



JANESVILLE

Wisconsin's Park Place

**ECONOMIC DEVELOPMENT
IT'S NOT JUST THE NUMBERS ANYMORE
GALE PRICE, AICP**

SEPTEMBER 23, 2008

Today's Discussion



- Economic Development
 - Concepts
 - Expectations
 - Realities
- How does plan review and inspections affect your program?
- Janesville Process
- Summary

Economic Development



- Definition:
 - A term generally applied to the expansion of a community's property and sales tax base or the expansion of the number of jobs through office, retail, and industrial development.
 - (Urbanplan.org)
 - The **institutional changes** made to promote economic betterment. It is the social organizational changes made to promote growth in an economy.
 - (University of Oregon State)

Economic Development



- What does building plan review and/or inspections have to do with Economic Development?
- It has everything to do with it
- Review and inspections = Time
- Time = \$ = profit or loss

Economic Development



- Developers want to understand the review process
- Developers want assurance the process will be smooth
- No wildcards
 - Time = \$ = profit or loss

Process



- What is your organization process?
- Does your staff know it?
- Can the staff explain it?
- Duplicate tasks?
- What are the customer service skills of staff?

What is “the review”



- Plan Approval is not what it used to be.
 - Rezoning?
 - Neighborhood Council Review?
 - Conditional Use Review?
 - Architectural Committee Review?
- Then Building Plan Review

What is “the review”

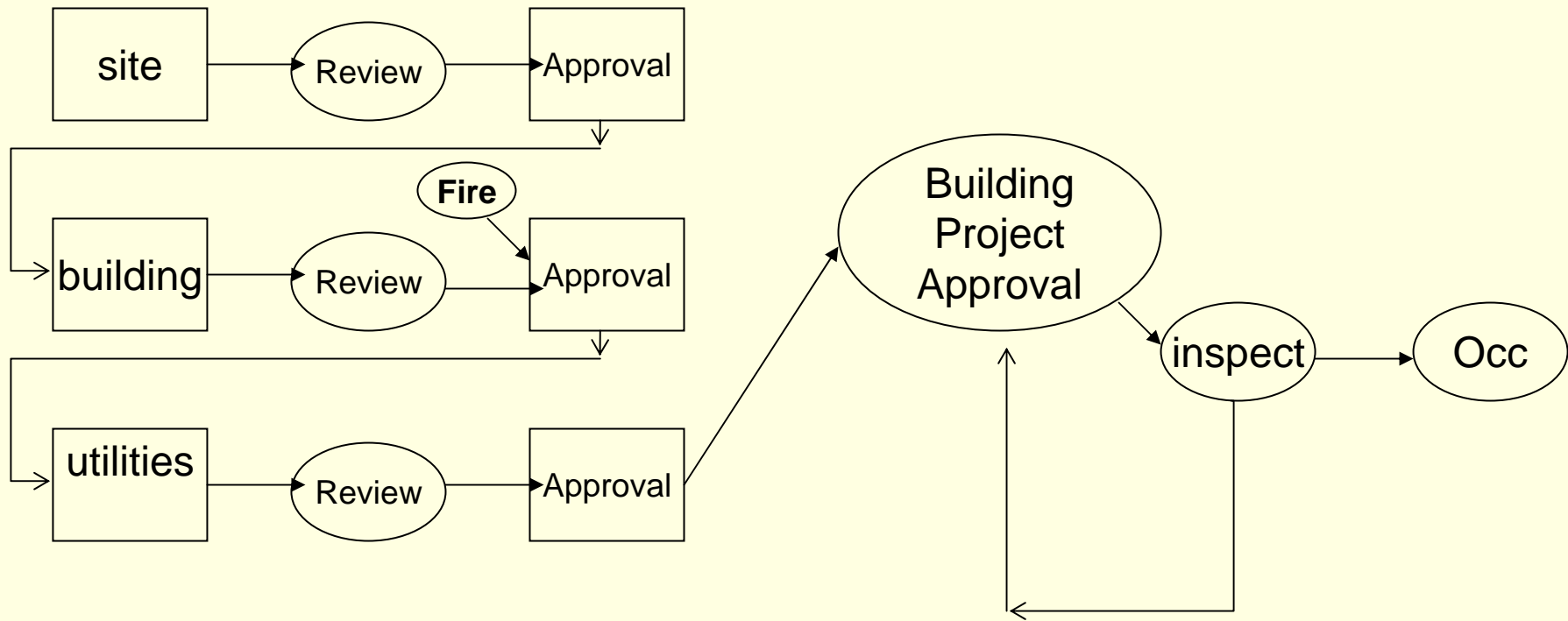


- Building and structure review
- Fire Department review
- Elevator review
- Sprinkler review
- Plumbing review
- HVAC
- Storm water and site engineering review
- Erosion control plan

