



mayors
innovation
project

CREATING AN AFFORDABLE HOUSING ECOSYSTEM

Quentin Hart | Mayor | City of Waterloo, IA

SUMMER
2024



Elevating Housing

2024



Waterloo 2030

COMMUNITY VISION

Strategic Plan

Fly the W!

Crossroads
Doubledown

ELEV8
Housing

Power Up
Downtown

Connect
Neighborhoods

Sportstown
USA

Waterloo
Works

Community of
Opportunity

Planning & Assessment



- 2030 Vision Plan
- Housing Needs Assessment
- Comprehensive Plan Update
- Smart Housing Technology

Strategic Partnerships

- Walnut Neighborhood Restoration
- Hawkeye Sustainability Initiative
- Locally Owned & Operated Grocer
- Former School Site Developments





Financial Support

- Housing Trust Fund - 1,030 Units
- Over \$345,000 from Non-Profits
- Over \$400,000 Local Match
- CDBG
- HOME Funds



Housing Incentives

- R-P Flexible Zoning
- Infill Housing, TIF & Urban Revitalization
- Dilapidated Property Redevelopment





Workforce Attraction & Retention

- High Quality Jobs Program
- Waterloo Career Center
- Hawkeye Community College



Award-Winning Results

- Phoenix Award
- National Brownfields Conference
- Downtown Street Corridor
- Former Hotel Turned Condominiums
- \$100 Million in Downtown Investment

