

Appendix P: Neighborhood Listening Session Comments

CITY OF NEW BERLIN COMPREHENSIVE PLAN: 2020



NEIGHBORHOOD LISTENING SESSIONS Comments and Preferences



PUBLIC PARTICIPATION

The City of New Berlin includes a diversity of development characters and land uses, including: urban housing, suburban retail corridors, large industrial parks, significant natural areas, and rural areas. In order to address the many issues, preferences, and characters in New Berlin, the planning team divided the city into ten planning neighborhoods. The Comprehensive Master Plan will address the city as a whole, as well as include specific recommendations for the ten planning neighborhoods.

Gathering public input is critical to the success of the Plan. Public participation provides an opportunity for the public to describe what they like about New Berlin and their neighborhood and what they would like to see changed. The participation techniques also provided an opportunity for the public to learn about the integrated planning process, national and regional best practices, and how decisions can impact their neighborhood. A series of public involvement strategies were included throughout the planning process.

- Continuous website updates
- 10 Listening Sessions (one with each Neighborhood area)
- 10 Review meetings (one with each Neighborhood area)
- 11 Steering Committee meetings
- 3 Plan Commission meetings
- 1 Joint Common Council / CDA meeting
- 2 City-wide Open Houses
- 1 Public Hearing

Planning Area Issues and Preferences

During the initial public involvement phase of the Plan, a Listening Session was conducted with all ten planning areas. The meeting consisted of a discussion of several images targeted at a specific issue, such as land use, building character, and landscaping. Attendees were asked if they wanted to see the use in their neighborhood and what they thought of the character. The meeting concluded with an open discussion of other issues relevant to the neighborhood, as well as city-wide preferences.

The following is a summary of the critical issues expressed by residents and property owners from each of the planning areas. The Listening Sessions were conducted between March 2008 and January 2009.

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(Listening Sessions were not conducted for this neighborhood.)	

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NEIGHBORHOOD A

July 23, 2008

Commercial Office

Positive Comments

- Attendees felt the building in the top image was more appealing due to the character of the main entrance and the type of business they would like to see in New Berlin (however, attendees did not feel it was appropriate in their neighborhood).
- The type of business that would occupy the building in the top image would attract the type of jobs attendees wanted to see in New Berlin. Attendees felt this building type would be appropriate in Westridge or the New Berlin Industrial Park.

Concerns

- The building example in the bottom image was not preferred because the building height would extend above the tree line. Attendees felt that all buildings should be lower than the tree canopy.
- Attendees did not feel that the bottom image would be appropriate anywhere in New Berlin.



Commercial Strip Development

Positive Comments

- Preferably, commercial strip development in New Berlin would have a "green" setback like the top image. Attendees liked the natural feel of this strip development, and the architectural style of the buildings.

Concerns

- The bottom image does not provide enough landscaping around the entrances and corridors. Attendees felt that this type of development was neither appropriate in their neighborhood or in New Berlin.





Commercial Village Center

Positive Comments

- The natural colors and materials in the top image appealed to attendees. The style of this development was preferred over the typical “Village Center” as shown in the bottom image.

Concerns

- Attendees did not like the bottom image. The development appears to provide a square footage that is too narrow to accommodate each business.
- The bottom image is more urban than what attendees would like to see in a village center.



Open Space Commercial

Positive Comments

- Although the bottom image does not offer the amount of landscaping attendees wanted to see, it was mentioned that this type of open space would be nice for grabbing coffee and having a quiet space to sit. Attendees felt this type of open space would be a nice addition in certain commercial areas of New Berlin.

Concerns

- Attendees felt that the top image was not ideal for open space in commercial areas because the layout does not encourage people to use the space.



Open Space Commercial

Positive Comments

- Attendees liked the landscaping in the bottom three images, although more greenery would be preferable than as shown.

Concerns

- Overall, the four open space images were not preferred for the neighborhood or anywhere in New Berlin. Attendees expressed concern about the amount of hardscape, and explained that more water filtration is needed in commercial areas throughout New Berlin.



Commercial Gas Stations

Positive Comments

- Attendees expressed being comfortable with having gas stations in the neighborhood considering the character of Greenfield Avenue. Both images were preferred over the design of existing gas stations in the corridor.

Concerns

- Overall, attendees wanted to see more landscaping in both images in order to consider them appropriate for the neighborhood.



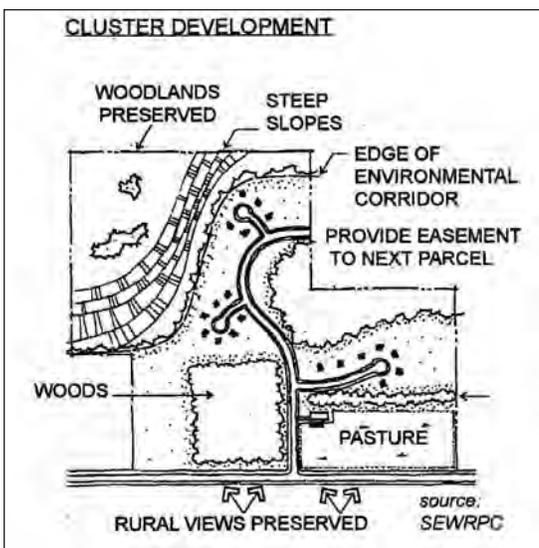
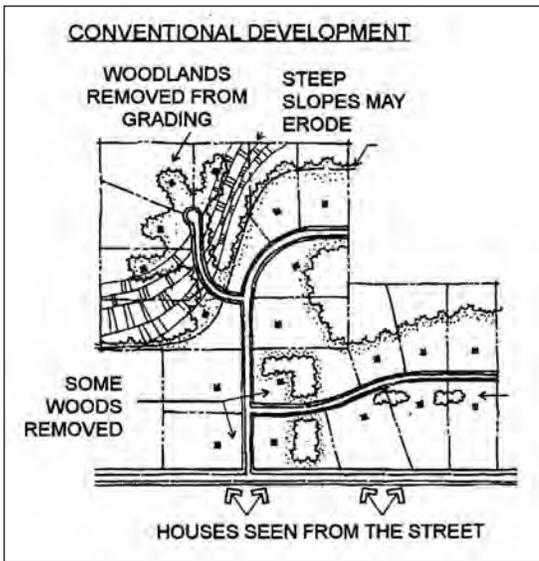
Conventional vs. Conservation Subdivisions

Positive Comments

- About half of the attendees preferred conservation subdivisions, while the other half liked conventional developments for maintenance reasons. Attendees saw positive elements in both designs.

Concerns

- Attendees explained that culs-de-sac (in either conventional or conservation subdivisions) are not conducive to fire and rescue services, as access can be difficult.



Multi-Family Housing

Positive Comments

- The top image was determined to be more aesthetically pleasing. Attendees felt that this type of multi-family housing would be appropriate in other areas of New Berlin.
- The bottom image might require less maintenance from property owners, which would be beneficial.

Concerns

- Attendees would not like to see multi-family housing in the neighborhood.



Open Space Residential

Positive Comments

- The bottom image shows an appropriate buffer between the homes and the trail. Attendees expressed that this type of open space would be appropriate in the neighborhood and elsewhere in New Berlin.

Concerns

- Attendees felt the top image should not be implemented anywhere in New Berlin. Comments regarding the lack of plantings, mosquito attraction, and aesthetics contributed to this opinion.



Street Design Commercial

Positive Comments

- The paving in the top image provides a fresh, open look to the street. The height and setback of buildings along the corridor offers a pleasing visual along the street edge.
- Some attendees explained that off-street bike paths are preferred over the bottom image, and that Lions Park may be an appropriate area for such trails.

Concerns

- The top image allows for an excess of pavement, and New Berlin's major corridors do not provide enough square footage for this type of design. In addition, the different paving materials appear expensive.
- Most streets in the city do not have the shoulder width to provide for on-street bike lanes, nor do the existing streets allow for safety.





Open Space Residential

Positive Comments

- Farmland is a visually appealing landscape and should be encouraged as a land use in New Berlin.
- The off-street path in the bottom image should be encouraged in all areas of New Berlin.

Concerns

- Attendees reiterated that the top image should not be permitted anywhere in New Berlin. Alternative stormwater techniques should be used instead.



