



136 North Monroe Street  
Waterloo, WI 53594  
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[www.waterloowi.us](http://www.waterloowi.us)

## A MEETING OF THE WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - AGENDA

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

Date: March 21, 2023  
Time: 6:00 p.m.  
Location: Municipal Building, 136 North Monroe Street (via remote phone conference for participants and public)

Join the Meeting:  
No Zoom

- 1) CALL TO ORDER, PLEDGE OF ALLEGIANCE & ROLL CALL
- 2) MEETING MINUTES APPROVAL: January 17, 2023
- 3) UPDATES & REPORTS
  - a) Non-Metro Connections Update
  - b) Financial Reports Tax Incremental Finance Districts 2, 3 & 4, and Fund 600
  - c) Blight Blue and White List
  - d) Business Association Liaison Report, (contact undetermined)
  - e) School District Liaison (contact undetermined)
- 4) OLD BUSINESS
- 5) NEW BUSINESS
  - a) Waterloo Business Association rental of Maunesha Business Center
  - b) Fran Gartner pop-up rental of Manuesha Business Center
  - c) Downtown Development Plan Review
  - d) Offer to Purchase One Acre 333 Portland Road by RTG Enterprise LLC
  - e) Recommendation from Council to review Façade grant approval procedure
- 6) CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
  - a) Annual Calendar
- 7) ADJOURNMENT

Jeanne Ritter, Clerk/Deputy Treasurer

**Community Development Authority:** Soter, Petts, C. Kuhl, A. Kuhl, Hudson, O'Connell, Sharpe and School District Superintendent Brian Henning as non-voting School District liaison  
Posted, Mailed and E-mailed: 03/15/2023

Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may attend 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.

**WATERLOO COMMUNITY DEVELOPMENT AUTHORITY -- MEETING MINUTES: January 17, 2023**

Digital audio files are archived with these written minutes additionally serving as the official record.

1. PLEDGE OF ALLEGIANCE, ROLL CALL AND CALL TO ORDER. CDA Chair O'Connell called the meeting to order at 6:00 p.m. Members present: C. Kuhl, Soter, O'Connell and Petts. Remote: none Absent: Sharpe, Woods, Soter and the non-voting member from School District and Business Association. Others in Attendance or remote: Everett Butzine and Clerk Ritter.
2. MEETING MINUTES APPROVAL: November 15, 2022. MOTION: [Petts/Soter] to approve the minutes as listed and presented. VOICE VOTE: Motion carried.
3. UPDATES & REPORTS.
  - a. Non-Metro Connections update Year in Review
  - b. Clerk/Treasurer Report. none
  - c. Financial Reports Tax Incremental Finance Districts 2, 3 & 4, and Fund 600. Not included will include next month.
  - d. Blight Blue & White List recently updated by C. Yerges and Police Chief
  - e. Business Association Liaison Report. none
  - f. School District Liaison. none
4. OLD BUSINESS
  - a. Façade Grant – Committee approved changes Motion to send to Council. [A.Kuhl/Petts] VOICE VOTE: Motion carried.
5. NEW BUSINESS
  - a. Waterloo Business Association rental of Mauneshia Business Center. No action.
  - b. Recommendation to City Council of Vibrant Spaces Grant. Motion to recommend to City Council [C. Kuhl/A.Kuhl] VOICE VOTE: Motion carried.
  - c. RTG interest in one acre surrounding 347 Portland Rd. Due to freeze on parcel unable to discuss until March 2, 2023.
6. CITIZEN INPUT, FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
7. ADJOURNMENT. MOTION: [C. Kuhl/Petts] VOICE VOTE: Motion carried. Time: 7:00 pm.

Attest:

Jeanne Ritter  
Clerk/Deputy Treasurer



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[info@non-mc.com](mailto:info@non-mc.com)

329 W 3<sup>rd</sup> St., Fox Lake, WI 53933

920-203-3859

March 14, 2023

Community Development Authority  
136 North Monroe St.  
Waterloo, WI 53594

**RE: March Update**

CDA Board,

I have partook in many key meetings and work over the past month, including:

- Jefferson County Economic Development Consortium
  - Monthly JCEDC Board meeting → Vice Chair
  - ThriveED Executive Committee
  - Interview panel member for Community Development Director position
- 333 Portland Rd.
- Old Perry Site
- Dempsey Property
- Developer contacts
- Downtown Master Plan

Please let me know if there are any additional areas of focus you would like me to start on.

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Everett Butzine  
Owner/Managing Member  
Non-Metro Connections

# CITY OF WATERLOO

BALANCE SHEET  
FEBRUARY 28, 2023

## 410-TIF DISTRICT 1 FUND

### ASSETS

410-11100	TREASURER'S CASH	.24	
	TOTAL ASSETS		<u>.24</u>

### LIABILITIES AND EQUITY

#### FUND EQUITY

410-34300	FUND BALANCE	.24	
	TOTAL FUND EQUITY		<u>.24</u>
	TOTAL LIABILITIES AND EQUITY		<u>.24</u>

# CITY OF WATERLOO

BALANCE SHEET  
FEBRUARY 28, 2023

## 412-TIF DISTRICT 2 FUND

### ASSETS

412-11100	TREASURER'S CASH	554,810.74	
412-15800	DUE FROM AGENCY FUND TAXES	( 36,104.16)	
	TOTAL ASSETS		<u>518,706.58</u>

### LIABILITIES AND EQUITY

#### LIABILITIES

412-26100	DEFERRED REVENUE	( 36,104.04)	
	TOTAL LIABILITIES		( 36,104.04)

#### FUND EQUITY

412-34300	FUND BALANCE	544,175.56	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	10,635.06	
	TOTAL FUND EQUITY		<u>554,810.62</u>
	TOTAL LIABILITIES AND EQUITY		<u>518,706.58</u>

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2023

**FUND 412 - TIF DISTRICT 2 FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TIF DISTRICT 2 FUND</u>					
412-41-4111-000 TAX INCREMENTS	36,104.16	36,104.16	49,955.00	13,850.84	72.3
TOTAL TIF DISTRICT 2 FUND	36,104.16	36,104.16	49,955.00	13,850.84	72.3
<u>INTERGOVERNMENTAL REVENUE</u>					
412-43-4364-000 STATE AID EXEMPT COMPUTERS	.00	.00	783.00	783.00	.0
412-43-4366-000 STATE AID PERSONAL PROPERTY	.00	.00	2,036.19	2,036.19	.0
TOTAL INTERGOVERNMENTAL REVENUE	.00	.00	2,819.19	2,819.19	.0
<u>MISCELLANEOUS REVENUES</u>					
412-48-4800-000 MISC REVENUES	.00	.00	101,000.00	101,000.00	.0
TOTAL MISCELLANEOUS REVENUES	.00	.00	101,000.00	101,000.00	.0
TOTAL FUND REVENUE	36,104.16	36,104.16	153,774.19	117,670.03	23.5

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2023

**FUND 412 - TIF DISTRICT 2 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>						
412-51-5112-320	LEGIS SUPPORT PR & PUB	.00	.00	100.00	100.00	.0
412-51-5112-325	LEGIS SUPPORT ANNUAL DOR FEE	.00	.00	150.00	150.00	.0
	<b>TOTAL LEGISLATIVE SUPPORT</b>	<b>.00</b>	<b>.00</b>	<b>250.00</b>	<b>250.00</b>	<b>.0</b>
<u>ATTORNEY</u>						
412-51-5130-211	ATTORNEY ATTORNEY FEES	.00	.00	1,500.00	1,500.00	.0
	<b>TOTAL ATTORNEY</b>	<b>.00</b>	<b>.00</b>	<b>1,500.00</b>	<b>1,500.00</b>	<b>.0</b>
<u>CLERK - WAGES</u>						
412-51-5142-110	CLERK SALARY/CLERK	.00	.00	12,750.00	12,750.00	.0
	<b>TOTAL CLERK - WAGES</b>	<b>.00</b>	<b>.00</b>	<b>12,750.00</b>	<b>12,750.00</b>	<b>.0</b>
<u>SPECIAL ACCTG AND AUDITING</u>						
412-51-5151-214	SPEC ACCTG & AUD PROF FEES	.00	.00	3,400.00	3,400.00	.0
	<b>TOTAL SPECIAL ACCTG AND AUDITING</b>	<b>.00</b>	<b>.00</b>	<b>3,400.00</b>	<b>3,400.00</b>	<b>.0</b>
<u>ENGINEERING AND ADMINISTRATION</u>						
412-53-5310-215	ENG & ADMIN PROF FEES	17,967.65	25,425.30	31,060.00	5,634.70	81.9
412-53-5310-380	TID 2 COMPUTER SUPPLY/MAINT	21.90	43.80	303.00	259.20	14.5
	<b>TOTAL ENGINEERING AND ADMINISTRATION</b>	<b>17,989.55</b>	<b>25,469.10</b>	<b>31,363.00</b>	<b>5,893.90</b>	<b>81.2</b>
	<b>TOTAL FUND EXPENDITURES</b>	<b>17,989.55</b>	<b>25,469.10</b>	<b>49,263.00</b>	<b>23,793.90</b>	<b>51.7</b>
	<b>NET REVENUE OVER(UNDER) EXPENDITURES</b>	<b>18,114.61</b>	<b>10,635.06</b>	<b>104,511.19</b>		

