

CHAPTER 1: INTRODUCTION

Revisions approved by Council on 6/14/2016 via Ordinance #2568

The New Berlin Comprehensive Plan serves as an update to the 2001 Growth and Development Master Plan Update (GDMP) and the City's 1987 Land Use and Urban Design Plan, and meets the requirements of the 1999 Wisconsin Comprehensive Planning Legislation (Wis. Stats. §66.1001). This Plan encompasses all land within the municipal boundaries of the city. Easy access to freeways, major commercial corridors, natural open areas, and established residential neighborhoods are among the area's strengths. The Plan promotes preservation of these strengths while highlighting opportunities for further progress.

In 2015, the 2020 Comprehensive Plan was updated to reflect planning efforts within Section 35 – South Moorland Road Corridor. Please refer to Chapter 10 – Land Use, Chapter 17 – Neighborhood G (South Moorland Road Corridor) and Chapter 18 – Neighborhood H (Westridge & Moorland Road) for those updates.

An update to the 2020 Comprehensive plan was completed in 2016. It had been approximately five years since the adoption of the Comp Plan and Staff determined that it is necessary to complete a review of the document. Basic "housekeeping" items were updated to reflect City progress and growth since December 2009. A basic summary of some of the items that were reviewed is below (please note, this is not an inclusive list):

- Updating maps – current Zoning Map, utilities, transportation facilities, environmental features, Urban Service Area Boundary, Sewer Service Area, Water Service Area, etc.
- Updating any appropriate graphs/charts with current data.
- Reviewing the text in each chapter.
- Neighborhood Chapters – review development policies, update maps.
- Census Data – At this time, and due to the large amount of time that it would require, Census data will not be updated with this work.
- Fiscal Impact Analysis – tax assessment and valuation data throughout the plan was not updated at this time.





