

City of Waterloo Comprehensive Plan Survey Results, 2006

Total # of Respondents = 244

PART 1: DEMOGRAPHIC INFORMATION

1. Please describe your City of Waterloo residency status.

- 95.9% I live in the City of Waterloo year-round.
- 0.8% I live in the City of Waterloo for part of the year, but live elsewhere during the winter months (i.e. “snowbird”).
- 0.4% I live in the City of Waterloo for part of the year as a seasonal worker.
- 1.2% I am not a resident of the City of Waterloo (please do not answer questions 2, 3, and 4).
- 1.6% Other:

Other Responses:

- Own business in city
- Town of Waterloo
- I own a business in Waterloo
- I work in Waterloo

2. Do you own or rent your residence in Waterloo?

82.3 Own 16% Rent 1.7% Other

Other Responses:

- own building
- yes, but that’s my business
- Mobile Home
- Rent Business Space

3. How long have you lived in the City of Waterloo?

2.5% Less than 1 year 16.9% 6 to 10 years 44.5 More than 20 years
 20.3 One to 5 years 15.7% 11 to 20 years

4. Please describe your present work situation while residing in Waterloo (please select one).

- | | | |
|-------|--|---|
| 61.4% | I work in the city/village/town of: <ul style="list-style-type: none"> • Ft. Atkinson (1) • City of Waterloo (52) • City of Madison (48) • Watertown (9) • Sun Prairie (11) • Middleton • Columbus • Dane County • Ixonia | <ul style="list-style-type: none"> • Johnson Creek • Lake Mills (4) • Lomira • Marshall (2) • Menomonee Falls • Milwaukee (3) • New Berlin • Oak Hill • Portland • Town of Medina |
| 4.2% | I work in the City of Waterloo for part of the year. | |
| 4.2% | I work in the home. | |
| 27.1% | I am retired. | |

3% I am not employed.

5. What is your age?

7.1%	18 to 29 years old	28.8%	50 to 64 years old
14.6%	30 to 39 years old	15%	65 to 74 years old
23.8%	40 to 49 years old	10.8%	75 years or older

6. Are there school aged (grades K – 12) children living in your household?

26.9% Yes 73.1% No

PART 2: OPINIONS ON EXISTING CONDITIONS

7. What are the THREE (3) most important reasons you or your family choose to live in the City of Waterloo? Please rank your top THREE choices (Place a "1" next to your most important reason, a "2" next to your second reason, and a "3" next to your third reason).

1 st	2 nd	3 rd		1 st	2 nd	3 rd	
Reason	Reason	Reason		Reason	Reason	Reason	
20.8%	4.8%	4.7%	Affordable housing	1.7%	5.3%	0.9%	Low taxes
5.4%	14.5%	9.3%	Close to Madison area	20%	11.5%	5.1%	Near job
2.5%	5.3%	3.3%	Good schools	19.2%	14.1%	7.9%	Near relatives and friends
0.8%	0.9%	2.8%	Close to shopping opportunities	0.4%	4%	0.9%	Parks and recreational opportunities
0.4%	0.4%	2.8%	Good health care facilities	0%	0.9%	1.4%	Quaint downtown
2.1%	0%	1.4%	Good housing choices	0.8%	3.5%	5.1%	Sense of community
0.8%	1.3%	1.4%	Good transportation access	12.1%	15.9%	24.2%	Small town atmosphere
4.2%	9.3%	14%	Low crime	1.7%	4.8%	11.2%	Convenient location
0%	2.2%	1.4%	Community services	7.1%	1.3%	2.3%	Other _____

Other reasons for choosing to live in Waterloo:

- Born & Raised here/Used to work in Waterloo
- Born and raised in Waterloo
- Born here
- close to my daughter
- found a house we liked
- Grew up here
- Had Land Available to build
- in Air Force, Truax Field
- in Air Force; Truax Field
- Married a Waterloo person
- near churches
- Own a home (stability for children)
- parochial school
- Returning home after years away
- Settle family estate
- Too old to move
- we work in Waterloo
- Lived here all my life
- Lived here for 60+ years
- we found a house we liked
- found a house we liked
- I was tricked
- investment

8. How would you rate the following facilities and services in the community? Please put a check in the appropriate box (excellent, good, fair, poor, or no opinion) for each of the services listed below.

Service/Facility	Excellent	Good	Fair	Poor	No Opinion
Ambulance service	43%	34%	4%	2%	17%

Service/Facility	Excellent	Good	Fair	Poor	No Opinion
Fire protection	42%	36%	8%	0%	13%
Police protection	31%	45%	9%	11%	4%
Code enforcement/property maintenance	7%	35%	26%	14%	18%
Library services	47%	40%	7%	1%	5%
Health services	18%	44%	15%	3%	20%
Snow removal	19%	49%	21%	8%	3%
Street maintenance	9%	29%	30%	29%	3%
Trash collection	36%	54%	9%	0%	2%
Yard waste services	25%	43%	24%	4%	5%
Recycling services	30%	51%	13%	3%	3%
Internet	7%	29%	23%	14%	28%
Park facilities	47%	37%	10%	3%	3%
Recreational programs	11%	35%	20%	7%	27%
Community events	8%	30%	34%	20%	9%
Older adult activities	2%	12%	23%	19%	44%
Older adult care services	3%	22%	20%	9%	46%
Public meeting facilities	13%	41%	19%	6%	21%
Public schools	9%	44%	23%	12%	13%
Transportation options	3%	17%	27%	31%	22%
Drinking water quality	12%	53%	26%	7%	2%
Sidewalks	5%	38%	35%	17%	5%
Bicycle lanes and paths	6%	24%	30%	14%	25%
Disaster plans/services	2%	12%	17%	10%	59%
Animal control	4%	23%	27%	23%	23%
Youth activities	6%	27%	23%	16%	28%

9. How do you rate the job opportunities available in Waterloo today?

0.4 Excellent 10.1% Good 45.6% Fair 43.9% Poor

10. How do you rate the shopping opportunities available in Waterloo today?

0% Excellent 10.4% Good 41.7% Fair 47.9% Poor

11. How would you rate the following features in downtown Waterloo (Between Harrison Street and Washington Street, and from the 200 block of North Monroe Street south to the Maunesha River)?

	Excellent	Good	Fair	Poor
Overall layout	4%	47%	40%	10%
Building appearance	3%	35%	43%	19%
Historic character	11%	43%	38%	8%
Business signs	3%	35%	48%	14%
Street signs	7%	55%	34%	4%
Sidewalks	4%	47%	34%	15%
Parking availability	2%	36%	44%	18%
Traffic flow/circulation	4%	52%	33%	11%
Street trees	10%	39%	33%	18%
Lighting	10%	58%	27%	6%
Mix of businesses	3%	16%	48%	33%

	Excellent	Good	Fair	Poor
River access	2%	14%	40%	43%
Interconnections to the surrounding neighborhoods	4%	44%	40%	12%
Pedestrian-friendly design	5%	44%	39%	12%
Presence of public gathering spaces	4%	35%	43%	18%
Bike accessibility	3%	32%	43%	21%

12. Are there particular areas in or near the City that stand out in your mind as being especially pleasant or attractive? If so, please describe these below.

