



APPENDIX A



PUBLIC ENGAGEMENT SUMMARY

The following tables summarize the Citizen Survey that was developed and administered for the purpose of obtaining citizen feedback regarding issues relating to the 2016 Comprehensive Plan Update. The survey was mailed to every resident/home in the City of Waterloo and handed out at the Town Planning Workshop, Steering Committee Meetings, and made available at City Hall. The City received 604 surveys, some of which represented husband & wife or entire households.

1. **Threats:** Survey takers were asked to rate the following issues the City of Waterloo will face in the future from "1" No Concern to "5" Major Concern.

Ranking of the Top Issues facing the City of Waterloo					
Top Community Threats (in order of ranking)	No Concern				Most Concern
	1	2	3	4	5
Ranking					
1. Crime (violence, drugs and safety issues)					4.09
2. Losing Waterloo's small town Character					3.75
3. Road conditions (drivability, safety, traffic)					3.75
4. Neighborhood Stability					3.62
5. Preserving & revitalizing Downtown					3.53
6. Quality of City services					3.53
7. Preserving open space & natural resources					3.52
8. Property maintenance					3.48
9. Quality Wi-Fi access & cell service					3.31
10. Access to quality shopping & dining					3.22
11. Senior housing & transportation needs					3.19
12. Supply of quality parks & recreation					3.18
13. Underperforming commercial areas					3.11
14. Subsidized housing					2.72
15. Expansion of the current city limits					2.61
16. Diversifying the housing stock.					2.54
17. Availability of commercial property					2.48

SUMMARY: "Crime" was the top concern or threat with a ranking of 4.09 out of 5. Almost fifty percent (299 out of 604) of all respondents ranked "Crime" a "5" or highest concern/threat facing the City of Waterloo in the future. Only twelve (12) respondents (2%) ranked "Crime" a "1" "No Concern". "Losing Waterloo's Small Town Character" & "Road Conditions" were tied as the second highest ranked concern or threat with a ranking of 3.75. "Neighborhood Stability" following by "Preserving & Revitalizing Downtown" were the 3rd & 4th highest ranked threats with rankings of 3.62 and 3.53.

"Availability of Commercial Property", "Diversifying the Housing Stock" and "Expansion of the City Limits" were the three (3) lowest ranked concerns with rankings of 2.48, 2.54, and 2.61 respectively.

2. Agree/Disagree: General Questions

Personal Preference Questions					
Agree/Disagree Statements (in order by ranking)	Disagree ←				→ Agree
	1	2	3	4	5
	Ranking				
1. Waterloo is a great place to raise children.	4.62				
2. Waterloo is a great place to live.	4.61				
3. Waterloo is a great place to retire.	4.07				
4. Waterloo is a great place to visit.	3.95				
5. I am happy with the local parks & recreation activities	3.90				
6. Waterloo is a great place to own/operate a business.	3.68				
7. Waterloo should grow in size and population.	2.79				

SUMMARY

The highest ranked personal preference statement was ***"Waterloo is a great place to raise children"*** with a ranking of 4.62 out of 5. The 2nd highest ranked statement was ***"Waterloo is a great place to live"*** with a ranking of 4.61 out of 5. Over 92% of all respondents gave the aforementioned statements a ranking of 4 or better.

The lowest ranked personal preference statement was ***"Waterloo should grow in size and population"*** with a ranking of only 2.79 out of 5. Seventy-three percent (73%) of all surveys responded with a ranking of 3 or lower suggesting Waterloo should not grow in size or population. The statement ***"Waterloo is a great place to own/operate a Business"*** was the 2nd lowest ranked personal preference statement with a ranking of 3.68. The 3rd lowest ranked personal preference statement was ***"I am happy with the local parks & recreation activities"*** with a very respectable ranking of 3.90.

3. **Strengths/Assets:** Rate each of the following strengths/assets as they apply to the City of Waterloo from most valuable (5) to least valuable (1).