Typical Review Structure



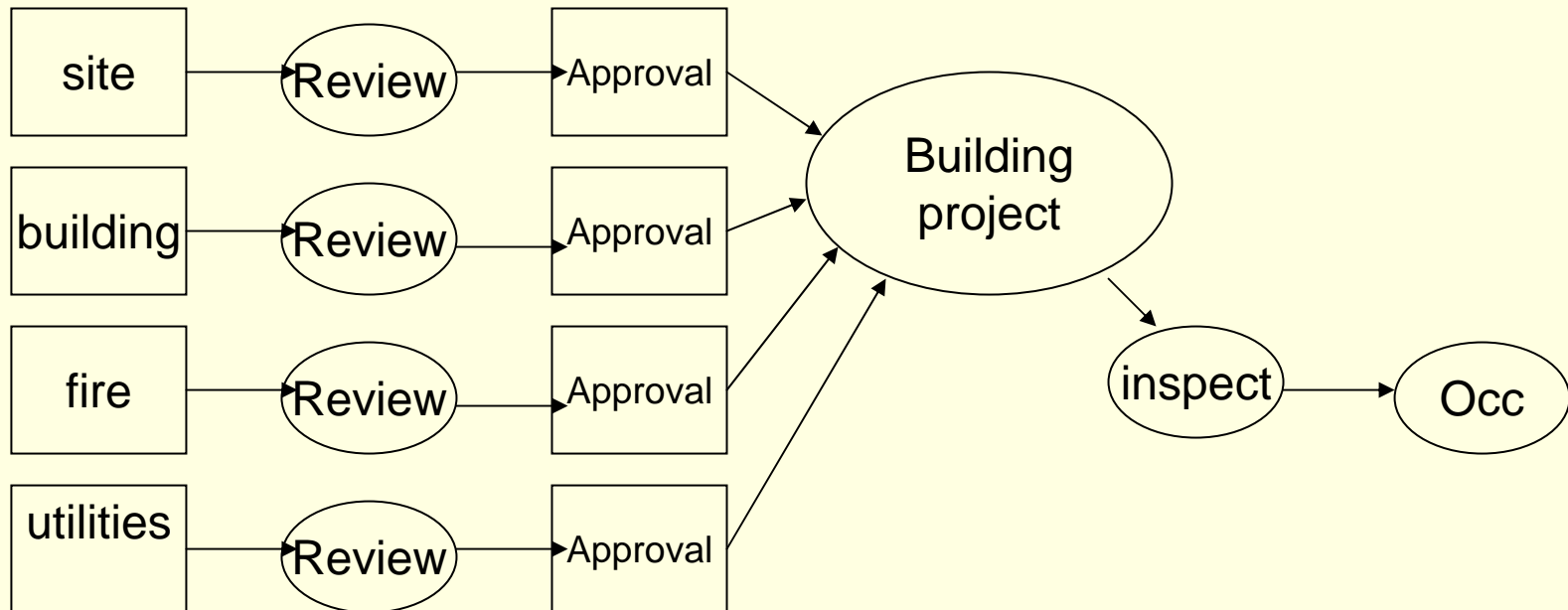
- Multiple Reviews Completed by Separate Departments



Better Review Structure



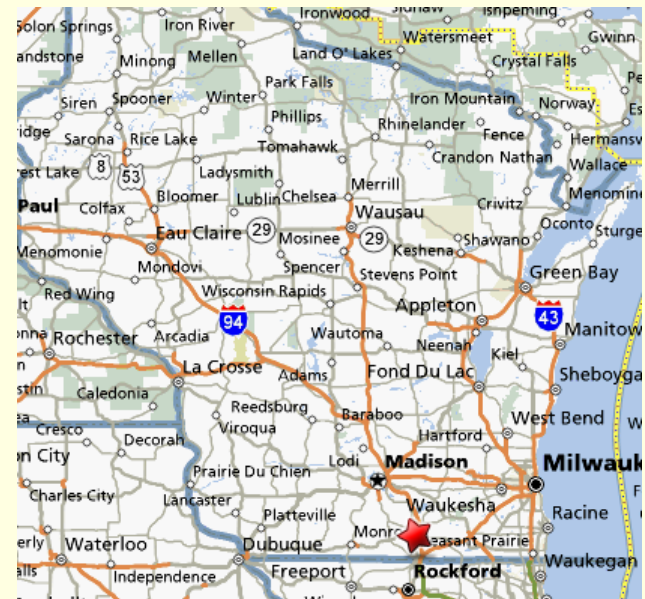
- Multiple Reviews Completed by Separate Departments



Janesville Process



- Janesville
 - “Wisconsin’s Park Place”
- Population
 - DOA Estimate 2006
 - 62,000+
- Wisconsin’s fastest growing mid-sized community