- Fireman's Park baseball/softball complex; Most neighborhoods are attractive; The Library is great for a town our size; It is nice to have a bike path in the park. At least it goes somewhere.
- Antique Mall
- Best attraction in city is the park.
- Between city hall and the building to the south and the 4 corners (could use a little more attractive lighting and some big planter to soften the memorial. McKays entrance to their office
- bike path along the river, the parking lot behind the professional building along the river Fireman's park as a whole
- Bike path, River restoration, Garman's Woods
- Church
- City building and surroundings
- City Hall
- City Hall and outside bench area
- City hall has a nice area to sit (small park), Waterloo Fireman's Park is beautiful and well maintained.
- City Hall, Fire Dept, Electric Co.
- City Hall, Waterloo Water and Light, Park
- City Park
- City park
- City Park
- City park system, school, public
- City parks
- DNR land, Firemans Park
- Entering town from the West on Highway 19 is nice.
- F&M Bank Piggly Wiggly Nursery School and Library Firemen's Park
- F&M Bank, City Building, Band Stand
- Fireman's Park (x 25)
- Fireman's Park - beautifully designed spacious plan
- Fireman's Park - generally could use 'color' in planting of flowers and colorful trees.
- Fireman's Park - I believe it's one of the best parks in the area.
- Fireman's Park Library area
- Firemans Park - Library building
- Fireman's Park - Perry Judd's Bridge
- Fireman's Park - school - library
- Fireman's park and the library.
- Fireman's Park is a great place to go since the paved path was put in by the river. The 4th of July festival is much more pleasant to attend than the Weiner and Kraut festival. We like that the whole school PreK-12 is in one location.
- Fireman's Park is beautiful Downtown is pleasant Library and school are pleasing to view
- Firemans park is especially attractive and underutilized
- fireman's park is great but we are lacking in development of other parks.
- Firemans Park is the best park my wife and I have been to in a small town as of yet. The ability to go to work, shopping and the children going to school all within a 3 mile radius is very appealing to me and my family. Not to mention the scenery along the way.
- Fireman's Park, 4 Corners & bandstand, large old houses on main streets, water tower near St. Joe's, large open green space near public schools, McKay's on most sides of town, library
- Fireman's Park, Carousel, Water tower with painting of businesses, City Hall and Fire Department, library, McKays, Trek

- Fireman's Park, downtown buildings, the new hiking trail on the property behind Trek, the new Trek building. I miss the old mill ponds. They were beautiful. The older homes on the south side. The library building.
- Fireman's Park, Garman's Woods, the old water tower
- Fireman's Park, Municipal building, KJM Library, public schools campus, churches, Veterans Park, Trek Inc.
- Fireman's Park, municipal building, parking lot end of South Monroe
- Fireman's Park, Vet Park
- Fireman's Park. It is definitely the draw for Waterloo.
- Firemen's Park - beautiful park, needs some trees trimmed
- Firemen's Park Dr. Garman Nature Preserve Public library site Veterans Park
- Firemen's Park - Karl Junginger Memorial Library.
- Firemen's park - lots of activities and a very nice place. Visitors have many good compliments.
- Firemen's Park is a plus for our town
- Firemen's Park, area of Minnetonka to Library is nice and Anna Street, Lam Avenue areas towards Portland.
- Firemen's Park, Building 129, Gorman Reserve, surrounding countryside
- Firemen's Park, the trees, playing fields
- Football field
- Garman's Nature Preserve Fireman's Park Historic Carousel Maunsha River (the restored portion of the former millpond) The Water tower The mature street trees on Madison and Monroe Sts. The meadow and marsh adj. to the river when entering the City on STH 19 from Marshall Some of the farmland Some of the well-kept historical homes & buildings The Library
- Garman Preserve; The tree canopy on North Monroe Street; Water tower; the band stand; the McKay's green spaces.
- Great Fireman's Park
- High school grounds

- I like the park
- I love the park
- I love the river. I just wish the dam had not been removed because now we cannot see it from our neighborhood. That was part of the reason we purchased our home--because we had a river view.
- I think the Fireman's Park is a very nice place.
- Library and City Hall
- Library but so far out by the school
- Library, Fireman's Park, trees along Monroe Street (Carousel)
- Little park by four corners.
- Many communities would 'die for' Fireman's Park with the grounds, buildings and ball fields!! Use it!!
- McKay Nursery, Perry corporate office.
- my house
- new city hall park
- nice park
- None (x 5)
- Not especially - the park - if I'm forced to pick anything.
- Not really.
- Nothing special
- Oak Hill Cemetery; very good condition
- Oak Hill Cemetery; very good condition
- Of course our Fireman's Park gets many favorable comments from people who visit.
- Old water tower, merry go round
- Our Firemen's Park is a wonderful place to be.
- Our fireman's park
- Our parks - Firemen's, McKays; The drive into and out of Waterloo
- Our Waterloo Firemen's Park
- Park (x 15)
- Park - McKay Nursery
- Park - not being utilized to its potential. Carousel.
- Park (fireman's)
- Park Building 129
- Park corner of N Monroe and E Madison
- Park in the middle of town
- Park is nice
- Park is well maintained

- Park system
- park, old McKay building (antique store)
- Park, very clean and enjoyable.
- Park; historical museum; band concerts
- Parks
- Parks, school facilities, library, and newer subdivisions.
- Perry Corp Office; City Park Downtown; Fireman's Park; Library; Schools; McKay Main Offices; Bike Trail
- Pleasant: Firemans Park
- Public hunting areas
- Small town appeal. Residential neighborhoods with tree-lined streets...mature neighborhoods. Limited business district.
- Some neighborhoods, the park, the schools, some downtown businesses
- St. Johns Church
- The City Hall is very attractive as is the area along side of this building. The area where music events are held, by the old library is also an attractive location. Several of the nicely restored buildings lend character to the downtown.
- The colorful trees on Monroe Street. Large trees in the park. Veteran's Park and the new landscaping. Fireman's Park.
- The downtown park and Building 129
- the fireman's park
- the Firemen's Park - great setting, clean, very beautiful
- The park - not used enough!
- The park - We could have more picnic tables in the park and events.
- The park and the bike paths.
- The park behind the old community building.
- The park is beautiful and well taken care of; also like the many trees that line the streets.
- The park is beautiful but underused. Building 129 and American Classic Hair storefronts have a nice appearance that catch my eye almost every time I am downtown.
- The park is very nice.
- The park is very nice. Layout is good and nice trees.
- The park north of town on the river.
- The park seems fairly well maintained.
- The park, any of the undeveloped portions outside of town, all directions, especially in the fall.
- The park, the many large older homes.
- The pond that used to be in my back yard!
- The Valley to the East is breathtaking
- The Waterloo city park
- Trees along main streets entering city.
- Very nice park.
- Veterans Park - old library, Waterloo Firemans Park, South Monroe Parking lot
- Veterans Park, but could be improved.
- Veterans Park, City building, Fireman's Park, tree lined streets, library, McKay office, Waterloo schools, Perry office, Trek buildings.
- View out over our backyard? The park
- Waterloo Fireman's Park
- Waterloo Firemans Park - Library area
- Waterloo Park
- Waterloo park
- Well cared for downtown buildings.
- Yes buildings that haven't been restored - that have natural appearances.
- Yes, the city hall building is a nice addition and it blends in well within the existing buildings.

13. Are there particular areas in or near the City that stand out in your mind as being especially unpleasant or unattractive? If so, please describe these below.

- (Pallet One) Lumber too close to road (fence)
- South Monroe St.; The condition of many of the roads in town is fair to poor; There has be an emphasis on enforcing building code standards in the down town area which is great. Some of the buildings were pretty bad, and several still need

improvements. Some of the homes around town are in very poor condition. If possible, the city should apply the same pressure they did on the downtown businesses to the property owners in the residential area.

- 4 corners - East side of 19
- All the buildings and businesses when coming into town from Portland, the turnaround on South Monroe, the buildings behind Hurley's computers.
- All the entrances to the city are not especially appealing especially from the east on Hwy 19 and the north on 89. All entrances should have similar signs and be landscaped to the hilt with Waterloo having such a large nursery here!
- Alleys full of garbage. River - surrounding properties, river banks, etc. City buildings with untrimmed shrubbery/weeds.
- Area near Mode
- Areas where perfectly good trees are destroyed for no valid reason.
- Auto repair shop, on the four corners.
- Bars
- Bdg partially improved.
- Both side Hwy 19 Pallet One to Cheese Store
- Bridge Lounge; Larry Otteson Garage/business downtown; small house on E. Madison Street and by St. Lutheran Church.
- Car fix it place on 4 corners - very unattractive
- Cars and trucks parked on the lawn in front of houses, and other junk that seems to remain forever.
- cobbled street work
- Corner of Jackson and Harrison
- Corner of S Monroe and W Madison (junky) eye sore. People leaving appliances in Perry parking lot.
- Dead end downtown
- Dead end of S Monroe Street, parking lot located there.
- Deyoung subdivision
- Downtown - lack of parking, public parking is hidden and not secure.

