

# Growing Businesses Choose Waterloo

- 6 Industrial Parks & Business Parks
- State Certified Shovel Ready Site at Hwy 20 and Ansborough Ave.
- Rail with Transloading Service - Iowa Northern Railroad, Canadian National
- High Water Pressure- Abundant, Affordable, Reliable
- Sewer: Low Rates & High Hydraulic Capacity of 47.1M gallons per day
- Electricity: Redundant - Low Rates 35% below the national average MidAmerican Energy 100% renewable generation by 2024
- Upper Midwest Location Within a Day's Drive to Major Midwest Markets – Hwy 20 (E&W), US Hwys 63 and 218, I-380 (N&S)
- Fast Track Design Build Process for Permitting
- Incentives for New & Existing Businesses
- Three Federally Designated Opportunity Zones
- Access to Regional Labor Market Pull of 400,000
- Low Cost – High Value Living Attractive to Employees
- Waterloo Regional Airport: International Connections via O'Hare
- Industrial Scale Additive (3D) Manufacturing Center and Design Labs



Growth & development are taking place at a phenomenal pace in every part of our city and it shows! Developers, investors, residents, and the rest of the state are taking notice and are impressed with what they see! Iowa Economic Development Director Debi Durham recently said, "I do not know where economic development and community development end because in my world they are one and the same. As I drive through (the Cedar Valley), your community is doing that."

Mayor Quentin Hart



City of Waterloo Development Update  
JUNE 2022

# MAKE A SPLASH! TRANSFORMING GATES & BYRNES PARKS

The City of Waterloo Leisure Services Commission launched an exciting campaign to transform Waterloo's two "anchor parks". Major improvements are planned for Gates and Byrnes Parks. Ritland + Kuiper Landscape Architects of Waterloo developed the Gates Park Master Plan after public input received by consultant Ballard King identified the need for a more comprehensive look at ways to improve Gates Park. City Council endorsed a comprehensive improvement project to include a multi-faceted renovation of Gates Park and a new outdoor aquatic center at Byrnes Park.



GATES CONSTRUCTION TO BEGIN AUGUST 2022

Features planned for Gates Park include a splash pad, inclusion park, amphitheater, lighted basketball courts surrounded by a skating track, sculpture garden with pollinator plantings, renovated soccer field, and more. It is estimated that \$8 million would be invested to completely transform this park.

BYRNES CONSTRUCTION BEGINS AUGUST 2023, COMPLETED BY THE 2024 SEASON

You can MAKE A SPLASH! and be a part of these transformational projects by making a contribution through the Waterloo Community Foundation.

<https://wloocf.fcsuite.com/erp/donate>

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# Waterloo2030 COMMUNITY VISION

<p>FLY THE "W"</p>	<p>ELEV8 HOUSING</p>	<p>CELEBR8 &amp; CONNECT NEIGHBORHOODS</p>
<p>WATERLOO WORKS</p>		<p>CROSSROADS DOUBLEDOWN</p>
<p>POWER UP DOWNTOWN</p>	<p>SPORTSTOWN USA</p>	<p>COMMUNITY OF OPPORTUNITY</p>

City of Waterloo  
Development Update  
June 2022



# BUSINESS DISTRICTS & INDUSTRIAL PARKS

## DOWNTOWN



**VETERANS WAY** - The City of Waterloo, partnering with the Waterloo Development Corporation (WDC), is contracting with Shakespeare Lighting Design and Ritland Kuiper Landscape Architects, for a project to illuminate Downtown Waterloo by lighting the waterfall between the Park Avenue and 4th Street bridges as well as the Pedestrian Bridge. These enhancements will help to brighten Downtown riverfront and create a new sense of place along the Cedar River. Towers will grace both sides of the riverfront, increasing the color changing capabilities for Downtown Waterloo and bring a greater sense of celebration to riverfront amenities, festivities, and opportunity for new and enhanced events in the area. This project is led by WDC with additional funding from MidAmerican Energy and Black Hawk Gaming Association.



### TECHWORKS CAMPUS

**LINCOLN SAVINGS BANK** is renovating the fourth story of the TechWorks Building in Downtown Waterloo. This is the third floor that Lincoln Savings Bank has renovated in the historic property and will complete the renovation process of the top three stories of the building. This work is a continuation of the renovation by LSB and will extend their footprint of finished floor space to accommodate an expected 200 employees at the TechWorks location.

