

Appendix A: New Berlin Document Review

NEW BERLIN DOCUMENT REVIEW

The following summaries provide concise information on the current studies and plans for the City of New Berlin, WI. The summaries focus on the recommendations and policies outlined in each plan. PDI will use this information as applicable in the development of the Comprehensive Plan.

GROWTH AND DEVELOPMENT MASTER PLAN (GDMP)

Completed 2001

Adopted 2003

- Serves as an update to the 1987 Land Use and Urban Design Plan
- Focuses on three key issues:
 - 1) Updating the future land use map;
 - 2) Addressing issues of “community character” and land use compatibility;
 - 3) Developing open space, rural preservation, and environmental preservation principles.
- Land Demand and Land Capacity:
 - If future growth occurs at same general density as in the past, the amount of new housing units needed by 2020 will consume approximately 2,500 acres (4 square miles)
 - Density for new residential development estimated at 2 d.u./acre in the sewered east side, and 1 d.u./5 acres in the unsewered west side.
 - Expected residential development would bring New Berlin to “full build-out” within 20 years
 - Forecasts a demand of 247 acres for retail and office use, and 282 acres of industrial space, while retail and office *capacity* is estimated at 36 acres and industrial *capacity* at 46 acres.
- Growth Policies
 - Ensure that growth in New Berlin is affirmatively and responsibly managed based on available public services and suitability of the land for development.
 - Maintain cohesive urbanized boundaries conducive to service delivery.
 - Promote an orderly and compatible pattern of land uses avoiding “hodge podge” development patterns.
 - Utilize the provision of infrastructure in supporting and influencing growth in areas most suitable to accommodate growth.
 - Preserve existing neighborhoods and encourage compatible infill development.
 - Preserve the rural character of the remaining rural areas of New Berlin.
 - Preserve and reinforce the distinction between urban areas and rural areas in New Berlin.
 - Preserve open space throughout the city through both public ownership and open space oriented private development. Focus preservation efforts in environmentally sensitive areas, recreational and trail opportunities, land use buffering, and neighborhood open space.
 - Require new development to meet standards of high quality with regard to architecture and site planning.

- Development Policies for Each:
 - Urban Neighborhoods
 - National Avenue Corridor (East)
 - Business Parks
 - Westridge and Moorland Road
 - Sections 26 and 35
 - West Side – Open Space
 - I-43 and Racine Interchange
 - National Avenue Corridor West
 - The Quarries
 - Greenfield Avenue
 - West Lincoln Avenue

- Future Land Use Plan
 - Purpose of the Land Use Plan is to serve as a link between the Growth Policies and the development regulations.
 - Categories:

| | |
|--|---|
| <ul style="list-style-type: none"> ▪ Urban Residential ▪ Suburban Residential ▪ Residential Estate ▪ Country Residential ▪ Mixed Use Residential ▪ Business Park/ Industrial | <ul style="list-style-type: none"> ▪ Commercial Center ▪ Suburban Commercial ▪ Rural Commercial ▪ Institutional ▪ Park ▪ Quarry |
|--|---|

- Plan Update Implementation: When requests are made for zoning map amendments, the following guidelines will be considered:
 - The map amendment is in agreement with this Plan Update and any specific study designed to further detail the New Berlin comprehensive Plan for the location in question; or
 - The existing zoning classification does not promote a public health, safety, or welfare purpose, and the proposed zoning classification does promote a public health, safety, or welfare purpose; or
 - There have been major changes of an economic, physical, or social nature not anticipated in the adopted Comprehensive plan that substantially alters the area's character.

ECONOMIC DEVELOPMENT & REVITALIZATION PLAN

Adopted 2002

- The “element” fulfills a portion of the Comprehensive Plan requirements of Wisconsin’s Smart Growth law.
- Identifies desired businesses and industries
- Recommended sites for existing and future business based on the following considerations:
 - Existing development
 - Presence of environmentally sensitive lands and environmental corridors
 - Availability of public infrastructure
 - The City of New Berlin Growth and Development Master Plan Update and Future Land Use Plan (2000)

Business sites:

- New Berlin City Center
- New Berlin, Moorland, and MSI Industrial Parks
- West Lincoln Avenue Corridor
- Westridge Business Park, Towne Corporate Business Park
- West National Avenue Corridor
- Far West National Avenue Corridor
- East National Avenue Corridor
- Prospect Hill
- I-43 and Racine
- Sunnyslope and Grange
- Far Southeast (Highway L Area)
- Sunnyslope and Cleveland
- Greenfield Avenue

Lists county, regional, and state economic development programs:

- Waukesha County CDBG
- BIDs
- Community Based Economic Development Program (CBED) funded by the Wisconsin Department of Commerce (WDOC)
- WDOC Technical Assistance Program for Wisconsin Communities
- WDOC Programs for Small and Medium-Sized Businesses and Manufacturers:
 - Business Development Assistance Center
 - Business Employees’ Skills Training (BEST) Program
 - Wisconsin Small Business Development Centers (WSBDC)
 - Manufacturing Assessment Center
- TIF
- Industrial Revenue Bonds (IRB)
- TEA, TEA-21, TEP, STP-D
 - WDNR: Stewardship Program, Brownfields EAP, SAG for local governments

Plan Goals

- *Goal 1:* Diversify the local economic base by encouraging and facilitating the retention and expansion of the existing firms in the community while attracting new manufacturing firms and retail businesses.
- *Goal 2:* Increase employment opportunities for a more diversified workforce, especially in terms of skill levels, and to raise local incomes.
- *Goal 3:* Maintain a local property tax base to ensure efficient services and to protect economic health.

