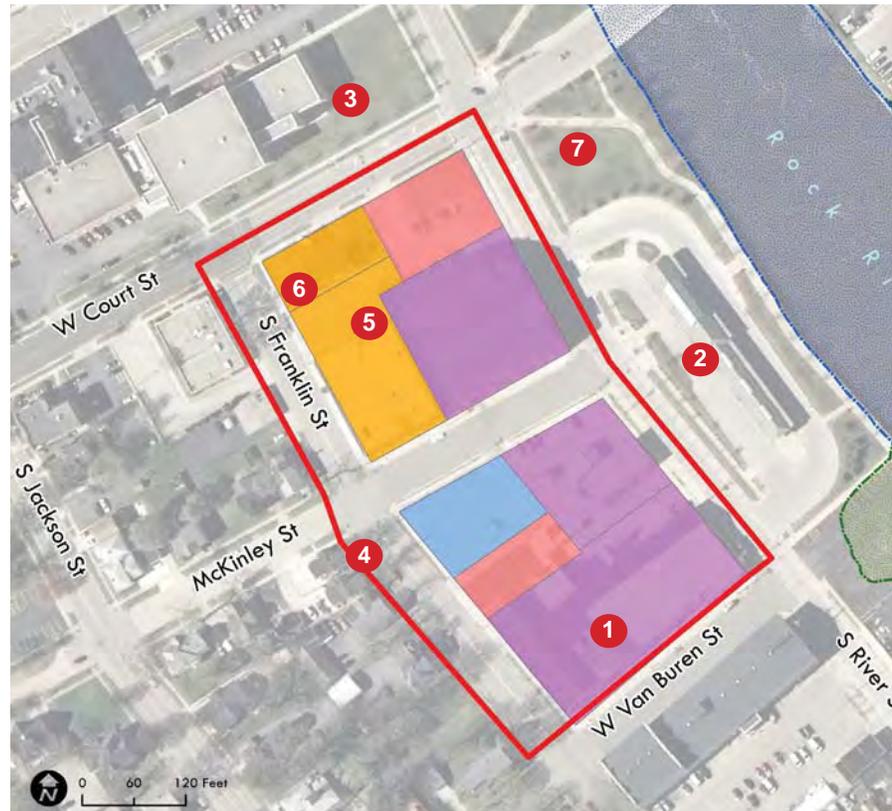
 Site Boundary

Land Use: 9.78 Acres

-  Commercial - 0.49 Acres
-  Public/Institutional - 0.28 Acres
-  Manufacturing - 1.94 Acres
-  Office - 0.68 Acres
-  Right of Way - 2.17 Acres

Environmental Site

-  1 Cullen Property
-  2 Former Wisconsin Power & Light
-  3 59 South Franklin Street
-  4 Overton Property
-  5 Mercy Health Systems
-  6 Ahlstrand Property
-  7 City of Janesville Property



CATALYST SITE 6: EXISTING CONDITIONS

Environmental Analysis

The Cullen Property, 170 South River Street, is a closed environmental site with a structural impediment preventing removal of all contaminated soil. No petroleum contamination was detected above regulatory standards in groundwater samples.

Mercy Health Systems, 113-115 South Franklin Street, has approximately 2 cubic yards (3 to 4 tons) of petroleum contamination located 10 feet below the ground surface next to the existing building. Disposal will be required if disturbed but no other development impacts are anticipated. No petroleum constituents were detected in groundwater samples collected at the site.

The Ahlstrand Property is a former UST site that has been closed by the WI DNR. Petroleum contamination associated with the removed USTs was disposed of off-site. The Ahlstrand property does not appear to pose an ongoing environmental issue.

The former Wisconsin Power & Light, 123 South River Street, is a closed environmental site adjacent to Catalyst Site 6 with an engineered barrier with continuing obligation, groundwater deed restriction, and residual soil and groundwater contamination consisting of chlorinated hydrocarbons. There is also a potential issue with vapors migrating to the catalyst site.

59 South Franklin Street, a former gasoline filling station, had eight USTs that were discovered in 1996 and removed in 1997. Three additional USTs were discovered in 1998. Residual soil contamination remains at depth and residual and declining groundwater contamination was noted on the property. The case files were closed in 1998 and residual groundwater contamination was unlikely to affect neighboring properties.



View from the site 6 parking lot adjacent to West Court St.

5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 6: EXISTING CONDITIONS



Site 6 at the corner of S. River St. and McKinley St. looking southwest

The Overton Property, 158 South Franklin Street, had a heating oil tank which was reported to the WI DNR based upon odors noted during closure, but test results indicated no residual contamination. No impact is expected on the catalyst site.

The City of Janesville property adjacent to the Court Street Bridge on the east side of Catalyst Site 6 has been closed by the WI DNR. Detected petroleum compounds in soil samples were below regulatory standards. A small volume of petroleum contaminated soil may be present that may be re-used on-site or disposed of off-site as clean fill.

Catalyst Site 6 does not have flooding issues. However, approximately 42 of the 59 parking spaces of the parking lot across South River Street and north of the bowling alley are located within the 100 year floodplain.

Mixed-Use Development

The possibility of a two block downtown redevelopment site creates several opportunities for Catalyst Site 6. The illustrated recommendations locate mixed-use buildings along the east side of the site to take advantage of river views and adjacency to the Town Square.

Catalyst Site 6:

Environmental Impact

	WI DNR Status	Environmental Analysis Status	Contaminants Exceeding Regulatory Standards	Stockpiling & Soil Sampling Required for Excavation	Existing Development Restriction	Anticipated Remedial Action if Developed
ON-SITE						
Cullen Property	Closed	Completed	Petroleum	Yes	Yes	Likely
Mercy Health Systems	Closed	Completed	Petroleum	Yes	No	Likely
Ahlstrand Property	Closed	Completed	None known	No	No	No
ADJACENT TO SITE						
Former Wisconsin Power & Light	Closed	Completed	Chlorinated hydrocarbon soil and groundwater contamination	N/A	Yes	N/A
59 S Franklin	Closed	Completed	None known	N/A	No	N/A
Overton Property	Closed	Completed	None known	N/A	No	N/A
City of Janesville Property	Closed	Completed	None known	N/A	No	N/A

CATALYST SITE 6: RECOMMENDATIONS



The building at the southwest corner of South River Street and Court Street is especially desirable for a high profile business seeking exposure because of its location at the end of the Court Street Bridge and across the street from the Town Square. The upper floors of the building take advantage of largely unobstructed river views resulting from the small footprint and low profile of the transit center east of the site.

Townhomes

Townhomes on the west side of the site provide a transition from larger mix-use buildings to the surrounding neighborhood. The site's proximity to the YMCA and transit center makes this an ideal location for residents seeking proximity to urban amenities within a neighborhood that has a more residential aesthetic.



Mixed-use development can embody classic or modern architectural forms



LONG-TERM ACTIONS

- i Mixed-Use Building
- ii Housing

5 REDEVELOPMENT RECOMMENDATIONS

CATALYST SITE 6: RECOMMENDATIONS

Corporate Campus

A second redevelopment opportunity for Catalyst Site 6 would be a small downtown educational or corporate campus. The site provides approximately 3.4 acres of prime downtown real estate to create a campus that supports the downtown while capitalizing on the surrounding services, infrastructure, workforce, and programs found in urban environments.

Adapting to Climate Change

Development at site 6 should utilize a combination of sustainable stormwater management techniques, native plantings, and high albedo materials to manage high stormwater volumes and rising temperatures that climate change is likely to cause as early as the middle of this century.

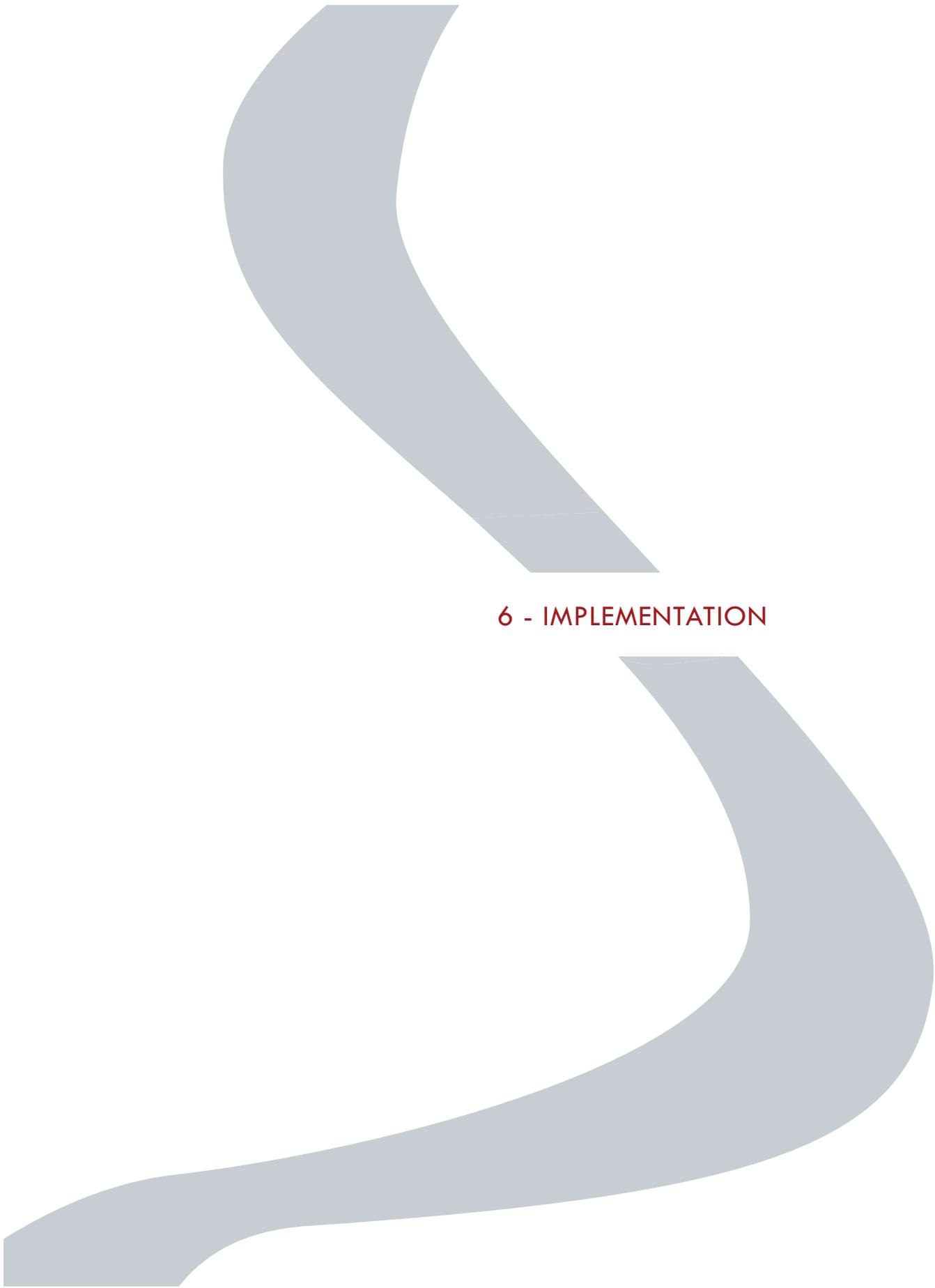


A quiet residential street outside of a mixed-use development



A courtyard outside a corporate campus





6 - IMPLEMENTATION

INTRODUCTION

The ARISE Strategy's goals, desired outcomes, and recommended revitalization approach have all enjoyed support from community, staff, elected officials, and the regional development community. This chapter of ARISE provides the action steps needed to realize this vision.

Prioritization

Some components of ARISE are long-term visions which could take years and sometimes decades to implement. Limitations on budget and time necessitate the development of a clear prioritization hierarchy which targets actions to be taken in the near-term and sets up a basic road map for achieving long-term goals. This implementation strategy defines a 'near term' action item as a task or project to be completed within the next five years. A party responsible for implementation is assigned to each action step and estimates of a time frame, cost, and funding sources are provided.

Action Steps

Action steps can either relate to policy and management that encourage redevelopment, or to concrete steps that must be taken to redevelop a specific site. General strategies emphasize organizational and management structures that are necessary to ensure the timely implementation of ARISE and that redevelopment projects remain consistent with existing plans and community needs. Action steps for parking, brownfield remediation, and catalyst site redevelopment are also provided. These steps provide concrete actions that must be taken to execute the recommendations for catalyst sites within the Rock Renaissance Area.

Drivers of Change

The near-term action items recommended by ARISE reflect the priorities of the community, the DRC, and elected officials. The following factors have been identified as key drivers of the implementation strategy:

- The mandate from the Wisconsin Department of Natural Resources allowing no further repair of the River Parking Deck, thereby necessitating its removal in 2016.
- Available grants that need to be acted upon for the cleanup and redevelopment of targeted downtown brownfield properties.
- A market supported interest in new housing opportunities in the downtown.
- Community support for improved access to and recreational use of the Rock River.

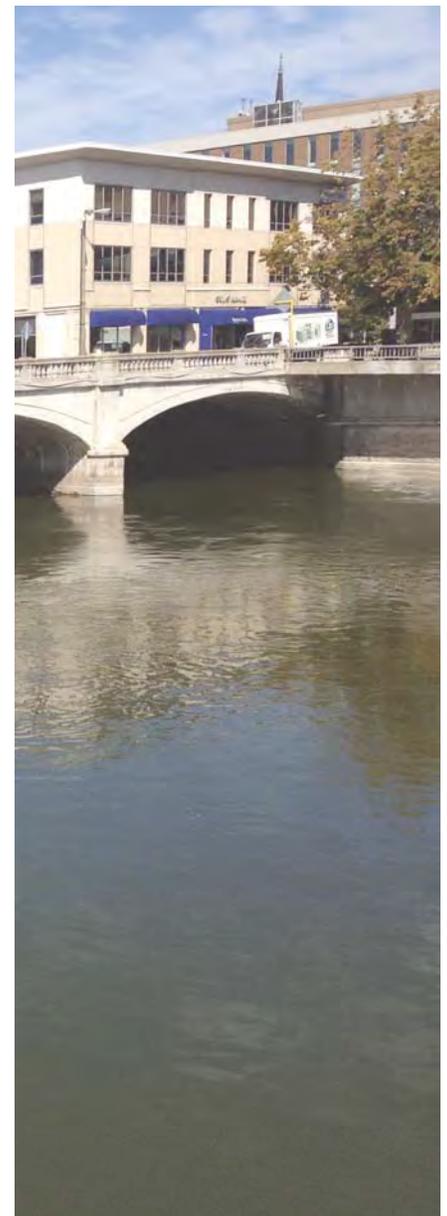
The ARISE action steps build on the use of existing funding, known capital improvement projects, and market demand to establish priorities.

Most importantly, these priority items use the knowledge gained through the market analysis and public process to build a foundation that will spur private investment in brownfield sites. This overall approach will ensure that the project maintains its momentum and demonstrates its commitment to achieving long-term goals through incremental progress. The table at the end of this document on pages 98-99 summarizes the key projects to be initiated and/or completed in the near-term.

The responsibility for implementation ultimately falls to the City of Janesville's elected officials and their professional staff. The road to successful implementation, however, will be built through effective public/private partnerships with citizens and downtown stakeholders – businesses, property owners, institutions and developers that make a personal commitment to the downtown.

First Steps

- General strategies that identify a project management team, secure funding, and communicate with developers and the public (page 74)
- Parking Projects (page 82)
- Town Square Phase 1 (Deck Removal) (page 86)



6 IMPLEMENTATION

GENERAL STRATEGIES

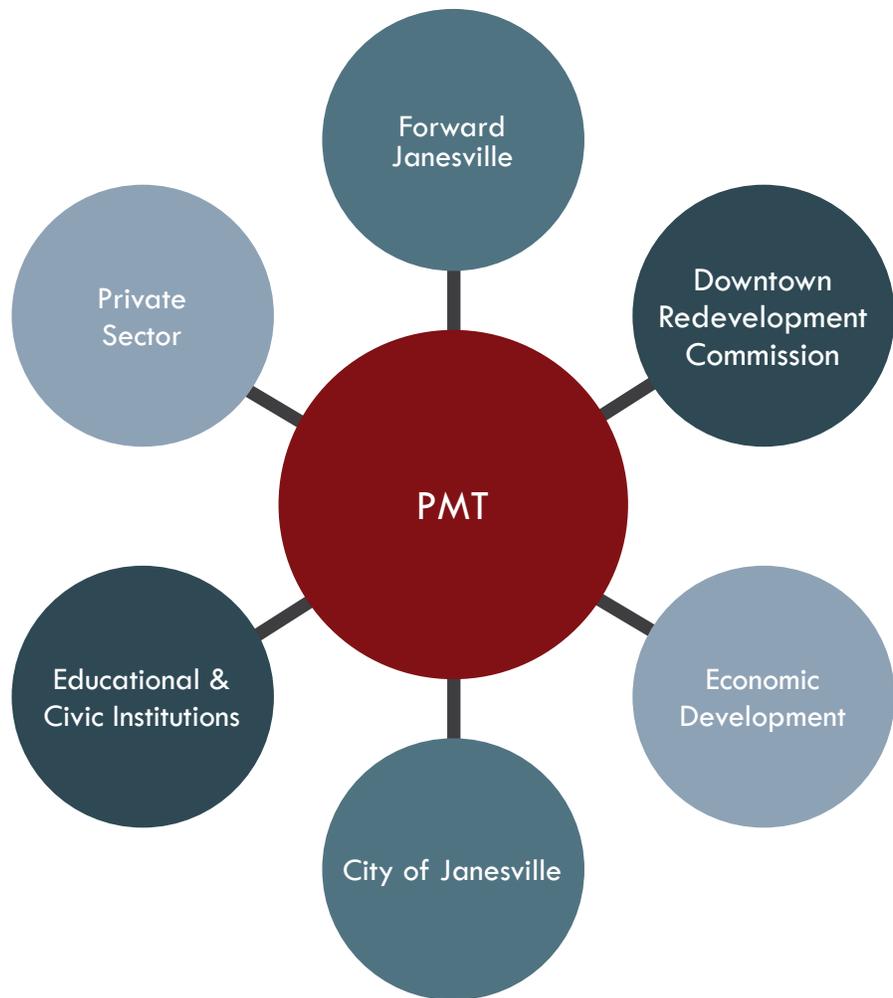
The following general strategies are proposed for the implementation of the ARISE vision. These recommendations look comprehensively at project implementation needs and take a proactive approach to positioning the city and the project stakeholders to undertake infrastructure development and attract private development. Key general elements of the ARISE Implementation Strategy are as follows:

Maintain project momentum

Community reaction to the recent efforts by the city to target clean-up of the riverfront's environmental issues, obtain grants, and work with downtown property owners has been positive and this goodwill creates a sense of change and momentum in the downtown. ARISE recommends maintaining this momentum with further outreach to property owners, grant research, programming of proposed public infrastructure projects, outreach to identified state and federal agency project partners, and communication with the public on project successes and upcoming actions.

Manage the revitalization process

Implementation of the ARISE Strategy will require a coordinated team effort that focuses on project coordination, communication and proactive funding strategies. This report recommends the formation of a dedicated 'project management team' or PMT that regularly brings city staff, elected officials, downtown businesses, property owners and institutions together. The PMT will be responsible for overseeing the project's implementation timeline. The role of the PMT will also include coordination with existing plans and program infrastructure needs, identification of funding, and communication with the community. In addition, the PMT will work with the downtown business community and



GENERAL STRATEGIES

elected officials to assess the benefits and costs for becoming a Wisconsin Main Street Community in order to gain access to new technical resources and potential funding sources.

The existing Downtown Revitalization Committee or DRC is representative of a cross section of downtown stakeholders, city staff and elected officials and has fulfilled this leadership role by advising on the ARISE Strategy's development. Continuing and formalizing their leadership in the implementation process is one option for forming a PMT and simultaneously maintaining project continuity. While the PMT will be responsible for coordination of funding sources, plan scheduling, and communication, responsibility falls to the City of Janesville staff to provide an agenda, timeline, and schedule for implementation and assure that the volunteer driven PMT remains focused and intact.

Manage the downtown

The downtown presently lacks the professional management and promotion expertise for a successful central business district. The all-volunteer and privately funded Downtown Development Alliance currently represents the downtown property ownership and business community but does not have the funding or expertise to advocate, manage, promote, recruit new businesses, and program the million plus square feet of downtown commercial space. Earlier this year the city became a Wisconsin Connect Community and thus gained access to technical assistance and networking opportunities geared toward downtown revitalization. Membership in this program also sets the stage for Janesville to join the Main Street Program and benefit from its funding as well as an annual appropriation and the creation of a Business Improvement District.

Plan & Policy Coordination

City of Janesville staff and hired consultants (when appropriate) will review city zoning ordinances, development policies, existing design guidelines and development review processes to assess their impact on achieving the downtown redevelopment goals. Specific attention needs to address redevelopment issues that impact older buildings as well as the Rock River shoreline. Topics to be addressed include access to upper stories, building facades facing the river, private space development facing the river or adjoining public walkways along the river and waste handling, HVAC systems and communication dishes.

In addition, staff will conduct an assessment of the existing TIF Districts open in the downtown to determine the need to amend their work plans, boundaries or timeframes.





Strengthen existing and create new partnerships

Partnerships will be key to the funding and successful implementation of Janesville's downtown revitalization effort. Existing partnerships with Forward Janesville, Mercy Hospital, the Downtown Development Alliance, the Rock County Health Department, neighborhood leaders and the business community, need to be strengthened at every available opportunity. The previously described PMT organization will help achieve this goal by facilitating continued engagement and communication.

At the state and federal level of partnership, communications need to move from general discussions of the ARISE vision to specific requests based upon the near-term recommendations. For example, instead of discussing the removal of the parking deck with the DNR, the question should be how to construct the stepped access to the river. This approach will make the long-term goals of ARISE less daunting and assist agencies with outlining the concrete steps which must be taken to make near-term action items happen and keep the project moving forward. The agency summit held as part of implementation strategy process laid the groundwork for identifying where agencies could specifically assist the city in achieving their near-term goals. Refinement of these requests, their timing, and the dollar amounts needed will require consistent follow-up as the implementation of ARISE starts to unfold.

Proactive public funding approach

Building funding agency partnerships, programming local funding, and entering grant cycles each require 1-2 years to accomplish. To minimize the entry time to funding, a proactive approach requires early communication with funding partners (i.e. the agency summit completed as part of the ARISE Strategy), identification of working project budgets and understanding of key dates in local budget and grant funding cycles. This strategy has identified project budgets and potential funding sources and grants for each of its proposed near-term projects. The PMT will need to manage the funding schedule so that project startups are brought forward in a manner that allows for pre-planning and design to be completed before grant due dates.

Stimulate private investment

Growing private development interest in downtown Janesville will be necessary to attract those who wish to live, work or visit the downtown. The key to attracting private development will be changing the 'brand' of the downtown, coupled with the completion of near-term public space and infrastructure projects. This work needs to be coupled with the identification of available funding that supports existing businesses and property owners such as façade and second story grants or grants that will remediate existing environmental issues. The existing TIF program is also an asset that needs to be used to attract development. Partnerships with developers on projects such as brownfield remediation that can qualify for grants, loans, bonds, or new market tax credits could also help increase funding opportunities and entice developers to invest in ARISE project sites. The city should conduct individual project analyses to understand how the community might share in the benefits of a successful development that uses public dollars.

Addressing downtown parking perceptions, incrementally replacing parking lost due to the removal of the parking deck, and implementing the parking strategy outlined in the 2013 Walker parking study will also be important ways to retain existing businesses, encourage expansion, and attract new development.

GENERAL STRATEGIES

Ready property for redevelopment and implementation strategy approval

Environmental issues such as brownfield cleanup and flood protection; private ownership, and parking availability inhibit revitalization in city centers. The City of Janesville has already taken steps to assemble property, obtain grants for environmental cleanup, analyze parking needs and work with the owners of existing larger parcels to ready them for redevelopment. This proactive approach should be continued.

While it addresses property readiness, the city should concurrently evaluate the alignment of ARISE with the existing comprehensive plan, downtown plan, existing Tax Increment Financing (TIF) plans and adjoining neighborhood plans and correct any deficiencies. Similarly, property-zoning conflicts should be identified and ordinances impacting development along the river should be evaluated for conflicts with the implementation strategy's intent to orient businesses and create public spaces adjacent to the river.

Support collateral project initiatives

While this project had specific boundaries and targeted outcomes, experience shows that the momentum of such efforts often inspires ideas and actions outside of the targeted project area and priorities. As such opportunities come forward they need to be encouraged, supported and celebrated as part of the bigger picture of downtown revitalization. For example, the housing, connection and quality of life improvements identified in the Look West and Fourth Ward Neighborhood plan strengthens the edges of the downtown, better connects the downtown and neighborhood and brings in new residents.

Create a 'place'

Making the downtown a 'place' in the minds of the community, visitors and developers was clearly identified as a need in meetings with the community and developers. These stakeholders clearly recognized the Downtown's key assets of location, river frontage, historical buildings and available space. However, both groups described the appearance of the downtown as tired and inactive.

The downtown needs a new 'Brand', one tied to the river, the downtown's historic character, and the health of Janesville's citizens. ARISE focuses on near-term changes to the downtown aesthetics, activities and river access to change the paradigm from an area that is tired and inactive to a place that is animated and exciting. This will be accomplished by creating a walkable downtown, detailing opportunities for new programmable public spaces, developing river access and completing river oriented bicycle and pedestrian connections.

These physical changes are strategically paired with management recommendations for the streetscape that will increase community and visitor use of the downtown, such as filling store fronts and programming public space with events. Successful implementation of this strategy will tie existing amenities together using near-term improvements, knowledge gained during the market analysis and previous planning and vision documents, and the ARISE framework's vision to create a new brand for downtown Janesville.



6 IMPLEMENTATION

GENERAL STRATEGIES

Continue communication with the public

Janesville residents and elected officials have demonstrated tremendous interest in seeing the downtown revitalized. Continued communication will be critical to maintaining this project momentum and support from the community.

To continue interest and increase awareness, there should be a project website that is designed to be the portal for all things redevelopment in the downtown. The site should contain the ARISE Strategy and related plans that could be found on the website in 2014, as well as new information on space and properties available, city assistance resources, current public and private project descriptions and plan review and approval processes. Links should also be established to applicable zoning ordinances, building codes and design guidelines.

Following the approval of ARISE, 'Coming Soon' design exhibits should be erected around the downtown in future project locations to spread awareness and generate excitement. An example could be to place the perspective illustration of the Town Square at the public space on the corner of Court Street and South River Street.

An annual report on the downtown progress, an annual meeting or a grand opening should be held once a year by the PMT to promote the progress that has been achieved, report on on-going efforts, and layout plans for the future.



An educational exhibit about future open space generates excitement for the coming development

Near-Term Action Summary Table

GENERAL STRATEGIES				
Project	Description	Action Steps	Time Frame	Funding
Manage the Revitalization Process	Create a Project Management Team (PMT) to oversee, coordinate and support the ARISE Strategy implementation. Led by Planning	Transition the existing DRC into the PMT and organize a monthly meeting schedule	2015 onward	Not applicable
		Assess benefits and cost of becoming a Wisconsin Main Street Community	2015	
		Submit an application to the Wisconsin Main Street Program	2015	
		Explore the feasibility of implementing a Business Improvement District	2015	
		Create a proactive public funding approach	2015 onward	
		Advocate with elected officials, downtown business community and with the public for the completion of the near-term project priorities	2015 onward	
Plan and Policy Coordination	Review city plans and processes to assess their impact on achieving the ARISE goals Led by Planning	Review of ordinances, policies and redevelopment review procedures and amend as needed.	2015 onward	
		Review TIF Districts and amend as needed.	2015 onward	
		Incorporate ARISE recommendations in other planning documents	2015 onward	
Communication	Maintain project momentum and support among the community, downtown stakeholders, elected officials, and agencies. Led by Planning	Keep the project website updated	2015 onward	
		Create 2-3 displays of the ARISE Strategy concepts and locate them downtown	2015 onward	
		Continue face to face annual updates with key project implementation partners – DOT, DNR, EPA, Forward Janesville, downtown management organizations	2015 onward	
		Arrange an annual meeting for the community, elected officials and downtown businesses to provide an update on progress over the past year and to report on the next steps in the process.	2015 onward	

6 IMPLEMENTATION

BROWNFIELDS

Soil Sampling Costs

- *Tests for VOCs, PAHs, and RCRA metals at Site 1 (\$200 each)*
- *TCLP samples for RCRA hazardous waste (\$100 each)*
- *Tests for PAHs and metals at Site 3 (\$135 each)*

Soil Disposal Costs

- *Disposal of hazardous waste (\$200/ton)*
- *Off-site disposal of contaminants at concentrations above NR 700 WAC RCLs (\$65/ton)*

Overview

Numerous properties scattered throughout the six Catalyst Sites require further study or remedial action before redevelopment can take place. The details of these actions have been outlined earlier in this section and discussed in detail in Appendix A. The most pressing near-term action items that need to take place are:

- NR 716 Site Investigation and Remedial Options Evaluation for 55 South River St. (Site 1)
- Phase II ESA for 51 South River Street (Site 1)
- Phase II ESA for the Old Jail Site (Site 2)
- Cap the Adams Roofing Site with an Engineered Barrier (Site 3)

Subsurface Structures

Sites with known or suspected contamination need special consideration when subsurface structures like storm sewers or other utilities are included as part of the redevelopment design.

In these cases the excavated soil at each property would have to be stockpiled in segregated piles based on available information and field observations. If excavated soil does not exceed regulatory standards it can be re-used on-site or disposed of as clean fill.

If any construction activities at a contaminated site require de-watering, the water would either need to be stored on-site or disposed of under a permit. In either case the water would need sampling prior to disposal.

In any brownfield redevelopment project additional costs will be incurred. These costs include labor costs for sampling, oversight, and reporting as well as WI DNR review fees.

Near-Term Action Summary Table

BROWNFIELDS				
Project	Description	Action Steps	Time Frame	Funding
51 S River St. (Catalyst Site 1) Phase II ESA Preliminary Cost \$7000	Investigate the extent of environmental contamination Led by Public Works	Complete a Phase II ESA	2015	EPA Grant
		Demolish building		
		Restore greenspace		
55 S River St. (Catalyst Site 1) NR 716 Preliminary Cost \$10,000	Investigate contamination discovered in Phase II ESA Led by Public Works	Complete a NR 716 Site Investigation and remedial options evaluation	2015	WI WEDC, TIF
		Demolish building		
		Restore greenspace		
Old Jail Site (Catalyst Site 2) Preliminary Cost \$10,000	Investigate the extent of environmental contamination Led by Public Works/ Planning	Complete a Phase II ESA	2015	EPA Grant
Former Adam's Roofing (Catalyst Site 3) Preliminary Cost \$150,000	Investigate contamination discovered in Phase II ESA & maintain mitigate for contamination impacts	Complete a NR 716 Site Investigation and remedial options evaluation	2016	EPA Grant
		The site will likely need an engineered barrier and continued groundwater natural attenuation monitoring	2016	EPA Grant

6 IMPLEMENTATION

PARKING

Overview

As in most downtowns, parking is a major concern for many businesses in Janesville. Sometimes the problem of unavailable parking is real, while in other cases it has more to do with the perception of scarcity.

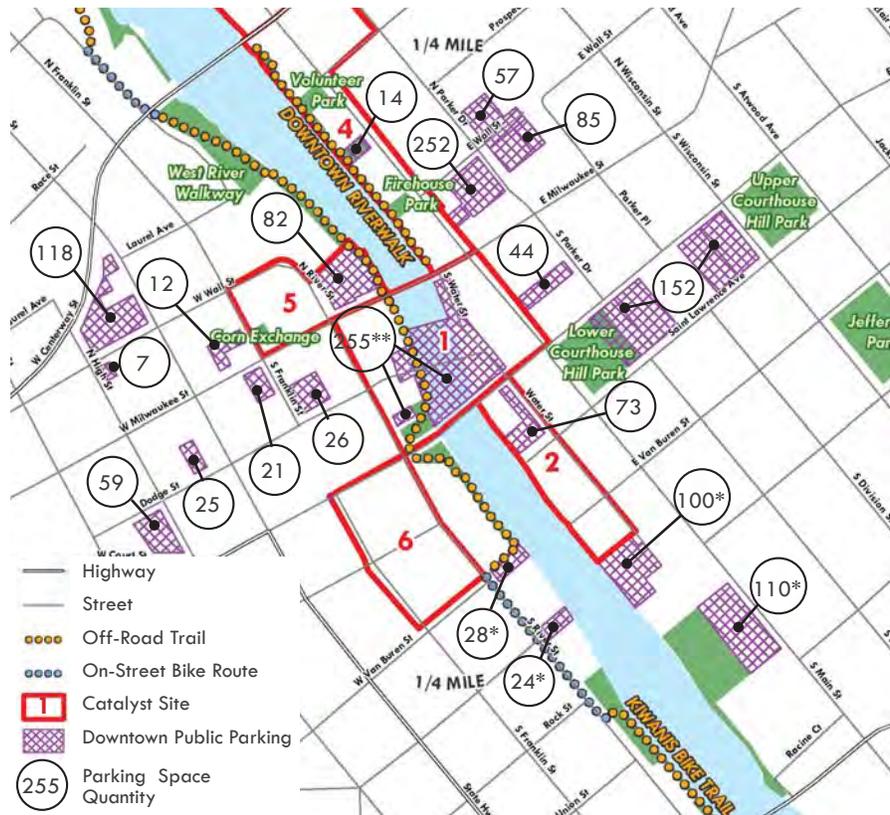
The removal of the Dodge Street Parking Deck due to structural deficiencies will result in the loss of over 200 parking spaces. This loss of parking has many businesses concerned that they will lose customers due to a lack of parking spaces if these spots are not replaced.