# CITY OF WATERLOO

BALANCE SHEET  
FEBRUARY 28, 2023

## 413-TIF DISTRICT 3 FUND

### ASSETS

413-11100	TREASURER'S CASH	120,594.87	
413-15800	DUE FROM AGENCY FUND TAXES	( 52,149.57)	
	TOTAL ASSETS		<u>68,445.30</u>

### LIABILITIES AND EQUITY

#### LIABILITIES

413-26100	DEFERRED REVENUE	( 52,149.69)	
	TOTAL LIABILITIES		( 52,149.69)

#### FUND EQUITY

413-34300	FUND BALANCE	68,445.42	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	52,149.57	
	TOTAL FUND EQUITY		<u>120,594.99</u>
	TOTAL LIABILITIES AND EQUITY		<u>68,445.30</u>

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2023

**FUND 413 - TIF DISTRICT 3 FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TAXES</u>					
413-41-4111-000 TAX INCREMENTS	52,149.57	52,149.57	72,156.00	20,006.43	72.3
TOTAL TAXES	52,149.57	52,149.57	72,156.00	20,006.43	72.3
<u>INTERGOVERNMENTAL REVENUE</u>					
413-43-4364-000 STATE AID EXEMPT COMPUTERS	.00	.00	320.00	320.00	.0
413-43-4365-000 STATE AID PERSONAL PROPERTY	.00	.00	221.00	221.00	.0
TOTAL INTERGOVERNMENTAL REVENUE	.00	.00	541.00	541.00	.0
<u>MISCELLANEOUS REVENUES</u>					
413-48-4800-000 MISC REVENUES	.00	.00	25,000.00	25,000.00	.0
TOTAL MISCELLANEOUS REVENUES	.00	.00	25,000.00	25,000.00	.0
TOTAL FUND REVENUE	52,149.57	52,149.57	97,697.00	45,547.43	53.4

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2023

**FUND 413 - TIF DISTRICT 3 FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>					
413-51-5112-325 LEGIS SUPPORT ANNUAL DOR FEE	.00	.00	150.00	150.00	.0
TOTAL LEGISLATIVE SUPPORT	.00	.00	150.00	150.00	.0
<u>SPECIAL ACCTG AND AUDITING</u>					
413-51-5151-214 SPEC ACCTG & AUD PROF FEES	.00	.00	3,400.00	3,400.00	.0
TOTAL SPECIAL ACCTG AND AUDITING	.00	.00	3,400.00	3,400.00	.0
<u>ENGINEERING AND ADMINISTRATION</u>					
413-53-5310-215 ENG & ADMIN PROF FEES	.00	.00	1,000.00	1,000.00	.0
TOTAL ENGINEERING AND ADMINISTRATION	.00	.00	1,000.00	1,000.00	.0
<u>TRANSFER TO DEBT SERVICE</u>					
413-59-5929-000 TRANSFER TO DEBT SERVICE	.00	.00	110,552.50	110,552.50	.0
TOTAL TRANSFER TO DEBT SERVICE	.00	.00	110,552.50	110,552.50	.0
TOTAL FUND EXPENDITURES	.00	.00	115,102.50	115,102.50	.0
NET REVENUE OVER(UNDER) EXPENDITURES	52,149.57	52,149.57	( 17,405.50)		

# CITY OF WATERLOO

BALANCE SHEET  
FEBRUARY 28, 2023

## 414-TIF DISTRICT 4 FUND

### ASSETS

414-11100	TREASURER'S CASH	103,861.24	
414-15800	DUE FROM AGENCY FUND TAXES	( 36,235.70)	
	TOTAL ASSETS		<u>67,625.54</u>

### LIABILITIES AND EQUITY

#### LIABILITIES

414-26100	DEFERRED REVENUE	( 36,235.70)	
	TOTAL LIABILITIES		( 36,235.70)

#### FUND EQUITY

414-34300	FUND BALANCE	76,292.22	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	<u>27,569.02</u>	
	TOTAL FUND EQUITY		<u>103,861.24</u>
	TOTAL LIABILITIES AND EQUITY		<u>67,625.54</u>

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2023

**FUND 414 - TIF DISTRICT 4 FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>TIF DISTRICT 4 FUND</u>					
414-41-4111-000 TAX INCREMENTS	36,235.70	36,235.70	50,137.00	13,901.30	72.3
TOTAL TIF DISTRICT 4 FUND	36,235.70	36,235.70	50,137.00	13,901.30	72.3
<u>INTERGOVERNMENTAL REVENUE</u>					
414-43-4364-000 STATE AID COMPUTERS	.00	.00	239.00	239.00	.0
414-43-4365-000 STATE AID PERSONAL PROPERTY	.00	.00	683.00	683.00	.0
TOTAL INTERGOVERNMENTAL REVENUE	.00	.00	922.00	922.00	.0
TOTAL FUND REVENUE	36,235.70	36,235.70	51,059.00	14,823.30	71.0

**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2023

**FUND 414 - TIF DISTRICT 4 FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>LEGISLATIVE SUPPORT</u>						
414-51-5112-325	LEGIS SUPPORT ANNUAL DOR FEE	.00	.00	150.00	150.00	.0
	TOTAL LEGISLATIVE SUPPORT	.00	.00	150.00	150.00	.0
<u>SPECIAL ACCTG AND AUDITING</u>						
414-51-5151-214	SPEC ACCTG & AUD PROF FEES	.00	.00	3,400.00	3,400.00	.0
	TOTAL SPECIAL ACCTG AND AUDITING	.00	.00	3,400.00	3,400.00	.0
<u>ENGINEERING AND ADMINISTRATION</u>						
414-53-5310-215	ENG & ADMIN PROF FEES	4,333.34	8,666.68	26,000.00	17,333.32	33.3
	TOTAL ENGINEERING AND ADMINISTRATION	4,333.34	8,666.68	26,000.00	17,333.32	33.3
	TOTAL FUND EXPENDITURES	4,333.34	8,666.68	29,550.00	20,883.32	29.3
	NET REVENUE OVER(UNDER) EXPENDITURES	31,902.36	27,569.02	21,509.00		

# CITY OF WATERLOO

BALANCE SHEET  
FEBRUARY 28, 2023

## 600-COMMUNITY DEVELOP AUTHORITY

### ASSETS

600-11100	TREASURER'S CASH	41,808.38	
600-15800	DUE FROM AGENCY FUND TAXES	( 1,532.20)	
	TOTAL ASSETS		<u>40,276.18</u>

### LIABILITIES AND EQUITY

#### LIABILITIES

600-26100	DEFERRED REVENUE	( 6,182.20)	
	TOTAL LIABILITIES		( 6,182.20)

#### FUND EQUITY

600-34300	FUND BALANCE	19,765.57	
600-34310	PROFESSIONAL SVCS CARRYOVER	25,000.00	
	REVENUE OVER(UNDER) EXPENDITURES - YTD	1,692.81	
	TOTAL FUND EQUITY		<u>46,458.38</u>
	TOTAL LIABILITIES AND EQUITY		<u>40,276.18</u>

**CITY OF WATERLOO**  
 DETAIL REVENUES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2023  
**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	OVER(UNDER)	% OF
<u>TAXES</u>					
600-41-4111-000 LOCAL TAX-GENERAL FUND	1,532.20	1,532.20	2,120.00	( 587.80)	72.3
TOTAL TAXES	1,532.20	1,532.20	2,120.00	( 587.80)	72.3
<u>PUBLIC CHARGES FOR SERVICE</u>					
600-46-4674-000 MBC BUILDING RENTAL	600.00	600.00	2,400.00	( 1,800.00)	25.0
TOTAL PUBLIC CHARGES FOR SERVICE	600.00	600.00	2,400.00	( 1,800.00)	25.0
TOTAL FUND REVENUE	2,132.20	2,132.20	4,520.00	( 2,387.80)	47.2

