

Waterloo Downtown Revitalization Initiative

Welcome to Public Workshop #2!

Learn about the proposed projects and provide your feedback!

A total of 19 projects were received through the Open Call for Projects for consideration for DRI funding. These projects include new development, rehabilitation of historic buildings for various uses, public improvement projects, a small building improvement fund, and a marketing strategy.



Intact, historic building fabric along Main Street

We need your input!

The Local Planning Committee (LPC) is beginning the process of reviewing projects and identifying the best slate of projects that can contribute to downtown Waterloo's revitalization. This will include consideration of the level of public support for each project. Let us know tonight which projects you think will have the most transformational and positive impact on downtown.

Our Agenda for Tonight

- 5:30 - 5:45 pm Sign-In
- 5:45 - 6:00 pm Presentation: DRI Overview, Vision, Goals, and Revitalization Strategies
- 6:00 - 6:30 pm Overview of Projects
- 6:30 - 6:45 pm Questions and Answers
- 6:45 - 7:30 pm Share your thoughts on the panels!

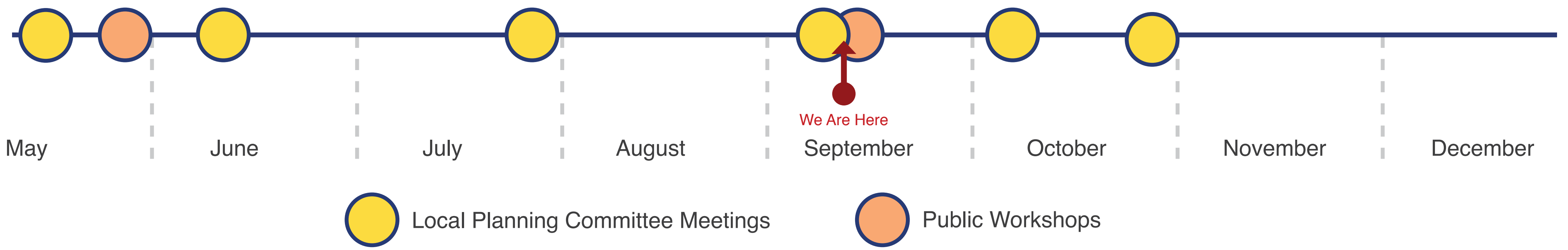
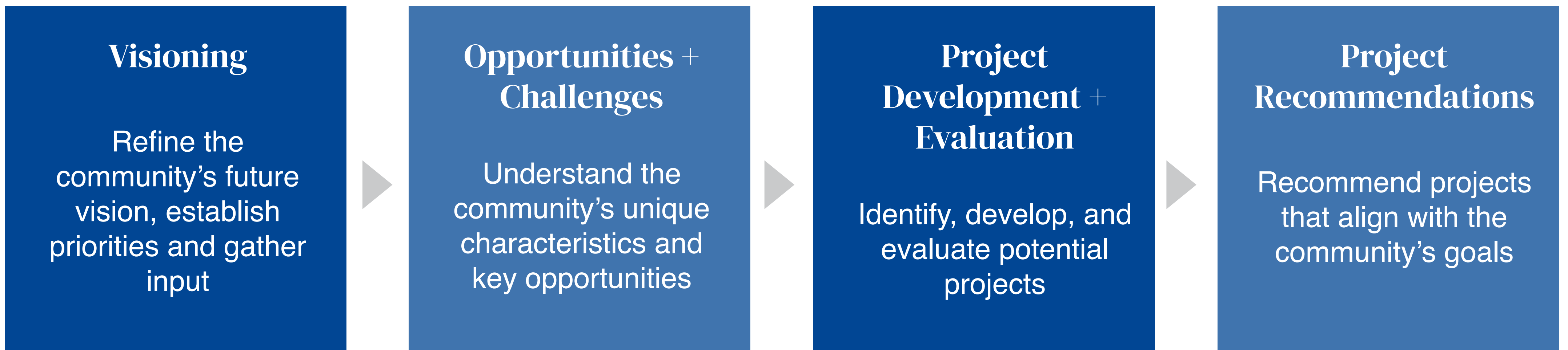


Downtown Waterloo has many assets to build on to advance revitalization efforts, particularly its historic buildings and the Cayuga-Seneca Canal area.

