

DOWNTOWN MASTER PLAN

CITY OF WATERLOO

PREPARED BY:

Non-Metro Connections LLC &
Short Elliot Hendrickson, Inc.



INTRODUCTION



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The City of Waterloo would like to thank all of the residents, property owners, and business owners who participated in the development of Waterloo Downtown Master Plan. The City would also like to acknowledge the Greater Watertown Community Health Foundation (GWCHF) and Avestar Credit Union for funding this project. Without the support from GWCHF and Avestar, the community, its residents, this Plan would not have become a reality.

A major driving factor for the development of the Downtown Master Plan was the public input provided by steering committee, community members and stakeholders. The goals and design concepts presented in this Plan were a result of examination and analysis of the Downtown District's needs identified through the public input process. Community members' participation throughout this process proves the community's vested interest in the creation of Waterloo's Downtown Master Plan.

CITY COUNCIL

Jennifer Quimby - Mayor
Tim Thomas - President
Ron Griffin
Charles Kuhl
Jeanette Petts
Rich Weihert
Sara Cummings
Austin Kuhl

CITY STAFF

Jeanne Ritter - Clerk/Deputy Treasurer
Lana Nelson - Treasurer/Deputy Clerk
Sarah Davison - Administrative Assistant

STEERING COMMITTEE

Deborah Reinbold – JCEDC / ThriveED
Austin Kuhl – City Council Member
Kelsey Hudson – Bank of Sun Prairie
Garry Whitebird – Trek
Richard Jones – Jefferson County Supervisor
Kay Radloff – Avestar Credit Union
Keri Sellnow – The Lang Group
Kelli Mountford – Karl Junginger Memorial Library
Samantha Hensler – Waterloo Business Association
Kyler Kabat – Farmers & Merchants State Bank Janae
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CONSULTANT TEAM



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ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE, INC. (ESRI)

ESRI reports data similar to the U.S. Census Bureau but also allows each community to enter additional information regarding commercial properties, including vacant lots and buildings. This helps each community and the State of Nebraska market and promote economic development opportunities. ESRI data is reported as estimates utilizing 2010 Census data and marketing forecasts for the associated year.



DECENNIAL CENSUS

Every ten years, since 1790, the US Census has counted each resident of the country and where they live on April 1st, during years ending in zero. This mandatory survey determines the number of seats each state has in the House of Representatives. The decennial census reports basic gender, age, and race data. There is not enough data collected to elaborate on a community's demographic and economic condition. In light of the COVID-19 pandemic, the U.S. Census Bureau adjusted 2020 Census operations and delayed follow-up with non-responding households. This, in turn, adjusted the release date of the 2020 Census data. Therefore, this plan uses 2010 data which was reported in 2011.



AMERICAN COMMUNITY SURVEY (ACS)

Conducted by the U.S. Census Bureau, the ACS supplements the decennial census. This ongoing survey supplies data about the nation and its people on a yearly basis. In contrast to the decennial census, the ACS is only sent to a sample of addresses, about 3.5 million, in the 50 states, District of Columbia, and Puerto Rico every year. The ACS asks about additional topics to those included in the decennial census. These topics include, but are not limited to, education, employment, internet access, and transportation. The survey compiles data and reports in 5-year estimates (2014-2018) with a margin of error. The estimates produced through this survey help determine the annual distribution of more than \$675 billion in federal and state funds.

RELATED EFFORTS

Community members recognize the importance of maintaining quality amenities in Waterloo. Many of these are located within, or connected to, the Downtown District. As host to many of the community's oldest buildings, Downtown Waterloo represents the roots of the community. Recent years have reinforced the importance of the Downtown District to Waterloo and its residents. The following examples demonstrate the community's continued efforts to maintain and improve the Downtown District.

COMPREHENSIVE PLAN 2008

In 2008, Vandewalle & Associates completed a Comprehensive Plan for the City of Waterloo. The Comprehensive Plan lists general Community Goals for Waterloo. These goals were formed through background research, planning meetings, and conversations with community leaders.

Community Goals for Waterloo:

1. Identify areas appropriate for development and preservation over the next 20 years;
2. Recommend appropriate types of land use for specific areas in the City;
3. Preserve natural and agricultural resources in and around the City;
4. Identify needed transportation and community facilities to serve future land uses;
5. Direct housing and economic investments in the City;
6. And Provide detailed strategies to implement plan recommendations.

While downtown revitalization and development could help achieve many of these goals, the main goals affected are numbers one, four, and five. The Comprehensive Plan also discusses the value of Historic Preservation in the community, which supports this improvement project.

WATERLOO BUSINESS ASSOCIATION

The Waterloo Business Association was formed in March of 2021, when the need was recognized to have a collaborative group of like-minded businesses that work in coordination with one another for our individual efforts to benefit the business community and livelihood of Waterloo. We share a mutual interest in the health, happiness and success of business in our community, and the strength of the community as a whole.

Vision

Enrich Waterloo positively through common business interest, create an atmosphere of pride through mutual support and outstanding business leadership.

Mission

Plan, partner, and participate in a variety of efforts to foster sound growth and development for the business community.

WATERLOO AREA HISTORICAL SOCIETY

The Waterloo Area Historical Society represents the greater Waterloo area by being the collaborating voice between local, state, federal and international historical organizations. Through research of building information, family records, and events the historical society preserves/archives much of Waterloo's past. With a large social media reach the historical society is able to educate the public on Waterloo's history.

MAUNESHA RIVER ALLIANCE

The Mauneshia River Alliance is a volunteer organization that is focused on beautifying the Mauneshia River. The main responsibilities of this organization include: water trail creation and maintenance, water guide, water quality testing, trash collection and human impact advocacy, community engagement.



PROJECT OVERVIEW

When beginning the planning process for revitalization efforts in any community, residents may question the importance of the planning process or the value of investing in the Downtown District in general. As the most historic and central neighborhood in the community, Waterloo's Downtown District serves as the heart of the community. A strong and vibrant Downtown District can bring life to the community as a whole. Public investment efforts, like this Downtown Revitalization plan, can spur additional private investment – leading to improved assets and increased revenues. This plan is designed to further enhance the heart of the community by highlighting unique qualities and features. It develops ideas and goals based on the needs of business owners, property owners, leaders, and consumers.