- *Goal 4:* Utilize the GDMP, and current zoning regulations to locate manufacturing firms and retail businesses in appropriate sites.
- *Goal 5:* Seek ways to improve New Berlin’s overall quality of life in order to improve the overall economic health of the City.
- *Goal 6:* Improve the image of the business/industrial parks within the City.

Plan Objectives

- *Objective 1:* Provide more affordable housing and a greater variety of housing options to encourage more people to live in as well as work in the City.
- *Objective 2:* As necessary, desirable and feasible, update major commercial corridors to improve traffic flow, encourage more coordinated development, increase aesthetics and provide safe pedestrian access.
- *Objective 3:* Implement the recently adopted Alternative Transportation Plan.
- *Objective 4:* Obtain federal, state, county grants and access available programs for workforce development, small business development, business district improvements, incubator development, high technology development, and brownfield redevelopment.
 - *Activity 1:* Aggressively apply for grants from various agencies including, but not limited to, the Department of Natural Resources, Department of Commerce, Waukesha County Community Development Block Grant Program, Waukesha County Economic Development and the Blue Chip Incentive Program.

Plan Policies

- *Policy 1:* Encourage the marketing and use of vacant sites in existing industrial/ business parks as an efficient infill policy and as an alternative to constructing new commercial centers, industrial/ business parks. Such infill sites might provide excellent buildings for incubators and high technology start-ups.
 - *Activity 1:* This can be achieved through marketing techniques like the *Available Property* list put together Community Development Staff. This document is derived from several sources including the Business Journal quarterly leasing guide, the Grubb & Ellis Quarterly Leasing Guide as well as a quarterly parcel-by-parcel inventory by Community Development Staff. The department anticipates placing this information on the City’s web site in the near future.
- *Policy 2:* Maintain and attract business in the City of New Berlin
 - *Activity 1:* Maintain the Mayoral Work Place Visit Program.
 - *Activity 2:* Develop an Economic Development Newsletter.
 - *Activity 3:* Maintain and encourage partnerships with the New Berlin Chamber of Commerce & Visitors Bureau, WCEDC, Wisconsin Economic Development Corporation.
 - *Activity 4:* Perform a retention and attraction business survey of New Berlin.
- *Policy 3:* Re-evaluate, on an annual basis, the desirability and feasibility of extending public sewer and water to potential commercial and industrial economic development sites.
 - *Activity 1:* Maintain an ongoing relationship with Milwaukee Metropolitan Sewerage District (MMSD)
- *Policy 4:* Encourage the design of commercial and retail structures along major corridors for multiple tenants combined with shared access to reduce the “big box” effect and improve traffic flow.
- *Policy 5:* Encourage the use of consistent architecture, landscaping, street trees, buffers and signage along major commercial corridors, within existing and developing industrial parks and at the City’s gateways to improve the City’s overall visual appeal.

- Activity 1: Continue to implement the high quality design standards laid out in the City's Zoning Ordinance.
 - Activity 2: Focus on redevelopment of the City's more mature parks through the creation of a Modernization/Revitalization Plan. This plan will include an inventory of the existing businesses in the parks as well as ideas on how to improve the overall landscaping, building façades, signage, and vehicular and pedestrian access to the park.
 - Activity 3: Potentially set up a Community Development Authority to oversee redevelopment efforts in the City.
- *Policy 6:* Improve the governing body's and the public's receptivity toward economic development by establishing and adequately staffing a separate economic development division within the City of New Berlin Department of Community Development. This division should continue to strengthen relationships between the New Berlin Economic Development Corporation, the Waukesha County Economic Development Corporation, the New Berlin Chamber of Commerce and Visitor's Bureau, the City Plan Commission and the other divisions within the City's Department of Community Development for economic development purposes.
 - Activity 1: Adopt this Economic Development Plan as part of Wisconsin Smart Growth.
 - Activity 2: Possibly create a City based Economic Development Committee/Commission.
 - Activity 3: If a separate Economic Development Committee/Commission is created, dissolve the NBEDC.
 - Activity 4: Develop an operating budget for Economic Development activities.
 - *Policy 7:* Evaluate the feasibility of helping to manage traffic flow by providing more public and privatized transit options for business parks and large employment centers.
 - *Policy 8:* Incorporate preservation of open spaces, environmental corridors and isolated natural features, such as wetlands, flood plains, streams, woodlands and prairies, into the design and development of business and light industrial areas in the western part of the City. This is particularly important for the West Lincoln Avenue Corridor.
 - Activity 1: Develop a Natural Resources Plan.

CITY CENTER DEVELOPMENT PLAN

Adopted 1999

Objectives of the Plan:

- Create an identity for the City Center;
- Provide a safe environment for vehicles and pedestrians;
- Integrate pedestrians, bicyclists, and automobiles;
- Recommend a long-range plan for development in and around National Avenue and Moorland Road.