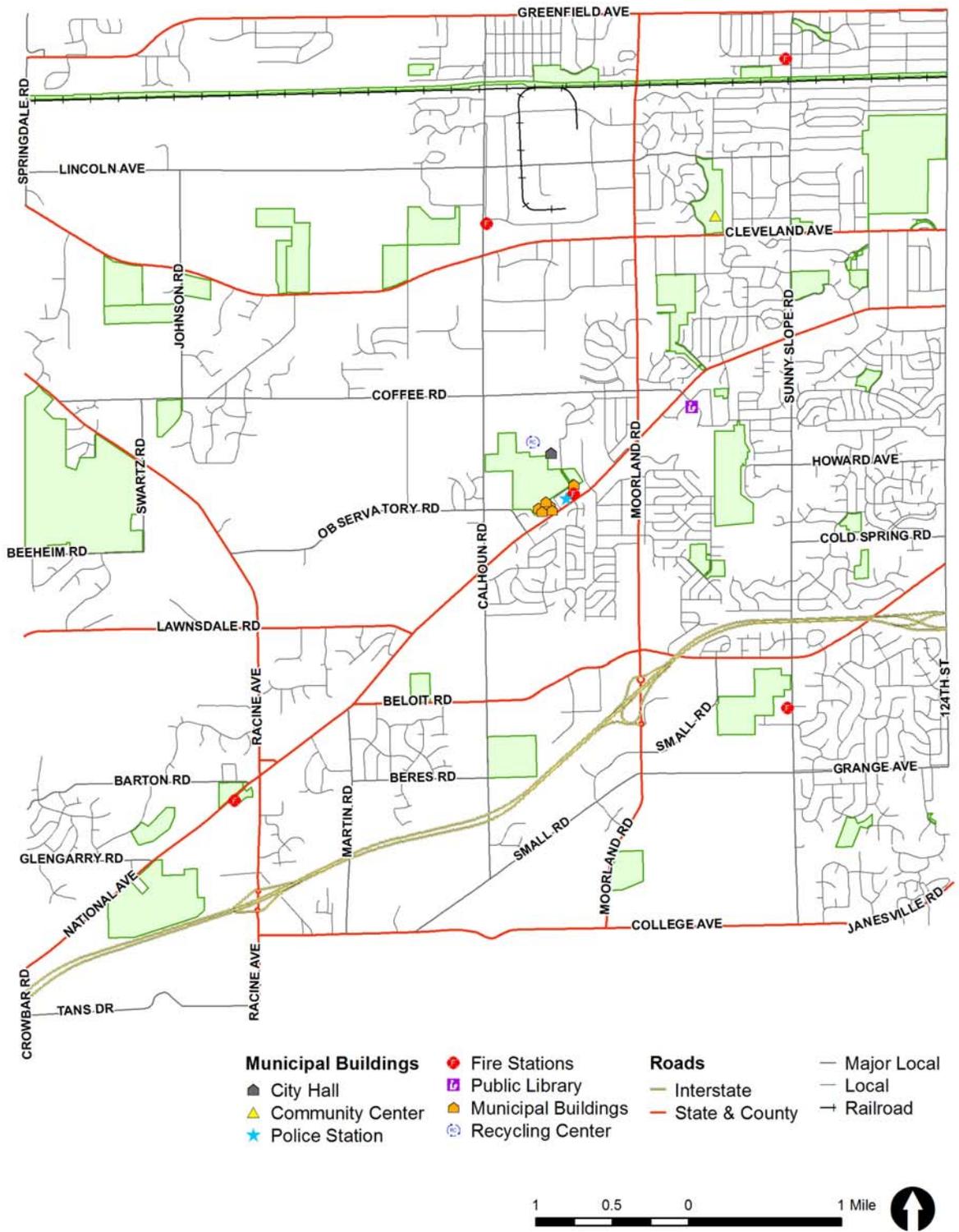
CITY CHARACTER OF NEW BERLIN

City character is a descriptive term that refers to distinctive features of a particular community. Typical attributes of a community or region that express “city character” include historic architecture, neighborhood scale, natural resources, and human-scaled public amenities or spaces. Since the “character” is influenced by human values and perceptions, the term remains difficult to define.

The “preservation of community character” is a common urban planning objective for municipalities that are experiencing rapid growth. As a community on the edge of a major metropolitan area, New Berlin deals with issues related to preservation of its character while accommodating new development and redevelopment.

The physical form and characteristics of New Berlin are varied, with urban densities and intensities varying throughout the City’s 36.9 square mile area. Portions of New Berlin are exceptionally rural in nature, while other districts are intensely developed. “Character” is frequently defined by referencing an example: primary environmental corridors, woodlands, agricultural tracts, specific neighborhoods, the “West side,” Moorland Road Corridor, or National Avenue. New Berlin residents identify with numerous perspectives on community character that range from suburban to pastoral.

City of New Berlin, Wisconsin



November 2015

COMPREHENSIVE PLAN 2020
City of New Berlin, Wisconsin

Figure 1.1. The City of New Berlin

To a large degree, residents identify the rural character as a highly valued community asset that encompasses landscapes, economies and lifestyles. While “rural” is also a complex term to explain, it suggests areas of undeveloped acreage that support natural vegetation or agricultural cultivation. The fundamental quality of rural environments is open space – lands that are essentially void of buildings or vertical structures, and traversed by few roads. At present, the western half of the City retains significant rural qualities due to community preference, the absence of sewer, and numerous existing environmental features.

Preservation of the rural and natural community character generates competition between the need to preserve historic and natural resources and accommodating residential, business and industrial development. Therefore, preserving the essential components of New Berlin’s character will be considered in the formulation of actions and strategies of this Comprehensive Plan.

City Recognition

New Berlin ranked 34th among America’s 100 Best Small Towns as rated in 2009 by CNN Money Magazine. The top-ranked towns ranged in population from 8,500 to 50,000, and were selected by measuring and weighing factors like good jobs, low crime, affordable homes, entertainment, and schools. Health care, diversity, and weather were also considerations. The City has consistently placed among America’s 100 Best Small Towns over the past few years. In 2007, New Berlin ranked 41st of the 100 chosen.

The City of New Berlin received the 2013 Government Agency of the Year Award from Waukesha County. This award recognizes a Waukesha County governmental agency that does an outstanding job of meeting the needs and expectations of their stakeholders. The award honors a governmental agency who leverages its resources to improve service delivery, implements innovative strategies to better serve its constituency and participates in collaborative efforts to improve service and/or cost efficiencies. The City of New Berlin was nominated by the Waukesha County Business Alliance due to the City’s important decision to consolidate services by utilizing the Waukesha County Communications (WCC) center for dispatch services. An independent study has estimated the City will save close to \$10 million over the next decade by uniting with WCC.