In response to concerns that the imminent removal of the river parking deck will result in a parking shortage the city hired Walker Parking Consultants to assess future parking conditions once the deck is removed. The study showed that parking spaces on Janesville's east bank are only 34% occupied with a land use occupancy of 75%. Once the parking deck is removed the study found that there will still be adequate parking on the river's east side even if the downtown landuse is 95% occupied.

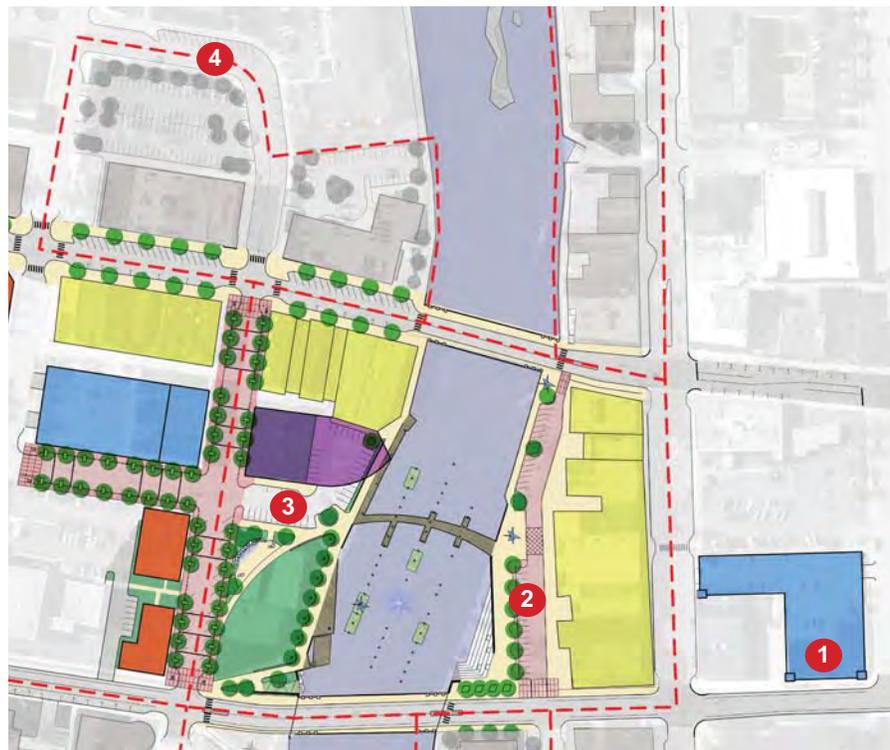
Using this 95% standard, the west side of the river has a potential lack of supply within a 400 foot walking distance but actually has a parking surplus based on an 800 foot walking distance.

Regardless of what the study says, ARISE needs to address parking concerns raised by business and stakeholders and mitigate impacts on parking wherever possible.

- 1 Expanded Main Street Parking Lot
- 2 Convert Water Street to a festival street
- 3 Dodge Street with parking
- 4 Re-striping on North River Street



EXISTING CONDITIONS: Purple areas highlight existing downtown parking
 *Estimated based on aerial photography.
 **Parking deck estimate based on the City of Janesville 2012 Plaza Park Configuration Map.
 All other parking numbers from 2013 parking study.



PARKING RECOMMENDATIONS: New proposed parking locations are highlighted with red circles

Near-term

ARISE proposes a series of near and long-term actions related to parking that mitigate potential parking problems now and in the future. Removal of the parking deck will require new compensatory parking to be installed elsewhere in the downtown. The more than 200 spaces that will be lost include public and private parking on the deck itself as well as adjacent parking that will be removed or re-configured. Some of this parking loss can be absorbed by the downtown’s existing parking infrastructure, which only has an estimated occupancy rate of 37%. Near-term actions can regain approximately 171 parking spaces when the river deck is removed through the following actions:

- Approximately 49 additional spaces are proposed at an expanded Main Street parking lot on the east side of the river
- 32 spaces are proposed as part of the conversion of Water Street to a festival street
- 32 spaces are proposed on a reconstructed Dodge Street and Riverfront Centre property
- Re-striping on North River Street north of Milwaukee Street and West Wall Street east of Franklin Street can provide 21 additional street parking stalls.
- Implementation of a parking management system that increases the number of two-hour parking spaces and eliminates leased stalls will increase the availability of parking downtown for visitors and customers by increasing parking space turnover. For example, the 82 space parking lot at the northeast corner of Milwaukee Street and River Street has 59 all day spaces that could easily be converted to 2-hour spaces that serve downtown visitors and customers.
- Additional parking is proposed with the reconstruction of Milwaukee Street. Widening the west 10 and 100 block right-of-ways of Milwaukee Street to 80 feet to allow diagonal parking on the north side would add approximately 15 and 22 on-street spaces respectively.

Long-term

As the density of residents and visitors downtown increases, some new structured parking will eventually be required. The anticipated high volume of users combined with the replacement of riverfront surface parking lots with higher value uses affects both the parking supply and demand. ARISE proposes two new parking ramp locations to replace existing city lots. On the west side of the river, the recommendations show a structure at the northeast corner of Franklin and Dodge streets. This ramp would serve both the commercial district on Milwaukee Street and the Town Square. It would also have first floor retail along River Street to replace the existing building removed to accommodate the parking ramp. On the east side of the river, the city’s Main Street surface lot would be replaced with a ramp.

Implementation of River Street as a festival street would create the opportunity to construct diagonal parking on both sides of the street in front of the YMCA if additional right-of-way is acquired. This provides approximately an additional 22 on-street spaces.

	Parking Spaces
Deck removal	<255>
Main St. Parking Lot Expansion	49
Dodge St. & River Center	32
Water Street	32
Re-striping N. River St. & W. Wall St.	21
10 Block Milwaukee St.	15
100 Block Milwaukee St.	22
Change in number of parking spaces	<84>

6 IMPLEMENTATION

Near-Term Action Summary Table

PARKING MITIGATION				
Project	Description	Action Steps	Time Frame	Funding
River Street & Wall Street Preliminary Cost \$23,000	Provide addition on-street parking on River Street and Wall Street Led by Public Works/ Planning	Review feasibility and develop plans for re-striping	2015	TIF, CIP
		Solicit an invitation for bids	2016	
		Select a contractor and implement re-striping	2016	
Parking Management	Improve customer access to conveniently located parking Led by Public Works/ Planning	City staff will perform parking occupancy study and evaluate parking management strategy as discussed in Walker parking study	2015	MPO
		City staff will implement parking management recommendations	2016	
Main Street Parking Lot Expansion Preliminary Cost \$168,000	Expand the existing public downtown Main Street parking lot Led by Public Works	Verify the need for additional parking on the east side of the river after the parking deck closes	2016	TIF, CIP
		Hire a consultant or schedule staff to prepare preliminary plans for parking lot expansion	2016	
		Prepare construction documents	2016	
		Begin construction	2017	
Water Street & Dodge Street Preliminary Cost Included in Town Square Phase 1 (Catalyst Site 1)	Provide on street parking after the removal of the parking deck Led by Public Works	This work is included in the Town Square Phase 1 project	2015-2016	TIF, CIP (See Catalyst Site 1)
Milwaukee Street Parking Preliminary Cost Included in Milwaukee St. construction (Catalyst Site 1)	Provide additional on-street diagonal and parallel parking Led by Public Works	This work is included in the Milwaukee Street construction project	2018-2020	TIF, CIP (See Catalyst Site 1)
Land Acquisitions	Acquire land for future parking structure on west side of the river Led by Planning	Identify property requirements and budget costs	2015 onward	
		Initiate discussions with property owners regarding acquisition	2015 onward	
		Stay aware of opportunities for property acquisition	2015 onward	



Looking south over the existing downtown parking deck



Existing parking along the east bank of the Rock River

6 IMPLEMENTATION

CATALYST SITE 1: ACTION ITEMS



Town Square

The need to improve the perception of the downtown, create a riverfront destination, and remove the parking deck makes the Town Square the premier ARISE near-term project. The faster than expected deterioration of the parking deck will require the Town Square to be completed in phases. Phase 1 focuses on the removal of the parking deck including restoration of the river edge and reconstruction of Dodge Street between River Street and the Rock River to provide on-street parking and access to the Riverfront Centre’s rear parking lot. As much of the Town Square should be completed during Phase 1 as the budget permits to illustrate to the community and developers the City’s commitment to redevelopment of the downtown. Phase 2 includes the following elements, assuming they are not completed in Phase 1: the pedestrian bridge over the river, the Great Lawn and water feature on the west bank, new river walks with public access to the river on the east and west banks, and reconstruction of Water Street as a festival street. Long-term phases include the reconstruction of River Street and Dodge Street as festival streets and a new civic building.

Street Improvements

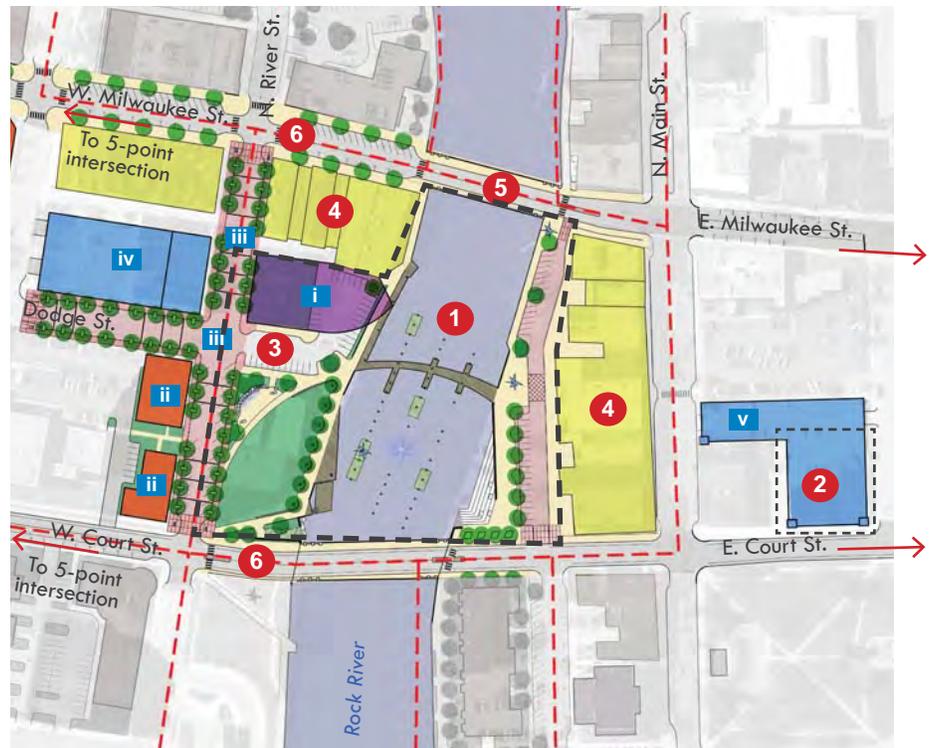
Re-orienting the street network to focus on pedestrians rather than vehicles is a near-term action item because it should greatly contribute to improving the perception of the downtown. In conjunction with the creation of the Town Square, a walkable and pedestrian friendly downtown provides the foundation for future redevelopment. In addition to following the ARISE guiding principle to “Create Human Scale, Walkability and Connectivity”, these actions address needed improvements to road infrastructure. The Wisconsin Department of Transportation (WisDOT) bridge rating system indicates that the Milwaukee Street Bridge needs major repairs, necessitating its imminent rehabilitation. In addition, a recent accident severely damaged a large section of railing. The city applied for and received a WisDOT grant to rehabilitate the bridge. Construction is scheduled for 2018.

NEAR-TERM ACTIONS

- 1 Town Square
- 2 Main street parking lot expansion
- 3 Dodge Street with parking
- 4 Potential private improvements of existing buildings
- 5 Milwaukee Street Bridge
- 6 Conversion to 2-way street

LONG-TERM ACTIONS

- i Civic building
- ii Proposed buildings
- iii Festival street
- iv Proposed parking ramp with retail on River St.
- v Replaced surface parking lot with parking ramp



CATALYST SITE 1: ACTION ITEMS

The City should consider converting Court and Milwaukee streets to two-way traffic from Main Street to Academy Street prior to the Milwaukee Street Bridge construction to help reduce traffic congestion when the bridge is closed for construction. The existing conversion study confirmed the feasibility of two-way streets on Milwaukee and Court with included turn lanes. The wider pedestrian-friendly sidewalks proposed in this implementation strategy necessitate removal of these turn lanes from the new two-way road. The Court Street conversion to two-way traffic will consist of re-striping and minor aesthetic improvements on the bridge.

Since Milwaukee Street also needs repair it makes sense to complete the street improvements at the same time as the bridge rehabilitation. However, since there is not yet funding for improvements to Milwaukee Street it is likely that these improvements will occur after improvements to the bridge. From Main Street to High Street, Milwaukee Street should be reconstructed or rehabilitated with wider sidewalks to create a walkable and pedestrian friendly environment, re-configure parking, and rejuvenate the streetscapes.

Brownfields

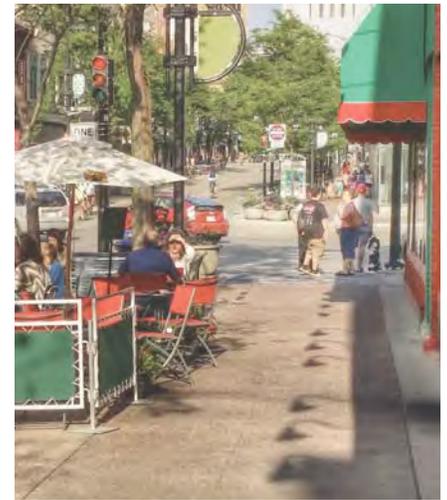
As part of the Town Square Improvements the existing brownfield site located at 55 S. River Street needs remediation. The first step in the process is to complete a NR 716 Site Investigation and remedial option evaluation. Then, the site needs to be remediated in a manner that allows for the construction of the Town Square. 51 S. River Street likely has contamination issues similar to 55 S. River Street due to its close proximity. A Phase II ESA should be completed to evaluate the extent of the contamination.

Construction of the Town Square over the properties at 51 and 55 South River Street cannot be completed until the above studies have demonstrated the extent of contamination at these sites. After these studies the site can likely be closed using natural attenuation, deed restrictions, and engineered barriers. If contamination is severe or if the land use plan for this property changes a more complete remediation may need to be conducted as part of the redevelopment of this property.

Any excavation of 51 or 55 South River Street for the installation of subsurface structures like utilities will need to follow the soil stockpiling and sampling protocol outlined in the Brownfields Recommendations section. In addition, soil stockpiles should be tested for Toxicity Characteristic Leaching Procedure (TCLP) in the area of lead contamination to determine if it is a RCRA hazardous waste. TCLP testing costs approximately \$100 per sample. Any soil classified as a hazardous waste would require off-site disposal at a RCRA hazardous waste landfill for a cost of approximately \$200 per ton. Once the site is constructed, an engineered barrier will be required to prevent direct contact with contaminated soil and minimize contaminate migration to groundwater.

Easements and Acquisitions

Beginning the assembly of key parcels for future public space development now will speed redevelopment in the future. When key properties become available the city needs to be prepared to act quickly. Long-term public improvements related to Catalyst Site 1 potentially requiring land acquisition, include the future civic building and parking structure. The City should also look for any opportunities to provide public access through The Olde Towne Mall to connect the Main Street parking lot to the Town Square.



6 IMPLEMENTATION

Near-Term Action Summary Table

CATALYST SITE 1				
Project	Description	Action Steps	Time Frame	Funding
Town Square: Phase 1 Preliminary Cost \$2.5 Million	Removal of parking deck and restoration of shoreline. Led by Public Works	City staff complete project scoping, scheduling and funding strategy	2015	CIP, TIF, EPA Grants, DNR Grants, WisDOT TAP program, In Wisconsin: Community Development Investment Grant (CDIG), TIGER, WEDC Site Assessment Grant
		Hire a consultant to prepare preliminary design plans for Town Square Phase 1 and Phase 2 that will confirm project scope, construction costs, implementation schedule and identify funding sources	2015	
		Complete a Phase II ESA of 51 South River Street	2015	
		Demolish building at 51 South River Street and cap with clean soil	2015	
		Complete a NR 716 Site Investigation and remedial option evaluations for 55 South River Street	2015	
		Demolish building at 55 South River Street and cap with clean soil	2015	
		Apply for project grants	2015-2016	
		Prepare final construction plans and request project permit	2015-2016	
		Construction	2016	
Town Square: Phase 2 Preliminary Cost \$7.5 Million	Construction of the Town Square from Phase 1 Town Square east to backs of Main Street buildings and west of River Street Led by Public Works	City staff complete project scoping, scheduling and funding strategy	2015-2018	CIP, TIF, EPA Grants, DNR Grants, WisDOT TAP program, In Wisconsin: Community Development Investment Grant (CDIG), TIGER
		Hire a consultant to prepare preliminary design plans that will confirm project scope, construction costs, implementation schedule and identify funding sources	2018	
		Apply for project grants	2018	
		Prepare final construction plans and request project permit	2018-2019	
		Construction	2020	
Milwaukee Street Bridge Preliminary Cost \$1.5 Million	Rehabilitation of the Milwaukee Street Bridge including improved pedestrian accommodations Led by Public Works	City staff complete project scope, time frame and budget	2015	Federal bridge funding secured Local 20% CIP
		Coordinate with one-way to two-way conversion project	2015-2018	
		Hire a consultant to prepare preliminary design plans that will confirm project scope, construction costs, implementation schedule and identify funding sources	2015-2016	
		Prepare final construction plans and request project permits	2017-2018	
		Begin construction	2018	

Near-Term Action Summary Table

CATALYST SITE 1				
Project	Description	Action Steps	Time Frame	Funding
One-Way to Two-Way Conversion Preliminary Cost \$351,000	Design and implement the conversion of the city's one-way street pair, Milwaukee Street and Court Street, to two-way streets from Main Street to Academy Street Led by Public Works	Coordinate with Milwaukee Street Bridge rehabilitation	2015-2018	CIP, TIF, WISDOT TAP Program, TIGER
		Hire a consultant to prepare preliminary design plans that will confirm project scope, construction costs, implementation schedule and identify funding sources	2016	
		Apply for project grants	2016	
		Prepare final construction plans and request project permits	2016-2017	
		Begin construction	2018	
Milwaukee Street Reconstruction Preliminary Cost \$2.6 Million	Reconstruction of Milwaukee Street from Main St. to High St. to create a walkable and pedestrian friendly environment. Led by Public Works	City staff complete project scope, time frame and budget	2018	CIP, TIF, WISDOT TAP Program,
		Hire a consultant to prepare preliminary design plans that will confirm project scope, construction costs, implementation schedule and identify funding sources	2018	
		Apply for project grants	2016	
		Prepare final construction plans and request project permits	2019-2020	
		Begin construction	2018	
Court Street Bridge Preliminary Cost \$210,000	Provide aesthetic enhancement and improve the pedestrian environment with amenities such as medians at crosswalks and decorative lighting. Led by Public Works	City staff complete project scope, time frame and budget	2018 onward	CIP, TIF, WISDOT TAP Program
		Hire a consultant to prepare preliminary design plans that will confirm project scope, construction costs, implementation schedule and identify funding sources	2018 onward	
		Apply for project grants	2018 onward	
		Prepare final construction plans and request project permits	2018 onward	
		Begin construction	2018 onward	
Easement and Acquisitions	Look for real estate opportunities related to long-term public improvements related to Catalyst Site 1 Led by Planning	Identify property requirements and budget costs	2018	Local CIP, DNR Stewardship Grants
		Initiate discussions with property owners regarding acquisition or easements	2018	
		Stay aware of opportunities for property acquisition	2018	

6 IMPLEMENTATION

CATALYST SITE 2: ACTION ITEMS



Catalyst Site 2 offers an opportunity to promote a system of riverfront walkways and spur new development.

Market-Rate Housing

The **Old Jail Site** on Water Street is a vacant riverfront property that presents near-term redevelopment opportunities. The Old Jail Site was purchased several years ago by a partnership of concerned residents to give the City time to develop plans for a high quality redevelopment project for the site and surrounding area.

The site is a prime candidate for market rate housing due to its riverfront location, proximity to both downtown and the Courthouse Hill Neighborhood, and the overall high market demand for downtown housing detailed in the 2013 market analysis. The owners are anxious to engage with the City on a redevelopment project that would complement the existing urban environment, extend the riverfront greenway and potentially include the acquisition of a marginal neighboring property.



Potential private improvements to existing buildings like the Rock County Appliance & TV Building on the southeast corner of Court and Water streets should emphasize services or amenities for nearby residents at the new mixed-use development on the Old Jail Site. The City should review zoning codes for this area to ensure that they support the ARISE vision for the site. Examples of the type of uses that may be appropriate for this site include a coffee shop or convenience store.

Riverwalk

Another near-term priority for Catalyst Site 2 is the expansion of the **riverwalk trail system** for bikes and pedestrians between the Court Street and Racine Street bridges on both sides of the river. This trail system will improve connectivity between the downtown and the community's cultural center and neighborhoods. On the east side, the near-term effort will be focused on constructing the path on city property and on easements where land is available along the edge of the river. The final alignment will be completed as redevelopment projects occur along the east bank, especially where buildings are located on the edge of the river. On the west side, the city will need to acquire easements to fill in gaps in the trail.

Brownfields

A Phase II Environmental Site Assessment (ESA) needs to be performed at the Old Jail Site to determine if there are any impacts to the property and eliminate liability issues for potential developers. If cleanup is required it will likely proceed under the WI DNR's Leaking UST (LUST) program.



Near-Term Action Summary Table

CATALYST SITE 2				
Project	Description	Action Steps	Time Frame	Funding
Riverwalk Preliminary Cost \$2.7 Million * *Not including land acquisition and easements	Complete riverwalk trail system for bikes and pedestrians between the Court Street and Racine Street bridges on both sides of the river Led by Public Works/ Planning	Conduct a riverwalk feasibility study to determine the best trail alignment and estimate construction costs	2016	CIP, TIF, WISDOT TAP Program, DNR, TIGER
		Develop a phase 1 trail design that offers a functional short-term alignment which works with existing land uses. As land develops or easements are obtained, the trail system can be replaced with the final alignment recommended in the feasibility study.	2016	
		Initiate discussions with property owners regarding acquisition or easements	2015 onward	
		Apply for project grants	2016	
		Prepare final construction plans and request project permits	2017	
		Begin construction	2018	
Old Jail Site	Solicit development Led by Economic Development	Hire a consultant to identify redevelopment parameters and outcomes for the Old Jail Site	2018	TIF, EPA, RLF
		Reach an agreement with the Old Jail Site ownership on development parameters	2018	
		Complete environmental clean up to make the site ready for development	2018	
		Look for funding opportunities to help finance private development	2019-2020	
		Maintain easement for future riverwalk	2020	

6 IMPLEMENTATION

CATALYST SITE 3: ACTION ITEMS



Riverwalk Extension

Catalyst Site 3 near-term efforts focus on connecting Traxler Park to downtown Janesville. The riverwalk should be expanded from downtown to Traxler Park along the river's east bank as soon as practical. A feasibility study for a riverwalk between catalyst sites 3 and 4 was conducted in fall of 2014.

Plan Coordination

In the near-term, the city should coordinate with the on-going Traxler Park Master Planning project to ensure that long-term goals for programming of the Traxler Park Expansion are incorporated into plans for the existing Traxler Park. Similarly, the proposed Highway 51 realignment should be discussed with WisDOT as soon as possible. Early coordination with WisDOT will help ARISE identify and take advantage of potential partnership and funding opportunities.

The long-term vision for Catalyst Site 3 dedicates the majority of the site to public parkland. The city should also look for opportunities to acquire key parcels or easements for the creation of this public space and for expansion of the riverwalk.



Brownfields

Many of the properties in this catalyst site are brownfields that have environmental and flooding issues which could deter redevelopment. The known environmental sites are all closed except for the former Adam's Roofing property which recently finished a city site investigation.

The city should clean up the Adam's Roofing site according to the investigation's recommendations, which include the creation of an engineered barrier and continued groundwater natural attenuation monitoring.

Areas where excavation occurs may need to follow the soil stockpiling protocol in the Brownfields Redevelopment Recommendations section. Given that the site contains surface-level contaminants, soil should be removed and sampled to a depth of at least 4 feet below the final planned elevation. Soil that is not found to contain contamination that exceeds regulatory standards may be re-used on-site.

The city should also **look for opportunities to further remediate the existing closed sites** to accommodate the ARISE vision. Such opportunities might include removal of contaminated soils in the area of the proposed lagoon outlet. Near-term actions related to flooding might also be taken to ready site 3 for redevelopment. These action items will be covered in detail in the discussion of Catalyst Site 4 (page 57).



Near-Term Action Summary Table

CATALYST SITE 3				
Project	Description	Action Steps	Time Frame	Funding
Riverwalk Extension to Traxler Park Preliminary Cost \$500,000* *Not including boardwalk, land acquisition and easements	Extend eastside downtown riverwalk to Traxler Park. Develop a near-term trail system that offers a functional short-term alignment which works with existing land uses Led by Planning & Public Works	Conduct a riverwalk feasibility study to determine the best trail alignment and estimate construction costs	2014 (Completed)	CIP, TIF, WISDOT TAP Program, DNR
		Complete a NR 716 Site Investigation and remedial option evaluations for the old Adam's Roofing property	2015	
		Prepare a preliminary phase 1 design plan for the trail system which will confirm project scope, schedule, costs and funding.	2017	
		Coordinate with Ice House property owners to establish a trail connection easement to Traxler Park	2017	
		Apply for project grants	2018	
		Prepare final construction plans and request project permits	2018-2019	
		Begin construction	2019 onward	
Redevelopment Facilitation	Look for real estate opportunities related to long-term public improvements related to Catalyst Site 3 Led by Planning	Be involved on Traxler Park's master planning effort to insure continuity with ARISE	2015 onward	
		Meet with WisDOT to discuss the city's interest in relocating Highway 51	2016 onward	
		Initiate discussions with property owners regarding acquisition or easements	2015 onward	
		Stay aware of opportunities for property acquisition	2015 onward	

6 IMPLEMENTATION

CATALYST SITE 4: ACTION ITEMS



Flooding issues span multiple sites but for simplicity of discussion they are considered here as Catalyst 4 near-term projects. Flooding along the east side of the river in downtown Janesville is a perpetual problem that costs the city and its property owners thousands of dollars, poses safety and health issues, and limits redevelopment. The sooner the problem can be solved the better. To understand the flooding issues, a flood study for the entire river needs to be completed, including the feasibility of the white water course and other relevant river opportunities.

East Riverwalk

Recommendations for the East Riverwalk improve bike and pedestrian access to the path system from the Centerway Bridge to the Milwaukee Street Bridge. These improvements could also provide flood protection by replacing the stairs at the Milwaukee Street Bridge with a handicap accessible ramp.

Long-term improvements like the addition of lighting to the riverwalk could further enhance this portion of site 4. Raising the floodwall is another potential long-term improvement that would benefit both the riverwalk and adjacent privately-owned buildings.

Land Assembly & Zoning Review

As with many of the other catalyst sites, the timely assembly of key parcels for public space will be necessary to complete long-term public improvements at Catalyst Site 4, such as the white water course. Land or easement acquisition will also be critically important to creating a contiguous waterfront trail system.

The city should review its zoning code and ensure that ordinances applicable to Catalyst Site 4 are supportive of the ARISE vision for the site. This will pave the way for private improvements of existing buildings. These **private development projects** could include amenities to support the white water course and park, mixed-use development, or commercial uses that complement the Commercial Core downtown district that is centered on Milwaukee Street.

Brownfields

Riverwalk improvements and pavement will serve as the engineered barrier obligation in those areas. Excavated soil from other areas will need to be properly segregated and sampled for PAHs to determine whether soil can be reused on-site or needs to be disposed of as special waste.

If excavated areas will be capped with an impervious barrier after construction is completed only the soil required for the actual construction needs to be excavated. In areas where the excavation will not be recapped, soil should be excavated to a depth of 4 feet below final grade to remove the barrier obligation in that specific area.



Near-Term Action Summary Table

CATALYST SITE 4				
Project	Description	Action Steps	Time Frame	Funding
East Riverwalk Improvements Preliminary Cost Riverwalk \$1.2 Million * River Study \$100,000 *Not including land acquisition and easements	Improvements to the East Riverwalk from Centerway Bridge to Milwaukee Street Bridge. These improvements will also improve flood protection Led by Public Works/ Planning	Conduct a riverwalk feasibility study to determine the best trail alignment and estimate construction costs	2014 (Completed)	CIP, TIF, WISDOT TAP Program, DNR
		Conduct a river flood study that examines flooding issues as well as the feasibility of the proposed white water course	2018	
		Prepare a preliminary phase 1 design plan for the trail system which will confirm project scope, schedule, costs and funding.	2019	
		Apply for project grants	2018	
		Prepare final construction plans and request project permits	2020 onward	
		Begin construction	2020 onward	
Redevelopment Facilitation	Look for real estate opportunities related to long-term public improvements related to Catalyst Site 4 Led by Planning and Economic Development	Identify property requirements and budget costs for the White Water Park	2015 onward	
		Initiate discussions with property owners regarding acquisition	2016 onward	
		Stay aware of opportunities for property acquisition	2015 onward	
		Promote redevelopment opportunities to private developers/investors	2015 onward	

6 IMPLEMENTATION

CATALYST SITE 5: ACTION ITEMS



Mixed-Use Development

The near-term development of a portion of Catalyst Site 5 as a mixed-use development project takes advantage of its prime location in the commercial core, opportunity for a riverfront restaurant, and new downtown housing all on a site owned by the city that has no known environmental or flooding issues. The city parking lot at North River Street and West Milwaukee Street should be marketed for redevelopment as a mix of ground floor commercial and upper level housing or office space.

Street Re-Striping

Some of the **near-term parking remediation for the Dodge Street Parking Deck** is proposed to occur at Catalyst Site 5. As discussed in the parking recommendations section, re-striping on North River Street north of Milwaukee Street and West Wall Street east of Franklin Street can provide 21 additional street parking stalls.

Zoning Review

The city should review its zoning code and ensure that ordinances applicable to Catalyst Site 5 are supportive of the ARISE vision for the site. This will pave the way for private improvements of existing buildings as well as new mixed-use development.

Brownfields

Any excavation at the Chase Bank Property may encounter soil contamination. Excavated soil will need to be stockpiled and sampled for VOCs and PAHs. Contamination levels above regulatory standards are not anticipated.

Near-Term Action Summary Table

CATALYST SITE 5				
Project	Description	Action Steps	Time Frame	Funding
Development Solicitation of City-Owned Parking Lot	Takes advantage of prime location in the commercial core for mixed use development Led by Economic Development	Identify redevelopment parameters and outcomes for the redevelopment site	2015	
		Prepare and publish a solicitation for private development	2016	
		Enter into a development agreement if a suitable proposal is received	2016	

CATALYST SITE 6: ACTION ITEMS

Catalyst Site 6 does not currently have any near-term action items, but interest in this two block area may change quickly due to its adjacency to the central business core and scenic river views. The city should ensure that zoning code supports mixed-use development or possibly a large institutional use like a campus. Design standards like site materials or stormwater retention requirements should also be put in place to guide future concepts for this site.

The city should plan to work with future developers on developing a remediation plan for the brownfields located in Site 6. Assistance with identification of grants for brownfield redevelopment may also help assure developers that building on Site 6 will be a good investment.

Brownfields

No near-term brownfields remediation for Catalyst Site 6 is anticipated. However, if future development requires excavation it is likely that stockpiling and sampling of excavated soil will be required.



Near-Term Action Summary Table

CATALYST SITE 6				
Project	Description	Action Steps	Time Frame	Funding
Redevelopment Facilitation	Facilitation led by Economic Development	Work with potential developers to facilitate private redevelopment as opportunities arise.	2015 onward	

6 IMPLEMENTATION

NEAR TERM ACTION ITEM IMPLEMENTATION TIMELINE

Proposed Project /Task	2015				2016				2017				2018				2019				2020				2021			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
GENERAL STRATEGIES																												
Manage the revitalization process	[Active]																											
Plan and policy coordination	[Active]																											
Communication	[Active]																											
BROWNFIELDS																												
Improvements to catalyst sites (See facing page)	[Active]																											
PARKING MITIGATION																												
River Street & Wall Street	[Active]																											
Parking Management	[Active]																											
Main Street parking lot expansion	[Active]																											
Water Street & Dodge Street	[Active]																											
Milwaukee Street parking	[Active]																											
Land acquisitions	[Active]																											

Proposed Project /Task	2015				2016				2017				2018				2019				2020				2021												
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4									
CATALYST SITE 1																																					
Town Square Phase 1	[Active]																																				
Town Square Phase 2																																					
Milwaukee St. Bridge	[Active]																																				
One-way to two-way conversion	[Active]																																				
Milwaukee Street reconstruction																																					
Court St. Bridge																																					
Easements and acquisitions	[Active]																																				
CATALYST SITE 2																																					
Riverwalk	[Active]																																				
Old Jail Site																																					
CATALYST SITE 3																																					
Riverwalk Extension to Traxler Park	[Active]																																				
Redevelopment facilitation	[Active]																																				
CATALYST SITE 4																																					
East Riverwalk improvements	[Active]																																				
Redevelopment facilitation	[Active]																																				
CATALYST SITE 5																																					
Development solicitation of City-owned parking lot	[Active]																																				
CATALYST SITE 6																																					
Redevelopment facilitation	[Active]																																				

6 IMPLEMENTATION

EXISTING & RECOMMENDED ASSETS



Connecting Places

The tables on the previous pages summarize the action steps detailed in section 6 and anticipated deadlines for their implementation.