Development of the Downtown Master Plan was a collaborative effort between Non-Metro Connections Inc., Short Elliot Hendrickson Inc., and the Waterloo community. Non-Metro Connections Inc. guided the planning process and plan development. SEH facilitated gathering public feedback and project steering committee engagement, as well as the development of the conceptual plans. Downtown business and property owners, City leaders, stakeholders, community members, and residents were all engaged throughout the planning process. A 12 member steering committee was established for this project and provided valuable feedback and direction during the planning process.

Surveys, site reconnaissance, and data collection and analysis were completed. Several opportunities for public input including town hall meetings, interactive workshop, and individual conversations with stakeholders resulted in Waterloo's Downtown Master Plan. Key input gauging the public's opinion on goals and priorities was received during the public input sessions and surveys. The Downtown Master Plan is a culmination of all the information gathered and the concerns expressed during these public input sessions. The vested interest shown by the community through public input will encourage continued development in the Downtown District.



DOWNTOWN MASTER PLAN Quick Facts:

1

What is the Downtown Master Plan?

A guiding policy document that contains the vision for the future of your downtown.

2

Why is the city pursuing the plan?

Due to the increase in population & investor interest the city intends to support/guide redevelopment of properties within the downtown region with the support of the communities vision.

3

How is the plan being created?

Through community involvement the plan will establish the framework, strategies, and priorities for achieving the vision.

Next steps: A series of public meetings will be held in the coming months. To stay tuned, please follow up on social media, The Courier, or the city website for future meetings.

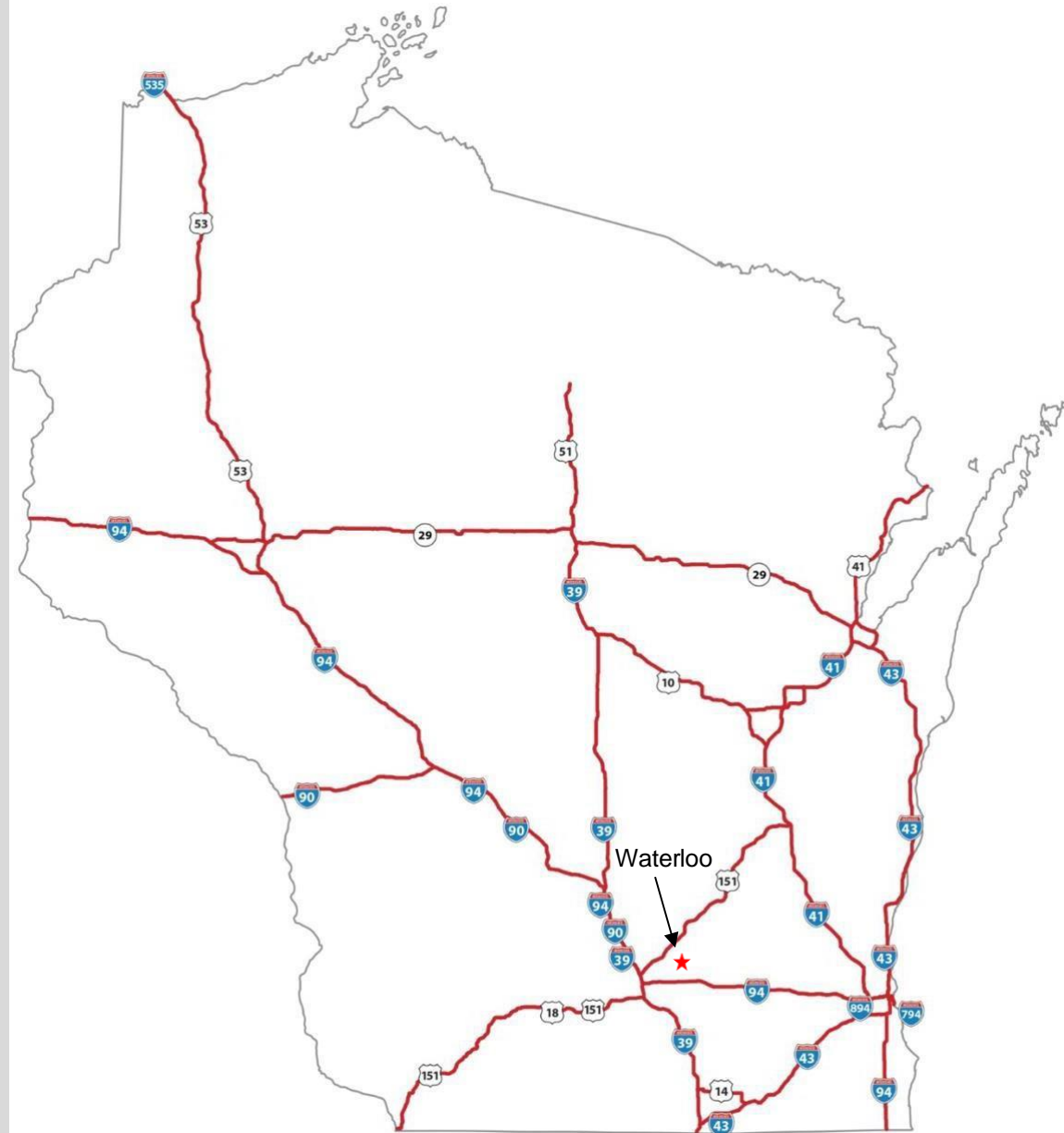
Email us at info@non-mc.com with further question.

COMMUNITY OVERVIEW



GEOGRAPHY

Waterloo is located in Southcentral Wisconsin near the convergence of Wisconsin Highways 19, 73, 89, 151 and Interstate 94. Located in the Northwest Jefferson County, Waterloo is approximately 20 miles east of Madison and 55 miles west of Milwaukee. The Maunasha River runs directly through the community from west to east while winding through the downtown region.

