

Community Planning & Development Department

Mission statement:

"To actively promote the development and redevelopment of the City of Waterloo in order to provide the most conducive environment to live, work, pursue business opportunity, play and raise a family, while remaining cognizant of the fiscal, environmental, and sociological impacts of that development."



Community Planning & Development Department

- The proverbial, “Jack of All Trades”



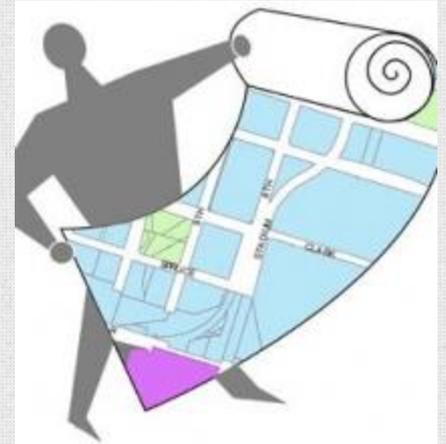
Community Planning & Development Department

- Staff:

- Community Planning & Development Director
- City Planner
- Administrative Secretary

Union positions:

- Planner II (3, including Economic Development Specialist)
- Planner I (2)



Community Planning & Development Department

- Daily:
 - Permits at permit counter for all residential, commercial, and industrial site plans
 - Floodplain calls, rezoning calls
 - Questions from public

Weekly:

- Council items for approval, alcohol licenses, applications for commissions, CURA and CLURA applications, Board of Supervisors items for approval

Monthly:

- Planning Commission, Board of Adjustment, Technical Review Committee, Historic Preservation Commission, Highway 218 Design Review Board, Black Hawk County Planning Commission, Black Hawk County Board of Adjustment, Black Hawk County Technical Review Committee, Main Street Design Review, Main Street Economic Restructuring Committee, Main Street Board of Directors, EDIT meeting, Metropolitan Planning Organization, Waterloo Development Corporation, Complete Streets



Community Planning & Development Department

- Planning & Zoning
 - Applications to Planning Commission for rezoning requests, ordinance revisions, site plan amendments, platting and development of land, vacate and dedicate of streets, easements, right-of-way portions, special permits for uses, Comprehensive Plan updates and Future Land Use Map updates, floodplain administration to stay in compliance with FEMA standards, Design Review for 218 Board, for Main Street requests, for planned district areas, appeals, and variance requests.

Black Hawk County

- The City of Waterloo is hired by contract and bills per hour spent for County work. Through this partnership, the professional staff of the City of Waterloo is able to help Black Hawk County for appropriate review and land use in the unincorporated areas of county. This includes BHC Planning Commission, Technical Review, and Board of Adjustment – agendas, mailings, and staff reports.

Historic Preservation Commission

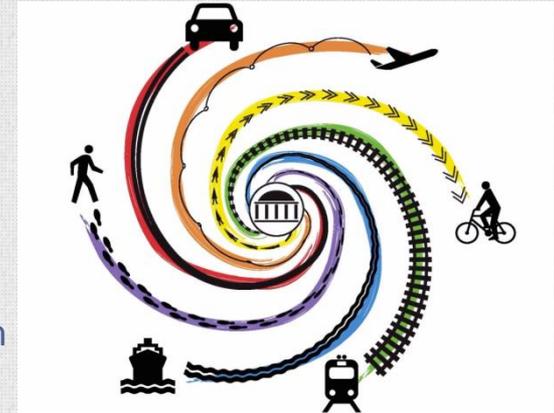
- Monthly meeting for locally designated design review, review for demolition, rehabilitation of historically eligible homes, maintaining the City's Certified Local Government status, National Register Listing assistance for projects using state and federal tax credits



Community Planning & Development Department

Transportation

Attendance, planning, analysis and creation of data for the disposition of the federal road funds through the Metropolitan Planning Organization (MPO), for new road construction, improvements to existing roadways and corridors, trail acquisition, development and planning, for projects such as Highway 63, Kimball Avenue, Ansborough Interchange, the 18th Street Bridge, etc.