The illustration above shows how these individual actions start to come together and form a vein of activity that runs throughout downtown Janesville. Implementation of these projects will bring with them new opportunities for large public events, physical activity, entertainment, and lifestyle choices. These spaces will also help to attract new businesses and young professionals to the area, many of whom are seeking a lifestyle that balances urban living with opportunities for outdoor recreation and experiences of nature. Janesville has the potential to become a highly desirable destination for this demographic.

CATALYST FOR CHANGE

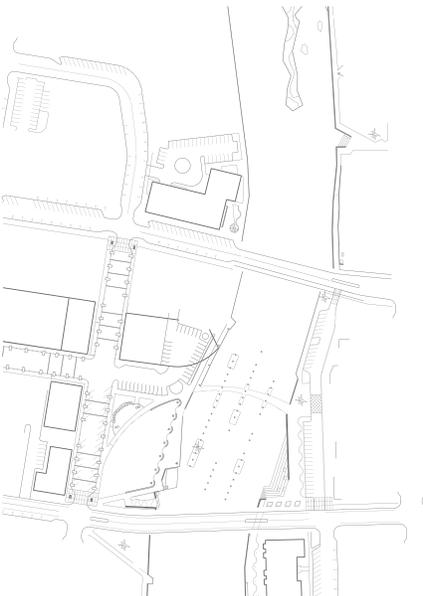


Vision and Action

ARISE intends to succeed where traditional planning documents fail by providing clear prioritization of tasks, parties responsible for their implementation, sources of funding, and a timeline for success.

Janesville has some big near-term plans that are about to enter the next phase of planning. The parking deck removal anticipated in 2016 has the potential to be transformative for Janesville's riverfront. Streetscape improvements on Main Street will be underway in the summer of 2015. Change isn't just ten years down the road in Janesville. It is happening right now.

It is vitally important that Janesville not lose the momentum it has cultivated and that it keeps moving toward the achievement of its near-term goals. As planning projects are built they should serve as fuses that ignite planning, fundraising, and construction efforts for the next big idea for downtown Janesville. This type of domino effect will help to keep enthusiasm high for new development projects. This energy combined with the vision and tools articulated in this strategy will help the City to achieve its long-term goals.



Dynamic Planning, Dynamic Spaces

Just like the design concept for each individual brownfield site in the Rock Renaissance Area is designed to become a catalyst for change in its community, it is the City's intent that this document become a catalyst that jump starts further design and planning throughout Janesville.

This strategy need not serve as a static picture of the future, but rather as a vision that drives Janesville's city officials, planners, developers, and citizens to keep moving forward toward a shared vision of a revitalized downtown. Some long-term action items may evolve into as-yet unforeseen opportunities based on market forces, citizen needs, or changing environmental dynamics. When details change, the intent is that the vision laid out by ARISE provides a core set of principles to guide decision-makers toward an outcome that prioritizes walkable streets, recreational amenities, revitalization of downtown, and celebration of the Rock River. Development projects that serve these goals will over time build on each other to reinvent Janesville's downtown.



This combination of action steps to guide Janesville in the short-term and vision to help with decisions in the long-term will guide Janesville toward a downtown that can be a major destination in Southern Wisconsin and a place that Janesville's citizens are proud to call home.

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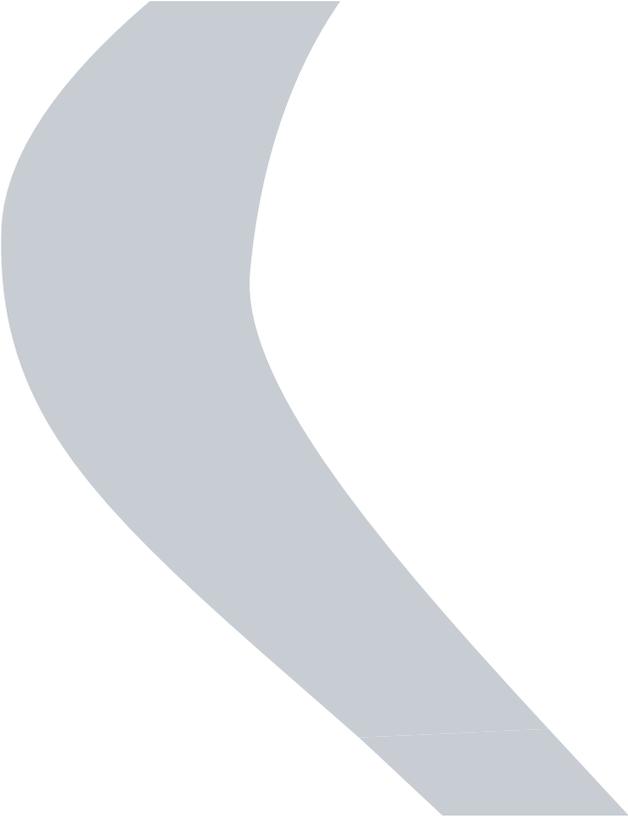
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APPENDIX A - ENVIRONMENTAL REPORT





K. SINGH & ASSOCIATES, INC.

Engineers, Scientists and Environmental Consultants

October 10, 2014

Mr. Bruce Morrow
Associate | Landscape Architect
SAA Design Group
101 East Badger Road
Madison, WI 53713

Project # 8475

Subject: City of Janesville - Rock River Renaissance Area
Revised Technical Memorandum for Catalyst Sites
Environmental Conditions Analysis

Dear Mr. Morrow:

We are pleased to submit this revised environmental conditions analysis summarizing the environmental conditions analysis of the referenced project. This work has been performed under 2012 USEPA Brownfields Area-Wide Planning Program, TR – 00E01235 – 0.

We appreciate the opportunity to provide environmental management services for the project. If we can be of further assistance in discussing this report with you, please contact us.

Sincerely,

K. SINGH & ASSOCIATES, INC.

Sarah E. Levin, P.E.
Senior Engineer

Robert T. Reineke, P.E.
Senior Engineer

PROJECT BACKGROUND

The City of Janesville has been awarded 2012 USEPA Brownfields Area-Wide Planning Program, TR – 00E01235 – 0 Brownfields Area-Wide Planning Program Grant by the USEPA. The area to be addressed is described as the Rock River Renaissance Area, a 240 acre area within the City's central business district which lies along both banks of the Rock River. Several brownfield sites have been identified within this area. Four of those brownfield sites are considered catalyst, high priority sites for cleanup and redevelopment. The reuse strategies or plans developed for these brownfields through this project will facilitate site assessment cleanup and reuse of those sites.

In 1999 the City used a grant from the Janesville Foundation to purchase riverfront properties throughout the community, including several in the Rock Renaissance area, to provide additional greenspace and provide sites for private redevelopment. Several of these were found to be contaminated, and the City worked with Wisconsin Department of Natural Resources (WDNR) through their grant programs to have them assessed and cleaned up. This experience started to shed light on the extent of brownfields in the area, but the extent of the problem was not fully realized or appreciated until the City of Janesville had the funds available from the Assessment to conduct our 2012 brownfield inventory. This revealed that nearly one-third of the sites in the area have one or more recognized environmental conditions, as determined through historic research and a comprehensive review of local and State databases.

Six sites have been identified by the City of Janesville as catalyst, high priority sites based on their: 1) strategic locations, 2) ability to directly address community goals identified by the public through outreach efforts, 3) redevelopment potential, 4) adjacency to other pending projects, and 5) cooperative ownership. These sites include the following key properties and the areas immediately adjacent to them: 55 South River Street, 110 Water Street, 411 North Main Street, and 553 North Main Street. In addition, three sites not cited in the 2012 brownfields inventory are also considered by the city to be catalytic, high priority sites and will be critical leverage points for the successful redevelopment of identified brownfields via this project: the 000 to 300 blocks of North Main Street, the 000 to 100 blocks of West Milwaukee Street, and the 100 Block of South River Street. The locations of the areas are shown on the next page.

The City of Janesville selected a team of SAA Design Group, Inc., K. Singh & Associates, Inc. (KSA), and Place Dynamics, Inc. to assist the City of Janesville in planning and recommendations for redevelopment of the Rock River Renaissance Area. KSA is leading the effort to assess and address environmental issues in the area. This report was funded by 2012 USEPA Brownfields Area-Wide Planning Program, Grant TR – 00E01235 – 0.



PROJECT PERSONNEL

KSA has assembled an experienced and qualified team to prepare this environmental conditions analysis. Team leaders all have over 20 years of experience in leading environmental investigations in the State of Wisconsin and have worked closely with the WDNR and the USEPA in the past. The personnel who have worked on this project and their qualifications follow.

Pratap N. Singh, Ph.D., P.E. – Dr. Singh provides quality assurance/quality control for the project. He serves as the Principal Engineer for KSA and has more than 30-years of engineering experience including extensive work with CERCLA, RCRA, and CWA projects. He has prepared, managed, and reviewed more than 800 projects relative to environmental, geotechnical, traffic, structural, hydraulic, and hydrogeologic investigations and land survey. Dr. Singh has managed over: 250 Phase I ESAs, 200 Phase II ESAs, 250 RIR/RAP, 450 No Further Actions, 50 Phase I & Phase II ESAs for industrial facilities, and 50 RCRA Facilities Assessments for USEPA.

Robert T. Reineke, P.E. - Mr. Reineke serves as the project manager for this project. He is a Senior Engineer who has 20-years of civil, environmental, and geotechnical engineering experience. He has completed over 40 Phase II ESAs, 75 remedial investigations, and 50 remedial actions. Mr. Reineke has partnered with private, quasi-public, and governmental agencies in Wisconsin and Illinois to provide engineering support for over 150 Phase I-IV ESAs. He has also worked on several Brownfield redevelopment projects in southeast Wisconsin.

Sarah E. Levin, P.E. – Ms. Levin serves as a lead engineer on this project. She has over 20 years of project management and environmental engineering experience. Ms. Levin has served as project manager for a variety of projects such as remedial investigations, feasibility studies, design and implementation of numerous soil and groundwater treatment systems, site closures, and environmental property assessments throughout the Midwest. Projects have included numerous Superfund sites; WDNR ERP, RCRA, and LUST sites; USEPA Region V Brownfield sites, and US Navy RCRA sites.

Mukesh Jain, Ph.D. - Dr. Jain serves as a lead engineer on this project. He is an accomplished engineer with experience in environmental engineer, transportation engineering, and site/civil engineering. He has been responsible for remedial site investigations, remedial action of contaminates sites, tank closure assessments, risk assessments, groundwater modeling, regulatory coordination, and site closure. Dr. Jain has conducted Phase I, II and III Environmental Site Assessments on more than 70 petroleum contaminated sites throughout Wisconsin.

ACKNOWLEDGEMENT

KSA would like to acknowledge the USEPA for their funding support to the City of Janesville under the 2012 USEPA Brownfields Area-wide Planning Program, Grant TR-00E01235-0. The USEPA Brownfield Site Assessment Grant Program not only awarded this grant to assist in

funding the environmental activities outlined in this report, but has continued to support the City's efforts as they move toward redevelopment.

SOURCES OF INFORMATION

KSA reviewed available information for Wisconsin Department of Natural Resources (WDNR) open and closed sites within and adjacent to each Catalyst Site. Information was obtained on-line for sites with GIS registry entries. Many of the registry entries contained a cover letter, a checklist and copies of pertinent letters and data. Other information was obtained by contacting the WDNR (Fitchburg office) and requesting a file review of all the sites in the vicinity of the renaissance area. The on-line DATCAP Storage Tank Database was also reviewed. In addition, the City of Janesville provided previous reports for two sites prepared by Ayres Associates. Finally, KSA conducted a NR 716 Environmental Site Investigation at one of the open sites. Specific information reviewed is listed below, sorted by Catalyst Site, chronologically beginning with the most recent information.

Catalyst Site 1

1. August 5, 2014. Phase I Environmental Assessment Report, Tracey Property, 51 South River Street, Janesville, WI. Ayres Associates. Funded by U.S. EPA Brownfield Site Assessment Grant Number BF-00E00906-0. (Phase II ESA recommended).
2. June 2013. Phase II Site Assessment Report, 55 South River Street, Janesville, WI. Ayres Associates. Funded by U.S. EPA Brownfield Site Assessment Number BF-00E00906-0. – (Lead in soil and groundwater exceeding NR 720 non-industrial RCL and NR 140 ES. Remedial Action Options Report recommended).
3. October 24, 2012. Phase I Environmental Assessment Report, Siker Trust Property 55 South River Street, Janesville, WI. Ayres Associates. Funded by U.S. EPA Brownfield Site Assessment Grant Number BF-00E00906-0.
4. October 9, 1998. Closure for Tanks Removed June 15, 1998, Janesville, City of, 59 South Franklin Street. Letter from WNDR (Cynthia English) to City of Janesville (Robert Boldt). File Ref: 03-54-118434. – (no further action – clean closure).
5. February 26, 1998. Final Closure, Janesville City of, 59 South Franklin St. Janesville, WI. Letter from WDNR (Cynthia English) to City of Janesville (Larry Buetzer). Reference: File 03-54-118434. – (clean closure).
6. January 14, 1998. Flexible Closure Request – Janesville, City of, 59 South Franklin St, Janesville. Memorandum from Cynde English to Closeout Committee. – (approved – natural attenuation for residual Groundwater contamination).
7. November 11, 1997. Remedial Assessment/Remedial Action Options, Boys and Girls Club Redevelopment Project – UST, 59 South Franklin Street. WDNR File Ref: 03-54-118434. Terracon Environmental.

8. October 24, 1997. No further Action: Commerce # 53545-3803-19, Ahlstrand Property, 119 W. Court Street, Janesville. Letter from Department of Commerce (DCOM) (Stanley Senger) to Ken Ahlstrand and Stiles Engineering (Marilyn Weiss). – (clean closure).
9. July 12, 1997. Site Closure, Ahlstrand (formerly Eugene Marshal) Site, 119 W. Court Street, Janesville, WI 53545-3803. Letter from Stiles Environmental, Inc (Marilyn Weiss) to WDNR (Cindy English).
10. November 17, 1995. Janesville Court Street Bridge Project. Letter from WDNR (LUST Coordinator Wendell J Wojner) to City of Janesville (Larry Buetzer). File Ref. 4440. – (minor petroleum impacts, no further action).

Catalyst Site 2

11. September 13, 2001. Final Case Closure, Main Street Beverage, 203 South Main Street, Janesville, WI (BRRTS No. 03-54-120679). Letter from WDNR (Denise Nettesheim) to Cambeck Petroleum (Bruce Campbell). – (Conditional closure: groundwater use restriction, Naphthalene above ES, natural attenuation).
12. August 6, 2001. GIS Registry Cover Sheet and Checklist: Main Street Beverage, 203 S. Main Street, Janesville (BRRTS No. 03-54-120679). – (Residual soil above RCL and groundwater contamination above ES).
13. November 1, 2000. Conditional Case Closure: Main Street Beverage, 203 S. Main Street, Janesville (BRRTS No. 03-54-120679). Letter from WDNR (Gordon Kline) to Cambeck Petroleum (Jim Campbell). – (outlines requirements for conditional closure).

Catalyst Site 3

14. June 27, 2014. Site Investigation and Remedial Action Options Report, Adams Roofing, 411-463 N. Main Street, Janesville, WI 53547 (BRRTS # 02-54-553960). K. Singh & Associates. – (Recommend capping and additional natural attenuation monitoring).
15. May 16, 2014. Remedial Investigation Work Plan, Adams Roofing, 411-463 N. Main Street, Janesville, WI 53547 (BRRTS # 02-54-553960). K. Singh & Associates.
16. February 2014. Phase II Site Assessment Report, 411-463 N. Main Street, Janesville, Wisconsin. Ayres Associates. – (Additional investigation needed to evaluate PCE in groundwater, PAHs in soil require remediation).
17. June 5, 2009. GIS Registry Cover Letter and Checklist: WP&L Coal Gas Site, Main Street and Parker Drive, Janesville (BRRTS No. 02-54-001300). – (naphthalene and benzene groundwater contamination above ES in ROW, soil above RCLs on-site, maintenance plan; other impacted properties: 443 North Parker Drive, 445 North Parker Drive, 449 North Parker Drive, 455 North Parker Drive, 541 North Parker Drive, 615 North Parker Drive, 608 North Main Street, 526 Main Street, 521 North Parker Drive, 330 East Memorial Street, 1 Glenn Street, 111 Avon Street).

18. June 5, 2009. Final Closure: Wisconsin Power and Light Former Manufactured Gas Plant, 526 North Main Street, Janesville, WI. Letter from WDNR (Eileen Pierce) to Alliant Energy (Jill Stevens).
19. January 26, 2009. Conditional Closure: Janesville Manufactured Gas Plant Site, 526 North Main Street, Janesville, WI. Letter from WDNR (Michael Schmoller) to Alliant Energy (Jill Stevens). – (outlines requirements for conditional closure).
20. December 5, 2008. GIS Registry Cover Sheet and Checklist: Ridge Automotive, 545 North Main Street, Janesville (BRTTS No. 02-54-001594). – (groundwater contamination above ES, soil contamination above RCLs, source property may be former MGP site).
21. December 5, 2008. Final Case Closure for the Former Ridge Automotive, 545 North Main Street, Janesville, Wisconsin, WDNR BRRTS Activity # 02-54-001594. Letter from WDNR (Janet DiMaggio) to Marc Blanc. – (GIS Registry, soil contamination, PAH groundwater contamination, lost groundwater monitoring wells; Former MGP site may be the source).
22. November 20, 2008. Letter from Marc Blanc, owner of Former Ridge Automotive Property, asserting that the source property is the WP&L former manufactured gas plant site.
23. December 28, 2007. Maintenance Plan for the Asphalt, Gravel, and Vegetated Surface Barrier, Wisconsin Power and Light Company, Former Manufactured Gas Plant Site, Janesville, Wisconsin. Letter from RMT (James Buss) to WDNR (Mike Schmoller).
24. September 23, 2003. Final Case Closure, Roschi/Graf Properties (Former), 601 & 619 N. Main Street, Janesville, Wisconsin, BRRTS # 02-54-225752. Letter from WWDNR (Denise Nettesheim) to City of Janesville (Larry Buetzer). – (residual soil (arsenic and lead, solid waste) and groundwater contamination (ES exceedances for benzene, naphthalene, benzo(a) pyrene, benzo(b) flouranthene, chrysene), soil surface barrier installed, groundwater use restriction).
25. September 23, 2003. GIS Registry Information: Roschi/Graf Property.
26. January 24, 2003. Final Closure, Commerce # 53545-2444-04, WDNR BRRTS #03-54-120638, Super America Station #4155, 404 North Parker Drive, Janesville. Letter from DCOM (Alan Hopfensperger) to Speedway SuperAmerica LLC (Mark Johannes). – (contaminated soil (benzene) in ROW).
27. December 16, 2002. Notice of Contamination Within Right-of-Way, Speedway SuperAmerica Store #4155, 404 North Parker Drive, Janesville, Wisconsin 53545. Letter from Sigma Environmental Services (Stephen Owens) to City of Janesville Engineering Department (Robert Boldt). – (benzene soil contamination 16-18 feet bgs, benzene and naphthalene in groundwater above PAL, natural attenuation groundwater monitoring).
28. February 13, 2002. Final Closure, Commerce # 53545-2443-01, WDNR BRRTS # 03-54-002266, J&S Auto Repair, 401 N Parker Dr, Janesville. Letter from Wisconsin Department of Commerce (Will Myers) to John Lasse.

29. August 6, 2001. GIS Registry Cover Sheet and Checklist: Cole Electric, 533 North Main Street, Janesville (BRTTS No. 03-54-001751, COMM # 53545243933). – (groundwater above ES, Soil above RCL).
30. August 6, 2001. Final Closure Letter for Cole Electric Supply, 533 North Main Street, Janesville (File Ref: 03-54-001751). Letter from WDNR (Wendell Wojner) to Harold Cole/Richard Cole. – (Conditional closure requirements have been met).
31. December 2, 1999. Conditional Site Closure: Cole Electric, 533 North Main, Janesville (BRTTS No. 03-54-1751). Letter from WDNR (Gordon Kline) to Harold Cole/ Richard Cole. – (outlines conditions for closure – groundwater use restriction, benzene above ES, natural attenuation; petroleum compounds in soil above NR720).
32. July 19, 1999. Conditional Closure of Former Roschi Property, 619 N. Main Street, Janesville. Letter from WDNR (Gordon Kline) to City of Janesville – Leisure Services (Mike Williams). – (outlining conditional closure requirements).
33. June 1, 1999. Letter from Thomas Lasse (J&S Auto Repair) to Cynthia K. English (WDNR) – (questions need for further investigation).
34. April 30, 1999. Former East Side Auto/J&S Auto Repair, 401 N. Parker Drive, Janesville. File Ref: 03-54-002266. Letter from WDNR (Cynthia K. English) to John Lasse (J&S Auto Repair). – (requires additional investigation of petroleum impacts as they do appear to be a result of activities at the SuperAmerica site).
35. December 11, 1996. J and S Auto Site. Letter from WDNR (Michael Schmoller) to Frank Donohue (J and S Auto). – (No additional investigation required at this time as source appears to be offsite).
36. January 11, 1995. Deed Restriction, Ridge Automotive, 545 North Main Street, Janesville, Wisconsin (ERRP Site 1594, Rock County). Letter from WDNR (Mather Laak) to Ridge Automotive (Gerald Bitter). – (will close site if owner files soil deed restriction).
37. June 9, 1993. Closure Request at City Ice Co., 475 North Main Street, Janesville. Letter from WDNR (Michael Halsted) to City Ice Company (Earl Schultz). – (No further action).
38. June 5, 1993. Closure request at City Ice, Janesville. Memo from Mike Halsted to Closure Committee. – (approved, feel that contamination is from backfill, possibly from coal gas operations).
39. January 18, 1993. Letter from City Ice Company (Earl Schultz) to WDNR (Mike Halsted). Transmitting report from Wisconsin Power and Light regarding environmental sampling performed at his site as part of an investigation of the coal gas operation across the street. – (Nothing to indicate contamination from coal gas operation, but two areas of possible DRO on property. Owner attests to no diesel products onsite since 1858).
40. December 15, 1993. Subsurface Investigation Report, J&S Auto Repair, 401 North Parker Drive, Janesville, Wisconsin. AES Consultants. –(GRO contamination in soil near the water table at and PVOC contamination in groundwater; highest concentrations appear upgradient).

41. January 22, 1992. Property at 615 North Parker Drive, Janesville, No. 1128. Letter from WDNR (Wendell Wojner) to Chambers and Owen, Inc. (Paul Owen, Jr.). Agrees that contamination detected by DOT in the street adjacent is not from their site. – (No further action).
42. September 3, 1991. East Side Auto, 401 North Parker Drive, Janesville. Letter from WDNR to Frank Donahue (East Side Auto). – (DOT detected contamination during Highway 51 construction project).
43. July 1991. Phase II Assessment Report for the Chambers and Owens, 615 North Parker Drive (U.S. Highway 51), City of Janesville, Rock County, Wisconsin. Aqua-Tech, Inc. (Soil in the WDOT right-of-way are contaminated by petroleum hydrocarbons. Additional investigation recommended).

Catalyst Site 4

44. November 4, 2010. GIS Registry Cover Letter and Checklist: Gunther Property, 111 N Main St, Janesville (BRRTS No. 02-54-555640). – (PAH soil contamination above RCL, surface cover/barrier and maintenance plan).
45. November 4, 2010. Final Case Closure with Continuing Obligations, Gunther Property, 111 N Main St, Janesville, WI, WDNR BRRTS Activity #: 02-54-555640. Letter from WDNR (Linda Hanefield) to M&I Regional Properties, LLC (William Zeidler). – (outlines requirements for the conditional closure).

Catalyst Site 5

46. March 18, 2010. GIS Registry Cover Letter and Checklist: River Terrace Apartments, 120 N. River St, Janesville (BRTTS No. 02-54-555054). – (PAH and arsenic soil contamination above RCL, surface cover/barrier and maintenance plan).
47. March 18, 2010. Final Case Closure with Continuing Obligations, River Terrace Apartments, 120 N. River St, Janesville, WI, WDNR BRTTS Activity #; 02-54-555054. Letter for WDNR (Eileen Pierce) to River Terrace Apartments, LC (Tim Shafer).
48. April 27, 2009. Liability Clarification and Current Environmental Conditions at Chase Bank, 100 West Milwaukee Street, Janesville, Wisconsin (File Ref BRTTS: 07-54-553408). Letter from WDNR (Janet DiMaggio) to JP Morgan Chase Bank NA (Jim Lisciotta). – (Six geoprobe borings in December 2008 – no metals or VOCs above RCLs; DRO and GRO above DNR levels. No further action granted on April 22, 2009).
49. April 5, 1996. Closure & PECFA Form 4-B, Bank One, 100 W. Milwaukee St., Janesville. Letter from WDNR (Darcy Congo) to Bank One Janesville (Laurel Maple).

Catalyst Site 6

17. June 5, 2009. GIS Registry Cover Letter and Checklist: WP&L Coal Gas Site, Main Street and Parker Drive, Janesville (BRRTS No. 02-54-001300). – (naphthalene and benzene groundwater contamination above ES in ROW, soil above RCLs on-site, maintenance plan; other impacted properties: 443 North Parker Drive, 445 North Parker Drive, 449 North

Parker Drive, 455 North Parker Drive, 541 North Parker Drive, 615 North Parker Drive, 608 North Main Street, 526 Main Street, 521 North Parker Drive, 330 East Memorial Street, 1 Glenn Street, 111 Avon Street).

18. June 5, 2009. Final Closure: Wisconsin Power and Light Former Manufactured Gas Plant, 526 North Main Street, Janesville, WI. Letter from WDNR (Eileen Pierce) to Alliant Energy (Jill Stevens).
19. January 26, 2009. Conditional Closure: Janesville Manufactured Gas Plant Site, 526 North Main Street, Janesville, WI. Letter from WDNR (Michael Schmoller) to Alliant Energy (Jill Stevens). – (outlines requirements for conditional closure).
50. October 15, 1999. GIS Registry Cover Letter and Checklist: Wisconsin Power & Light, 123 S. River Street. Janesville (BRRTS No. 03-54-002446). – (Groundwater contamination above ES (PCE, TCE), soil contamination above RCL, surface cover/barrier).
51. October 15, 1999. Final Closure- WP&L/Alliant Site, 123 S. River Street, Janesville (File Ref: 03-54-002446). Letter from WDNR (Cynthia English) to City of Janesville Engineering Department (Larry Buetzer).
4. October 9, 1998. Closure for Tanks Removed June 15, 1998, Janesville, City of, 59 South Franklin Street. Letter from WNDR (Cynthia English) to City of Janesville (Robert Boldt). File Ref: 03-54-118434. – (no further action – clean closure).
5. February 26, 1998. Final Closure, Janesville City of, 59 South Franklin St. Janesville, WI. Letter from WDNR (Cynthia English) to City of Janesville (Larry Buetzer). Reference: File 01-54-118434. – (clean closure).
6. January 14, 1998. Flexible Closure Request – Janesville, City of, 59 South Franklin St, Janesville. Memorandum from Cynde English to Closeout Committee. – (approved – natural attenuation for residual groundwater contamination).
52. January 9, 1998. Case Closure Commerce # 53545381213-A, Mercy Health Systems, 113-115 S. Franklin St., Janesville, WI. Letter from DCOM (Eric Scott) to Mercy Health Systems (Christopher Ness). – (no further action – residual soil contamination beneath parking lot (i.e. cover)).
53. July 12, 1997. Site Closure, Ahlstrand (formerly Eugene Marshal) Site, 119 W. Court Street, Janesville, WI 53545-3803. Letter from Stiles Environmental, Inc (Marilyn Weiss) to WDNR (Cindy English).
54. October 24, 1997. No further Action: Commerce # 53545-3803-19, Ahlstrand Property, 119 W. Court Street, Janesville. Letter from DCOM (Stanley Senger) to Ken Ahlstrand and Stiles Engineering (Marilyn Weiss). – (clean closure).
7. November 11, 1997. Remedial Assessment/Remedial Action Options, Boys and Girls Club Redevelopment Project – UST, 59 South Franklin Street. WDNR File Ref: 03-54-118434. Terracon Environmental.

10. November 17, 1995. Janesville Court Street Bridge Project. Letter from WDNR (LUST Coordinator Wendell J Wojner) to City of Janesville (Larry Buetzer). File Ref: 4440. – (no further action).
55. August 4, 1994. Overton Property, 158 South Franklin, Janesville, WI. Letter form WDNR (Wendell Wojner) to Mel Rohrer. – (No further action).
56. July 26, 1994. Overton Property Request for Closure. Memo from Wendell Wojner to Close out Committee (approved).
57. July 28, 1994. Tank Closure Reporting (Overton Property). Letter from WDNR (Wendell Wojner) to ABS Concrete (Scott Hadden). - (Noting deficiencies in tank closure assessment report).
58. September 10, 1993. Cullen Property, 170 S. River Street, Janesville, WI 53547 (Ref. File 727, UST – Rock County). Letter from WDNR (Kristin Pederson) to Cullen Realty Company (Mark Cullen). – (approval of Part 4 of PECFA application).
59. November 20, 1992. GIS Registry Cover Letter and Checklist: Cullen Property, 170 S. River Street, Janesville (BRRTS No. 03-54-000727, COMM # 53545384770). – (soil contamination above RCLs, structural impediment).

ENVIRONMENTAL SUMMARIES BY CATALYST SITE

Catalyst Site 1

The figure below highlights Catalyst Site 1 and nearby areas of potential environmental concern.



Potential Environmental Issues

The property at 55 South River Street is located within Catalyst Site 1 and is an open WDNR site. It may contain former underground storage tanks (USTs). The Phase II Site Assessment Report (2) identified lead in soil at concentrations exceeding the NR 720 Wisconsin Administrative Code (WAC) non-industrial soil Residual Contaminant Levels (RCLs). The lead soil contamination may potentially be classified as a RCRA hazardous waste. Lead was also detected in groundwater at concentrations exceeding the NR 140 WAC Enforcement Standard (ES).

Immediately to the north of 55 South River Street is 51 South River Street, which is also located in Catalyst Site 1. This property shares a common brick wall with the building at 55 South River

Street. A Phase I Environmental Report (1) prepared for this property identified several RECs and recommended that a Phase II ESA be conducted.

The City of Janesville adjacent to the Court Street Bridge abuts the southern border of Catalyst Site 1 and has been closed by WDNR (10). Low concentrations of petroleum compounds were detected below NR720 WAC standards.

The Ahlstrand (Former Marshall) Property has also been closed by WDNR (8, 9). Three USTs were removed from the site in 1996 and associated petroleum contaminated soil was disposed off-site. This site does not appear to pose an ongoing environmental issue.

The property at 59 South Franklin Street abuts the western edge of Catalyst Site 1. It was a former gasoline filling station and eight USTs were discovered in 1996 and removed in 1997. Three additional USTs were discovered in 1998. Residual soil contamination remains at depth and declining groundwater concentrations were noted on the property. The site was closed in 1998 (4, 5, 6) and residual groundwater contamination is unlikely to affect neighboring properties.

Redevelopment Issues

Based on the Near-Term Catalyst Recommendations (September 10, 2014), the only redevelopment concern is the construction of an open space and water-feature at the 51 and 55 South River Street properties. An NR 716 Site Investigation and remedial options evaluation should be completed for 55 South River Street (approximate cost \$10,000). Then the site can likely be closed using natural attenuation, deed restrictions, and engineered barriers, or a more complete remediation can be completed prior to or as part of redevelopment of this property.

At 51 South River Street, Ayres Associated recommends a Phase II ESA (approximate cost \$7,000) be performed. It was occupied by a blacksmith between 1909 and 1926 who may have leached oils and metals into the surrounding environment. The lead, PAH, and petroleum contaminants found on the adjacent property to the south (55 S. River St.) are also a concern for the subject property since the two properties share a brick wall. The Phase II ESA should include sampling and analysis of soil and groundwater for possible contamination could by petroleum-related compounds, VOCs, PAHs, and heavy metals.