Waterloo Downtown Revitalization Initiative

The Planning Process

The Downtown Revitalization Initiative involves four phases of work. Early phases involved the development of a revitalization vision and goals with input from the Local Planning Committee and the public, followed by an analysis of downtown’s opportunities and challenges. The study team is now working with project sponsors to develop their projects. Over the next few months, the LPC will evaluate the projects and recommend a slate of projects for funding.



Ways to Stay Involved

Waterloo’s ongoing revitalization will be more successful if it is based on the needs, aspirations, and ideas of Waterloo residents - so your involvement is critical!

Get involved by talking with the project team today, visit the project website, and stay tuned for future events!



A **Public Comment Period** is reserved at the end of each LPC meeting where you can ask questions and share your thoughts about the future of downtown Waterloo, the planning process, and the proposed DRI projects. Visit the project website for details on the two final LPC meetings scheduled for October.



Visit the **project website**, which will be routinely updated with the latest project materials for review, and with information on upcoming events. Visit the site at WaterlooDRI.com



Add your name to the **sign-in sheet** to receive project updates and information on upcoming events.

You can also reach out to the project team directly at Info@WaterlooDRI.com

Waterloo Downtown Revitalization Initiative

DRI Vision & Goals

A vision describes how a community would like to see itself in the future, and is intended to guide decision-making regarding future development and investments. The following DRI Vision and Goals were developed with the LPC and refined and finalized based on public input received at Public Workshop #1 and through the online survey.

DRI Vision

Downtown Waterloo will harness its remarkable location on the Erie and Cayuga-Seneca Canal and Route 20 to attract residents, visitors, and entrepreneurs. Well-maintained historic buildings, occupied storefronts, and a critical mass of residents living downtown will create vibrancy and prosperity. Downtown’s unique range of shops, restaurants, and amenities will cater to residents while also enticing visitors to stop and explore. New and improved public spaces will make it easier to get around downtown and to Oak Island, which will be renewed as a recreation asset and focal point for community life.

DRI Goals



Goal 1: Provide a diversity of housing options downtown to attract and retain residents, and generate foot traffic to support local businesses.



Goal 2: Enhance the appeal and vibrancy of downtown by improving and rehabilitating buildings to accommodate a range of businesses and services.



Goal 3: Create an attractive, well-connected, and accessible network of streetscapes, trails, parks, and open spaces.



Goal 4: Foster a high quality of life by providing opportunities for day-to-day social interaction and recreation for people of all ages, interests, and abilities.



Goal 5: Celebrate and promote downtown’s historic assets and distinct history to foster local pride.

Waterloo Downtown Revitalization Initiative

Revitalization Strategies

Strategies are discrete, measurable actions required to achieve a goal. Revitalization strategies were crafted to underpin each of the following goals. These revitalization strategies were created based on analysis of downtown Waterloo and best practices in downtown revitalization, with input and feedback from the Local Planning Committee.

Goal 1: Provide a diversity of housing options downtown to attract and retain residents, and generate foot traffic to support local businesses.

1. Ensure that downtown housing meets a range of community needs in terms of affordability, tenure, unit size, and dwelling type.
2. Encourage the rehabilitation of the upper stories of buildings for residential units.
3. Partner with organizations and entities to educate properties owners on renovation strategies and incentives.
4. Support the redevelopment of vacant and underutilized lands, particularly publicly owned properties, for new housing.
5. Encourage property owners to improve the quality of existing downtown residential units.
6. Dedicate a portion of municipal parking lots for permitted residential parking for properties where on-site parking requirements cannot be met.
7. Encourage and help facilitate the use of shared parking arrangements per Section 245-31 of the Zoning Code.
8. In the longer term, undertake a parking strategy to ensure a sufficient supply of parking to support a growing downtown population, with a focus on optimizing existing supply and encouraging alternative modes of travel (e.g., Car-share).
9. Review and update the zoning code as necessary to support housing that meets the needs of all types of households (e.g., Multi-family housing, accessory dwellings, residential parking rates, occupancy-based parking rates).
10. Ensure that municipal services have the capacity to support new housing and other development.

Goal 2: Enhance the appeal and vibrancy of downtown by improving and rehabilitating buildings to accommodate a range of businesses and services.

1. Support façade and other interior and exterior improvements for commercial, mixed-use, civic, and residential buildings, with a focus on improvements with a high visual impact.
2. Promote infill development that promotes a diversity of downtown uses and adds job opportunities.
3. Provide support to existing and new businesses to improve their spaces and attract patrons.
4. Enforce the Village’s Property Maintenance Law to ensure the proper upkeep of downtown properties.
5. Encourage building owners to host pop-up shops and other short-term uses to showcase existing space and contribute to downtown vibrancy in the interim
6. Support the creation of a Main Street Association or similar entity, which should include a Village representative, whose objectives could include supporting beautification efforts, hosting events, marketing downtown Waterloo and business opportunities, and encouraging and promoting pop-up activities.