Community



- **Janesville – Permits and Inspections**
- **Issued 241 New Single and Two-Family home permits in 2006**
- **Issued 17 New and 138 Addition/Alteration Commercial Building permits in 2006**
- **Staff Conducted 9149 Inspections in 2006**

Community



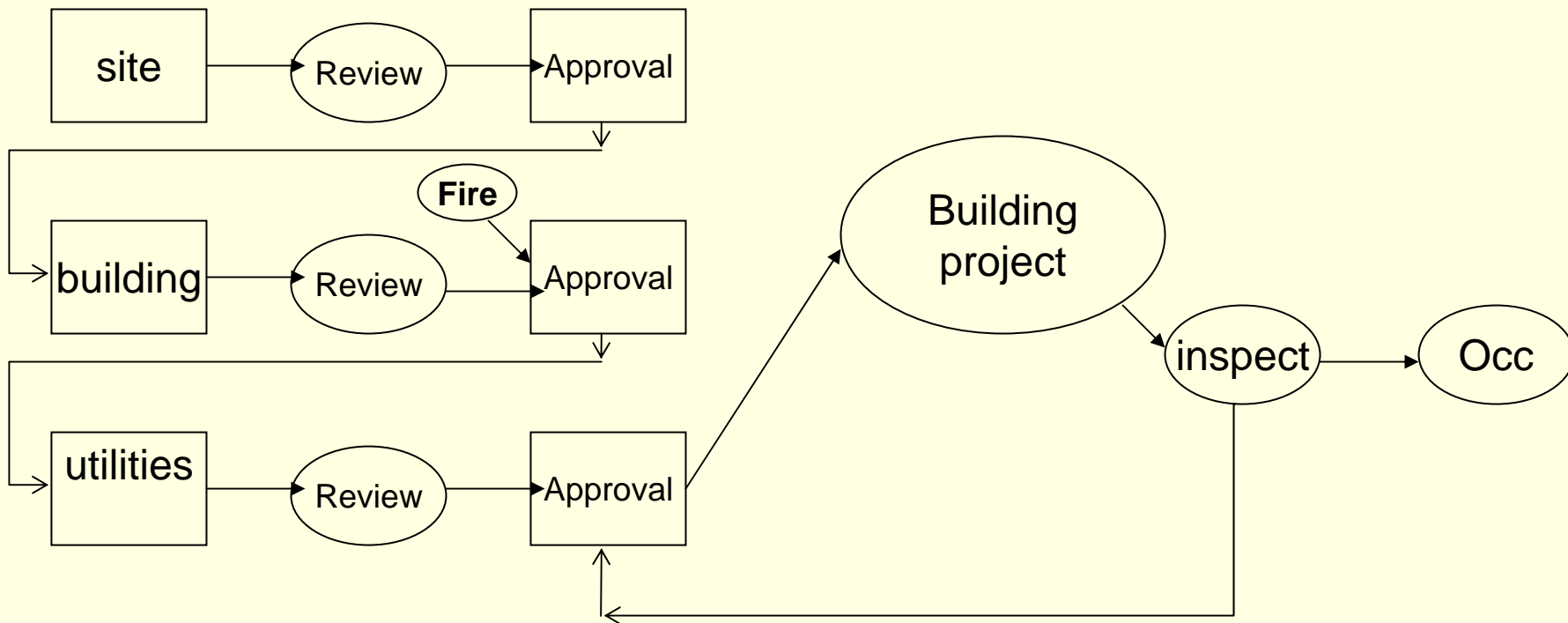
Janesville – Philosophy Administration is a Customer Service Oriented Organization

- Customer Service is “Service”
- Doing “More With Less”

Old Review Structure



- Pre-reorganization
- Multiple Reviews Completed by Separate Departments



Old Review Structure



- Process Problems
 - Multiple Points of Contact
 - Review Process was Disjointed
 - Difficult to Follow
 - Conflicting Regulations
 - Follow Through