If any subsurface structures, such as storm sewers or other utilities, are included as part of the redevelopment design, the excavated soil at each property would have to be stockpiled in segregated piles based on available information and field observations. The stockpiled soil would need to be sampled for volatile organic compounds (VOCs), polyaromatic hydrocarbons (PAHs), and metals. Each of these samples would cost approximately \$200 each. Toxicity characteristic leaching procedure (TCLP) samples would also be required in the area of lead contamination to determine if it is a RCRA hazardous waste. TCLP testing costs approximately \$100 each. Any soil classified as a hazardous waste would require off-site disposal at a RCRA hazardous waste landfill. The cost for disposal of hazardous waste is approximately \$200 per ton. Any soil

containing contaminants at concentrations above NR 700 WAC RCLs would require disposal off-site as a special waste at an approximate cost of \$65 per ton. If excavated soil does not exceed standards, it can be re-used on-site or disposed as clean fill. Assuming 100 cubic yards (cy) of excavated soil is determined to be hazardous, the estimated disposal cost of hazardous waste would be approximately \$35,000. Assuming another 100 cy of soil is determined to be a special waste, the estimated disposal cost of special waste is \$11,500.

If construction requires any dewatering, the water would either need to be stored on site or disposed under a permit. Either scenario will require sampling to characterize the water prior to disposal.

Additional costs that will be incurred include labor costs for sampling, oversight, and reporting (including case closure request) as well as WDNR review fees (approximately \$15,000).

Catalyst Site 2

The figure below highlights Catalyst Site 2 and nearby areas of potential environmental concern.



Potential Environmental Issues

The former Rock County Jail located at 110 South Water Street is located within Catalyst Site 2. The former jail had three USTs that were reportedly abandoned in place and filled with inert material in 1988. The tanks will have corroded since abandonment and there are potential environmental issues related to the USTs, primarily contaminated groundwater, that could affect Catalyst Site 2.

Main Street Beverage at 203 South Main Street closed with residual groundwater contamination and a groundwater use restriction (11, 12). Groundwater is flowing towards the Catalyst Site, but there are no documented impacts.

Redevelopment Issues

Based on the Near-Term Catalyst Recommendations (September 10, 2014), the primary improvement planned for Catalyst Site 2 is the construction of two new housing units and associated underground parking. The new housing development appears to be planned over a portion for the Former Rock County Jail.

A Phase II Environmental Site Assessment adjacent to the former Rock County Jail (estimated cost \$10,000) should be performed to determine if there are impacts to the property and eliminate liability issues. Cleanup, if required, would proceed under the WDNR's Leaking UST (LUST) program (cost unknown).

Catalyst Site 3

The figure below highlights Catalyst Site 3 and nearby areas of potential environmental concern.



Potential Environmental Issues

Adams Roofing, 411 North Main Street, is located within Catalyst Site 3 and is an open WDNR site. During the site investigation, VOCs, PAHs, lead, mercury, selenium, and cadmium were detected in soil samples exceeding NR 720 RCLs. In groundwater, petroleum compounds, tetrachloroethene (TCE), and lead were detected at concentrations exceeding the NR 140 ESs. An engineered barrier and continued groundwater natural attenuation monitoring were recommended (14).

The WP&L Coal Gas Site, Main Street and Parker Drive, is also located within Catalyst Site 3. Groundwater samples from the WP&L site contained petroleum and PAH concentrations above the NR 140 ESs. Soil above the water table also has contamination exceeding NR 720 RCLs.

The site was closed with an engineered barrier obligation, residual soil and groundwater contamination, and a groundwater use deed restriction (17, 18).

Four other properties within Catalyst Site 3 have residual contamination which is, at a minimum, likely partially attributable to the WP&L Site. The Roschi Property has been closed with groundwater deed restriction and an engineered barrier obligation (24, 25). Ridge Automotive (20, 21) and Cole Electric (29, 30) have both been closed with groundwater deed restrictions and soil exceeding RCLs (no engineered barrier obligation). The City Ice Company has been closed with no restrictions, however, it may have residual soil PAH contamination in near surface fill (37, 38).

The Chambers & Owen property, 615 North Parker Drive, was closed by WDNR in 1992 (41). Contamination detected within the right-of-way (ROW) was not attributed to the site. J&S Auto Repair, 401 N. Parker Drive was closed in 2002 (28), but reportedly contains residual soil contamination at or near the water table as well as and groundwater contamination (34).

One property adjacent to Catalyst Site 3 is the SuperAmerica located at 404 Parker Drive, which was closed in 2003 (26). The SuperAmerica property has residual petroleum contamination in soil at depth and in groundwater and in the ROW (27).

Redevelopment Issues

Based on the Near-Term Catalyst Recommendations (September 10, 2014), an extension of the riverfront path to Traxler Park and open space are planned for Catalyst Site 3. The majority of improvements are currently planned to take place on the Adams Roofing property. The riverfront path extension will connect at the City Ice Company parking lot.

At Adams Roofing, the estimated area of soil contamination is approximately 69,700 square feet (sf). To the extent practicable, it is recommended that the site be capped with an engineered barrier to prevent direct contact and minimize contaminant migration to groundwater. Capping will be a continuing obligation requiring maintenance and regular inspection.

In other areas of Adams Roofing to be redeveloped, the soil should be removed to a depth of at least 4 feet below the final planned elevation. Excavated soil will need to be properly segregated and sampled for PAHs and metals at an approximate cost of \$135 per sample. Soil below RCLs can be reused on-site or disposed as clean fill. Soil above RCLs will require off-site disposal as a special waste. Continued groundwater monitoring will be required at the site until it can be demonstrated that natural attenuation is occurring.

As a worst case scenario for the Adams Roofing, assuming an average depth of 6 feet, soil density of 130 pounds per cubic foot (cf), and a unit cost of \$75 per ton for excavation, hauling, disposal, and backfill, the estimated cost of excavation and off-site disposal exceeds \$2,000,000. Engineering, oversight, and WDNR fees will also be incurred.

Any construction on the City Ice Company property will require that excavated soil be properly segregated and sampled. Soil below RCLs can be reused on-site or disposed as clean fill. Soil above RCLs will require off-site disposal as a special waste (\$65 per ton).

Catalyst Site 4

The figure below highlights Catalyst Site 4 and nearby areas of potential environmental concern.



Potential Environmental Issues

The Gunther Property, 111 North Main Street, is located within Catalyst Site 4. It is a closed site with residual PAH soil contamination exceeding RCLs to an estimated depth of 12 feet (44, 45). The site has an engineered barrier which must be maintained.

No other sites within or adjacent to Catalyst Site 4 have been identified.

Redevelopment Issues

Based on the Near-Term Catalyst Recommendations (September 10, 2014), it appears that the Gunther Property be will adjacent to the site of East Riverwalk improvements which will have amenities such as overlooks, lighting, seating, trash and recycle receptacles, pavement, etc. A Phase II ESA is warranted on City-owned property where these improvements will occur (approximately \$7,000).

If contamination is determined to be present, it is likely to be a PAHs stemming from the Gunther property. The riverwalk improvements will serve as the barrier obligation in those areas. In any area that requires excavation for utilities, the excavated soil will need to be properly segregated and sampled for PAHs at an approximate cost of \$65 per sample. Soil below RCLs can be reused on-site or disposed as clean fill. Soil above RCLs will require off-site disposal as a special waste (\$65 per ton). An approximate additional \$10 per ton will be required for excavation, hauling and backfill. Assuming 10 cubic yards of excavated soil (at 130 pounds/cf) contains PAHs above RCLs, the estimated cost for disposal and hauling is roughly \$1,300.

Catalyst Site 5

The figure below highlights Catalyst Site 5 and nearby areas of potential environmental concern.



Potential Environmental Issues

The Chase Bank Property (formerly Bank One), 100 West Milwaukee Street, is located within Catalyst Site 5. The site reportedly had both petroleum contaminated soil and groundwater resulting from a leaking tank. The LUST site was closed in 1996 (49). Another release reportedly occurred at the Chase Bank Property in 2009. Additional soil sampling was performed and no VOCs or metals were detected above NR 720 RCLs. Diesel range organic (DRO) compounds and gasoline range organic (GRO) compounds were detected above WDNR levels. A determination of no further action was issued on April 22, 2009 (48).

The River Terrace Apartments, 120 North River Street, is located north of Catalyst Site 5. It was closed in 2010 (46, 47) with residual PAH soil contamination, including benzo(a)pyrene, at concentrations exceeding NR 720 RCLs. Due to the contaminated soil left in-place, the property has an engineered barrier obligation and associated maintenance plan. No off-site migration of contaminants has been identified and the property is not likely to present an issue for the redevelopment of Catalyst Site 5.

Redevelopment Issues

Based on the Near-Term Catalyst Recommendations (September 10, 2014), no improvements are planned in Catalyst Site 5.

Catalyst Site 6

The figure below highlights Catalyst Site 6 and nearby areas of potential environmental concern.



Potential Environmental Issues

The Ahlstrand (Former Marshall) Property, 119 West Court Street, is located in the northwest corner of Catalyst Site 6. The property has been closed by WDNR (53, 54). Three underground storage tanks (USTs) were removed from the site in 1996 and associated petroleum contaminated soil was disposed off-site. This site does not appear to pose an ongoing environmental issue.

Mercy Health System abuts the southern border of the Ahlstrand Property and is also located within the Catalyst Site. The site was a former LUST site that was closed in 1998 (52). Approximately two cy of DRO contaminated soil remains next to the existing building, beneath the parking lot at a depth of 10 feet. No petroleum constituents were detected in groundwater samples collected at the site.

The Cullen Property, 170 South River Street, is in the southern portion of Catalyst Site 6. The site is closed with a structural impediment preventing complete removal of petroleum

contaminated soil above RCLs (59). No petroleum compounds were detected in groundwater above NR 140 standards.

The City of Janesville property adjacent to the Court Street Bridge is abuts the eastern border of Catalyst Site 6 and has been closed by WDNR (10). Low concentrations of petroleum compounds were detected in soil samples at concentrations below NR720 standards. A small volume of petroleum contaminated soil may be present that may be re-used on-site or disposed off-site as clean fill.

The Former WP&L Property, 123 South River Street, also abuts the eastern border of Catalyst Site 6. The site is closed with engineered barrier with continuing obligation, groundwater deed restriction, and residual chlorinated hydrocarbon soil and groundwater contamination exceeding NR 700 and NR 140 standards (17, 18). Migration of vapors from the Former WP&L Property onto the catalyst site is a potential issue.

The property at 59 South Franklin Street abuts the northern edge of Catalyst Site 6. It was a former gasoline filling station and eight USTs were discovered in 1996 and removed in 1997 (4,5). Three additional USTs were discovered in 1998. Residual soil contamination remains at depth and declining groundwater concentrations were noted on the property. The site was closed in 1998 and residual groundwater contamination is unlikely to affect neighboring properties.

The Overton Property, adjacent to Catalyst Site 6, had a heating oil tank which was reported to the WDNR based upon odors noted during closure but test results indicated no residual contamination (55, 56). No impact expected on Catalyst Site.

Redevelopment Issues

Based on the Near-Term Catalyst Recommendations (September 10, 2014), there are currently no improvements planned in Catalyst Site 6. Therefore, there are no environmental concerns.

ENVIRONMENTAL PRIORITY ACTION ITEMS

In Catalyst Site 1, additional investigation should be performed at 55 South River Street and 51 South River Street. At 55 South River Street, an NR 716 Site Investigation and remedial options evaluation should be completed for 55 South River Street (approximate cost \$10,000). It may also be appropriate to conduct additional soil sampling to determine whether the lead contaminated soil is a RCRA characteristic hazardous waste.

At 51 South River Street, Ayres Associated recommends a Phase II ESA (approximate cost \$7,000) be performed. It was occupied by a blacksmith between 1909 and 1926 who may have leached oils and metals into the surrounding environment. The lead, PAH, and petroleum contaminants found on the adjacent property to the south (55 S. River St.) are also a concern for the subject property since the two properties share a brick wall. The Phase II ESA should include

sampling and analysis of soil and groundwater for possible contamination could be by petroleum-related compounds, VOCs, PAHs, and heavy metals.

For Catalyst Site 2, a Phase II Environmental Site Assessment adjacent to the former Rock County Jail (estimated cost \$10,000) should be performed to determine if there are impacts to the property and eliminate liability issues. Cleanup, if required, would proceed under the WDNR's Leaking UST (LUST) program (cost unknown).

For Catalyst Site 3, it is recommended that the Adams Roofing Site be capped with an engineered barrier to prevent direct contact and minimize contaminant migration to groundwater (approximate cost \$150,000). Natural attenuation groundwater monitoring should be performed to evaluate it as an appropriate remedial action. Continued quarterly groundwater monitoring is recommended for at least four rounds of sampling to determine whether natural attenuation is occurring and that a declining or stable trend has been established.

Finally, for many properties within each of the Catalyst Sites, no environmental data or analysis are known to exist. It is recommended that a general area-wide Phase I ESA (approximate cost \$30,000) be performed to address the potential for environmental concerns to be encountered as the area is redeveloped.



APPENDIX B - MARKET ANALYSIS



MARKET ANALYSIS AND RECOMMENDATIONS

FOR REDEVELOPMENT AREAS

LOCATED IN

DOWNTOWN JANESVILLE,

WISCONSIN



PLACE DYNAMICS LLC

July 2014

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EXECUTIVE SUMMARY

This study was carried out to determine the market demand for uses within downtown Janesville, and specifically within several redevelopment sites identified by the City administration. Furthermore, it recommends actions or policies that can strengthen market demand for supported uses. Several typical downtown uses are evaluated including owner occupied and rental housing, offices, retail and services, and dining. Of these, housing provides the most immediate redevelopment opportunity. Demand for other uses is likely to be driven by small, locally owned businesses and will face stiff competition from outlying areas.

Negative perceptions of downtown Janesville, held by community residents and the statewide real estate development community, will pose a challenge to investment. As a component of the analysis, interviews were conducted with developers who have been active in developing downtown properties in comparable communities across Wisconsin. When asked to share their impressions of downtown Janesville, these individuals consistently used words such as “decrepit”, “old and tired”, or “abandoned”. The general sentiment is that there has not been much investment in downtown and there has not been a significant or sustained effort to turn conditions around. Within the community there are many people who have recognized the district as having potential, but simultaneously describing it as currently incoherent. They also note that there has been a lack of follow-through to maximize the impact of recent investment or to tie together different elements of the district. Additionally, some people perceive the downtown as low income and/or unsafe, largely because of the neighboring Fourth Ward and Look West neighborhoods.

Downtown has a great number of potential assets on which to build a socially and economically vibrant district. These include the presence of the courthouse as an anchor use, some very attractive historic buildings, and a handful of retail and dining businesses that have demonstrated drawing power. The Rock River is considered by many to be among the district’s most important, but as yet uncaptured opportunities. In its current configuration the river is encased in concrete walls that make it inaccessible, if not even intimidating. There is very little public space on the river, and nearly all of the downtown buildings turn their back to the river. The City is considering several options to provide public space on the river and to reconstruct the river’s edge in a way that would create a destination. Depending on the extent of changes, this transformation could be among the most important actions the City could take to encourage new business and real estate investment, as well as helping to attract customers and residents to the district.

HOUSING

Housing is the one use for which there is immediate demand in the downtown. The market analysis projects strong residential growth at a pace only slightly slower than prior to the recession years. Changing demographics, with growth among both the youngest and oldest households, will favor downtown living in rental units as well as owned rowhouses and multi-unit condominium buildings. There are few, if any examples of the preferred kinds of units in Janesville, where a conservative development community has typically provided only suburban style buildings, usually at the edge of the city rather than in the walkable neighborhoods that are growing to be the market preference.

Janesville’s rental inventory is not well matched to market potential. A third of the annual renters can afford units priced over \$800 per month, yet this is the rate at which existing units tend to top out. These renters are likely not finding the kind of units they prefer, along with the amenities they desire. It is a condition that is exacerbated by the fact that there have been no significant new apartments built during the past decade. Downtown Janesville could support the addition of 15 to 30 new apartments per year, targeting a higher income renters, featuring quality design and interior finishes, and capitalizing on the urban character of the area.

The city has a significant market potential for attached owner occupied housing, either in the form of rowhouses or in multi-unit condominium buildings. Again, the market has so far provided little beyond suburban two- and four-unit buildings at the edge of town, while a significant number of buyers are looking for a distinctive urban environment. The analysis predicts that demand in the downtown could reach 12 to 24 units per year, in a mix of urban rowhouses and condominium flats.

Any downtown development or redevelopment project targeting owners or higher income renters must provide sheltered private parking. Especially in redevelopment projects, it will not always be possible to provide parking on site. In these cases the City should be prepared to work with the developer to provide reserved parking in contiguous, connected garages developed by the City or through a public-private partnership.

RETAIL AND SERVICES

The few retail stores found in downtown Janesville are concentrated into a short section of Main Street or a slightly longer stretch of Milwaukee Street. Most of these sell used merchandise, varying in quality from good antiques to a pawn or thrift store

environment. The better-quality shops (Van Galder Interiors and Raven’s Wish Gallery are frequently cited) tend to be located on Milwaukee Street. Downtown has had a concentration of businesses in the furniture and home furnishings segment, though this has weakened over the recession years with the loss of businesses like Plaza Furniture. Aside from Ace Hardware and Kealey Pharmacy, few businesses serve neighborhood retail needs.

Building a strong retail base within the downtown will be difficult and will take time. Two opportunities may be pursued. The first of these is a destination specialty retail district centered on Milwaukee Street. The second is a neighborhood retail node at the Five Points intersection (Milwaukee, Centerway, and Court Streets). Additional service businesses (laundry/dry cleaning, pet grooming, personal care, etc.) might also be provided in this area. A specialty retail district will benefit from public and private improvements that help to change perceptions of downtown and draw additional traffic. Neighborhood retail activity will provide added convenience for new downtown housing.

DINING

Dining is one segment that already has a strong presence in downtown, although it still faces stiff competition from chain restaurants on the east side of the city. Downtown has an employment base that supplements resident demand, and is primarily captured during the lunch hour. Adding entertainment venues to the downtown area will help to create additional demand for dining out at nearby restaurants.

Dining establishments are currently distributed throughout the district, and some of the most notable (such as The Armory) are located on side streets. These help to add depth to the district and also serve to prove the drawing power of a quality venue.

Over the long term, the City may consider encouraging new restaurants and related entertainment uses to locate along Main Street. One of the advantages to this strategy is that it will compliment any improvements to the riverfront; placing dining uses close to where people will congregate and providing an opportunity for outdoor dining in an attractive setting. A dining and entertainment district will also have greater drawing power than individual establishments. Lastly, the Main Street location is also convenient to the majority of existing and likely future office employment, making it convenient for the lunchtime worker market.

OFFICE USES

Janesville has a great deal of vacant space suitable for office use. While this includes many downtown buildings, it also includes office buildings and general purpose commercial space in neighborhood commercial areas or in business parks on the east side of the city. These outer locations tend to offer more modern space with onsite parking and other amenities that may be hard to reproduce in the downtown. Advantages of downtown may include unique environments that may be created in renovated historic buildings, the ability to offer small offices and office suites to a growing number of microbusinesses (those with fewer than five employees), and proximity to the courthouse. This latter advantage applies mainly to legal services and related activities.

The challenge for office uses in the downtown – or anywhere in the city – is that the demand is projected to grow slowly while there is a large inventory of available space. In this environment, downtown is unlikely to appeal to users needing a large floor area or having many employees. Two market opportunities stand out. The first of these will be quality tenants seeking high-profile boutique spaces. These may locate in existing buildings or newly constructed space in mixed use buildings. Examples may include attorneys or accounting firms.

The second market opportunity is for small spaces marketed to startup and microbusinesses. While Olde Town Mall provides one example of this, another approach may be to create distinctive small spaces by renovating older buildings to expose wood floors and brick, provide high ceilings, reopen large windows and skylights, and otherwise create office spaces with a loft atmosphere. Janesville may consider the opportunity to establish a coworking community that will appeal to solo and small businesses, potentially serving as a seed bed in which to grow businesses that may move on to occupy their own independent space in the downtown.

RECOMMENDATIONS

Immediate and short term opportunities for redevelopment are largely based on demand for market rate apartments and for sale condominium units. As the initial projects in the downtown, these first developments will set the tone for what follows. It is imperative to the City’s long-term desires for a rejuvenated district that these development attract the right market and present the correct appearance. The City must resist any pressure to provide affordable rentals or accept inappropriate designs or inferior materials.

Two sites stand out as the most appropriate for development within the next five years. These are the former Jail site and the parking lot north of Milwaukee Street on the west bank of the river. The strongest immediate demand is for a residential development at the former jail site. A mix of 30 to 40 rental units and 20 to 30 owner occupied units is recommended. Two buildings may be constructed on the site to provide phasing and separation of units by ownership. Buildings should provide underground parking, use high quality materials, and have an urban character appropriate for a downtown setting. City participation, through tax incremental financing or other programs, should be expected to make the project successful.

The parking lot site is appropriate for a mixed use building. This is a highly visible location at the center of the downtown, with river frontage, and decent traffic on Milwaukee Street. These conditions present the best opportunity to attract a commercial use to the street level. A quality restaurant with outdoor seating, high profile office uses, or retail might be considered, in descending order of likeliness. Commercial demand is admittedly weak, and the City may need to consider creative approaches to work with a developer to fill the space. Upper levels of the building may be used for market rate rental apartments. Enclosed parking should be provided for these, and all new residential units constructed downtown.

It should be noted that this analysis takes into consideration a planned renovation of the Monterey Hotel to create approximately 30 market rate rental units. This is an important project not only to reuse a building that has stood largely vacant for a long time, but also to establish that there is demand for market rate rental units in the downtown. It is expected that this building will be redeveloped and leased within a one to three year time frame. The effort to solicit a developer, plan, and develop new buildings on either of the priority development sites will take a similar period of time, so that any new development will follow, rather than coincide with the Monterey project.

INTRODUCTION AND METHODOLOGY

The intent of this market research was to determine uses that may be viable within the downtown in general, and to provide specific guidance for individual redevelopment sites. The market research identifies the types of retail, dining, office, and residential uses for which there may be demand, quantifying the supportable floor area or number of units, and projecting absorption. As with any analysis of its type, there is no guarantee of the city's success in attracting these uses, or in their ultimate success. Factors that will have a bearing on their success include evolving economic conditions, competition, and decisions unique to development site, development project, or business venture.

The market analysis consists of several components. The process used to complete the analysis is described here in detail.

DOWNTOWN AND REDEVELOPMENT SITE RECONNAISSANCE

Place Dynamics made several visits to the downtown and the proposed redevelopment sites during the course of the analysis, in both winter and summer months. In the process we assessed businesses, buildings, anchor uses, traffic, amenities, and other aspects of the district, making observations to note how the downtown is used by residents and workers. This analysis extended into surrounding neighborhoods and competing districts to understand their relationship to the downtown.

STAKEHOLDER INTERVIEWS

Early in the planning process, formal interviews were conducted with stakeholders who provided insight into market conditions. Stakeholders included downtown business owners (representing a mix of retail, dining, and other sectors), property owners, realtors, developers, city staff, economic development staff, and convention and visitors bureau staff. These were supplemented with informal interviews of persons encountered in the downtown. Additionally, information was gathered through a public meeting at the beginning of the planning process.

MARKET OVERVIEW

Several pieces of information were gathered to provide a general overview of conditions within the downtown, as they related to various potential uses or the real estate market in general. These included:

- Number of businesses by type, obtained through field observations.
- Vacant commercial space, obtained through field observations.
- Lease rates for downtown commercial space (range per square foot), obtained through interviews with property owners and a review of commercial MLS entries.
- Purchase price for downtown commercial space (range per square foot), obtained through interviews with commercial brokers and a review of commercial MLS entries.
- Number of housing units by type, obtained through a review of Census data.
- Rent for downtown residential units, obtained through interviews with property owners and review of rental community websites, rental listings on craigslist.com, and other sources.
- Purchase price for downtown residential units; with no recent sales, there was no history to document.
- Recent commercial and residential construction in the downtown, obtained through observations and interviews with property owners.

MARKET ANALYSIS

Potential demand was estimated using alternative methodologies for each of the primary business types.

- Retail Businesses. Demand for retail businesses was estimated for a primary and secondary trade area, and for workers in the downtown area. Visitor traffic was too minimal to be considered.

Demand for trade area residents is forecast in five- and ten-year increments by indexing population to consumer expenditure data in order to generate purchasing potential by product. This is then converted to product sales by store type to generate an estimate of total demand by type of retail store. Worker demand was estimated based on expenditure profiles by class of worker in the downtown district.

Sales at existing businesses in the district were based on first-hand observations and benchmark data of retail sales by store type (NAICS, chain, independent, etc.).

A gap analysis simply compares the existing sales within a retail category to the market potential (a combination of resident and worker demand). Where sales are less than demand, there is said to be a gap or leakage of sales potential from the area. This alone is not sufficient to determine likely retail uses, especially in an area such as downtown Janesville, where there are currently few retailers.

Additional factors considered in determining targeted opportunities included competition, clustering of related retail businesses, anchor uses and driver activities, location, downtown character, character of available or potential tenant spaces, and potential for cannibalization of other downtown businesses.

In a final step, demand for retail and services was estimated in terms of sales volume, the number of stores, and typical floor area they will occupy.

- **Eating and Drinking Places.** Demand for restaurants and other food service establishments was estimated using an approach similar to that used in the retail analysis. Expenditures on food away from home were applied to current and forecasted populations, and subsequently allocated to type of establishment.

Sales at existing businesses in the district were estimated from observations and the application of industry benchmark data by establishment type and either sales per chair or sales by floor area. Aggregate market penetration was generated from these estimates. Competition, the character of available or potential space, and market trends were considered in recommending restaurant types that may be most viable within the downtown.

- **Office Space.** Office space demand was estimated based on an analysis of occupational employment projections and office space allocation trends, augmented by interviews with property owners and commercial brokers. The analysis offers an opinion of the most likely users of office space, and characterizes projected demand in terms of location, floor area, amenities, and other factors.
- **Residential Units.** The model used in this analysis considers the composition of market households in terms of householder age, income, tenure, unit type preferences, market turnover, and affordability. It estimates demand for owner occupied units (detached homes, condominiums, and townhomes) by price point, and for rental units by monthly lease rates. Generational housing preferences, observations from similarly sized Wisconsin communities, and feedback from the real estate development community was considered in offering an opinion of the number and character of units that may be supported in the downtown.

REDEVELOPMENT SITE TENANT MIX

Six downtown sites were identified for detailed analysis, though only three are anticipated to hold potential for private sector redevelopment projects. Other redevelopment may occur on sites outside of these areas, such as the planned Monterey Hotel redevelopment project. These sites were considered in the context of short and long term market opportunities. A recommended mix of uses was identified for each site.

DEVELOPER CONSULTATION

To further test the validity of the market analysis and recommendations, several Wisconsin real estate developers were contacted to offer their opinion on the proposed sites and uses, as well as to offer insight into potential development concerns and perceptions of downtown Janesville as a development opportunity.

BACKGROUND

Janesville is Wisconsin's tenth-largest city with a 2013 population of 63,600 persons. Located in south central Wisconsin, the city is part of the Janesville-Beloit Metropolitan Statistical Area, made up of Rock County, with a population of 160,739 persons. Beloit's population numbers 36,842. A 20-mile radius of downtown takes in several other communities including Evansville, Brodhead, Delavan, Whitewater, Fort Atkinson, and Stoughton.

Although the largest city in Rock County, Janesville is only 35 miles north of Rockford, Illinois (pop. 150,843), 40 miles south of Madison, Wisconsin (240,323), 75 miles southwest of Milwaukee, and 100 miles from Chicago. As a result, Janesville's drawing power as a retail and service center is curtailed by the larger concentration and variety of offerings in these larger cities.

The city is located along Interstate Highways 39/90, which pass through the city's eastern neighborhoods. The highway was constructed in the 1960's and played a significant role in shaping the city's growth to the east. In the past decade the city has crossed the highway with new residential, commercial, and business park development springing up to the east. The highway facilitates quick travel north and south to Madison and Rockford.

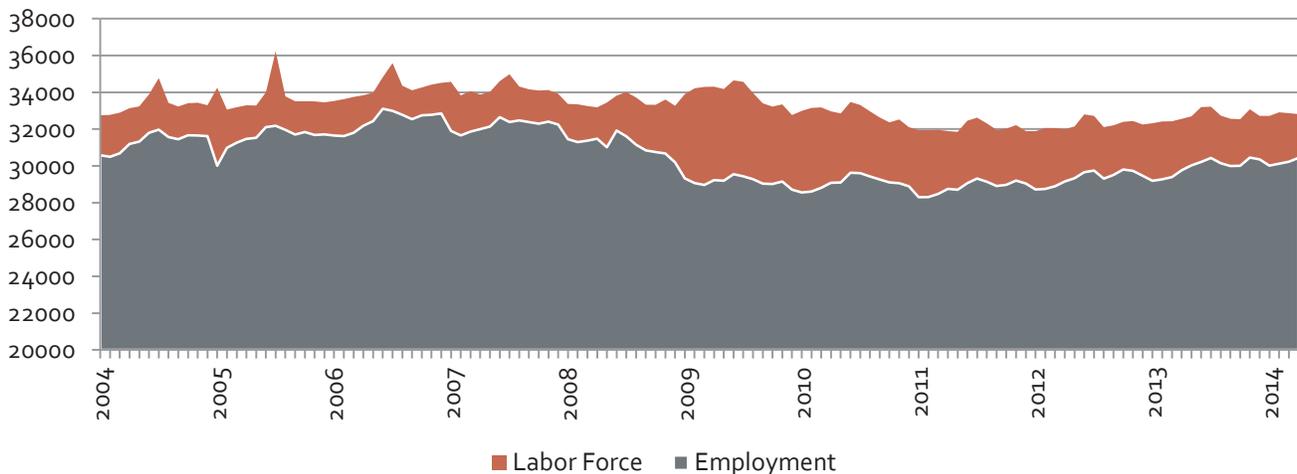
US Highways 14 and 51, State Highways 11 and 26 also converge on the city. Originally, these would have all passed through the downtown area. Both US Highway 14 and State Highway 11 have been rerouted to bypass the city. Traffic patterns can make it difficult for a person unfamiliar with the community to find the downtown district, and there is little in the way of wayfinding or highway-oriented marketing to direct people to downtown.

ECONOMIC CONDITIONS

Manufacturing has been important to Janesville's economy since the mid-1800's. Significant manufacturers have included Parker Pen and General Motors, both of which are no longer in operation in the city. Manufacturing employment peaked at 31.25 percent of Janesville's workers in 1995. Since that time it has dropped to 14.08 percent, or a decrease from about 21,000 to 9,000 jobs.

Janesville faced significant economic impacts during the recession. The largest of these came in 2008 when General Motors closed its Janesville Assembly Plant, laying off about 1,200 workers and causing additional job losses among suppliers and companies that serviced the plant. In March of 2009 the unemployment rate in the City peaked at 15.5 percent. Though the rate has since dropped to 8.0 percent in March of 2014, the drop came mainly through a decrease in the number of people seeking employment. There were 34,296 employed persons in the city in 2009, and by 2014 that number had decreased to 32,869, a drop of 1,427 workers. Meanwhile, the number of persons identified as unemployed (looking for work) dropped from 5,331 to 2,640¹.

Figure B1 - Monthly Labor Force and Employment - City of Janesville

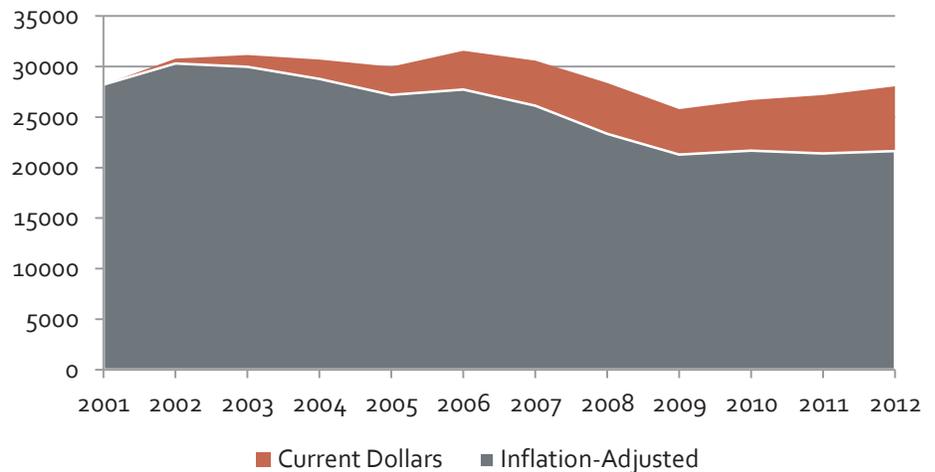


¹ Local Area Unemployment Statistics, US Bureau of Labor Statistics.

Gross Domestic Product (GDP) is the market value of all goods and services produced in an area over a given time. The year to year change in GDP is a measure of economic performance, and per capita GDP is often considered a measure of an area's standard of living.

Over the past decade as Janesville's economy has transitioned further from manufacturing, the county GDP has declined both in real numbers and even more so when adjusted for inflation. While the trend shown here is similar to the national trend, the national GDP per capita is significantly higher at \$42,784 per capita in 2012.

