



Total Open House Attendance = 45

Station 3: Vision and Opportunities Evaluation

Do you support the VISION STATEMENT displayed on the board?

21 Yes, I fully support the Vision Statement

9 I mostly support the statement, but with the following changes:

- Somewhat generic, every municipality prides itself on being a place to “live, work, and play”
- Encourage new business to downtown and an additional anchor employer in the city. Work, Live, Play community.
- I do think long and short term goals are necessary
- I would like more focus on sustainability and eco-municipality guidelines
- What identity does downtown have?
- I think that the residential development is too high. I came to Waterloo because of work not housing. Create jobs first.
- Besides too much residential development
- I would shorten it up for public use “simple terms” and “punch phrases”

0 I mostly disagree with this Vision Statement because:

1 I do not support the Vision Statement at all because:

- It does not represent the citizens of Waterloo’s concerns. We do not want to be Sun Prairie or Madison.

What is your opinion on the opportunities listed on the Waterloo Area Opportunities map?

16 I fully agree with the opportunities that have been identified for each “quadrant” in the City.

9 I agree with most of the opportunities, with the exception of the following:

- Any large-scale (and small and moderate) industry in the northeast and southeast quadrants should be of an eco-friendly nature (eco-municipality)
- I think a combination of B & C
- Rail transit would be a waste of resources – high speed rail will never be economical
- Downtown gathering space
- The school has to become more attractive to attract people
- There could be more
- Northwest quadrant
- Please don’t allow noisy industrial development in the middle of the city

3 I mostly disagree with the opportunities that have been identified for each “quadrant” because:

- There is no agricultural consideration at all. Waterloo is a farming community that needs to stay there
- In recent years (last 2) Perry Judd has shut down. We are just staring to see financial effects because of the loss of jobs.
- We need more business

1 I do not agree with the opportunities that have been identified for any “quadrant” because:

- Do not use land in the future without landowners’ knowledge

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0 I think the following opportunities have been missed:

Station 4: Alternative Future Scenarios Evaluation

As they relate to each of the issues listed below, please indicate whether you feel the characteristics of **Scenario A** are highly undesirable, undesirable, desirable, or highly desirable for the City of Waterloo.

Scenario "A" Characteristics	Highly Undesirable	Undesirable	Desirable	Highly Desirable	No Opinion
Overall development density	8	11	7	2	1
Ratio of residential to non-residential development	9	15	4	2	0
Location and distribution of commercial uses	7	11	11	0	1
Impact on local economy	9	11	10	0	0
Diversity of commercial business options (i.e. service businesses, retail, restaurants)	8	13	7	2	0
Location and distribution of industrial uses	7	8	12	0	2
Mix of housing options	8	12	10	0	0
Impact on the provision of City services (e.g. fire department, utilities)	9	9	10	0	1
Overall community form/pattern of development	12	10	7	0	0
Impact on tax base	7	10	9	0	4
Impact on School District	7	12	9	1	1
Impact on commuting time and traffic	8	6	14	1	1
Impact on natural environment	11	10	9	0	0
Impact on community character (i.e. look and feel of the community)	13	10	7	0	0
Impact on downtown and immediately surrounding neighborhoods	14	12	4	0	0
Level of City activism/effort necessary to achieve scenario	9	12	6	0	3

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Station 4: Alternative Future Scenarios Evaluation

As they relate to each of the issues listed below, please indicate whether you feel the characteristics of **Scenario B** are highly undesirable, undesirable, desirable, or highly desirable for the City of Waterloo.