Moorland Road, National Avenue, Coffee Road A, Coffee Road B, Howard Avenue A:

- Visual Character
 - Provide strong visual edges along public rights-of-way (M, N only)
 - Provide a quality street for current and future uses (CA, CB, HA, HB only)
 - Create entries as gateways
 - Include roadside signage and make sign structures attractive
 - Reinforce the roadside edge with the building placement
 - Create scenic drives to protect significant natural areas (HB only)
- Traffic Safety, Circulation, and Parking
 - Make vehicular entrances safe and appealing to motorists
 - Include pedestrian and bike paths
 - Make the driving experience pleasant
 - Include a turning lane from Moorland Road to Coffee Road (M only)
 - Continue path system into surrounding neighborhoods (M only)
 - Provide turning lanes into the commercial area (CA only)
 - Include public parking for the park area (HB only)
 - Connect streets to provide alternate routes (HB only)
- Activities and Uses
 - Encourage pedestrian activities along the street
 - Include street benches along the path system
 - Provide bike stands and other street furnishings
 - Allow special uses at key features (HB only)
- Natural Environment and Landscape
 - Encourage landscape continuity and consistency
 - Integrate road drainage with the site design (M, N, CA, HA only)
 - Save existing trees
 - Discourage artificial berms or similar topographic changes (M, N, CA only)

Development and Redevelopment Projects:

- North of National Avenue, South of National Avenue, East of K Mart

Policies for Public Rights-of-Way:

- Follow customary maintenance and management procedures where commercial property owners maintain the pedestrian areas in the right-of-way and the City maintains the infrastructure.
- Encourage maintenance of special elements, such as banners or outdoor structures, by property owners or business groups.
- Clearly define the responsibilities of each party and determine a fee if the City needs to maintain an areas which is the responsibility of the property owner.
- Use high quality materials and furnishings which will be easy to maintain. When possible, specify common materials which are easily replaced.

PARK & OPEN SPACE PLAN

Adopted 2003

expires December 31, 2007

Recommendations

- The acquisition and development of six new neighborhood parks in the northwestern, southwestern, and southeastern portions of the City;
- The acquisition and development of a new community park in the northwestern portion of the City;
- Acquisition of additional land at Malone, Kelly Lake, and New Berlin Historical parks;
- Development of additional park facilities at Gatewood Park, Deer Creek Sanctuary, Kelly Lake Park, and the New Berlin Historical Park;
- Development of additional community park facilities at Calhoun, Lions, Malone, and Valley View parks, including an aquatic facility at Malone Park;
- Development of recreational facilities at Deer Creek, Pro Health Care, Quarry, Rustic Ridge, and Stormy Acres parks, all of which are currently undeveloped;
- Maintenance at all existing City parks, and ADA-related improvements as necessary;
- Acquisition of the two critical species habitat sites in the City, Delopst Meadow and the Kostello Property; and
- Acquisition of approximately 1,994 acres of environmentally sensitive lands to be preserved in essentially natural, open space uses. The City currently owns 277 acres of environmentally sensitive lands. An additional 1,330 acres of environmentally sensitive lands within the City are proposed to remain in private ownership and be protected through conservancy zoning.
 - Planned primary environmental corridors: the City should acquire an additional 1,294 acres (up from 46 acres owned by the City)
 - Planned secondary environmental corridors: the City should acquire an additional 650 acres (up from 181 acres owned by the City)
 - Isolated natural resource areas: the City should acquire an additional 50 acres (up from 17 acres owned by the City)
 - Natural areas and critical species habitat sites: the City should acquire the Delopst Meadow and the Kostello Property sites in the next five-year period (by 2008).

WEST NATIONAL AVENUE REDEVELOPMENT PLAN

September 2000

Project Goals and Objectives:

- Attracting commercial and office uses to the area
- Redeveloping structurally or economically obsolete structures and sites
- Enhancing the physical appearance of the corridor
- Maintaining compatibility with adjoining residential neighborhoods.
- Enhancing the property tax base
- Protecting and preserving property values
- Maintaining the efficiency of the West National Avenue corridor with respect to vehicular movement, capacity and safety
- Providing safe and efficient circulation for pedestrians and bicyclists

Recommended Land Uses and Zoning

- Maintain B-2 zoning of properties fronting West National Avenue
- Retain residential land use along W. Church View Drive and W. Mark Drive
- Three properties fronting W. National Avenue adjoining Holy Apostles Church should be acquired by the church for “parking and landscaped area”
- Rezone 3901 S. Moorland Road and 3911 S. Moorland Road to Transitional Commercial
- Combine adjacent lots – creating larger development parcels – to meet requirements of the B-2 zoning and proposed West National Avenue Overlay District
- Vacate the frontage road along the north side of W. National Avenue and consider parcel combinations (Detailed info in the document)

Recommended Transportation Facility Improvements

- Extend the existing median that runs west from the intersection with S. Moorland Road an additional 1,500 feet to S. Church Street (S. Town Road).
- Install left-hand turn lanes at the intersections of W. National Avenue with S. Church Street (S. Town Road) and 159th Street
- Install 28 foot decorative lighting within the median
- Revoke the permits of the two properties that encroach upon the W. National Avenue right-of-way
- Vacate the frontage road on the north side of W. National Avenue and attach to adjoining parcels at the time of assemblage and redevelopment. Convert the street right-of-way to a double-loaded parking aisle. Reserve cross-easements (in the names of adjoining property owners and the City) to enable continuous access through a 24' parking aisle
- Maintain the median-break and access for the east end of the frontage road
- Relocate the west frontage road access point and setback approx. 100' north of the intersection of S. 159th Street and W. National Avenue
- Construct a 6' sidepath and 6' terrace area on both sides of W. National Avenue. Walkways should then be added to connect to the sidepaths
- Close the existing median opening within the eastbound left turn lane at S. Moorland Road.
- Limit driveway access to W. National Avenue through the site review process