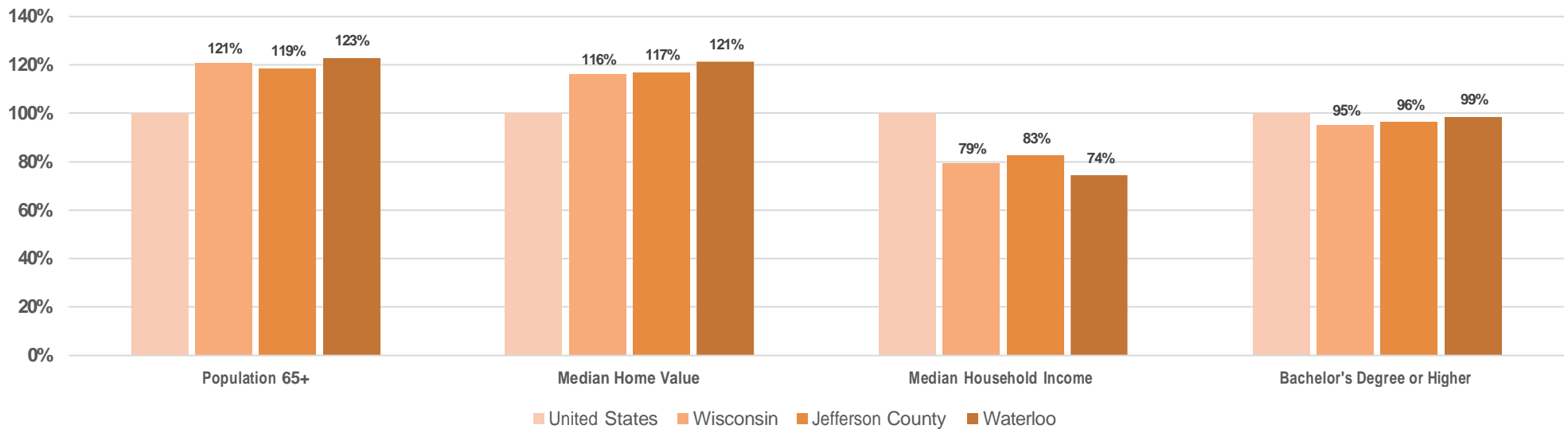




PROJECT LOCATION MAP
 WATERLOO, WISCONSIN

DEMOGRAPHICS

U.S. CENSUS DATA (2020 est.)



Population Characteristics

The current demographics profile of Waterloo is similar to that of the state, but not that of the nation. From topic ranging from aging populations to educational attainment, the community is facing unique and complicated challenges (see above chart). Importantly, these trends are projected to grow.

According to the U.S. Census Bureau, by 2040 eighteen counties throughout Wisconsin are projected to have at least 33% of their total population ages 65 and older, with three of these counties reaching upwards of 40% by that time.

Because of this, community health is a continuing concern. The community needs additional and better education on how to live an affordable, time-effective healthy lifestyle.

Downtown Master Plan Mitigation Efforts

The Downtown Master Plan will address many of these concerning demographic issues through increased and enhanced recreation opportunities, enhanced placemaking opportunities, beautification, attraction of new business and housing opportunities, and business retention.

The City of Waterloo is currently working on a senior housing study to help mitigate the lack of quality senior living facilities in the city. There are many locations throughout the downtown district to increase senior living capacity.

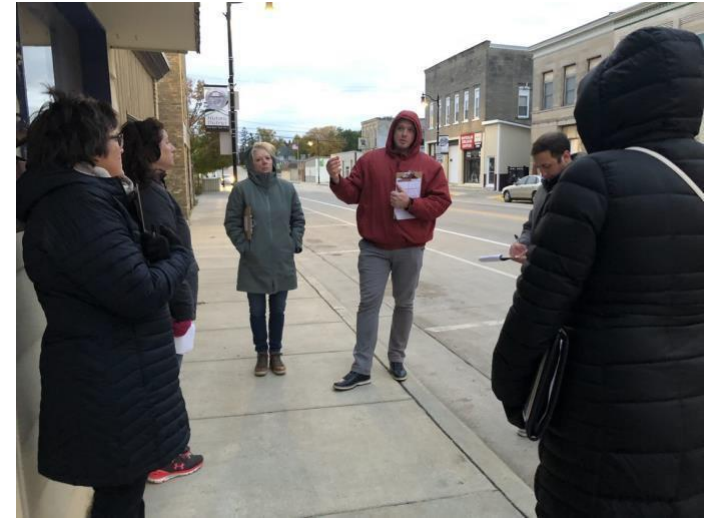
PUBLIC INPUT



Public Information Workshops & Steering Committee Meetings

Public Information Workshop #1

- Weiner & Kraut Day on 9/10/2022
 - o Interactive booth
 - o ~100 people in participation
- Strength, Weakness, Opportunities & Threats analysis
- Dot map exercise



Public Information Workshop #2

Steering Committee Meeting #1

- City hall on 10/17/2022
- Walking tour on Waterloo Downtown
 - o Site specific opportunities map
- Expand on original SWOT analysis

Public Information Workshop #3

Steering Committee Meeting #2

- Karl Junginger Memorial Library on 11/14/2022
- Downtown plan implementation priority exercise
- Visual Preference Survey

Public Information Workshop #4

Steering Committee Meeting #3

- Waterloo Regional Trailhead on 1/23/2023
- Concept plan discussions
 - o Trail connections
 - o Veteran's Memorial Park / Four Corners
 - o S. Monroe St. / Riverfront
 - o City hall parking lot



Public Information Workshop #5

- Waterloo City Hall on 2/28/2023
- Plan presentation and comment

Waterloo Downtown SWOT Analysis

Strengths

- Relaxed food truck rules
- Veterans Memorial Park
- Streetscapes
- River walks
- A lot to offer for a small community – salons, Inns, stores
- “Small town” feel
- Beautiful architecture
- River