Scenario “B” Characteristics	Highly Undesirable	Undesirable	Desirable	Highly Desirable	No Opinion
Overall development density	6	5	14	4	0
Ratio of residential to non-residential development	3	9	10	7	0
Location and distribution of commercial uses	4	6	15	4	0
Impact on local economy	4	1	15	8	0
Diversity of commercial business options (i.e. service businesses, retail, restaurants)	3	4	16	5	1
Location and distribution of industrial uses	4	4	16	3	1
Mix of housing options	3	7	12	6	1
Impact on the provision of City services (e.g. fire department, utilities)	3	2	15	7	1
Overall community form/pattern of development	5	4	13	5	0
Impact on tax base	4	2	16	6	1
Impact on School District	3	3	18	5	1
Impact on commuting time and traffic	3	5	17	5	0
Impact on natural environment	5	10	8	7	0
Impact on community character (i.e. look and feel of the community)	6	7	10	7	0
Impact on downtown and immediately surrounding neighborhoods	4	12	9	5	0
Level of City activism/effort necessary to achieve scenario	5	3	14	7	1



Station 4: Alternative Future Scenarios Evaluation

As they relate to each of the issues listed below, please indicate whether you feel the characteristics of **Scenario C** are highly undesirable, undesirable, desirable, or highly desirable for the City of Waterloo.

Scenario “C” Characteristics	Highly Undesirable	Undesirable	Desirable	Highly Desirable	No Opinion
Overall development density	1	1	13	13	0
Ratio of residential to non-residential development	1	1	16	10	0
Location and distribution of commercial uses	2	3	12	11	0
Impact on local economy	1	1	13	12	0
Diversity of commercial business options (i.e. service businesses, retail, restaurants)	1	3	11	13	0
Location and distribution of industrial uses	1	2	13	12	0
Mix of housing options	1	5	12	10	0
Impact on the provision of City services (e.g. fire department, utilities)	1	1	16	9	0
Overall community form/pattern of development	1	0	14	12	0
Impact on tax base	1	3	13	9	1
Impact on School District	1	3	12	10	1
Impact on commuting time and traffic	1	1	17	8	0
Impact on natural environment	1	0	14	12	0
Impact on community character (i.e. look and feel of the community)	1	0	12	14	0
Impact on downtown and immediately surrounding neighborhoods	1	2	10	14	0
Level of City activism/effort necessary to achieve scenario	1	2	14	10	0



Which of the three future scenarios do you generally prefer?

2 Alternative A

13 Alternative B

20 Alternative C

Why?

A

- Keeping Perry Judd as a low-noise facility should be a priority. Alternative C might also work - good use of the old facility and lower noise signature.

B

- Blended plan to support economic/ employment options as well as residential.
- It has a balance of housing and business. Many people in Waterloo are apathetic as to what happens - look at the turn out for voting. They complain but don't do anything to change things.
- More active involvement in advertising Waterloo and some redevelopment of downtown. Bigger pits would help.
- Some control and improvement. A had too much status quo and C had too much government control.
- The City needs to grow, more businesses will expand the tax base.
- We need to continue to promote business and growth. I like C too, a combination of both is the answer

B or C

- A had too much housing. This would drive down housing values.

C

- A unique look and good use of existing space.
- Awesome, community action!
- Concentrated development/density. Defined city boundaries. Mixed residential opportunities, focus on downtown revitalization - new life! Larger community will help implement changes - pressure redevelopment of downtown and spur new development (with limits).
- Economic growth - smart growth
- Enhance what we have in Waterloo without too much more residential development.
- Environmental, development, pedestrian based, infill rather than sprawl.
- Farmland/Ag is one of our best assets; Employers (McKays, Craves, farmers) long term employers only growing business; Utilize downtown potential to redevelop into attractive mixed-use business; Grow inward to develop "community" feel with parks and open space.
- I believe it's attainable. Madison east side will be booming soon with new business and housing. Sun Prairie has limited space. I believe if we show an active community growth for the future we can cash in on Madison and Sun Prairie growth.
- I believe that Waterloo has a lot of potential to become its own sustainable community.
- I feel a variety use building is very important and desirable. Bayshore Mall - extreme example yes, but very desirable. Sun Prairie would be a great example to follow.
- Invite business, make open space, do not make us Sun Prairie - we want to stay rural.
- It encourages "character" development; is more beautiful, comfortable, and inviting.
- More sustainable, concentrates development efforts where infrastructure is in place. Emphasis on green connectors. Firemen's Park and trail are huge assets.
- Most challenging, but ultimately most rewarding if it works. High property values, preserves most of what we like best about the town yet gives economic independence.
- This plan takes up less farm land, but still brings in a population. I really like the design of the building of "C".
- Waterloo has a lot of potential for development without spreading further into the surrounding area.
- We are dairy farmers north of Waterloo. Plan "C" would not jeopardize the land we rent to support our farm. I fully support a plan that preserves our natural resources and natural space so do not want Waterloo to have Wal-Mart, Shopko, and other types of development. Want Waterloo to remain rural. We can quickly drive to nearby communities if needed for a Wal-Mart.