Upper floors can be rehabilitated to increase housing options and increase foot traffic downtown.



Building improvements can enhance the appearance of downtown.

Waterloo Downtown Revitalization Initiative

Revitalization Strategies

Strategies are discrete, measurable actions required to achieve a goal. Revitalization strategies were crafted to underpin each of the following goals. These revitalization strategies were created based on analysis of downtown Waterloo and best practices in downtown revitalization, with input and feedback from the Local Planning Committee.

Goal 3: Create an attractive, well-connected, and accessible network of streetscapes, trails, parks, and open spaces.

1. Ensure downtown streets can accommodate a range of transportation users, such as pedestrians, cyclists, and motorists.
2. Enhance the appearance, comfort, and safety of downtown’s main streets by adding street trees, curb bump-outs, street furniture, and other streetscape amenities.
3. Strengthen visual and pedestrian connections between the Cayuga-Seneca Canal and downtown.
4. Improve the pedestrian experience from Main Street and Virginia Street to existing downtown parking spaces.
5. Install wayfinding signage to direct people to downtown’s various amenities and attractions, including the Cayuga-Seneca Canal / Oak Island.
6. Provide accessible places along the waterfront for people to enjoy water views, bike, fish and recreate.



Goal 4: Foster a high quality of life by providing opportunities for day-to-day social interaction and recreation for people of all ages, interests, and abilities.

1. Create small-scale public spaces for casual use (e.g., Outdoor dining, people-watching, reading a book).
2. Activate existing parks and open space with the addition of recreational and user amenities.
3. Develop a marketing and branding campaign for the Village to expand the use of downtown amenities and events, especially Oak Island and the Cayuga Seneca Canal as under appreciated assets.
4. Encourage the installation of public art to create unique downtown nooks.
5. Establish a volunteer committee to organize events and activities, including larger annual events and smaller more regular events.
6. Encourage the use of parks and open spaces for events and consider event requirements in the design of new parks and open spaces (e.g., Lighting, power, water connections)



Goal 5: Celebrate and promote downtown’s historic assets and distinct history to foster local pride.

1. Promote the restoration and adaptive re-use of downtown’s historic buildings.
2. Collaborate with organizations to facilitate educational opportunities for downtown property owners on available historic preservation incentives and programs.
3. Encourage the redevelopment of vacant lots for uses that complement the scale and character of downtown’s historic buildings.
4. Discourage the demolition of buildings that contribute to downtown Waterloo’s historic character.
5. Explore interest in the creation of a volunteer-run historic preservation committee, whose role could include hosting themed walking tours and annual “Doors Open” events to showcase landmark buildings.
6. Implement landscape improvements to diminish the impact of vacant and underutilized properties along Main Street and Virginia Street. Highlight local history through signage, public art, historical interpretation, and beautification.
7. Enhance local institutions as destinations through building and landscape improvements.



Waterloo Downtown Revitalization Initiative

Revitalization Strategies

Do you have any thoughts on projects, improvements, or other strategies that could contribute to revitalization in downtown Waterloo?

Let us know using a sticky note, or write on the board.

Waterloo Downtown Revitalization Initiative

Overview of the Projects

A total of 18 proposals for revitalization projects were received through the Open Call. The LPC will continue to review all the proposals as project sponsors advance their applications with the support of the consultant team. The task of the LPC will be to identify approximately \$12-15 million worth of projects to submit to the State for potential funding.