Ranking of the City of Waterloo Top Strengths					
Top Community Assets (in order of ranking)	Least Valuable				Most Valuable
	1	2	3	4	5
	Ranking				
1. Schools (public & parochial)					4.41
2. Quality of life					4.38
3. Family-friendly atmosphere					4.33
4. Police protection & crime prevention.					4.32
5. Location					4.10
6. Stable property values					4.09
7. Resident population (the community)					4.05
8. Municipal services					4.03
9. Housing & neighborhoods					3.96
10. Historic Downtown Waterloo					3.94
11. Special events, festivals & social gatherings					3.87
12. Open spaces, creeks & wooded areas					3.85
13. Parks, sports & recreation programs					3.84
14. Highway access & visibility					3.77
15. Religious Institutions					3.75
16. Local roadways					3.74
17. Senior housing options					3.66
18. Sidewalks, trails and bikeways/lanes					3.65
19. Local heritage (significant peoples & places)					3.63
20. Organizations and committees					3.60
21. Commercial & retail establishments					3.48
22. Affordability, low property values and taxes					3.46

SUMMARY: The top ranked community asset according to the survey respondents was **"Schools (Public & Parochial)"** with a ranking of 4.41 out of 5. Over 87% of all respondents ranked "Schools" with 4 or higher. The 2nd highest ranked community asset was **"Quality of Life"** with a ranking of 4.38. Over 89% of all respondents ranked "Quality of Life" in Waterloo a 4 or higher. The 3rd and 4th top community assets according to the Citizen Survey were **"Family-friendly Atmosphere"** and **"Police Protection & Crime Prevention"** with rankings of 4.33 and 4.32 respectively.

"Affordability, low property values and taxes" was the lowest ranked community asset with a ranking of only 3.46 out of 5 followed by **"Commercial & Retail Establishments"** with a ranking of 3.48. The third (3rd) lowest ranked asset was **"Organizations & Committees"** with a ranking of 3.60. It should be noted that even the three lowest ranked community assets received an above satisfactory ranking or 3 or better.

4. **City Services:** Survey takers were asked to rate the following municipal services based on their level of importance from 1-5, with 1 being very important, AND, rate how well the services are performed from excellent (5) to poor (1).

Ranking & Quality of Municipal Services						
Municipal Service (in order of quality of life ranking)	Level of Importance (1-5)	Quality of Service				
		Poor ←————→ Excellent				
		1	2	3	4	5
1. Fire	4.82	4.55				
2. Police	4.83	4.42				
3. Trash / recycling	4.18	4.39				
4. Sanitary sewer	4.40	4.08				
5. Parks & Recreation	3.79	3.99				
6. Drinking water	4.74	3.97				
7. Winter maintenance-snow plowing / salt	4.12	3.96				
8. Yard waste collection	3.40	3.73				
9. Stormwater management	4.07	3.58				
10. Street maintenance	4.20	3.51				
11. Planning & zoning	3.79	3.42				
12. Property Maintenance/Code Enforcement	3.87	3.38				

5. Yes/No Specific Issue Questions:

Yes / No General Quality of Life Questions <i>(in order listed on the survey)</i>	YES	NO
1. I am generally pleased with the City's Public Services. If no, why?	90.6%	9.4%
2. Waterloo's zoning code is well equipped to guide future development...	86.0%	14.0%
3. There are sufficient housing options in the City. If no, what is needed?	85.5%	14.5%
4. Waterloo has adequate street lighting. If no, where is lighting needed?	75.8%	24.2%
5. There are sufficient recreation programs for seniors.	74.0%	26.0%
6. There are sufficient recreation programs for youth in Waterloo.	68.7%	31.3%
7. Waterloo should invest money in incentives to attract new businesses	60.2%	39.8%
8. The City should have more sidewalks and bike paths. If yes, where?	57.8%	42.2%
9. Traffic congestion is a problem. If yes, where?	53.0%	47.0%
10. There are sufficient employment opportunities in town.	44.4%	55.6%
11. The City should have more parks and recreation areas. If yes, where?	33.1%	66.9%
12. I would support a tax or bond to fund street improvements/maintenance.	33.1%	66.9%
13. I would support a tax or bond to fund sidewalk & bike improvements.	31.0%	69.0%
14. The City should expand through annexation, if yes, where?	23.2%	76.8%

6. Surveyor Demographic Questions:

Surveyor Demographics				
Gender	Male	57.5%	Female	42.5%
Resident?	Yes	99.8%	No	0.2%

Ward	1	2	3	4	5
	26%	23%	21%	29%	1%
Age	17 & Under	18-29	30-45	46-64	65 and over
	0%	2%	17%	40.0%	41%
Education	Some high school	High school grad	Some college	College grad	Master or PHD
	1%	19%	20%	39%	22%