- downtown area
- Downtown area - South Monroe
- Downtown area with too many bars instead of medium size town businesses and shops.
- Downtown area, east side business
- Downtown buildings dumpy looking - worn down ugly.
- Downtown businesses that cover up historic storefronts. VanHolten property (south of Madison Street) - removal (proposed) of street trees.
- Downtown four Corners (S. Monroe and E. Madison)
- Downtown is a mix of un-repaired old buildings, poorly updated buildings, some old buildings that have been restored to past glory and eyesore of a garage. School grounds have been destroyed over the last 25 years!
- Downtown needs major work.
- Downtown square area.
- Downtown. Parking is horrible. People are not willing (typically) to walk to someplace they can't see from their vehicle. Public parking is hidden. Turn that little park into a parking lot and your downtown would flourish. This ain't State St.
- E Dickenson and Lum Ave where the trees have been removed - graffiti on buildings and train tracks by Trek
- Empty Perry buildings.
- Empty Perry Printing Warehouses
- Empty Perry-Judd's building.
- Entering the City on STH 19 from Portland The old grocery store (Lache's, ? on spelling) The building (residence) just before the M. river on Madison St. The Perry Judd buildings throughout the City (except for the headquarters, which is attractive) The Van Holten Pickle building on south side of W. Madison St. (currently for sale) The auto shop on the SW corner of the downtown 4-corners area, also some of the other buildings on Madison & Monroe Sts. The entire S. Monroe St. area south of Blue Moon Pizza and the Mode Theater The residential development adj. to the

Garman Preserve The possible (currently planned) unnecessary removal of ALL of the street trees on N. Monroe St. during the 2008 reconstruct of STH 89N

- Escalation of taxes, lack of action for improvement, no parking (not even alternate side) during winter
- everything south of east and west Madison st.
- Firemen's Park appearance
- Former Dammed Pond West of City
- Former Mill Pond area--riverbank on the west side is unsightly.
- gas station on the 4 corners, old gun shop/river area, bridge lounge
- General appearance - poor - no constructive business. No planning.
- Highway 19 west
- homes not kept up and clean around them
- Horrible street conditions
- Hwy 19 W between Trek and Minnetonka, South Monroe St. turnaround - rundown homes on Monroe across from police station
- I think it would be nice if residents would take pride in their homes and not store old cars and junk on them. Cut down weeds along the river. The terraces in the park need to be mowed!
- Junky garage on corner across from park.
- Junky yards, pallets
- Larry's Garage is an eye sore, Vacant land from old Courier building, Jim's Cheese old building, Perry Printing's old building
- Laundromat
- Look of Post Office, Perry buildings and warehouses, lots of unkempt maintenance and weeds.
- Main Street corner - 4 corners, dead end south of Monroe Street. Too many pallets near road east of Waterloo.
- Malt House stench.
- McKay Nursery area
- Monroe Street south of Hwy 19
- Monroe Street south of Madison Street
- More stores and less bars
- most of the city streets

- My back yard. I will be frank, I miss the pond. They promised beauty and I have weeds!
- N. Monroe past coaches and apartment building. S Monroe dead end and car repair on corner of Highway 19 lumber area to Jim's Cheese.
- N/A
- No
- No
- no opinion
- no opinion
- No room for Iraq war service names on the Veteran's Memorial. The dirty taverns, especially the one by the river and the Lutheran church which has an ugly porch on the river side. The ugly and rusty buildings behind the store fronts. Bumpy roads thru town, West Madison is especially bad and has ruined my car. The pallet company has expanded beyond their means and is unsightly. Jim's Cheese needs a new sign - it's hard to see you have a nice cheese store in town.
- Not really
- nothing
- Old, run down buildings across from the city building.
- Older businesses near west side of city, lack of amenities, food options and small shops.
- ole mill pond - dam area
- Our buildings downtown need a face lift.
- Pallet business, area behind Veteran's Park, end of South Monroe building not being used.
- Pallet Factory and across from IT building - poor, junky looking.
- Pallet factory area
- Pallet factory area (noise and dust in air)
- Pallet one
- Pallet One area (very run down) - Some buildings downtown
- Pallet One lumber up to an on the roadway. No clearance if you want to put in sidewalks that once was there
- Parking downtown
- Perry buildings and area of warehouses.

- Perry Printing building and parking areas in the heart of a residential area.
- Perry-Judd's warehouse
- Piggly Wiggly store, the stores that are closed, why not let someone buy them and restore a business.
- Quite a few homes littered with trash in front or back yards.
- Repair shop in 4 corners, unkempt buildings, empty Perry's building, community building on South Monroe - empty.
- River
- S Monroe
- S Monroe St going towards the river. Hwy 19 corridor going east kwik-trip to Jims' Cheese
- S Monroe Street, street in terrible shape, not streetscape
- S Monroe, West side
- some neighborhoods and some downtown business sections
- Some of the businesses downtown are unattractive, (are some of those buildings currently residential??), garage on corner at 4-way stop sign isn't pretty (!)
- Some of the older buildings downtown are run down and in need of repair.
- some of the run down homes
- South Monroe Street at the river - a 'junk hole' (and not fit for a park area). Why is it used as a junk car parking lot? Not worth spending on.
- South Monroe Street by the river
- South Monroe Street downtown, Pallet company, Lackas
- South Monroe Street, Madison Street to the river, river banks, former Lackas store building in Portland, cars parked on lawns.
- South Monroe Street; unfinished green space downtown
- South Monroe to Maunasha
- South Monroe, north of river. Many sidewalks, including at 4-corners. East end along '19'.
- South Monroe St, Pickle Factory, Perry Parking lot near Edison
- street conditions downtown and toward High School
- Street in front of City Building-street condition is terrible; businesses aren't much better
- Taverns
- The actual road of Monroe Street, some of the store fronts look rundown.
- The area around the MT Bar and Bridge Lounge/E Madison Street - both bars need to fix up the exterior. The Bridge Lounge really looks bad next to the water.
- The area of S. Monroe St. where the old gun club was looks like urban ruin.
- The auto garage on our South Monroe Street and West Madison creeping into town. Not too nice on main entry to Waterloo.
- The auto service at the center of town.
- The buildings on South Monroe
- The business at the 4 corners-downtown looks like a junkyard. No one even notices the pretty Veterans Park!
- The car repair shop on the 4 corners. The building along Hwy 19 eastside.
- The city bank
- The dead end at downtown Waterloo.
- The dead end on S. Monroe Street.
- The dead end where the VFW/theatre? is. Those old buildings should be torn down. I've always thought that could be a nice small walk-in park area for people to sit while shopping.
- The dead end. But not spending high dollars. Just some general upkeep would be sufficient
- The downtown area at the 4 corners where the Utility Bills are to be dropped off. The area is hard on the eyes. There are hardly any businesses that are in full function in that area and yet it is still very disheveled and hard to look at.
- The downtown area needs a lot of work. I think people are very unimpressed when they see our downtown.
- The empty buildings especially the community building which should have never been sold.

- The first would be the bike trail that is not complete, and once you are at the end (fire dept) there is no safe place to take children except going back. The second would be the area at the end of Monroe ST, down past the Mood theater and the VFW.
- The four corners area is a very unpleasant meeting place. It's noisy and the car exhaust fumes are unpleasant. My family stopped going to events there.
- The old Bridge Lounge; the murkiness of the river water; warehouses on Jackson Street; Pallet Company
- the old Perry Building, the Bridge Lounge, the Pallet company
- The pallet company and Sheehy Trucking
- The remains of the old mill ponds, some of the old buildings downtown that haven't been fixed up, especially in the area of Perry Printing.
- the river and old mill pond area
- The RIVER IS A DUMP! It should be cleaned up. The smashed beer bottles on West Madison Street around the Mad. St. Pub.
- The river. Ever since the dam was taken out, it has deteriorated with weeds and junky looking.
- The roads are not that well maintained. The downtown area has a lot of charm but is not the best looking area. Downtown is what I would expect from a small town
- The Waterloo School looks very nice, but the education potential there is among the worst in the state.
- The weed patch in the town that used to be the mill pond apartment houses on Knowlton Street (cleanup)
- The weeds and brush growing in what was River on 19 between Waterloo and Marshal.
- The west part of the city.
- The whole downtown, excluding City Hall, Bld. 129, and Hair Salon
- There are several buildings that are less attractive. Also the grassy areas to the side of the Mode and the parking areas near there have a run down appearance.
- too many bars!!
- Turn around at S Monroe
- Unfinished driveway on Lum Av (corner lot) - houses with yards that are cluttered with lawn equipment etc (appears to be NO storage sheds, buildings, huts to put equipment in).
- Unmaintained downtown business buildings...businesses can afford to maintain their storefronts, for 'hobby' businesses it is difficult, but not the responsibility of the community/govt. to support.
- Unoccupied downtown buildings; junk cars around town (fire station)
- Unpleasant: Downtown appearance and gateway to town on Highway 19, too much truck/semi traffic!
- Upper 100 blocks of N. Monroe; older housing is unattractive
- Vacant buildings and car repair business in middle of town and Perry parking lot is a mess (W Madison Street-next to hardware store).
- Van Holtens buildings, vacant buildings downtown.
- Water treatment plant
- We are looking forward to the sidewalk and road work on Monroe street (although we will miss the trees). Some of the buildings downtown look run down and some just look tacky.
- What used to be the Mill Pond above the dam now looks like crap. In meetings before the dam was removed we were told it would be an extension of the park and a river walk put on the west side. Now it's many thistles which by the way are illegal per city notices. This is why I stopped going to meetings to hear only lies.
- Where the 'turn around' is - seems so cut off. Need thru street and bridge - thought this for the 12 years I've been here.
- Yes those that have been over-painted
- Yes, the former 'bridge lounge' building is a horrible site!
- Yes, too many private living residence at street level in the downtown area.