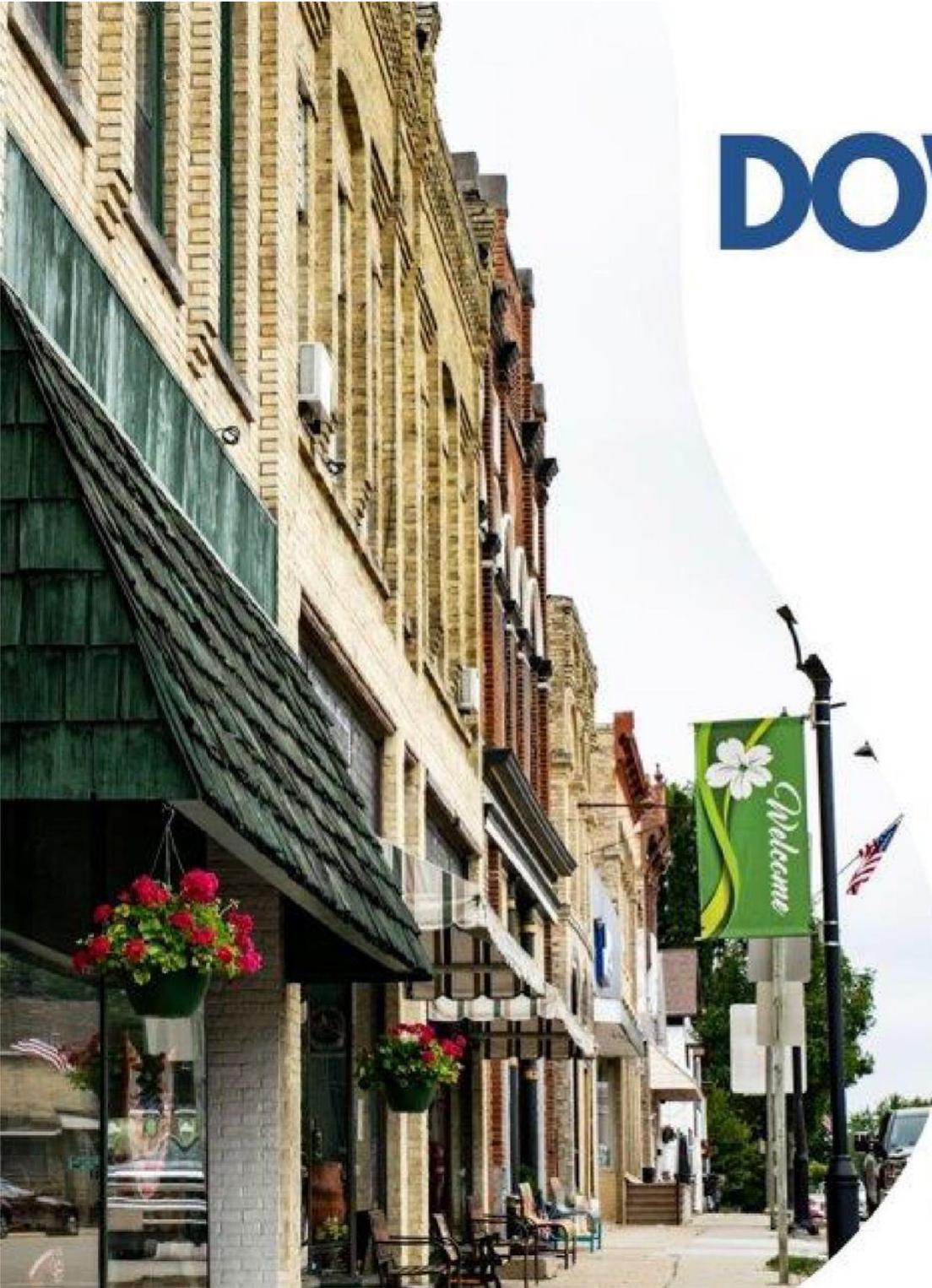
**CITY OF WATERLOO**  
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET  
 FOR THE 2 MONTHS ENDING FEBRUARY 28, 2023  
**FUND 600 - COMMUNITY DEVELOP AUTHORITY**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNDER(OVER)	% OF
<u>SPECIAL ACCTG COSTS</u>					
600-51-5151-399 SPECIAL ACCTNG COSTS - MISC	.00	.00	300.00	300.00	.0
TOTAL SPECIAL ACCTG COSTS	.00	.00	300.00	300.00	.0
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-221 MAUNESHA BUSINESS ELECTRIC	40.07	40.07	1,000.00	959.93	4.0
600-51-5162-222 MAUNESHA BUSINESS HEAT	187.57	187.57	1,060.00	872.43	17.7
600-51-5162-223 MAUNESHA BUSINESS WATER/SEWER	59.50	59.50	1,250.00	1,190.50	4.8
600-51-5162-290 MAUNESHA BUSINESS CLEAN CONTRA	55.00	95.00	660.00	565.00	14.4
600-51-5162-351 MAUNESHA BUSINESS REPAIRS/MAIN	.00	57.25	250.00	192.75	22.9
TOTAL MAUNESHA BUSINESS CENTER	342.14	439.39	4,220.00	3,780.61	10.4
TOTAL FUND EXPENDITURES	342.14	439.39	4,520.00	4,080.61	9.7
NET REVENUE OVER(UNDER) EXPENDITURES	1,790.06	1,692.81	.00		

## ALL DEPARTMENT BLIGHT LIST

Street	Property #	Open Date	Owner of Property	Who Complained/follow up with	Desired Outcome	Link to Ordinance	Notes	Action	Who is following up	NMC Time spent
Adam St	380	12.01.2022/03.02.2023	Jeanette Petts	DPW/PD			Junks & Unregistered Vehicles	Verbal warning	PD	0
Beech Rd	126	03.02.2023	Jennifer Kick	DPW/PD			Tree		DPW	0
Bradford Drive	420	03.02.2023	James Kuhlow	DPW/PD			Trees		DPW	0
Chestnut St	1302	03.02.2023	Alfonso Chairez	DPW/PD			Vehicle		PD	0
Cleveland	527	03.02.2023	Robert Gingles	DPW/PD			Vehicle		PD	0
Crestview	565	2.15.2023/03.02.2023	565 Crestview LLC	Mayor/DPW/PD			Junk		PD	0
Edison St	443	03.02.2023	Robert Wollin	DPW/PD			Vehicle		PD	0
E Madison St	130	03.02.2023	Mark Hurley	DPW/PD			Structure damage		SB	0
E Madison St	466	1.12.2023/03.02.2023	Theodore Stenberg	DPW/PD			Building		SB	0
E Madison St	506	03.02.2023	Steven Brey	DPW/PD			Vehicle		PD	0
E Madison St	1109	03.02.2023	Cass Gilbertson	DPW/PD			Tree		DPW	0
Harrison	505	03.02.2023	Bryan Rowin	DPW/PD			Vehicle		PD	0
Herron Court	735	03.02.2023	Jason Meyer	DPW/PD			Trailer		PD	0
Herron Drive	815	03.02.2023	Dan Smith	DPW/PD			Car/boat		PD	0
Herron Drive	915	1.12.2023/03.02.2023	Pascal Assine	DPW/PD			Boat & car		PD	0
Hiawatha	840	03.02.2023	Andrea Lendborg	DPW/PD			Trees		DPW	0
Indian Hills	403	03.02.2023	Ronald Klug	DPW/PD			Trailer		PD	0
Indian Hills	605	03.02.2023	Matthew Rennebohm	DPW/PD			Trailer		PD	0
Jackson	595	1.12.2023/03.02.2023	Shyla Davis	DPW/PD			Tree		DPW	0
Jefferson	144	1.12.2023/03.02.2023	Patricia Schickert	DPW/PD			Junk/Tree		PD	0
Knowlton St	334	1.12.2023/03.02.2023	Bradley Bauer	DPW/PD			House Repair		SB	0
Knowlton St	530	03.02.2023	Bryon Bergeron	DPW/PD			Junk		PD	0
Lum	920	1.12.2023/03.02.2023	Kenneth Frandle	DPW/PD			Junk		PD	0
Lum	1085	03.02.2023	Susan Hein	DPW/PD			Building Permit		SB	0
Mill St	140	03.02.2023	John Iwanski	DPW/PD			Vehicle		PD	0
Mill St	173	1.12.2023/03.02.2023	Debra Hottinger	DPW/PD			Vehicle		PD	0
Mill St	257	1.12.2023/03.02.2023	Juan Nava	DPW/PD			Brush		DPW	0
N Monroe	508	1.12.2023/03.02.2023	508 N Monroe LLC	DPW/PD			Junk		PD	0
N Monroe	608	03.02.2023	Chad Chadwick	DPW/PD			Trailer		PD	0
Oak	1332	03.02.2023	Lorna Bredehorn	DPW/PD			Trailer/vehicle		PD	0
Pierce	451	03.02.2023	Paul Marty	DPW/PD			Vehicles		PD	0
Portland Rd	208	1.12.2023/03.02.2023	Gordon Yelk	DPW/PD			Junk		PD	0
Portland Rd	230	1.12.2023/03.02.2023	James Steindorf	DPW/PD			Junk		PD	0
Van Buren	201	03.02.2023	Brian Braunschweig	DPW/PD			Vehicle		PD	0
W Madison St	662	1.12.2023/03.02.2023	Chad Decaluwe	DPW/PD			Junk		PD	0
W Madison St	213	1.12.2023	Bill Hart	DPW/PD			Junk	Certified Letter sent by PD on 1/11/2023	PD	
Washington	164	03.02.2023	Daniel Sokolowski	DPW/PD			Tree		DPW	0
Washington	306	1.12.2023/03.02.2023	Jeffrey Grotjahn	DPW/PD			Building		PD	0
Washington	516	1.12.2023/03.02.2023	James Marshall	DPW/PD			Junk		PD	0