**HAWKEYE COMMUNITY COLLEGE** is moving into the second floor Grow Cedar Valley suites to begin a \$5.12 million Smart Automation Manufacturing program as part of the IGNITE program. They anticipate 250 participants.



**PEOPLES COMMUNITY HEALTH CLINIC** started construction of their 2-story, 21,000 square foot expansion. The \$7 million expansion will include additional

provider offices, consultation rooms and conference rooms. This project is made possible through a collaboration with Waterloo Community Development.

## AIRPORT/MIDPORT

**HYDRITE CHEMICAL CO.** will be constructing a 13,200 square foot office building at their location along Airline Highway. The new construction will have a minimum assessed value of \$1.5 million and add an additional 20 jobs to the area. Future expansion plans include a 9,600 square foot maintenance shop, 10,000 square foot tanker wash and chemical loading facility and 41,000 square foot warehouse. This project qualifies for High Quality Jobs Program Tax Credits with the Iowa Economic Development Authority for the jobs created.

**HYPER DRIVE**, construction is complete. The roadway will open up additional development lots west of the Waterloo Regional Airport, and provide additional access to CPM for their new 180,000 square foot manufacturing facility.

## KIMBALL RIDGE/SAN MARNAN



**VERIDIAN CREDIT UNION** is constructing a new location at the southwest corner of Kimball Avenue and San Marnan Drive. The building brings a \$1.2 million project to the San Marnan corridor.

**SCHOITZ HOSPITAL SITE** at the corner of Kimball Avenue and Ridgeway Avenue, will be the location for a new Kwik Star and Scooters Coffee. Additional space is available for retail and a multi-family residential is planned for the northeast corner of the 7.8 acre site.

## HWY 20 / HWY 63 CORRIDOR



**WARREN TRANSPORT'S** 39,600 square foot trucking facility is under construction. The new building is located east of 3121 Greyhound Drive and will have a minimum assessed value of \$3.5 million.

## NORTHEAST INDUSTRIAL PARK

**GREY TRANSPORTATION** will begin construction this summer on their \$1.6 million building along GT Drive in the Northeast Industrial Park. The 9,000 square foot building will serve as a maintenance facility adjacent to their existing trucking site.

# INFRASTRUCTURE

## WATERLOO BROADBAND PROJECT

**THE CITY OF WATERLOO** is working with Magellen Advisors to develop a fiber backbone and a fiber to the premise project. A community survey was conducted in early spring 2022 with design work nearing completion. Business models and deployment options are being considered.

There are two primary goals. The first goal is to develop a fiber backbone to support municipal operations, including utility operations, traffic, public safety and future Smart City initiatives. The second is to develop a plan to deliver next-generation fiber to the premise/home services enabling high-speed access to every home and business throughout Waterloo.

The latest project update by Magellen Advisors to Waterloo City Council can be viewed at [www.CityofWaterloo.com/broadband](http://www.CityofWaterloo.com/broadband).

## HOUSING

**UNION DEVELOPMENT** is planning a 180-unit residential project at North Crossing. Five three-story buildings with one, two and three-bedroom apartments are planned for the site. Amenities include a clubhouse with fitness center, community space, and computer room; a playground and dog play area and a ½ mile pedestrian walking trail.

**EDISON SCHOOL SITE** Panther Builders will be constructing 32 new single-family homes on the former Edison School site near Falls Avenue. The site will also include a 2.2 acre park and construction is set to begin in 2022. One of four house designs is pictured below.



## 2030 VISION & STRATEGIC PLAN 'COMMUNITY OF OPPORTUNITY'

Waterloo's 2030 Vision & Strategic Plan outlines '8 BIG IDEAS IN 8 YEARS.' Each idea has a set of goals and projects being moved forward by working groups made up of city staff and community stakeholders. Would your group or organization benefit from a presentation of the 2030 Vision? Contact Wendy Bowman, Communications Director to schedule a presentation, [Wendy.Bowman@Waterloo-IA.org](mailto:Wendy.Bowman@Waterloo-IA.org).

The complete plan is outlined at [www.CityofWaterlooIowa.com/community-vision](http://www.CityofWaterlooIowa.com/community-vision)