Figure B2 - Per Capita GDP - Rock County



Janesville is clearly an economy in transition, as manufacturing jobs are eliminated and the city turns to new industries on which to base its economy. In this, Janesville may be somewhat behind other mid-sized Wisconsin cities that were forced to make the transition in earlier decades. Places like these can provide a model for Janesville. Kenosha and Racine are two examples. In the process of transitioning their economies they have also restored vitality to their downtowns, sparking several successful redevelopment projects similar to those envisioned in this analysis.

THE DOWNTOWN ENVIRONMENT

Downtown Janesville is seen by many community residents as a missed opportunity. While the district has considerable assets on which to build a vibrant mixed use community, there is little to tie the pieces together and the perception is that there has been little sustained commitment from city leaders to make it happen. These conditions will need to change for large scale redevelopment to occur along the river and spread out into adjoining areas. Key assets on which to building include:

- Rock River – The river is widely seen to be the districts preeminent attraction, but it is inaccessible and even threatening, contained within tall concrete walls. Removing the parking deck should be seen as a first step to changing this situation, with additional investment to follow. Approaches range from increasing access while still maintaining a hardscape, to removing the lower dam to restore a free-flowing river.
- Traxler Park – The park is an important community gathering space and is the performance site for the Aqua Jays, whose performances draw large crowds. The City is currently preparing plans for renovating and expanding the park, tying it to the core downtown through redevelopment and trail systems.
- Ice Age Trail – This popular trail passes through the city along the Rock River, offering bike and pedestrian recreational opportunities to residents. It has the potential to become an important means of accessing the new downtown, new parks and performance spaces along the river, and businesses in the district.
- Mercy Hospital – Mercy hospital is an important downtown anchor with its visitors and its 1,800 employees. These persons are an important market for downtown businesses, and employees may be especially interested in quality downtown housing due to its proximity.
- Courthouse – The courthouse generates significant traffic to the downtown and is the reason why many related functions (attorneys, title companies, and other professionals) will prefer a downtown location. These types of businesses are among the best candidates to occupy space in new or renovated downtown buildings.
- Library – The library is a popular destination. Library users could be drawn to the downtown core if park and path systems are created along the river and if there is a desirable business mix in the district.
- Janesville Performing Arts Center – JPAC is the signature cultural venue in the district, and is looking at opportunities for expansion. Ideally, this activity would be closer to the downtown core, however, it still can contribute to traffic for downtown businesses, and particularly eating and drinking establishments.

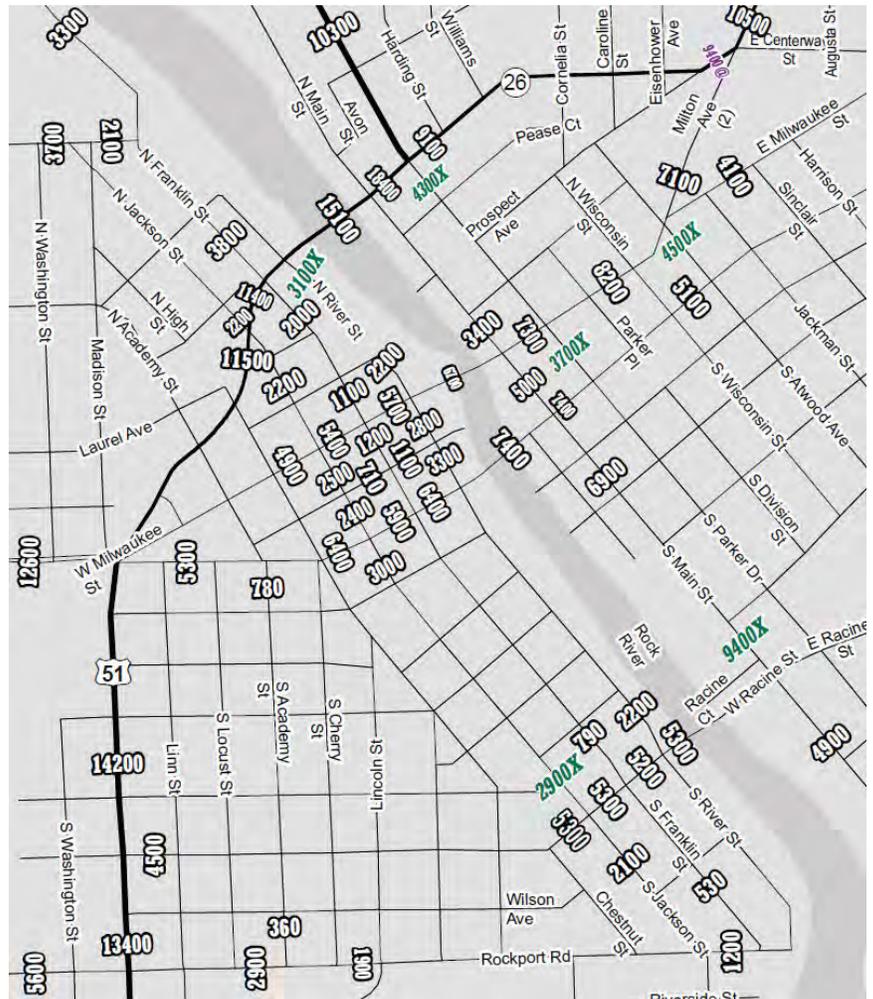
- Transit Center – The transit center is an important asset for ensuring that there are multiple means of accessing the downtown. As the population ages this will become increasingly important.
- Historic buildings – Janesville has several historic buildings with notable architectural detail. While some have been well preserved and restored, others are deteriorated and have had their details covered or removed. These buildings help to create strong visual impact and define local character. Their restoration can be an important element of a revitalized district.

Decades ago, transportation officials redesigned the highway network to largely bypass downtown Janesville. US Highway 14 skirts the north edge of the city, and even Business Highway 14 passes south and west of the downtown. Highways 26 and 51 have been rerouted to pass the north edge of downtown on Centerway Street. Though this has removed congestion from downtown streets, it has also minimized the number of people who see downtown amenities or businesses, and might be persuaded to stop. This situation is further exacerbated by paired one way streets on Milwaukee Street and Court Street. The resulting traffic patterns likely contributed to the loss of businesses from downtown, and will be an impediment to establishing new businesses in the district.

The primary traffic flow through downtown is east and west, using Centerway Street, Milwaukee Street, and Court Street. Centerway is the preferred route for through traffic, while other streets in the downtown are intended to serve the uses located along them. The City is planning to convert a portion of West Milwaukee Street to two-way traffic. A similar change should be considered for the remainder of Milwaukee Street and for Court Street. To improve awareness of downtown and its businesses, an business advertising/wayfinding program should be established for Centerway Street.

Existing commercial businesses in the district are concentrated in two areas. Many of the downtown’s dining establishments are located along Main Street, where they are in close proximity to the courthouse and office uses, which are primarily located east of the river. More of the downtown’s retail establishments, as well as its larger ones, are located on Milwaukee Street on the west side of the river. A handful of the downtown’s most significant businesses, such as The Armory, are located on side streets.

Over time these concentrations are likely to continue and to grow more significant. Eating and drinking places will benefit from proximity to office concentrations and the courthouse, and from improvements to the river that create an attractive area for outdoor dining. The pattern of larger buildings and perceived easier parking, along with proximity to similar businesses, will cause retail uses to concentrate along Milwaukee Street.



Map B1 - 2010 Traffic Counts, Wisconsin Dept. of Transportation

CITY OF JANESVILLE DOWNTOWN VISION AND STRATEGY (2007)

The 2007 plan for downtown contains a number of recommendations that will continue to be relevant to the district. These include recommendations to embrace the river, to use heritage as a theme for the downtown, to target young adults and empty nesters for downtown living, and spotlight arts, culture, entertainment. Many recommendations are supported by the market analysis, including the concentration of commercial uses on Milwaukee Street and Main Street retail, developing neighborhood retail activities at the Five Points intersection, supporting the employment center east of Main Street, and developing mixed use buildings along river.

LOOK WEST AND FOURTH WARD NEIGHBORHOOD REVITALIZATION PLAN

These two neighborhoods immediately west of downtown are seen to be challenged by issues related to deteriorating housing, safety, and transportation, among other concerns. The plan identifies potential strategies to turn around adverse conditions and promote reinvestment. As areas adjacent to the downtown the character of these neighborhoods will impact opportunities for downtown redevelopment projects. Some residents associate problems in them, such as crime, with the downtown.

EXISTING USES

There is an estimated 1,115,400 square feet of first floor commercial space in the downtown. Of this, 516,800 square feet lies to the east of the Rock River, and 598,600 square feet lies to the west. The major use categories are broken out in the following charts, and they are mapped on the following page.

Figure B3 - Downtown Uses - East of River

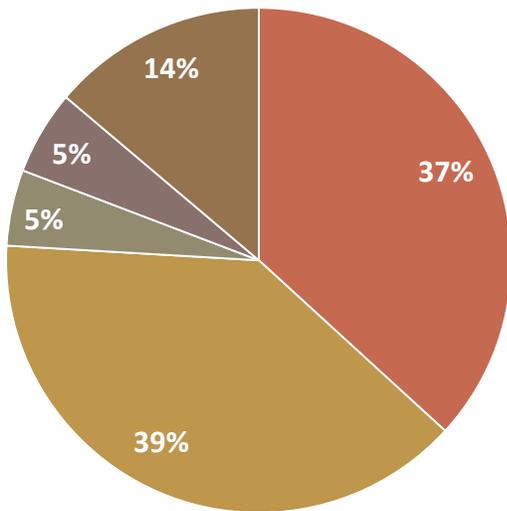
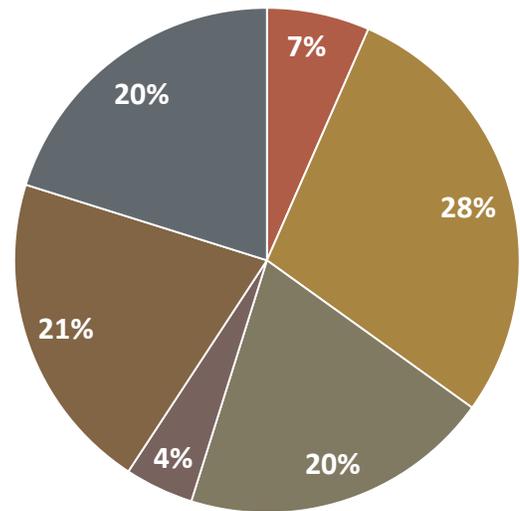


Figure B4 - Downtown Uses - West of River



- Industrial/Repair/Storage
- Office/Service
- Restaurant
- Retail
- Vacant

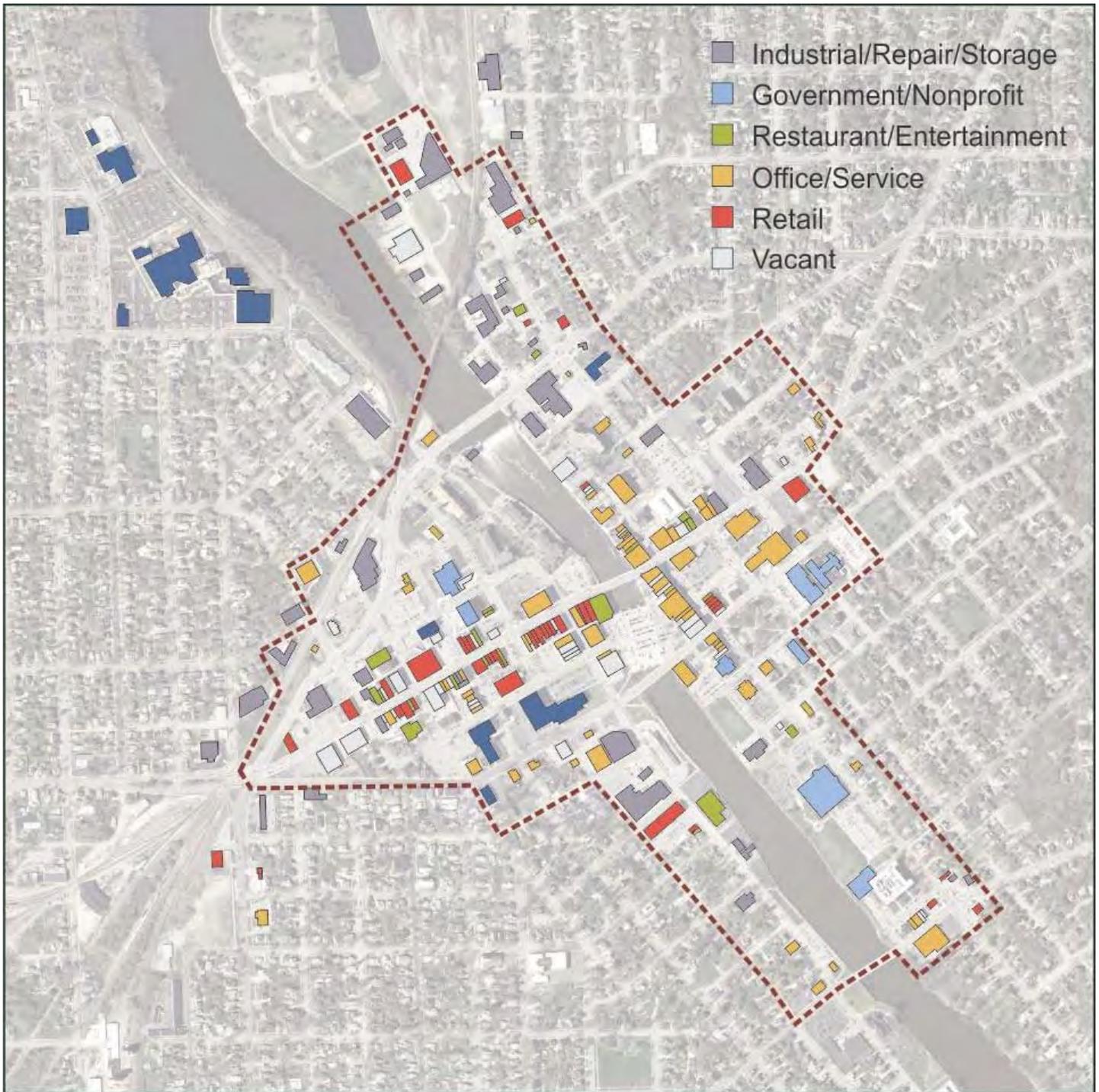
- Entertainment
- Industrial/Repair/Storage
- Office/Service
- Restaurant
- Retail
- Vacant

These uses are defined as follows:

- Industrial/Repair/Storage (359,600 square feet). This includes uses that are primarily manufacturing, wholesale, warehousing, and auto maintenance in nature.
- Office/Service (322,500 square feet). This category includes office uses and personal services, such as hair salons.
- Vacant (192,900 square feet). Vacant space is currently unoccupied.

- Retail (152,200 square feet). These are establishments where goods are sold.
- Restaurant (51,600 square feet). Restaurants are places where prepared foods are sold for consumption on or off the premises. Papa John's is considered a restaurant under this definition.
- Entertainment (39,400 square feet). This includes activities such as the bowling alley, fitness centers, and dance studios.

Map B2 - First Floor Uses of Commercial Buildings



There is an additional 702,200 square feet of space on the upper levels of the commercial buildings in the downtown. This is divided into 396,500 square feet east of the river, and 305,700 square feet to the west.

Figure B5 - owtown Uses - East of River

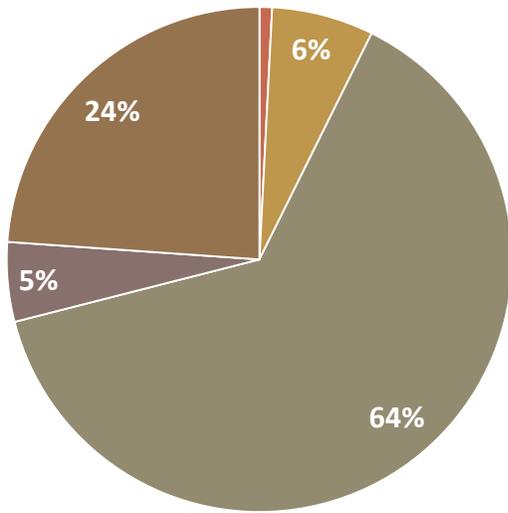
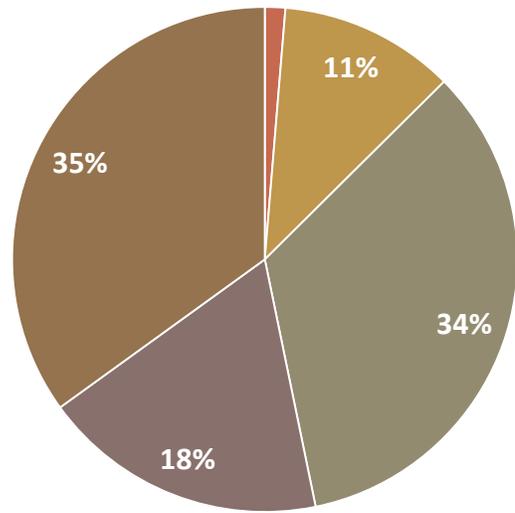


Figure B6 - Downtown Uses - West of River



- Entertainment
- Office Building
- Vacant

- Industrial/Repair/Storage
- Restaurant

- Entertainment
- Office Building
- Vacant

- Industrial/Repair/Storage
- Restaurant

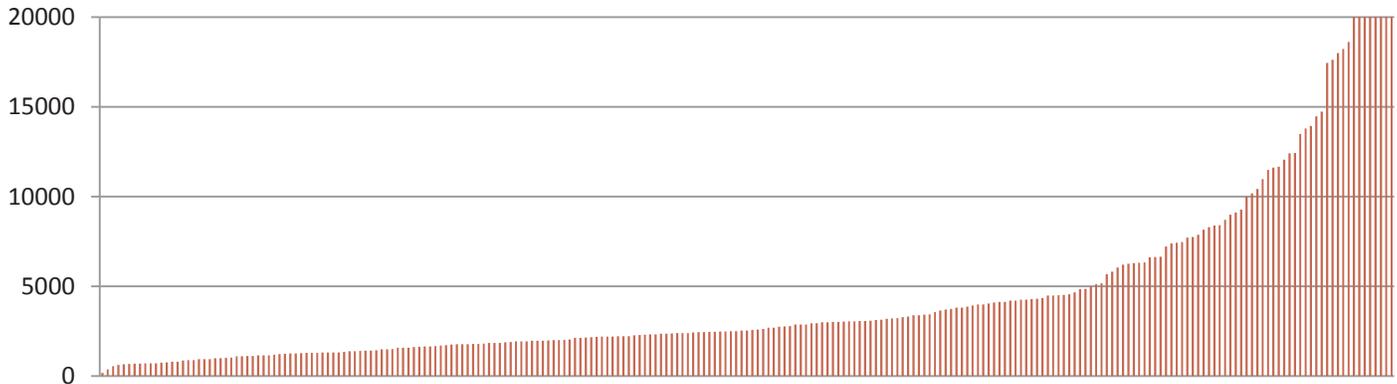
Table B1 – Estimated Floor Area by Use and Level (Square Feet)

	Primary Use	West	East	Total	
GROUND FLOOR	Entertainment	39,365	0	39,365	
	Industrial/Repair/Storage	169,661	191,146	360,807	
	Office/Service	119,255	201,552	320,807	
	Restaurant	26,338	25,281	51,619	
	Retail	123,321	30,788	154,109	
	Vacant	120,685	67,986	188,671	
	Total		598,625	516,753	1,115,378
UPPER LEVELS	Entertainment	4,000	3,196	7,196	
	Industrial/Repair/Storage	34,402	25,856	60,258	
	Office Building	104,595	252,528	357,123	
	Residential	55,822	20,164	75,986	
	Vacant	106,914	94,718	201,632	
	Total		305,733	396,462	702,195

There are 241 commercial buildings in the downtown, ranging in size from 180 to 38,805 square feet at the ground level, and totaling 1,115,378 square feet. Some of these buildings have upper levels, with the tallest having six stories. There is an additional 702,195 square feet on the upper levels.

While the average ground floor space is 4,64 square feet, this number is skewed by some of the larger buildings. Only 60 buildings (25 percent of the total) have a floor area equal or larger to the average. Half of all downtown buildings have a footprint of 2,550 square feet or smaller, and a quarter are under 1,650 square feet. The mix of spaces is well suited to attracting independent and franchise businesses to the downtown. It can provide many smaller spaces ideal to a startup retailer, for instance, while offering a mid-sized space suitable for a restaurant, and a few large spaces that may appeal to a large office user.

Figure B7 - Downtown Buildings by Ground Floor Footprint (Square Feet)



Some of the downtown buildings have very appealing historic character and have been well maintained or restored. This distinctive architecture can be an asset in attracting both customers and quality tenants.

REDEVELOPMENT SITES

While the market analysis addresses conditions within the downtown as a whole, recommendations are specifically targeted to six redevelopment sites that the City has identified along the Rock River. A mix of private uses and public spaces will be redeveloped on these sites, with river frontage intended for public access. These sites include:

1. The parking deck and adjacent sites; an area bounded by Main Street, Milwaukee Street, River Street, and Court Street. Buildings fronting Main Street and Milwaukee Street will be preserved. After removal of the parking deck, the majority of this site is expected to be redeveloped for public space.
2. The Water Street / former jail site is comprised of parcels between Water Street and the Rock River, from Court Street south to the library parking lot. Private sector redevelopment is anticipated with residential and possible commercial uses.
3. The Parker Drive site located between Parker Drive and the Rock River, from Traxler Park south to Centerway Street. The site is largely designated for public uses including an expanded park, boat docks, and a relocated senior center.
4. The Main Street site extends along the west side of Main Street from Centerway Street south to Milwaukee Street, and also includes the block east of Main Street from Centerway Street south to Pierce Street. Redevelopment in this area will include a combination of public and private uses.
5. The bank / parking lot site on Milwaukee Street consists of a parking lot adjacent to the river and the next block west on Milwaukee Street, currently occupied by a bank building and its parking. This site is earmarked for private redevelopment.
6. The transit center site, comprised of the two blocks bounded by Court Street, River Street, Van Buren Street, and Franklin Street. This site is intended for private redevelopment that may retain some of the buildings on the site.

The sites are depicted on aerial photos on the following page. Other sites in the downtown area are good candidates for redevelopment with the same kinds of uses examined in this market analysis. It is anticipated, for instance that the Monterey Hotel (on Milwaukee Street) will be renovated to house first floor commercial uses and market rate apartments on the upper levels. This project is likely to begin construction in the second half of 2014 with completion in 2015.

NATIONAL TRENDS IMPACTING DOWNTOWN DISTRICTS

Several national trends are influencing the marketability of redevelopment sites in Janesville’s downtown. Many of these have a relationship to preferences of different generational groups. Over the next decade we will see the majority of Baby Boomers entering their retirement years, and by 2024 the youngest Boomers will have turned 60 years old. Unlike earlier generations, they are less inclined to move south and prefer to remain within their community. Many have expressed a desire to live in walkable urban neighborhoods with nearby amenities.

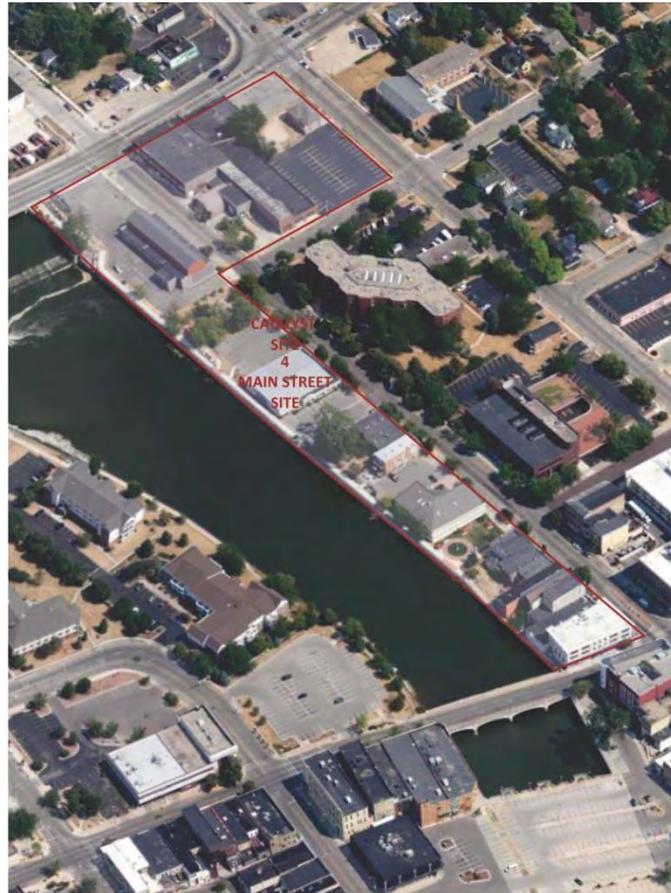
Millennials make up the largest generation so far. The recession was especially hard on this group, many of whom graduated college and began looking for work at a time when there were few jobs and significant competition from experienced workers who had lost jobs. This has depressed their economic prospects and may slow their ability to purchase housing. Much more so than other groups, they prefer to rent or own in urban neighborhoods. They are attracted to an active street life, proximity to favored destinations, and housing with character.

Trends impacting the commercial market may not be as consistently favorable for downtown environments. A small number of large retail chains continue to capture a growing share of the market. While aggregate retail spending has surpassed its pre-recession peak, current per capita sales fall below the prior trend. Spending by low and moderate income individuals is particularly impacted. Online sales continue to eat into traditional bricks and mortar retailing, and the explosion of smart phones has allowed consumers to easily compare online prices and purchase items they see in stores through online outlets. To be successful, traditional shops will need to be tech savvy, sell through the internet, and stock merchandise (or offer services) that are less likely to compete with chain or internet businesses.

In the office sector, four ongoing trends may shape future demand for downtown office space. These include a steady decrease in the space allocated per employee, a declining number of average employees per establishment, and increasing use of contingent workers. As with housing, younger generations are also interested in unique work environments that foster collaboration and creativity. The office market will likely respond by providing smaller office suites, individual offices, and flexible work environments such as coworking spaces.

Redevelopment Sites In Downtown Janesville





RETAIL MARKET

At the beginning of July, 2014, there were 37 retail businesses in downtown Janesville, comprising 13.6 percent of the ground floor commercial space in the district. For the purposes of this analysis, and to avoid disclosing information about any single business, the businesses were grouped into six categories.

- Auto-Related Retail – New and used vehicle sales, auto parts, and gas stations
- Neighborhood Retail – Hardware and building supplies, grocery and specialty food stores, liquor stores, pharmacies and health stores
- Furniture and Related Retail – Furniture, home furnishings, appliances, and electronics stores
- Specialty Retail – Apparel, shoes, jewelry, leather goods, sporting goods, hobby, toy and game, sewing, musical instrument, book, pre-recorded music, floral, office supply, pet supply, gift, and art stores
- General Merchandise – Department stores, discount department stores, warehouse clubs, and variety stores. The downtown does not contain any stores in this category.
- Used Merchandise Stores – Due to the large number of stores in this category, it is not grouped with others.

Table R1 – Downtown Retail Businesses

AUTO-RELATED RETAIL	NEIGHBORHOOD RETAIL	FURNITURE AND RELATED RETAIL	SPECIALTY RETAIL	USED MERCHANDISE STORES
Lion's Quick Mart Citgo Citgo Mobil Century Auto Sales Used Car Sales Lot	La Fiesta Mexicana Phones Plus Harris Ace Hardware Kealy Pharmacy Edible Arrangements The Mark Smoke Shop	Home of Fine Furnishings Crazy Joe's Mattress Warehouse Jesse-Lyn's Design Studio	Raven's Wish Gallery The Glass Garden Concepts in Art Art Studio CY-VA at 222 Dube's Jewelry Plahn's Army/Navy Big Sweeties Pet Grooming & Supplies Flying High Flag Store	Mantiques Associated Collectors Forgotten Finds Perfectly Plus Home Again Carousel Once Junky Now Funky Modern Charm Main St. Trading Post The Coin Shop Big Ed's Pawn House of Treasure

Some observations can be made about the downtown retail environment. These businesses tend to be concentrated on Milwaukee Street west of the Rock River. Some of the larger retail spaces are located in this area, and there is less competition for space from office uses, such as attorneys who may want to locate near the courthouse. Overall, there are few of what can be called "neighborhood" retail uses in the downtown, and these are found on the west end. Neighborhood retail is generally defined as serving basic needs with a high volume of trips, including uses such as grocery stores, pharmacies, hardware stores, dollar stores, and florists. As new residential development occurs in the downtown there will be increased pressure to provide these uses to residents.

Used merchandise stores are by far the most common type of shop found downtown. These vary in quality from stores selling a selection of better quality furnishings or antiques, to secondhand stores that may have less of a broad appeal. Specialty shops include four art dealers, having merchandise that compliments the furniture and home furnishings stores and better quality used merchandise stores.

MARKET POTENTIAL

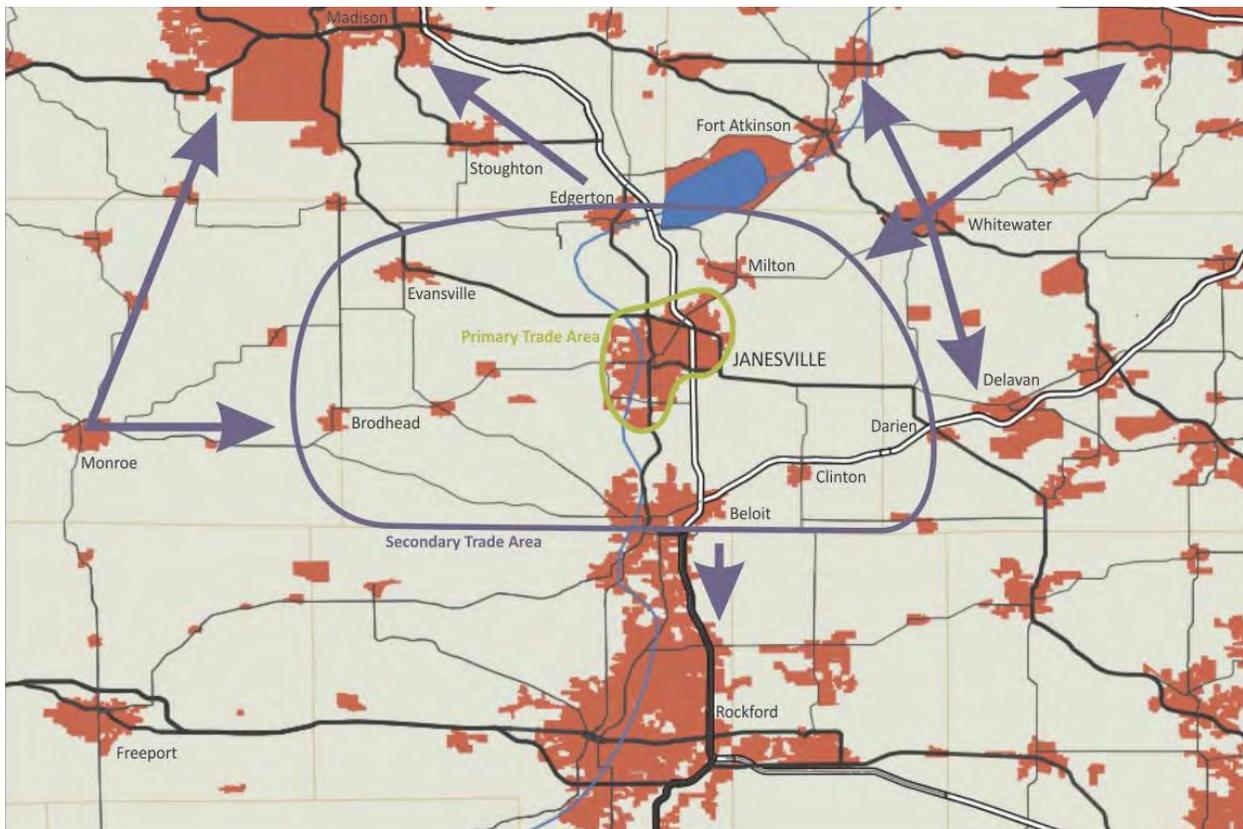
Defining a trade area for a district or community is no easy task when that district may contain a varied mix of businesses, all with different customer bases. In the case of the city as a whole, uses like auto dealers and department or discount stores may have a

much larger draw than hardware stores, grocery stores, pharmacies, or other businesses that are more widely distributed and serve a more local population. In this analysis, Janesville's primary downtown trade area is the city itself. A secondary trade area approximates the boundaries of Rock County. These trade areas were defined through discussions with retailers, an examination of worker commuting patterns, and an assessment of competition. The choice of trade areas will have a bearing on the results of the gap analysis.

Janesville has long recognized the challenges posed to its retailers by larger concentrations of retailers in Madison, Rockford, and the Milwaukee area. Over the past decade or more there have been additional changes in the regional retail landscape that have caused a further erosion of the city's drawing power. The variety offered by these larger communities has continued to grow, but also, there have been developments in outlying communities. In particular, Delavan (Walmart, Kohl's, Lowe's) and Johnson Creek (Kohl's, Menards, Prime Outlets) intercept or redirect traffic from the east that once may have been inclined to flow to Janesville. Madison's continued growth has reinforced the orientation of places to the north toward that community, as many new residents are more inclined to work in jobs there.