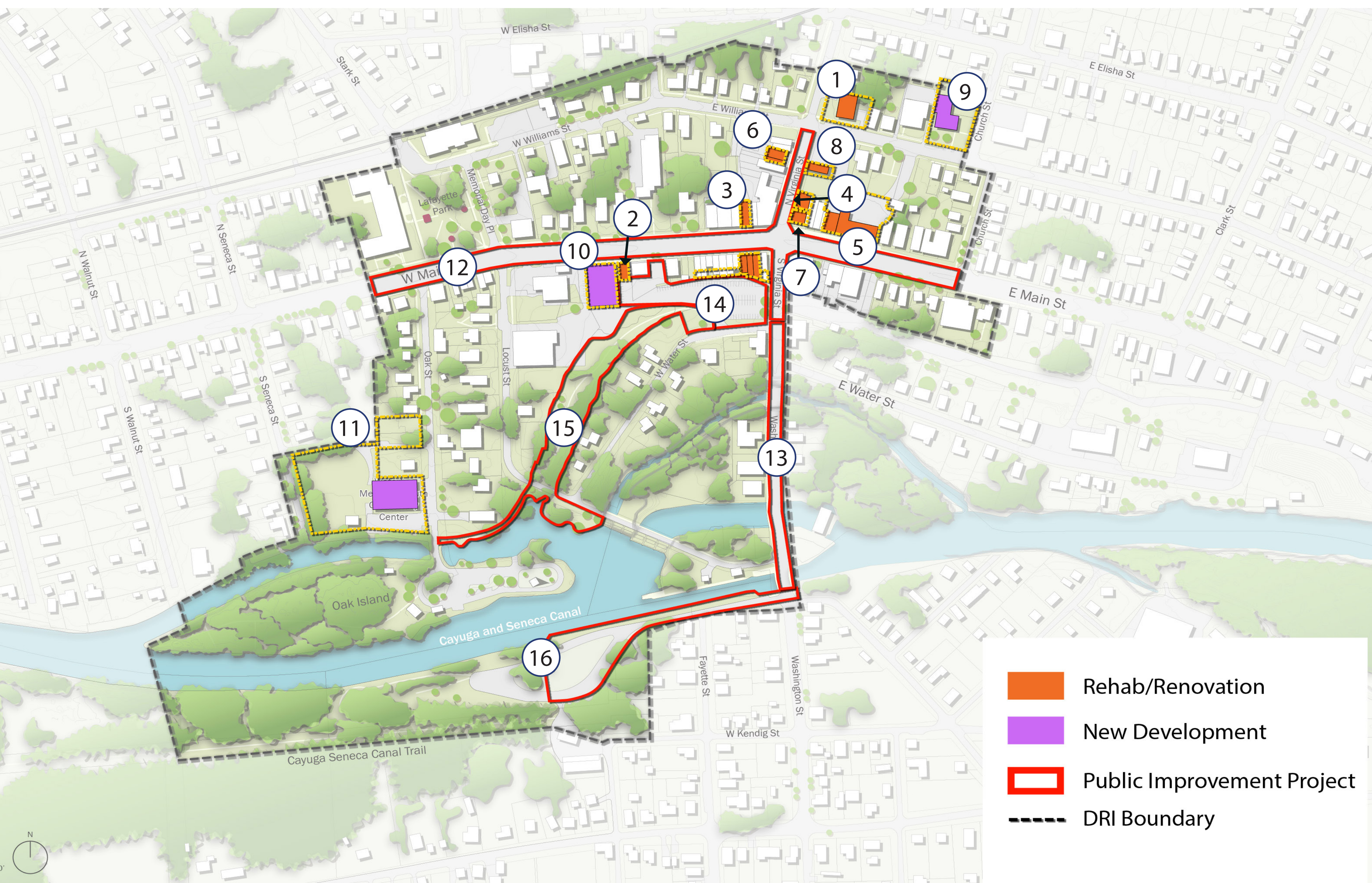
Project Types and Funding

- 8 Renovation / Rehabilitation Projects
- 3 New Development Projects
- 5 Public Improvement Projects
- 1 Small Grant Fund
- 1 Branding / Marketing Project

Total Project Costs: \$34,716,000

Total DRI Request: \$18,494,000

Target DRI Funding: \$12,000,000 - \$15,000,000



New Development / Rehabilitation

1. Renovate the American Legion and Enhance the Entrance to the Historic District
2. Renovate 39 West Main Street into a Multi-Functional Building
3. Unlock the Third Floor of 10 West Main Street and Improves its Façade
4. Restore Kendig House as a Short-Term Rental
5. Renovate the Street of Shops and Achieve Full Building Occupancy
6. Build the Grange Hall Food and Entertainment Hub
7. Rehabilitate 1 East Main Street for Four New Apartments
8. Renovate 30 Virginia Street for Three Apartments
9. Relocate and Expand the National Memorial Day Museum
10. Redevelop Village Hall for Housing and a New Municipal Building
11. Expand and Enhance the Waterloo Recreational Center

Public Improvement Projects

12. Continue the Main Street Public Realm Improvements
13. Enhance Washington Street as a Gateway to Downtown
14. Establish a Multi-Modal Hub and Gathering Place on the Southwest Block
15. Improve the Connection between Oak Island and Main Street
16. Transform Huff Street into a Pedestrian-Bike Zone along the Canal