The City of New Berlin was also the recipient of the 2012 CIO 100 award . This annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT). The City of New Berlin is a known governmental leader in the area of streamlined operations through technology and citizen engagement and transparency.



In 2011 the City of New Berlin was ranked among the most advanced digital cities in America according to the Center for Digital Government's 10th anniversary Digital Cities Survey. The top 10 cities were selected in four different population categories. The cities chosen in each category were picked from hundreds of municipalities taking part in the survey. The survey recognizes municipalities that successfully use technology to better serve constituents and conduct government operations despite current fiscal constraints. The award recognized New Berlin for results achieved through the use of technology in the areas of government transparency, citizen engagement and environmental consciousness.

CITY CONTEXT

City Boundaries

The City of New Berlin is bounded entirely by Township 6 North Range 20 East, with the exception of additional acreage in Sections 5 and 6 of Township 5 North Range 20 East (directly north of Tans Drive). Generally, New Berlin's borders are characterized by Greenfield Avenue to the north, 124th Street to the east, Tans Drive and College Avenue to the south, and Springdale Road and Crowbar Road to the west (Figure 1.2).

This Plan recognizes that the city contains many distinct geographic areas, each with its own set of planning issues and opportunities. Maintaining community character and a "sense of place" requires identifying these distinct areas and developing policies unique to each. During the GDMP process, the City established concept areas that formed the basis for the ten neighborhoods included in this Plan. Each neighborhood chapter includes the following:

- Planning Context
- Vision
- Development Policies



Location within the Region

The City of New Berlin is located in southeastern Wisconsin approximately eight miles west of Lake Michigan, and is a part of the Milwaukee metropolitan region (Figures 1.3 and 1.4). The City sits on the eastern edge of Waukesha County, and shares boundaries with municipalities in both Milwaukee and Waukesha Counties. Those municipalities include the Cities of Brookfield, Greenfield, Muskego, Waukesha, and West Allis; the Village of Hales Corners, and the Towns of Brookfield, Vernon, and Waukesha.

New Berlin is just south of Interstate 94, a major transportation route connecting Madison, Milwaukee, and Chicago. In addition, New Berlin is home to several major transportation arterials:

- Interstate 43 (east-west)
- Greenfield Avenue (STH 59; east-west)
- Cleveland Avenue (CTH D; east-west)
- Lawnsdale and Beloit Roads (CTH I; east-west)
- Janesville Road (CTH L; east-west)
- Moorland Road (CTH O; north-south)
- Racine Avenue (CTH Y; north-south)
- National Avenue (CTH ES; east-west)
- College Avenue (CTH HH; east-west)

New Berlin residents and business owners cite that the city is largely advantaged as a result of being sandwiched between two interstates. Additionally, the availability of both urban amenities and rural charm in and around New Berlin is valued by residents. Affordable housing and access to jobs are elements that residents cite as contributing to a high quality of life. These strengths can be largely attributed to New Berlin's location within the region.