Recommended Site Design Options

- Encourage redevelopment to maximize parking areas and building space, and create a more pedestrian-friendly environment
- Install walkways with connections to the sidepaths and seating areas
- Break up asphalt with landscaping at Allied Pool & Supply and Bartlett's Fine Dining.
- Refer to *Site Development Concept 15815 – 15801 W. National Avenue* (p32)

Recommended Design Guidelines

- Overall Site Design
 - Accommodate pedestrian movement by incorporating walkways that connect to the new sidepaths
 - Incorporate outdoor seating on individual sites and also between the sidepaths along W. National Avenue and the front yards of adjoining parcels. Incorporate shade trees and shrubs as a buffer from traffic
 - Establish loading lanes for pickup and delivery of products on commercial lots
 - Refer to roof shapes (p34)
- Landscaping and Use of Plant Materials
 - Locate landscape buffer strips adjacent to the street right-of-way and cover the entire length of the required parking setback. Provide a perimeter landscape strip (minimum 10') for rear and side yards. Include a full landscape screen where parking is located in a required side or rear yard to offset it from residential use
 - Use smaller shrubs and trees in parking lots to provide screening and to subdivide the overall lot into smaller, less visually dominant, paved areas. Doing so will also reduce glare and reflected radiation from large paved surfaces
 - Provide interior landscape space equal to 5% of the total paved surface area in all parking lots
 - Ensure landscape planting islands are a minimum of 9' wide with a 30" clear area for a vehicle bumper overhang and a barrier-type curb
 - Limit the varieties of plants chosen for a site to create a uniform composition and provide occasional accents. Use native plant material or plant material naturalized for the area
 - Use trees more readily than shrubs since trees require less maintenance
 - Terrace slopes and plant with ground covers
- Building Orientation and Form
 - Locate new buildings at the front of parcels with parking in the rear, with the possible exception of the north side of W. National Avenue along the frontage road area where residences are located in close proximity behind commercial structures.
 - Maintain similar directional expression on new buildings to surrounding structures; additions to existing buildings should match the original directional expression
 - Maintain gable and hip roof shapes on new structures
 - Fit the proportion and scale of new and renovated buildings to those of existing buildings.
 - Reflect the predominant rhythm of openings between new construction and surrounding buildings
 - Respect the massing of existing buildings in new buildings, additions and renovations
 - Locate additions to the side or rear of the building to preserve the front façade
- Signage
 - Where freestanding signs are permitted and lot width and setback areas provide adequate sight distance, ground signs with a horizontal orientation should be used over pole signs
 - Provide landscaping at the base of signs (minimum area of 175' required)
 - Use colors and materials for signs that are similar or complimentary to building façade materials

Recommended Development Strategies

- Create a City-financed "land-bank" that would purchase and hold properties until two or more adjoining properties can be assembled into a larger developable parcel

- Encourage privately-financed land banking by strictly enforcing existing B-2 District regulations that require yard setbacks that cannot be met by existing lot configurations
- Administer a redevelopment matching grant program
- Create a BID in coordination with one or more of the above programs

Recommended Zoning Ordinance Amendments

- Create a new W. National Avenue Redevelopment Overlay District (details p39-41)

RURAL COMMERCIAL DESIGN GUIDE

April 2001

Geographic Areas

- Rural Commercial areas defined as generally, those areas west of Calhoun Road from the southern border of the city (College Avenue) to Cleveland Avenue to the north
- Area shall strive to retain and encourage small business and office developments, providing safe and convenient pedestrian access, and quality visual appearances
- Design Standards:
 - Applicability
 - Buildings
 - Roofs
 - Colors
 - Parking Areas
 - Landscaping
 - Signage
 - Lighting
 - Cross Access
 - Corporate Identity

HOUSING ELEMENT OUTLINE / TIMELINE

In Draft Form – mainly describes what should be done as part of the Housing Element in the overall Comprehensive Plan

Data and Analysis

- Housing Needs Assessment
 - Housing Supply
 - Quality/Tenure of Housing Unit Types
 - Vacancy Rate
 - Value of Owner Occupied Housing Units
 - Contract Rent
 - Additional Housing Cost
 - Subsidized and Special Needs Housing
 - Condition of Housing Stock
 - Housing Demand
 - Current Population / Demographics
 - Population Trends
 - Current Household Data
 - Household Trends
 - Income & Economic Factors
 - Income & Economic Trends
 - Data and Policy Coordination with Existing or Proposed Economic Development Element
 - Housing Development Environment
 - Infrastructure
 - Developable Land
 - Development Regulations
 - Housing Development Capacity
- Analysis
 - Function of data analysis is to determine if housing supply meets demand
 - Analysis must consider long-term issues and current issues
 - Questions should be answered during data analysis activities
 - Example questions from 2nd ed. of Housing Wisconsin a Guide to Preparing the Housing Element of a Local Comprehensive Plan
 - Forecast Model for Predicting Housing Production Needs as described in Housing Wisconsin
 - Additional Trends to be Considered in Analysis as Listed in Housing Wisconsin
 - Housing Affordability Analysis