Open Space Parks

Positive Comments

- Attendees appreciated the level of greenery shown in both images.

Concerns

- New Berlin does not need any additional active open space areas like the top image. Open space should be flexible to accommodate a number of activities.
- Attendees felt that no additional play areas, like the one shown in the bottom image, were needed in the neighborhood.



Additional Comments: Neighborhood A

- Some attendees mentioned removing the commercial land use designation (future land use map) on both sides of Johnson Road just south of Greenfield Avenue.
- Attendees discussed the issue of public transit along Greenfield Avenue and recommended making land use decisions accordingly. Public transit should be further discussed in citywide policies.
- Open space should have a combination of active and passive uses, rather than being divided.
- The future land use map should accommodate growth, but should also encourage keeping development at bay and improving existing regulations for each district.
- Some attendees wanted to see grocery stores return to Greenfield Avenue.
- Sustainability should be a primary focus in the planning process. Everything from stormwater techniques to building design should incorporate features that encourage environmental protection.

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NEIGHBORHOOD B

September 10, 2008

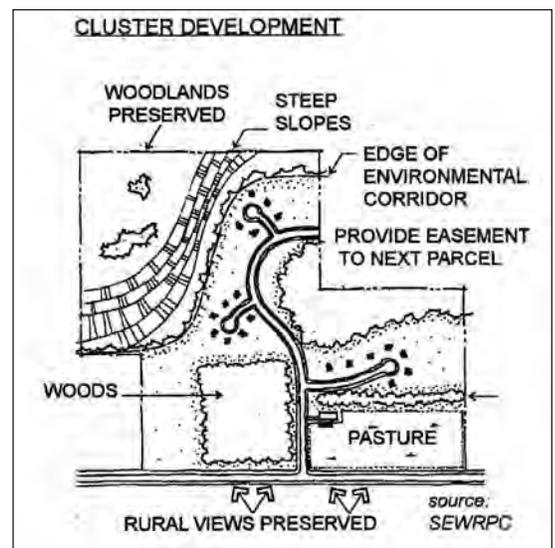
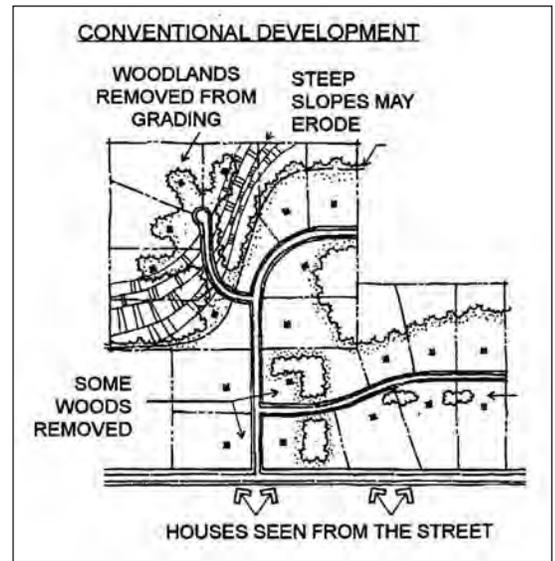
Conventional vs. Conservation Subdivisions

Positive Comments

- When asked to raise their hands for the option they preferred, approximately 60% preferred conventional subdivisions, while about 40% supported the conservation subdivision approach.
- Those who preferred the conventional subdivisions liked the larger yards.
- Those who preferred the conservation subdivisions liked the shared open space and preserved views.

Concerns

- Approximately 40% of the attendees said they would not like to see any new housing in Neighborhood B.
- Those who preferred the conventional subdivisions stated maintenance of the shared open space as a primary concern.



Multi-Family Housing

Positive Comments

- Several attendees felt that “ranch condos” would be nice to see in the city. The ranch style provides senior citizens, as well as others, with additional housing options.
- Attendees preferred the setback and number of trees shown in the top image.
- The building style, character, and privacy between units shown in the bottom image were considered positive attributes.



Concerns

- Only a few attendees expressed support for additional multi-family units in the Neighborhood.
- Attendees had concern about the small amount of senior housing currently available in the city.





Open Space Residential Positive Comments

- The majority of attendees liked the trail shown in the second image.
- The majority of attendees would like to see farming continued as a use in Neighborhood B. The second image from the bottom was considered preferable for the area.
- Overall, attendees felt comfortable with the open space in the bottom image despite minor maintenance concerns.



Concerns

- Majority of attendees stated that the pond shown in the top image should not be permitted in New Berlin due to mosquito and safety concerns.
- Attendees do not wish to see a pond like that shown in the middle image for the same reasons cited for the top image.
- Some discussion took place about whether the trail in the second image would be better as a regional trail or local trail; in response, attendees expressed concern about a regional trail for maintenance and safety reasons.
- Some attendees questioned the viability of having prairie grasses as open space next to residential areas, primarily for reasons of routine burning. A successful example, the City Center, was cited for how prairie burning can work.



Alternative Open Space Stormwater Management

Positive Comments

- Most attendees preferred all the alternative stormwater images and would like to see them implemented both in Neighborhood B and throughout New Berlin.

Concerns

- The issue of maintenance was raised for each image. Attendees wanted to identify potential responsible parties for each type of stormwater management technique.



Commercial Development

Positive Comments

- The majority of attendees thought commercial development as shown would be appropriate in locations other than Neighborhood B.
- A couple attendees liked the setback shown in the top image.
- The style of the commercial development in the bottom image was well received with the exception of the sidewalk.

Concerns

- Few attendees would like to see this type of use in Neighborhood B.
- The sidewalk, minimal landscaping, and lack of character in the top image was not considered preferable by most of the attendees.





Open Space Commercial

Positive Comments

- A few attendees commented favorably on the two bottom left images for areas where formal landscaping may be needed (both in Neighborhood B and elsewhere in the city).
- Attendees would like to see the incorporation of more local art (similar to the top image) in Neighborhood B and throughout New Berlin.
- Attendees liked the natural feel of the landscaping in the third image from the top on the left hand side.
- Several attendees liked the active open space shown in the bottom image, but would like to see such space have pervious pavement and other “green” techniques incorporated into the design.



Concerns

- Attendees did not like the amount of concrete shown in the top image, nor was there support for the “open space” shown in the second image from the top.
- Some attendees felt that these types of open spaces were not appropriate for Neighborhood B, and did not consider formal plazas as true open space.



Commercial Gas Stations

Positive Comments

- A few attendees raised their hands in support of additional gas stations in Neighborhood B.
- Attendees felt that the gas stations in both images had acceptable materials; a few attendees preferred the materials in the top image over the bottom image.

Concerns

- Attendees disapproved of the absence of landscaping in the top image. In addition, attendees thought the bottom image could use additional landscaping to properly buffer the station from the street.



Street Design Commercial

Positive Comments

- The top image appeared most appropriate for other parts of New Berlin, not Neighborhood B.
- Attendees liked the look of the streetscape in the top image, but wanted to assure that materials like stamped concrete would be used instead of brick (due to cost and maintenance concerns).
- Several attendees wished to see on-road bicycle paths implemented within Neighborhood B. The majority of attendees felt that on-road bike paths would be more applicable elsewhere in New Berlin.

Concerns

- Most attendees wanted bicycles to remain off-road for safety reasons. Questions were raised about City ordinances and whether bicycles are permitted to ride on the sidewalk.





Open Space Parks

Positive Comments

- Attendees wanted to see additional trails (as shown in the bottom image) in Neighborhood B for bicyclists and pedestrians. The trail between Lincoln Avenue and Greenfield Avenue is a prime example of what should be expanded in the southern portion of the neighborhood.

Concerns

- Active recreation as shown in the top image is not preferred for Neighborhood B. Attendees felt that this type of use is widely available throughout New Berlin, and that no additional field space is necessary.
- “Tot lots” as shown in the middle image are not preferred for Neighborhood B. Attendees felt that New Berlin has an adequate number of tot lots, and that no additional playgrounds are needed.



Industrial Building Comments

- Attendees reviewed the images presented in the survey under “Business Office and Light Industrial” to briefly review overall preferences for building character and size. The images to the right are the preferred buildings.