14. Compared to other communities in Wisconsin, how would you rate Waterloo's image/identity?

3.8% Excellent 34.7% Good 48.2% Fair 12.3% Poor

15. What would you suggest to improve the image/identity of Waterloo?

- (downtown) sidewalks are in terrible shape - in need of replacement
- A stronger downtown, but I realize this is a declining area in most cities.
- Advertise it in the Jefferson County yearly books.
- All bldg downtown occupied.
- Alternate side parking, restrict liquor sales outlets, get an eating establishment open at night (not bar food)
- Aside from McKay, Van Holten and Trek, there really is not a huge market for employment. In addition, there is no draw for commercial development and I think part of that is because it's not convenient to get to any of the businesses except on foot.
- Attract more factories.
- attract more well rounded business community (ie. restaurants/specialty shops), manage Rivers/nature areas, offer activities for younger families
- Better communication with County publications, residents.
- Better sportsmanship
- Bike trail improve - Unique shops and restaurants
- Bring in jobs/businesses and eating options
- Capitalize on the pretty buildings downtown. Don't take down the trees on Monroe St. or in other areas of town just so you can widen streets. The trees are sorely missed when they're gone.
- Change the community event in the fall to something other than Weiner & Kraut Days - ask businesses to sponsor another event.
- City council keep nose out of political ideology.
- city hall people
- Clean up brighten up downtown and the river area, build some repoir with TREK so the image of them would go hand in hand with Waterloo. Use the river and the park to draw people to use them for outdoor activity year round.
- Clean up main streets and entrances to city.
- clean up South Monroe to use for farmer's market, homecoming parade starting point, etc.
- Clean up the river! Trim the trees and give them some shape (downtown West Mad. St.) Fix the road north of town (Hwy 89). Get more small businesses in downtown. No more bars!
- Create a more attractive downtown area. There are many antique shops and a nice coffee shop. We can build off this.
- Create, then promote an image/identity - a desired destination (i.e., parks, natural features, Trek & bicycling related activities, etc., picturesque small town offering art & music venues, good food, unique shops) Revitalize/restore downtown Capitalize on the Glacial Heritage Preserve 'Sustainable, Livable Neighborhood' City Ecomunicipality (e.g., Washburn, Bayfield, Ashland WI); alter/encourage focus to green industry rather than typical industry currently prevalent in Jeff. Co. Change attitude from. a 'can't', 'no money', 'we've never been able to before' to a 'yes, we can', 'anything's possible'
- Determine who we are: do we focus on bicycles, the part, or a combination of both. Then everything that is done needs to be part of Who We Are
- Don't allow fast growth - keep small town look and feel.
- Downtown.....clean up buildings - Tenants living above business - looks trashy, one tenant in particular has CD's hanging on rail.... Fix up downtown. It is kind of embarrassing when family comes to visit from out of state to see how worn down and unkempt buildings are at the 4 corners (stop light)
- Eliminate the bars-develop more family friendly establishments so families will

spend in Waterloo instead of going to Madison.

- Emphasis on biking, wi-fi
- Encourage public participation
- Enforce present rules, such as number of vehicles per household.
- Enforce regulations on properties.
- Exit off interstate directly into Waterloo, would increase exposure.
- Face it, we are a bedroom community, but lets maintain and keep it looking nice.
- face lift for the downtown area
- Fix more roads and sidewalks. Maybe some new housing areas and some more shopping areas.
- Fix streets
- Fix the street
- fix the streets and hire honest and fair police officers
- Fix the streets and sidewalks downtown and toward the high school
- Fix up the old buildings and get rid of unsightly old junk laying around.
- Get another grocery store, get a department store or something to bring people into town.
- Get industry out of the city.
- Get KENT off City Council; Waterloo is a joke with him on it. Just talk to people in other cities.
- Get Perry's back
- Get the drug use to go down. It is known as a drug town.
- Give us a downtown we can be proud of, better enforcement of codes-appearance.
- Have a few more apparel shops in Waterloo.
- Have more community activities besides sporting events
- Hi-light Waterloo industry
- I don't know. If it was not so difficult to sell my house on Mill Street I would be gone. I want to leave, but I own a home that went down in value when they drained the pond.
- I travel extensively in Southern Wisconsin and in neighboring states. Waterloo is known, primarily as the home of Trek, but

also because of its proximity to Madison...a nice little village.

- Improve downtown appearance, improve school curriculum, employment opportunities.
- Improve education standards
- Improve looks in downtown area, bring in retail establishments, more community events: ie. Pancake Breakfast, Farmer's Market
- Improve school reputation
- Improve the lighting of downtown; the street lights are from the dark ages; add trees and improve streets
- Improve the parking. Improve the space where courier building stood.
- improve the schools, improve the lighting in the downtown area
- Improved downtown and business recruitment (attraction)
- Industry and downtown stores
- Invest in aesthetics, sidewalks. If you enter Waterloo, the 4-corners area will be seen. Make it pleasant and easy on the eyes. Maintain streets better!
- It would be nice to get more shops (like RB Togs, Knick Knacks, etc.) in the downtown area. I know this will be difficult given the proximity to Madison. Continue with expansion of the bike path. In addition to the wonderful youth sports program that currently exists, have an auxiliary program for kids that are not as athletic or those families that cannot make two to three practices and games/week. Kids just show up one day/night a week and pick teams and play (baseball, basketball, etc. without a lot of interference from adults. This type of program would place less pressure on the kids and less promotion on always winning.
- It would be nice to see some consistency with business exteriors without forcing the building owners to spend too much money. It would also be nice if businesses owners put a little more pride in to their landscape. F&M Bank has greenspace now but it looks like they skimmed on the landscaping. The city should consider stop lights at the 4 way or better enforcement of the

crosswalk. Some of the rental properties downtown look horrible. The speed limit on Monroe should be reduced to 25mph for the entire stretch...there are too many kids crossing the street to allow people to go 30mph.

- Keep it small
- Keep it small!!!
- Less bars and drinking all the time at events.
- Less community apathy. Fewer people just out for themselves rather than the community as a whole.
- Listen more when public is talking and believe them then put it into action, how many times must you shoot yourself in the foot before it stops hurting?
- Lower local property taxes, improve the school system and actively solicit a larger variety of business.
- Lower taxes
- lower taxes improve and expand industrial park limit multi housing or tax them equally with single family
- Lower taxes! This is a small city and we should keep small city services. For instance, Waterloo does not need a taxi. This just runs up the property tax bill. People who think Waterloo needs these type services should move to a larger community where there are more people to help pay for them.
- Lower taxes, get more business, promote more what we have to offer.
- Make people park on either driveways or slabs, not on grass except campers and trailers without engines.
- Make people talk about Waterloo. Next year invite vendors into town for Weiner Kraut Day and only charge \$10 and advertise in surrounding towns so we can fill this town with people. Put Waterloo back on the map like it was only about 10 years ago. Remember????????????????
- Make some households clean up their property!!
- Make the downtown area more beautiful w/flowers. Like Sun Prairie.
- More activities for Weiner and Kraut Day
- More business and fix the roads!