Reorganization

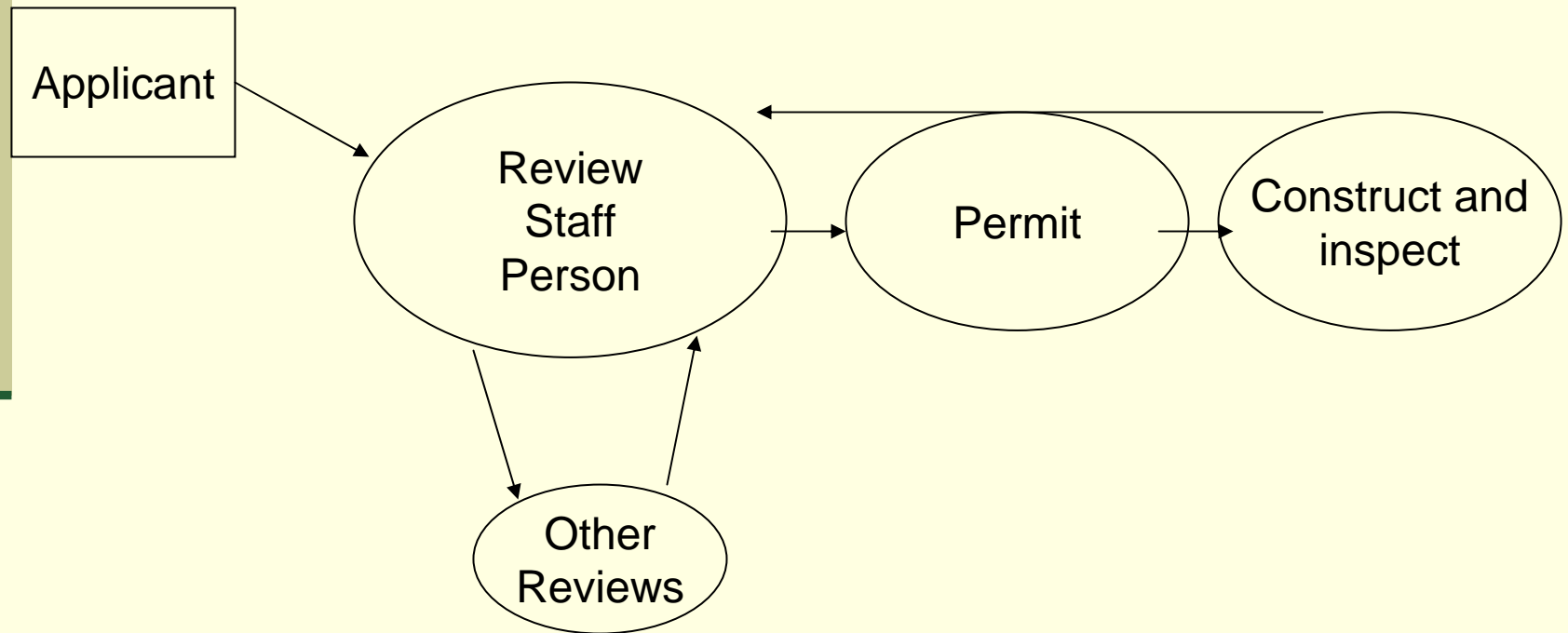


- Occurred April, 2005
- Planners, Inspection, Plan Review Merged
- Community Development Department
 - One-Stop Approach to Building Projects
 - Combined floor with Engineering
 - Economic Development Merged Later
 - First “Center of Excellence”
 - Customer Service focus

Review Structure



- New Review Structure:



Review Structure



- New Review Structure:
 - Single Point of Contact
 - Available for Economic Development
 - Responsible for numerous reviews
 - Conditional Use
 - Rezoning
 - Site Plan
 - Drainage/Storm water

Review Structure



- Change Roles of Staff
 - Development Specialist Positions
 - Broader focus
 - Site Plan Review
 - Building Plan Review
 - Issuing Permits
 - Final Inspection
 - Follow Up
 - Sign Permit review

Review Structure



- Benefits
 - One Point of Contact In Office
 - Points Out “Land Mines”
 - Multiple Different Reviews Done at Once
 - Most Questions/Issues Addressed By One Person
 - Decision Making Process is Linear, Not as Disjointed

“The guide through the journey”

Mindset



- A Team of Staff Members Whose Role is to Provide:
 - Community Outreach
 - Assist the Public by the Dissemination of Local, State and Federal Regulations that Affect Development and Construction
 - Guide Citizens Through the Various Steps of Zoning, Site and Building Plan Review, Site Plan Development, Building Construction and Final Inspection

Efficiency Increase



- Examples
 - Combine Site Plan and Building Plan Submittals
 - Combine Multiple Hearings
 - Combined Building and Site Plan Letters
 - Identification of Related Issues
 - One Staff Member Guides Applicant

Results



- Very Successful Economic Development Program
 - Its not all about the review
 - Incentive package
 - Typically land involved
 - TIF's
 - 1990 to 2007 added 5.5 million sq. ft.
 - 2000 to present 1.3 million square feet

Results (con't)



- Do not loose projects to review delays
- Community reputation
 - Partner through the process
- Very high customer service satisfaction

Summary



- What is your review process?
 - Easy to understand?
 - Can process be followed?
 - Can staff explain it?
 - Role and mindset of staff?
 - Duplicate reviews?

Take time to evaluate, change and improve

Thank You



For follow up
questions or more information
contact Community Development

755-3060

www.ci.janesville.wi.us