Planning Workshop & Interview Summary

1) **Vision:** *What is your vision for the future of Waterloo?*

- A bedroom community that is great, clean, and safe.
- A cohesive, walkable community linked together with nice homes, dining, shopping, and public spaces.
- A City with great services- keep it up!
- Waterloo is a wonderful place to live. I have never lived in an area where everyone is friendly and they take pride in their homes.
- A wonderful town today and tomorrow.
- Love the small town feel and don't want to grow too much
- Safety needs to be a high priority.
- Don't screw up a good small town.
- A great small town to live in- small town feel and close to the City.
- Maintain small town feel- this includes helping smaller businesses to have a stronger presence as the City grows and developments as opposed to the big boxes.
- We don't want to lose the small town feeling.
- Need to preserve the white upper middle class community that has taken care of this town generation after generation.
- More attractions for visitors/tourists to spend money here, something unique that appeals to a wide range of people.
- Attract more businesses to provide better retail selection and commercial services AND to increase tax income, thereby taking the tax burden off homeowners.
- Make Waterloo a destination preferably family-friendly.
- More industrial development.
- Concentrate on expanding the Bypass area while also revitalizing downtown to attract folks from other communities to spend time and money here.
- Wonderful place to live.
- A wholesome community that is great for raising a family.
- Maintaining quality of life.

2) **Strengths:** *What are Waterloo's top assets or advantages?*

- Wonderful schools.
- Downtown looks great; love the unique brewers and restaurants, blacktop streets, stamped crosswalks, lighting, curb and gutters, etc.

- The façade grant is great. Liked what Double R Bar did with it, but it should be expanded.
- Lake/Parks/Dog Park
- Unique town (not just for jocks) lots of creative/art/music opportunities, i/e- Waterloo Municipal Band.
- Restaurants (JV's, Gallagers, J Fires, Stubborn Germen, Wine Bar, Hopskeller, etc.
- Bike paths (North Winds & Quail Run).
- Senior living is great- Oak Hill Nursing Home, Legacy, and Hamacher.
- Route 3. We were saved by Route 3. Saved by IDOT. Route 3 is our lifeline.
- Low vacancy rate (6.4%)
- High average household value (\$188K)
- City services.
- Waterloo is very safe. No safety concerns.
- Police do a good job.
- Everybody looks out for each other- great community.
- The people- everyone is friendly and they take pride in their homes.
- Small town atmosphere.
- Small town feel and close to the City.
- Remember why we moved here....
- Maintaining the status quo would be fine.
- Waterloo is as close to perfect as a city can be. Too much improvement may harm what we have. Trying to grow the City into something bigger may end up causing more problems than good.
- We are better off than most communities when it comes to safety. Neighbors look out for one another. This is our selling point.
- The city has a good group of conscientious workers who do a very good job for us citizens.
- Impressed with what has been done so far with the installation of new sidewalks.
- The City's housing stock is pretty good as is. Waterloo does not need to diversify the housing stock.
- Human Support Housing is great- gives our handicapped hope and something productive to do. But if they can't get to a job, they are trapped. Sidewalks need to be connected to these places.

3) Weaknesses: *What are Waterloo's weaknesses or disadvantages?*

- Taxes are too high. Additional businesses are needed to help generate revenue.
- Lack of funding. We collect minimal nonresidential revenue. We need more commercial.
- Taxes too high for seniors.
- Taxes are too high for those without children in school who receive no benefits from taxes.
- Every time we make improvements to our home, our taxes go up. It's as if we are penalized for keeping our home and property up.
- My neighbors upgraded their homes and now my taxes shot up.
- Waterloo's biggest threat is homeowners, especially landlords, not taking care of their properties.
- Cars sales at Rural King – eye sore.
- Too many rental properties and slum lords taking advantage of not having to keep their properties in a good condition.
- Waterloo is only as good as its worst house/trashy, tacky, derelict properties, Mill Street trailer park, Fourth Street trailer park, back lots full of derelict vehicles and trash piles.
- Lack of employment opportunities.
- Insufficient population to attract retail/commercial businesses.
- Schools are empty, why do they keep collecting more taxes (school taxes should be going down)
- Proximity to less desired neighborhoods in Belleville/Dupo/Cahokia
- Leaders of the City view things with an "us versus them" mentality. Need more cooperation with other cities, the County, parks, schools, civic organizations, etc.
- New homes look cookie cutter. Need to keep housing more unique, not necessarily huge and unaffordable. Like houses on Morrison Avenue or in other older neighborhoods.
- Stubborn Germans!
- Lack of larger companies/employers to grow the tax base.
- Alleys need to be better maintained, not abandoned.
- Not much for children/teenagers to do during the summer- a public pool or waterpark would be nice.
- Need more sidewalks. Sidewalks needed throughout City.
- We need some place to walk.
- Would like to start my own business but finding a suitable space has proven difficult.
- More jobs and housing needed.
- No good salaried jobs for professionals/non-laborers.