- More community activities (ie concerts, dances, carnivals)
- more downtown businesses
- More jobs for local people. More diverse businesses downtown.
- More promotion/recognition of community assets, such as Waterloo City Band, children's sports programs, etc.
- More shopping opportunities and after school activities for kids (dance, gymnastics, karate, etc.)
- More shopping.
- More specialty stores/shops; more restaurants - fine dining.
- more stores and more open hours
- More support for the downtown/small businesses.
- more/better advertising, at least one more smoke free restaurant
- Must move Larry's Garage away from four corners. Must tear down old building from Jim's Cheese. Focus on bring in more home town shopping stores. Take away residential living in store fronts down town. New attractive street lighting.
- need better parking areas
- need better parking areas
- need industry
- need to promote the community
- New
- New streets in the downtown area. Perhaps having all of the business down there taking better care of the outside of their buildings and Perhaps sharing the same sign style. Not identical signs, but say all hang from the front of the building, or all are carved wood... something to make them similar to each other but still unique to the business.
- nothing
- People take better care of their property.
- Plant colorful, welcoming plants, bushes, and trees, especially where there isn't any - remove graffiti, more competitive businesses and specialty stores.
- posting signs listing businesses, etc. in Waterloo
- Public transportation to, from, in
- Put a bike path through the city - connect it to Marshall and Lake Mills.

- Put the water back in the Mill Pond
- Put the water back in Waterloo.
- Quit bickering between old timers and new residents. I believe TREK has more image NOW than a carousel. Join Jefferson County.
- Quit spending money you don't have!
- Real jobs - affordable housing - a biz - to create Waterloo into a destination - not a pass thru.
- Redevelop Perry-Judds to a bio-tech company
- Remove junky garage from corner. Make attractive site to appeal to visitors coming into Waterloo.
- Remove odor related to the Malt House. Improve traffic flow - both police enforcement and design.
- Remove the two brick buildings on S Monroe
- Repair and maintenance of undesirable buildings. Marketing our positive assets.
- Restore downtown main street, keep the historic feel - it just needs some new life
- Restore downtown, retain street trees
- Resurface the streets - enforce local ordinance's regarding junk/unlicensed vehicles - chronic barking dog issues/too many dogs in household
- roads (N. Monroe)
- sidewalks
- Somehow there has to be some kind of a connecting these or community bridging old residents and new residents.
- Start over
- stop the council from making superfluous resolutions
- Streets
- The downtown area looks run down.
- The downtown buildings need a face lift with curb appeal! The older buildings were incorrectly modernized and some buildings were left in disrepair condition!
- The image that stands out in the minds of our non-waterloo friends is the town with the worst roads.
- The park could use recycle containers by the garbage cans. Deerfield and Lake Mills

seem to have a very nice Garbage/Recycle system in their parks.

- The store fronts need improvements by professionals.
- The storefronts downtown need to be filled. Why would/should people shop here if there aren't the kinds of stores that people need here? There needs to be more activities for children - besides the school & park...such as a year-round recreation department that includes more than just sports. Not all kids want to be on a ball team or a soccer team. Perhaps we've identified ourselves too much with Trek and McKay's and we've forgotten to improve our image as a nice place to raise a family.
- There has been a lot of talk about having Trek open a museum, or better yet a bike shop. They are a great company, as a city we would benefit from developing an image highlighting one of Jefferson County's major employers. Is it possible to add a 'mountainbike' trail in the Indian Hills Park?
- There is nothing downtown - it's like a ghost town. Need more business, a good theater.
- Trek bicycle store, advertise w/k day, McKay Nursery.
- Trees - more public events (dances, holiday events)
- Try to keep more business in downtown area and also make sure trash and leaves are taken care of at the park (Fireman's Park).
- Update downtown area by fixing or tearing down rundown buildings.
- Update S Monroe
- Utilize the park for bands in the summer.
- Waterloo has a lot to offer, but it is sporadic in nature. Therefore, people do not necessary visit the town unless there is a specific event. A steady identity or more frequent events might assure a visitor that there is always something special about coming here. Also, although we have lived here for over ten years, we feel it is difficult to break into the local culture. A welcoming, accepting attitude is essential to growth and an improved identity.

- We enjoy the way the image of Waterloo already is. It is One of the main reasons we moved to this community.
- We need businesses that will stay - not those that stay a few months or a couple years and than leave.
- What I want is better streets and better lighting when you drive in at night.
- Whatever it is - it would cost too much! Such as fixing all the streets and sidewalks.
- When you look at how other communities work together, Waterloo does not seem to do this. Weiner & Kraut day is the only day where it seems the business and private

sector get together. There seems to be too many 'cliques' that do things. Even though I was born and raised here, I do see where someone moving in can feel like an outsider for many years. Also, the Waterloo websites, both chamber and city, need to keep current.

- Would like to see planters on main streets downtown-similar to planters on Sun Prairie shop main streets.
- Your downtown has to be cleaner with flourishing businesses. Instead you have clean w/closing businesses.

PART 3: GROWTH AND DEVELOPMENT ISSUES

16. How do you feel about the rate of growth in the City of Waterloo over the past ten years?

- 20.9% Too slow
- 19.6% Too fast
- 59.6% About right

17. Which of the following statements **best** reflects your **future vision** for the City of Waterloo?

- 18.7% Waterloo should be a full-service City where nearly all working, shopping, service, housing, health care, and educational needs can be met.
- 51.6% Waterloo should be a fairly diverse community with some commercial, job, and housing opportunities.
- 7.1% Waterloo should focus on being a manufacturing-based community.
- 2.2% Waterloo should focus on being a retail-based community.
- 9.8% Waterloo should be a suburban “bedroom” community; that is, a primarily residential community with few industries and limited commercial services.
- 10.7% Waterloo should be an agriculturally-oriented community and should strive to maintain as much agricultural land as possible.

18. What types of new **housing** would you like to see in the City in the future? (Check all that apply)

- | | | | |
|-------|--|-------|---------------------------------|
| 46.1% | Single-family, starter homes | 7.8% | Downtown housing |
| 66.4% | Single-family, mid-size homes | 3.4% | Seasonal housing |
| 21.6% | Single-family, large homes | 38.8% | Older adult housing |
| 18.1% | Duplexes | 23.3% | Assisted living/congregate care |
| 32.8% | Townhouses/Condominiums | 6% | Manufactured homes/mobile homes |
| 14.7% | Apartments, 3-4 units per building | 2.6% | Other: _____ |
| 4.3% | Apartments, more than 4 units per building | | |

Other Responses:

- Affordable Housing Options
- High Rise Residential
- minimal new housing
- none
- Nothing
- whatever the market dictates

19. Which types of **nonresidential** development would you like to see in the City of Waterloo in the

future? (Check all that apply)

- 29.9% Neighborhood retail uses, such as a small hardware store, convenience store, video store
- 35% Specialty stores, such as art stores, gift shops, antique shops
- 23.5% Service uses, such as dry-cleaners and hair salons
- 29.5% Supermarkets
- 21.8% Health care facilities
- 12.4% Department stores and other large-scale commercial uses
- 12% Hotels, motels, and other highway commercial uses
- 34.6% Mixed-use developments, including a mixture of offices, retail, and residential
- 38.5% Industrial/manufacturing development
- 21.8% Office development
- 30.3% Entertainment uses, such as theaters, bowling alleys, and miniature golf
- 15% Fast food restaurants
- 47.9% Sit-down restaurants
- 26.1% Community facilities, such as churches, schools, and community centers
- 5.6% None
- 1.7% Other

Other Responses:

- B&B's, small motel, grocery w/ organic foods and earth-friendly products
- Wal-Mart
- we are doing fine
- clothing and shoe store

20. Which of the following design standards for future commercial/retail and industrial development do you support?

	Support	Do Not Support
Improved architectural design standards for new buildings	74%	26%
Maximum building size limits	64%	36%
Building material requirements (brick, block, cedar, etc.)	56%	44%
Sustainable building/construction requirements that reduce the impact on the natural environment	81%	19%
Landscaping requirements	78%	22%
Signage limitations	68%	32%
Lighting limitations	66%	34%
Payment for off-site impacts (e.g., roads or sewers)	79%	21%
Stormwater management requirements	88%	12%

21. Which of the following design features for future residential neighborhoods do you support?

	Support	Do Not Support
Sidewalks	83%	17%
Street trees	86%	14%
Decorative street lighting	62%	38%
Neighborhood parks	78%	22%
Neighborhood schools	44%	56%
Off-street bicycle/pedestrian paths	74%	26%
On-street bicycle lanes	57%	43%
Greenway corridors	69%	31%