Small Project Fund & Branding / Wayfinding Projects (not shown on map)

17. Establish a Small Project Grant Fund to Continue Downtown Waterloo's Revitalization
18. Develop Marketing Materials to Promote Downtown Waterloo as a Place to Visit and Invest

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#1. Renovate the American Legion and Enhance the Entrance to the Historic District

This project proposes renovations to the Legion building and surrounding grounds. Improvements include upgrades to the kitchen, banquet hall and bathroom, restoration of the brickwork, windows, and roof, and improved landscaping. Improvements will enhance a community venue and improve the appearance of the building and property.

Total Cost: \$775,000
DRI Request: \$775,000 (100%)

Revitalization benefits: Improved community gathering spaces; improved appearance of a historic building and property.

Does this project have a significant positive impact on Downtown Waterloo?

Does this project align with Waterloo's revitalization vision and goals?

Yes

Yes

Somewhat

Somewhat

No

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#2. Renovate 39 West Main Street into a Multi-Functional Building

This project proposes the renovation of the building at 39 West Main Street. Improvements include the creation of a second commercial unit and facade improvements, including new windows and doors, signage, and a cornice. Improvements will create new and improved commercial space in the downtown and enhance the appearance of the building.

Total Cost: \$150,000
DRI Request: \$97,000 (65%)

Revitalization benefits: Improved appearance of a downtown building; new/improved commercial space for local retail and services; more downtown foot traffic.

Does this project have a significant positive impact on Downtown Waterloo?

Does this project align with Waterloo's revitalization vision and goals?

Yes

Yes

Somewhat

Somewhat

No

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#3. Unlock the Third Floor of 10 West Main Street and Improves its Façade

This project proposes the rehabilitation of the third floor of the building at 10 West Main Street. Improvements include the creation seven small offices and upgrades to the building's façade and signage. Improvements will create new office space in the downtown and enhance the appearance of the building.

Total Cost: \$303,000
DRI Request: \$194,000 (64%)

Revitalization benefits: Improved appearance of a downtown building; new commercial space for local businesses and services; more downtown foot traffic.

Does this project have a significant positive impact on Downtown Waterloo?

Yes _____

Somewhat _____

No _____

Does this project align with Waterloo's revitalization vision and goals?

Yes _____

Somewhat _____

No _____

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#4. Restore Kendig House as a Short-Term Rental

This project proposes the rehabilitation of the second floor of the building at 16 North Virginia Street as a short-term vacation rental. Improvements include building upgrades to meet code requirements, full renovations of the second floor, and façade/exterior upgrades, including new windows, lighting, an accessible ramp, and painting. Improvements will create unique accommodations in the downtown and improve the appearance of the building.

Total Cost: \$355,000
DRI Request: \$230,000 (65%)

Revitalization benefits: Improved appearance of a downtown building; unique lodging to support local tourism; more downtown foot traffic.

Does this project have a significant positive impact on Downtown Waterloo?

Yes _____

Somewhat _____

No _____

Does this project align with Waterloo's revitalization vision and goals?

Yes _____

Somewhat _____

No _____

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#5. Renovate the Street of Shops and Achieve Full Building Occupancy

This project proposes the renovation of the five ground-floor commercial units at the Street of Shops building. Improvements include general renovations and upgrades to the mechanical, electric, and plumbing systems and upgrades to the building's exterior, including trim work, painting, awnings, and an outdoor patio. Improvements will create new and improved spaces for retail and services and enhance the appearance of the building.

Total Cost: \$1,300,000
DRI Request: \$871,000 (67%)

Revitalization benefits: Improved appearance of downtown buildings; new/improved commercial space for local retail and services; more downtown foot traffic.

Does this project have a significant positive impact on Downtown Waterloo?

Yes	
Somewhat	
No	

Does this project align with Waterloo's revitalization vision and goals?

Yes	
Somewhat	
No	

What do you like about this project?
 Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#6. Build the Grange Hall Food and Entertainment Hub

This project proposes the renovation of the Grange Hall building on North Virginia Street. Improvement include the creation of multi-functional food and entertainment venue with a BBQ restaurant, soda fountain/ice cream parlor, arcade, and performance stage, and a rear patio. Improvements will result in a new restaurant that will draw local and visitors and new space for events.