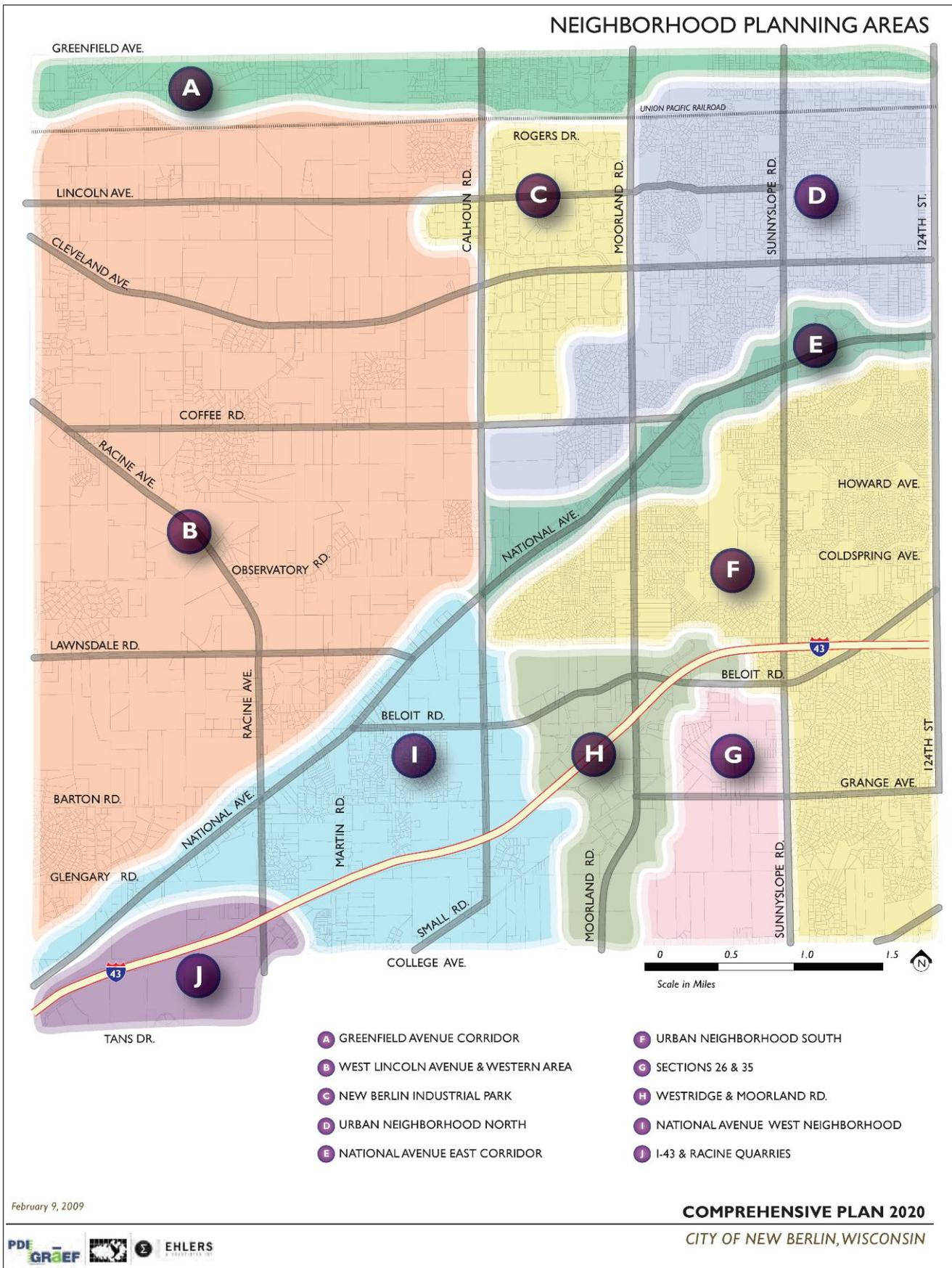
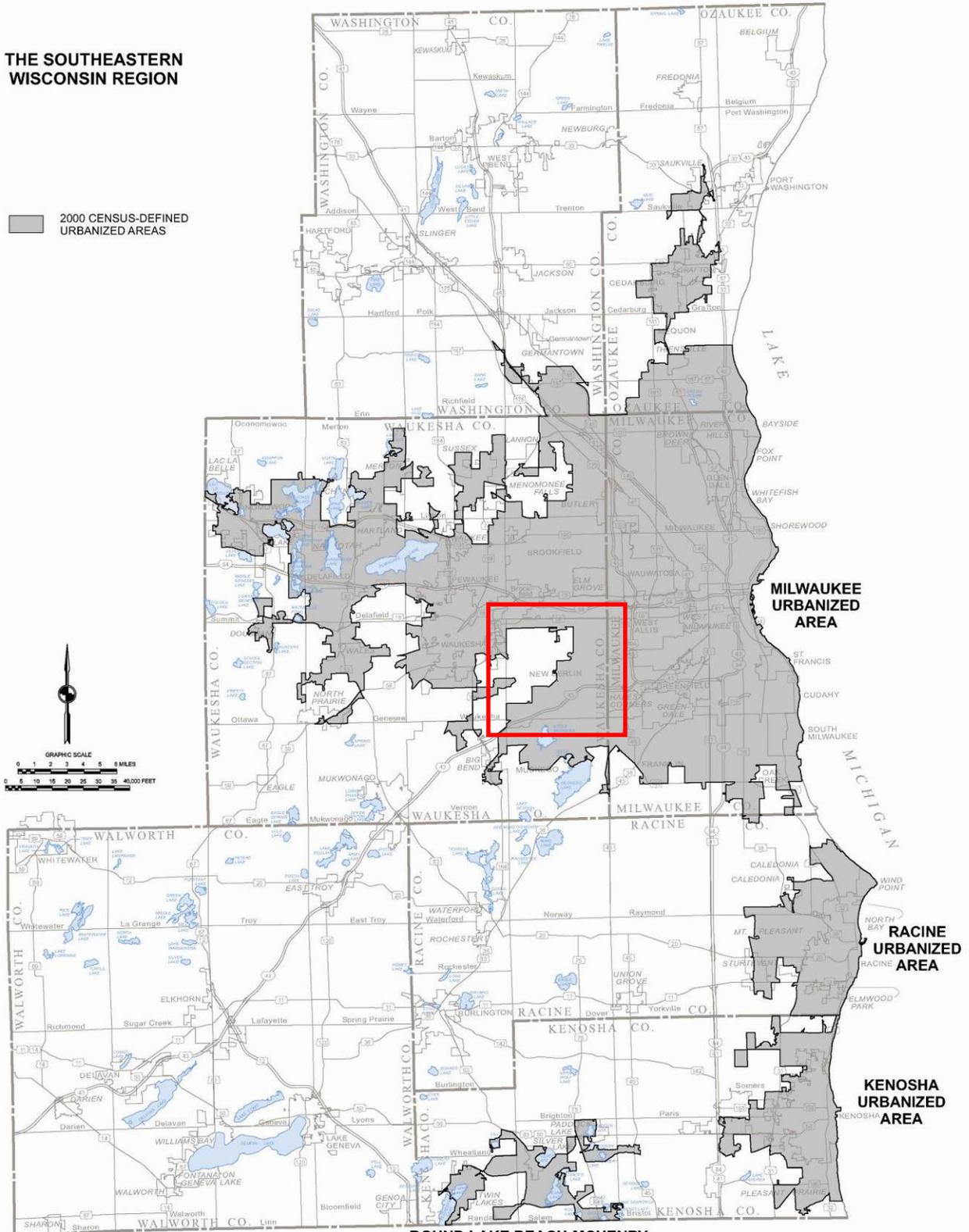
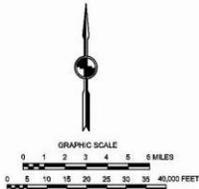