	Support	Do Not Support
Front porches	63%	37%
Narrower streets	14%	86%
Alleys	15%	85%
Architectural standards for houses	52%	48%
Shopping within walking distance	70%	30%

22. How important is the preservation of the following features in the Waterloo area?

	Very Important	Somewhat Important	Not at all Important
Farmland	67%	25%	8%
Woodlands	78%	20%	2%
Wetlands	65%	27%	8%
Floodplains	59%	32%	9%
Hillsides	49%	39%	12%
Rivers and streams	80%	18%	2%
Wildlife habitat	73%	23%	4%
Hunting areas	35%	37%	28%
Public parklands	72%	25%	4%
Scenic views	65%	30%	5%
Historic sites (e.g. C.W. Parker Carousel, Historical Society building)	68%	27%	5%
Downtown Waterloo	64%	32%	4%

23. The following are several statements that suggest choices about future directions for the City of Waterloo. Please check whether you strongly agree, agree, disagree, strongly disagree, or have no opinion for each statement.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
The City should promote smaller lot sizes and redevelopment to use less land for future growth.	15%	22%	37%	18%	8%
The City should continue to invest resources into downtown revitalization.	28%	44%	13%	10%	5%
The City should consider future expansion outside of Jefferson County.	8%	32%	28%	17%	14%
Agriculture is an important part of the future of the area.	25%	55%	11%	5%	4%
The City should pursue the development of a City-wide multi-use trail system, with the vision of someday connecting to a regional trail system.	17%	37%	20%	11%	15%
The City should actively encourage the redevelopment of lands near the downtown (e.g. Perry Judd property).	41%	50%	4%	1%	4%
The City should provide more parks in residential neighborhoods throughout the City.	14%	37%	32%	5%	13%
In the future, the City should not consider expanding west towards Marshall (into Dane County).	18%	24%	30%	12%	16%

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Firemen's Park should be more connected to the downtown by way of a natural corridor and trail.	27%	39%	18%	6%	10%
The City should encourage housing options that will attract a young professional workforce (e.g. condos).	21%	41%	21%	8%	9%
The City should provide city-wide Wi-Fi (wireless internet) service.	17%	36%	19%	7%	21%
If a regional, high speed rail system is established between Milwaukee and Madison, Waterloo should explore opportunities to establish a train stop in Waterloo.	25%	39%	11%	17%	9%

24. Where should the City encourage future commercial/retail development? (Check all that apply)

76.3%	Downtown area	21.3%	Southeastern portion of City (near McKay Nursery)
27.2%	Southwestern portion of City (near Trek)	51.1%	North-central portion of City (near Piggly Wiggly)
25.1%	Northeastern portion of City (east of Firemen's Park)	11.9%	Other _____

Other Responses:

- By Jim's Cheese area
- by Waterloo Utilities
- Concentrate on Downtown!
- east by Jim's
- East of town toward Portland
- east side, near Hwy 19
- east side; near Hwy 19
- Highway 19 (kwik trip to Portland)
- Hwy 19 East
- Hwy 89 North
- Incorporate Portland
- Industrial Park, duh!
- jewelry store
- near center line
- need another grocery store
- No place
- North on the way to Lake Mills by Oak Hill
- Northwest
- Nowhere
- Old Perry property
- Perry - Judd
- Perry Judd Area
- Perry Judd Redevelopment
- towards Portland
- Use the buildings that are sitting empty around Perry Judds
- wherever the market dictates
- won't happen

25. Where should the City encourage future industrial development? (Check all that apply)

8.3%	Downtown area	46.3%	Southeastern portion of City (near McKay Nursery)
40.2%	Southwestern portion of City (near Trek)	10.5%	North-central portion of City (near Piggly Wiggly)
44.1%	Northeastern portion of City (east of Firemen's Park)	15.7%	Other _____

Other Responses:

- 89 past Oakhill
- Business Park
- by fire house
- By Waterloo Utilities

- Current Industrial Park
- East
- East on 19 toward Portland
- East or West of the main city
- east side, near Hwy 19
- east side; near Hwy 19
- Existing buildings - Perry
- Hwy 19 East
- Hwy 19/east
- Incorporate Portland
- industrial park
- Industrial Park
- Industrial park
- Industrial Park by fire station
- Industrial Park by fire station
- Industrial Park, duh!
- near center line
- near Perry property
- no need to encourage industry development unless it adheres to the requirements of 'natural step' design (in alignment w/ Eco-municipality specs); locate on NE portion or suitable, available farm land
- None
- none
- Northwest
- Nowhere
- Old Perry buildings
- Out of the city
- Perry Judd
- Perry Judd's
- Perry Judd's - eyesore
- Present Industrial Park
- Sheehy property (southeastern access to 89, I94, and railroad)
- towards Portland
- wherever the market dictates

26. Please feel free to write any additional comments you may have regarding your impressions of the City of Waterloo as it currently exists and/or how you would like to see the community develop in the future.

- Very good place to live, but it should grow
- I have noticed a lot of houses for sale in this town. I believe it's because of all the new housing going up in this town. I moved here because of the SMALL town atmosphere. That is what I love. The 2nd year I was here I lost all my beautiful views of the hillsides past Portland cause of all the new HUGE houses that went up. Sure, we need growth, but we don't need to become a Sun Prairie or a Watertown. I used to live in Waunakee in the 80's. It too, was a small town. You knew who your neighbors were. It was a quaint little town, until all the building started. Go there now, sure it's pretty, but its lost that quaint little town feel. All the houses are HUGE. There's a golf course. The surrounding wildlife areas are big supermarkets and housing. There are plenty of places for yuppies to live. I don't want it to be here. As for Trek bicycle, who the heck can trust companies to stay around anymore with everything going to Taiwan and China to be built? Look at how many lay-offs have occurred at Trek. To touch on a subject of pets. There needs to be more control on dogs being licensed and being allowed to run at large. This is pretty good revenue for this town, as it seems everybody has pets. I think this town needs a dog park. To sum this up, I think we need to work on the community as who lives here now, not in the future.
- There should be more of a time between the community and the school.
- I do like this city very much. Bigger stores and better family dining options would be nice. One more fast food place would be alright.
- FIX UP THE OLD MILL POND AREA!!!!!!!!!!!!!!!!!!!!
- My wife and children moved here for 3 basic reasons: My job is here, the school system is far better than Watertown, and

the small town atmosphere. We would love to see it stay the way it is.

- There has been so much discussion about developing south Monroe Street and trying to draw people to town. I am not opposed to developing that area but I truly do not think it will draw people to Waterloo. The city should focus on two things. 1) What will keep our current residents from taking their business elsewhere? We always go to Watertown, Johnson Creek, Madison or Sun Prairie to eat out. If I need to wash my comforters, I go out of town because our Laundromat is terrible. If I want to take my kids somewhere fun, I go out of town. 2) What would draw people to Waterloo? Better use and maintenance of the beautiful park we have. The playground equipment is poorly maintained. We sometimes go out of town to parks and for ice cream. A specialty store would be nice...maybe a store that sells finished crafts, crafting/sewing/scrapbooking supplies as well as candy. I would love to see Building 129 make their back room more little kid friendly so my husband and I could bring the kids in for ice cream and we can enjoy a cup of coffee.
- Growth is good but I'm glad we're trying to study this and decide how to proceed. We moved to Waterloo because of its hometown atmosphere and are happy to be a part of the community. I hope things don't change too much. I'm glad to see emphasis on providing employment opportunities in the area so we don't become a bedroom community. Good luck!
- Why are so many buildings in the downtown empty? The types of stores downtown, and the number of businesses downtown, as well as limited parking, do not encourage shopping in Waterloo. Residents have to go out-of-town to get most of their needs met. They don't shop downtown because there aren't enough places to shop in to meet their needs. In order to promote our city's image, there needs to be something that people need and want without leaving town. Is there a

reason that the old Community Building stands empty?