Additional Comments: Neighborhood B

- A few attendees wanted to see a grocery store in Neighborhood B, although others wished to see a store elsewhere in New Berlin. Most attendees felt that New Berlin has reached its capacity with grocery stores.
- One attendee felt that Neighborhood B was at risk for over-development based on if bonuses were provided for wetland areas in conservation subdivisions.
- With regards to the planned industrial area along Lincoln Avenue, attendees wanted to ensure that such uses would be feasible without sewer service.
- .
- In response to a question from Staff regarding potential commercial retail at Lawnsdale and Racine Avenue, attendees overwhelmingly expressed that commercial would not be appropriate at that intersection.
- Attendees felt that commercial retail should not be located anywhere along Lincoln Avenue within Neighborhood B.
- Attendees thought the Neighborhood B future land uses, as depicted in the Growth and Development Master Plan, are appropriate and need not be changed.
- One attendee wished to see a feed store somewhere in Neighborhood B.
- Roads in need of maintenance and repair include Coffee Road, the intersection of Racine Avenue and National Avenue, and Calhoun Road by the New Berlin Industrial Park.

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NEIGHBORHOOD C

April 16, 2008

Commercial Office / Industrial

Positive Comments

- Some attendees favored commercial retail along Moorland Road that would support the employees and clients of the area. The top image was viewed as appropriate for retail on Moorland Road.

Concerns

- The majority of respondents felt Neighborhood C did not have the space to accommodate the building sizes shown in these images. They suggested the buildings would be more appropriate for the Westridge Business Park in Neighborhood H.



Commercial Office

- The majority of respondents felt large office building were more appropriate in Neighborhood H, not in Neighborhood C.





Open Space Industrial Park

Concerns

- Attendees were concerned the plantings and stormwater area would attract wildlife, and the size of the stormwater pond was not appropriate for Neighborhood C.
- Attendees felt the industrial park did not have enough square footage for additional open space.



Commercial Strip Development

Positive Comments

- Some attendees felt it would be nice to have more commercial retail near Neighborhood C instead of leaving the neighborhood, or leaving the city, to find retail uses.

Concerns

- The majority of attendees said they did not want to see sidewalks in the industrial park.
- Several attendees felt the strip development commercial uses were more appropriate in other areas of the city.



Commercial Village Center

Positive Comments

- The majority of attendees liked the top image. Positive comments referred to the scale of the buildings, good blend of materials, and accessible parking near store entrances.

Concerns

- Attendees felt the buildings in the bottom image were “too busy,” and may be a maintenance concern in the future.



Open Space Commercial

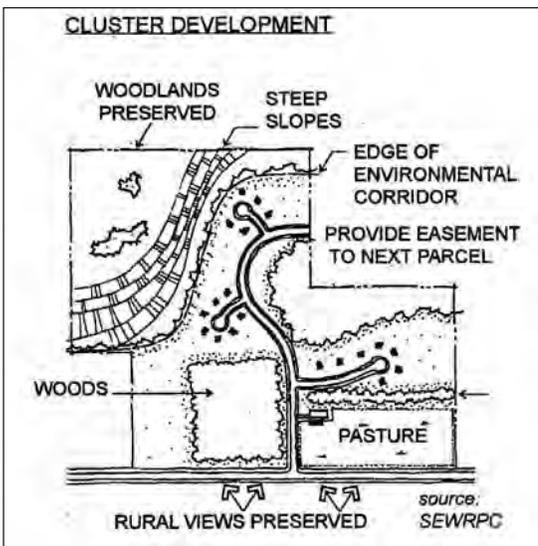
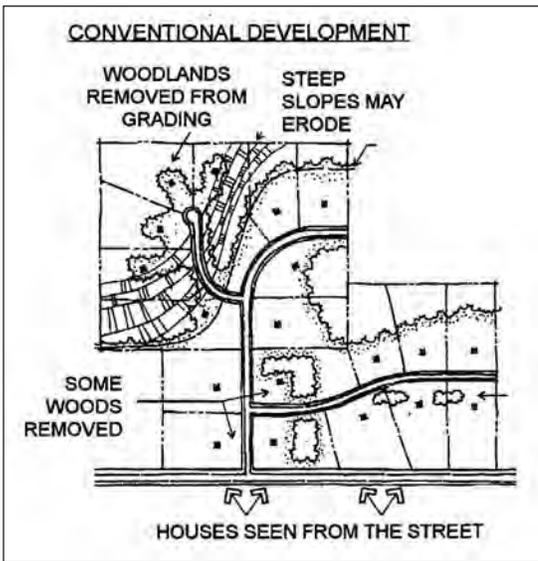
Positive Comments

- Attendees liked the landscaping and grass area in the top image but felt the bottom image would be used more.

Concerns

- Attendees were concerned the landscaping could be a maintenance issue compared to how much it was actually used.
- Some of the attendees felt the bottom image was too congested with the multiple tables, chairs, and benches.





Housing Conventional vs. Conservation

Positive Comments

- The majority of attendees who expressed an opinion preferred the conservation development, as long as the open space was useful and not just aesthetic.
- Some attendees preferred the conventional development, stating less maintenance was required without a common green space. However, conventional developments may require more maintenance in terms of road length.

Concerns

- Attendees stressed the importance of maintaining the open space in a conservation development. This could become a visual issue as well as a cost issue if the space is not cared for.
- Either type of development should allow for design flexibility.

Housing Multi family

Positive Comments

- The majority of attendees preferred the top image because of the landscaping and architectural style.

Concerns

- The stairs in the bottom image are not accessible.

Open Space Residential

Positive Comments

- Some attendees felt the stormwater pond in the top image could work in the industrial park.
- The majority of attendees felt the agricultural image was positive and would like to see preserved farmland in other areas of New Berlin.

Concerns

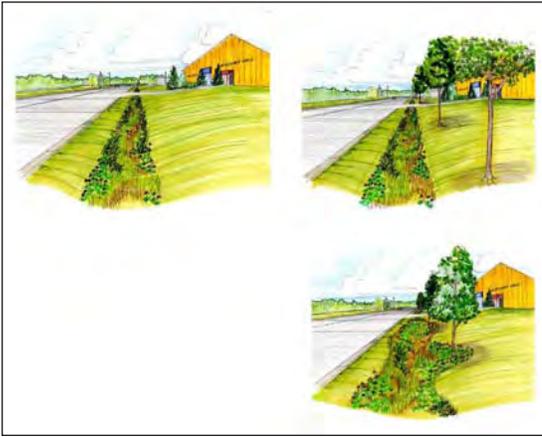
- Some respondents felt stormwater ponds were a safety issue for children and could create a mosquito problem.



Calhoun Road Option

- Attendees participated in an active discussion about the future of Calhoun Road. There was no consensus regarding keeping the existing two lane street section or expanding to a four lane street section.
- Some respondents felt the industrial park's best assets were access to Moorland Road and the freeway.





Industrial Park Drainage Options

Potential drainage options for industrial park streets was presented by City staff. The area is still being studied to determine if the current right-of-way will accommodate alternative drainage options. One property owner stated if the City wishes to implement the strategies and needs additional right-of-way land, he would be willing to donate land for a sample area.

Additional Comments: Neighborhood C

- The majority of attendees agreed that one of the main issues facing the industrial park is providing good jobs and good wages.
- Some attendees felt the location of parking or landscaping was not important. The priority is the creation and retention of jobs.
- The majority of attendees agreed that having day care in the industrial park was a significant benefit to the industrial park and the community.
- Functionality for semi-truck traffic should be the priority for any road designs.
- The City's policy for tree mitigation/replacement schedule is difficult to implement on a uniquely wooded lot (in terms of cost).
- Signage: there should be some consideration of building square footage when looking at the requirement of one wall sign and one monument sign.
- Alternative funding for roads, buildings, and development expenses should be explored. Milwaukee currently offers a revolving fund, is this possible in Waukesha County?
- New Berlin should look into individual property TIFs. This is a new procedure other communities are exploring.
- A study should be conducted that analyzes New Berlin's industrial parks compare to other regional and national parks.
- The public input process should gather opinions from owners of expanding businesses, not just brokers.
- The plan should consider a walking trail behind industrial buildings, through the woods and natural area. The trail should be developed on an easement and not be a liability for individual property owners. Property owners could donate land to an easement that the City maintains.

