

# John Deere Waterloo Works Master Plan

Waterloo, Iowa



## Project Description:

The John Deere Waterloo Works (JDWW) campus underwent a sweeping face-lift. Modifications included the demolition and conversion of warehouse space, reconfiguration of the main access road, Commercial Drive, and the main parking lot, and the implementation of a master plan. Prior to the merger with Hall & Hall Engineers, Loren Hoffman collaborated with JDWW personnel and developed a master plan for the 300-acre campus area. The primary goals for JDWW included creating a unified appearance across the campus, greening up the campus by converting under-utilized impervious area to green space, improving the experience for employees and visitors, telling the John Deere story, flood protection improvements, and soil remediation. The master plan included elements to showcase the natural beauty of the Midwest landscape while obtaining the identified goals.

## Status:

Completed in Spring 2009



## Project Features:

- Two acre lake with walking trail
- Unified way-finding signage
- Themed gateway entrance
- 28 acre native plant establishment
- Interpretive signage areas

## Reference:

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