



136 North Monroe Street, Waterloo, Wisconsin 53594-1198  
Phone (920) 478-3025  
Fax (920) 478-2021

-- PUBLIC MEETING NOTICE --  
**CITY OF WATERLOO**  
**COMMUNITY DEVELOPMENT AUTHORITY**

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that the following meeting will be held.

**DATE:** February 18, 2014 **TIME:** 6:00 p.m.

**LOCATION:** Municipal Building, 136 N. Monroe Street (room location to be assigned)

1. Roll Call And Call To Order
2. Approval Of The Past Unapproved Meeting Minutes
3. Citizen Input
4. Reports - *Informational*
  - a. Budget Report
  - b. Find Your Path Here Program – Final Report, Event And Possible Future Program
5. Unfinished Business
  - a. Project Prioritization Exercise – “reminder to come prepared to prioritize...” Keri
6. New Business
  - a. Annual Calendar Outline
  - b. Identifying & Assembling The Community Development Authority Toolkit
7. Future Agenda Items And Announcements
8. Adjourn

Mo Hansen  
Clerk/Treasurer

CDA MEMBERS -- Please call 920-478-3025 if you are unable to attend.

Community Development Authority Members: Sellnow, Stinnett, Ziaja, Freund, Strasser, Thurnbauer and Norton  
Posted, Mailed and E-mailed: February 15, 2014

Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

## ***CDA Potential Project Summary -- REVISED February 15, 2014***

### **Find Your Path Here Program**

Project Goal: Increase awareness of Waterloo as a residential destination within the region and capture our share of regional population growth.

Project History & Overview: During the decade between 2000 and 2010, Waterloo's population growth was less than 4 percent, a significantly lower rate of growth than other nearby communities. Outreach to realtors, businesses and home builders determined that many individuals were not familiar with the community, its location and amenities. The Find Your Path Here program provided \$2,000 in funds for households purchasing a home in the community and \$4,000 for households building a new home in the City. These funds may be spent at more than 30 participating businesses within the City. Participants must agree to provide contact information (available to participating merchants), and a personal testimonial indicating why they chose Waterloo.

Cost: Municipal costs associated with the project include \$70,000 which has been set aside for program recipients through January of 2014. An additional \$10,000 has budgeted and roughly \$7,700 spent on marketing the program, including yard signs, online and video advertising.

Funding Sources: Over 30 participating merchants have contributed \$150 each to fund marketing for the Path program. Both home builders with lots available in the community have also committed to match the program for new homes developed within their subdivision.

Results/Anticipated Results: The program formally ended January 31, 2014. Forty awards were issued City. This total includes two households which built new homes in the community. See program reports for redemption activity.

The program has also received outside TV and newspaper media coverage, further increasing awareness of Waterloo in the region.

### **120 W Madison Street**

Project Goal: Increase access to South Monroe Parking for customers to businesses located in storefronts on West Madison Street.

Project History & Overview: In response to complaints by business about a lack of available parking downtown to accommodate customer demand, a parking study was conducted in 2011. This study determined that a parking shortage did exist during certain hours on the East block of Madison Street. A potential future shortfall was identified for the west block of Madison Street if vacant structures (former Napa and Courier Building) were filled by uses with high customer demand (i.e. restaurant). Several sites were identified as potential solutions to provide increased parking or access to parking in various areas of downtown, including 120 W Madison Street, which was identified as a potential solution for the West Madison block if future uses created parking constraints.

Cost: The structure currently located at 120 W Madison Street was donated to the City by its former owner. The estimated cost to demolish the existing structure and create a pedestrian friendly walkway

to South Monroe parking is \$68,000. Demolition is estimated at \$15,000. To date, \$2,000 has been spent on estimates and activities associated with the acquisition of this property.

Funding Sources: No additional funding sources or partnerships have been identified beyond the initial property donation.

Results/Anticipated Results: Businesses located on West Madison Street would have more direct and visible access to existing parking.