NEIGHBORHOOD D

January 14, 2009

Commercial Village Center

Positive Comments

- Attendees felt that properties in Neighborhood D designated as commercial on the future land use map (in the 2001 Growth and Development Master Plan) provided an appropriate amount of commercial land for the neighborhood. No additional commercial land was desired.
- The top image was preferred for commercial development both in the neighborhood and in other areas of New Berlin. Among the preferred details were the materials and the roof line. Several attendees expressed that the building would fit into the character of the community better than other images.
- Attendees had no concerns about providing parking spaces directly in front of the building as shown in the top image.
- A few attendees expressed that they liked the variety provided in the bottom image.

Concerns

- One attendee expressed that second stories should only be permitted when they can be occupied. No “fake” second stories should be permitted (those that cannot be occupied).
- A few attendees mentioned that the bottom image looked less controlled and more “hodge podge” than the top image.
- One attendee mentioned that the bottom image might provide an excess of commercial and office space, leaving unnecessary vacancies. The attendee suggested that such developments should only be constructed where the market can fully support the square footage.





Commercial Strip Development

Positive Comments

- Attendees preferred having a sidepath like that shown in the top image, although the yard area needed more significant landscaping.
- The building height in both images was considered appropriate for the neighborhood. Attendees explained that smaller-scale buildings provided the best fit.

Concerns



- Attendees did not feel that any new commercial strip development would be appropriate in Neighborhood D, as this type of commercial space was already implemented on Moorland Road and National Avenue.
- Having visible parking was not preferred by attendees.
- No attendees expressed support for the building style shown in the bottom image. Concerns included the large amount of paved surface and the minimal landscaping.

Commercial Gas Stations

Positive Comments



- A few attendees mentioned that the materials in the top image gave a warm feeling, and appeared more residential in style.
- Attendees liked the roof form and the colors of the building in the top image.
- Some attendees liked the blending of materials shown in the bottom image.

Concerns



- One attendee explained that providing a preference on building style, materials, etc. would require an understanding of the surrounding land uses.
- A few attendees felt that the bottom image looked in need of renovation.

Open Space Commercial I

Positive Comments

- Several attendees expressed that having green space available as shown in the top image would be nice to have in more commercial areas.
- Attendees found the open space in the second image to be more user-friendly.
- Attendees agreed that having public art throughout the city would be appropriate.

Concerns

- One attendee explained that because no one is shown using the green space in the top image, it appeared too utilitarian.
- A few attendees explained that combining the second image with some green space would make a preferable open space area.
- Attendees were divided as to whether public art was appropriate for commercial areas in the neighborhood.





Multi-Family Housing

Positive Comments

- Several attendees preferred the top image for the trees, the building style, and the overall size.
- A few attendees expressed that native landscaping would be preferred over the grass shown in the top image.

Concerns

- Overall, attendees did not feel that additional multi-family housing was needed in the neighborhood.
- Concerns for the bottom image included excess hardscape and looking too urban.



Street Design Commercial

Positive Comments

- Attendees had an overall mixed reaction to the top image. Some liked the pavers for variety and the slowing of vehicles, while others had some concern about the maintenance involved with the pavers.
- Attendees preferred the boulevard style with the landscaped median as shown in the top image.
- One attendee commended the city for its use of sidepaths, not sidewalks, that both pedestrians and bicyclists could use. The attendee wished to see these sidepaths maintained.
- Several attendees wanted more on-road and off-road bike paths. The overall comment was that New Berlin "needed more of both."

Concerns

- Attendees did not want to see on-road bike paths on Sunny Slope Road until the traffic issues were resolved.
- A few attendees wanted to ensure that on-road paths would have appropriate signage to alert drivers.
- Sunny Slope Road by Orchard Lane Elementary has an off-road bike path on one side, but needs a path on the other side to accommodate surrounding neighborhoods.
- Attendees agreed that the City needs a clear policy as to who maintains the sidepaths.



Open Space Parks

Positive Comments

- Attendees felt that active spaces as shown in the top image were needed in the neighborhood wherever there would be room to accommodate them.
- ProHealth Care Park was praised for having facilities to support all ages.
- Overall, attendees did not feel under-served by park areas except for the homes east of Sunny Slope Road, where crossing to the nearest facilities was considered to be dangerous.



Concerns

- A few attendees debated how the parks would affect the overall tax levy in the neighborhood compared to the rest of New Berlin.



Open Space Residential

Positive Comments

- Attendees wanted to see farmland, as shown in the middle image, preserved in New Berlin.
- Attendees liked the trail shown in the bottom image, and felt that safety in such subdivision trails relied on the responsibility of parents to watch their children.



Concerns

- Overall, attendees generally preferred not to see traditional stormwater ponds as shown in the top image.





Commercial Office

Positive Comments

- No positive comments were provided for this category.

Concerns

- Attendees did not want to see commercial office space in the neighborhood.
- One attendee did not care for the building in the bottom image due to the “bland” facade.



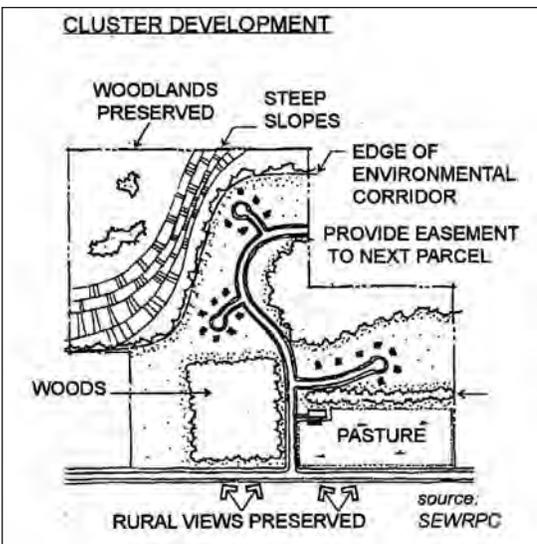
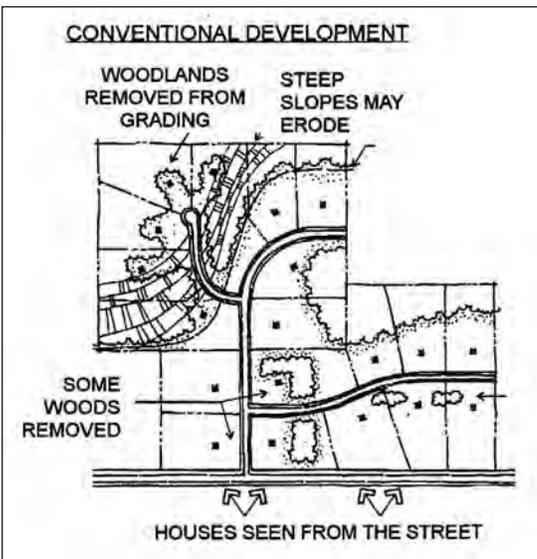
Conventional vs. Conservation Subdivisions

Positive Comments

- A few attendees expressed a preference for the conventional subdivisions due to privacy in one’s own yard.
- Several attendees liked the idea of conservation subdivisions for the preservation of woodlands, and the provision of park areas for residents.

Concerns

- A few attendees wanted to see grassland areas considered equally as important as woodlands when selecting which lands to preserve. The attendees felt as though grasses were undervalued in New Berlin.



Additional Comments: Neighborhood D

- One attendee inquired about how many additional multi-family units the city needed to meet the preferred ratio.
- One attendee recommended attempting to place recreational areas along Meadow Lane. Another attendee recommended removing the vacant house on Conrad and Meadow with a retention area to alleviate flooding issues.
- The intersection of Cleveland Avenue and Sunny Slope Road needs to be addressed due to traffic concerns. A new restaurant at that intersection would be appreciated, but not before intersection improvements would be completed.
- One attendee asked about the future of properties within the Lake Michigan service area that were currently on individual wells.
- One attendee asked if the Pendulum Pub posed any conflict in terms of land use due to their concerns about the pub. Another attendee mentioned that the 19th Hole had parking and access issues that should be addressed.
- The area near Coffee Street, National Avenue, and 159th Street was not considered to be respected as a residential area. Traffic was an issue, as drivers cut from Coffee Street to St. Francis in order to reach the Civic Center. Attendees recommended that the City should consider stop signs or additional policing.
- Attendees recommended that Sunny Slope Road be widened, and that a stoplight be considered between Cleveland Avenue and Greenfield Avenue. Attendees did commend the City for keeping Sunny Slope Road well-plowed.