Figure 1.2. Neighborhood Boundary Map for the City of New Berlin.

THE SOUTHEASTERN WISCONSIN REGION

2000 CENSUS-DEFINED URBANIZED AREAS



ROUND LAKE BEACH-MCHENRY-GRAYSLAKE, IL-WI URBANIZED AREA (WISCONSIN PORTION)

Source: U.S. Bureau of the Census and SEWRPC.

Figure 1.4. Regional Map Depicting the City of New Berlin in Context.



Physical and Cultural History¹

In the late 1600s, Waukesha County was home to the Illini, Miami, Potawatomi, and possibly Kickapoo and Mascoutin. Over time, the Potawatomi became the principal tribe in the area. Former State Archaeologist Charles E. Brown recounted two Native American artifact sites in the Town of New Berlin in his series of *The Wisconsin Archeologist* in 1922: the Calhoun Mounds and the Poplar Creek Campsite. The first, in the southeast 1/4 of Section 3, has since disappeared as a result of cultivation. The Poplar Creek Campsite, on the hillside above the east side of the creek in Section 9, was said to have held 150 to 200 Native Americans as late as the 1840s.

Section 36 may also carry some significance, as a large collection of artifacts was gathered in the 19th century at Upper Kelly Lake but has not been professionally assessed. These artifacts may include not only arrowheads, but also a set of grinding tools that indicate habitation.