### **E Madison Trailhead**

Project Goal: To remove a blighted and structurally unsound property from downtown, provide additional parking where warranted by existing customer demand patterns, and to provide opportunities for increased access to and awareness of Firemen's Park and the Mauneshia River.

Project History & Overview: In response to business complaints about a lack of parking downtown, a study was conducted in 2011 which identified a parking shortage during specific hours for the East Madison Block. This shortage was partially addressed through the addition of handicapped and limited duration spaces at key locations on the block.

Cost: The purchase price for the property was \$35,000 with \$6,750 contributed by the Wisconsin Department of Natural Resources. The estimated cost of additional grading and paving of the lot, including the installation of street furniture, signage and a boat launch is yet to be determined. Creation of a formal trail would likely require installation of a costly boardwalk, while a lower cost alternative could consist of a mowed path connecting the lot/trailhead with existing trail networks in Firemen's Park.

Funding Sources: A DNR grant funded the initial purchase of the property. A second grant may be available to fund paving and trail creation if easements can be negotiated with the two adjacent property owners.

Results/Anticipated Results: An additional highly visible lot would be available to employees and business customers in a heavily trafficked area of downtown with identified parking shortages. Additionally, boating access to the Mauneshia could be provided at a more user-friendly location, with the potential for trail connections and identity signage for Waterloo park facilities in downtown.

### **Schultz Street Green Space**

Project Goal: To increase utilization of a new City park space adjacent to downtown.

Project History & Overview: The City received a grant from the Economic Development Administration (EDA) following the 2008 floods. This grant funded demolition of properties located in the floodplain, creating a riverfront park space at Schultz Street. The park space is largely invisible from the street, and has received little attention. Some discussion of potential uses including a community garden has been introduced, but no decisions have been made.

Cost: No formal cost estimates have been developed as there has been no consensus on future use of the space. Any future use would need to be largely passive to adhere to EDA requirements, and therefore would likely have limited capital costs.

Funding Sources: None identified.

Results/Anticipated Results: Meet existing or future need for park or green space amenities in the City.

### **Gauthier All-In-One**

**Project Goal:** To ensure that properties within the City are contributing to the overall City economy, provide commercial spaces which match the needs of current and prospective City businesses and to remove blight.

**Project History & Overview:** The owner of these properties recently died and the status of the estate is unknown. A majority of these properties are vacant, and none have received investment in maintenance or upgrades in several decades. Several properties are located in key areas of the communities, and have significant economic potential. The landlord has expressed an interest to sell off assets in Waterloo, but has been unwilling to enter into aggressive transactions on individual buildings because remaining assets would require ongoing payment and attention. It was determined that an overall exit strategy would be more attractive to the owner, and create the potential for the properties to transition to economically beneficial uses. A proposal has been made to the landlord which would provide the City with a fixed purchase price option (based on a percentage of assessed value) with a lengthy option period (proposed as 18 months). During this period, the City could negotiate with businesses, funding partners and investors and seek to line up future owners for each of the properties.

Properties in the portfolio include:

- 18-acre Manufacturing Site (facility needs to be demolished) at 333 Portland Road
- Community building at 123 S Monroe
- Storefront at 115 N Monroe
- 4-Unit Apartment at 173 N Monroe

**Cost:** The current assessed value of the portfolio is \$620,900. However, several properties are assessed at significantly above market value and several will need investment to be restored to a level to accommodate new uses. These costs are estimated to be around \$400,000, with multiple grant funding opportunities and an ultimate purchase by private investors bringing jobs and investment to the community.

**Funding Sources:** The varied nature of properties included in the portfolio present opportunities for funding from a multiple sources including Brownfield Grants, TIF funds, Historic Preservation Credits, USDA or HUD multifamily enhancement grants, WEDC Idle Industrial Site Grants and private investment.

**Results/Anticipated Results:** The project assumes that all of the properties could be transitioned back into economically viable use within 24-36 months from an accepted option by the landlord.