This trade area is based on current conditions within the downtown and the city as a whole. As an unique destination district, the downtown district could pull visitors from a greater distance, not only during a handful of major events, but more routinely.

Map R1 – Primary and Secondary Trade Areas



The combined market potential of the primary and secondary trade areas is over 1.26 billion in 2014. This will grow to 2.12 billion over the next decade, provided that there is no further erosion of Janesville's trade area. Detailed estimates of market potential by detailed NAICS industry are provided in Appendix A.

Downtown's small number of retailers capture only a minor fraction of the potential market, capturing less than a five percent market share in nearly all of the categories examined in this analysis (see table R2). While the model estimates a market share of 72.5 percent for used merchandise, this is most likely inflated. Because so much of the actual trade in this category is conducted

through sole proprietorships and non-traditional sources (ex., garage sales, auctions, antique and flea markets, internet sales, etc.) the market potential is most likely understated by a significant amount.

Table R2 – Sales and Leakage Estimates for Downtown and the Trade Area

STORE TYPE	MARKET POTENTIAL	DISTRICT SALES	DISTRICT MARKET SHARE	TRADE AREA SALES	TRADE AREA (GAP) OR SURPLUS
Auto-Related Retail	\$416,439,000	\$12,965,600	3.1%	\$624,369,700	\$207,930,738
Neighborhood Retail	\$373,059,000	\$8,893,600	2.4%	\$489,657,700	\$116,598,739
Furniture and Appliances	\$69,622,000	\$2,833,500	4.1%	\$96,468,100	\$26,846,105
Specialty Retail	\$120,903,000	\$3,240,600	2.7%	\$93,790,300	(\$27,112,661)
General Merchandise	\$187,785,000	-	-	\$399,982,300	\$212,197,250
Used Merchandise	\$3,274,000	\$2,373,400	72.5%	\$4,276,700	\$1,002,707
Total	\$1,262,128,000	\$30,356,900	2.4%	\$1,171,082,000	-\$537,462,878

The gap analysis shows a surplus of sales in all categories except specialty retail. Two factors should be kept in mind when considering this surplus. As noted earlier, not all businesses will have the same trade area. The greatest surplus is made up in new car sales and in department stores (including department and discount stores, supercenters, and warehouse clubs). These draw from a broader trade area than the one defined for downtown Janesville. The second factor in the surplus is that sales are estimated for all retail businesses within the trade area. Some of these businesses will have very different trade areas with significant portions lying outside of the trade area for the downtown district. Businesses in Beloit, for instance, will draw more heavily from Illinois for a portion of their sales.

Most notably, the analysis shows a leakage of market potential for specialty retail, including things such as apparel, jewelry, sporting goods, books, and art. These are items for which Janesville competes with larger communities (Rockford, Madison, and Milwaukee) have a wider selection of stores selling these goods, including specific brands that may have a customer following.

COMPETITIVE ENVIRONMENT

By far the largest concentration of competition for downtown retailers is found on the city's east side, in the vicinity of the Interstate 90 interchange. Competition for neighborhood retail uses (groceries, pharmacies, auto parts, etc.) is scattered throughout the city, though again, the east side dominates. Other concentrations of competition can be found in cities elsewhere in Rock County or in adjacent areas. These include Beloit, Delavan, Whitewater, Fort Atkinson, and others. As noted earlier, recent retail development in Delavan and Johnson Creek is impacting Janesville's ability to draw customers from the east. Madison or the Milwaukee metropolitan area will offer the most competition for specialty retail, having a much larger selection of apparel, jewelry, home furnishings, and similar stores.

Janesville Mall was constructed in 1973 and is the city's premier retail destination. It is an enclosed mall encompassing 614,190 square feet of leasable space anchored by Boston Store, Kohl's, and Sears. A fourth anchor space is occupied by J.C. Penney's, however, in January of 2014 it was announced that the store will be closing. Smaller uses in the mall are typical of a Class B mall, including a number of national specialty retailers, but also higher than typical number of service providers and local retailers. Other large retail stores located in close proximity to the mall include Walmart, Target, Kmart, Farm & Fleet, Home Depot and Menards, Gander Mountain, Old Navy, and Woodman's, along with other grocers. Most of the city's chain restaurants are also located in this area.

Online retailing will continue to grow in importance as both a threat and opportunity for downtown retailers. Still, emerging practices such as same day delivery are less likely to have an immediate impact on Janesville's market, as they will be first deployed in more densely settled communities and may take years to become viable in places the size of Janesville. Even then, the impact will be most severely felt on those businesses dealing in generic goods. Businesses offering unique products will continue to attract customers desiring the shopping experience. In nearly all studies of leisure pursuits, shopping remains among the favorite activities.

AVAILABLE SPACE

There is a great deal of available retail space in the city. Table R3 lists properties that are currently on the market. These properties will overlap with the table of available office spaces, as the space can often be used for multiple purposes. The list most likely underestimates the downtown spaces that could be used for retail purposes, but are not listed on the market. In many cases, these buildings may be used for storage or other purposes that fall short of their potential.

Lease rates fall consistently between \$6.00 and \$12.00 per square foot. This is true of both the downtown and outlying parts of the city.

RECOMMENDATIONS

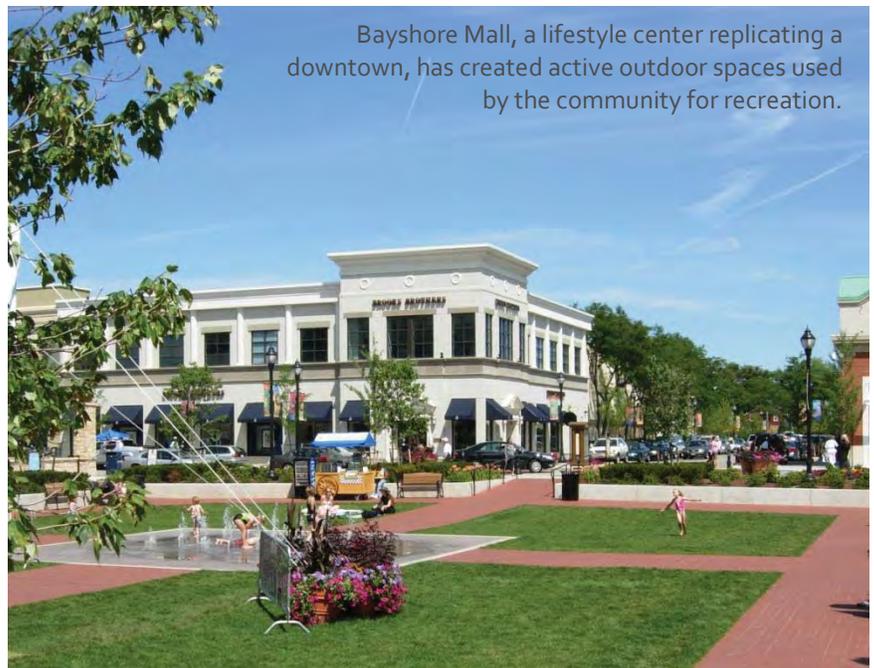
There is no clear unmet demand for retail in downtown Janesville. This does not mean that the downtown cannot attract additional retail stores. The market is not static. There are constantly new stores opening while old ones close, customer traffic patterns change, and business find ways to out-compete their rivals. On an individual basis, each existing or new business will need to define its market and vie for a portion of the market. As a district, the downtown needs to do the same. It is competing with other commercial centers to fill vacant space or redevelop land.

Much like a mall, the downtown needs to articulate a clear market story. Any developer or mall manager will position their property to define its market niche: neighborhood strip, power center, factory outlet center, fashion center, festival marketplace, lifestyle center, etc. What is downtown Janesville? Stakeholders may have summed it up with comments about downtown as “disjointed” or “inconsistent”. To compete for new retail businesses, the district needs to communicate a market position. There are four elements to this.

- Unique. There is no other place like downtown Janesville. Downtown’s assets include its historic architecture as well as the opportunity to develop interesting contemporary buildings. Just as its architecture is one-of-a-kind, so are the downtown’s businesses. They are nearly all independently owned. While customers may shop any mall in the country and find the same stores and restaurants, this is not true of downtown Janesville.
- Eclectic. Downtown contains a diversity of uses unlike any other part of the city. It is a place where people live, work in stores or offices, and come to dine, shop, and partake of the district’s varied cultural and recreational offerings.
- Active. Downtown is an active place, and this is centered on the river. The river is more than simply a water body flowing through the district. Spaces along its banks are activated through public spaces designed to foster continuous use. They are not simply used during a handful of events throughout the summer, but day in and day out, for general, un-programmed enjoyment.

**Table R3 – Partial Inventory
Of Available Retail Space In Janesville**

Size (SQ FT)	Lease Rate (Per SQ FT)	Listed Price	Downtown
13,500	6.00		YES
12,461		\$775,000	YES
10,000	\$6.00		
9,650	\$9-12.00		YES
7,693	\$12.00		
5,000	\$8.00		
4,724		\$340,000	
4,700	\$8.00		YES
4,660	\$6-11.00	\$375,000	
4,550	\$15.00		
4,000		\$295,000	
3,738		\$184,000	
3,650	\$9.00		
3,232	\$18.00		
2,800	\$10.00		
2,400	\$10.00		
2,200	\$10.00		
1,750	\$8.00		YES
1,169	\$10.00		YES



Bayshore Mall, a lifestyle center replicating a downtown, has created active outdoor spaces used by the community for recreation.

- Gathering. Downtown is the heart and soul of Janesville. It is the place where the community comes together for civic and social functions.

Some of the retail categories most appropriate for this environment will include:

- Apparel. Women's apparel, shoes, and accessories are the more likely components of this grouping. An apparel niche can be difficult to develop, as there is strong competition from well-known brands in the mall. Independent stores in this category succeed by offering unique products not available elsewhere.
- Art. This sector is already represented in the downtown and has the opportunity to grow with the addition of similar and complimentary uses that create a destination cluster.
- Floral, gifts, and novelties. This is a use that fits within the "brand" of downtown as a place for leisurely shopping as a form of entertainment. These shops add interest by offering unusual items, and appeal to customers who are unsure what they may find inside.
- Furniture and home furnishings. This sector took a hit in the recession as people did not purchase new homes and restrained their household expenditures in general. In coming years it is expected that people will be more interested in renovating their existing homes, leading to a resurgence in demand for furnishings and decorations. These store are already in the downtown and there is ample opportunity for independent stores to enter the market.
- Hobby and sewing. These tend to be small and independently owned shops suitable to a downtown environment. A strong store can have a very large following that will help to draw people to the district.
- Pet supplies. Two out of five U.S. Households have at least one pet. Attitudes toward pets have been evolving to where they are now seen by most owners as a member of the family. Accordingly, spending on pet products and services has risen faster than retail expenditures as a whole, even increasing while overall retail spending shrank during the recession. The number of stores selling pet products or offering services has grown as well.
- Specialty foods. There is a growing interest in high quality, dietary-specific, ethnic, and local foods. Examples include bakeries and donut shops, organic and local food stores, gluten-free food stores, and small groceries specializing in foods from specific cultures.
- Sporting goods. While most people will tend to think of the large stores selling equipment and apparel for multiple activities, the majority of these shops are specialized, focused on one, or perhaps a few closely related sports. Examples might include a bike shop, golf shop, or hunting supplies store.
- Used merchandise. Used merchandise may range from everyday items to high end antiques. The middle of the market should be the goal, offering quality goods in an attainable price range. Ideally, the focus will be on vintage items rather than secondhand goods.

Retail is currently concentrated on Milwaukee Street. This is the most appropriate are for retail uses, and should see some improvement at the time two way traffic is restored to the street.

This part of the downtown has a good mix of building space for the identified uses, both in terms of its size and configuration. A majority of the listed store types will occupy 1,500 to 2,500 square feet, though they can grow larger.

DINING MARKET

Downtown Janesville houses several independent restaurants ranging from snack and beverage places (such as a coffee shop), and other limited service restaurants, to full service restaurants and banquet facilities. Primary competition for downtown restaurants comes from the commercial areas along the interstate, where most chain restaurants are located along with other independents. The advantages these competitors have include brand awareness, high traffic volume, and flexible space with ample parking in the immediate vicinity. Downtown restaurants may feature unique space within historic buildings, and proximity to cultural venues that may help to draw traffic to the district.

JANESVILLE'S DOWNTOWN DINING MARKET

The dining market is comprised of three distinct groups. The primary trade area is the region from which restaurants in the district will draw the majority (60 to 70 percent) of the customers. The secondary trade area will contribute an additional 15 to 20 percent of the restaurant's patronage. In the case of Janesville's downtown, the primary trade area is defined as the City of Janesville, while the secondary trade area more closely matches the borders of Rock County. An additional contribution is made by workers in the downtown area, who are most likely to dine at nearby restaurants over the lunch hour. The market is further broken out by potential for each of three types of dining establishment.

FULL SERVICE RESTAURANTS

A full service restaurant will offer a broad menu of items for consumption primarily on the premises, with table service and a full wait staff, though some counter service (such as a bar) may also be included within the establishment and the restaurant may provide meals for carry-out service. The atmosphere may range from casual to fine dining. Commonly known examples include Applebee's and Olive Garden, though there are more independently owned full service restaurants than there are chain or franchised establishments..

Table D1 – Restaurant Market Potential – Full Service

	2014	2019	2024
Primary Trade Area	\$34,220,307	\$41,650,710	\$50,457,029
Secondary Trade Area	53,095,914	66,096,615	82,970,868
Downtown Workers	792,198	853,422	919,378
Total	\$88,108,419	\$108,513,747	\$134,347,275

The market for full service restaurants, including the primary and secondary trade area and worker spending, is currently over \$88 million, and is expected to grow to \$134 million over the next decade. Of course, downtown Janesville can only expect to capture a small share of this potential due to competition not only in the remainder of the city, but also in other cities within the trade area (such as Beloit) or outside of the trade area (such as Madison or the Milwaukee metropolitan area).

The ability of any existing or future restaurant in the downtown to capture market share will largely depend upon the selection and quality of food, the service provided, perceived value, and the atmosphere in which it is offered. Downtown Janesville may not be convenient to a large part of the market, and especially to those who live an increasing distance from the district. Chain and other restaurants near the interstate are positioned to cut off traffic headed toward downtown, and are centered around the shopping, theaters, and employment centers that are often associated with dining out.

There are an estimated 123 full service restaurants in the trade area.² Within downtown Janesville, this segment is represented by Aglio Ristorante, Citrus Café, O'Riley & Conner's, Fusion 5 Bistro, and The Armory. Aglio recently moved into a space that was occupied by The Speakeasy for ten years, prior to its closing in 2014. These five restaurants are estimated to have aggregate sales of \$5.96 million, or about a 6.76 percent market share.

² U.S. Bureau of the Census, County Business Patterns, 2012

LIMITED SERVICE RESTAURANTS

Restaurants in which customers generally order and pay for their food items before eating are termed limited service restaurants. On-site seating is not necessarily provided, and even when it is, carry-out or drive-up service may account for a significant part of sales. The best known of these types of establishments are fast food chains such as McDonald’s, Burger King, Taco Bell, and others.

More recently there has been growth in a related segment of “fast casual” establishments offering more food prepared on-site, such as Panera Bread or Noodles & Company. Most pubs, deli/sub shops, coffeehouses, donut shops, ice cream parlors, and similar places selling food for immediate consumption are included in this category.

Within downtown Janesville, a majority of these establishments are independently owned taverns selling alcohol and offering a basic menu. With the closure of Burger King on Centerway Street, there are no true fast food restaurants in the downtown.

Limited Service Restaurants

29 South Café
 La Azteca
 Legends
 Main Street Saloon
 “Quotes” Bar & Grill
 Papa John’s
 Riley’s Sports Bar & Grill
 Someplace Else Pub & Grub
 Sizzlin’ Grill
 Steve & Holly’s
 The Little Bean Coffee Shop
 Time Out Pub & Eatery
 Trading Spaces Bar & Grill
 White Oak Tavern
 Wiggy’s Saloon

Table D2 – Restaurant Market Potential – Limited Service

	2014	2019	2024
Primary Trade Area	\$29,523,403	\$35,933,946	\$43,531,554
Secondary Trade Area	45,808,238	56,949,471	71,582,710
Downtown Workers	765,791	824,422	888,732
Total	\$76,097,432	\$93,707,839	\$116,002,996

There are 195 limited service restaurants within the trade area. Downtown Janesville contains 15 of these. With an estimated \$6.37 million in total sales, they have a market penetration of 8.4 percent (while making up 7.7 percent of establishments).

OTHER EATING AND DRINKING PLACES

The final category of eating and drinking places is only mentioned for informational purposes, as it comprises about five percent of the market. These are food services such as school and business cafeterias, hotel dining services, vending, military food services, and prepared foods sold at stores.

Table D3 – Restaurant Market Potential – Other Eating and Drinking Places

	2014	2019	2024
Primary Trade Area	\$3,354,932	\$4,083,403	\$4,946,768
Secondary Trade Area	\$5,205,482	6,471,531	8,134,398
Total	\$8,560,414	\$10,554,934	\$13,081,166

In general, these services are not accessible to the public or are not marketed to the public. An example near Janesville’s downtown would be the cafeteria or food services at Mercy Hospital. It provides limited competition for hospital employees or visitors.

INDUSTRY TRENDS

The restaurant industry has made a weak recovery since the recession, leading some to speculate that consumer behavior has been altered. In fact, members of the Millennial Generation have significantly scaled back their annual visits to eating and drinking

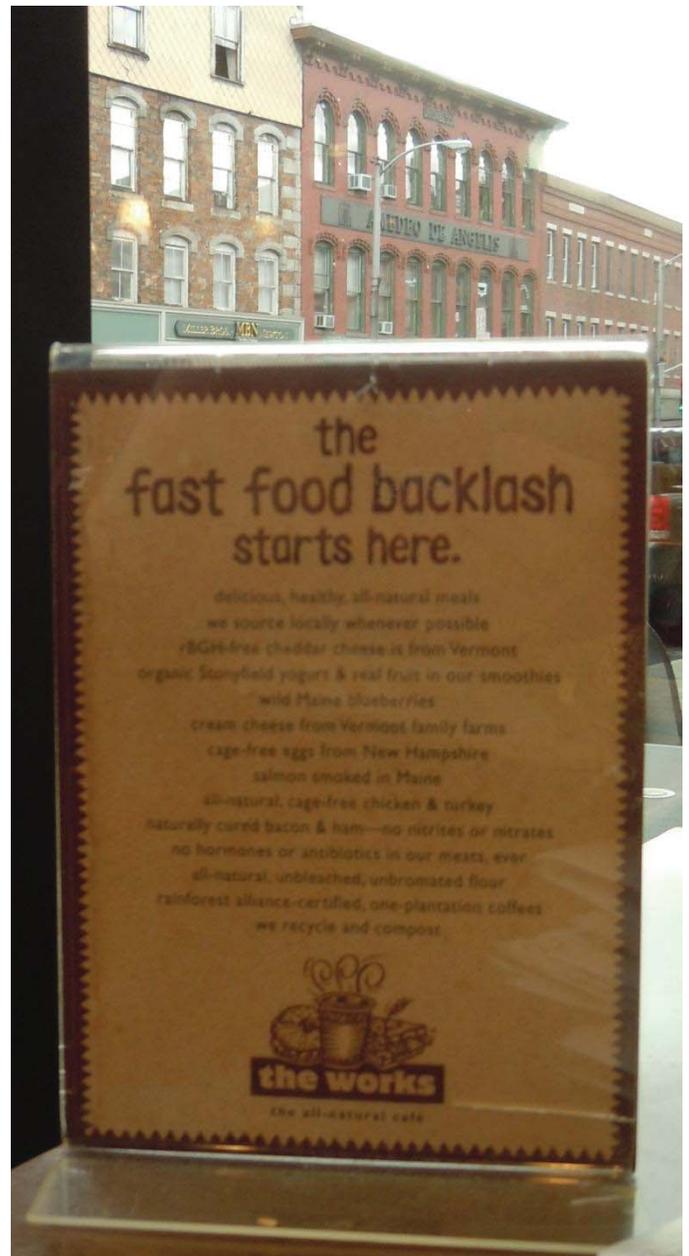
places. Restaurant visits have increased among the Baby Boomers. These older customers are more likely to choose full service venues and to spend more per check.

Growth in the number of establishments has been primarily through the addition of new fast casual restaurants (ex., Chipotle) and those focused primarily on selling burgers (Ex., Five Guys Burgers and Fries). Breakfast has been growing in importance as a component of overall sales, while spending on coffee, donuts and other bakery items, and snacks is also increasing.

Changes in the workplace are also supporting growth in business for some restaurants. Technology now allows many people to work from virtually anywhere, provided they have a laptop, smartphone, and access to the internet. Additionally, there has been rapid growth in the number of people who are self employed, freelancing, or working in contract positions. By 2020 these workers are expected to comprise 30 percent of the entire workforce. Both of these trends contribute to the number of people who see places such as coffee shops and other restaurants as an extension of the office; a place to work or to conduct business meetings.

Other important trends include:

- **Increased Demand for Breakfast Service.** In the past several year there has been an increasing demand for breakfast service while lunch and dinner traffic has remained flat or even decreased.
- **Increased Snack Sales.** Demand has been growing for items such as coffee, donuts, and snacks. In addition to individual tastes, this may reflect the increasing use of places such as coffee shops to conduct meetings or other work.
- **Declining Alcohol Consumption.** Consumption of alcohol has been trending downward for some time, although some components of the market (such as craft beers) may be on the rise.
- **Local Foods.** Customers are increasingly interested in restaurants that source their food locally or produce items reflecting local culture.
- **Health Conscious Options.** There are two dimensions to this trend. There is a growing preference for minimally processed foods, foods prepared in healthy ways, and low calorie menu options. There is also a growing interest in foods tailored to specific diets, such as gluten-free options.
- **Social and Mobile Technologies.** Restaurants are increasingly adopting technology that lets them interact with customers, even taking reservations and food orders for carry-out service. They are using social media and mobile platforms to market and communicate with customers.
- **Growing Importance of Value.** Surveys following the recession are showing a rise in the number of customers who say that 'value' is an important consideration. This does not necessarily mean low cost, but that the food and service is commensurate with the price.
- **Off-Premises Dining.** Carry-out service is in increasingly important component of some restaurants' sales as customers want to pick up a prepared meal to take home after work. Grocery stores offer competition with rotisserie chicken and other prepared foods that they now frequently sell.



- Free Wi-Fi. Once limited to coffee shops, free wi-fi is now found in many other venues, including fast food and family restaurants.
- Dining as Entertainment. Customers are increasingly interested in dining that can double as entertainment. Examples include food that is prepared at the table, such as at some Asian grills.

MARKET OPPORTUNITIES FOR DOWNTOWN JANESVILLE

Downtown Janesville has a market share roughly proportional to its percentage of restaurant businesses, compared with the extended trade area. With an estimate of \$10.37 million in annual sales captured downtown, there is about \$153.84 million in market potential being captured elsewhere in Janesville, in outlying communities, or in places such as Madison and Milwaukee.

To a large degree, downtown Janesville has not developed a stronger eating and drinking sector because it is not a significant destination district. Dining goes hand-in-hand with the distinctive environment, river-oriented amenities, and entertainment and activities envisioned for a revitalized downtown. Under this scenario, the district can expect to attract unique new restaurants to renovated buildings or new mixed-use buildings. A unique environment, paired with good food and service (the dining experience) will enable downtown restaurants to contend with competitors at the edge of town or elsewhere. As more restaurants locate in the downtown, its ability to draw customers will grow.

The river can be a central asset in attracting new eating and drinking establishments by providing locations that overlook the river, by providing opportunities for on-site outdoor seating either at patio level or on balconies or rooftops, or by allowing use of public space along the river to provide seating for nearby restaurants. City codes should be reviewed to ensure that these practices are allowed as the area redevelops.

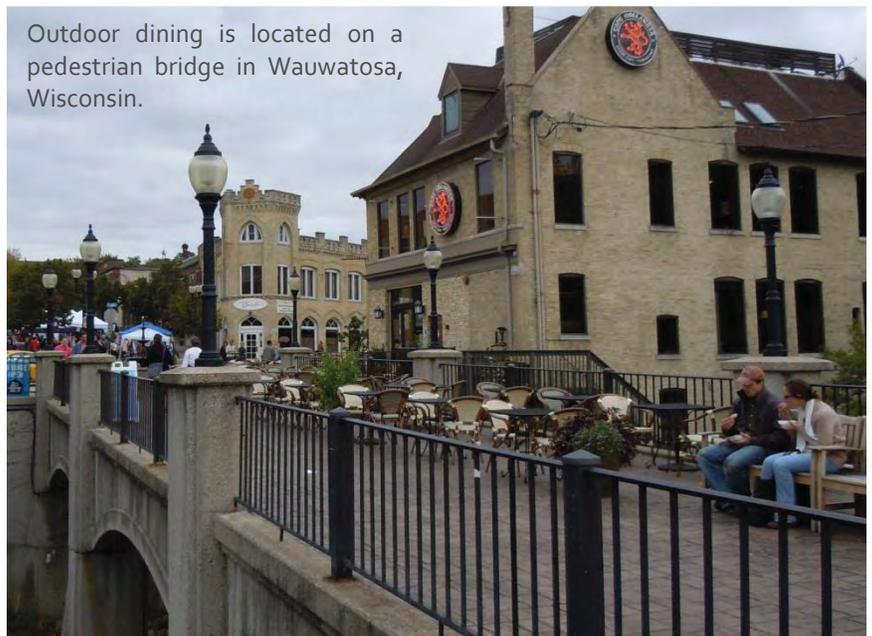
Main Street should be seen as a prime location for new eating and drinking businesses. Running parallel to the river, buildings on the west side of Main Street will have the opportunity to overlook the river and offer outdoor seating. Main Street is also the part of downtown closest to the Janesville Performing Arts Center, which is a driver of dining traffic. Future performance and gathering spaces are planned in close proximity. Additionally, Main Street is very central to the concentration of office uses within the downtown, making it a convenient location for lunch traffic.

A small establishment such as a coffee shop or deli will usually require a minimum of about 1,200 square feet, which is appropriately sized to many of the district's older structures. (As an example, an Einstein Bros. Bagel shop will average 1,200 to 2,400 square feet.) In general, about 9 to 11 square feet should be provided per chair. According to the US Small Business Administration Small Business Development Center, an operation of this scale will require between \$200,000 and \$375,000 in capital at startup.

A typical sit-down restaurant with a full menu will require a larger space. Twelve to 14 square feet are usually allocated per chair, so that a restaurant with seating for 100 will need a minimum of 1,200 square feet in its dining room. Another 800 square feet should be allocated to kitchen facilities. Storage, utility, office, reception, and restroom areas can easily comprise another 1,200 square feet, bringing the total to 2,200 square feet. If the restaurant is to offer additional seating, private rooms, a bar, or other amenities, the space requirements can easily double the minimum. For reference, a Denny's will be between 3,500 and 5,500 square feet, an Applebee's will range from 5,000 to 6,000 square feet, and an Olive Garden will fall between 6,400 and 7,500 square feet.

A smaller restaurant of this type, with either full or limited service, will fit within some downtown buildings. At the larger end of the scale, there are only a small number of suitable locations, and the use may be more appropriate within a newly constructed

Outdoor dining is located on a pedestrian bridge in Wauwatosa, Wisconsin.



building. A portion of Redevelopment Site 5, the parking lot on Milwaukee Street adjacent to the river, could be an ideal site for a quality restaurant that takes advantage of river views and patio seating.

The Small Business Development Center lists startup costs in a range from \$57,000 to \$570,000, although this is low in comparison to the startup costs associated with chain restaurants. In a survey of 700 restaurants, restaurantowner.com found comparable numbers, with an average of \$494,888 for restaurants in tenant space (\$159 per square foot), and \$735,326 for restaurants where the real estate was purchased (\$178 per square foot).

A WORD ABOUT RESTAURANT FAILURE

It is a commonly accepted belief that there is a high rate of failure among new restaurants. Is it true? About one in four restaurants close within their first year, and three out of five do not make it past their third year.³ This rate is probably overstated, as businesses that are sold, but remain open, are still considered 'closed' when there is a transfer of ownership. The highest failure rates are among limited service establishments such as bakeries, delis and coffee shops, where over 70 percent had closed within three years. Casual and family dining restaurants have about a 50-50 chance of making it past their third year.

By comparison, about the same percentage of all businesses – one in four – close within their first year. By year three, 44 percent of all businesses have closed. At 59 percent, the failure rate for restaurants is still among the highest, but by year five a similar percentage of businesses have closed in sectors such as retail, construction, finance, real estate, insurance, and transportation.⁴ Common reasons that restaurants fail include a lack of sufficient capital, inexperience, and competition.

This becomes an important consideration with regard to the City's interests in attracting additional independent restaurants to the downtown. Many restaurant entrepreneurs experience difficulty in securing financing for new ventures, which may result in the business idea not coming to fruition, or with it opening without adequate financing. The City may want to examine this issue and identify strategies to assist new restaurants with their financing needs, either through aggressive use of existing programs (such as the SBA's 504 Loan Program) or through new programs at the local level. The City may also consider programs to connect restaurant owners with experts who can provide technical expertise that the business needs to succeed.

³ "Why Restaurants Fail", Cornell Hotel and Restaurant Administration Quarterly, August 2006

⁴ Office of Advocacy of the U.S. Small Business Administration

OFFICE MARKET

Office demand is estimated based on industry and occupational projections from the Wisconsin Department of Workforce Development. These projections carry through to the year 2020, and subsequent years to 2024 have been extrapolated from prior years' data.

Occupations typically found in office environments were then assigned an area based on averages obtained through the CoreNet Global Real Estate 2020 Survey. Compiled in 2013, the data is for 2012. The survey found that the average office size is decreasing, reaching 176 square feet per employee in 2012, from 225 square feet in 2010. It is projected to drop to an average of 151 square feet in 2017. For this analysis, the average executive office was calculated at 300 square feet. Professional and technical offices ranged from 175 to 200 square feet. Lower skilled office functions were assigned 75 to 100 square feet.

Table O1 – Projected Demand For Office Space – City Of Janesville

OCCUPATION	NEW JOBS 2014-2024	AVERAGE SIZE OFFICE (SQ FT)	TOTAL OFFICE NEED (SQ FT)
Total, All Occupations	2,579		
Management Occupations	55	300	16,548
Business and Financial Operations Occupations	101	175	17,617
Computer and Mathematical Occupations	68	175	11,859
Architecture and Engineering Occupations	11	200	2,167
Life, Physical, and Social Science Occupations	10	175	1,758
Community and Social Services Occupations	28	125	3,521
Legal Occupations	4	200	749
Education, Training, and Library Occupations	101	100	10,106
Arts, Design, Entertainment, Sports, and Media Occupations	28	125	3,497
Healthcare Practitioners and Technical Occupations	258	200	51,535
Office and Administrative Support Occupations	310	75	23,226
Total, Office-Based Occupations	1,850		142,584
Allocation for common areas (lobby, conference rooms, work rooms, etc.)			20%
Additional office space required in Janesville (citywide)			171,100

Janesville is projected to add 2,579 employees between 2014 and 2024. Of these, 1,850 (71.7 percent) will be office workers. Based on the distribution of these workers by occupation, the city is expected to need an additional 142,584 square feet of office space just to accommodate these workers. An additional area, estimated at 20 percent, will be required to provide lobby space, conference and meeting rooms, work rooms, lunch/break rooms, and other functional spaces. This brings the total new demand for office space to 171,100 square feet over the next decade.

AVAILABLE INVENTORY

Determining the existing inventory of available office space is one of the challenges in completing an office market analysis. The spaces that may be used for offices are often very adaptable. A small industrial building can be reconfigured for larger office users. Commercial strips and downtown buildings housing retail or restaurants might just as easily be occupied by a small office use. Even the second floor of a downtown building may be just as likely to have an office as a residential unit. Along Court Street and elsewhere in Janesville, there are several homes that have been converted to offices. Given the flexibility of space, there is no way to precisely determine how much vacant office space is available downtown or citywide, especially when some of that space is not actively marketed (such as vacant upper levels) but might become part of the inventory if there was strong demand.

Interviews with commercial brokers and a review of commercial listings helps to paint a picture of existing available inventory. Among those buildings or suites posted for sale or lease on commercial listing sites, there are 30 that best fit the description of office spaces. These range in size from 1,153 to 21,600 square feet in available area, with an average of 5,490 square feet, and a

total of 164,709 square feet. This does not come close to documenting the entire inventory, including spaces currently on the market but not on the listing sites, space listed for other uses that might also be used as offices, or vacant space that is not being marketed. These 30 buildings will tend to represent the inventory of larger spaces as well as those in the best condition. Nine of the listed buildings are in the downtown, with a total of 70,655 square feet available. They do not include the many small storefront locations that are vacant.

It is not unreasonable to believe that as much as half of the office space (or potential office space) currently vacant is not included in the listings or in the total above. Even a more conservative estimate of unlisted space equaling half of the listed space produces a total of 247,064 square feet of vacant office space available to meet the projected demand for 171,100 square feet over the next decade. But not all space is created equal. Location, condition, and character will dictate the success of existing space in attracting tenants, or whether there is an opportunity for new office construction.