Total Cost: \$824,000
DRI Request: \$519,000 (67%)

Revitalization benefits: New/improved commercial space for local retail and services, including potential "destination" tenants to create a draw; more downtown foot traffic.

Does this project have a significant positive impact on Downtown Waterloo?

Yes	
Somewhat	
No	

Does this project align with Waterloo's revitalization vision and goals?

Yes	
Somewhat	
No	

What do you like about this project?
 Write on the board to let us know!

Do you have any other thoughts or concerns about this project?

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#7. Rehabilitate 1 East Main Street for Four New Apartments

This project proposes the rehabilitation of the building at 1 East Main Street. Improvements include renovations to a portion of the ground floor and the entire second floor to create five one-bedroom units. Improvement will create new housing opportunities and increase the downtown population.

Total Cost: \$650,000
DRI Request: \$420,000 (65%)

Revitalization benefits: Increased housing options in the downtown; increased downtown population to create foot traffic and support businesses.

Does this project have a significant positive impact on Downtown Waterloo?

Yes	
Somewhat	
No	

Does this project align with Waterloo's revitalization vision and goals?

Yes	
Somewhat	
No	

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#8. Renovate 30 Virginia Street for Three Apartments

This project proposes the renovation of the vacant building at 30 North Virginia Street. Improvements include the creation of two apartments on the second floor, each with two bedrooms, and one apartment on the ground floor within the vacant commercial space. Improvements will create new housing opportunities and increase the downtown population.

Total Cost: \$250,000
DRI Request: \$175,000 (70%)

Revitalization benefits: Increased housing options in the downtown; increased downtown population to create foot traffic and support businesses.

Does this project have a significant positive impact on Downtown Waterloo?

Yes	
Somewhat	
No	

Does this project align with Waterloo's revitalization vision and goals?