An accidental discovery in 1992 added to this small list of significant sites, when a group of Native American bodies were found in the southwest 1/4 of the northeast 1/4 of Section 9 at 18901 W. Lincoln Avenue. Other discoveries include artifacts from the northern half of Section 2, a stone knife in Section 9, prehistoric campsites in Section 21, small artifacts at the small pond in Section 23 (as Regal Park was developed around 1990), and arrowheads and grinding tools just north of Linnie Lac in Section 32. These discoveries comprise what has become a basic understanding of New Berlin's pre-settlement history.

The economic base and development pattern evident in New Berlin today is largely a product of the geological and hydrological features characteristic during the time of settlement. Unlike other early settlements in what is now Waukesha County, New Berlin lacked access to its Silurian dolomite bedrock. While surrounding communities found revenue in quarrying dolomite found near the surface, New Berlin could not benefit from the same attribute. In addition, water features in New Berlin neglected to provide the navigability of other nearby features, such as the Fox River in Waukesha. The only stream with sufficient flow to generate any milling operation was Muskego Creek

¹ Excerpts extracted from the following: Milham, Mary Ella. *New Berlin, Wisconsin to 1900: Not as German as You'd Think*. Fredericton, New Brunswick: University of New Brunswick Libraries, 2003.

(now Jewel Creek), which became the site of the first saw-mill in the county. The damming of this stream formed what is now referred to as Linnie Lac.

The challenges posed by New Berlin's natural features have resulted in a land use pattern notably different from other settlement communities in the metropolitan region:

“Without any possibility of water power elsewhere in its 36 square miles, there was no way for New Berlin to develop industry or milling, and with no navigable streams or rivers, water transport of men and goods was impossible. These were important determinants in New Berlin's failure to develop an urbanized center anywhere within its borders before the incorporation of the City in 1959. With this long history of fragmentation, the City has struggled to establish a true city center.”

Many pre-settlement visitors passed through New Berlin, known then as the Town of Mentor, in the early 1800s. By 1835, settlements began to arrive throughout the township. Among these settlers were members of the McWhorter family, who settled in Section 7 along what is now Cleveland Avenue. (The Andrew McWhorter house has been designated as a New Berlin Landmark, and can be found just west of Johnson Road.) Other settlers arriving in 1836 included Sidney Evans and Perry G. Harrington, who claimed land in Section 12 and Section 13, respectively. From that point forward, the new residents established an “Old Settler's Club” that recorded the listing of newcomers over a period of years. Claim shanties and log cabins arose throughout the township. Some of the original settlements were still evident by 1891, as shown on the plat map in Figure 1.5.

On January 13, 1840, the Town of Mentor recorded an enactment to forego its name and thereafter be called “New Berlin.” The same year, the Census reported this Town as having the following totals:

- Cattle (including oxen): 202
- Horses: 10
- Swine: 398
- Corn: 1,540
- Oats: 200
- Potatoes (lbs): 2,020

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- Sugar (maple): 6,110
 - Wheat (bushels): 628

Between 1841 and 1850, New Berlin saw the development of its school districts. Districts 1 through 4 were operating by the end of 1850. The District 1 school, located near the intersection of Calhoun Road and National Avenue, served as the informal Town Hall. April 5, 1842 marked the first meeting with Whipple Newell as Moderator, and Judah Phelps as Clerk. Other elected officials included:

- Benjamin Hunkins, Chairman
- Ransom Bruce and George Guile, Supervisors
- Publius V. Monroe, Town Clerk
- Lucien Clark, Sidney Evans, and Daniel Gilbert, Assessors
- S.R. Hunkins, Collector

These new officers represented a fair geographical area within the new Town. For the next several decades, much of the discussion at these meetings centered on road building. Early meetings set road widths of either 49.5 feet or 66 feet, the latter of which stemmed from the full length of a surveyor's chain. Funds for road work came from the residents, either in road taxes or through direct labor. In 1846, the Town had 22 highway districts with local commissioners, which expanded to 42 highway districts by the 1870s. All roads in New Berlin were local roads with the exception of the Janesville Plank Road, which was incorporated in 1848.

Although Waterman Fields' cabin on National Avenue served as the first post office in 1837, it was not until 1851 that Prospect Hill became an official U.S. post office with its own postmark. Also during this time, the first railroad in Wisconsin opened between Milwaukee and Waukesha, passing through Brookfield and greatly advancing the transportation system around New Berlin.