Goal Setting

- Goals set as a result of the housing needs analysis and existing visioning documents
- Requirements of Section 66.1001(1)(b) must be met

Action/Strategy Formation

- Propose specific strategies with conditions
 - Strategies must meet housing needs of New Berlin over a 20 year period while preserving the character of the community and addressing community concerns
 - Proposed strategies must have funding sources
 - Proposed strategies must be politically feasible
 - Proposed strategies must be coordinated with other Comprehensive Plan Elements

Housing Implementation Strategies

- Must be consistent with Implementation Element of the Comprehensive Plan
- Must be consistent with other elements of the Comprehensive Plan
- Included in Housing Element and restated in Implementation Element
- Implementation Strategies must meet requirements of Section 66.1001(1)(b) of Wisconsin Statutes
- Possible Implementation Strategy Categories:
 - Education
 - Regulatory Tools
 - Funding Sources

Evaluation and Updates

- Evaluation of Housing Element should consist of a mechanism to measure progress in achieving specific housing goals in New Berlin
- Mechanism may consist of a report/review submitted to the appropriate government or citizen board on a reoccurring basis
- Criteria for measuring progress of New Berlin housing policy in achieving the goals set forth in the Housing Element will be contingent on the specifics of the goals
- Housing Element review cannot take the place of the 10 year update to the Housing Element as required by law

NEW BERLIN INDUSTRIAL PARK REDEVELOPMENT PLAN

November 2005

Introduction

- New Berlin Industrial Park (NBIP), as viewed in the plan, includes:
 - New Berlin Industrial Park
 - Moorland Road Industrial Park
 - MSI / Lincoln Industrial Park
- The NBIP generated \$9,808,906 in tax revenue in 2005

Infrastructure Improvements

- Roadways
 - Roadways in the park are deteriorating
 - Existing pavement width: 24'; New pavement width: 44'
 - Roadway improvement will need to be phased
- Deer Creek Stormwater Improvements
 - Enhance the channel by removing the existing concrete invert and creating a more natural area with wetland plantings, pool areas, and ripple areas
 - Install "storm filter" devices that are capable of providing 80% solids removal from stormwater
 - Locate a walkway on one side of the channel that would serve as an extension planned to run the entire length of the Creek
- Stormwater Quality Management Plan
 - Plan includes the Deer Creek Main Channel, the Lincoln Avenue Drainage Easement, the Industrial Park Street System, the Deer Creek and Poplar Creek Direct Drainage Areas, and the Coffee Road Open Space
 - At the time of the NBIP plan (2005), the stormwater plan was underway
- We Energies Distribution Vision 2010
 - Developed a new design for electric power distribution, which will be installed for distribution to half of the industrial park (current method of delivery of service is through a radial system)
 - Goal is to improve both the supply and reliability of electrical service to the industrial park
- Street Lighting
 - Lack of lighting identified by businesses as a concern
 - Recommends that street lights be installed at all intersections (pole height of 24')
 - Sixty poles and fixtures needed to light the intersections of the park
- Street Landscaping
 - Trees should be placed on both sides of each street at approximately 150' to 200' apart
 - Species to be planted: Maple, Honeylocust, Common Hackberry
- Signage
 - Monument signs will be located along Moorland and Calhoun Roads in five positions announcing arrival to the park
 - Directional signs will be provided to help identify businesses
 - Street signs will be installed at all intersections
 - At Rodgers, Lincoln, and Ryerson, a boulevard (approx. 100' long) should separate two directions of traffic

Financial and Implementation Analysis

- Estimates of the time needed for implementation range from a minimum of ten years or more
- Total estimated road cost: \$7,950,007
- Total estimated stormwater cost: \$4,975,340
- Total estimated design cost: \$3,229,085
- Funding Options
 - Historically, the City has never instituted any special assessments from roadways or stormwater capital projects
 - Tax Incremental Districts
 - Business Development Districts
 - City Collected Fees
 - Taxes – City Capital Improvement Projects Budget
 - Grants
 - Taxes
- Industrial Park vs. Residential Revenue Comparison
 - Hypothetical residential development: \$9,268,461 in tax revenue
 - School District would lose \$308,054 in tax revenue if the industrial park were a residential development

Architectural Building Standards

- All new buildings constructed in the Industrial Park shall follow the design guidelines in the document
- Any building addition that faces the public right-of-way (or can be seen from the ROW) must be improved to the design guidelines
- CDA will be responsible for review of all new construction projects, not the City Plan Commission. Buildings with a footprint < 15,000 sf will be reviewed by City staff (not the CDA) and will issue the Zoning and Building Permit
- Any additions will require site and landscaping to be improved to new standards
- Design Guidelines (see document)
- Materials (see document)

Landscape Standards – includes details for the following

- Design Guidelines
- Landscape Requirements
- Parking Lot Landscape Requirements
- Landscape Material Plant List
- Exterior Lighting

Appendix Items

- Current Conditions of the Park (2003)
- Competitive Landscape
- Business Composition
- Demographic Analysis
- Transportation
- Summary

