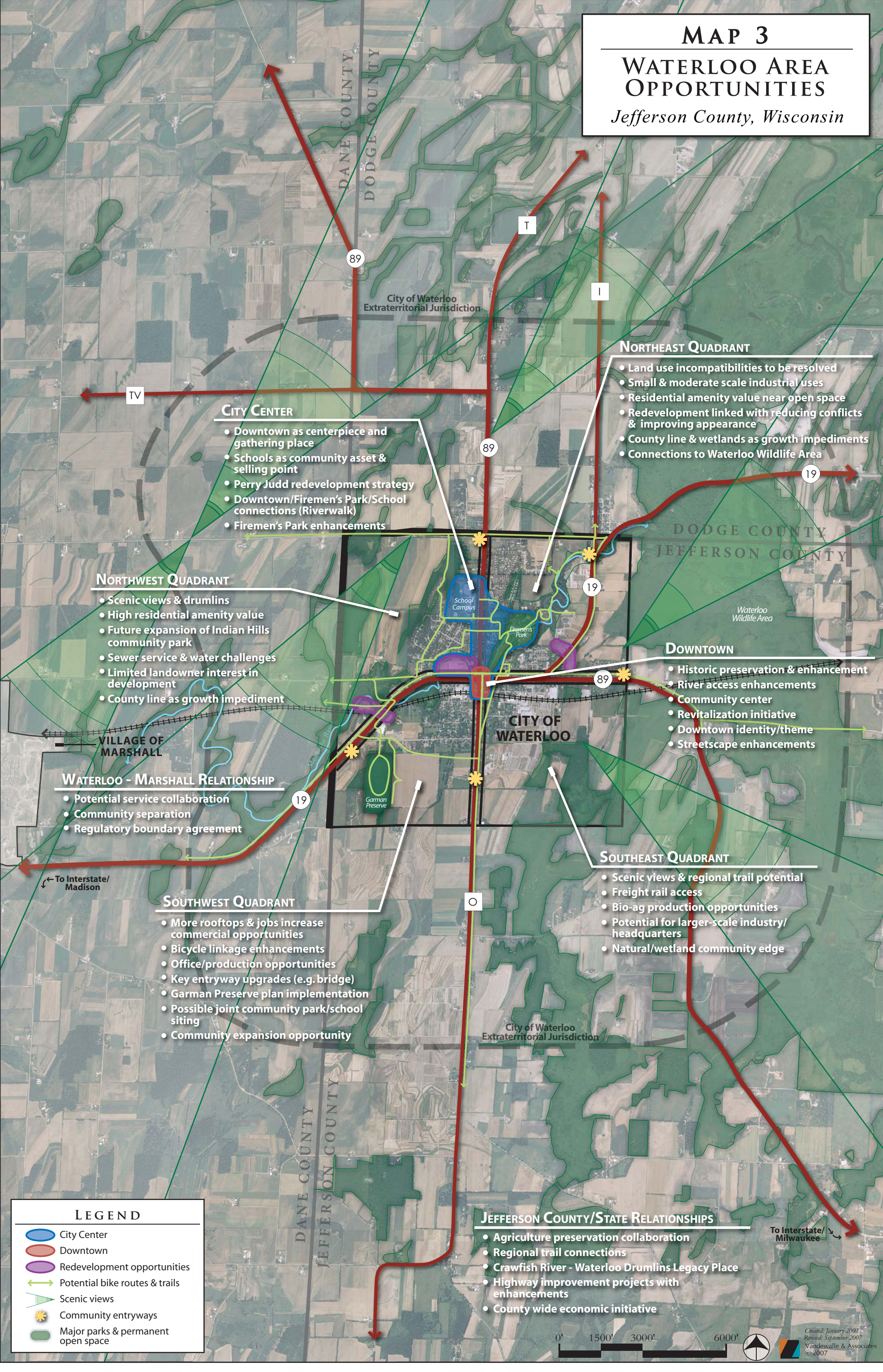


MAP 3

WATERLOO AREA OPPORTUNITIES

Jefferson County, Wisconsin



- CITY CENTER**
- Downtown as centerpiece and gathering place
 - Schools as community asset & selling point
 - Perry Judd redevelopment strategy
 - Downtown/Firemen's Park/School connections (Riverwalk)
 - Firemen's Park enhancements

- NORTHEAST QUADRANT**
- Land use incompatibilities to be resolved
 - Small & moderate scale industrial uses
 - Residential amenity value near open space
 - Redevelopment linked with reducing conflicts & improving appearance
 - County line & wetlands as growth impediments
 - Connections to Waterloo Wildlife Area

- NORTHWEST QUADRANT**
- Scenic views & drumlins
 - High residential amenity value
 - Future expansion of Indian Hills community park
 - Sewer service & water challenges
 - Limited landowner interest in development
 - County line as growth impediment

- DOWNTOWN**
- Historic preservation & enhancement
 - River access enhancements
 - Community center
 - Revitalization initiative
 - Downtown identity/theme
 - Streetscape enhancements

- WATERLOO - MARSHALL RELATIONSHIP**
- Potential service collaboration
 - Community separation
 - Regulatory boundary agreement

- SOUTHEAST QUADRANT**
- Scenic views & regional trail potential
 - Freight rail access
 - Bio-ag production opportunities
 - Potential for larger-scale industry/headquarters
 - Natural/wetland community edge

- SOUTHWEST QUADRANT**
- More rooftops & jobs increase commercial opportunities
 - Bicycle linkage enhancements
 - Office/production opportunities
 - Key entryway upgrades (e.g. bridge)
 - Garman Preserve plan implementation
 - Possible joint community park/school siting
 - Community expansion opportunity

- JEFFERSON COUNTY/STATE RELATIONSHIPS**
- Agriculture preservation collaboration
 - Regional trail connections
 - Crawfish River - Waterloo Drumlins Legacy Place
 - Highway improvement projects with enhancements
 - County wide economic initiative

LEGEND

- City Center
- Downtown
- Redevelopment opportunities
- Potential bike routes & trails
- Scenic views
- Community entryways
- Major parks & permanent open space