Maunsha Business Center Schedule						
Day	Time	User	User Email	User Phone	Notes	
Monday	6:00 am - 7:30 am	Yoga Class - Eric Cotting				
Tuesday	6:15 pm - 7:45 pm	Yoga Class - Eric Cotting				
Wednesday	6:00 am - 7:30 am	Yoga Class - Eric Cotting				
	5:00 pm - 6:00 pm	WBA - Sam Hensler			Last Wednesday of the Month	
	6:30 pm - 8 pm	City Band - Deb Battenberg			April - September use only	
Thursday	6:15 pm - 7:45 pm	Yoga Class - Eric Cotting				
Friday	6:00 am - 7:30 am	Yoga Class - Eric Cotting				
Saturday						
Sunday						
**Lisa Hirchert is in her private room occasionally during the week. Weekends, Fridays thru Monday she is there the most.						
**Fran Gartner will be doing pop-up on the following weekends:						
	April 6-8					
	May 11-13					
	July 6-8					
	September 7-9					
	November 9-11					
	December 7-9					



# DOWNTOWN MASTER PLAN

CITY OF WATERLOO

PREPARED BY:

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





# INTRODUCTION



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# ACKNOWLEDGMENTS

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  
O'Connell – CDA Chair



## CONSULTANT TEAM



Enhancing your hometown for the next generation.

NMC is committed to making your community thrive. Keeping our processes efficient, having a clear defined path to success, working human to human, and driven to keep rural communities sustainable for generations through community and economic development services.

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SEH is an employee-owned engineering, architectural, environmental and planning company that helps government, industrial and commercial clients find answers to complex challenges.

[www.sehinc.com](http://www.sehinc.com)

# CONSULTANT TEAM



Everett Butzine  
Owner  
Non-Metro Connections



Brian Depies  
Client Services Manager / Senior Planner  
Short Elliott Hendrickson, Inc.

Brea Grace  
Project Manager / Senior Planner  
Short Elliott Hendrickson, Inc.



Caitlin Blue  
Senior Landscape Architect  
Short Elliott Hendrickson, Inc.



Bryce Hembrook  
Planner  
Short Elliott Hendrickson, Inc.