Station 5: Visual Preference Survey

In addition to guiding the type and location of future development, the Comprehensive Plan will also include recommendations that address the look and feel, or “character,” of future development. This station is intended to get your input on the desired character of future development in Waterloo.

When you get to this station, please take a seat at any of the available chairs. The presentation in front of you is cycling through a series of 65 images of different types and characteristics of development. Using the following rating table, please rate each image from 1 to 5 (with 1 being the most objectionable and 5 being the most favorable), choosing your rating based on your initial reaction to the image. As you rate the images ask yourself, “Is this the character of development I would like to see in Waterloo?”

You will notice that each image is numbered in the bottom right hand corner of the screen. These numbers correspond to the numbers on the rating table. **Please be sure that you are filling out the rating scale for the correct image number.** If you arrive at this station in the middle of the presentation, jump to the correct image number on the rating table and begin rating (e.g. if the presentation is at image number 35, jump to number 35 on the table). The presentation is set to loop back to the beginning when it reaches the end, so you will have an opportunity to rate the images that you missed. Each image will remain on the screen for only eight seconds, so do not spend too much time rating any one image.

Visual Preference Survey Rating Table						
Image Number	Rating					Average
	Most Objectionable				Most Favorable	
	1	2	3	4	5	
1	3	13	11	4	1	2.59
2	15	9	7	1	0	1.81
3	2	10	17	3	1	2.73
4	18	13	1	1	0	1.55
5	3	4	10	9	6	3.34
6	7	11	10	4	0	2.34
7	8	6	11	6	1	2.56
8	5	9	9	8	1	2.72
9	9	13	5	4	1	2.22
10	8	12	8	4	0	2.25
11	5	4	8	11	4	3.16
12	4	11	12	4	1	2.59
13	6	15	9	2	0	2.22
14	2	0	8	17	5	3.72
15	0	9	13	8	2	3.09

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Visual Preference Survey Rating Table						
Image Number	Rating					Average
	Most Objectionable				Most Favorable	
	1	2	3	4	5	
16	0	9	14	8	1	3.03
17	4	17	6	5	0	2.38
18	2	4	4	10	12	3.81
19	0	6	7	13	7	3.64
20	6	7	14	5	1	2.64
21	15	9	8	1	0	1.85
22	4	8	9	10	1	2.88
23	5	6	8	12	2	3.00
24	6	4	10	9	4	3.03
25	5	10	9	7	2	2.73
26	2	3	11	7	10	3.61
27	4	3	10	16	0	3.15
28	10	9	10	3	0	2.19
29	5	12	10	4	1	2.50
30	11	10	7	3	0	2.06
31	3	9	4	10	5	3.16
32	11	7	9	6	0	2.30
33	0	7	14	11	1	3.18
34	5	5	13	10	0	2.85
35	5	7	10	6	2	2.77
36	7	7	4	11	3	2.88
37	4	11	10	4	2	2.65
38	3	5	15	7	2	3.00
39	3	8	12	8	1	2.88
40	2	5	12	11	0	3.07
41	4	4	5	13	6	3.41
42	9	6	11	1	4	2.52
43	6	6	10	8	2	2.81
44	2	4	10	9	3	3.25
45	3	5	12	7	1	2.93
46	6	7	9	6	2	2.70
47	1	6	7	11	4	3.38
48	0	1	7	14	7	3.93
49	3	5	8	9	4	3.21
50	8	5	9	6	2	2.63
51	21	9	2	0	0	1.41
52	4	5	10	11	2	3.06
53	9	3	12	6	2	2.66
54	2	3	8	11	8	3.63
55	2	6	7	15	2	3.28
56	1	14	11	1	5	2.84
57	3	3	7	12	5	3.43