- Lack of large businesses and too many fast food joints.
- Employment opportunities for someone with a BA are nonexistent in Waterloo.
- Ability to draw businesses into the City.
- No access to a major highway.

4) Opportunities: *What elements or public improvements could be leveraged to Waterloo's advantage or have the most positive impact?*

- *A vibrant downtown is important.*
- *Sidewalk from HS to Route 3 and Rogers to County Club.*
- *Waterloo needs a pool.*
- *Make it as easy as possible to live downtown.*
- *Help businesses downtown to succeed, because their success contributes to the vitality and success of Downtown Waterloo.*
- Soccer fields – if we install them it will draw tournaments and outside \$\$\$.
- We need more green space, natural areas and community gardens, etc. Make it mandatory for new subdivisions.
- We need to honor and care better for our senior citizens, our veterans & our farmers.
- City Hall needs to welcome small industry like Red Bud
- Updating and enforcing the ordinances already in place.
- Beautify areas by improving curb appeal, lighting, landscaping, etc. to encourage future development.
- A "Welcome" program from new residents is needed.
- Neighborhood watches would be nice.
- As long as the City can keep the crime down, the quality of life will be maintained.
- Quality of life requires keeping crime/violence to a minimum while keeping a small town feel.
- Providing more to do in Waterloo will reduce the need to shop, eat and be entertained outside the City.
- Waterloo needs to grow the tax base through increasing the number of businesses,
- Nothing between Waterloo and Columbia and Waterloo and Red Bud.
- Getting too big too fast. Don't want to turn into Fairview Heights or Belleville. Need to preserve and maintain Waterloo's hometown, neighborhood feel.
- It seems Waterloo has never been inventive to industries like Red Bud. That would be economic development and improving quality of life for some.

- New businesses should be sought, but without TIF / incentives (taxes are already too high).
- As snowbirds (retires who spend Jan – March in Florida we would appreciate the option of cancelling our water, sewer and refuse (a savings of \$114) when they are not being used.
- Require permits/license for roofing contractors for \$30-40 to help generate revenue and protect citizens. Ice and water shields should be required for eaves and steep valleys.
- More ethnic diversity without an influx of subsidized housing would be nice
- Need an advocate to promote Waterloo.
- Focus on events for early teenagers to keep them involved and focus on making the right choices.
- A community center would be a welcome addition.
- Economic Development is needed, but don't give in to incentives. Retail and development will come.
- Once Route 3 is finished, future development opportunities will come.
- Providing affordable transportation to Amtrak, airport, doctors in Belleville.
- Senior access to shopping and dining – need transport options. Seniors are gaining in numbers.

5) Threats: *What elements threaten the health, safety, or welfare of Waterloo?*

- If Waterloo is allowed to grow in population, we will lose our family friendly atmosphere and small town charm. Growth would result in the increased propensity for attracting an undesirable element into this town.
- Old Homes downtown have become rental.
- Waterloo is growing way too fast and losing its open spaces which gives Waterloo its charm.
- Rising taxes.
- Taxes are getting out of control.
- Keeping the taxes low has its consequences as schools, local parks and green spaces lack the needed funding.
- No leadership; too many chiefs.
- Thieves, drug addicts and heroin.
- Concern regarding illegal drugs
- Outsiders committing crimes. Need profiling. Literally.
- I lived in North County (St. Louis) as a child and watched "low income housing" completely destroy an entire community. Please don't bring crime and drugs into Waterloo. We are already losing our "small town" feel.

- People coming from East St. Louis to sell drugs and destroy property.
- Decreasing property values in older neighborhoods.
- Difficult for small business development
- Allowing too much subsidized housing is a major concern.
- Addition of Section 8 housing.
- Too many duplexes being built. Stop issuing permits to build them immediately.
- Renters who are financially unstable taking advantage of property owners.