## 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](mailto:info@non-mc.com) with further question.**

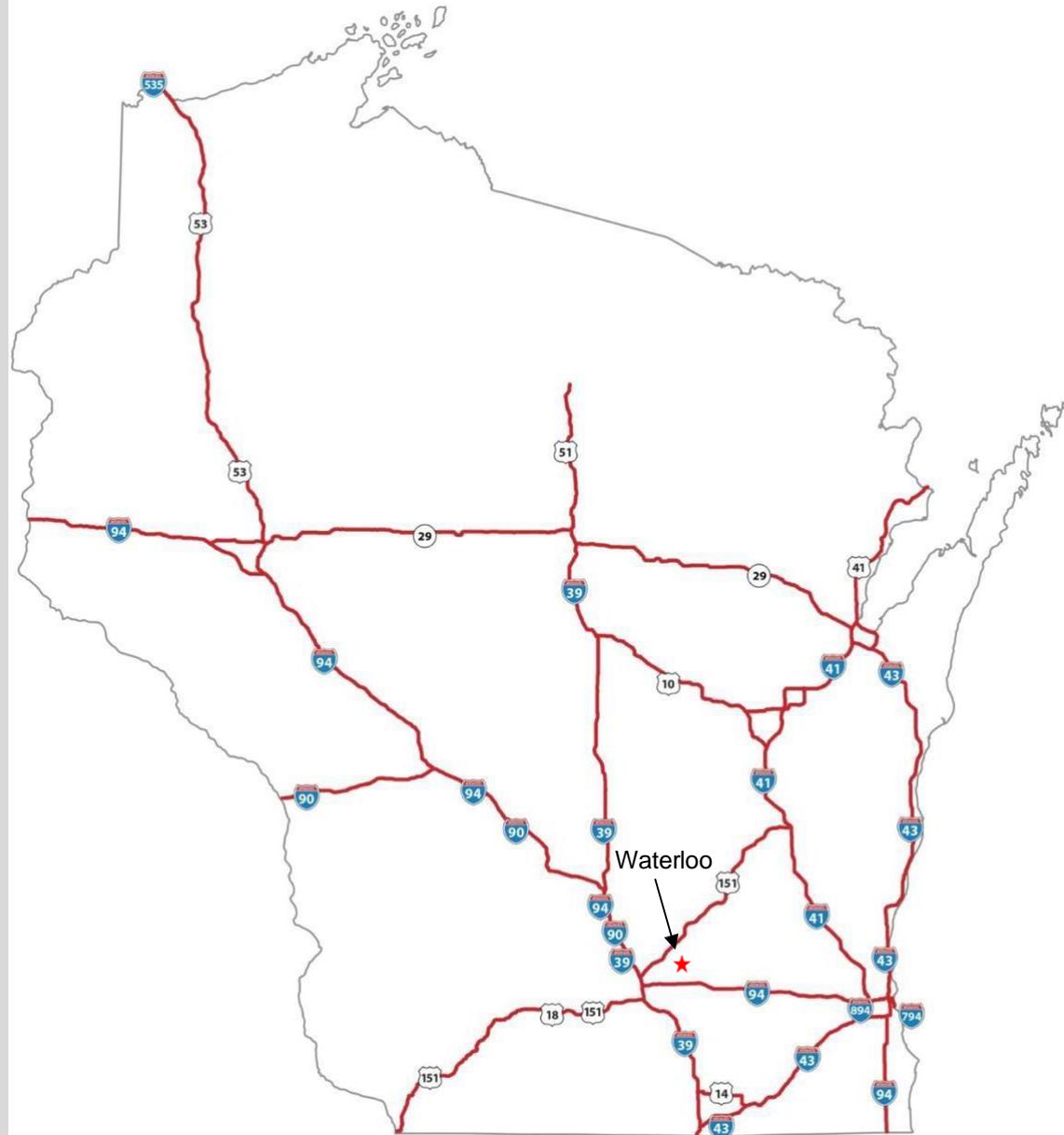


# COMMUNITY OVERVIEW



# 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.

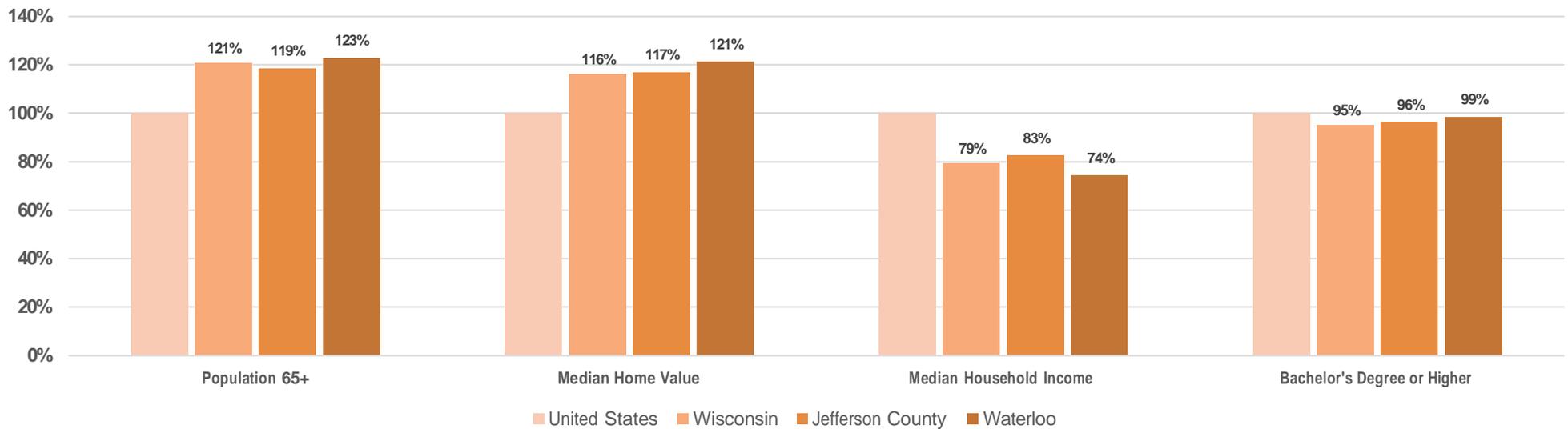




**PROJECT LOCATION MAP**  
 WATERLOO, WISCONSIN

# 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.



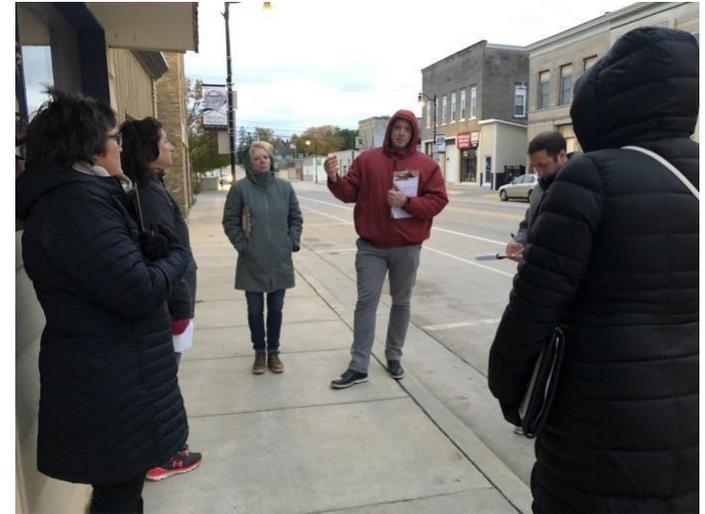
# PUBLIC INPUT



# 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 / Storefront Improvements	●●●●●●●●●●			
Attract Hotels		●●●●	●	●
Riverwalk / Connect Trails	●●●●●●●●			
Tourism - Task Area 1, 2, 3	●●●●●●●●	●		
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	●●●●●●●●			
Marketing of the Downtown	●●●●●●●●			
Reusing old City Hall	●●●●●●		●	●
Enhance S. Murray 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
<b>High Priority</b>	
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

<b>Medium Priority</b>	
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

<b>Low Priority</b>	
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.



# 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.

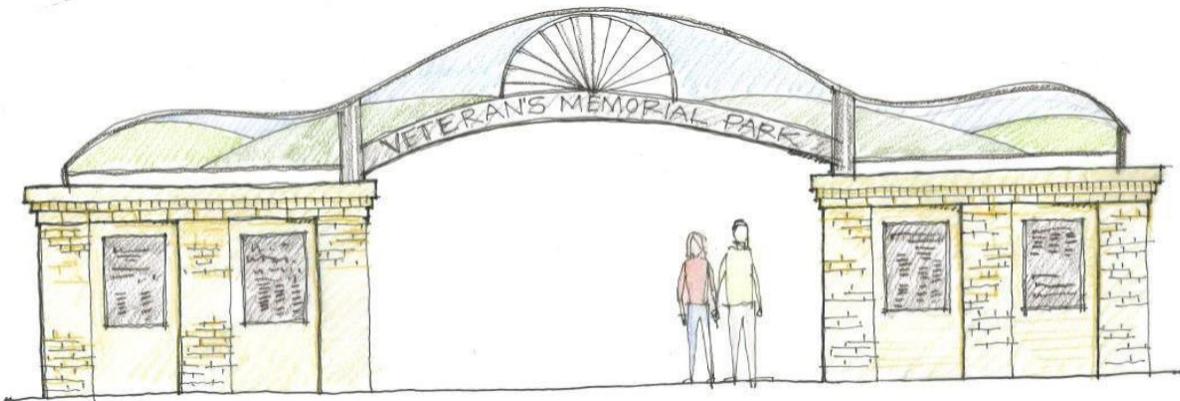
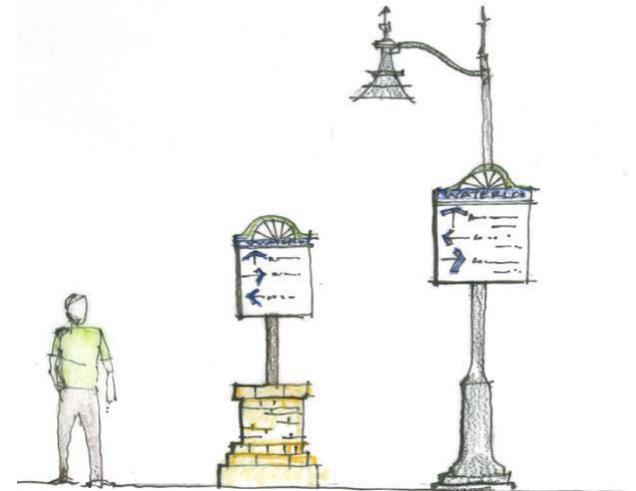
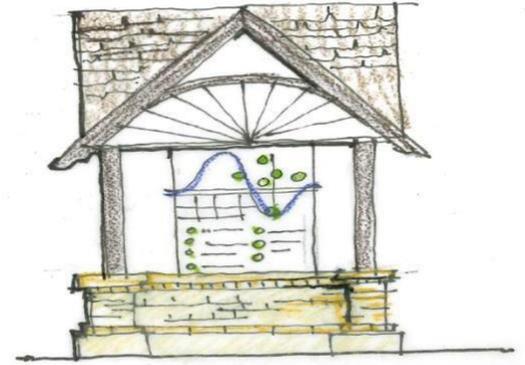
## Cohesive Branding/Marketing

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.