Weaknesses

- Planet areas on sidewalk in the wrong place
- Vacant buildings
- Lack of parking
- No hotel
- Lack of housing
- Downtown – no curb appeal
- Benches - planters - lighting
- Parking
- High vacancy in the downtown
- Connection of neighboring communities
- Parking

Opportunities

- Hotel
- Current riverwalk by cul-de-sac needs repair
- Outdoor recreation opportunities – biking, kayaking, trails, etc.
- Day tourism
- Multi-cultural experiences
- Kids zone – teen options – safe spaces
- Waterloo Arts Alliance
- Bandstand – better utilization
- Marketing
- Large business collaboration – TREK, Van Holtens, Crave Cheese, etc.
- Outdoor seating hours
- Streetlighting
- Façade improvements

Threats

- People can be treated as “outsiders”
- Not much city-owned property
- Miscommunication
- Naysayers – “we tried that, didn’t work” – close minded approach to city progress



-Pictures are from the first & second public information workshop

Waterloo Downtown Dot Map Exercise Findings

City of Waterloo – Downtown Master Plan

Locate It

Place a numbered sticker on the map to identify areas you think the Downtown Master Plan should focus on.

Grab a sheet...

Write the sticker number in the box and your comment in the adjacent space.



Waterloo Downtown Walking Tour Map

October 17, 2022 Downtown Waterloo Walking Tour



Waterloo Downtown Site Specific Opportunity Map

Downtown Waterloo Opportunities Map



Waterloo Downtown Implementation Priority Results

Implementation Items	Priority Level			
	High	Medium	Low	Not a Priority
Facade / Store Front Improvements	●●●●●●●●●●			
Attract Hotels		●●●●●		●
Riverwalk / Connect Trails	●●●●●●●●			
Tourism - Task Analysis, D.T.	●●●●●●●●	●		
Cell Service / Broadband		●●●●●	●	
Parking / Parking Lot Improvements / Access to Parking	●●●●●	●●●●●	●●●●●	
Street Art / Alley Enhancement		●●●●●		●●●●●
Streetscape Amenities (Lighting, Street Trees, Landscaping, Benches, Cigarette Receptacles, Street Art, Murals, etc.)	●●●●●●●●●●			
Reusing Veterans Memorial		●●●●●	●	●
River access - kayaking / canoeing	●●●●●●●●		●	●
Streambank Enhancements (City Parking lot)	●●●●●	●●●●●	●	●
Attract Daytime restaurant	●●●●●●●●			●
Attract microbrewery / winery	●●●●●●●●	●		
Entrances to the Downtown / consistent signage Plan, Act, D.T.	●●●●●●●●			
Marketing of the Downtown Action, D.T.	●●●●●●●●			
Reusing old City Hall	●●●●●●●●		●	●
Enhance S. Monroe Street - Destination / Public Gathering Space	●●●●●●●●	●		

MOST VOTED FOR DESIGN OPTIONS

The items on this page were the most commonly selected examples from the visual preference survey exercise. Several aesthetic themes emerged when comparing these items. Traditional details, historic awnings, and hand painted signage appealed to the Waterloo residents. This fits well with the vision for a traditional and historic Downtown District.





LEAST VOTED FOR DESIGN OPTIONS

Participants were also asked to identify their least favorite design options during the visual preference survey. The images included on this page were the items with the most “dislike” votes. These items also share similar characteristics and do not align with the visioning theme for Waterloo’s Downtown. These design options were more modern or trendy and therefore, not a great fit for the Downtown District.



NEEDS & OPPORTUNITIES



DEVELOPMENT PRIORITIES

Development opportunities were developed through site reconnaissance, interviews with community stakeholders, and multiple public input sessions. The lists below outline the goal ideas, divided into three main categories. Three visual concept plans were developed as part of the Downtown Master Planning process, these include: Veteran’s Memorial Park, S. Monroe St./Riverfront, & city hall parking lot.

Implementation Items	Action
High Priority	
Façade / Store Front Improvements	Funding for
Streetscape Amenities (Lighting, Street Trees, Landscaping, Benches, Garbage Receptacles, Street Art, Murals, etc.)	Pursue grants/funding
Marketing of the Downtown	Branding

Medium Priority	
Riverwalk / Connect Trails	Aggressively pursue
Tourism - Trek	Partner with and promote
River access - kayaking / canoeing	Pursue grants/funding
Attract microbrewery / winery	Incentivize
Cell Service / Broadband	Pursue grants/funding
Gateway to the Downtown / consistent signage	Engage Landscape Architect / Architect
Enhance S Monroe Street - Destination / Public Gathering Space	Review previous plans / embrace carousel
Attract daytime restaurant	Incentivize

Low Priority	
Revamp old city hall	Pursue grants/funding
Activation of events	
Streambank enhancements / City Parking lot	Pursue grants/funding
Parking / Parking Lot Improvements / Access to Parking	Pursue grants to purchase building to open access to parking
Street Art / Alley enhancement	Pursue easements
Revamp Veterans Memorial	Engage Landscape Architect / Architect
Attract Hotel	Incentivize

The goal ideas outlined above include both physical and economic improvements for the Downtown District. Many of these goals will require public-private partnerships as well as planning and secured funding. The development opportunities were voted on and prioritized into short- and long-term goals which can be found in the following section of this Downtown Master Plan.

Waterloo Downtown Trail Connection Map



Path: X:\KONWONMNC\COMM\GIS\mxd\DownTown Master Plan\WATEL_Trail Map.mxd

<p>SEH</p> <p>501 MAPLE AVENUE DELAFIELD, WI 53018-9351 PHONE: (262) 646-6855 FAX: (651) 490-2150 WATTS: 800-325-2055 www.setinc.com</p>	<p>Project NONMC 169078 Print Date: 2/9/2023</p> <p>Map by: mifalk Projection: WISCRS Jefferson Co (ft) Source: Jefferson County</p>	<p>Trail Connectivity Map Downtown Master Plan Waterloo, WI</p>	<p>Main Street Sidewalk Existing Trail Trail Connections Needed</p>	<p>Figure 2</p>
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BEAUTIFICATION

Beautification efforts range from larger-scale projects like façade updates to smaller-scale projects such as planters and hanging baskets. Comprehensively, these aesthetic improvements should be completed within Waterloo's Downtown brand. All of these aesthetic improvements are enhancements to the pedestrian zone.

