

CITY CENTER WORKSHOP
October 29, 2007
4:00 P.M. – 6:00 P.M.
NEW BERLIN PUBLIC LIBRARY

MINUTES

This workshop was held to celebrate Community Planning Month. It provided an update on the City Center Development and associated development.

Many Plan Commissioners, Common Council Members, staff members, business owners and citizens were in attendance.

Guests were welcomed by DCD Staff and a presentation was given on Development 101 and Review of Design Guidelines by Mr. Larry Witzling and Mr. Mark Smith from Planning & Design Institute.

A discussion was led by Mr. Wade Balson, Berg Construction and Mr. Steve Stewart, Investors Equity on their initial ideas for concept plans for Phase II of the City Center Development.

Larry Witzling summarized final comments received by the Plan Commission regarding the workshop:

- The plaza in the northeast corner needs to be improved so it has a sense of protection from traffic – one way to do this is to sink it – edges with hedges and pergolas can also work .
- The assumption that people will walk between uses needs to be looked at carefully – we need to help this were it is most likely, not just where it is theoretically possible.
- Angled parking on library lane may be preferable.
- We need to put the activity where the pedestrian links are most likely.
- Try to incorporate historic features – like the clock idea – to make the places more relevant and interesting to residents – some think that it could be made more attractive to tourists (perhaps in the region).
- The need for the signal at deer creek needs to be explained, not just assumed – why is it a good idea?
- The edges of the new buildings should have canopies and awnings to protect people and maybe the alignment of the protective covering system can go between buildings as well – in some cases it may be feasible to have a second floor extend over the first floor.
- Try to fulfill the promise of the landscape from the earlier visions – benches, trees, streetscape, fountain – some of this is about to happen.
- Would a big box work here – how big would it be and how might it impact the organization of parking?
- What are the options for anchors – a grocery (size and character), restaurant groups (what types and sizes)?
- Maybe a mid size box might work like a Barnes and Noble or Borders.

- Think out how the public bathrooms would work and the options.
- What will the nature of pedestrian activity on National Avenue really be like - should it be a little different to fit the busy character of the street?
- Make sure the parapets don't look fake from multiple viewpoints.
- Think about the parking on Witmer Way.
- Be realistic about the parking need and what can be accomplished.

These are some of the plan concepts and general comments that can hopefully be developed and/or considered as part of Phase II of the New Berlin City Center.

CITY CENTER WORKSHOP ATTENDANCE

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Greg Kessler	City of New Berlin
Sherry Kampon	New Berlin Resident
Wade Balson	Berg Construction, Inc.
Brian Kliesment	LA, Inc.
J P Walker	City of New Berlin
Jessica Titel	City of New Berlin
Marta Broge	New Berlin Plan Commissioner
Jenalyn Grouschel	New Berlin Plan Commissioner
Joseph Sinnett	Star Rite Design
Steve Stewart	New Vision Development
Brian Felda	New Berlin Plan Commissioner
Ralph Heun	17765 W. Saturn
Lee Sisson	New Berlin Plan Commissioner
Mayor Chiovatero	New Berlin Plan Commissioner
Dave Ament	New Berlin Plan Commissioner
Peggy Ament	New Berlin Resident
Paul Gihring	New Berlin Plan Commissioner