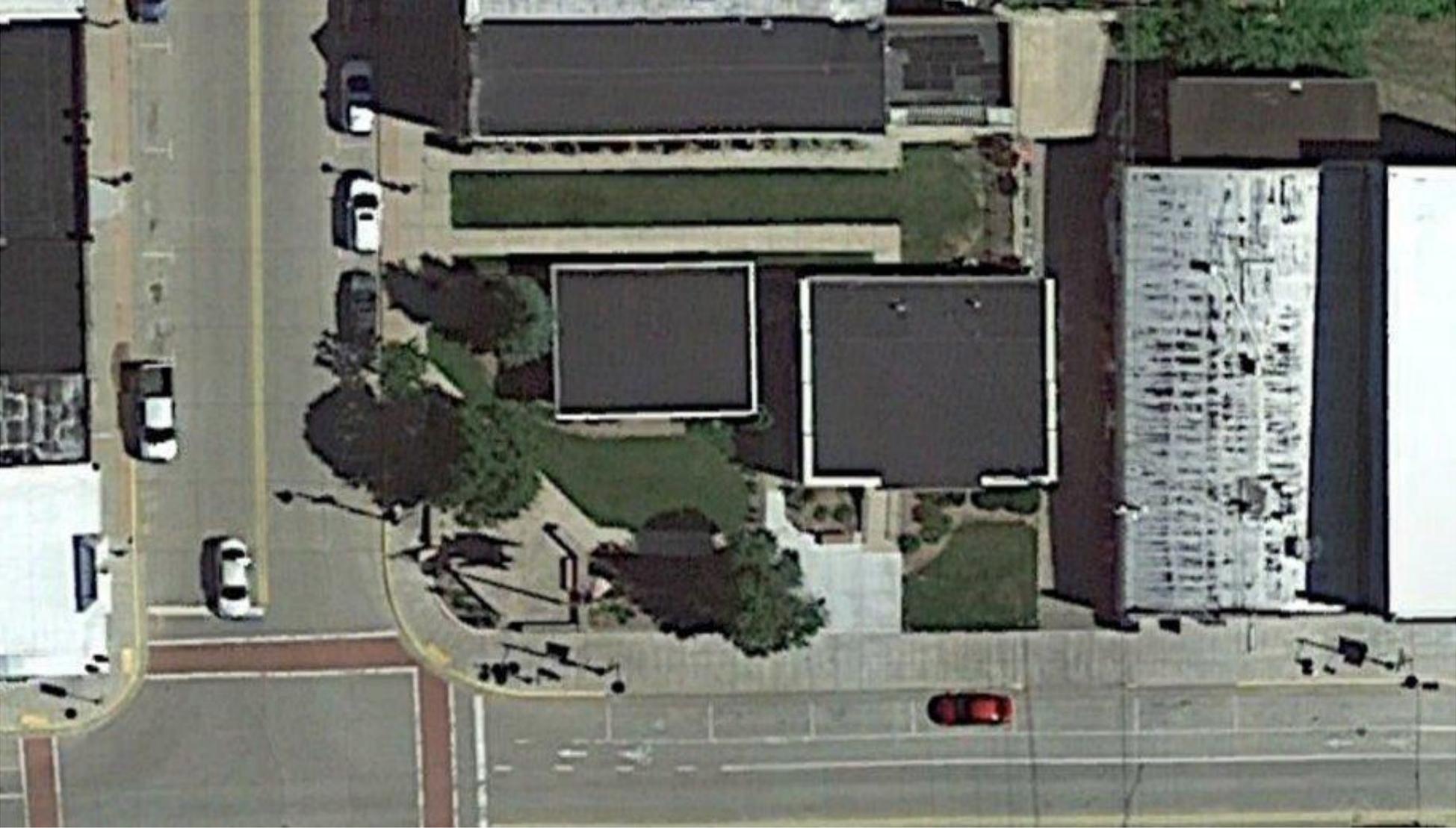
The marketing campaign should promote the Downtown District to both existing residents and potential visitors. A “shop local” campaign could involve many different marketing strategies to reach various community members. It could consist of yard signs, placemat advertisements at restaurants, or participation 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

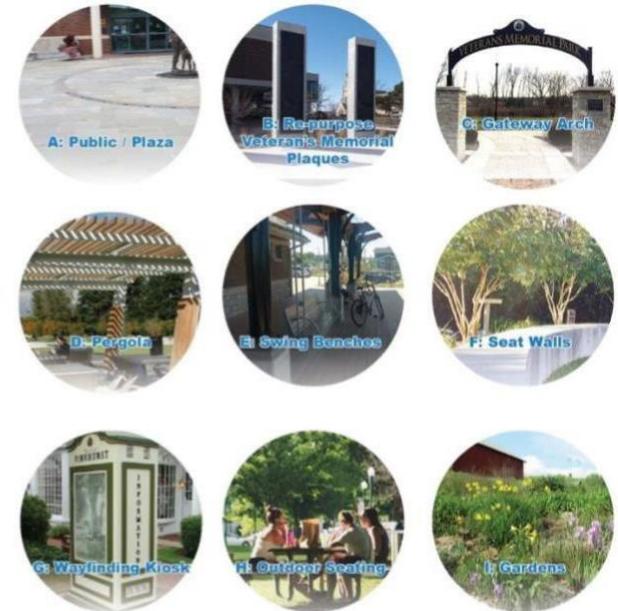
# Veteran's Memorial Park Existing Conditions



# 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

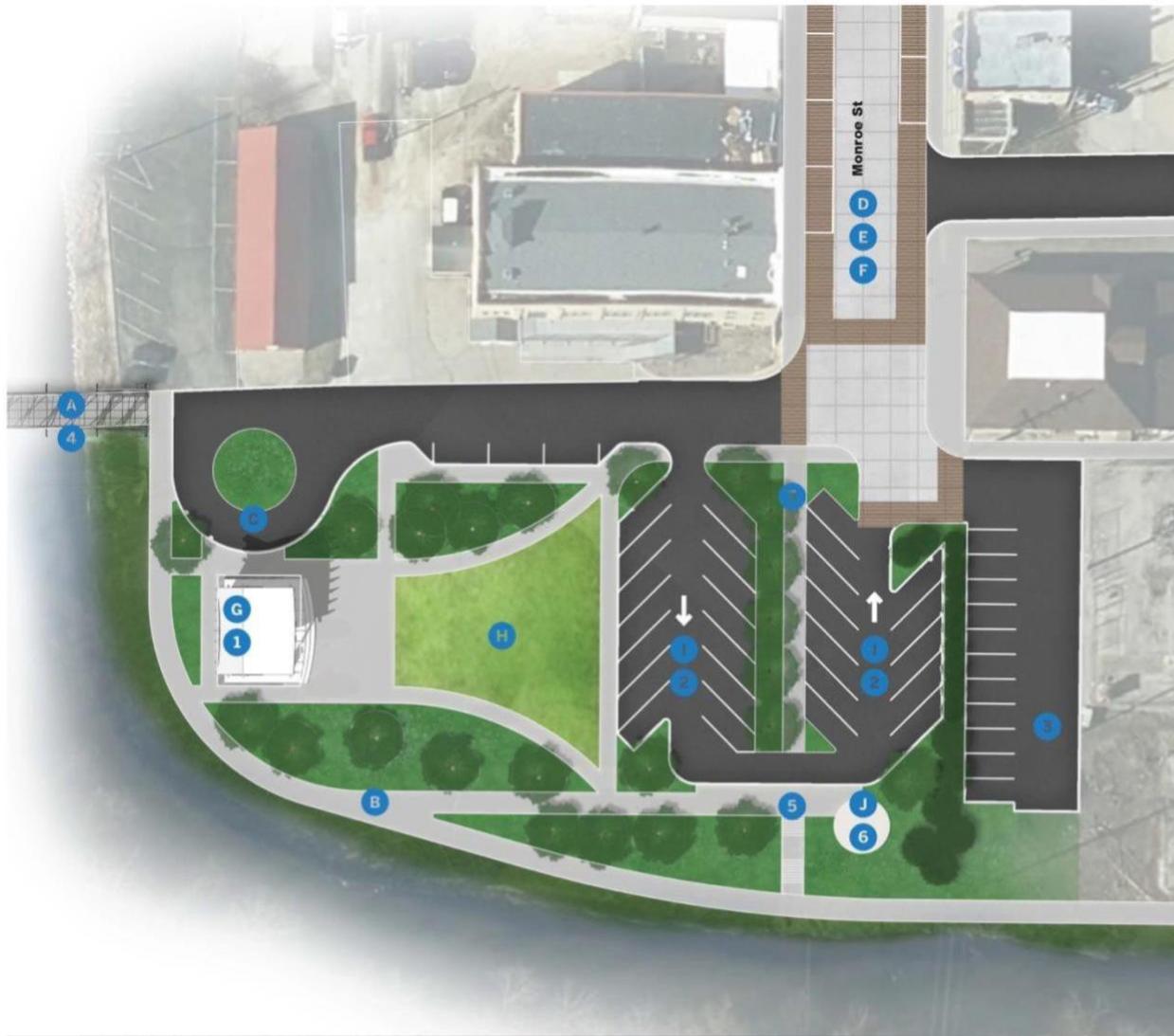


CONCEPT: WATERLOO VISION PLAN | Veteran's Memorial Park | Waterloo, WI  
February 14, 2023

# South Monroe Street and Riverfront Existing Conditions



# South Monroe Street and Riverfront Concept



## Photo Legend



## Legend

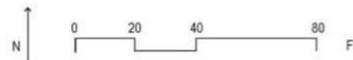


## Additional Notes

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.