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NEIGHBORHOOD E

November 19, 2008

Commercial Village Center

Positive Comments

- The majority of attendees liked the top image for the natural materials used.

Concerns

- Overall, attendees did not prefer the bottom image. Concerns included how long the style of development would be acceptable based on the colors and quality of construction.
- Attendees did not prefer the amount of paved material in front of the building in the top image. Additionally, attendees felt that the position of the cars prevented navigation for pedestrians and blocked the view of building entries.



Commercial Gas Stations

Positive Comments

- Overall, attendees felt that both images provided better aesthetic detail than existing gas stations in the neighborhood.

Concerns

- One attendee noted that the canopy appeared to overwhelm the building in the top image. Others commented on avoiding “trendy” architecture, and noted the number of peaks in the roof line as an example.





Commercial Strip Development

Positive Comments

- A few attendees mentioned that the sidepath in the top image was nice for strollers and wheelchairs, as plenty of space was allocated as a buffer from the street.
- The top image was discussed favorably in terms of the alignment of the building facade with the road. Several attendees mentioned that not all buildings on National Avenue face the road, which was not preferred.



Concerns

- Several attendees commented that the minimally landscaped front yard in the top image was “wasted space.”
- Some attendees thought that the top image did not provide a good view of the buildings, which could hurt businesses.
- The bottom image was described as “people sterile” with the excess concrete and short awnings. In addition, attendees mentioned that more landscaping would be needed adjacent to this type of building facade.

Open Space Commercial

Positive Comments

- Attendees thought that the second image had appeal. Minimal concerns were raised about how often this type of space would be used.
- Attendees liked the open space shown in the bottom right image, and wanted to see that type of space encouraged in the neighborhood.

Concerns

- One attendee made the comment that there is no need for a square piece of grass, like that in the top image. The space looked too small for practical purposes. A few attendees explained that more trees and shrubs in the top image would make the square more intriguing.
- Overall, attendees agreed that landscaping was preferred over public art.
- Many attendees explained that if the path in the second image from the bottom right was crushed gravel, that type of pavement was not preferred. Crushed gravel makes navigating difficult for those with wheelchairs and strollers.
- Attendees felt the open space in the the bottom left image was 'boring' and provided no sense of activity for visitors.





Alternative Open Space Stormwater Management

Positive Comments

- Attendees commented favorably on all three images, explaining that this type of stormwater management would be acceptable in the neighborhood.

Concerns

- No concerns were stated in regards to the images shown.



Street Design Commercial

Positive Comments

- Attendees liked the landscaped median in the top image.
- Additional on-road and off-road bike paths were requested by attendees for the neighborhood and throughout the city. Attendees felt that bike paths were good tools to encourage ridership.

Concerns

- One attendee had some concern about the use of pavers as shown in the top image. The City clarified that any variation in pavement would utilize colored or stained concrete instead of pavers.



Multi-Family Housing

Positive Comments

- Attendees unanimously approved of the trees in the top image, and favored the architectural style of the building.

Concerns

- The bottom image was not preferred by attendees, as the steps pose problems for accessibility. Attendees also mentioned utilizing green roof concepts where flat roofs are installed.



Open Space Parks

Positive Comments

- Attendees preferred parks like that of Pro Health Care's over the three images shown. Pro Health Care's space was noted as having excellent natural spaces, pathways, and active spaces.

Concerns

- No specific concerns were stated in regards to the images shown.



Additional Comments: Neighborhood E

- A few attendees explained that uniform setbacks would make for a significant improvement along National Avenue. The varying setbacks often create confusion for drivers that travel along the corridor.
- One attendee mentioned that the City requires connecting sump pumps to a stormwater pond, and that he would like to see some degree of reason in each situation. He asked if sump pumps could be released onto a yard to lessen the amount of stormwater ponds needed in New Berlin.
- Attendees wanted to see more sit-down restaurants in Neighborhood E (e.g. Applebee's or higher-end restaurants).
- Several attendees expressed that they would like to see consolidated, usable green space (either natural or recreational) than subdivided pieces of green space throughout the city.
- Most attendees wanted to see more areas in New Berlin like the Deer Park Conservancy.
- Some attendees felt strongly that the natural area near 132nd and Cleveland Avenue in Neighborhood D should be preserved.
- Attendees inquired about the future of the land on Moorland Road just south of National Avenue (by Walgreen's). Attendees wanted to see the City place additional focus on this area.
- Attendees had some discussion about enhancing National Avenue as a true commercial district. There was agreement that the corridor could support additional restaurants if business owners worked together to ensure the success of existing businesses.
- No land use changes were recommended. When asked what should be changed, attendees simply wanted to see additional landscaping along the road edge.
- Attendees did not like the strip developments along the eastern half of National Avenue. Preferences included multi-family on a moderate scale, residential-style office buildings, and smaller-scale redevelopment.
- Attendees felt that two- to three-story heights were appropriate in Neighborhood E at key intersections and if the market supported the amount of office space created as a result.
- Attendees agreed that more through-streets were needed in and around the City Center, and that natural areas should be used for pedestrian and bicycle networks.
- Attendees felt that the City should encourage the County to ensure proper widths on sidepaths adjacent to County roads. Additionally, attendees wanted to see the City encourage public transit to and from the City Center.

NEIGHBORHOOD F

November 5, 2008

Commercial Office

Positive Comments

- Some attendees felt that commercial office uses were appropriate in other areas of the city.
- Attendees liked the landscaping in the top image.
- The bottom image was preferable for industrial/warehousing design due to the glass offsets, practicality, and location of parking.

Concerns

- Attendees did not want to see commercial office in Neighborhood F.
- The building in the top image was considered too tall and undesirable in terms of design.
- Attendees expressed concern about the overall traffic that would be produced by both buildings.
- A few attendees felt that the bottom image was not attractive.



Commercial Strip Development

Positive Comments

- A few attendees liked the grass strip in the top image, along with the parking in front of the building.

Concerns

- Attendees unanimously agreed that commercial strip development was not appropriate in Neighborhood F.
- Some attendees mentioned that the sidewalks in both images should be included only when they run between destinations.
- A few attendees mentioned that both images could pose problems for snow plowing, which needs to be considered in all commercial strip designs.
- Some attendees expressed a preference to place parking stalls in the rear of buildings, not in the front as shown in both images.





Commercial Village Center

Positive Comments

- The majority of attendees liked the materials, roof line, and building height in the top image.
- A few attendees liked the building styles and the variety of materials in the bottom image. Some felt that it looked like a small town, which was a positive attribute. Others explained that the density would contribute favorably to the tax base.

Concerns



- Attendees expressed concern about the viability of the upper-story office space in the bottom image. Some explained that other communities with similar development are struggling to rent the space.
- Some attendees did not like the bottom image due to the fact that so many other communities have implemented similar developments over the past five years.
- A few attendees explained that accessibility is often an issue in site designs like the bottom image. A lack of pedestrian pathways can prevent the space from being navigable.
- Having the ability to plow the parking lots was also a concern among attendees.

Commercial Gas Stations

Positive Comments

- Attendees liked both images. The top image was preferred for architectural scale and materials, while the bottom image was preferred for its low roof line.

Concerns

- Attendees had significant concern about how lighting would be controlled in both images so as not to affect adjacent properties.



Open Space Commercial

Positive Comments

- Several attendees expressed an appreciation for open space, and wished to see more public spaces implemented in developed areas of New Berlin.
- One attendee explained that these types of spaces appear to be most frequently used near restaurants, and that this concept should be taken into consideration when developing commercial centers.
- Another attendee wished to see these spaces not only in shopping areas, but also in areas of employment.
- Attendees preferred the open space in the center image, below, due to the balance of greenery and accessible space. Similar comments were made regarding the bottom left and bottom right images.