The east side and downtown are the two most desirable locations for an office. The east side offers both business park locations and buildings in the commercial area around the Highway 26 interchange. Because most buildings in the business parks can offer large floor areas and ample adjacent parking, they will appeal to large users such as call centers or back office operations. Office suites in the commercial area will appeal to those with frequent client interaction, such as medical offices.

Downtown is positioned to fill two particular niches. It will be especially appealing to businesses that interact with county and courthouse functions, such as attorneys and title companies. The many small offices available downtown will attract small companies and individuals. This is significant, as in nearly every year over the past 20 years, establishments with fewer than ten employees have been responsible for all net job growth. Furthermore, it is estimated that by 2020, as much as 30 percent of the employed population will be working solo as self-employed persons, freelancers, or contract workers. Although demand from these tenants may be strong, they are sensitive to lease price and they will have higher turnover than the more traditional market.

Condition and character will be important for both aesthetics and functionality. The majority of businesses will be seeking space that is up to date and attractive. The success of the Olde Town Mall in filling its office suites is illustrative of this. The mall features an open and well lit atrium, high ceilings, and glass-faced suites. It is also very well maintained. This might be contrasted to some buildings in the downtown with narrow hallways, poor lighting, old carpets, and other features that do not convey a welcoming presence.

Many downtown spaces do have the potential to be very unique office environments. Older buildings can be redeveloped with exposed beams and brickwork, clerestory windows and skylights, and similar features that create a loft-like environment appealing to businesses wanting “boutique” space.

Office space is usually classified on a scale from Class A being the best, to Class C being the least desirable. The scale is relative to the market, but comparatively, there are presently few buildings in Janesville that would compete as Class A space in Wisconsin’s larger metropolitan



Former warehouse undergoing renovation to create loft-like offices

Table 02 – Office Building Classifications

	CLASS A	CLASS B	CLASS C
RENTS	Asking rents are based on a specified range between the top 30-40% of the office rents in the market.	Asking rents are based on a specified range between the asking rents for Class A and Class C space.	Asking rents are based on a specified range between the bottom 10-20% of the office rents in the market.
LOCATION	Excellent, well located.	Average to good location.	Less desirable location. Depend on lower rent to attract tenants.
BUILDING SYSTEMS	The mechanical, elevator, HVAC, and utility systems have capacities to deliver services that meet current tenant requirements and anticipated future tenant needs.	The mechanical, elevator, HVAC, and utility systems have capacities to deliver services currently required by tenants.	The mechanical, elevator, HVAC, and utility systems have capacities that may not meet current tenant needs.
BUILDING FINISH	High quality design and materials. Buildings must continue to remain competitive with new construction.	Average to good quality design and materials.	Dated appearance.
BUILDING SERVICES	Above average maintenance, management and upkeep.	Average to good maintenance, management and upkeep.	Below average maintenance, management and upkeep.

Source: NAIOP Research Foundation

markets. Still, the majority of existing office space in the downtown could be classified as Class B.

LEASE RATES AND PURCHASE PRICES

Observed lease rates in Janesville vary from \$5.00 per square foot to \$18.00 per square foot. Again, location, condition, and character play decisive roles in determining the rent that may be asked for the space. One of the least expensive spaces among those listed is a metal sided building in one of the city’s industrial parks. Other spaces or buildings offering lower lease rates tend to be older properties with a dated appearance or may be located in neighborhood commercial areas instead of downtown or the east side commercial area.

It is likely that downtown offers spaces at the lower end of the rental scale, however, these are not listed on commercial sites (though one such property was found on craigslist.com). The typical property downtown rents for \$8.00 per square foot, however, newer or recently renovated space will command a higher rent. Jackson Square (26 South Jackson Street) is a recent redevelopment project, and is asking a rent of \$12.49 per square foot. If located on one of the downtown’s main thoroughfares it might be priced higher. Prospect 101, with available space totaling 21,600 square feet, is another example of an extensively remodeled downtown building asking a rent of \$18.00 per square foot. With six floors in the building, it offers a mix of spaces from 430 to 8,062 square feet.

Ten office buildings identified for sale have an asking price ranging from \$36 per square foot to \$80 per square foot. The former United Way building on Main Street is one of the listed properties and represents an average office building. At \$449,000 for 8,172 square feet, the price works out to approximately \$55 per square foot.

MARKET CONSIDERATIONS

The current inventory of potential office space on the market already exceeds the projected demand for office space over the next decade. This is going to make it very difficult for some building owners to lease space, especially if they offer dated or poorly maintained space in poorer locations. Even if the most conservative estimate of the currently available office inventory is used, and projected demand is achieved at a constant pace over the next decade, the result would be about an annual ten percent net absorption rate city-wide, provided no new space is added, or existing space removed from the inventory.

As stated above, though, not all space is equal in terms of its marketability. To compete in this market, building owners may adopt a combination of the following strategies.

- Compete on location. In the short term, a downtown location may be desirable to businesses that interact with one of the two anchor uses in the downtown, the courthouse or the hospital. It may also be favored by people living in the surrounding neighborhoods. Over the long term, if Janesville makes the investments necessary to create a vibrant downtown, businesses may be attracted simply by the atmosphere of the district.
- Offer distinctive space. Professional, knowledge-based, and creative industry workers often prefer spaces with a distinctive character. Many of the downtown’s older buildings have features that can be used to create this kind of space, and these, or new buildings, may also have views of the river. Renovating buildings to take advantage of these features can give them a competitive edge versus commercial strips or business park locations.
- Cater to small office tenants. Nearly all net employment growth is coming from establishments with fewer than ten employees. Their office needs could be as little as 200 square feet up to no more than 1,000 to 2,000 square feet. Downtown’s historic buildings are well suited to these users

**Table O3 – Partial Inventory
Of Available Office Space In Janesville**

Size (SQ FT)	Lease Rate (Per SQ FT)	Listed Price	Downtown
21,600	\$18.00		YES
12,461		\$775,000	YES
10,000	\$5.00		YES
10,000	\$6.00		
9,650	\$9-12.00		YES
8,916		\$485,000	
8,172		\$449,000	YES
7,693	\$12.00		
6,255		\$225,000	
5,000	\$8.00		
4,724		\$340,000	
4,700	\$8.00		YES
4,660	\$6-11.00	\$375,000	
4,550	\$15.00		
4,400	\$8.00		
4,368		\$160,000	
4,320		\$250,000	
4,000		\$295,000	
3,738		\$184,000	
3,650	\$9.00		
2,800	\$10.00		
2,500	\$10.00		
2,400	\$10.00		
2,200	\$11.00		
2,200	\$10.00		
2,080	\$8.38		
1,750	\$8.00		YES
1,169	\$10.00		YES
1,153	\$12.49		YES

- Provide flexible terms. Small office users tend to want flexibility when leasing space, which may entail month to month leases or even shared office arrangements such as coworking.
- Compete on price. This is not a preferred strategy, but one that many property owners in the downtown and elsewhere may choose to adopt. Ultimately, lease rates can only be dropped so low before a downward cycle is induced. Because the building produces so little income, maintenance and updates are deferred, making the building less competitive, and forcing a reduction in rent.

The City may target programs to encourage desirable renovations. Examples of programs used in other communities include:

- Providing technical assistance to apply for historic preservation tax credits.
- Offering grants and/or loans to improve building facades, upgrade electrical or mechanical systems, or make interior renovations.
- Offering design assistance to develop renovation concepts and to address building code requirements.

Several communities have invested in setting up wireless hot spots in their downtowns. Although not directly attracting tenants to space in the downtown, such investments make it easy for people to work in downtown parks or other public spaces, contributing to street life and conditioning people to think of the downtown as a location for their business.

HOUSING MARKET

This section of the analysis discusses potential demand for new housing that may be met, in part, within the downtown. The analysis projects annual and aggregate demand for new housing in the City of Janesville through 2024, including a breakdown of the types of owner and rental housing that will be in demand.

KEY FINDINGS

- Population growth and changing demographics will lead to increased demand for new housing units through the next decade.
- Households headed by people at the younger and older ends of the spectrum will see the most growth. There will be little change in the number of households in the “middle-aged” cohorts.
- A market exists for both rental and owner occupied housing. A significant part of the demand for rental units and condominiums or rowhouses can be met in the downtown.
- The market can support rents significantly higher than asked at existing apartment communities. There is a demand for better quality rentals with enclosed parking and quality finishes.
- A revitalized downtown will help to create a demand for downtown living. Catalytic actions such as creating a destination riverfront can greatly enhance that demand.

A BROAD VIEW OF THE MARKET

The United States is slowly emerging from a housing crisis that will continue to have a lasting impact on demand for new and existing housing. Americans remain skeptical about the market’s recovery, despite data showing improvements in common housing market statistics. Underlying this are perceptions that the root causes of the crisis have not been adequately addressed and concerns brought on by diminished savings and earning potential. One quarter of Americans feel less secure in their housing situation than they did prior to the recession⁵.

The recession should not be seen as the lone, or perhaps not even as the most significant cause for changes in housing demand. Long term demographic and economic trends have been leading us toward emerging market preferences. In fact, there is concern that these may destabilize an already fragile market. In any case, they will result in shifting preferences as well as a market that adds housing more slowly than in the years leading up to the crash.

An aging population is among the greatest forces affecting the market. Much attention has been paid to the Baby Boom generation, which began to reach retirement age in 2009. As each generation moves through different stages its members pass through a housing cycle that might include a rental apartment, starter home, one or more “step-up” homes, retirement house or condo, assisted living unit, etc. As the Baby Boomers began to retire, it was widely expected that there would be a surge in the number of existing homes entering the market as members of that generation sought new homes. This milestone, however, coincided with the housing crisis, during which many homeowners who did not have the need to sell have instead put off a move. As the market recovers there is the potential that a pent-up demand to sell will cause a glut of homes, again destabilizing prices.

Economic conditions are another threat to the housing market. Aside from the concerns about the health of the overall economy, issues of household wealth and income are seen as significant challenges. The recession wiped out \$16 trillion in household wealth that many middle and lower income households have not recovered. Income growth has been stagnant for some time even before the recession, and many households have experienced a net loss in income due to job losses or pay and benefit cuts that have not been restored, affecting purchasing power as much as the loss of savings and equity.

Add to this employment volatility. By 2020 it is anticipated that 30 percent of employed persons will be in what has been called a contingent workforce of self-employed individuals, freelancers, and contract workers. The resulting picture is one in which households may not be able to afford as much on housing as before the recession, financing may be more difficult for some to obtain, home ownership may be seen as an impediment to the mobility required for frequent job changes, and ownership has lost some of its luster as a means of building wealth. On the other hand, there is an increased interest in renting and improved perceptions of renters. Even among existing homeowners, nearly half expect to rent at some point in the future.

⁵ *How Housing Matters: Americans’ Attitudes Transformed by the Housing Crisis and Changing Lifestyles*, MacArthur Foundation, 2013

METHODOLOGY AND ASSUMPTIONS

All of this paints a cloudy picture for future housing demand. While there are signs of a recovering market and home ownership remains a goal for a majority of households, many forces are at work that can suppress market growth. The estimates presented here reflect a moderate approach, assuming continued growth at a pace somewhat slower than the years prior to 2007.

The market for new housing was calculated using historical data and applied rates of change specific to the City of Janesville. The incremental steps in this process include:

- Population projections by age cohort, using a cohort-component method.
- Household projections based on the population projections.
- Determination of overall housing demand by age cohort, consisting of demand from new households and from existing households in the community.
- Determination of demand by housing type based on historical patterns and preferences by age cohort.
- Determination of housing affordability using a standard of 30 to 35 percent of household income applied to housing.

ESTIMATED HOUSING DEMAND

Janesville is projected to add about 4,500 new households over the next decade, growing to a total of 29,658 from the current estimate of 25,112 households. The greater share of these new households will be seeking owner occupied housing. Averaged over the decade, Janesville can expect to see annual demand for 80 additional rental units and 131 additional units for purchase, including a mix of attached and detached homes.

Table H1 – Projected Change In Households – City Of Janesville

HOUSEHOLDS BY AGE	2014			2019			2024		
	TOTAL	OWN	RENT	TOTAL	OWN	RENT	TOTAL	OWN	RENT
15 TO 24	1,087	224	863	1,085	223	861	1,325	273	1,052
25 TO 34	4,576	2,483	2,093	4,920	2,669	2,250	5,615	3,047	2,568
35 TO 44	4,968	3,492	1,476	4,970	3,494	1,477	5,779	4,062	1,717
45 TO 54	5,133	4,149	984	5,037	4,071	966	5,045	4,078	967
55 TO 64	3,961	3,136	825	3,953	3,130	823	4,010	3,175	835
65 TO 74	2,420	2,094	326	2,327	2,013	313	2,392	2,070	322
75 TO 84	2,205	1,698	507	3,547	1,795	536	5,790	2,361	705
85+	762	453	309	934	555	379	2,426	1,442	984
TOTAL	25,112	17,729	7,383	27,543	19,196	8,347	29,658	20,507	9,151

EXPECTED CHANGE	2019			2024			TOTAL		
	TOTAL	OWN	RENT	TOTAL	OWN	RENT	TOTAL	OWN	RENT
15 TO 24	-2	-1	-2	94	19	75	147	30	116
25 TO 34	344	186	157	356	193	163	339	184	155
35 TO 44	2	2	1	351	247	104	457	321	136
45 TO 54	-96	-78	-18	-94	-76	-18	103	83	20
55 TO 64	-8	-6	-2	62	49	13	-5	-4	-1
65 TO 74	-93	-81	-13	29	25	4	36	31	5
75 TO 84	1,342	97	29	1,213	354	106	1,030	212	63
85+	172	102	70	730	434	296	763	454	309
TOTAL	1,659	222	222	2,741	1,245	742	2,870	1,312	804

In the years leading up to the housing crisis, Janesville typically saw in excess of 300 new housing units added each year. The total dropped off to fewer than 100 new units in each of the past five years (2008 through 2012). As the economy and the housing market recover there should be an increase in new construction to meet projected growth in demand, however, both the model and careful

consideration of changed market conditions suggest that the pace of construction will not regularly reach pre-recession levels in the near future.

There is an very uneven distribution of population change by age cohorts within Janesville. The preponderance of expected growth will occur among households headed by individuals over 75 years in age, followed by those headed by persons under 45 years old. Younger buyers are typically in the market for lower-priced starter homes, while persons in their mid-30's to 60's are considered "trade-up" buyers of larger and more expensive homes. Looking at detail within the population projection data, it is apparent that these middle aged homebuyers are finding their preferred housing elsewhere, and are migrating out of Janesville. Combined with general demographic trends (Generation X is already smaller than the Baby Boom generation), the number of households headed by persons between 45 and 75 is expected to change very little over the decade.

Chart H1 - Projected Households By Age Of Householder

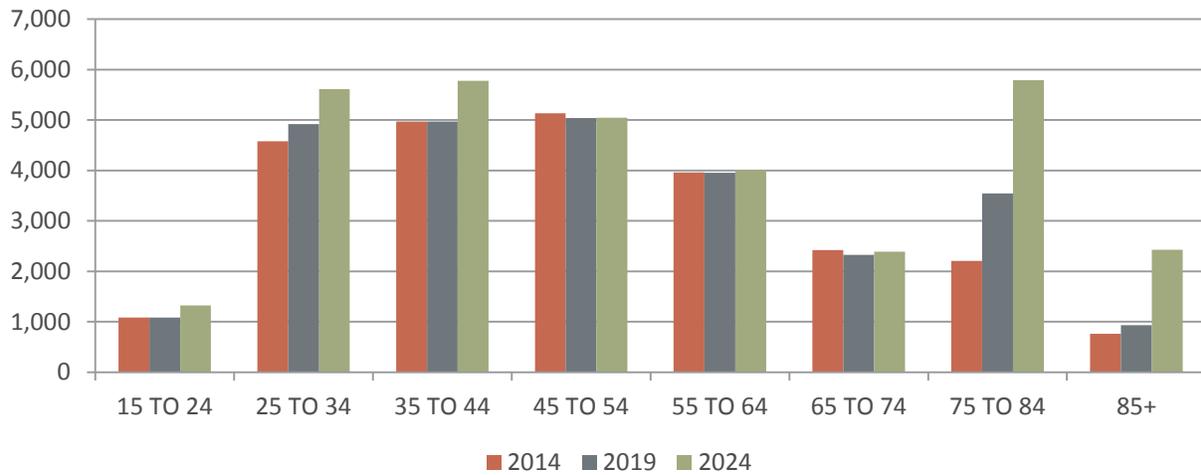
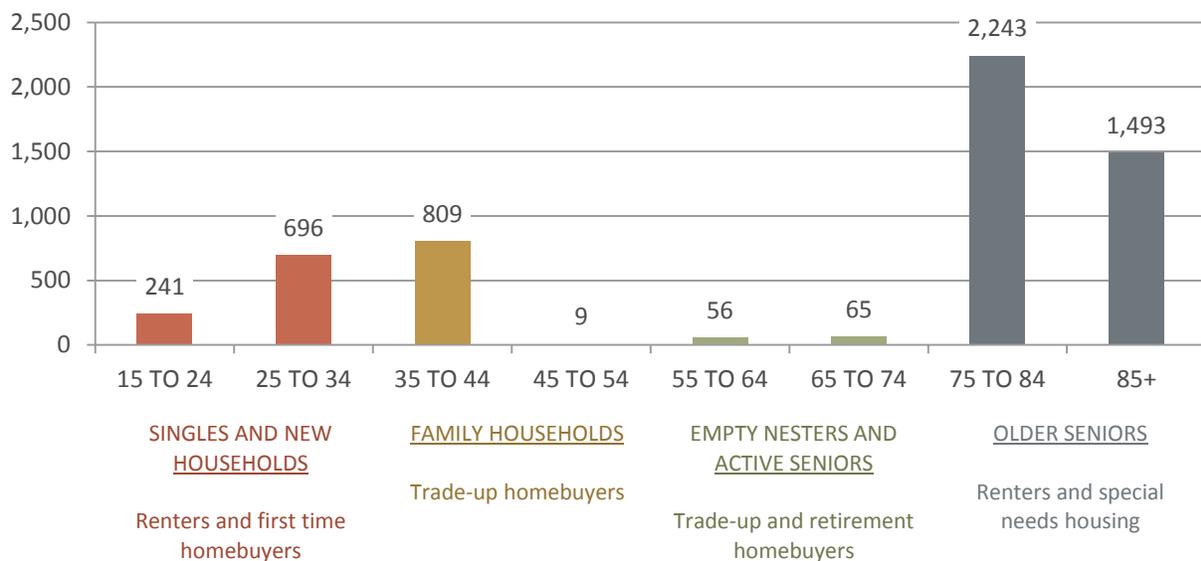


Chart H2 - Projected Change In Households By Stage



As people age they tend to move one final time to a home where they have better access to services, or perhaps even into an assisted living community. Because cities provide these types of housing, there is often a significant flow of elderly residents from smaller communities and rural areas into the city. Recent research has also demonstrated a trend for people who have moved to

the south in their early retirement years to move back to northern cities where they still have family and other connections. These trends, along with aging of the existing population, will lead to an increase of more than 3,700 households headed by a person 75 or older.

ESTIMATED DEMAND FOR OWNER OCCUPIED HOUSING

The potential market for new housing is comprised of two parts: 1) the increase in demand due to a growing population; and 2) current residents in the market for a new home. In this way, the potential opportunity to sell homes is greater than simply the number of new households expected to be formed. Adding in households that are trading one home for another may also result in a profile of buyers different from that of the change in households. In Janesville, this is most apparent when looking at the age cohort between 45 and 54 years. Although the number of households in this group will remain essentially unchanged, they will be the third-largest group of buyers of homes in the city.

Table H2 – Estimated Annual Homebuyers By Age – City Of Janesville

AGE OF HOUSEHOLDER	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
15 TO 24	35	36	36	36	37	37	38	38	39	39	40
25 TO 34	289	292	295	299	302	306	310	314	318	322	327
35 TO 44	141	142	144	146	147	149	151	153	155	157	159
45 TO 54	113	114	115	117	118	119	121	122	124	126	127
55 TO 64	70	71	72	73	74	75	76	76	77	79	80
65 TO 74	42	43	43	44	44	45	45	46	46	47	48
75+	14	14	14	15	15	15	15	15	15	16	16
TOTAL	705	712	720	729	737	746	755	765	775	785	797

About three quarters of buyers will fall between 25 and 54 years of age. This spread covers a wide range of starter and trade-up home possibilities. Janesville has some very affordable housing, with pricing starting around \$40,000, and more than 100 properties listed under \$100,000.⁶ These tended to be smaller homes built for the most part in the late 1800's through the mid 1900's, and are located in neighborhoods around the downtown. A price range of \$150,000 to \$200,000 will purchase an attractive and well maintained home in suburban portions of the city. Very attractive historic homes will command a price of \$250,000 or more, while the most expensive homes in the city generally top out around \$600,000, with one outlier listed just under \$1 million.

There are currently no condominiums listed over \$200,000, and half of the inventory on the market is listed under \$100,000. All of the condominiums listed have a suburban character and are typically two- or four-unit buildings. Some of these buildings have been built as apartments elsewhere, suggesting that the market has been building for a lower-income or entry market. It does not appear that any of the units currently on the market have been designed for a higher income household.

Table H3 – Estimated Annual Home Buyers By Property Type

TYPE	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
DETACHED	543	549	555	561	568	574	581	589	597	605	613
ROWHOUSE	56	57	58	58	59	60	60	61	62	63	64
CONDO (5+)	49	50	50	51	52	52	53	54	54	55	56
CONDO (2-4)	14	14	14	15	15	15	15	15	15	16	16
OTHER	49	50	50	51	52	52	53	54	54	55	56

⁶ According to listings on the real estate site, zillow.com, as of February 2014

The numbers in Table H3 reflect an expected distribution of demand based on typical buyer patterns. The majority of buyers will be in the market for detached homes which are not likely to be provided in the downtown. Attached housing options include rowhouses, small condominium buildings (two to four units), and larger condominium buildings (five or more units). There is currently no inventory of these types of units in the downtown.

Janesville offers some very attractive single family housing options in close proximity to the downtown. The area immediately east of downtown, the Courthouse Hill Historic District, features a large collection of homes constructed between the mid 1800's and early 1900's. Well preserved and restored, these are considered highly desirable. Most newer housing has been built to the east and north of downtown in attractive suburban neighborhoods. Immediately west of downtown are two neighborhoods that present some concern. The Fourth Ward and Look West neighborhoods contain many older homes in poor condition, and contain concentrations of poverty higher than other parts of the city.

As already noted, Janesville does not have a large condominium inventory, and nearly all units tend to fall into the two- or four-unit suburban model. Janesville does not have any units that might be characterized as urban rowhouses or larger urban condominium buildings.

According to the Wisconsin Realtors Association, the median home sales price in Janesville was \$108,000 in 2013, compared with \$143,000 for all of Wisconsin. This is another reflection of the very low home prices in Janesville, relative to other locations. The median is the point at which half of all sales are at a lower price and half are at a higher price, yet based on the distribution of incomes in the city, three-quarters of potential buyers could afford a more expensive home. In fact, about half of the market could afford to purchase a home valued at \$200,000.

Table H4 – Estimated Annual Home Buyers By Home Purchase Price – City Of Janesville

PRICE RANGE: LOW/HIGH	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
UNDER \$100,000	160	161	163	165	167	169	171	173	175	178	180
\$100,000 TO \$149,999	100	101	103	104	105	106	107	109	110	112	113
\$150,000 TO \$199,999	83	84	85	86	87	88	89	91	92	93	94
\$200,000 TO \$249,000	72	72	73	74	75	76	77	78	79	80	81
\$250,000 TO \$299,999	77	78	79	80	81	82	83	84	85	86	87
\$300,000 TO \$349,000	55	55	56	57	57	58	59	59	60	61	62
\$350,000 TO \$399,999	46	47	47	48	49	49	50	50	51	52	52
\$400,000 TO \$449,999	31	32	32	32	33	33	34	34	34	35	35
\$450,000 TO \$499,999	15	15	16	16	16	16	16	17	17	17	17
\$500,000 OR MORE	65	66	66	67	68	69	70	71	71	72	73

These estimates are based on an income-qualified approach to determining affordability, where it is assumed that a typical household can afford to pay between 30 and 35 percent of their gross income toward a mortgage, figured at 4.5 percent for 30

years, with a ten percent down payment. Note that this approach likely skews the affordability estimates to the lower end of the range, as it does not consider circumstances in which a buyer may have a low income (perhaps a retirement income) but has substantial savings and equity in an existing home that would allow the household to purchase at a higher price.

The ability of households to afford a more expensive home, and the lack of a large inventory of such homes in the city (with the features to be expected of a more expensive home) is likely one reason that many middle-aged households are leaving Janesville to purchase homes in surrounding communities or the countryside.

ESTIMATED DEMAND FOR RENTAL HOUSING

Households living in apartments move much more frequently than people in owned housing. This leads to a far greater annual number of people in the market for a new apartment. Their decision will be based on a combination of affordability, condition, location, and features.

Table H5 – Estimated Annual Renters By Age – City Of Janesville

AGE OF HOUSEHOLDER	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
15 TO 24	416	423	431	440	449	459	470	481	493	506	518
25 TO 34	1,104	1,119	1,134	1,147	1,160	1,173	1,187	1,201	1,216	1,233	1,251
35 TO 44	713	723	734	746	759	772	786	799	812	825	838
45 TO 54	461	458	456	455	454	454	455	457	460	464	468
55 TO 64	398	399	401	401	402	402	402	401	401	401	401
65 TO 74	151	151	151	152	152	153	153	154	154	155	155
75 TO 84	271	282	292	301	310	317	324	329	335	339	344
85+	210	238	267	296	326	356	386	416	445	475	504
TOTAL	3,724	3,794	3,866	3,938	4,012	4,086	4,162	4,239	4,317	4,397	4,479

Janesville has a strong rental housing market and can anticipate steady growth through the coming decade. As with owner occupied housing, this growth will not be consistent across all age groups. Reflecting changes in the overall population, the change in demand will be greatest for renter households headed by a person over 75 years (367 units), followed by households headed by a person between 15 and 34 years (249 units). Both of these age groupings contain many renters who would prefer to live in an attractive downtown environment.

Options for rentals in Janesville are somewhat limited, and is likely that many households are unable to find apartments meeting their preferences. A survey of the rental community identifies the following options:

- Single family homes and rental conversions – The low cost of housing has helped to support a rental market with many small operators renting single family homes or two-unit buildings that are often conversions of single family homes. Many of these buildings can be acquired very inexpensively because of their location, small size, or deficiencies that make them less desirable for owner occupants. Many community residents have spoken of a concentration of these rentals southwest of the downtown in the Fourth Ward. Even outside of problem areas, this category of rentals is dominated by older properties, though not all are in poor condition. Rents range from around \$400 to \$800 per month.
- Older rental complexes – A number of older rental complexes can be found throughout the city. Several are in or near the downtown, such as the Grant Village/Garden Court Apartments. These complexes are usually more affordably priced, and several are designated affordable and/or may accept Section 8 vouchers. They are more likely to offer fewer amenities than found in newer complexes, and none provide garages. Pricing is accordingly lower, at \$500 to \$700 per month.
- Newer suburban-style rental complexes – While some examples can be found in older parts of the city, such as River Place Senior Apartments, the majority of these apartment complexes are located at the edge of the community, and primarily to the east. Most can be described as two-story vinyl-clad buildings with eight or more one- and two-bedroom apartments. A small number offer attached or unattached garages. Rents typically start around \$600 and top out at \$850.

- Upper level commercial apartments – While many of the upper floors of downtown commercial buildings are vacant, some have been converted to rental housing. A March 2013 article in the Janesville Gazette⁷ provided insight into some of these units, which are notable for featuring amenities such as exposed brick, high ceilings, wood floors, and quality materials. These units capture the “loft” character desired by many renters, however, there are few such units downtown, and the majority of downtown rentals appear to have a decidedly different character. They are among the city’s lowest cost housing options and the quality often reflects that price.
- Historic building conversions – Only a couple of the downtown’s large historic buildings have been converted to housing. The Marshall School, adjacent to the river and library, was converted to affordable housing with rents between \$600 and \$700. The Cotton Mill contains market rate units with listings between \$675 and \$826. By comparison, a historic tobacco warehouse in Evansville was converted to apartments renting at prices up to \$995.

Little consistent and reliable information is available concerning existing rental units in the downtown. The exception to this is with the larger rental complexes, including:

- Janesville Martin School Apartments (\$605-925)
- Parkview Manor
- Janesville Garden Court (\$636-1,059, Section 8 low income)
- Cotton Mills Exchange (\$825)
- Riverplace (\$630-930, senior, low income)

One Census block group covers an area roughly comparable to the core downtown, bounded roughly by Centerway, Milton Avenue, and Court Street. This block group contains 664 housing units, of which 58 are owner occupied. There are 589 rental units listed, with 58 vacant. Over half, or 358 of these units, are located in the area’s larger apartment complexes. The remaining 231 units are located in smaller buildings or on the upper floors of downtown mixed use buildings. Because it is self-reported, Census data concerning rent is not highly reliable, but it will provide an indication of monthly rent. The median is \$599, which compares to \$739 for the city.

Table H6 provides an expected distribution of the number of households by the monthly rent they can afford to pay, based solely on their income. Not surprisingly, the single largest groups is at the lower end of the spectrum. As with owner occupied housing, this measure tends to skew the numbers toward the lower end of the scale as it does not include household assets or other forms of assistance such as rent subsidies. Still, what is more notable is the large number of households that can afford to pay higher rents than the market is currently asking. Only one rental in Janesville was observed with a rent over \$900, yet there are 1,393 households – over 37 percent of the market – whose income would allow them to pay at least \$900 in monthly rent.

Table H6 – Estimated Annual Number Of Renters By Monthly Rent – City Of Janesville

MONTHLY RENT	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
UNDER \$600	1,664	1,696	1,728	1,760	1,793	1,827	1,860	1,895	1,930	1,966	2,002
\$600 TO \$699	333	339	345	352	358	365	372	379	386	393	400
\$700 TO \$799	190	194	197	201	205	208	212	216	220	224	228
\$800 TO \$899	144	147	149	152	155	158	161	164	167	170	173
\$900 TO \$999	219	223	227	231	235	240	244	249	253	258	263
\$1,000 TO \$1,099	124	127	129	131	134	136	139	141	144	147	150
\$1,100 TO \$1,199	100	101	103	105	107	109	111	113	115	118	120
\$1,200 TO \$1,299	124	127	129	131	134	136	139	141	144	147	149
\$1,300 TO \$1,399	149	152	155	157	160	163	166	169	173	176	179
\$1,400 TO \$1,499	107	109	111	114	116	118	120	122	124	127	129
\$1,500 TO \$1,749	123	126	128	130	133	135	138	140	143	146	148
\$1,750 TO \$1,999	130	132	135	137	140	142	145	148	150	153	156
\$2,000 OR MORE	317	323	329	335	342	348	354	361	368	374	381

⁷ Janesville residents enjoy a little big-city atmosphere, Marcia Nelesen, March 3, 2013

The conditions observed here, including the supply of rental housing on the market, the rents being asked, and the ability of households to afford higher rents, suggest that there is a large untapped demand for better quality rental units in the city. The location, amenities, and quality of design and finishes will determine the marketability of any such units.

POTENTIAL FOR DOWNTOWN HOUSING

Janesville should see moderate growth in population and the demand for housing over the coming decade. This demand, along with changing demographics and locational preferences, should create an opportunity for renovation and new construction to create housing in the downtown. Based on an assessment of current and near-term market conditions for all possible uses, housing is considered to be the leading opportunity for development within downtown Janesville. There is an immediate demand for new housing, while the opportunities for retail, dining, or office uses are much more limited. The ability of the downtown to capture housing demand will require:

- Adding market rate rentals appealing to the middle to higher income households, with little to no additional lower-income/affordable units.
- Capitalizing on the most attractive sites, such as those adjacent to the river, to add owner occupied housing units.
- Emphasizing high quality design with an urban character, for both public and private improvements in the district.
- Sustained efforts to revitalize the downtown over the long term, specifically supporting a mix of unique and successful businesses, renovating or redeveloping dilapidated buildings, and addressing negative perceptions held by people both within and outside of Janesville.
- Participating with prospective developers to reasonably share in the cost of addressing needs, such as providing the enclosed parking that is a requirement for successful market rate housing.



High-end
apartment
finishes



The city can take additional actions to spur redevelopment. Several options have been discussed concerning the future character of the Rock River following removal of the parking deck. The most basic approach will be to simply line the bank with concrete as has been done through most of the downtown area. Other ideas go so far as to remove the lower dam and restore a naturally flowing river, providing direct access to the water's edge and perhaps adding amenities such as a kayak run. Such a project could spur a catalytic transformation of the downtown, not only for housing, but also for shopping, dining, and entertainment uses that would transform the downtown business community and perceptions of the downtown district.

MARKET CONSIDERATIONS

Several trends are helping to shape a market that is more receptive to downtown living, beginning with Baby Boomers and growing in importance with each successive generation. While majority of households will still prefer a single family home in a suburban setting, the number of people preferring an urban setting is increasing. (According to a 2011 survey conducted by AARP, Boomers want "to live near shops, medical offices and churches, and value living in a place that fosters a sense of belonging".) These renters and owners want to be in a central location with nearby, walkable access to recreation, shopping, dining, and entertainment. To these households, the neighborhood environment becomes an extension of the home.