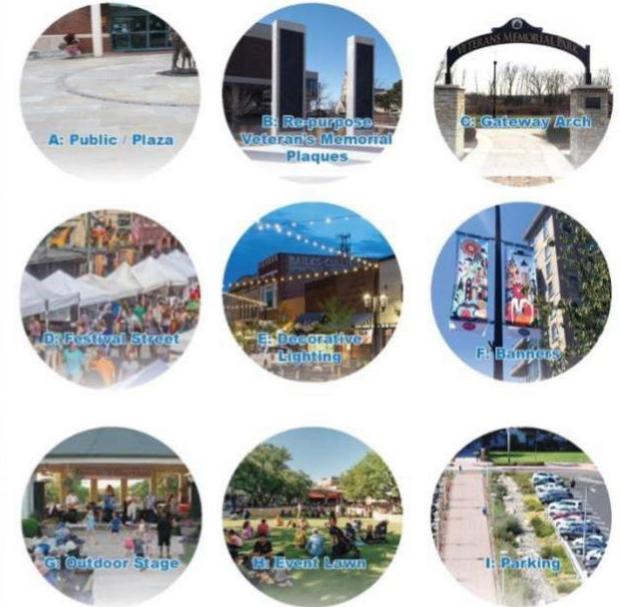
CONCEPT: WATERLOO VISION PLAN | Downtown Festival Street | Waterloo, WI  
February 14, 2023



# Downtown Overall Concept

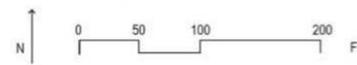


## Photo Legend



## 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.

RTG Enterprise LLC

347 Portland Road.

Waterloo, WI 53594of

01/13/2023

CDA Members

136 N. Monroe St.

Waterloo, WI 53594

Dear CDA members;

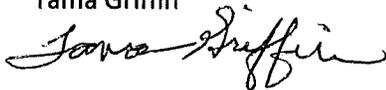
Ron and Tama Griffin owners of RTG Enterprise LLC would to purchase one acre of land outlined in the attachments to have access around the building. Please see area known as 333 Portland Road. We have operated Griffin Repair for 23 years at 347 Portland Road and have operated Life Changing Nutrition at the same address for 9 years. We need to purchase this land to get around the building. The land is for sale at \$6,000.00 an acre. RTG will offer \$6,000.00 for the acre of land to the west and north of our building at 3457 Portland Road.

Sincerely,

Ronald Griffin

A handwritten signature in cursive script that reads "Ronald T. Griffin".

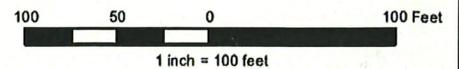
Tama Griffin

A handwritten signature in cursive script that reads "Tama Griffin".

# Griffin & John properties aerial



- |  |                       |  |                     |  |               |
|--|-----------------------|--|---------------------|--|---------------|
|  | Municipal Boundaries  |  | Section Lines       |  | Red: Band_1   |
|  | Property Boundary     |  | Surface Water       |  | Green: Band_2 |
|  | Old Lot/Meander Lines |  | Map Hooks           |  | Blue: Band_3  |
|  | Rail Right of Ways    |  | Tax Parcels         |  |               |
|  | Road Right of Ways    |  | Streams and Ditches |  |               |



Jefferson County Geographic Information System

DISCLAIMER: This map is not a substitute for an actual field survey or onsite investigation. The accuracy of this map is limited to the quality of the records from which it was assembled. Other inherent inaccuracies occur during the compilation process. Jefferson County makes no warranty whatsoever concerning this information.

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 Author: Public User



## **DOWNTOWN FACADE & COMMERCIAL INTERIOR BUILD-OUT GRANT PROGRAMS**

**Revised/Updated March 8, 2017**

**January 19, 2023**

### **SUMMARY**

This is a matching grant program for eligible property improvement projects. Matching grants are available to fund 50% of eligible project costs up to \$5,000 per project. The minimum total project size to be considered for a matching grant is \$1,000 (for a matching award of up to \$500).

## Downtown Facade & Commercial Interior Build-Out Grant Programs

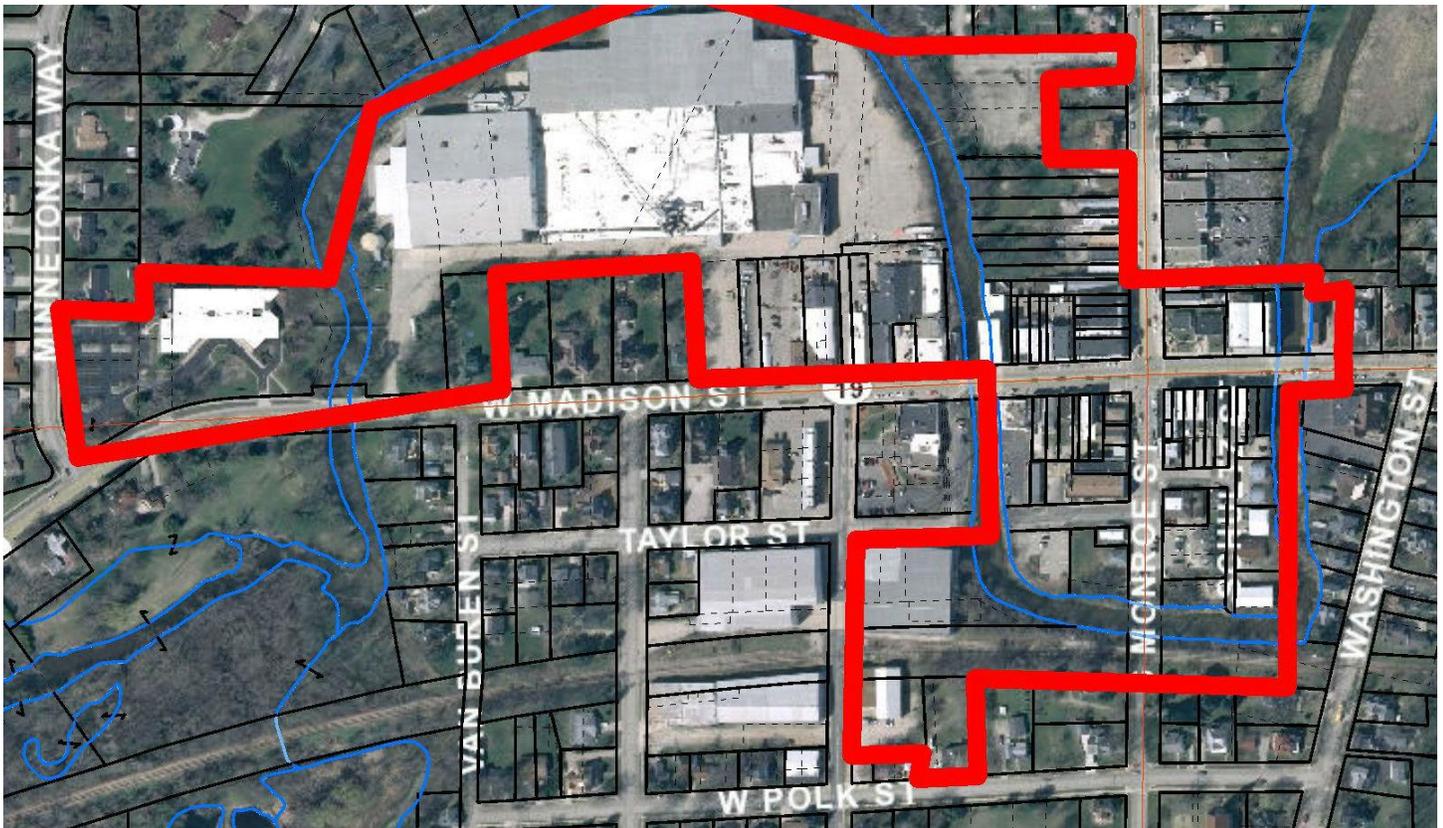
**Eligible Applicants:** Property owners and current tenants located within Tax Increment District #2. Awards may be made no more frequently than every 36 months to an applicant and or and address.

**The Opportunity.** This program offers a matching grant for eligible property improvement projects. Matching grants are available to fund 50% of eligible project costs up to \$5,000 per application. The minimum total project size to be considered for a matching grant is \$1,000 (for up to \$500 match). Total annual municipal award expenditures shall not exceed \$25,000.

**How to Apply.** Applicants are encouraged to discuss the project with City staff prior to submission. Complete and return the application form to the Clerk/Treasurer's office during regular business hours.

**The Program's Future is Not Guaranteed.** The annual municipal budgeting process will determine the lifespan of these programs. Future rounds of funding will be available on an annual basis as funds become available.