Concerns

- Attendees felt that natural spaces were preferable over public art, as public art would be subject to individual opinions. Natural spaces were more commonly accepted.



Street Design Commercial

Positive Comments

- Bike lanes were heavily discussed at the meeting. Attendees expressed equal support for both on-road and off-road bike lanes, depending on where each would be implemented.
- Attendees wished to see off-street paths that not only accommodated bikes, but also stroller usage.

Concerns

- Several attendees felt that biking in New Berlin was extremely dangerous at the present time, and wanted to see designs that catered to bikers in the region. This include both on-road and off-road options.
- Some attendees asked about access to the pathway at the southern end of Regal Manor leading to the medical center. Questions included: a) where users would park their cars, and 2) how the path would be connected beyond the current area.



Additional Comments: Neighborhood F

- Overall, attendees were comfortable with the future land uses designated for Neighborhood F as identified in the 2001 Growth and Development Master Plan.
- Church designs and parking lots were a significant concern among a few attendees. Others inquired about how civic buildings in general were regulated in New Berlin.
- A few attendees requested a traffic signal at that the intersection of Howard and Sunny Slope to improve safety.
- Some attendees asked to learn more about development plans for the Woodridge Church due to stormwater and lighting concerns.
- Attendees felt that the traffic at Sunny Slope and Grange has become a bottleneck situation, and wished to see the problem remedied.
- Some attendees felt that churches should only be constructed on busier streets like Moorland Road or National Avenue.
- One attendee asked if the City had any intentions to use eminent domain in the near future due to concerns about private property rights.
- A lack of screening for utility boxes was a concern for certain locations in New Berlin.
- Several attendees wanted to see more parking located under buildings to allow for more green space.

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NEIGHBORHOOD G

March 18, 2008

Commercial Roadside, Office, and Light Industrial

Attendees at the meeting expressed no interest in having any of these uses in Neighborhood G.

Housing - Multi family

Positive Comments

- The street lighting in the top image was viewed as positive and could be an asset for new streets in the neighborhood.
- Respondents preferred more landscaping, open spaces, and trees. The mature trees in the bottom were described as giving the multi-family a feeling of “country in the city.”
- The bottom image was preferred because of the variety of roof forms, architectural quality, and it had a character similar to single family homes in the area.

Concerns

- The majority of attendees did not want to see sidewalks in Neighborhood G.
- Attendees felt there was not enough open space in the top image and the building was too large for Neighborhood G.

Street Design

Positive Comments

- Two-way streets were preferred over divided streets, since it uses less asphalt.
- Attendees felt the landscaping in both images was desirable and appropriate for Neighborhood G.

Concerns

- Respondents were concerned that divided streets were too wide, included too much impervious surface, and may collect garbage in the median area.
- The top image includes lighting that is not preferred. Residents are interested in the dark skies initiative and prefer limited street lighting.





Street Design

Positive Comments

- Some respondents wanted to see off-street trails to provide a safer environment for children. Participants thought the symbol for the bike path in the top image was clear and visible, although a different paving material, reflectors, rumble strip, or symbol color might provide additional safety.
- Overall attendees did not like roundabouts, but thought they were acceptable with centers that include plantings.

Concerns

- Attendees did not prefer roundabouts and felt truck traffic is a concern. When roundabouts are necessary, designers should ensure that the roundabouts are wide enough to accommodate large trucks.
- Several attendees felt on-road bike paths were a safety issue and could be too dangerous for children. An off-road path was preferred by those who expressed a concern.



Parking

Positive Comments

- Attendees preferred parking lots that included landscaping or fencing to screen the parking from the street.
- Landscaping within parking lots is preferred over large areas of open asphalt.
- The parking configuration in the second image was acceptable since it brought customers closer to the retail stores and sidewalk.
- Greendale's Village Center was cited as a good example for parking in retail areas: the area allows for pedestrian movement, but it is still easy to park.



Concerns

- Attendees did not like images that included too much asphalt or a limited amount of landscaping, as seen in the third image.
- Concerns were expressed about angled parking, individuals felt it can be difficult to maneuver or back out of. Attendees also did not like parking lots that have small stalls since it feels too tight for most vehicles.
- Small green islands that are scattered throughout parking lots sometimes have trouble fostering healthy plants. Parking areas should have more significant square footage for landscaped areas.





Open Space

Positive Comments

- Some attendees felt the tot lot open space (in the third image from the top) was good for young parents and fosters a sense of community.
- Recreational organizations are often competing for fields, specifically baseball, therefore some attendees favored more baseball fields.
- Attendees felt that “neighborhood” parks were more frequently used and appreciated compared to larger parks.
- Some respondents suggested more trails/paths are needed within the current parks.
- The majority of attendees felt prime agricultural farmland in Neighborhood G was valuable and contributed to the economic value and rural character of the neighborhood.

Concerns

- Some attendees had concerns regarding trails such as: large natural areas along the edges where safety could be an issue, liability to property owners, and the expense of constructing and maintaining the trails/paths.
- Attendees felt stormwater ponds can create a negative image if algae grows and remains in the water.
- Some respondents felt trails in the city should be kept isolated and should not allow for connections to other municipalities.

Signage

Attendees at the meeting expressed no interest in having commercial signage in this neighborhood since they did not want any commercial office, retail, or industrial uses.

Additional Comments: Neighborhood G

- Some attendees expressed an interest in increasing the residential density on the lands that remain in C-1/C-2 areas (in Section 35). Others prefer the large lots since they maintain the “country” feeling of the city.
- Some attendees expressed the need to maintain farmland in Neighborhood G. It was suggested that farmers could grow and sell produce locally to support the agricultural businesses.

NEIGHBORHOOD H

April 23, 2008

Commercial Industrial

Positive Comments

- Attendees felt the building in the lower image was more appealing, due to variation in facade treatment (recessed areas, materials, colors).

Concerns

- The primary criticism of both building examples is that the architectural design lacks character. Attendees felt they were “boxy” with flat, uninteresting facades and an absence of appealing landscape.
- Prescribing architectural guidance (primarily facade) may impact the internal functioning of large industrial or office operations. Often, a solid wall is required due to machinery housed within the building.
- The majority of attendees felt the night lighting generated adverse visual impacts, especially for residential neighbors. Consideration should be given to lighting standards that: (1) limit off-site impacts, and (2) reduces energy through dimmers or other technologies. Proposed lighting should provide security for night employees while not negatively impacting surrounding properties.



Commercial Industrial Signage

Positive Comments

- Attendees found both sign examples acceptable, in terms of design.
- Some attendees suggested the following regulations be included with the current sign rules:
 1. Regulation of sign height and bulk.
 2. Lighting standards of signs (internal vs. external).
 3. Inclusion of a street address on the sign.





Open Space Industrial Park

Positive Comments

- Attendees felt the images were attractive but preferred alternative ways to deal with stormwater.

Concerns

- Attendees suggested the Plan explore other ways to mitigate stormwater runoff, not just retention ponds.
- Respondents said the stormwater management plan should investigate means of recharging the local aquifer instead of channeling stormwater runoff to non-local areas via MMSD infrastructure.
- Several attendees stressed the need to consider liability and safety issues of stormwater ponds.
- It was stated that New Berlin should not promote or portray itself as an office or industrial park “hub” -- especially if the demand for this type of use is not warranted.



Commercial Office

Positive Comments

- Attendees felt the building in the upper image was appealing, due to the park-like landscape setting.

Concerns

- The building in the lower image was less preferred, due to the absence of a significant or mature landscape.
- Several attendees did not favor commercial office uses in Neighborhood H or the city, due to competitive retail within the region. There is a perceived (and possibly real) high vacancy rate of retail and office space in New Berlin that warrants reconsideration of encouraging additional commercial development.



Commercial Banks

Concerns

- There was a resistance to promoting more bank buildings in Neighborhood H and throughout the city (there is a perception that New Berlin has an excess of banks).
- Attendees felt the architectural design of both buildings in these images were too stark and urban for the character of New Berlin.