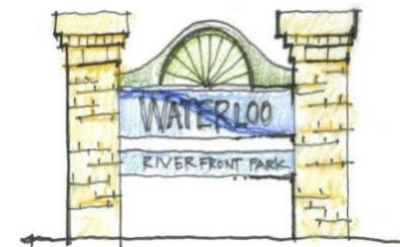
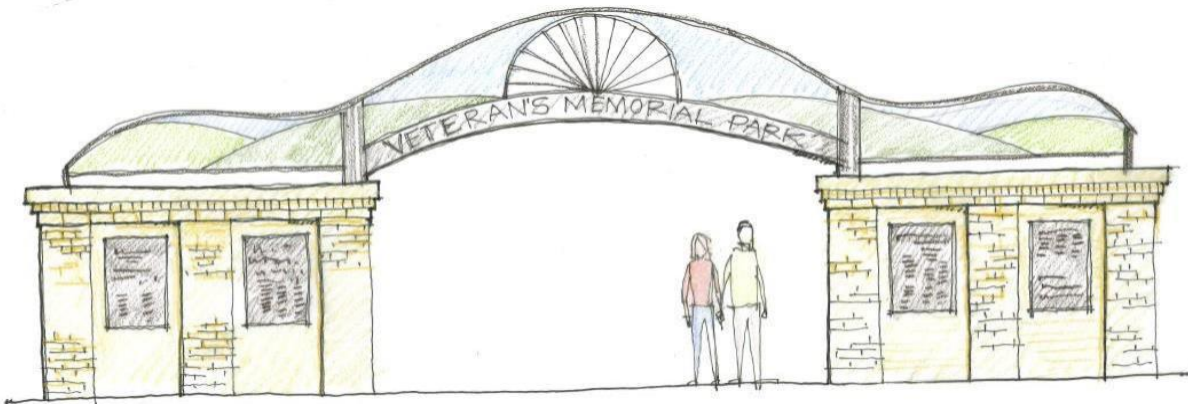
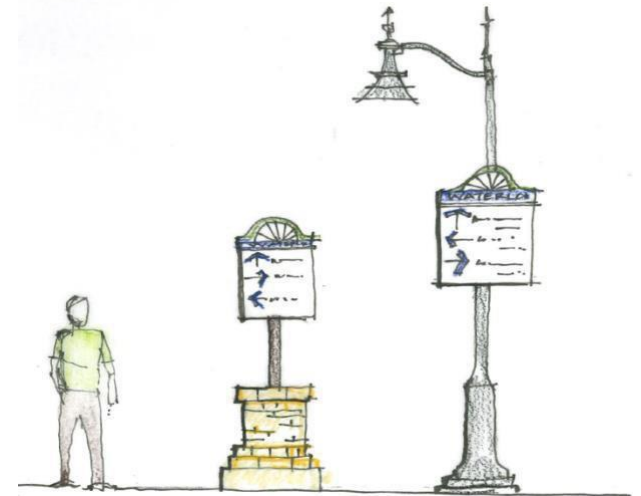
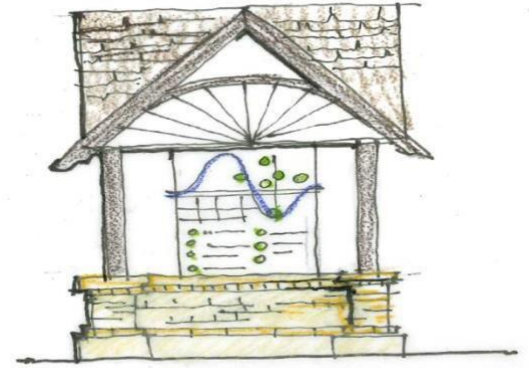
Cohesive Branding/Marketing

Developing more cohesive marketing between various community group was discussed during the public input process. Branding and marketing for communities is becoming a more prevalent topic. A brand needs to be instantly recognizable and represent the entire community. Developing a brand could include a logo, slogan, color scheme, and theme to represent the Downtown District.

Once a brand is developed, it should be used across various platforms online and in print. Thinking comprehensively to hit all targeted areas is important when creating marketing pieces. It is also important to continually update the marketing pieces to ensure current information and design.

The marketing campaign should promote the Downtown District to both existing residents and potential visitors. A "shop local" campaign could involve many different marketing strategies to reach various community members. It could consist of yard signs, placemat advertisements at restaurants, or participation in "Thankful Thursdays" when residents are encouraged to show their support and thanks to local businesses by shopping local. Word-of-mouth promotion through local businesses and services can help promote the community. Local businesses can inform visitors of other businesses and services available in Waterloo. The campaign could also use area amenities like hike and bike trails to attract visitors to the area, then further into Downtown Waterloo.

Social media and online marketing is one way to share information quickly with existing residents and visitors. Social media sources provide an affordable way to reach a larger market and share real-time information anywhere, anytime. In today's society, people want instant information. This can be provided through a strong web presence, promoting the Downtown District and all it has to offer.