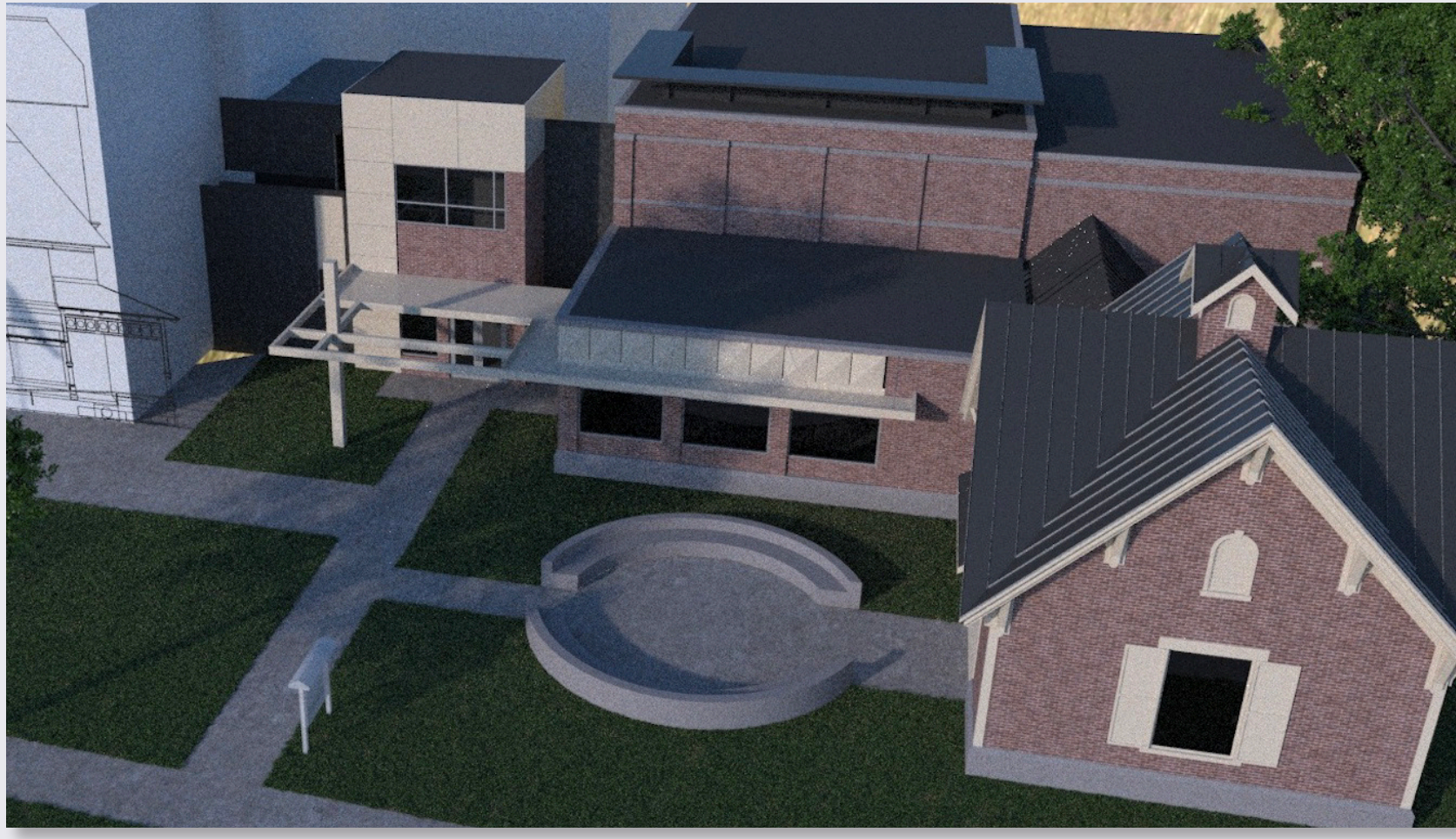
Yes	
Somewhat	
No	

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#9. Relocate and Expand the National Memorial Day Museum

This project proposes the construction of an addition to the Waterloo Library & Historical Society to house the Memorial Day Museum. Improvements include a state-of-the-art facility with space for meetings, community events and programming, galleries, collections, and other services and activities, as well as accessibility upgrades. Improvements will create new and improved space for learning and community events and draw visitors to the area.

Total Cost: \$9,812,000
DRI Request: \$5,000,000 (51%)

Revitalization benefits: Enhanced destination for visitors (Memorial Day Museum); new and improved community facility to support a range of community programming; enhanced accessibility.

Does this project have a significant positive impact on Downtown Waterloo?

Yes

Somewhat

No

Does this project align with Waterloo's revitalization vision and goals?

Yes

Somewhat

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#10. Redevelop Village Hall for Housing and a New Municipal Building

This project proposes the sale and redevelopment of Village Hall as a new mixed-use building. Improvements include the construction of a new building for municipal offices and a police station (in the basement and ground floor) and residential uses above grade. Improvements will create modern space for local services and facilities, improve the appearance of downtown, and create new housing opportunities and increase the downtown population.

Total Cost: \$14,300,000
DRI Request: \$4,400,000 (31%)

Revitalization benefits: Modern municipal service space; increased housing opportunities downtown; increased downtown population to support local businesses and create foot traffic; improved appearance of downtown.

Does this project have a significant positive impact on Downtown Waterloo?

Yes

Somewhat

No

Does this project align with Waterloo's revitalization vision and goals?

Yes

Somewhat

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#11. Expand and Enhance the Waterloo Recreational Center

This project proposes the construction of a pole-barn building near the Waterloo Recreation Center to be used year-round indoor sports. Improvements include indoor turn as well as enhancements to the existing facility, including basketball court upgrades, exercise equipment, a new playground structure, and a kitchen. Improvements will expand recreation opportunities and enhance a community event space.

Total Cost: \$250,000
DRI Request: \$250,000 (100%)

Revitalization benefits: Increased recreation opportunities; enhanced community gathering space.

Does this project have a significant positive impact on Downtown Waterloo?

Yes

Somewhat

No

Does this project align with Waterloo's revitalization vision and goals?

Yes

Somewhat

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#12. Continue the Main Street Public Realm Improvements

This project proposed improvements to sections of Main Street and Virginia Street located within the downtown. Improvements include curb bump-outs, painted bike lanes, rain gardens, additional street trees, and new street furniture and lighting. Improvements will improve the appearance of downtown, increase safety for pedestrians and cyclists, and reduce stormwater runoff.

Total Cost: \$805,000
DRI Request: \$805,000 (100%)

Revitalization benefits: Increased safety for pedestrians and cyclists; beautification of the downtown streetscape; stormwater runoff improvements.

Does this project have a significant positive impact on Downtown Waterloo?

Yes

Somewhat

No

Does this project align with Waterloo's revitalization vision and goals?

Yes

Somewhat

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#13. Enhance Washington Street as a Gateway to Downtown

This project proposed improvements to Washington Street between Huff Street and Water Street. Improvements include a wider sidewalk with a bike lane, banners and wayfinding, and street trees, where possible. Improvements will enhance Washington Street as a gateway to downtown, enhance the appearance of downtown, increase pedestrian and cyclist safety, and strengthen the connection to the Cayuga-Seneca Trail.