6) Public Services: *What public improvements are recommended?*

- Do whatever it takes to keep Waterloo a desirable place for existing residents and businesses.
- Better code enforcement- many areas need repairs bad.
- Keep up code enforcement efforts to make sure properties are well maintained and look nice.
- Keep EMS local
- We need the police to spend more time patrolling and community policing in our neighborhoods.
- Due to the lack of storm sewers, my backyard floods every time it rains. (Sunset Acres)
- Open storm drains are a problem- the City needs to maintain them or run them underground.
- Yard waste pick up would be nice
- Longer leaf-burning timeframe.
- Past chip and seal jobs were ineffective. We still have to keep our windows shut because of all the dust.
- Stop dumping all money on improvements downtown - the whole city needs upkeep.
- HTC is a monopoly
- It hard for new development- hook-up fees too high
- Fix up the waterworks building- it looks terrible.
- Strict zoning enforcement of rental property will go a long way with neighborhood stabilization.
- Minimize restrictions on new businesses to allow economic growth.
- Please fix South Liberty Street by winery. Weeds grow so high that you can't see.
- Economic Development needed. The City needs help brining a few sites up to standards and promoting them.

- Waterloo needs to continue pursuing grants and outside funding in the spirit of community development. Looks into CDAP Grants, etc.
- The City needs to work with land owners and develop good relationships to better position the City for future negotiations. The aim needs to be arriving at pre-negotiated deals, so that when development and industry does come, the city will be ready.
- The City has excellent utilities – they need to promote the quality of these services and raise awareness that the utility rates, local taxes, and cost of living in Waterloo are comparatively lower. There is a perception that these are much more expensive in Waterloo.
- The City needs to understand and utilize development tools (i.e. TIF, NID, TIF, etc.)

7) Walkability: Should Waterloo have more sidewalks and bike paths, if yes, where?

- Implement the Alternative Transportation Plan starting with converting the abandoned rail line from Columbia to Waterloo to Red Bud to a trail/greenway.
- Sidewalks are needed along both sides of all new streets. There are no areas to walk or run. It would be great to have sidewalks along all new or improved roads.
- Human Support Housing is great- But if they can't get to a job, they are trapped. Sidewalks need to be connected to these places.
- Sidewalks should be required of all new subdivisions. All new subdivisions should have sidewalks
- Require sidewalks on at least one side of all subdivision roads.
- Sidewalks and trails are needed along main roads to provide safe areas to walk, run and be active.
- Trails should be installed where practical.
- Sidewalks would be nice, but not a priority. The City has bigger issues to deal with.
- We have a new High School with no sidewalks to get there- unacceptable.
- Very poor pedestrian access to green space. The parks are disjointed for many in the community; many neighborhoods don't have direct access to parks.
- Love what has been done so far.
- Would be nice to add lightning to the existing sidewalks.
- Loop the entire city.
- Market Street & Columbia Ave needs sidewalks.
- To all city parks.
- To the neighborhoods and all parks.
- Finish what they have already started.

- Improve current ones. Fix the existing sidewalks first.
- Provide safe Ped and Bike access to downtown.
- Anywhere that connects the town together.
- Be sure they exist to all parks
- Rehab exiting sidewalks along Old 3 and Market and all main streets.
- Need a few pedestrian crossings across Route 3.
- Link neighborhoods with bike trails and greenbelts.
- Paths to Konoverik would be amazing.
- Country Club Hill and other residential subdivisions, not in downtown.
- Columbia Ave
- Lou Del Sub
- All new walking paths should have parallel bike paths.
- Sidewalks on S. Church.
- From HS into town.
- Better access from Lou-Del and Dannehold farm area.
- Sunset Acres should have sidewalks.
- North to City Limits.
- Market Street to Route 3.
- All the way to Quail Ridge Subdivision and all the way down Market Street (north).
- What good are bike paths? They ride on the roads anyway.
- Sidewalks in older established neighborhoods.
- Bike paths that run north/south and east/west on the edge of town.
- Connecting Lakeview Drive to town w/o crossing Route 3 / Park Street intersection.
- HH Road / Moore Road
- There will be plenty once the Bypass is done.
- Vanderbrook

8) Is traffic congestion is a problem; if so, where?