SEWRPC LAND USE AND URBAN DESIGN PLAN FOR THE CITY OF NEW BERLIN

April 1987

Chapter X (10): The Adopted Land Use and Urban Design Plan

Alternative F: The Adopted Plan

- Based upon intermediate growth and centralized development
- Designed to serve a design year resident population of about 43,000 persons
- Residential Land Uses
 - Approximately 8,850 acres in the plan
 - Six categories of residential land use:
 - Rural estate (5 acre or greater net lot area per du): 1,032 acres; 138 lots
 - Suburban: 1,269 acres
 - Low-density urban (20,000 to 62,000 sf net lot area per du): 5,030 acres
 - Medium-density urban (10,000 to 20,000 sf net lot area per du): 2,051 acres
 - High-medium-density urban (4.4 to 6.9 du per net res. acre): 166 acres
 - High-density urban (7 to 12 du per net res. acre): 335 acres
- Commercial Retail Sales and Service Land Uses
 - Approximately 358 acres in the plan
 - W. National Avenue a significant commercial corridor
- Industrial Land Uses
 - Approximately 1,355 acres in the plan
 - Encourages continued industrial development in the New Berlin Industrial Park
 - Proposes a new industrial area at the interchange of STH15 and Moorland Road
 - Contiguous lands to the south and west are shown to be set aside for industrial beyond the plan design year
- Governmental and Institutional Land Uses
 - Approximately 546 acres in the plan
 - Expansion anticipated primarily at City Hall property with construction of new library, City Hall, and community center
 - Proposes a new middle school and high school near intersection of W. National and Lawnsdale Road, two new elementary schools in Sections 24 and 33, and a new fire station at the NE corner of Cleveland Avenue and Johnson Road
- Park and Recreation Land Uses
 - Approximately 859 acres in the plan
 - Based on recommendations contained in SEWRPC Planning Report No. 27, A Regional Park and Open Space Plan for Southeastern Wisconsin, and DEWRC Community Assistance Planning Report No. 66, A Park and Open Space Plan for the City of New Berlin
 - Proposes acquiring an additional major community park site in the SW portion of the City to include a regulation golf course, areas for picnicking, and other passive recreation
 - Proposes a 5-acre historical park site located at the SW corner of the W. National and Racine Avenue

- Proposes a 24-acre addition to Calhoun Park located at the NE corner of Calhoun Road and STH15, an 11-acre addition to Lion's Park located in the south one-half of Section 2, and a 35-acre addition to Regal North Park in Section 14
- Proposes 21 linear miles of recreation corridors, the first to be six miles long traversing the northern portion of the City by utilizing the Wisconsin Electric Power Company right-of-way between Greenfield Park and the western corporate limits of the City. The second segment would be two miles long and would be located in the NW portion of the City (linking Minooka Park to the first recreation corridor). The third segment would be 13 miles long and would form a loop through the central portion of the City, and would connect four community parks.
- Proposes the acquisition and development of 13 new neighborhood parks
- Environmental Corridors and Isolated Natural Areas
 - Existing primary env. corridors: 1,508 acres
 - Recommends that such uses be maintained for resource preservation and limited recreation purposes and that such maintenance be promoted through proper zoning
 - Existing secondary env. corridors: 1,643 acres
 - Recommends that secondary env. corridor lands presently held in public park and open space use, or in compatible private park and open space use, be maintained in such use
 - Existing isolated natural areas: 841 acres
 - Recommends that such areas be preserved in essentially natural, open space uses whenever possible
 - Recommends that sanitary sewers not be extended into such corridors for the purpose of accommodating urban development
- Agricultural and Other Rural Lands
 - Proposes the preservation of 11,620 acres of ag lands in agricultural use
 - 741 acres are composed of prime agricultural lands
 - Nonprime agricultural lands can be used for estate-type residential development on lots 5 acres or larger in size (and also agricultural use)
- Transportation System Development
 - Proposes the continued use of the two primary transit stations with attendant off-street parking provided at the intersections of Racine Avenue with STH15, and S. Moorland Road with STH15
 - Text subsidized with a map

Delineation of Neighborhood Planning Units and Special Planning Districts

- Ten residential neighborhoods, one industrial park neighborhood, and two special planning districts are identified
- Detailed and precise development plans should be prepared for those delineated neighborhood units and special planning districts. Each of these plans not only should designate future ultimate land use patterns, but also should define future collector and land access street locations and alignments, and attendant lot and block configurations. These plans should also identify areas to be protected from intensive urban development for environmental reasons, and should indicate the need to reserve major drainageway and utility easements

Chapter XI: Summary Implementation

- Zoning
 - Plan Commission should initiate appropriate amendments to zoning ordinance and zoning district map to bring both into conformance with the concepts and proposals advanced in the adopted land use plan
 - 28 zoning district types and attendant regulations are recommended by the plan for adoption by the City to help implement the adopted land use and urban design plan
- Official Mapping
 - Amend the map to show all planned streets and highways
 - Should be prepared and adopted to implement the plan as it relates to streets, highways, waterways, parkways, and to the location and extent of railway rights-of-way, public transit facilities, and parks and playgrounds
- Subdivision Plat Review and Regulations
 - Amend the city land subdivision ordinance to reflect the change to Chapter 236 of the Wisconsin Statutes (revised the 40-day preliminary plat review period for a municipality to 90 days, and revised the 20-day preliminary plat review period for an objecting authority to 30 days)
- The Capital Improvements Program
 - Refer to the plan for the primary source of projects to be included in the initial list
 - Include projects suggested by city officials and by community and neighborhood groups

CITY OF NEW BERLIN DEVELOPER'S HANDBOOK (REVISION #1)

February 2006

Purpose

- Provide a guide for persons associated with the establishment of new developments in the City of New Berlin. Applies to prospective developers, design engineers, material suppliers, as well as construction contractors

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STORMWATER MANAGEMENT PLAN

Adopted May 2000

The purpose of the Plan is to identify an approach for the City of New Berlin to:

- control storm water drainage and flooding in the primary drainage system within the study area,
- improve the water quality of storm water runoff from urban non-point sources, and
- meet the municipal permitting application and compliance requirements.

