



**THE CITY COUNCIL OF WATERLOO, IOWA
WORK SESSION TO BE HELD AT
Harold E. Getty Council Chambers
Monday, June 1, 2026
4:50 PM**

RULES FOR WORK SESSION PUBLIC COMMENT

Iowa Code Chapter 21 gives the public the right to attend council meetings, but it does not require cities to allow public participation except during public hearings. The city council shall not receive any public comment during a work session.

Roll Call.

Agenda, as proposed or amended.

Approval of Minutes of the May 18, 2026 Work Session, as proposed or amended.

4:50 p.m. Update from Vandewalle and Associates on development in Downtown Waterloo.

Submitted by: Noel Anderson, Community Planning and Development Director

ADJOURNMENT

Kelley Felchle
City Clerk

May 18, 2026

COUNCIL WORK SESSION
Harold E. Getty Council Chambers
4:00 p.m.

Pre-Meeting Items

Roll Call.

Members present: Mayor Dave Boesen in the Chair. Roll Call: Mr. Schmitt, Mr. Morrow, Ms. Berry, Mr. Salamanca, Mr. Martin and Mr. Simon. Ms Creighton-Smith arrived at 4:04 p.m.

Agenda, as proposed or amended.

Simon/Martin
that the agenda as proposed be approved. Voice vote-Ayes: Six. Motion carried.

Approval of Minutes of the May 4, 2026, Council Work Session, as proposed or amended.

Simon/Martin
that the minutes of May 4, 2026, Council Work Session, as proposed be approved. Voice vote-Ayes: Six. Motion carried.

Work Session Items

Update from Black Hawk County Solid Waste Commission.

Randy Bennett, Public Works Division Manager, shared that the City of Waterloo is a part partner with the Black Hawk County Landfill along with Cedar Falls.

John Foster, Black Hawk County Solid Waste Management Commission, provided an overview of their history and the services they provide to Black Hawk County, and answered questioned from the council members.

Update from Main Street Waterloo.

Jessica Rucker, Main Street Waterloo Director, along with board members of Main Street Waterloo, presented an update on the activities undertaken by the nonprofit in the last calendar year.

Council members discussed the presentation with Jessica Rucker.

Discussion of changes to the public comment section of the council agenda.

Mr. Salamanca provided an overview of the item.

The council members discussed the proposed changes.

ADJOURNMENT

Creighton-Smith/Schmitt

that the council adjourn at 5:12 p.m. Voice vote-Ayes: Seven. Motion carried.

Kelley Felchle
City Clerk

A nighttime photograph of a city bridge. The bridge features a prominent walkway with a rainbow-colored, arched canopy. A tall, yellow, lattice-structured tower stands on the left side of the bridge. In the background, city buildings are visible under a dark blue sky. The text "Waterloo City Council Work Session" is overlaid in white, bold font across the center of the image.

Waterloo City Council Work Session

Vandewalle & Associates
June 1, 2026

Agenda

- **Vandewalle & Associates Role & Partnership**
- **Waterloo's History of Revitalization**
- **The Revitalization Process**
- **Projects & Accomplishments**
- **Implementing the Master Plan**
- **Downtown into the Future**