- **Market & Route 3 is problematic. Parking and traffic are issues.**
- **All stop lights on bypass (Route 3). Lights on 3 needs to be timed.**
- Signalized stop light needed at Gall and Route 3 (Top priority)
- Signalized stop light needed at Columbia and Route 3 (Secondary priority)

- Signalized stop light needed at Rose and Route 3 (Secondary priority)
- Careful consideration needs to be provided to dealing with ingress and egress to Route 3 to better control future development and manage traffic flow.
- Reverse frontage road needed behind properties fronting Route 3 between Gall and Columbia.
- Dangerous Intersections: Route 3 & Warren, Alan, Gall, Illinois, & Market.
- RT 3. Bypass Route 3 with all the construction.
- Signal at Route 3 and Market (Hucks/Walgreens) needs to be timed. It causes traffic, turns red when there is no cars coming.
- Entrance to new Fast Stop @ corner of Rt 3.
- Highway 3 from City Limits to Stop light at Country Club Lane- left turns are dangerous.
- Rt 3 & 4th Street. McDonalds / Wal-Mart
- N. Market & Route 3 (By Wal-Mart).
- Schnucks/both E&W egress.
- Eliminate "yield on green".
- Rt 156 and Lakeview should be fixed - it is a traffic nuisance and a safety concern.
- Downtown Parking. Too many Breweries.
- Oarj & South Church.
- Access to North Winds subdivision and YMCA is dangerous.
- Around the three schools at AM and PM peak. Need turn lanes for people dropping off their kids.
- Market Street before and after school.

9) Street Improvements: Would you support a tax or bond to fund street improvements, if yes, where?

- For newly annexed areas. They need to finish the jobs they have.
- All over and where it is needed most.
- Older areas such as Sunset Acres should not be overlooked just because they are older.
- The City has already annexed areas, but has not provided the street maintenance, stormwater, etc. Necessary to bring the areas up to City standards.
- A bond, we do not need to be taxed anymore.
- Lou-Del, East Ridge, and south of City Hall.
- Quail Run
- The City already has money for streets.

- Crosswalk over Route 3
- Taxes are already too high. Bring in more businesses to help pay.
- Morrison Ave- Quernheim – Kurken
- Pave all chat streets with high quality asphalt.
- Need better vehicular circulation (N/S and E/W)
- Access control on Route 3 needs to be understood and fairly implemented.

10) Parks: Would you support a tax or bond to fund park/rec improvements, if yes, what improvements are recommended?

- Other than Lakeview, there is not a public park that has a sidewalk
- Implement the recommendation in the Alternative Transportation Plan that suggested converting the abandoned rail line from Columbia to Waterloo to Red Bud to a trail/greenway.
- Waterloo needs a pool. Children need swimming pool. It benefits them so much.
- We need a pool and a place for all family fun: *not a skate park where the boys can learn to cuss.*
- A water park with fountain and a lazy river like O'Fallon. Put it where the old pool was located.
- A bond to develop a water park- world class to draw outsiders- self-supporting with user fee- but free or reduce fee for residents.
- Construct a pool for our kids at Zimmerman Park.
- We would like to see an aquatic center.
- Should have a public pool with sidewalks and bike paths leading to it.
- Need a rec plex w/ 1 side ice, 1 side swimming, senior programs, hockey teams, and swim teams.
- Hated to see the pool close.
- Still disappointed Waterloo tax payers voted against a pool. I would like to the issue to be brought before the voters again and hopefully they will get it right.
- Require future developers to provide green space and parkland in residential subdivisions
- Waterloo needs a recreation center, like a YMCA or similar.
- A recreation or aquatic center in the city limits is needed. A full analysis and open door discussions with the public should be held for determination.
- Integrate Park District and WSA
- A 9 hole disk golf course located in Lakeview Park
- Splash park at Zimmerman

- New park on Rogers.
- Should have green areas in all subdivisions
- Park on Alan Street Danny Hold, Ludel Staggit and Rose Meadows are underserved for green space.
- Additional Parks and Rec buildings and Amphitheatre.
- There is already money for parks.
- Need more Green Space and Recreational Commons.
- Parks in Northwinds. Dapnehol, Lou Del and West View.
- There needs to be more cooperation/collaboration between the City and the Park District
- The City should take over the Park District and form a real parks and recreation department.
- Taxes are already too high. Bring in more businesses to help pay.
- Lakeview Park has ample space for the construction of an event space or banquet hall for wedding and other events.