Commercial Big Box

Positive Comments

- Attendees felt the building in the upper image was more appealing than the image in the lower building due to the architectural design of the building.
- Some attendees felt the landscape element in the upper image was visually appealing, but it is doubtful that the pedestrian walkway will attract much use. It might be more beneficial to require a wide landscape buffer along the street edge to obscure the visual appearance of the parking lot.
- Respondents prefer more landscaping features and said the City should consider revisiting landscape requirements for public greens or open space.
- The lower image (Kohl's) depicts brand identity. Attendees suggested design guidelines should allow for stores to include features that distinguish their architectural identity.



Concerns

- The majority of attendees did not want to see more big box development in the neighborhood.



Commercial Strip Development Concerns

- Majority of attendees felt there were too many strip developments -- some of which are vacant -- in New Berlin. The concern with “strip centers” is that they are a risky venture, since this type of space appeals to small businesses or new businesses that are not yet firmly grounded in terms of financial solvency.



Commercial Gas Stations Positive Comments

- Attendees felt the building / gas station design was acceptable in both photos.

Concerns

- Some attendees felt there were enough gas stations in the city, although there are only a couple in Neighborhood H.



Commercial Village Center

Concerns

- Majority of attendees expressed “no interest” in a “commercial village center,” especially since Neighborhood H is not truly a walkable area of the city.

Open Space Commercial

Positive Comments

- Overall, all the images received positive comments. Respondents liked the combination of landscaping, outdoor seating, and decorative details.
- It was suggested that a compromise between both open space concepts, one that provides for passive and active uses, would be an asset to commercial areas.

Concerns

- While the images are appealing in terms of open space and retail uses in exterior areas, there was a concern that the maintenance costs for these spaces would be cost-prohibitive for some businesses (especially small, local retail or service-oriented commercial uses).



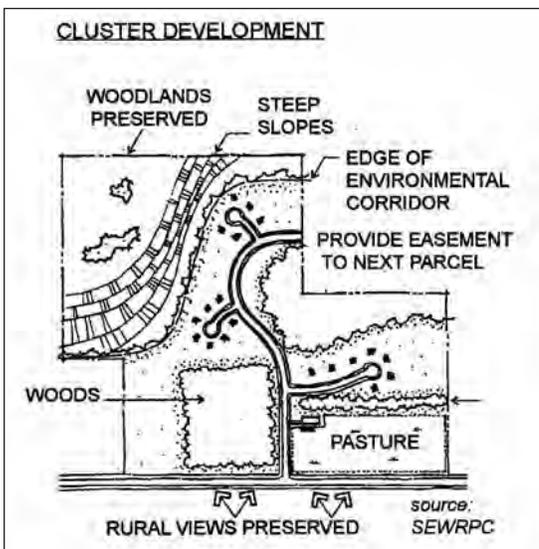
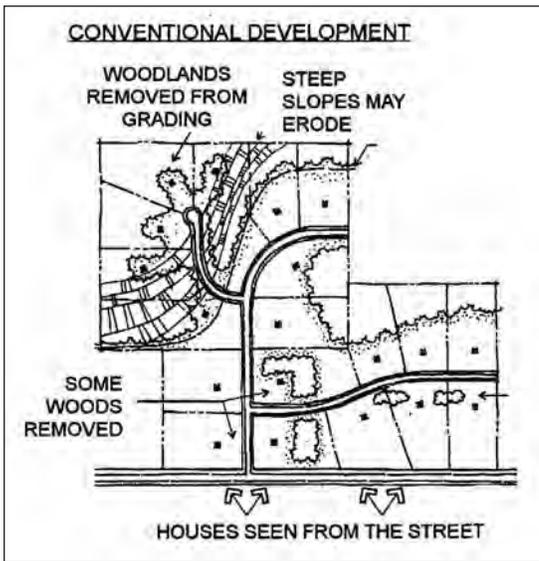
Housing Conventional vs. Conservation

Positive Comments

- Many attendees liked the conservation layout with the open space feature and preserved views.

Concerns

- Some attendees suggested that conservation subdivisions are designed with an internal system of roads (which gives the property owners assurance that their investments will be “protected”) instead of through-streets that are connected to the larger road network. Fire and emergency services do not necessarily support internal road networks.



Multi-family Housing

Positive Comments

- Multi-family housing provides options -- especially for young professionals -- to reside in New Berlin. The cost of single-family detached housing has become unaffordable for many working persons.
- New multi-family housing constructed of high quality could eventually replace less desired existing multi-family housing.

Concerns

- Majority of attendees did not want to see additional multi-family residential development in Neighborhood H.



Open Space Residential

Positive Comments

- Majority of attendees want to keep agricultural lands in productive use by removing barriers such as zoning.
- Agricultural tourism should be promoted in the city and made a permitted use through zoning ordinances.
- Majority of attendees valued trails and suggested new off-road trails for bicyclists and pedestrians be established. Off-road trails could improve safety (especially nature-based recreational trails).



Concerns

- Attendees suggested that agricultural areas be buffered through effective and sizeable stream buffers to prevent agricultural runoff from negatively impacting the streams.



Open Space Parks

Positive Comments

- Some attendees expressed a need for a park that can be used throughout the year (a 365-day park).
- Parks should provide better access for vehicles and pedestrian/bike paths. There should be more pedestrian/bicycle linkages between parks and residential neighborhoods.
- Majority of attendees said the city needs parks to help retain and enhance housing values.



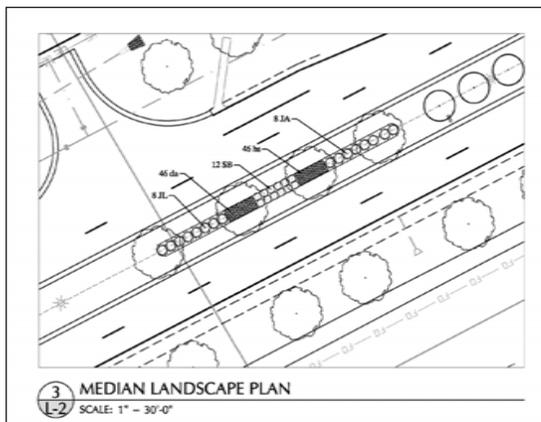
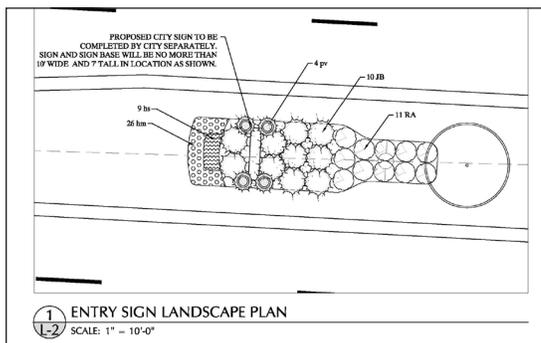
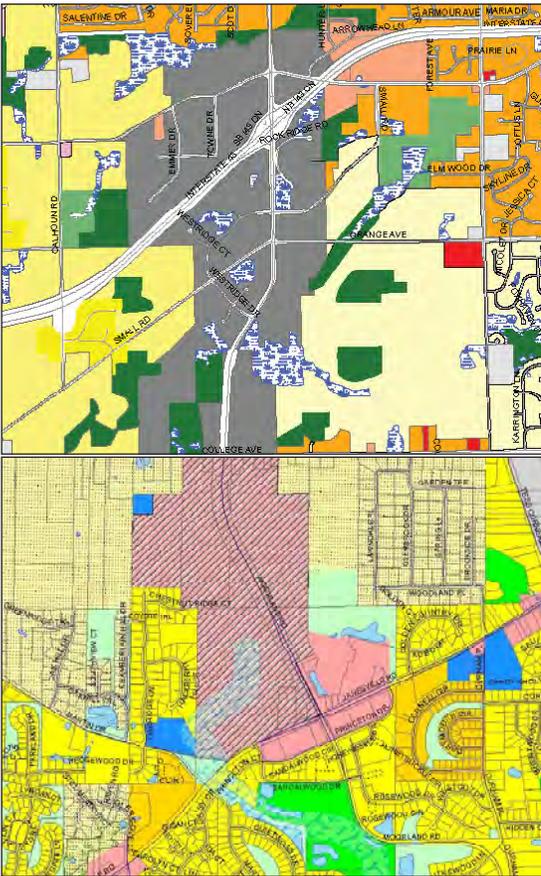
Concerns

- A few attendees felt no more parks were needed in the neighborhood.



