

CITY OF NEW BERLIN

ECONOMIC DEVELOPMENT WATCH



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Business Resources

- The **Wisconsin Economic Development Corporation (WEDC)** is the state's lead economic agency to help businesses, communities and individuals take advantage of new opportunities for growth and job creation through innovative market-driven programs. Visit www.inwisconsin.com.
- The **UWM Small Business Development Center** works with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve their performance. Contact 414-227-3200 or sce@uwm.edu and visit www.wisconsinbdc.org.
- Small businesses with inquiries about credit availability can contact the **Federal Deposit Insurance Corporation (FDIC)** Small Business Hotline at 855-334-2249.
- **SCORE**, Counselors to America's Small Business, is a resource partner to the U.S. Small Business Administration that provides free confidential business counseling. Contact 414-297-3942 or visit www.sewisconsin.score.org.
- The **Wisconsin Women's Business Initiative Corporation (WWBIC)** provides hands-on assistance to business owners through classes, one-on-one assistance, and access to capital through direct lending programs. Contact 414-263-5450 or visit www.wwbic.com.
- **Waukesha County Technical College (WCTC)** provides a variety of classes, services, and events through the Small Business Center. Contact 262-695-3468 or visit www.wctc.edu/smallbusiness.

THE INSIDE SCOOP

ECONOMIC DEVELOPMENT NEWS

BY HAYLEY SCHINKOWSKY, PLANNING INTERN

Under Review

Drexel Building Supply is proposing a new development at the northeast corner of Coffee Road and Calhoun Road. The development includes seven buildings to be used for showrooms and warehouses. A neighborhood meeting was held on December 17th to gain feedback from neighboring property owners. The Architecture Review Committee approved revised architectural plans at the January 16th meeting. The Use Approval application will be reviewed at the February 6th Community Development Authority meeting.

Froedtert and the Medical College of Wisconsin have applied for a rezoning of the Moorland Reserve Health Center, located at 4805 S. Moorland Road. The proposal is for the property to be rezoned from O-2 to O-2/PUD to allow for a conversion of a portion of the existing health center to a neighborhood hospital with 9 inpatient beds for short-term care. A public hearing will be held before the Plan Commission at the February 3rd meeting. The Plan Commission will take action on March 2nd.

Hampton Inn & Suites is requesting Use, Site, and Architecture approval for a 66,866 square foot hotel at 5295 S. Moorland Road. The proposed hotel has 4-stories, 109 rooms, and a list of amenities that includes a



Above: Rendering, Hampton Inn & Suites

Below: Grand Hills Castle Phase 2

fitness center, indoor pool, meeting room, outdoor patio, continental breakfast, treat shop, open lobby, and more. The project will be reviewed by the Architectural Review Committee on February 3rd and by the Plan Commission on March 2nd.

Approved

Castle Senior Living has submitted applications for a Comprehensive Plan amendment, rezoning, 1-Lot Certified Survey Map (CSM) and Use, Site and Architecture approval for a residential care apartment complex (RCAC) for the properties located at 13050 and 13000 W. Cleveland Avenue. The project

was approved by the Architecture Review Committee, Plan Commission and Common Council at their January meetings. A public hearing was held before the Plan Commission at the December meeting. The applicant plans to start construction this spring.

Under Construction

Star of Bethlehem Church and School, located at 3700 S. Casper Drive, is constructing a 20,472 square foot building addition to provide additional classrooms for the school. The Architecture Review Committee and the Plan Commission approved the Use, Site and Architecture application at their November meetings.



Follow New Berlin's Department of Community Development on Facebook, Twitter & LinkedIn!



Thinking of joining the New Berlin Chamber of Commerce?
For membership information, contact: 262-786-5280, or office@newberlinchamber.org.

Mayor Dave Ament is committed to maintaining a focus on economic health and development in the City of New Berlin. As part of this focus, the Mayor will visit and tour workplaces, attend ribbon cuttings, grand openings and open houses for New Berlin businesses.

For more information, contact: Kristen Hogan, Principal Planner khogan@newberlin.org

February 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 <small>Groundhog Day</small>	3 ●	4	5	6 ●	7	8
9	10	11 ● <small>Lincoln's Birthday</small>	12	13	14 <small>St. Valentine's Day</small>	15
16	17 <small>President's Day</small>	18	19 ●	20	21	22
23	24	25	26 <small>Ash Wednesday</small>	27	28	29

● Denotes DCD related meetings

Click on the calendar above to view meeting details



1ST ANNUAL WINTER FEST, SPONSORED BY LIFETIME REALTY GROUP BY ZACH KESSLER, RECREATION



January 12, 2020 marked the City of New Berlin Recreation's 1st Annual Winter Fest. The event was a great success, thanks to many locals braving the cold and snow to have some wintry fun at Malone Park and City Center Plaza!

Winter Fest Highlights included snow kickball, story time by the fire pit and a candle light hike.

The City of New Berlin Recreation Department is extremely grateful for all the help and support from local residents and organizations as

well as City departments and leadership. We hope Winter Fest will become a staple in New Berlin, and we are glad we can offer the community a winter-themed event where people can come together and simply have a good time.

DISCOVER NEW BERLIN 2020

**Saturday March 21
 9 am - 2 pm
 New Berlin West Fieldhouse**

Free admission tickets are available at the New Berlin City Hall & Library, the school district offices, the New Berlin Chamber of Commerce & Visitor's Bureau office, and participating vendor businesses. Promote your organization by renting a booth space! To learn more, contact the Chamber office at office@newberlinchamber.org or 262-786-5280.

2020 CENSUS

BY MELODY STYBA, MAYOR'S OFFICE

April 1, 2020 is Census Day! Counting everyone once, only once and in the right place.

Starting March 12th, every household will be receiving either a 2020 Census Invitation Letter or an actual 2020 Census Questionnaire in paper form. We anticipate that the majority of our residents will be receiving an Invitation Letter which will include a Census ID# and the appropriate website address to respond online.

Responding to the census helps communities get the

funding they need and helps businesses make data-driven decisions that grow the economy. Census data impacts our daily lives, informing important decisions about funding for services and infrastructure in our community, including health care, senior centers, jobs, political representation, road, schools, and businesses.

Wisconsin had the highest initial response rate in the Country for the last Census in 2010. Let's make that happen again!

NEW BUSINESS UPDATES

Stevens Equipment Supply
 2236 S 162nd St

Bolts & Nuts Corp.
 16154 W Lincoln Ave

Gamers Realm
 15188 W Library Ln

MyEyeDr
 14151 W National Ave

Vasa Fitness, LLC
 13995 W National Ave

North America Electrical Sales, LLC
 2724 S 163rd St

Caliber Collision
 14750 W National Ave

Paramount Plumbing
 13007 W Forest Dr

Take 5 Oil Change
 15400 W National Ave

Precision Electrical Contractors
 2940 S 166th St

Anna Belle Aerial, LLC
 16150 W Lincoln Ave

MKE Reign
 3070 S Calhoun Rd