- The staff also look to tie transportation funds to economic development with programs such as the State of Iowa RISE program, Rail RISE programs, and other grants.
- Overall data of City growth and development tie together transportation, infrastructure, and land use for planning of the City's Capital Improvement Program, the City's Comprehensive Plan and Future Land Use Map, as well as overall decision making for approval of new development areas for residential, commercial, and industrial development. This includes Census Data analysis and the use of 494 Transportation Analysis Zones (TAZ – updated every 5 years) to look at which areas of city are seeing growth in terms of population, employment, and daily traffic patterns and use.



Community Planning & Development Department

- Main Street
 - Attendance and coordination of information for Main Street Design Review Board for compliance with Zoning Ordinance. Working with Economic Restructuring Board for bringing new businesses to Downtown Waterloo and working with Federal, State, and local incentives for business development, upper floor housing, and downtown improvements. Assistance to Main Street Board of Directors and Executive Committee for operation of Downtown Waterloo for compliance with State Main Street program.

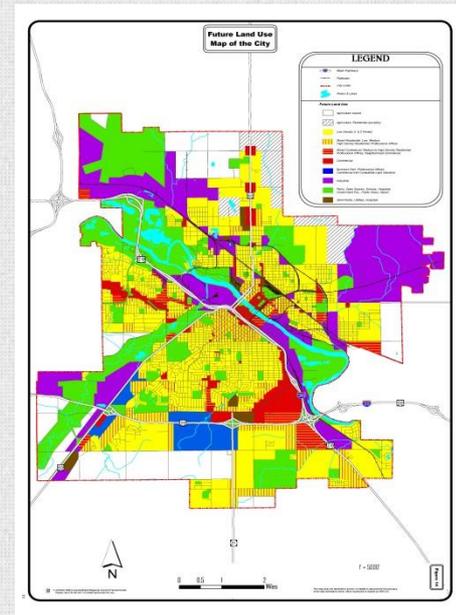
Property Management

Review, acquisition, and disposition of land for the City of Waterloo for all functions including, but not limited to, acquisition or easements for infrastructure (sewer, traffic lights, traffic improvements, etc.), economic development of land for future, open spaces, trail development, 657A properties for acquisition, rehabilitation, demolition, and redevelopment.



Community Planning & Development Department

- Capital Improvements Programming (CIP)
 - Planning staff put together the 5 year Capital Improvements Program, updated annually to re-evaluate projects for priority, emergency, mandates, to help growing areas of community, etc. This process involves receiving information from the majority of City Departments, meeting with each Department staff to go over projects, go over priorities, and then work with Finance and Mayor offices to break out the projects into a 5 year plan for accomplishment.
 - The information is then presented to City Council for their information, their review and comment, potential priorities, and then approval.
 - The CIP ties back into the continued development, growth, and land use of the City of Waterloo, and its relation of infrastructure and ordinances to the Comprehensive Plan and Land Use Map.