Muskego Planning Efforts

- Muskego is planning to expand Moorland Road to four lanes the summer of 2008. They are planning a variety of commercial uses in the area immediately south of Neighborhood H.



Additional Comments: Neighborhood H

- Residents expressed the importance of preserving tree lines in more rural areas (along property boundaries).
- Consider lighting regulations to protect neighboring residential uses that are adversely impacted by lighting affiliated with industrial uses.
- The Comprehensive Plan should promote LEED standards (green building) for commercial and other types of development.
- Ensure that water quality of creeks and drainages is improved through various measures identified in a stormwater management plan and the stormwater utility.
- Pursue purchasing Lake Michigan (City of Milwaukee) water to be distributed to areas east of the Subcontinental Divide (approximately east of Calhoun).

NEIGHBORHOOD I

September 24, 2008

Conventional vs. Conservation Subdivisions

Positive Comments

- The majority of attendees expressed a preference for conventional subdivisions, as they allow both general privacy and private open space.
- A few individuals preferred conservation subdivisions because of the amount of open space, preservation, and the encouragement of community through smaller lots.

Concerns

- Some attendees felt that conservation subdivisions lots were too small and not appropriate for Neighborhood I.
- In both conventional and conservation subdivisions, attendees felt that trails may not be the best use for lands adjacent to backyards.

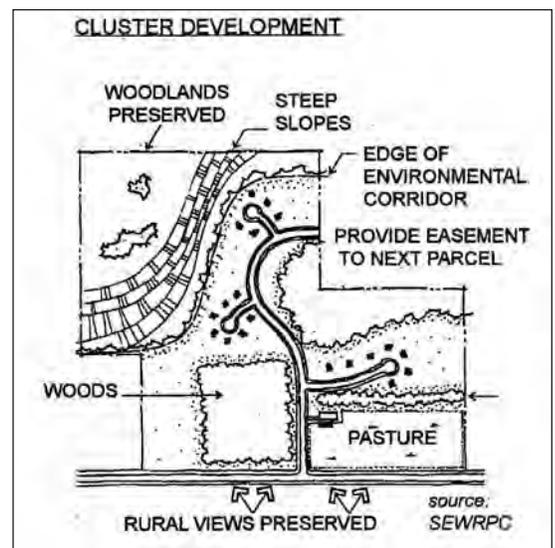
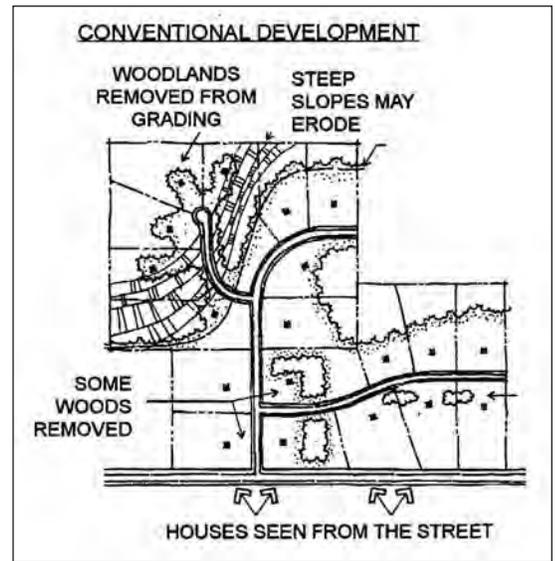
Multi-Family Housing

Positive Comments

- A few attendees expressed that multi-family housing would be appropriate elsewhere in the city, particularly where sewer and water is already available.
- Attendees liked the amount of open space shown in the top image.
- One attendee expressed that four-family should be the maximum amount permitted under one structure.

Concerns

- Majority of attendees would not like to see multi-family anywhere in the neighborhood.
- The bottom image was not preferred by the majority of attendees. Comments concluded that the units were jammed together, too urban, and did not include enough natural elements.





Open Space Residential Positive Comments

- A few attendees liked the second image - particularly the open space - but expressed that the trail may be too close to the nearby backyards. One attendee commented that because these trails will not be in use consistently, safety may not be a problem.
- One attendee liked the trail in the second image, but wanted to see trails remain unpaved.
- About five individuals liked the image with the pond (third from top). One individual expressed that by regulating density, stormwater ponds may not be necessary.
- All attendees expressed a liking for the farmland image. One attendee commented that the City should continue to support farmland (particularly through amending the current restriction of one horse per acre), as most residents wished to see agriculture continue in New Berlin.
- Attendees liked the bottom image but were concerned about the long-term image and maintenance of prairies.



Concerns

- Attendees did not prefer the top or third image due to issues with mosquitoes and weeds, and liability issues associated with safety for children.
- One attendee explained that if stormwater ponds are designed properly with appropriate vegetation around them, mosquitoes are not a problem.
- Some attendees raised the question of how commercial agriculture (farm stands, etc.) was classified in terms of zoning. In addition, attendees wanted to know why agriculture was not a designation on the future land use map.



Alternative Open Space Stormwater Management

Positive Comments

- Several attendees felt the top image was an appropriate form of stormwater management in New Berlin and the Neighborhood.
- Alternative stormwater techniques were favored, however due to time no specific comments were made about the middle or bottom images.

Concerns

- Attendees felt that prairie lands allowed for “weeds” - one attendee clarified that weeds cannot thrive next to native wildflowers, so prairies would not allow for weeds.



Commercial Development

Positive Comments

- A couple attendees liked the setback and landscape of the top image.
- Several attendees preferred the bottom image for its antique charm and proper use of an older building.

Concerns

- The majority of attendees did not want to see additional commercial in Neighborhood I.





Open Space Commercial

Positive Comments

- One attendee expressed a strong preference for citywide public art, like that shown in the top image.
- Several attendees liked the second image because of the overall green space and maintenance of the yard would be manageable.
- A few attendees liked the bottom image for its charm and wished to see that type of scale implemented in the City Center.

Concerns

- Attendees felt that the landscape in the third image would be too difficult to maintain in comparison with other landscaping techniques.



Open Space Parks

Positive Comments

- Some attendees expressed that New Berlin residents had a growing desire for commuter biking and the use of scooters for functional activities. Attendees wanted to see this need better accommodated in New Berlin.
- One attendee wanted to see additional tot lot areas in the city as shown in the middle image.

Concerns

- A few attendees wanted to see additional parking at Calhoun Park.
- Concerns included the need for more off-road connections between bike trails and roadways, but not on private property.



Additional Comments: Neighborhood I

- The majority of attendees wanted to see existing commercial retail kept in Neighborhood I, but did not want to see any new commercial development west of Calhoun Road.
- Attendees agreed that no new commercial, multi-family, or light industrial should be permitted in Neighborhood I.
- Attendees felt that on-road bike paths should be provided on National Avenue, but had concern about where they would be placed with the limited right-of-way.
- The proposed Muskego swimming center posed a traffic concern for several attendees.
- One attendee wished to see an Aldi somewhere in New Berlin, to provide grocery options.
- A few attendees were upset about the proposed changes to the Racine and National Avenues intersection. Among the concerns were how the construction would change the character for the nearby historic center, the general need for the overpass, and funding allocation for construction that may not be necessary.
- Several attendees wanted to ensure that bike trails would not be placed adjacent to their backyards for safety and privacy reasons. One attendee responded that New Berlin needs more activities for teens so the bike trails would not become a hang-out.
- One attendee expressed concern about flooding and stormwater issues at Beres and Oakridge (near Beres and Martin Road).
- Some attendees wanted to know why the future land use map had an institutional parcel listed on Martin Road where currently there is farmland. The attendees recommended that the designation be changed.
- Some attendees felt that outdoor swimming was needed for the children in New Berlin.
- Attendees had questions about where the Calhoun Creek begins, as the creek is sometimes prone to flooding and may need nearby alternative stormwater techniques to lessen the flooding.
- Attendees were concerned about the floodplain mapping updates and how they would be incorporated into the future land use map.
- One attendee recommended that a feasibility study be conducted to determine if a bike trail could follow the Interstate 43 corridor.