11) Lighting: *Does Waterloo have adequate street lighting, if not, where is lighting needed?*

- I hate light pollution – keep lighting to a minimum.
- Too much lighting, need to minimize street lights.
- Light interferes with the night sky; keep them to a minimum.
- Downtown area for evening strolls.
- Along bypass to south light.
- Market between Talbot & Hecker.
- Lakeview Drive needs street lights on the new sidewalk (corner near walking trail entrance).
- Along all public walkways and along Vanderbrook Drive and Lakeview Park, etc.

12) Zoning: *Is Waterloo's zoning code well equipped to guide future development? If not, what changes are needed/recommended?*

- Could be future problems with rental apartments because renters do not pay their share of taxes for students.
- Insistence on use of condo rather than multi-family.
- Wish we had fence regs.
- Re-do some of your codes- you know which ones.
- We need better zoning; Stonefield is a disaster.

- Zoning needs to address tiny house boom for young people.
- Don't intersperse business and residential.

13) Future Commercial Uses: *What businesses would you like to have in Waterloo?*

- Need an urgent care facility.
- Industrial, warehouse, office. Need at least 20 acre sites served with public utilities and roads.
- Loosen the City's regulations, and industrial will come. Currently you cannot build a metal building.
- Office warehouse is an untapped opportunity.
- High speed internet needs improvement.
- Keep industrial off Route 3.
- Better retail needed, we don't want to go to Missouri anymore.
- Prepare a draft list of the city's top properties poised and ready for immediate development. Include all the information needed by Edie at Monroe County to market the properties; such as zoning, ownership, incentives, etc.
- Promote the fact that we have our own power plant that has an excellent track record for minimal interruptions in services.
- Waterloo offers a one-stop shop for services, zoning, permitting, etc. and works closely with Economic Development Commission at Monroe County.
- City Council has reservation about industrial development; they will have to embrace industrial development before Waterloo can get in the game.
- Zoning needs to be updated to allow mixed use. Mixed use would do well along Route 3.
- Public transit would help in recruiting businesses and residents.
- Need to get creative with 2nd and 3rd floor stories downtown.
- Need to create vitality downtown, with people walking around with shopping bags, food, and content just being downtown having spontaneous meetings with friends and neighbors and spending money/being seen.
- Link Waterloo to other communities. We have also envisioned a new highway to Carbondale. Route 3 should be the link.
- There are 1,000s of acres of good, developable land, but the landowners have overvalued the land and are not willing to sell at a reasonable price. This is the biggest challenge the City faces with regard to future commercial and industrial development.
- The City needs to have a utility master plan depicted strategic locations for lift stations and other critical infrastructure improvements.
- Need office/warehouse space for new start-ups and small businesses.

- Need more shopping and dining opportunities like: Target, Aldis, Trader Joes, Whole Food, Bandanas, Chili's, O'Charley's, etc.
- We need more quality dine-in restaurants. No more fast food restaurants. Nice sit-down restaurants would be nice.
- Bread Co, Steak-n-Shake, Chick-Fil-a, A bakery and a café would be nice like Starbucks.
- Need meeting places such as a banquet hall.
- Affordable sit-down restaurants.
- Adult daycare.
- Need to recruit proven businesses in the restaurant and retail sector.
- Waterloo needs a bakery, upscale restaurant, more retail selection, boutique shops, dry cleaners, and other uses that provide for the daily needs.
- Planned commercial development at highway intersections.
- Promote commercial nodal development along Route 3.
- No more auto parts, fast food, self-storage, convenient stores, gambling facilities, adult uses (strip clubs), tattoo parlors, payday loans/title loans/pawn shops, vapor shops, etc..

14) Future Residential Uses: *What should be done to strengthen or stabilize the City's housing stock?*

- Promote new construction of single-family detached homes.
- In 2014 the City issued 45 new home permits. In 2015 the City issued 67, an increase of 50% from 2014.
- Bradford Lane apartments (6 unit condos) work in the City's R-5. R-5 only allows condos- not rental/apartments. It limits the number of units per building, has design regs and very thorough inspections.
- We need more affordable or subsidized senior housing – but not apartments- Senior-only Villas are preferred.
- Need more homes in the \$200-250,000 range and subdivision where you can pick your own builder.
- Need more new homes in the \$120- 150,000 range so Waterloo's young couples could raise children in our beautiful town instead of having to live in undesirable areas because it's all they can afford.
- Need decent housing for people ranging in income from \$75,000 - \$100,000.
- Need more medium-priced housing.
- Need more housing options than just large homes.
- More nice smaller homes like Sandalwood