Potential placemaking options developed during DMP planning process

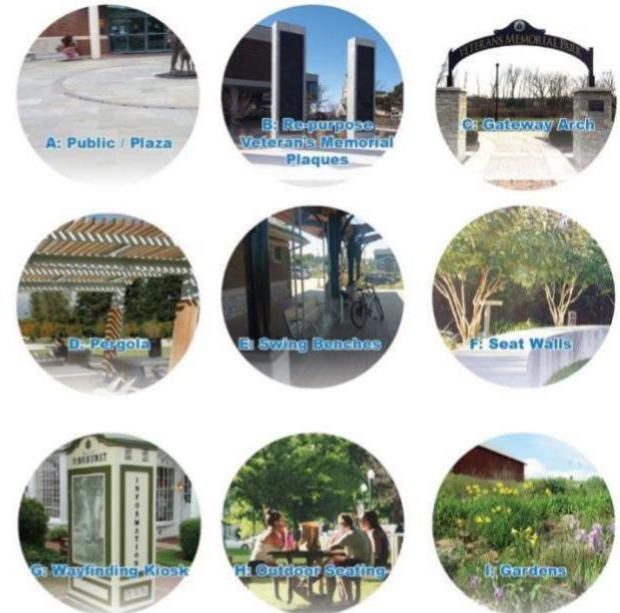
Veteran's Memorial Park Existing Conditions



Veteran's Memorial Park Concept



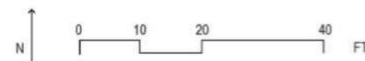
Photo Legend



Additional Notes

1. Consolidate existing two pathways into one
2. Terraced lawn provides additional seating opportunities
3. Public plaza with metal inlay honoring veterans
4. Swing benches may be removed for special events (Veteran's events, concerts, etc)
5. Gateway sign enhances Downtown Waterloo Brand

Legend



CONCEPT: WATERLOO VISION PLAN | Veteran's Memorial Park | Waterloo, WI
February 14, 2023

South Monroe Street and Riverfront Existing Conditions



South Monroe Street and Riverfront Concept

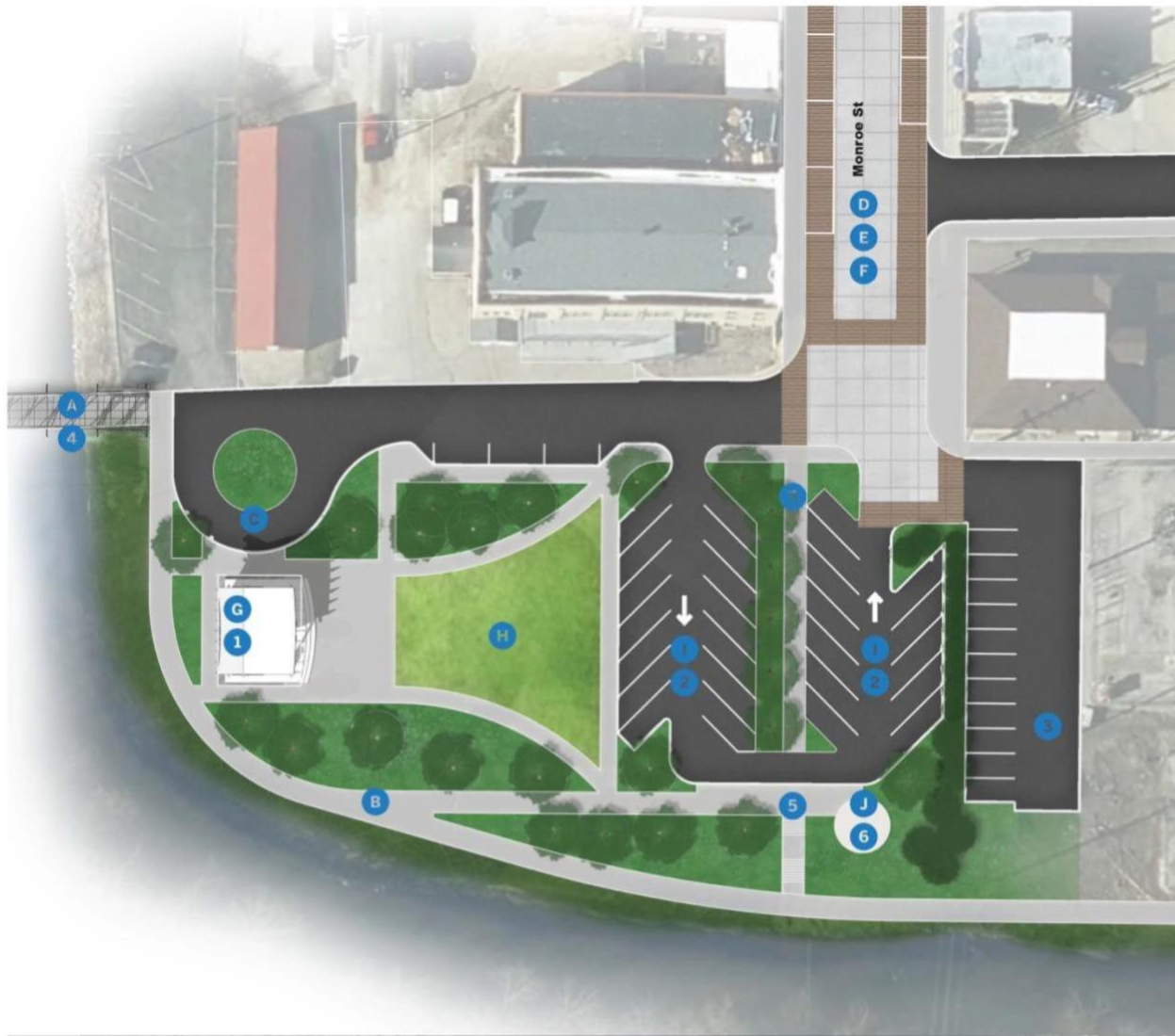


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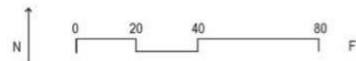


Additional Notes

1. Stage is positioned to capitalize on river backdrop and sunset views. Visible from eastbound Madison St
2. One-way parking with screening helps buffer event space from utilities
3. Expanded utility parking could be used for special events with permission
4. Pedestrian bridge provides access to additional parking opportunities
5. Sidewalk on west side of Monroe street extends all the way to the river
6. Final public art concept will vary. Should have a vertical element to serve as landmark along riverfront.