As advancements were made in transportation and government services, New Berlin faced political challenges at the local level. The Town of New Berlin had been a part of Milwaukee County since its establishment, but regional players felt that a new county government was needed for townships in the area. In June of 1846, a motion was introduced into the Territorial legislature to secede sixteen western

townships from Milwaukee County. Preparing a petition for this motion required naming the proposed county; it was during this time that “Waukesha,” the misspelled interpretation of the Potawatomi word “Wauksha” (“fox”), was selected. One hundred and ten individuals voted for separation, while twenty-six voted against the effort.

By 1891, the division of land within the Town of New Berlin had evolved to what is shown in Figure 1.5, which includes an overlay to illustrate the existing road network. Land holdings typically followed the north-south and east-west divisions resulting from the township and range system. Few exceptions to this pattern are evident near what is now Linnie Lac.

The Cultural and Historic Resources element, Chapter Four of this Plan, provides additional information on New Berlin’s history, historic structures, and cultural resources.

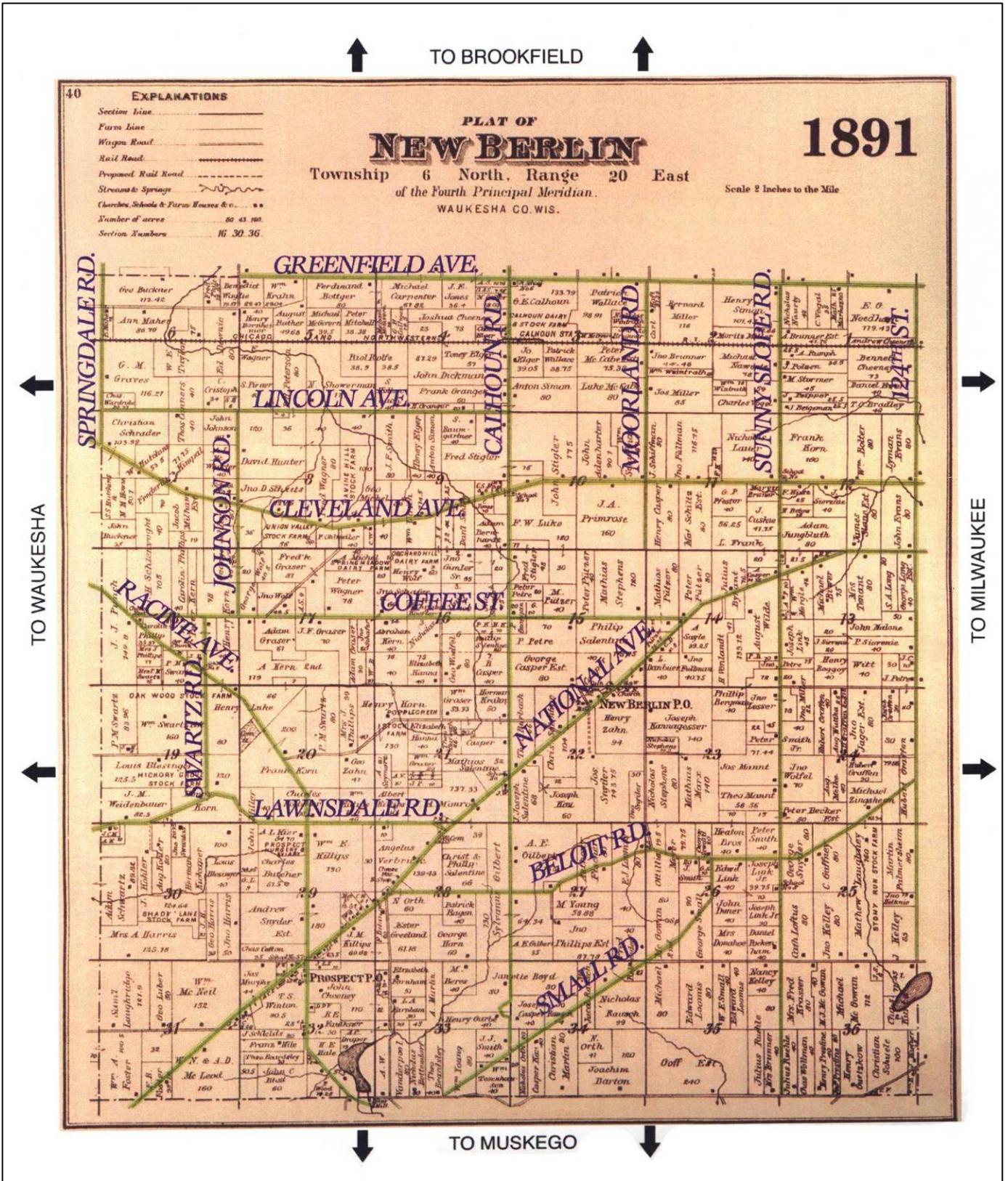


Figure 1.5: 1891 Plat Map of New Berlin.
 Source: New Berlin, Wisconsin to 1900: Not as German as You'd Think.

RECENT SIGNIFICANT DEVELOPMENTS

As New Berlin looks forward ten years with this Plan, it is important to understand changes that have occurred since 2000. A number of developments have been built or approved in New Berlin in recent years. Significant examples include the following

Completed Developments

1. **Biltmore Subdivision:** residential (13 lots, with 5 acre minimum lot size); located at Racine Avenue & Lawnsdale Road
2. **BuySeasons:** commercial office, warehouse, and distribution located off of Moorland Road
3. **Calhoun Road Multi-Tenant Building:** commercial (business/manufacturing); located on Calhoun Road near Rogers Drive
4. **Children's Hospital of Wisconsin, Inc.:** medical office; located at Moorland and Beloit Roads
5. **The Conservancy of New Berlin Subdivision:** residential (67 lots, with dedicated common green space and walking trails); located at Conservancy Drive north of Janesville Road