Vandewalle & Associates

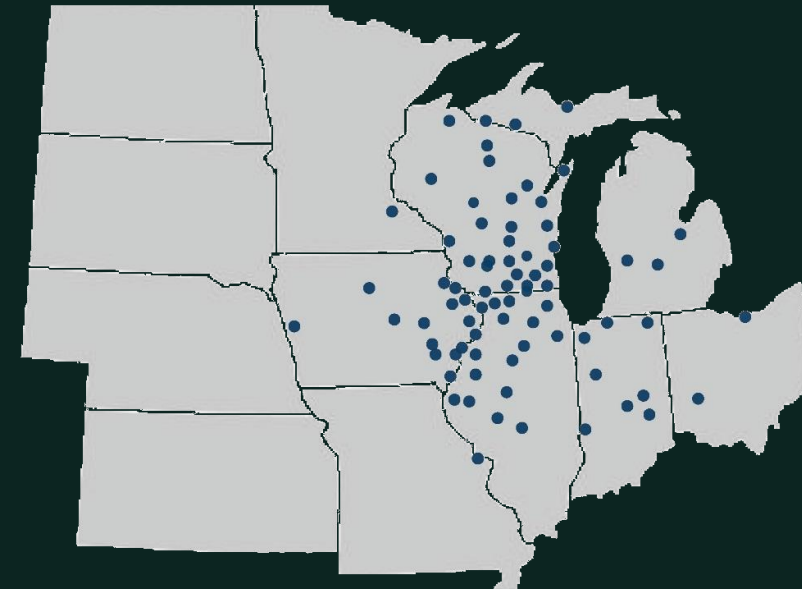


2 Offices
40+ Years



Vandewalle & Associates is a collection of passionate professionals with expertise in disciplines that converge to best impact change and make places work better for people.

- Multi-layered asset analysis
- Economic strategy
- Community planning
- Market analysis
- Redevelopment
- Design and architecture
- Marketing
- Real estate
- Public-private partnerships



Midwest Focused

Vandewalle & Associates Role & Partnership

- Downtown Focus
- Work Closely with City Staff
- Focus on Visioning & Implementation in Focus Areas
- Flexible to Adapt to Needs
- City-Specific Initiatives
 - City Central & Neighborhoods
 - Infrastructure
 - Concept Development & Urban Design
- Partnership Facilitation



History of Downtown Revitalization



- **1999:** Waterloo Millenium Plan
- **2000:** Downtown Redevelopment Master Plan
- **2000:** Established WDC as 501(c)3 economic development non-profit
- **2004:** Vision Iowa awards \$9.5M for Downtown Riverfront Projects
- **2004:** IEDA awards \$3.2M for TechWorks Innovation Lab
- **2006:** Deere & Company donates more than \$17M in buildings, acreage, & financial resources to build Tech Works
- **2007:** New Waterloo casino to pull entertainment business from downtown, establishing relationship with BHC GA, WDC, & City of Waterloo
- **2008:** Iowa Great Places awards funding for River Renaissance projects
- **2023:** Waterloo2030 Community Vision Plan

Downtown Revitalization Goals & Areas of Focus

Goals:

- Create **new investment** opportunities in Downtown & **increase tax base**
- Clean up **blighted properties**
- Create **new destinations** to entice more people to Downtown
- **Revitalize energy & improve reputation**
- Increase **quality of life**

Areas of Focus:

- Activating the Cedar River
- Blight Elimination
- Gathering Spaces & Hospitality
- Downtown Housing
- Sports, Recreation & Entertainment
- City Central Neighborhood Revitalization
- Developer Recruitment to Implement Downtown Master Plan