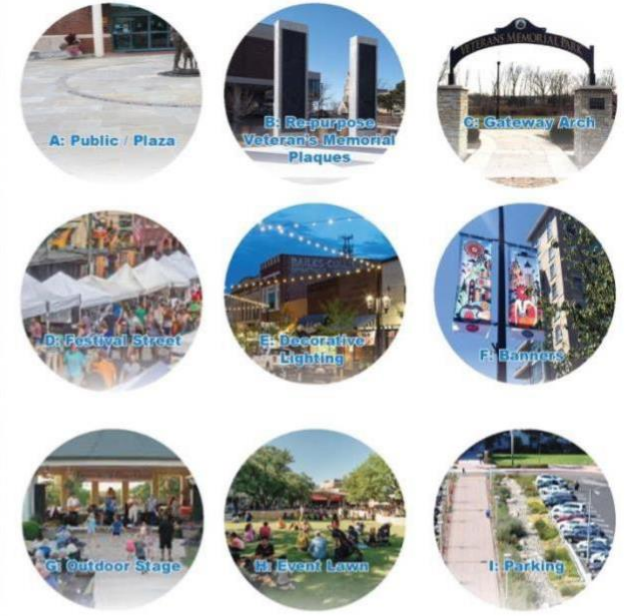
CONCEPT: WATERLOO VISION PLAN | Downtown Festival Street | Waterloo, WI
February 14, 2023



Downtown Overall Concept



Photo Legend

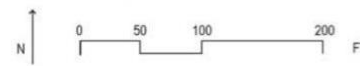


Additional Notes

1. Veteran's Memorial Park and Riverfront Park become destination anchors for downtown Waterloo
2. Festival street and parking lot provide parking and space for traffic daily, may be closed for special events to allow more space for programming
3. Pedestrian bridge provides convenient access to additional parking opportunities
4. Future trail with possible pedestrian bridge connects riverfront park and City Hall to Fireman's Park
5. Long-term opportunity for additional parking requires expansion of ROW and permissions from private landowners
6. Final public art concept will vary. Should have a vertical element to serve as landmark along riverfront.
7. Consolidate parking to create space for riverfront promenade behind City Hall



CONCEPT: WATERLOO VISION PLAN | Downtown Festival Street | Waterloo, WI
February 14, 2023



IMPLEMENTATION



ESTABLISH A DOWNTOWN COMMITTEE

This committee should have members with various relationships to Waterloo's Downtown. For example, some members may be business or property owners while others live or work in the Downtown District. Interested parties may be found through public input attendance sheets and other community organizations. The Downtown Committee should be action-oriented to ensure revitalization efforts are continued beyond the completion of projects outlined in this plan.

GARNER PUBLIC SUPPORT

A primary objective of the planning process is to gain buy-in from key stakeholders. This will be critical during implementation of the Downtown Master Plan. While efforts have already been made, the City should continue balancing public desires with municipal needs.

QUICK WINS

Including some easily achievable goals in the initial stages of implementation will also help gain public support for revitalization. These goals should require a relatively low amount of effort but be highly visible. For example, adding new banners to light posts is a relatively inexpensive project. It will help enhance the pedestrian zone of Downtown while also communicating a new brand for the area. The early success of this project type sends a clear message – the City is serious about accomplishing the goals outlined in the Downtown Master Plan.

PUBLIC-PRIVATE RELATIONSHIPS

Successful implementation of the Downtown Master Plan's goals will require efforts from both the public and private sector. Public investment helps stimulate private development. Public investment may not have direct gains, but these investment dollars help build the foundation for successful private investment. People are more willing to invest in a community if they feel supported in return. Public-private partnerships will help catalyze implementation by spreading the duties and responsibilities associated with each downtown revitalization effort.

YOUTH

High school art students could share their creative talents to help conceptualize and paint murals. Additionally, school groups could help maintain plantings or other beautification efforts in the Downtown District. This will give local youth a vested interest in Waterloo's Downtown and a voice in how the improvements are shaped.

BUSINESS/PROPERTY OWNERS

Façade improvements, infrastructure improvements, and increased programming will all directly impact business and property owners. These goals will require strong partnerships and support from key stakeholders. If a facade program is developed, all property owners will need to work with the City and other public entities to successfully utilize grant funds through the program.

ENTREPRENEURS

Many of the goals outlined in this Plan focus on the development of existing and new businesses. Communicating and incentivizing interested parties will help encourage new business growth. Assisting with business plans for new businesses may also help the City fill empty spaces and increase economic capacity.

PROFESSIONAL PARTNERSHIPS

The City will need to work with several different governmental and non-profit entities when pursuing downtown revitalization goals. Building solid professional relationships will help the City comply with various regulations and requirements. A few of these entities are outlined below:

[Waterloo Business Alliance](#)

The Business Alliance has been an active participant in community betterment. The organization has undertaken many communal efforts for Waterloo's Downtown and will be an invaluable resource moving forward. Developing marketing pieces, implementing branding ideas, hosting downtown events, and attracting businesses to the area will all benefit from the Waterloo Business Alliance's involvement.

[Wisconsin Economic Development Corporation \(WEDC\)](#)

With the completion of this Downtown Master Plan, the City of Waterloo can apply for many grant opportunities through WEDC's Main Street Program that support the plans vision.

[Wisconsin Department of Transportation \(WisDOT\)](#)

WisDOT offers grant opportunities to local governments for road projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Waterloo's downtown district has State Highway's 19 & 89 running through it which allows for a great partnership with WisDOT.

[Wisconsin Downtown Action Council \(WDAC\)](#)

Wisconsin Downtown Action Council is an organization focuses on advising communities on how to market manage and revitalize their downtowns.

Implementation of Conceptual Plans

Conceptual plans were developed for three areas based on the priority projects developed from the existing conditions analysis and public input process.

- 1) Veteran's Memorial Park
- 2) South Monroe Street and Riverfront
- 3) City Hall Parking Area

Opinions of probable cost were developed by the consultant team in January 2023 to help the city plan for future projects. As these costs were developed for very high-level conceptual plans, these estimates will vary as detailed design, material planning and site planning occurs.