- We need to do something regarding traffic flow and traffic enforcement.
- very good place to live, but it should grow
- It seems to take a long time to get a bad section of road fixed, or if it needs to be 'dug' up to get at pipes, it takes a long time to put back together. When the bridge was worked on, the road should have been redone too!
- Downtown is very bad; sidewalks, gutters, roads, and buildings. Since they took out the dam the river bed through town is a weed patch. What a joke. The city should mow and trim it up. Why does the city turn down free money? Cats should be licensed; Watertown does it. You will never get anything done as long as KENT is on the council. It would have to be his way or he won't let it happen.
- Taxes are too high. Too many city workers.
- While the school system has some excellent teacher, the diversity of classes offered at the high school level should be increased. There are not a lot of activities for people of any age, although it is better with the youth leagues. Adult entertainment consists of going to the bar.
- The down town four corners looks like the landlords have an attitude problem. In the future, give incentives to encourage smoke free public and private clubs and family restaurants. Focus on health issues for our children's children! Install more park benches and litter containers down town along with flower baskets to give a friendly we care image.
- A great part of the charm and beauty of Waterloo is its appeal as a small village. Residential neighborhoods with sparse retail development within them promote this appeal and help to grow a sense of community. Over regulation and restriction harms this beauty and charm pushing communities towards Orwellian establishments with uniform buildings with sidewalks placed not because of need, but because of the politics of the day or the feeling that 'if I had to pay for

one, everyone should, even if they are not needed...' I believe there should be a priority within the community and our elected government to have as small of a governmental/regulatory effect on a growing and developing community as possible while maintaining basic public services such as Police and Fire protection, public parks, roads, and a great school system for our children.

- Waterloo is a welcoming community. Great library!
- Preserve as many natural areas as possible. Encourage 'green' building. Encourage more recycling, wind energy, solar energy, etc.
- Let's be the first community that when a person wants a new code for Waterloo, or building or anything that affects Waterloo tax, when the water bill comes there is a vote card attached to it and when we pay the water bill we submit the vote card with the bill.
- A great feature of Waterloo is that it is a small town, yet self-sufficient. Growing too much would/could damage the small town charm. Too much business-turned-residential downtown, too.
- Needs more food options. Better schools.
- I know at one time a developer wanted to build on park property. I know park property would be nice revenue, but I feel if ever we need 'green space' it is now. With houses be built south of the city and in the country once you take away from the park it can never be given back. PLEASE DO NOT SELL PARK PROPERTY!! Mow the terraces! Pull the weeds around the war memorials. We should have sidewalks on streets that lead to the school so children aren't walking in the road.
- We really need street improvements. Keep working on improving store fronts and lighting.
- Need jobs and more businesses.
- Don't use tax dollars to do this project. Funding from private and grants only
- We have been very discouraged in the efforts to fix not only the state highways, but our local streets. It becomes very

tiresome to continue to pay high taxes and see very little done. We do love the removal of leaves from the streets versus bagging them. This provides us much more family time.

- Downtown is a disgrace: clubs, trees, buildings, road, etc. Need to address the downtown decay aggressively. Get grant money, raise funds, clean it up and it will elevate our community!
- Incorporate Portland for additional community housing areas. Increase the size of the bike path to circumference of the park. Use the extended bike trail as an exercise/jogging trail with exercise stations every 25-50 yards/meters. Join with Marshall in establishing a clean water recreation area combining the lake in Marshall and the Mannesha River.
- Any committee on Downtown Waterloo should consist of businesses and downtown building owners that understand downtown businesses and finance.
- Need a new City counsel, they don't know how to spend money properly.
- I would like to see a grocery store on the south side of town.
- Waterloo is a small town that doesn't want to grow up. So many of the downtown buildings have beautiful old architecture- fix them up! Don't discourage 'outsiders' from coming in. FIX UP THE RIVER BED by MILL POND. Has anyone ever driven through the community of Coon Valley on Hwy 14 outside of La Crosse? It is worth your trip to see what they did with a creek bed--grass, trees, benches, little bridges. This certainly would be a perfect connection idea for the park and downtown. Why do you allow all the congestion downtown on Wiener/Kraut Day? Put it in the park where it belongs! Can't believe any business downtown makes a fortune that day!
- Uninvolved stagnant.
- Leave the park in the same area it is now for the Maple Drive area addition. Build less homes there and have more than 1 way in or out of that area with that many

homes there it is going to be too much traffic in that area.

- Clean up the 'junk yard' houses (on the corner of W. Madison and S. Harrison and two on E. Madison 315 E Madison).
- Fix the buckled up sidewalks and North 89 very BAD Road. - Clean up the BARS downtown and other dumpy looking shops.
- Waterloo must realize that it will be by and large a bedroom community. Light manufacturing should be pursued for the old Perry Complex or raise the buildings and develop the land for residential homes. This includes raising the old warehouses (paper).
Industry/manufacturing should be located either east or west of town on Hwy 19 to be more uniform in architecture. The mixture of early 1900 buildings and 60's updates through 80's needs to be addressed. There is no character to the downtown area. Having lived and traveled throughout the country, this is one of the ugliest downtowns I have seen. The school board and city government should be ashamed of themselves for destroying what was once a beautiful front lawn of a school into a chain link and blacktop disgrace! What happened to Junniger's vision of the crabapple tree city? My father would turn over in his grave if he saw what was done to the yard that he helped create in '62.
- Waterloo is fortunate to have senior housing, and medical facilities. I do think road and street repairs should come before some other things, our streets are very bad!
- Consistent code enforcement for OLD and new properties.
- Taxes went from one of the lowest in the state to the highest in the state with no new schools to show for it. That is why Waterloo does not grow. LOWER TAXES.
- Listen-especially some members of the City Council. Quit wasting money on surveys.
- More condo/townhouse development. Downtown area looking better. Planters

placed on many streets (downtown) would be nice. Larry Otteson business downtown and bridge lounge not good for appearance on main drag. Building 129 added improvement to main streets.

- Downtown needs more visible parking. You must see where you want to be. Current parking makes elderly and most women feel insecure behind buildings through alleys. People need to feel safe and secure, customers and retailers both.
- We need to design for areas that facilitate/encourage community gatherings, events, activities (other than just church, bars, and baseball), esp. for kids. Enhance/create a beautiful, peaceful, friendly & sustainable small town that can host fun, exciting events (attract tourism). Perhaps thru great visioning, planning, design, and application, we can revitalize our people - from complacency and repression to community and action. City Council, City Hall, business owners, and residents participate, support, develop, and follow through with this Smart Growth Plan and other aspects to keep/make this City attractive (e.g., keeping the mature street trees even though we may have to pay a small cost; after all, we have been awarded as a 'Tree Arbor City' by the State)
- We think our council members should keep their mouths closed and not try to tell others how they should vote. We can make our own decisions on how to vote.
- We should have special stores in Waterloo which will bring people to Waterloo like old fashion ice cream parlor or a all game store for board games also special eat places where people will want go to in Waterloo.
- I feel this community needs to start with a new City Council and encourage younger people to run. This council does not watch out for the people of this town or do jobs correctly. They pick things to concern themselves that have nothing to do with running this City. They should concern themselves more with the issues of the town, not what other towns or the state is doing. They need to get out and

hear the concerns of the people - their wants and ideas. First and foremost this town should look and be more inviting to visitors. Every year the town looks a bit more dumpier and the people get ruder - especially people of authority! This town's pride and joy is the Fireman's Park. Let's get someone in there to take care of it - make the playground safer by taking down the old and unusable equipment. Make it safer for children and adults by putting small playground and bathroom (not porta-potty) on the upper diamonds. It is too dangerous for people crossing that road!! Dress up the entrance! It hasn't been painted or weeded in years - add more flowers of color! Make the road into the entrance more smooth, in other words fix the road and curbs RIGHT! For all the trees you made people cut down, give them something pretty to put in place of what you took away. That road and entrance was once a beautiful drive. Now it's run down, ugly and uninviting. All in all - buck up the authority figures and do the right thing. Get jobs done the right way the first time. No more of this half-assed stuff. That's what makes the citizens MAD.