Community Planning & Development Department

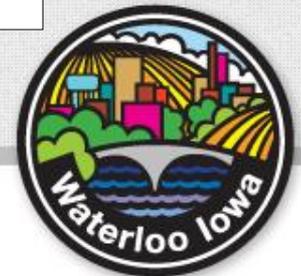
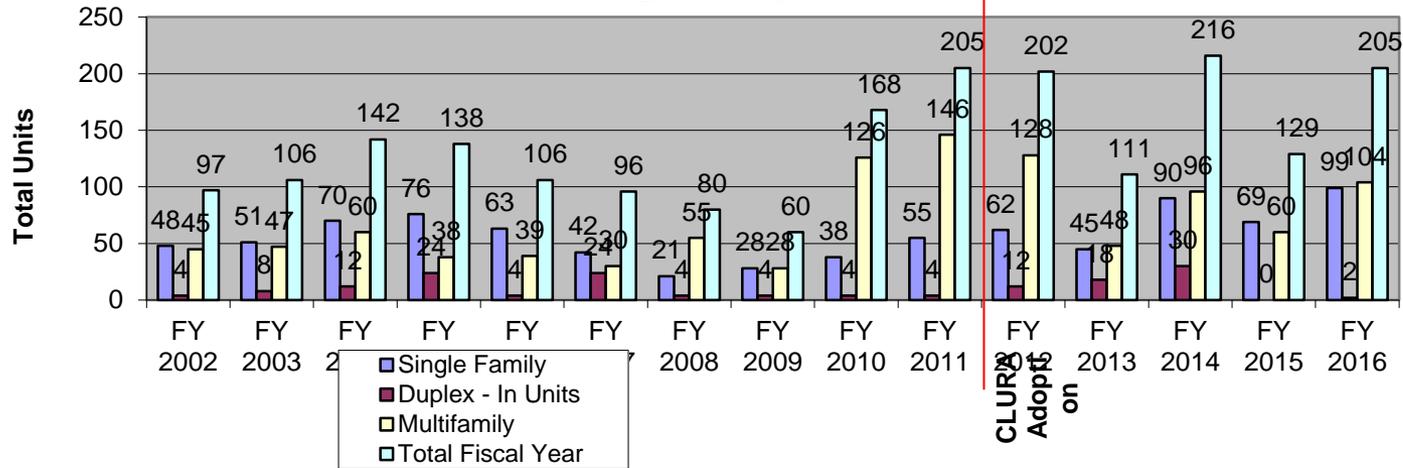
- Economic Development
 - The City Council weekly agenda goals state, as the number one goal, "*Support economic development efforts that attract, retain, and create quality jobs resulting in a diverse economic base and increased population.*"
 - Planning staff work to put together programs, incentives, area for development – both public and private – that work to attract new housing starts, new commercial starts, and new industrial starts. We also work to create, draft, and organize ordinances (both locally, statewide, and federally) that work to help foster infill development, expansion of existing businesses, and utilization of older sites (brownfield and greyfield) as well as reuse of vacant buildings.
 - For infill development, we have worked extensively with the Waterloo Schools to not only help them provide quality educational buildings, sites, and locations throughout the community, but to do so on existing sites or new sites when more appropriate. This partnership has resulted in savings with the new location of the bus barn, excellent infill development housing sites (Habitat Village, former Roosevelt School, former Francis Grout School, and more), and new commercial sites.



Community Planning & Development Department

- For housing, we have adopted the CLURA to partner with the CURA for new incentives for housing development in Waterloo. As shown below, the number of homes built per year in Waterloo has almost doubled after adoption of the CLURA. This incentive has also attracted more housing & land developers to create subdivisions in the City of Waterloo, which work to create a larger tax base, population, employees for business attraction, school children, etc.

Total Housing Units by Fiscal Year



Community Planning & Development Department

- For infill housing, the CURA continues to provide incentives for existing neighborhood investment and redevelopment. The CURA is eligible for residential, commercial, and industrial on the inner portions of the community, so it really helps to create potential redevelopment opportunities for all types of development. The City's recent partnership with Hawkeye Community College, utilization of the State of Iowa Workforce Housing Program, and continued use of 657A to eliminate blight will all become important factors in the revitalization, growth, and re-creation of parts of Waterloo.
- For commercial and industrial development we have continued to grow the City's and private business, commercial, and industrial parks to serve the citizenry and visitors of Waterloo in all areas of the community. Steps to continue the growth:
 - Financial planning, both short term and long term, for infrastructure provision, lot creation, and business attraction through the use of Tax Increment Finance provisions.
 - The combination of Logan and MidPort will work to help recreate Logan Plaza while still allowing the City to grow the industrial land to strengthen the employment near the Waterloo Regional Airport.