Because of household needs, the number of potential downtown buyers and renters are concentrated among older and younger households, and are mainly made up singles and couples without children. Unit choices will include one- and two-bedroom apartments. A separate office space will be an additional bonus to many.

Their preferences are similar. They want apartments and condominiums offering unique space. Examples might include historic buildings or other space with a “loft” character (high ceilings, large windows and skylights, exposed brick, wood floors, etc.). Private, enclosed parking must be provided to make these units successful.

Amenities such as gyms will not be as important if the development is located in the immediate vicinity of public resources such as walking paths and bike trails. Ideally, the neighborhood will have a healthy assortment of businesses, and particularly eating places such as restaurants and coffee shops.

Developments with a large number of units should consider providing a community room and/or outdoor gathering space. Units intended for ownership will want to provide private outdoor space such as a balcony or patio.

The buyers and renters of these units will not be swayed by standard finishes. These are better educated and better paid, successful and aspirational households. They will expect features such as wood floors, pendant lighting, tiled bathrooms, upgraded countertops, and a full set of appliances including dishwashers and in-unit washer/dryer. Kitchen appliances in these units, including rentals, are often stainless steel.

Providing the right product for the market will be critical during the early years of encouraging new housing in the downtown, as the wrong product can counter opportunities to provide higher-value units or taint perceptions of the development opportunity. To this end, the City should work to discourage addition of more housing in the downtown area that is targeted to lower income households, as it will further concentrate poverty within the area and have a detrimental impact on the ability to develop market rate rentals and owner occupied housing. Additionally, the City can take a proactive role in fostering higher-value development through the use of tax incremental financing or other incentives, particularly in providing assistance with site assembly, related public improvement, and parking. Actions the City takes to encourage downtown revitalization, build a strong downtown business community, and provide signature amenities in the downtown will also have a positive impact on the environment for downtown housing development.

DOWNTOWN RENTAL HOUSING

Over the next decade there is anticipated to be a need to grow the inventory of apartments in Janesville by 804 new rental units, as part of an overall demand that will grow to 4,479 annually leased units in 2024. Additional need will be created as older units are removed from the market, often because of their condition or inability to compete with newer and more attractive units. The analysis also indicates that the current supply does a poor job of meeting the potential for renters at the higher end of the market. There are currently 1,537 households capable of affording a monthly rent in excess of \$800, and this will grow to 1,848 households in 2024.

It is reasonable to expect that Janesville can add the required 804 units along with half of the estimated demand for higher-end rentals, for a total of 1,725 units over the next decade. This is consistent with prior years, where Janesville saw 1,970 multifamily units constructed between 1990 and 1999, and 758 multifamily units between 2000 and 2009 (the data does not break out the proportion of rental versus owner occupied units, however, the majority will be rental units). It has been nearly a decade, going back even prior to the recession to 2004, since there has been any significant number of multifamily units added. This means that much of the city’s rental inventory is more than a decade old and there is likely pent-up demand for new units.

Two types of apartments will be most suited to downtown. These are better quality units targeted to singles and couples with well-paying jobs, and units targeted to seniors. Rental demand for seniors over 75 will grow by more than 350 units. It is reasonable for the City to establish a goal of providing a third of these units in the downtown area. A range of ten to 20 percent of the remaining units, or about 15 to 30 units per year can be supported downtown. This percentage of the total could go higher if there are significant positive changes in the downtown area, to include an improved riverfront and more diverse and attractive mix of businesses.

Apartments can be developed in mixed use buildings. This may be an effective strategy in places where the City will want to provide ground floor commercial uses while demand for those uses still lags. The residential portion of the building can provide cash flow for the project while it may take longer to lease the commercial space.



DOWNTOWN OWNER OCCUPIED HOUSING

Although there is a significant contingent of households that should be interested in owning housing in the downtown, it will be more challenging to develop owner occupied housing as opposed to rentals. This is primarily due to perceptions of the area, the scarcity of significant good quality housing in the downtown, and the relative absence of a concentration of the amenities that would drive a market for housing in downtown areas. A growing number of attractive businesses and a reclaimed riverfront would greatly improve the ability to develop downtown owner occupied housing.

Two styles of condominium development are appropriate in the downtown. These are rowhouse style units and multi-unit buildings. Rowhouses will place individual units side-by-side. Each unit will have its own entry from the street and may provide an attached garage and/or private space in the back. Multi-unit buildings stack units, which usually share a common entry and underground parking. Each approach has its advantages. Rowhouses more closely resemble detached housing in that the units usually offer many levels (main floor, second floor, and basement) and may offer more privacy. Rowhouses will have the most appeal for households with children. Multi-unit buildings will appeal to buyers who want their unit all on one level, such as singles and childless couples, and seniors. These buildings will allow a greater number of units to be constructed on the same site.

The market analysis projects demand for approximately 120 to 140 condominium and rowhouse units each year over the coming decade. Ten to twenty percent of that demand could be met in the downtown area with high quality, well-sited rowhouses and condominiums with an urban design character. At least initially, these should be constructed in phases or in buildings with no more than 20 to 25 units to avoid introducing too large a supply into the market at one time. The market for these units can be expected to start slowly and grow as other housing is added in the district and as other aspects of the downtown are improved.

The possibility of adding detached housing in the vicinity of downtown is not entirely out of the question. It is typically not done because the cost of land dictates a higher density development. Such a density might be provided through a pocket neighborhood. "Pockets" are typically a cluster of eight to twenty homes, tucked into an existing neighborhood near walkable destinations. These homes are often smaller than typical suburban homes, but feature a high level of design and material quality. As in a condominium development, the land is held in common ownership and most homes open to a shared courtyard. Such communities are becoming increasingly popular among all age groups, but especially older adults who want to downsize. This concept originated in the Pacific Northwest and has spread, although it is only beginning to make its way into Wisconsin. In February of 2014 the City of La Crosse issued a request for proposals for a pocket neighborhood design on a redevelopment site the City owns near its downtown.





Pocket
Neighborhood

CONCLUSION / RECOMMENDATIONS

The market analysis points to some opportunities for new residential units and businesses in the downtown. In most cases, these opportunities are supported, if not created by a transformation of the downtown environment. In its current condition the downtown is recognized as a missed opportunity. By stimulating revitalization through public and private investment in the riverfront, the City can create the lively downtown it has envisioned.

The most immediate demand for new development is within the housing sector, and includes both owner occupied and market rate rental housing. Janesville has had very little new rental housing built in the past decade, and no urban condominium or townhouse units. There is a relatively strong demand for these housing choices. Several options exist to provide these units, including rehabilitation of historic buildings to create distinctive space, or new construction along the river. New buildings should have an urban character using high quality materials. The most important amenity will be enclosed parking, though balconies and rooftop patios can also help to market units. The City should refrain from supporting additional low income units in the downtown, especially given their concentration in the adjacent neighborhoods, and seek to attract higher income households to stabilize the area. In the rental market, these units might easily lease at \$1,000 per month or more.

Demand for retail and dining uses is less clear. Population growth is too slow to create significant new market opportunities, and changes at the edge of the city's trade area suggest that Janesville may have a weakened ability to draw from greater distances. New businesses in the downtown, just as anywhere else in the city, will succeed based upon their ability to compete and win market share from others in the market. In this regard, the downtown district plays a critical role in shaping the market opportunity. Just like a mall, the downtown needs to communicate a compelling market story. This story is that of a unique, energized, attractive, and eclectic district. Businesses add to that story through their own products, menus, and service, offered in environments that take full advantage of the character of their space, river views, outdoor patios, and other features.

As a business center, the downtown already has a large concentration of offices. Over time there is the opportunity to grow their number, despite a market in which potential supply outstrips future demand. To accomplish this the downtown and its property owners need to play to the strengths of the district and its buildings. Firstly, the downtown should capture the demand for high end "boutique" office space, consisting of tenants such as marketing and design professionals seeking distinctive space that contributes to the image of their business. Secondly, the downtown should capture demand from businesses having frequent interaction with anchors such as the courthouse and hospital. Thirdly, the downtown's smaller buildings can be renovated to capture demand from small businesses. Currently, nearly all job growth can be attributed to businesses with fewer than ten employees, and the majority of these may have fewer than five employees.

Although the lodging market was not considered in this analysis, there has been some discussion of the potential for a downtown hotel throughout the planning process for the six redevelopment sites. Place Dynamics obtained regional market data for the hotel industry, demonstrating that there is a 41.1 percent occupancy rate with revenue per available room (RevPAR) of \$29.27. Although some of the hotels in the community are dated and could be cannibalized by a new competitor, the low vacancy and RevPAR figures do not suggest that there is significant demand. Aside from this, a downtown location will not be attractive to a majority of through travelers or business travelers who will most likely be focused on activities near the interstate. A hotel is therefore not considered a viable use for the downtown at this point in time.

CRITICAL STEPS

The City of Janesville should consider several initiatives that will at least support, if not actually create the opportunities identified in this analysis. Actions or programs to consider include:

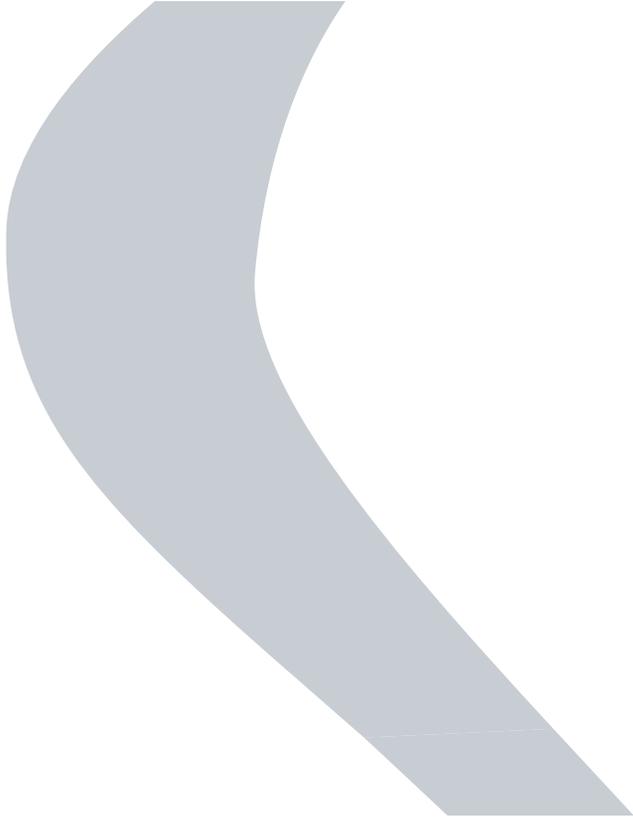
- Establish a downtown organization to manage the revitalization process. Bringing about the revitalization of a district such as the downtown is a daunting task, requiring sustained dedication, expertise, and a collaboration between the public and private sectors. Cities that have been successful have most commonly created a public-private partnership to take responsibility and lead a process that can take several years.
- Invest in creating quality public spaces along the river. This space serves more than an aesthetic role. It is the amenity that draws people to the district, whether simply to visit or to live. The spaces must accommodate a variety of uses. While some can be programmed, it is the ability of the space to consistently draw people for informal use, and cross-over between these public spaces and commercial and residential uses, that will determine the success of the investment.

- Promote renovation and redevelopment. There is a great deal of unoccupied space as well as several potential redevelopment sites in the district. Reoccupying these spaces with new residences, offices, stores, and restaurants should be a high priority, both restoring activity to the area and generating the tax increment that can support public investments. While a financial analysis was not within the scope of this study, it is very common for at least the initial private redevelopment projects to require public assistance to close a financial gap. This usually goes beyond simply investing in infrastructure and public amenities adjacent to a redevelopment site. Most communities in Wisconsin use tax incremental financing to assist with activities such as building demolition, environmental or asbestos remediation, site preparation, and parking structures.
- Initiate a program of business attraction and formation, and support for existing businesses. A business attraction program will accelerate the pace at which new businesses enter the district, helping to build the critical mass necessary for it to be seen as a destination. The goals of the program will be to identify and approach potential targets, and to offer meaningful assistance to help them locate in the downtown. Programs may be aimed at a specific business, such as façade and signage grants. They may also be provided district-wide, such as marketing of the district or offering free wi-fi in public spaces.
- Build a brand and promote the downtown. As noted earlier, the ability of the downtown to build an image as a distinctive destination district will be central to its revitalization success. The downtown organization should lead the brand development effort.
- Review policies and regulations shaping the downtown environment. Creating the right character is no easy task. Regulations need to be flexible enough to allow the creativity that sets the district apart from the mall and other competitors. At the same time they need to be strong enough to prevent poor design choices. At other times, codes may place significant challenges in front of businesses and developers. The City should examine its existing codes and policies to identify potential conflicts with the vision for the district, and consider appropriate revisions or programs to assist in dealing with the challenges the codes may create.

APPENDIX A – MARKET POTENTIAL DATA

DESCRIPTION	NAICS	Primary Trade Area				Secondary Trade Area				Combined Trade Areas			
		2014	2019	2024	2014	2019	2024	2014	2019	2024			
New car dealers	441110	\$85,316,481	\$109,859,156	\$141,449,628	\$127,834,207	\$165,494,769	\$211,325,872	\$213,150,688	\$275,353,925	\$357,775,500			
Used car dealers	441120	\$8,072,023	\$10,394,072	\$13,382,932	\$12,031,077	\$15,575,666	\$20,360,317	\$20,103,100	\$25,969,738	\$33,743,248			
Recreational vehicle dealers	441210	\$2,220,925	\$2,859,811	\$3,682,162	\$3,078,996	\$3,986,774	\$5,213,809	\$5,299,922	\$6,846,585	\$8,895,970			
Motorcycle, boat, and other motor vehicle dealers	441220	\$5,907,485	\$7,606,870	\$9,794,258	\$9,149,228	\$11,843,807	\$15,478,582	\$15,056,713	\$19,450,677	\$25,272,840			
Automotive parts and accessories stores	441310	\$5,438,885	\$7,003,468	\$9,017,346	\$8,535,881	\$11,049,518	\$14,439,434	\$13,974,765	\$18,052,986	\$23,456,779			
Tire dealers	441320	\$3,614,375	\$4,654,109	\$5,992,418	\$5,668,759	\$7,338,099	\$9,589,413	\$9,283,134	\$11,992,208	\$15,581,830			
Furniture stores	442110	\$6,953,125	\$8,953,305	\$11,527,866	\$10,288,777	\$13,320,259	\$17,412,834	\$17,241,902	\$22,273,564	\$28,940,701			
Floor covering stores	442210	\$2,569,893	\$3,309,164	\$4,260,728	\$4,054,892	\$5,248,915	\$6,859,037	\$6,624,785	\$8,558,079	\$11,119,765			
Other home furnishings stores	442290	\$3,890,660	\$5,009,871	\$6,450,481	\$6,089,381	\$7,882,620	\$10,301,114	\$9,980,041	\$12,892,492	\$16,751,596			
Appliance, television, and other electronics stores	443110	\$10,918,144	\$14,058,925	\$18,101,630	\$17,033,425	\$22,049,680	\$28,815,349	\$27,951,568	\$36,108,605	\$46,916,979			
Computer and software stores	443120	\$2,577,190	\$3,318,560	\$4,272,827	\$4,007,523	\$5,187,753	\$6,779,678	\$6,584,713	\$8,506,313	\$11,052,504			
Camera and photographic supplies stores	443130	\$485,032	\$624,560	\$804,155	\$754,238	\$976,363	\$1,275,972	\$1,239,270	\$1,600,923	\$2,080,127			
Home centers	444110	\$17,852,010	\$22,987,432	\$29,597,566	\$28,499,744	\$36,891,040	\$48,204,303	\$46,351,754	\$59,878,472	\$77,801,869			
Paint and wallpaper stores	444120	\$1,306,476	\$1,682,306	\$2,166,060	\$2,096,712	\$2,714,027	\$3,546,225	\$3,403,189	\$4,396,333	\$5,712,285			
Hardware stores	444130	\$2,724,727	\$3,508,539	\$4,517,435	\$4,359,165	\$5,642,627	\$7,372,946	\$7,083,892	\$9,151,167	\$11,890,381			
Other building material dealers	444190	\$16,082,301	\$20,708,636	\$26,663,494	\$25,782,443	\$33,373,391	\$43,606,884	\$41,864,743	\$54,082,027	\$70,270,378			
Outdoor power equipment stores	444210	\$764,902	\$984,938	\$1,268,162	\$1,221,692	\$1,581,399	\$2,066,356	\$1,986,594	\$2,566,337	\$3,334,518			
Nursery, garden center, and farm supply stores	444220	\$4,355,400	\$5,608,302	\$7,220,993	\$6,956,524	\$9,004,753	\$11,766,181	\$11,311,924	\$14,613,054	\$18,987,173			
Supermarkets and other grocery stores	445110	\$60,495,133	\$77,897,543	\$100,297,315	\$95,020,656	\$123,002,033	\$160,737,446	\$155,515,788	\$200,899,575	\$261,034,761			
Meat markets	445210	\$692,728	\$892,003	\$1,148,502	\$1,072,460	\$1,388,316	\$1,814,384	\$1,765,188	\$2,280,319	\$2,962,885			
Fish and seafood markets	445220	\$228,308	\$293,984	\$378,521	\$353,443	\$457,537	\$597,954	\$581,751	\$751,522	\$976,474			
Fruit and vegetable markets	445230	\$426,323	\$548,962	\$706,819	\$661,477	\$856,288	\$1,119,064	\$1,087,800	\$1,405,250	\$1,825,883			
Other specialty food stores	445290	\$692,890	\$892,211	\$1,148,770	\$1,072,512	\$1,388,384	\$1,814,474	\$1,765,402	\$2,280,595	\$2,963,244			
Beer, wine, and liquor stores	445310	\$4,437,629	\$5,714,185	\$7,357,323	\$6,672,287	\$8,637,910	\$11,290,779	\$11,109,916	\$14,352,095	\$18,648,102			
Pharmacies and drug stores	446110	\$28,309,426	\$36,453,094	\$46,935,337	\$48,712,430	\$63,045,860	\$82,346,597	\$77,021,856	\$99,498,954	\$129,281,934			
Cosmetics, beauty supplies, and perfume stores	446120	\$1,405,640	\$1,809,996	\$2,330,468	\$2,441,091	\$3,159,318	\$4,126,308	\$3,846,731	\$4,969,313	\$6,456,776			
Optical goods stores	446130	\$1,098,385	\$1,414,353	\$1,821,056	\$1,857,002	\$2,403,497	\$3,139,589	\$2,955,387	\$3,817,850	\$4,960,645			
Other health and personal care stores	446190	\$1,987,854	\$2,559,693	\$3,295,744	\$3,419,298	\$4,425,415	\$5,780,214	\$5,407,152	\$6,985,108	\$9,075,958			
Gasoline service stations with convenience stores	447110	\$41,005,209	\$52,801,025	\$67,984,186	\$62,284,206	\$80,631,084	\$105,388,100	\$103,289,415	\$133,432,109	\$173,372,586			
Other gasoline stations	447190	\$14,393,839	\$18,534,461	\$23,864,125	\$21,887,292	\$28,334,503	\$37,034,107	\$36,281,131	\$46,868,964	\$60,898,231			
Men's clothing stores	448110	\$1,011,838	\$1,302,909	\$1,677,566	\$1,471,306	\$1,904,885	\$2,490,415	\$2,483,144	\$3,207,794	\$4,167,981			
Women's clothing stores	448120	\$4,774,043	\$6,147,374	\$7,915,078	\$7,186,761	\$9,303,922	\$12,161,248	\$11,960,805	\$15,451,297	\$20,076,327			
Children's and infant's clothing stores	448130	\$1,275,735	\$1,642,721	\$2,115,093	\$1,729,549	\$2,239,588	\$2,929,309	\$3,005,284	\$3,882,309	\$5,044,399			
Family clothing stores	448140	\$11,457,524	\$14,753,467	\$18,995,890	\$17,200,332	\$22,267,540	\$29,106,599	\$28,657,856	\$37,021,007	\$48,102,489			
Clothing accessories stores	448150	\$694,436	\$894,201	\$1,151,333	\$1,043,026	\$1,350,300	\$1,765,014	\$1,737,462	\$2,244,501	\$2,916,347			
Other clothing stores	448190	\$1,341,730	\$1,727,701	\$2,224,508	\$2,024,820	\$2,621,301	\$3,426,279	\$3,366,550	\$4,349,002	\$5,650,787			
Shoe stores	448210	\$3,172,719	\$4,085,403	\$5,260,178	\$4,613,216	\$5,972,682	\$7,808,589	\$7,785,935	\$10,058,085	\$13,068,767			
Jewelry stores	448310	\$3,513,894	\$4,524,723	\$5,825,827	\$5,234,965	\$6,777,294	\$8,859,218	\$8,748,859	\$11,302,017	\$14,685,045			
Luggage and leather goods stores	448320	\$248,738	\$320,292	\$412,393	\$398,883	\$516,323	\$674,645	\$647,621	\$836,614	\$1,087,038			
Sporting goods stores	451110	\$4,345,318	\$5,595,320	\$7,204,278	\$6,702,469	\$8,676,516	\$11,339,541	\$11,047,788	\$14,271,836	\$18,543,819			

Hobby, toy, and game stores	451120	\$2,185,252	\$2,813,875	\$3,623,016	\$3,439,586	\$4,452,445	\$5,818,328	\$5,624,838	\$7,266,320	\$9,441,345
Sewing, needlework, and piece goods stores	451130	\$655,190	\$843,666	\$1,086,265	\$1,048,822	\$1,357,624	\$1,773,935	\$1,704,012	\$2,201,289	\$2,860,200
Musical instruments and supplies stores	451140	\$700,754	\$902,337	\$1,161,809	\$1,086,920	\$1,407,029	\$1,838,819	\$1,787,674	\$2,309,366	\$3,000,628
Book stores and news dealers	451210	\$2,397,281	\$3,086,898	\$3,974,549	\$3,926,749	\$5,082,658	\$6,640,397	\$6,324,030	\$8,169,556	\$10,614,946
Prerecorded tape, compact disc, and record stores	451220	\$466,532	\$600,737	\$773,481	\$728,640	\$943,218	\$1,232,625	\$1,195,171	\$1,543,955	\$2,006,106
Department stores (excl. discount department stores)	452111	\$9,803,099	\$12,623,120	\$16,252,952	\$14,872,751	\$19,253,822	\$25,165,701	\$24,675,850	\$31,876,942	\$41,418,654
Discount department stores	452112	\$17,659,957	\$22,740,131	\$29,279,154	\$27,354,254	\$35,410,466	\$46,277,637	\$45,014,211	\$58,150,597	\$75,556,791
Warehouse clubs and supercenters	452910	\$40,606,578	\$52,287,721	\$67,323,280	\$62,900,497	\$81,425,566	\$106,414,350	\$103,507,074	\$133,713,288	\$173,737,630
All other general merchandise stores	452990	\$5,662,803	\$7,291,800	\$9,388,589	\$8,925,373	\$11,553,606	\$15,097,805	\$14,588,176	\$18,845,407	\$24,486,394
Florists	453110	\$821,481	\$1,057,794	\$1,361,967	\$1,313,939	\$1,700,801	\$2,222,357	\$2,135,420	\$2,758,595	\$3,584,324
Office supplies and stationery stores	453210	\$2,916,072	\$3,754,927	\$4,834,673	\$4,603,179	\$5,958,648	\$7,786,464	\$7,519,251	\$9,713,576	\$12,621,136
Gift, novelty, and souvenir stores	453220	\$2,344,581	\$3,019,038	\$3,887,175	\$3,696,432	\$4,784,910	\$6,252,725	\$6,041,013	\$7,803,947	\$10,139,900
Used merchandise stores	453310	\$1,288,140	\$1,658,694	\$2,135,658	\$1,985,753	\$2,570,611	\$3,359,603	\$3,273,893	\$4,229,305	\$5,495,261
Pet and pet supplies stores	453910	\$1,450,744	\$1,868,074	\$2,405,247	\$2,282,902	\$2,955,153	\$3,861,714	\$3,733,646	\$4,823,227	\$6,266,961
Art dealers	453920	\$2,041,312	\$2,628,529	\$3,384,374	\$3,355,062	\$4,342,656	\$5,673,493	\$5,396,374	\$6,971,185	\$9,057,867
		\$493,783,918	\$635,828,904	\$818,664,234	\$768,344,121	\$994,622,834	\$1,299,829,940	\$1,262,128,039	\$1,630,451,737	\$2,118,494,174



APPENDIX C - GRANT OPPORTUNITIES



ARISE Strategy Grant Opportunities:

Wisconsin Economic Development Corporation

1. BROWNFIELD PROGRAM			
a. Brownfield Site Assessment Grant (SAG) Program			
Website	Purpose	Synopsis	Deadline
http://inwisconsin.com/community-development/programs/brownfield-site-assessment-grant-program/	Focus on the initial environmental assessment & demolition of under-utilized industrial & commercial sites.	The party that caused the contamination is unknown, can't be located, or does not have the resources to contribute to the environmental investigation	Applications taken at all times.
b. Brownfield Program			
Website	Purpose	Synopsis	Deadline
http://inwisconsin.com/community-development/programs/brownfields-program/	Focus on remediation of environmental contamination.	- Phase I & II Environmental Reports MUST be completed - 70% local match required on eligible expenses	
2. COMMUNITY DEVELOPMENT			
a. Community Development Investment Grant			
Website	Purpose	Synopsis	Deadline
http://inwisconsin.com/community-development/programs/community-development-investment-grant/	Supports local development that is unique to the community with grants.	Grants up to \$50,000 are available for planning efforts, and grants up to \$500,000 are available for implementation projects.	Available on a continual basis.
b. Connect Communities			
Website	Purpose	Synopsis	Deadline
http://inwisconsin.com/community-development/programs/connect-communities-program/	Focus on providing technical and networking opportunities to local planners that will improve downtowns or urban districts.	\$200 annual fee	
c. Main Street Program			
Website	Purpose	Synopsis	Deadline
http://inwisconsin.com/community-development/programs/main-street-program/	A 5-year program of state sponsored training and intensive technical assistance that will enable communities to manage their downtowns professionally.	Minimum \$70,000 investment to fund professional management for a period of 5 years.	Applications due mid-April each year.
d. Idle Industrial Site Redevelopment Program			
Website	Purpose	Synopsis	Deadline
http://inwisconsin.com/community-development/programs/htc/	Redevelop large commercial or industrial sites that have been idle, abandoned, or under-utilized for a period of at least five years.	Industrial or commercial properties 10+ acres up to \$1 mil. 5 to 10 acres up to \$500k.	Application due in November each year

ARISE Strategy Grant Opportunities Cont.:

Wisconsin Economic Development Corporation (cont.)			
d. Historic Preservation Tax Credit			
Website	Purpose	Synopsis	Deadline
http://inwisconsin.com/community-development/programs/htc/	Eligible building may receive a state income credit of 20% of the qualified rehabilitation costs.	Applies to certified historic buildings that are income producing.	Application process is open on a continued basis.
Wisconsin Department of Transportation			
1. LOCAL ROAD IMPROVEMENT PROGRAM			
Website	Purpose	Synopsis	Deadline
http://www.dot.wisconsin.gov/localgov/highways/docs/municipal-improvement-guidelines.pdf	Focus on improving existing, seriously deteriorated municipal streets Pays up to 50% of eligible project costs for reconstruction, pavement replacement, reconditioning, resurfacing & rehabilitation or replacement of existing bridges	Projects must be included in an approved local improvement program to be eligible	Nov. 2015 is the next biennial submittal date
2. TRANSPORTATION ALTERNATIVES PROGRAM (TAP)			
Website	Purpose	Synopsis	Deadline
http://www.dot.wisconsin.gov/localgov/aid/tap.htm	Incorporates 3 multi-modal transportation programs: Safe Routes to School, Transportation Enhancements, and Bike & Pedestrian Facilities Program	20% local match is required on approved projects	Grant applications for State FY 2014-2018 were taken in October of 2013 and will not be taken again until about October 2017.
3. LOCAL TRANSPORTATION ENHANCEMENT (TE) BICYCLE & PEDESTRIAN FACILITIES PROGRAM (BPFP) AND STP - DISCRETIONARY (STSP-D)			
Website	Purpose	Synopsis	Deadline
http://www.dot.wisconsin.gov/localgov/aid/te.html			Funding previously awarded for TE projects are now addressed under the TAP Program described above.
U.S. Department of Transportation			
1. TIGER (TRANSPORTATION INVESTMENT GENERATING ECONOMIC RECOVERY) DISCRETIONARY GRANT			
Website	Purpose	Synopsis	Deadline
www.dot.gov/tiger	Fund projects that have significant impact on a region or metropolitan area.		Annual application process since 2009, due in spring.

U.S. Department of Housing & Urban Development (HUD)			
1. SECTION 180 PROGRAM			
Website	Purpose	Synopsis	Deadline
https://www.hudexchange.info/section-108/section-108-program-eligibility-Synopsis/	Loan guarantee component of the (CDBG) Program. Provides financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects.	Loan up to 5 times CDBG amount 20 year payback Interest rate tied to U.S. Treasury obligations	
Wisconsin Department of Natural Resources			
1. STEWARDSHIP PROGRAM			
a. Acquisition & Development of Local Parks; Urban Green Space & Urban Rivers - Knowles - Nelson Stewardship Program			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/topic/stewardship/grants/applyLUG.html	Program focuses on acquisition of land for recreation development or to preserve or restore environmental values, or easements & the development of recreation facilities that support nature based recreation (i.e. fishing, hiking, biking, picnicking, swimming, & their support facilities i.e. roads, parking).	Grants require a minimum 50% local match on eligible costs.	Grant applications taken annually on May 1st.
b. Land & Water Conservation Fund			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/Aid/LWCF.html	Grant focus is similar to the Knowles - Nelson Stewardship Program except it uses federal dollars.	Grants require a minimum 50% local match on eligible costs.	Grant applications taken annually on May 1st.
2. DAM REMOVAL GRANT PROGRAM			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/Aid/DamRemoval.html	Fund dam removal projects for any owner who wishes to remove their dam.	100% of eligible project costs up to a maximum grant award of \$50,000.	Applications are accepted continually.
3. RECREATIONAL BOATING FACILITIES			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/aid/rbf.html	Focuses on ramps, docks, and feasibility studies related to recreational boating.	Grants require a minimum 50% local match on eligible costs.	Applications accepted at any time.
4. RECREATIONAL TRAILS AIDS (RTA) PROGRAM			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/aid/rta.html	Focuses on development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses.	Grants require a minimum 50% local match on eligible costs.	Grant applications taken annually on May 1st.

ARISE Strategy Grant Opportunities Cont.:

Wisconsin Department of Natural Resources (Cont.)

5. URBAN NON-POINT SOURCE STORM WATER			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/Aid/UrbanNonpoint.html	Focuses on the planning & construction of projects controlling urban non-point source & water runoff pollution.	Planning: Max. reimbursement rate 70%, max. share \$85,000 Construction: Max. reimbursement rate 50%,max. share \$150,000. Acquisition: Max. reimbursement rate 50%,max. share \$50,000.	Applications taken mid-April of the year proceeding the proposed work.
6. TARGETED RUN-OFF MANAGEMENT			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/Aid/TargetedRunoff.html	Focuses on the construction of best management practices for controlling non-point source pollution or urban runoff in areas with surface water or ground water quality concerns.	Grants require a minimum 30% local match.	Applications taken mid-April of the year proceeding the proposed work.
7. SPORTS FISH RESTORATION (SFR)			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/aid/sfr.html	Eligible projects are new boat ramp construction and renovations, development and renovation of parking lots, accessible paths, lighting and restroom facilities; channel dredging and feasibility studies.	Grants for up to 75% of the project costs.	Grant application materials may be submitted at any time. For consideration in the federal fiscal year that begins each October, applications must be received no later than February 1.
8. MUNICIPAL FLOOD CONTROL GRANT PROGRAM			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/aid/munfloodcontrol.html	Assistance is provided with items such as: the acquisition of property, vacant land, structure removal, flood proofing, administrative support and others	Grants for up to 70% of the project costs.	The next application deadline will be March 15, 2016.

Wisconsin Department of Natural Resources (Cont.)

9. READY FOR REUSE LOAN AND GRANT PROGRAM			
a. Hazardous Substance Funding Loans and Grants			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/topic/Brownfields/rfHaz.html	Ready for Reuse loans and grants are used for environmental cleanup of hazardous substances at brownfields throughout Wisconsin.	Grants require a minimum 22% local match on eligible costs.	While funding is available
b. Petroleum Funding Loans and Grants			
Website	Purpose	Synopsis	Deadline
http://dnr.wi.gov/Aid/LWCF.html	Ready for Reuse loans and grants are used for environmental cleanup of petroleum at brownfields throughout Wisconsin.	Grants require a minimum 22% local match on eligible costs.	May 1 each year
US EPA Brownfields and Land Revitalization Clean up Grants			
1. EPA BROWNFIELDS ASSESSMENT, REVOLVING LOAN & CLEANUP GRANTS			
Website	Purpose	Synopsis	Deadline
http://www.epa.gov/brownfields/cleanup_grants.html	\$200,000 per site; up to 3 sites per recipient 20% cost share	Applicant must own site; 3-year performance period; Applicants receiving a grant in FY 2013 are not eligible	Application deadline is currently unavailable