Total Cost: \$1,185,000
DRI Request: \$1,185,000 (100%)

Revitalization benefits: Increased safety for pedestrians and cyclists; improved connectivity to the canal area; beautification of downtown streetscapes; enhanced gateway into downtown.

Does this project have a significant positive impact on Downtown Waterloo?

Does this project align with Waterloo's revitalization vision and goals?

Yes

Yes

Somewhat

Somewhat

No

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#14. Establish a Multi-Modal Hub and Gathering Place on the Southwest Block

This project proposes a redesign of the municipal parking lot to create a multi-modal hub and destination within the downtown. Improvements include more green spaces, enhanced pedestrian circulation, connections to Main Street and South Virginia Street, a promenade for retail/restaurant activities, and a more efficient parking layout. Improvements will enhance the appearance of downtown, create space for events, improve connections to and within downtown, and support downtown retail and visitation.

Total Cost: \$1,411,000
DRI Request: \$1,411,000 (100%)

Revitalization benefits: Enhanced safety and comfort for pedestrians; improved connections from parking lots to Main Street; new community event space; attractive setting for new retail; supports local tourism activities.

Does this project have a significant positive impact on Downtown Waterloo?

Does this project align with Waterloo's revitalization vision and goals?

Yes

Yes

Somewhat

Somewhat

No

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#15. Improve the Connection between Oak Island and Main Street

This project proposes to enhance the trail connection between Oak Island and Main Street. Improvements include additional tree planting, new seating and lighting, accessibility improvements, and a new lookout over the water with a shade sail.

Total Cost: \$1,016,000
DRI Request: \$1,016,000 (100%)

Revitalization benefits: Enhanced connections to canal area, including accessibility considerations; general beautification and enhanced amenities for Village's open space network.

Does this project have a significant positive impact on Downtown Waterloo?

Yes

Somewhat

No

Does this project align with Waterloo's revitalization vision and goals?

Yes

Somewhat

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#16. Transform Huff Street into a Pedestrian-Bike Zone along the Canal

This project proposes the creation of a trail head for the Cayuga-Seneca Trail and an active transportation link to Washington Street. Improvements include a central green space, and seating, lighting and signage along the canal's edge. Improvements will strengthen connections to downtown and support tourism to the area.

Total Cost: \$396,000
DRI Request: \$396,000 (100%)

Revitalization benefits: Increased safety for pedestrian and cyclists; supports local tourism activities through connections to the trailway; new space for community events.

Does this project have a significant positive impact on Downtown Waterloo?

Yes

Somewhat

No

Does this project align with Waterloo's revitalization vision and goals?

Yes

Somewhat

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?

Waterloo Downtown Revitalization Initiative Proposed Projects

Use **dot stickers** to let us know which projects you think are most transformative and aligned with the Vision & Goals!



#17. Establish a Small Project Grant Fund to Continue Downtown Waterloo's Revitalization

This project proposes the creation of a Small Project Fund administered by the Village to support small-scale building improvements, public art, and business assistance needs. Improvements will enhance the appearance of downtown, encourage the creation of new businesses and expansion of existing businesses, and create new housing opportunities.

Total Cost: \$684,000
DRI Request: \$500,000 (73%)

Revitalization benefits: Enhanced appearance of downtown buildings; new commercial spaces for local retail and services; more housing options downtown and an increased downtown population to generate foot traffic.

Does this project have a significant positive impact on Downtown Waterloo?

Yes

Somewhat

No

Does this project align with Waterloo's revitalization vision and goals?

Yes

Somewhat

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?



#18. Develop Marketing Materials to Promote Downtown Waterloo as a Place to Visit and Invest

This project proposes the creation of a branding and marketing strategy to increase local engagement and pride, attract visitors and new businesses, promote local events and community initiatives, and strengthen community identity. Improvements will increase tourism to the area and encourage new residents and entrepreneurs.

Total Cost: \$250,000
DRI Request: \$250,000 (100%)

Revitalization benefits: Enhanced visitor experience; increased appeal to visitors (tourists, customers) and potential residents and business operators.

Does this project have a significant positive impact on Downtown Waterloo?

Yes

Somewhat

No

Does this project align with Waterloo's revitalization vision and goals?

Yes

Somewhat

No

What do you like about this project?
Write on the board to let us know!

Do you have any other thoughts or concerns about this project?