



BIG THINGS ARE HAPPENING DOWNTOWN

Janesville is a midwestern city on the rise. An iconic, multi-faceted downtown revival begins in the core of the community where the new Town Square embraces both sides of the riverfront. This is just the beginning of a host of public improvements and redevelopment plans that are drawing new residents, businesses and also quickening the pulse in the heart of our community, Janesville's downtown.

THE TIME IS NOW TO GET INVOLVED...

Are you **IN**?

ARISE NOW

A DOWNTOWN JANESVILLE PUBLIC PRIVATE PARTNERSHIP





ARISE is a bold vision for downtown Janesville's long-term future, solidly grounded in community engagement and focused on feasible action steps. The ARISE plan is intended to position downtown Janesville as a vibrant neighborhood where commerce, culture, entertainment, and history intersect.

ARISE Goals:

- 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
- Preserve the historical character and authenticity of the downtown
- Celebrate the Rock River as Janesville's greatest asset
- Facilitate new investment and redevelopment with a market driven and action oriented strategy

ARISE NOW

ARISE Now is a private-public partnership formed in 2016 that strengthens the implementation of the City's ARISE plan as well as supports other key activities and organizations working to transform downtown Janesville.

ARISE Now Partners:

- City of Janesville
- Forward Janesville, Inc.
- Downtown Janesville, Inc.
- Janesville Performing Arts Center

ARISE Now Goals:

- Placemaking: Start with the Town Square
- Activating public places: More than just about the buildings
- Connecting areas and people: Ensure walkability and connectivity
- Exploring other opportunities: Be an agent for change

ARISE Now set a \$10 million goal

ARISE Now's public-private partnerships encourage engagement with the most significant long-term impact. Meeting our goal will ensure there are multi-faceted projects that strengthen ongoing public and private sector commitments. When you support ARISE Now, you are investing in a tax-deductible fund that is committed to the transformation of downtown.

ARISE Now Sponsored Projects

Town Square

- Interactive Water Feature
- Pedestrian Bridge
- East Bank Pavilion
- West Bank Pavilion & River Lawn
- Festival Street Enhancements
- Lighting for Court Street, Milwaukee Street & Pedestrian Bridge
- Public Art

Walkways and Connectors

- Court Street to JPAC Riverwalk
- Milwaukee Street to Traxler Riverwalk
- Information Kiosks

Janesville Performing Arts Center

- Phase I: Youth Education Center, Rehearsal Space & Technology Upgrades
- Phase II: Outdoor Amphitheater & Green Room Build-out



2018

Fitness Court



2018

Water Feature



2018

West Bank



2018

Festival Street



2018-2019

Pedestrian Bridge



2020+

Amphitheater

THE TIME IS NOW

The City of Janesville is turning its downtown into an attractive destination for residents and the region; the transformation of the newly revitalized and enhanced Town Square is the catalyst.

Focus on the river • The river reemerges as a scenic focal point. A new great lawn features gathering spaces for events, while an expanded Riverwalk, pedestrian bridge and other walking and biking enhancements strengthen links to the river, downtown attractions, and neighborhoods.

New business and activity • New river-facing enhancements to and development of historic buildings will bring retail, restaurants, residents, and activity to the river and the heart of Janesville.

Walkable and accessible • Reworked two-way streets and updates to parking will make the entire Town Square and new Riverwalk areas wonderfully walkable places to be.

PROJECTED ARISE TIMELINE

2018

Interactive Water Feature • Build water enhancement with lights and music located on the West Bank

Festival Street • Convert River Street to accommodate festivals, community events and entertainment

West Bank • Complete Ice Age Trail extension to Milwaukee Street, reconstruct Dodge Street parking and drop-off area, and install riverfront walkway improvements

West Court Street • Convert to two-way traffic

Outdoor Fitness Court • Construct outdoor fitness facility with 30 pieces of equipment on S. River Street

Milwaukee Street Bridge • Remove and renovate bridge through 2019

2019

East Bank • Build gateway features and promenade to link Water Street with the riverwalk extensions opening up Main Street business traffic to the Rock River

Janesville Performing Arts Center Addition • Education Outreach Center

Pedestrian Bridge • Build footbridge to link east and west business traffic and serve as river overlook

2020

Milwaukee Street • Reconstruct W. Milwaukee Street from River to Locust with new streetscaping, lighting, parking and underground utilities

Beyond 2020

Riverwalk Extensions • Connect downtown to the Janesville Performing Arts Center and Traxler Park

Outdoor Amphitheater • Build permanent riverfront stage between JPAC and Hedberg Public Library

GET INVOLVED

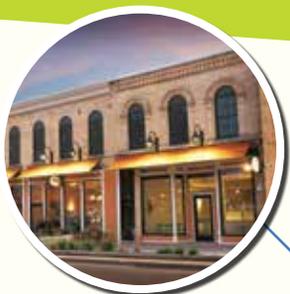
Community engagement is the cornerstone of these revitalization plans. It is the collaboration, partnerships and community advocates that bring passion, energy and excitement to the project. The steadfast belief that now is Janesville's time ... time for a transformation that will make our downtown a vibrant and dynamic place to be.

We invite **YOU** to get involved, to donate your time, talents and financial resources to support the ARISE Now projects to help make this vision a reality for our community.

- **Invest** in downtown by making a tax-deductible donation to the ARISE Now Campaign.
- **Buy** a coffee or invest in redevelopment and buy a building!
- **Walk** the downtown.
- **Patronize** a business or dine at a downtown restaurant.
- **Enjoy** a quiet picnic at the new Town Square.
- **Participate** in a downtown event or enjoy music at the Roth Pavilion.
- **Buy** goodies at the local Farmer's Market on Main Street.
- **Visit** Hedberg Public Library for a book or an educational activity.
- **Work out** at the new outdoor fitness court!
- **See** a performance at Janesville Performing Arts Center.
- **Take pride** in being local.
- **Invite** the ARISE Now team to talk to your service club, church or business to educate and inform your members.
- **Volunteer** on a committee, at an event, or as a social media ambassador and share the exciting, good news.
- **Host** a special event or meeting downtown at your business or organization.
- **Be** a community champion and downtown advocate.
- **Donate** and create your legacy in your own community.

Are you **IN**?

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Block 42 Shops



Cobblestone Hotel



Angie's On Main



Velvet & Tulle



Lark



O'Riley & Conway's



The Venue



Gray Goose



SASid Insurance

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I am **IN**volved.

I'm involved—not because I own a building or business, or even work downtown. I'm involved because I am excited to see Downtown Janesville become a destination and the true heart of our city.

Dave Marshick

Past President of Downtown Janesville Inc.



I am **IN**tentional.

Growth is a collaborative effort. Celebrating 20 years of owning a business in Downtown Janesville helps me feel a true sense of community!

Jeni Lindstrom

Owner, Studio 107, Downtown Janesville



I am **IN**vested.

I am fully invested in our downtown, along with COJ leadership, staff and Council. We've invested money, secured grants, and worked tirelessly to ensure a sustainable, prosperous and vibrant downtown for Janesville residents and visitors for generations to come.

Ryan McCue

Deputy City Manager, City of Janesville



I am **IN**action.

Every forward step we take grows my excitement level. As with any project, I know that the effort we put forth results in a downtown we can all enjoy and proudly share with family, friends and visitors. It's worth it. Please join me.

Jennie Krajeck

Downtown Janesville Advocate and Volunteer



I am **IN**vigorated.

Success doesn't happen with luck. It takes vision and planning and teamwork. And, with all the great things going on in Janesville, NOW is the right time to make a difference!

Larry Squire

Regional President, Johnson Bank