**Eligible Project Area.** Parcels located inside the TIF #2 boundaries illustrated on the map.



## General Program Guidelines:

- Applicant must: Apply for funds to be used within the Tax Increment District # 2.
- Applicant must: Be located in a building which, in the determination of the City, contributes to Waterloo's property tax base.
- Projects that have already begun construction or which were completed in the past are not eligible to apply for funds.
- Applicant must: Be current on all mortgage, tax and utility payments, and tenant applicants must be current in lease payments to the property owner. Prospective businesses interested in renting and opening in Waterloo are eligible to apply with approval from landlord and with a signed lease agreement in place (lease may be contingent upon project funding).
- Property owners may apply for both façade and tenant improvement program funds under separate applications and a tenant may apply for improvement funds even if the landlord has also applied for façade improvements. Each project will be judged on its own merits and no preference or penalty will be given for multiple projects.
- Eligible project costs include both hard costs (construction) as well as soft costs (design and engineering). However, the majority of total project cost should be hard costs.
- Preference will be given to projects which will leverage the most private investment for each dollar of public funds and provide the greatest public benefit.
- Work must be completed according to the approved plan within 120 days of approval of the grant unless a specific exemption is granted. Any changes to the work plan must be approved by the City in advance. Failure to do so may result forfeiture of grant money.
- Once the project is complete, applicant will notify the City, which will review final work to ensure that the results are consistent with the approved proposal. The building inspector will also review the property for code violations associated with the project area (i.e. in first floor space for a tenant improvement grant, or on the exterior of the building for a façade grant). Any identified violations must be corrected prior to project approval. Only after a project is inspected and approved will grant funds will be released to the applicant.

## Facade Improvement - Program Guidelines:

- Planned improvement must be compatible with historic zoning overlay district standards where applicable. Improvements should make an effort to preserve or restore the historic character of the building.
- Eligible projects include:
  - Window and door repairs/replacement
  - Brick tuck pointing or masonry repair
  - Storefront rehabilitation
  - Signage, shutters or awnings
  - Painting or siding, brick cleaning
  - Correction of exterior code violations
  - Exterior repairs (on façade only)
  - Energy efficiency upgrades
- Non-eligible costs include non-façade related improvements such as roof repair, rear or side wall improvements (unless a corner property), landscaping, paving or other property related improvements not associated with the façade of the building.

## Commercial Interior Build-Out - Program Guidelines:

- Eligible improvements include the following activities, as applies to the commercial storefront portion of the property.
  - Hazardous materials abatement, such as asbestos removal
  - Demolition and shell reconstruction
  - Plumbing, mechanical, electrical, cabling and HVAC improvements
  - New restaurant equipment (i.e. hoods, vents, etc.)
  - Americans with Disabilities Act (ADA) Compliance
  - Storefront Improvements
  - Historic restoration of interior features
- Non-eligible costs include non-permanent fixtures such as security systems, merchandise or display items, furniture or interior décor items. Costs associated with improvements to upper floors or basements are not eligible.

### How to apply:

- Applicant must submit a complete application packet by the deadline. A complete application includes the following:
  - Application form,
  - Planned project renderings (including colors and materials),
  - Photos of the existing façade/space which demonstrate the need for improvements,
  - Project cost estimate by a qualified, licensed contractor,
  - Applications for tenant improvement upgrades must also include signed lease agreement, and if application is submitted by tenant, a written letter of permission from the property owner approving the project.
- Complete applications will be considered and evaluated according to a set of weighted criteria. Based on available funding, grants will be awarded to qualified projects based on anticipated project impact.
- Applicants will be notified of grant awards in writing. The City reserves the right to offer a lesser dollar amount than requested if the amount of eligible projects exceeds allocated funding. Grant offers may also be made contingent on adjustments to proposed plan of work to better meet City goals and objectives. Applicants must accept or reject the grant funds in writing within 30 days of award.
- Projects must obtain all required building permits and follow all City, State and Federal regulations in regard to construction activities.
- Applicant must submit receipts upon completion of work, and work must be reviewed to ensure project reflects application materials. Following project approval, building inspection (if required) and submission of all applicable receipts, grant funds will be released to applicant.
- Applicant shall display a sign (provided by the City) indicating participation in the program, either on the exterior or in the front window of the property during improvements and signage to remain for a 30-day period following project completion.

# APPLICATION

## Downtown Facade & Commercial Interior Build-Out Grant Programs

Prior to submitting this application, please review the complete program guidelines regarding eligible projects and grant amounts. Contact the City of Waterloo at 920-478-3025 with questions or for additional clarification prior to submitting a project application. Incomplete applications will not be considered for funding. Completed applications should be submitted to City of Waterloo, 136 N Monroe St, Waterloo, WI 53595

Date: _____
Applicant Name: _____
Applicant is: (circle one):   Property Owner       Business Tenant
Applicant mailing address: _____
Daytime Phone: _____
Email Address: _____
Address of property for proposed improvement: _____
Property owner (if different than applicant): _____
Anticipated total project cost: _____
Grant request amount: _____
Describe project: (attach an additional sheet if necessary)
Start date: _____

Thank you for submitting your project for consideration. The following are to be included with the application.

- Photos of existing building/space to be improved. \_\_\_\_\_
- Project renderings, including materials and colors to be used \_\_\_\_\_
- Project estimates provided by qualified, licensed contractor
- Lease document (for tenant improvement projects)
- Project approval from landlord (if applicant is a business)



APPLICANT CHECK LIST

Submit project information to:  
CITY OF WATERLOO  
FAÇADE/TENANT IMPROVEMENT GRANT  
136 NORTH MONROE STREET  
WATERLOO, WI 53594-1198  
920-478-3025

1. Grant award notice received/reviewed. Project completion deadline is: \_\_\_\_\_.

2. Complete and return grant acceptance form.

3. Real estate and/or personal property taxes confirmed as not being delinquent.

4. All necessary permits are applied for and received through the City of Waterloo Building Inspection office. Painting, repairs and maintenance do not require permits. Call 608-576-6371 to determine if your project requires a permit.

5. Prominently display the 11 x 17 inch project poster.

6. Upon completion of work and after final payment to all project contractors is completed, all paid-in-full invoices from contractors who completed grant eligible work are submitted. The payee must document that payment has been received in full.

7. Upon completion of work, all direct purchase receipts pertaining to completed work are submitted.

8. Before and after pictures submitted.

9. Final walk through with municipal staff scheduled (call 920-478-3025).

10. The grant award will be mailed after the project is completed and all documentation is accounted for.

# Waterloo Community Development Authority -- Annual Calendar

Preferred meeting night: 3<sup>rd</sup> Tuesday of month at 6:00 pm

Recurring monthly review and action (1) CDA Implementation Plan Progress; (2) Grant Application Tracking

<b>JANUARY</b> <ul style="list-style-type: none"><li>- evaluate CDA Progress Measures</li><li>- finalize prior year Annual Report</li></ul>
<b>FEBRUARY</b> <ul style="list-style-type: none"><li>- notify Mayor of member reappointment interest</li><li>- align/modify CDA Progress Measures as needed</li><li>- submit Annual Report to City Council</li></ul>
<b>MARCH</b> <ul style="list-style-type: none"><li>- notify Mayor of member reappointment interest</li><li>- Push to closeout incomplete prior year items</li></ul>
<b>APRIL</b> <ul style="list-style-type: none"><li>- Mayoral appointments</li><li>- Push to closeout incomplete prior year items</li></ul>
<b>MAY</b> <ul style="list-style-type: none"><li>- CDA election of Chair and Vice Chair</li><li>- evaluate CDA Progress Measures</li></ul>
<b>JUNE</b> <ul style="list-style-type: none"><li>- start future year budget submittal</li><li>- review of tax increment finance district progress</li></ul>
<b>JULY</b> <ul style="list-style-type: none"><li>- review of tax increment finance district progress</li><li>- future year budget planning</li><li>- align CDA Progress Measures with budget planning</li><li>- reaffirm or jettison all active programs and projects</li></ul>
<b>AUGUST</b> <ul style="list-style-type: none"><li>- future year budget submittal to Finance, Insurance &amp; Personnel Committee, including tax incremental finance funds</li></ul>
<b>SEPTEMBER</b> <ul style="list-style-type: none"><li>- evaluate CDA Progress Measures</li></ul>
<b>OCTOBER</b> <ul style="list-style-type: none"><li>- <u>s</u>trength, <u>w</u>eaknesses <u>o</u>pportunities &amp; <u>t</u>hreats (SWOT) exercise</li></ul>
<b>NOVEMBER</b> <ul style="list-style-type: none"><li>- community outreach</li></ul>
<b>DECEMBER</b> <ul style="list-style-type: none"><li>- community outreach</li><li>- review staff draft, Annual Report to City Council</li><li>- update calendar</li></ul>