PHASE 1



Downtown Waterloo 2007



2027 Future CourtWorks

2023 Site Remediation & Preparation

2017 Former Deere Structure renovated into **Courtyard Marriott**

2023 Sycamore Property Acquisition

2015 John Deere Tractor & Engine Museum

2016 **Grand Crossing** Mixed Use Urban Housing at former Grand Hotel

2023 **Legends Block** Property Acquisition

2008 Phelps Youth Pavilion

2025 4th Street Cinema Acquisition

2014 **TechWorks** Industrial Incubator

2017 **SingleSpeed Brewing** historic renovation

2022 **Art Bloc** Urban Housing

2012 **Waterloo Riverloop Amphitheater**

2025 Property Acquisition

2018 **Hawkeye Community College**

2023 **Waterloo River Lights Experience**

2014 **Cedar Valley SportsPlex**

2009 **Riverloop Expo Grounds**

2010 **Waterloo Riverloop** completed

2011 **Riverloop Public Market**

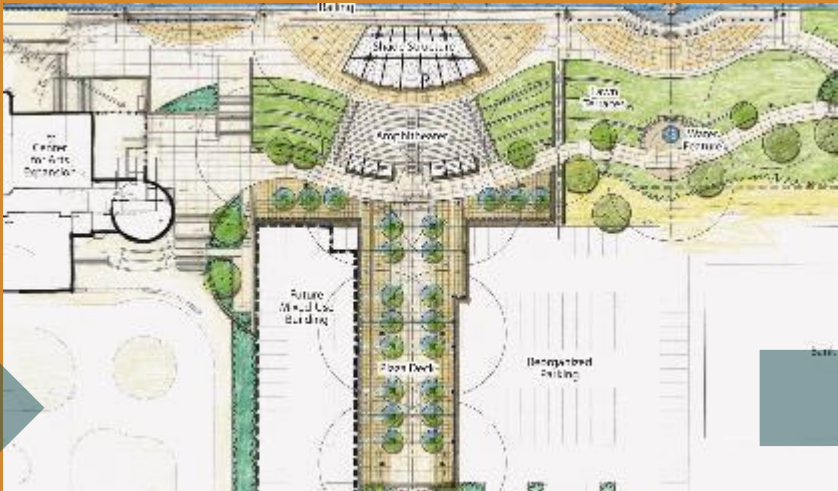
2023 **Risque** Property Acquisition

Public Private Partnership Impacts on Downtown Waterloo

The Revitalization Process



Existing Conditions



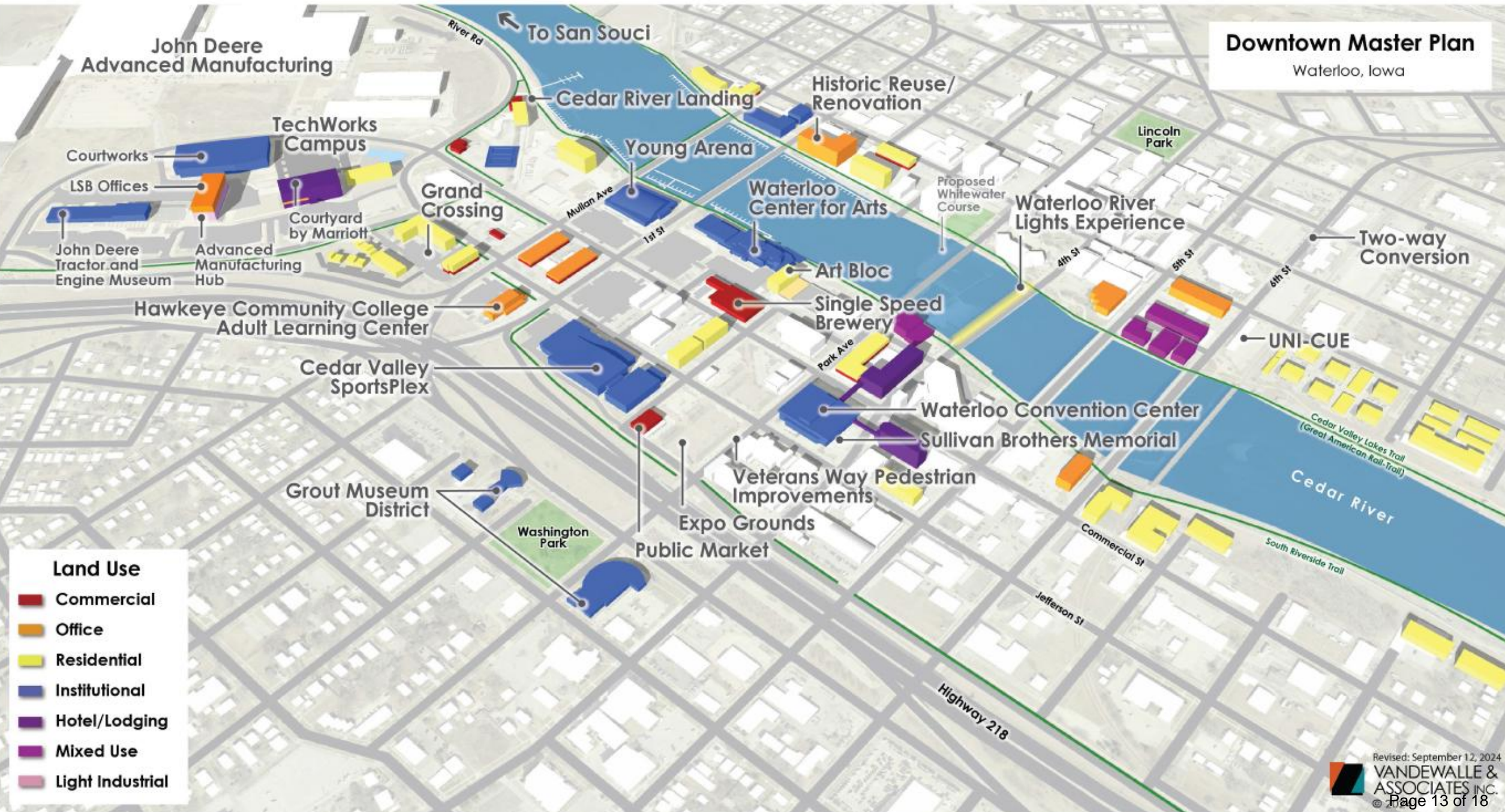
Visualization & Concept Plans



Execution & Implementation

Downtown Master Plan

Waterloo, Iowa



- Land Use**
- Commercial
 - Office
 - Residential
 - Institutional
 - Hotel/Lodging
 - Mixed Use
 - Light Industrial

Master Plan Implementation

1 Consistent Vision

- Public & Private Engagement
- Persevere Through Changing Markets
- Visualize Through Concept Designs & Plans



2 Choose Catalytic Projects