Community Planning & Development Department

- The acquisition of underutilized sites in Downtown Waterloo have turned sites into productive, symbiotic, and growing in tax base, residents, and employee-producing sites to aid in the overall mixed use and density desired in a Downtown setting (the former Grand Hotel site was valued at \$1.1 million and will soon have over \$15 million in tax base, over 120 new residential units, and employees at commercial space developed on the site).
- The City has worked to help businesses grow and expand while helping to grow future development opportunities in community (the Criterion and Accurate Gear project helped both companies expand – redeveloping a vacant building, adding employees to both businesses, and gaining land for the City for more industrial development).
- The City has worked to acquire land for business attraction, and provide infrastructure to that land (L & H land for South Waterloo Business Park as a State Certified site, land on Wagner Road which has three businesses currently attracted, land in Northeast site which has three businesses currently attracted).



Community Planning & Development Department

- The City has worked to partner with private land developers to create more business opportunities. By partnering with private developers, more can be accomplished and paid with future development taxes, saving the city bonding funds, capacity, and debt in the short term (Country Club Business Park was developed by Cardinal and only rebates given, Deer Creek developed by Harold Youngblut with a partnership for infrastructure repayment after construction by Deer Creek).
- Staff has dedicated a staff person to work solely towards economic development. Partnering with Buxton, Greater Cedar Valley Alliance, Main Street, and utilizing existing data bases, existing businesses, projects moving ahead and attracting others ("*construction brings construction*") staff has recently contacted over 24 new retail businesses, is working with over 20 new commercial and office prospects, and has over 8 large industrial leads.



Community Planning & Development Department

- The City of Waterloo continues to use a variety of funding sources to help redevelop brownfield and greyfield sites. Through our efforts, we have utilized over \$50,000 last year in Iowa Department of Natural Resources brownfield grants, have previously (2 years ago) used \$400,000 in EPA Assessment grants to help identify, categorize, and make shovel-ready many smaller brownfield sites, and have previously used a variety of grant sources (EDI, EPA, etc.) for brownfield site cleanup and redevelopment. (and will have \$400,000 EPA grant again).
- These efforts have resulted in the
 - New Public Works building on the former Construction Machinery Company site
 - New Tech Works campus emerging from the former Deere and Company campus
 - Continued efforts towards demolition and redevelopment of the former Chamberlain Manufacturing Company site
 - Approval for redevelopment of the former Grand Hotel site and efforts towards a Phase III portion
 - Single Speed redevelopment of the former Wonder bread site
 - And many smaller sites throughout the community



Community Planning & Development Department

- This past year at a glance:
 - Second highest total in permit valuation at **\$127.513 million**
 - Second highest total in total residential unit construction at **205 new units**
 - Highest total in new single family homes at **99 homes**
 - Highest one month total in new single family homes with **25 homes** in March
- Redevelopment of Logan Plaza started
- Major roadway connections with Kimball finished, Geraldine Road finished, MidPort Boulevard connection made, Fitzway/Galactic connection made (first roundabout)
- Con Agra opened up David Sunflower Seed expansion
- KWWL redevelops historic office building to continue to call Waterloo home
- Multiple residential projects underway in Downtown Waterloo
- Multiple new subdivisions being built, filled, planned (Audubon, Hummingbird, Kiefer)
- Martin Road area exploding with multiple projects
- Highway 20 continues to see new projects with Green Acres opening up
- Tech Works campus redevelopment underway
- Crossroads area sees several new restaurants, stores



Community Planning & Development Department

- Looking ahead, Goals:
 - Re-adoption of the CLURA for a 5 or 10 year period
 - Continue development with permit values at or above the \$100 million mark
 - Continue to develop or redevelop sites for new residential, commercial, and industrial opportunities
 - Continue to make needed transportation planning & improvements in area (La Porte corridor, University, Northeast bypass area)
 - Continue to review Zoning and other ordinances with nationwide trends and standards for development-friendly regulations
 - Continue to work towards Quality of Life improvements for residents, to attract new businesses and employees to area (trails, water features, recreational amenities)
 - Develop a “Property Optimization“ review of city lands to find highest & best use, lower maintenance costs, and create new tax base and development opportunities.
 - Continue to finish the goals of the Riverfront Renaissance project to bring private investment to the riverfront (Upper Plaza Housing, Marina)

