

Minutes

NEW BERLIN PLAN COMMISSION

NEW BERLIN CITY HALL COUNCIL CHAMBERS

MAY 21, 2001

The Plan Commission meeting of May 21, 2001 was called to order by Mayor Wysocki at 7:03 P.M.

In attendance were Mayor Wysocki, Mr. Felda, Mr. Teclaw, Alderman Ament. Also present were Greg Kessler, Director of Community Development, Nikki Jones, Associate Planner, Olofu Agbaji, Associate Planner. Mr. Barnes, Mr. Christel, Mr. Chase were excused.

3. Plan Commission Secretary's Report - none

CONTINUED ITEMS

4. Economic Development Plan: "*Visioning Workshop*" with Ruekert & Mielke (PG 516 (2of4))

Allen Cander from Ruekert & Mielke has been hired as the consultant to prepare the economic development element of our comprehensive plan. Mr. Cander presented the topics of discussion for the workshop concentrating on the idea of what works economically with the City of New Berlin and looking into the future for improvement. A calendar of a suggested timeframe was presented for completing the project between now and August. Packets of documents including New Berlin Demographic, Economic and Related Land Use Data and Projections were presented which included census and population projections. Demographic and economic data within one mile of selected locations and within one, three, and five miles of New Berlin City Hall were also distributed. Using this information, discussion centered on visioning for economic development with emphasis on the existing status of the City, and where these trends will lead us, where we want to be and how to get there.

Mr. Cander explained that all the Commissioners responses would be included in his report.

Topics that Commissioners believe contribute to the City's economic health include continuing with open space and the present park system, mixing office and retail, high quality industrial development, preservation of environmental amenities, infrastructure that adequately and safely supports transportation, quality of schools, mixture of small and medium retail along main corridors, diversity of businesses in the entire City, attractive industrial park, stable economy, wide variety of workers skills.

Topics that Commissioners believe detract from economic development in New Berlin are poorly maintained roads, capacity and source of water and sewer, perception that there is a loss of the quality of life people came here for, industrial parks competing for occupancies, vacancies in industrial parks, inconsistent economic pattern in some areas, resident preference to preserve land and environment as a priority vs. economic development, appearance and placement of some businesses on the main corridors, appearance of Moorland Road medians, overcrowding of traffic on Moorland Road, not enough downtown development, upkeep of buildings in old industrial parks.

Topics that Commissioners believe that in a future vision would contribute to the quality of businesses and economy are updated and redeveloped businesses increasing occupancy and aesthetic improvement, build-out of business strips with complementary and compatible infill,

greater economic diversity, take into account limited natural resources, reputation for protecting quality developments, plan of redevelopment opportunities, active and passive open space environmental areas, keeping business development working within the existing framework of open spaces, slow industrial expansion in the new areas to allow infill to occur in old areas, down scale downtown area to control traffic, development west of Calhoun would remain rural, downtown center has appealing architecture and is pedestrian orientated, community center for youths and adults, public pool .

Mr. Kessler concluded saying that the end results of the information gathered tonight will contribute to the economic development plan which is one of the nine elements of the comprehensive plan for smart growth.

NEW BUSINESS

5. Chapter 17 (Zoning Ordinance), Chapter18 (Development Ordinance), and GDMP Master Plan Update Discussion

Mr. Kessler asked for Plan Commission appraisal of the three documents in terms of implementation, areas in need of changes, etc.

Mayor Wysocki spoke about the GDMP Master Plan Update saying he feels it represents our community well, balancing land demand and capacity and mentioned a few changes he felt were needed at the Racine and I43 Interchange and the Lincoln Avenue corridor. Mayor Wysocki also spoke about Chapter 17 indicating details on zoning categories that he sees in the GDMP Plan and not in Chapter 17. He also expressed the need of clarification on the transfer of density, zoning administrator, and economic liability in Chapter 18.

Mr. Ament had concerns about B-5 zoning. Mr. Kessler gave a brief history of B-5 or rural commercial zoning. Mr. Teclaw commented on the defined use in the Master Plan Update. Discussion continued about the differences between the rural commercial design guidelines and Chapter 17 and the Master Plan.

Mr. Kessler requested that Plan Commissioners submit their written comments to the Planning Department by June 12, 2001 regarding Chapter 17 (Zoning Ordinance), Chapter18 (Development Ordinance), and GDMP Master Plan Update Discussion. The next Comprehensive Plan Commission meeting will be on June 18, 2001 starting at 6:00 P.M.

COMMUNICATIONS

6. Communication To: Plan Commission

Communication From: Nikki Jones, Associate Planner

RE: Office of Land Information Services (OLIS) Smart Growth Presentation: *Comprehensive Planning Legislation & New Planning Grant Program*

This communication is a copy of the power point presentation given by a representative from the Office of Land Information Services in January 2000. It is provided as an update to the Smart Growth program.

7. Communication To: Plan Commission

Communication From: Greg Kessler, Director of Community Development

RE: Resolutions from Ecology Association of New Berlin

This communication will be on file in the Planning Department and has been forwarded to Common Council and Park & Recreation Department.

8. Communication To: Plan Commission

Communication From: Greg Kessler, Director of Community Development

RE: Planning Commissioners Journal - Spring 2001

Plan Commissioners acknowledged receipt of this communication.

Motion by Mr. Teclaw to adjourn the Plan Commission meeting at 10:03 P.M. Seconded by Alderman Ament. Motion carried unanimously.