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Visual Preference Survey Rating Table						
Image Number	Rating					Average
	Most Objectionable				Most Favorable	
	1	2	3	4	5	
58	8	7	10	6	0	2.45
59	4	7	6	13	2	3.06
60	12	10	5	5	0	2.09
61	5	7	12	5	3	2.81
62	5	4	12	9	2	2.97
63	2	5	11	10	5	3.33
64	18	9	5	1	0	1.67
65	2	2	8	17	4	3.58

Station 6: Evaluation

- Please offer any additional comments, suggestions, or opinions you have on the information presented at this open house or on the planning process in the space provided below.**

 - Thank you Megan and Mark! Hopefully, you got some good input.
 - VPS should be more interactive. What aspect of each picture should audience concentrate on? How do you know what audience members like or dislike about each picture?
 - Think niche markets/housing, sustainable transition from fossil fuels, enhance the river as a backbone and reason for retail to be or locate here. Strengthen the downtown core! Walking community and enough local amenities to keep residents from traveling to surrounding communities for entertainment.
 - We would like the community to stay more rural - not city like the area near Sun Prairie. We already have over 100 openings for housing and it is not moving! Fence the Garman Conservancy to stop vandalism and destruction of property. Make more park areas.
 - I would hope that Waterloo really comes together and moves ahead. I think the process of "planning" has been a very good one so far.
 - Eliminate rural subdivisions. Fill in downtown areas. Give incentives for business to come to Perry building and provide jobs. Revitalize what we have, give incentives to local business owners so they can prosper and grow. Plan "A" obviously does not work; doing nothing has already failed!
 - I really want to keep this a rural town! We don't need a Wal-Mart or big superstores. I don't believe they will thrive because we are so close to Madison, Watertown, Beaver Dam, etc. But we do need small retail! Bringing in jobs will help bring families to our community.
 - This committee needs to look at more agricultural opportunities. Waterloo has to have more development. We do not have any employment opportunities now. Maybe our cart is ahead of the horse. We need to have a workforce before we need development.
 - Good presentation.
 - We need better cell communication in this town. We best look at where we want a cell tower now - wherever it goes people are going to fight it even though they all complain about coverage in Waterloo.
 - Very nice job on visual displays.

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- As you know your biggest hurdle is the lack of "open-mindedness" by some. Waterloo is very traditional. It won't become urban - too much oldfashionism. At the same time, Waterloo's image does not support neo-traditional developments either. Waterloo will benefit most from a slow/soft clean up and revitalization, not a total face lift or reprogramming. The city (downtown) could be urban and lively, it just needs people to take more pride in what they have.
- Buy back the old Community Hall and use it for City functions - plays, volleyball, basketball, indoor flea markets, etc. It's built like a fortress and should still be viable for another 100 years.
- My opinion is this is a bedroom community. Pure industrial and roads - no new housing until you get jobs here.
- I heard a lot of comments tonight about "can't" or "wish". I guess what needs to be done is instill pride in Waterloo - in the old time Waterloo residence. We are fairly new to Waterloo - moved here because we loved the quaint community and the beautiful old houses.

2. On a scale of 1 to 10, how would you rate the overall usefulness of this open house?

Poor, Not useful	1	2	3	4	5	6	7	8	9	10	Excellent, Very Informative
Total	0	0	1	1	0	0	10	8	5	7	Avg. 8.00

Thank you for your input!