Veteran's Memorial Park Concept

The Veteran's Memorial Park improvement project was split into two phases to allow fundraising and implementation to occur a more feasible, stepped process

Phase 1 includes improvements to the standard concrete walkway, the gateway arch, relocated memorial plaques on new walls, seating, retaining walls, landscaping trees and lawn. Opinion of probable cost for Phase I of the conceptual plan - \$250,000

Phase 2 includes decorative pavement in the center of the concrete walkway, a wayfinding kiosk, pergola, swing benches, picnic tables, j... ets, drinking fountain, bike racks, trash receptacles, and additional gardens. Opinion of probable cost for Phase II of the conceptual plan - \$800,000.

South Monroe Street and Riverfront Concept

A high-level cost estimate has not been prepared for the South Monroe Street and Riverfront Concept. Additional design work, planning and materials selection is needed especially for the stage building, the bridge and site layout. As these planning processes occur for these key components, probable costs may be developed with higher accuracy.

City Hall Parking Area

Improvements to the City Hall parking area are anticipated to include reconstruction of the parking lot, realignment of parking spaces, creation of a riverfront promenade, bridge and landscaping.



FUNDING RESOURCES

The following list of specialized funding sources can assist with revitalization of Waterloo's Downtown District. Many of these funding sources have requirements and guidelines for which projects are applicable. Not all funding sources will fit every project. Each project should be individually analyzed to determine the best funding scenario. In some cases, grant funds may not be available for a certain project. The City and its residents will need to develop an alternative plan for funding. The funding options and techniques found on the following pages could be used by the City and/or private property owners to improve the Downtown District.

LOCAL TOOLS AND TECHNIQUES

Building Façade Easements

The City could establish a building façade easement program for the Downtown District. With this program, façade easements could be dedicated to the City. This could help protect facades from undesirable modifications and provide a tax benefit to the donor. The public easement would also make various forms of public financing available for façade improvements. For example, if a building façade easement was dedicated to the City, the City could then make improvements using Tax Increment Financing (TIF). The easement would last 7 to 15 years, then return to the owner of the property.

Business Improvement District (BID)

The City could create a Business Improvement District (BID) following the process established by Wisconsin State Statutes §66.1109. A BID is a special assessment district which permits businesses to finance public capital improvement projects and district management, promotion, and maintenance. BIDs are petitioned and approved by property owners; and administered by a BID Board. While BIDs are a valuable tool, assessments must not be so large that they create a burden to the property owners.

Revenue Bonds

Revenue bonds are debt instruments which are repaid fully or in part from revenues generated by the project or by other associated revenue sources. Revenue bonds are not typically secured by community credit.

Revolving Loan Program

A downtown revolving loan program could provide low-interest loan funds, granted by the City, to cover any portion of costs for converting downtown buildings into more marketable assets. For-profit and/or not-for-profit organizations could be eligible for funding. Establishing starting capital can be the most challenging part of creating a revolving loan program for the Waterloo Downtown District.

Tax Increment Financing

The Downtown District of Waterloo is located within Tax Increment District (TID) #2. Many grant opportunities require local funding to achieve participation and there is potential that tax increment revenue could serve as a match for some, if not all, grant programs. Many times tax increment revenue per the project plan, can be used for district enhancements, such as streetscaping, stie development, trails, etc.

STATE GRANT, LOAN AND ECONOMIC DEVELOPMENT PROGRAMS

Transportation Economic Assistance (TEA) Grants

Grant opportunity through the Wisconsin Department of Transportation (WisDOT). This program provides grants to local governments for road, projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Businesses cannot be speculative and local communities must assure that the number of jobs anticipated from the proposed project will materialize within three years from the date of the project agreement and remain after another four years. Grants of up to \$1,000,000 are available for transportation improvements that are essential for an economic development project. A 50 percent local match is required. Applications are collected throughout the year.

Transportation Alternatives Program (TAP)

This program, through WisDOT provides grant funding for the construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation, as well as the construction of turnouts, overlooks, and viewing areas. Funding for the Safe Routes to School program also comes through this program. Applications are competitive and typically are due annually in March. All TAP projects require a 20% match from the local sponsor/grant applicant.

Community Development Investment (CDI) Grant Program

Grant opportunity through Wisconsin Economic Development Corporation (WEDC). The goal of the CDI program is to incentivize primarily downtown community development in the State of Wisconsin. The program will support community development efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community-driven efforts. Funded activities should lead to measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners.

- Eligible activities include Building renovation; Historic preservation; Demolition; New construction; Infrastructure investment; Project or site development planning;
- Eligible projects are: Development of significant destination attractions; Rehabilitation and reuse of underutilized or landmark buildings; Infill development; Historic Preservation; Infrastructure efforts, including disaster prevention measures, providing substantial benefit to downtown residents/property owners; and Mixed-use development (not exclusively residential).

Grant recipients must provide a minimum 3:1 matching investment in the project costs, with a maximum grant amount of up to \$250,000.

FEDERAL GRANT, LOAN AND ECONOMIC DEVELOPMENT PROGRAMS

United States Department of Agriculture (USDA)

The USDA offers a variety of grant and loan programs to help communities increase residents' quality of life. Most importantly are the Community Facilities Program and the Housing Preservation Program. The Community Facilities Program offers direct loans, loan guarantees and grants to develop or improve essential public services and facilities in communities across rural America. These amenities help increase the competitiveness of rural communities in attracting and retaining businesses that provide employment and services for their residents. The Housing Preservation Program provides grants to sponsoring organizations for the repair or rehabilitation of housing owned or occupied by low- and very-low-income rural citizens.

Wisconsin Department of Natural Resources (WDNR)

The WDNR provides many loan and grant opportunities to local communities, but most important one to note for this plan development is the Recreational Trails Program (RTP). RTP is a federal program administered in most states. Municipal governments and incorporated organizations are eligible to receive reimbursement for the development, rehabilitation, and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Eligible sponsors may be reimbursed for up to 80% of eligible project costs. Funds from this program may be used in conjunction with funds from other state grant programs that also fund trail projects. The RTP legislation prohibits using RTP funds for condemnation of any kind of interest in property. An RTP project may be located on land condemned with funds from other sources. However, to be consistent with the RTP legislation, it is not permissible to use the value of condemned land toward the match requirement for an RTP project.