The primary tasks conducted as part of preparing the storm water management master plan and findings during those tasks included:

- Establishing project objectives to guide the development of the Storm Water Management Plan.
- Establishing a storm water advisory group
- Providing guidance regarding the WDNR municipal storm water permit regulations.
- Inventorying existing conditions related to the drainage system and land use.
 - 33.4 miles of streambank assessed – 59% in good condition; 40% fair; 1% poor
 - Evaluation of drainage ditches identified 32 areas experiencing erosion, sedimentation, standing water, or debris build up
 - Land use – predominant shifts anticipated: Residential from 28% to 42%; Ag from 30% to 12%; slight increases in industrial, commercial and parks; slight decrease in wetlands/forest
- Conducting the hydrologic-hydraulic analysis.
 - Predicted road overtopping at 31 locations including 16 locations where overtopped during 10 yr event or less.
 - Comparison of existing and future conditions model indicates significant increases in peak flow (The modeling assumptions regarding incorporation of detention facilities into new developments are not clear from the report.)
- Conducting a citywide culvert capacity analysis.
 - 1400 culverts inventoried to identify blocked culverts and used as part of capacity analysis
- Conducting the water quality analysis.
 - SLAMM model analysis of tss, tp, cu, pb and zn – predicted slight decreases in TSS and TP, increases in metals (The modeling assumptions regarding incorporation of water quality BMPs for new developments are not clear from the report.)
- Developing storm water management options to mitigate major flooding problems, provide sufficient storm water flow capacity, and reduce pollutant loadings.
 - Problem areas related to flooding, water quality, streambank stability, and culvert capacity were identified.
 - 7 primary and 13 minor flooding problems identified
 - Culvert capacity analysis showed 32 primary culverts (of 73 analyzed) with capacity deficiencies; approx. 41% of these were within Upper Root River subwatershed. 83 secondary culverts have culvert deficiencies
 - Drainage ditch inspection identified 32 problem areas
 - Streambank inventory identified 14 miles of channel as fair or poor. Majority of these miles are within the Poplar Cr, Calhoun Cr, and Upper Root River subwatersheds
 - Water quality problems focused on identifying land uses and industrial activities which contribute the majority of the pollutants as opposed to problem areas
- Reviewing plans prepared by others for specific areas within the city of New Berlin.
- Evaluating potential regional storage areas.

- 4 potential RD facilities identified ranging from 20 acres (51 ac-ft) to 67 acres (236 ac-ft)
 - Notes that previous plans also recommended regional detention ponds.
- Developing a recommended storm water management plan which addresses flood control, water quality improvement, development guidelines, operation and maintenance practices, development of a storm water management ordinance, and plan implementation.

URBAN ECOLOGICAL ANALYSIS REPORT FOR CITY OF NEW BERLIN

Completed June 2001

- UEA conducted by the Dept of Community Development as part of the Growth and Development Master Plan (GDMP) update process to map and analyze the environmental and economic benefits of urban trees and green spaces using GIS technology and American Forest's CITYgreen software. The UEA process consists of:
 - Identifying tree and open space policy issues
 - Collecting base-map data
 - Determining City tree and open space *ecostructures*, unique map units derived from combining land cover with selected land use data
 - Conducting local tree and green space inventories
 - Performing study area analysis
 - Estimating City conditions from the study area analysis
- Objectives of the analysis:
 - Aid staff by providing factual information showing the vital economic and environmental roles of trees
 - Measure the effectiveness of present tree/landscape ordinances
 - Assist in revising the City's zoning and subdivision ordinances, development policies and site planning guidelines
 - Serve as a baseline for modeling design scenarios for subdivisions, commercial, and industrial development
 - Evaluate the environmental and economic benefits provided by trees and open space in removing air pollutants, conserving energy, and reducing runoff
- Methods—*ecostructure* identification, onsite inventory, and analysis:
 - 8 map data layers chosen to derive *ecostructures*: Planning Concept Areas, Environmental Corridors, Floodplain, Habitat Areas, Tree Soil Groups, Tree Cover, Wetlands, and Zoning
 - 15 sites representative of each of the 29 *ecostructures* randomly selected for detailed inventory in 2000 (only sites in the developed areas of the City were inventoried including residential, commercial and industrial areas; quarry and agricultural sites had few trees and were not accessible)
 - Trees at each site were visually located on a one-foot resolution aerial photo and data collected for each tree, including species, DBH, diameter class (e.g. <10", 10-20"), height class (e.g. <15', 15-35'), health (fair-excellent), ownership, potential conflicts (e.g. competing structures and other trees), and groundcover (grass, mulch, or pavement)
 - GIS layer created using tree locations and sizes, buildings, and impervious surfaces digitized on aerial photo
 - Study area analysis: CITYgreen software used to estimate the current environmental benefits and value of trees on each site for carbon storage and sequestration, air pollution removal, energy conservation, stormwater runoff reduction (using Technical Release 55: Urban Hydrology for Small Watersheds), and to model future benefits
 - Averaging and NDVI (Normalized Difference Vegetation Index) used to infer City-wide benefits from the study area analysis
- Findings of the site and city-wide analysis (see tabulated results, sample site maps, and tree inventory tables in the plan document):
 - Forest & Site Composition
 - Residential sites (rural and urban combined) provide the greatest % tree canopy cover (14%) compared to combined Business Park and Commercial (3%), as well