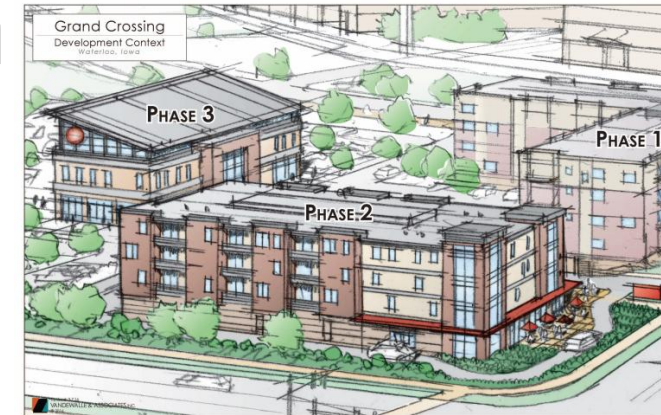
- Invest in Projects that Spur more Projects
- The Right Project at the Right Time
- Invest to Create New Opportunities and New Markets



Master Plan Implementation

3 Focus on Blight Elimination

- Work with Partners
- Make Future-Oriented Acquisitions
- Be Creative, Persistent & Patient



4 Public Private Partnership

- Leverage Resources through Partnership
- Amplify Impact
- Raise Tax Base



Waterloo Success Story: Public Private Partnership

- Public and Private Sector Leadership
- Common Community Passion
- Extend Beyond Term Limits and Politics
- Set Higher Development Standards
- Focus on Quality of Life to Make an Impact



Advocate for the Region



Focus on Community Spaces & Community Impact



Support Public Projects

Continuing to Work Together



- Maintain a Focused Vision
- Implement & Update the Block-by-Block Master Plan
- Continue Strong Public-Private Partnership
- Stay Engaged in Raising Standards
- Complete Catalytic Projects like CourtWorks
- Recruit Partners for Key Redevelopment Sites
- Activate Cedar River & Public Spaces

A nighttime photograph of a city bridge with a vibrant, rainbow-colored canopy. A tall, yellow, lattice-structured tower stands prominently on the left side of the bridge. The bridge spans over a river, and the city skyline is visible in the background under a dark blue sky. The text "Thank you!" is overlaid in the center of the image.

Thank you!