- I love this city, and I don't want to see it become part of a larger city like Sun Prairie is inching closer to Madison. I like that fact that Waterloo is somewhat land-locked with McKay owning property on all four sides to limit agricultural land being developed into multi-plex housing. Those neighborhoods are not attractive. I would like to see Waterloo pattern some of its history and industry after Watertown which is where I primarily shop. The stores in Waterloo are expensive, because that's all we have to choose from.
- Property owners should have to keep their property looking halfway presentable; no junk cars, unmown lawn, junk sitting around the house, 3 ft. weeds growing around the house, never trimming up their property. These things make the city look beautiful when they are done.
- Waterloo cannot grow if you don't have jobs close. As a young professional, I have watched too much time pass with no action. Taxes went high enough for the affordable lifestyle of Waterloo to evaporate in several years. We cannot wait! We have to move on to a younger place ready to help us grow, not hinder. I already work 52 weeks a year and doubling of my taxes really hurt me and my family.
- The people have got to elect a city council and mayor who want to listen to all residents, do what's best for all Waterloo, and quit pushing their own private agendas.
- I think too much money is spent on the employment of city workers. For example, the street sweeping truck is used too much. Also snow removal, etc. Cut that budget down!
- Driving into Waterloo from the west is very unwelcoming. There is nothing that encourages people to stop, shop, or visit.
- repair sidewalk in downtown area
- sidewalks on Pierce St. needs to be repaired - you can't even use a stroller and a child's tricycle on that sidewalk; very easy for someone to trip
- Very against apartments and condos, no low income housing (look at Marshall's problems). #1 Complaint - Finish the sidewalks in the newer Anna St. area. I had to pay for mine. There is way too much traffic and sidewalks start, end, or are not there. It should also be added along the park on Lum which is very dangerous to walk along as many people do.
- Chamber of commerce should work with and for city and community, not just for their interest. On Wiener-Kraut Day, less charge to vendors = more vendors and more business. Better control for keeping people off sidewalks with bikes, roller blades, and skate boards, etc. This is for walking on (safety). More places for youth activities for those who don't do sports. More parking areas downtown.
- Don't spend thousands and thousands of dollars in the S. Monroe on the north side

of the M. River. Leave the carousel in Firemen's Park.

- We moved here to get out of the Madison/Dane County socialist 'paradise'. We would like to see Waterloo stay out of Dane County
- I would love to see the skate board park here. I would also like to see a new Police Force that doesn't harass our teens because they don't have anything better to do. Maybe we need a new chief! Get rid of Mark Kent 'Big Mouth'. I get so tired of hearing him 'blow' and think he is the almighty God of Waterloo!
- Utilize the park. It is our best resource. The park should have the turn of the century charm. Not a modern look, like it has now. Most of the old buildings and been removed and the park is losing its charm!
- Again, property taxes must be held in line or reduced when considering any development issues. If people can't afford to live in Waterloo, development will not matter.
- Thank you for asking my opinion! As difficult as it is, we need to be aggressive in attracting new businesses and services/activities to attract young professional families to more of Waterloo. Our kids aren't in school yet, but many young families see our school system as a drawback.
- City Council: 1. concern yourself with City business 2. Allow market forces to work 3. consider moving 'downtown'
- Focus on what you have, what you've lost, and what you need. Nothing more, nothing less.
- Attracting manufacturing jobs should be the number one focus - the rest will naturally follow - no decent paying jobs the city will stagnate - This is a classic example of what happened when Perry's closed their plant - people move out or commute out of the city - Manufacturing/or decent jobs are what makes the community - otherwise it will become a bedroom community
- We just moved to Waterloo and we love it!!!

- We choose to live in Waterloo because it is a small, safe city to raise our child. We like that it doesn't have a lot of retail or people! We would like to see more things to do in the area like a bike trail and other outdoor sports.
- I would like to see our city 'a diamond in the rough' encourage and preserve its history. Too many cities modernize their look and appear cold and unfriendly. Waterloo should revitalize and embrace its historical roots! Too many other cities look and feel sterile.
- Waterloo is fine as far as residential and shopping - everyone usually shops outside of town anyway. Don't worry so much about shopping - but industry and jobs. Vacant buildings - such as Perry work on that FIRST before worrying about expanding elsewhere - make downtown attractive looking even for people who only drive through - the only comments I hear from people right now going thru Waterloo is 'what a ghost town'. This little town doesn't need more housing or stores.
- The city should discourage multi family/apartment type housing as it attracts lower income/more transient people which, in my opinion, would detract from the charm the city now enjoys.
- Residential parks needs to be developed. This includes the addition of playground equipment. A recreational director for the summer. Lack of things for kids to do if they do not play baseball or soccer
- Waterloo needs a new Laundromat so I don't have to drive to some other town just to wash my clothes. Waste my time driving to another town. Waterloo needs one (Laundromat) that has a working machines and dryers - with working change machine.
- Our city cannot overlook the value of our Firemen's Park as a nature preserve to be enjoyed by families, as it was originally intended (i.e., family and community gatherings and picnics). It is turning into a sports arena and bar.

- City of Waterloo Council should be elected to the offices by far more intelligent persons. City of Waterloo police department must be reorganized and supervised by far more intelligent and experienced personnel. City of Waterloo street commissioner should be replaced. City of Waterloo road conditions are in far more deterioration than at heights of the 1920's depression. City spent more on City Hall than fiscally responsible.
- Spend more money on teaching staff. I send my kids to Marshall.
- I'd like to see more community events/benefits/fundraisers for a common cause. I'd like to see the successful business owners help the ones that are struggling.
- Taxes are too high.
- Don't let developers whose sole purpose is to make a lot of money dictate our growth! They love to promote the qualities of small towns as they gradually turn them into anything but! There are enough big town and city facilities near Waterloo to take advantage of.
- Replace footbridge at park.
- Encourage the preservation of the historic buildings in the downtown area - open up the theater again and offer better restaurants in downtown so people can enjoy the beauty of downtown.
- A city administrator position should be considered to assist with the growth and developments in the future.
- Fix Monroe Street - 4 corners to school. Worst road in town - everyone cuts thru neighborhoods to avoid.
- We enjoy living here. It would be great to have a dog park in the community. There are lots of people walking dogs in the area, but a dog park offers an even better opportunity for exercise in a larger fenced area with walking trails. The use would not need to be limited to dog owners since the walking trails could benefit many. Currently we travel to Columbus or Johnson Creek for this service. We pay a user fee in both locations and would be willing to pay a reasonable fee here as well.
- Keep it small - a bedroom community
- Have parking checked more some cars are in the same spot all day - not good! Have your tavern people find other spots. Have more pick ups in the city when there is more leaves and brush!
- Keep subsidized housing complexes like Marshall's School Street apartments out due to crime/trash influences, keep downtown simple - well lit and clean.
- Waterloo needs industry to gain back some lost by Perry Judd's closing. There is too much going out of Waterloo in employment, recreation, and eating facilities. It would be nice if something could be done about the Community Building. It was a very good entertainment place.
- Not enough low income housing in areas that can be easily accessed by walking.
- I like the small town feel of Waterloo. I would like to see something done to Highway 89 north past Piggly Wiggly and south, further than just talk about it. Support the local industries that employ people that frequent the local shops.
- Reorganize park management - should be in use every weekend for public or private event; more out of city promo use by businesses for public events - radio stations use to do concerts in park - what happened? Regain ownership of community center downtown with 2 floors - any variety of age groups should be able to use it. Discontinue encouragement of youth use of areas at dead end (S. Monroe St) = lack of traffic; river edge will only bring problems, hard to supervise - best use is parking area for downtown.
- Madison Street downtown looks like a dump. Some have done great work with the old buildings, H&R Block and building next door and Building 129. The bowling alley and bridge saloon need particular attention. Using storefronts for living space prevents development. Fight to keep the street trees on N. Monroe!
- To promote retail we need a destination business. (Shoebox - Wal-Mart - Cabalas, etc) To promote industrial and

commercial and manufacturing we need political strength to entice companies to move here. (We are lacking in this area).

No jobs, no money, no business its simple wake up. Stop with the fluff, go to work.

- We always had a nice town with 4 or 5 grocery stores, couple show stores, 2 banks, 10 cent store. Now people have no reason to go to town. A friend of mine walked to town a couple of years back to get a piece of thread to match a dress she was fixing and no place had thread! I was happy to give her some of mine and she was tickled pink. Couple hardware stores, 3 garage stores.
- One more grocery store. One that would lower prices in the area. A department store would be nice, one that would carry all sizes of clothes for women.
- Put all industries in the Industrial Park
- Not enough shopping stores available i.e. clothing, specialty, grocery. Keep value of historic buildings downtown, but looking 'fresh'. Nice to have a 'Wal-Mart' type just outside of city and keep the taxi service for elderly.
- I think you should look at ways to draw retired people to live here! Places to go and things to do. Also I think people who rent property out should be required to keep it up and move their lawns so as not to lower the value of our homes that also would make the town more inviting to people.
- Fix streets
- A place for visitors to stay the night - hotel? Keep public transportation anyway possible! Taxi!
- We need a Pizza Hut!