- as the least building (10%) and impervious surface cover (6%) compared to Business Park (25%) and Commercial (41%)
 - Business Park and Commercial sites have a higher average number of trees per site (26) as a function of site size compared to Residential (16), however residential trees are generally bigger
 - All sites were equally diverse with an average of 5.6 species of trees
 - Urban residential site trees have a higher average DBH (5.3 inches) compared to those of rural residential sites (4.8 inches), but rural sites have a higher average height class (1.6) compared to urban (1.4)
 - Over 23,000 acres included in the NDVI analysis
 - Urban Residential is largest *ecostructure* in the City
 - Approximately 560,000 trees in the City with an average canopy cover of 13% (over 3000 total acres with tree canopy)
 - Parks and Conservation Areas have highest average canopy cover (16.5%)
 - Urban Residential areas have the most canopy coverage (886 acres)
 - Based on NDVI values Commercial and Business Park areas have the highest rate building cover (17%) and impervious cover (24.7%)
 - Of the estimated 560,000 trees in the City, over half of the trees are in Residential Areas and a quarter are in Parks and Conservation Areas
- Carbon Benefits
 - Estimated 94,000 tons of stored carbon valued at over \$2 million, with a sequestration rate of 2100 tons/year valued at over \$46,000
 - Business Park and Commercial sites had the highest amounts of carbon storage and rates of sequestration per site, as a function of large sites having many younger trees that store carbon and have high sequestration rates
 - Over half the carbon storage is in Residential Areas (Urban and Rural in nearly equal amounts), another quarter in Park and Conservancy Areas
 - Over half the carbon sequestration takes place in Residential Areas, with a quarter in Park and Conservancy Areas
- Pollution Removal Benefits (ozone, sulfur dioxide, nitrogen dioxide, particulate matter, and carbon monoxide)
 - Pollutant removal benefits valued at \$478,000 annually
 - Commercial and Business Parks had higher amounts of removal of pollutants per site, likely due to higher number of smaller trees with higher removal rates
 - Urban Residential Areas removed the most pollutants, followed by Rural Residential Areas, and Parks and Conservation Areas
- Energy Benefits
 - Estimated savings of \$11,000 in cooling costs, with increasing value as young trees mature (increasing by a factor of 10 in 20 years)
 - Trees farther from homes were considered to provide fewer energy benefits, particularly in new subdivisions with smaller, younger trees
- Stormwater Benefits
 - Sites with higher ratios of canopy to building and impervious cover had greatest change of runoff, peak flow, and volume
 - Rural Residential sites have more storm water benefits than urban residential sites
 - Commercial and Business Park sites had nearly identical rates of reduction
 - City-wide estimates of stormwater benefits of trees was not performed due to broad assumptions in CITYgreen methods leading to misinterpretation or results
- Policy Issues and Current and Recommended Zoning Ordinance Changes:

- New Berlin Park and Recreation Survey Report prepared in November 2000 found that of the citizens surveyed 84% thought that mature woodlands should be preserved and 80% preferred mostly natural park settings
- Zoning Ordinance (adopted Jan 1993) provides guidelines for preservation and maintenance of urban forest resources, including limits to tree cutting in zoned residential districts and requirements for lot coverage and open space, woodland preservation, landscaping, and parking lot screening and landscape islands in Commercial and Business Parks
- GDMP update of Zoning Ordinance (2001) strengthens requirements for landscaping and buffering, woodland and tree protection, and parking lot landscaping, in part due to UEA results and a general increased awareness of the aesthetic and environmental benefits of natural resources, including urban forests
- UEA report recommendations:
 - Use UEA report as an urban forest baseline for future residential, commercial, and business park development using satellite images to track changes; expand sample sites to include *ecostructure* types not included in the 2000 survey to more accurately represent city-wide conditions
 - Formally adopt GDMP recommended ordinance changes to increase tree canopy, particularly in commercial and business park areas; *promote* tree planting in residential areas to enhance energy savings
 - Use CITYgreen analysis in review of development proposals
 - Modify CITYgreen software and methods to be able to:
 - 1) use IKONOS imagery for analysis
 - 2) estimate the energy benefits of trees on commercial structures
 - 3) improve *ecostructure* identification to allow for between-study comparisons
 - 4) more accurately infer sample site results to estimate city-wide conditions

ALTERNATIVE TRANSPORTATION PLAN

Adopted 1999, Amended 2002

GRAEF

TRANSPORTATION PLAN

Adopted October 2004

GRAEF