6. **Elmwood School:** institutional (elementary school); located on Sunny Slope Road between College and Grange Avenues
7. **Hickory Hills Condominiums:** residential (26 4-unit buildings); located on Beloit Road. near IH-43
8. **Holiday Inn:** commercial (hotel); located on Beloit Road., between Moorland Road and IH-43
9. **Moorland Commons:** retail including Michael's and Target; located at Beloit & Moorland Roads, near IH-43
10. **National Regency:** residential (senior housing); located near Sunny Slope Road and National Avenue
11. **New Berlin City Center, Phase I:** mixed use; located near Moorland Road & National Avenue
12. **New Berlin Fire Station #3:** located on Racine Avenue just north of National Avenue
13. **North Oak Condominiums:** residential (5 single-family lots, 5 8-unit buildings, and 6 duplex buildings); located on Beloit Road. at Forest Ridge Drive.
14. **Princeton Club:** commercial (health club); located on Beloit Road., between Moorland Road and IH-43
15. **Qdoba Plaza:** retail and dining; located at National Avenue & Moorland Road

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16. **Rogers Glen Conservation Subdivision:** residential (60 lots with dedicated natural common space); located near Racine & National Avenues
 17. **Ronald Reagan Elementary School:** Institutional; located at National Avenue and Calhoun Road
 18. **Settler's Ridge Rural Conservation Subdivision:** residential (15 lots, with 75% of site preserved as common open space); located off of Wehr Road
 19. **Stonefire Pizza:** retail (dining); located at Moorland & Small Roads
 20. **Sunny Slope Retail Development:** retail; located on Sunny Slope Road near National Avenue
 21. **Texas Roadhouse:** retail (dining); located at Moorland Road & Rock Ridge Drive
 22. **United Heartland:** Office; located on Small Road near Moorland Road
 23. **Victoria Estates:** residential (10 lots); located off of Sunny Slope Road
 24. **Westridge East Development:** commercial (3 large buildings for business/manufacturing); located off of Moorland Road

Completed Developments Since Plan Adoption through Spring 2016

1. **Sendik's New Berlin Plaza:** revitalization of existing shopping plaza along Moorland Road, included Sendik's Grocery Store and addition for Goodwill Store.
2. **City Center at Deer Creek Development:** three 34-unit multifamily buildings (102 total units), located within the City Center along Deer Creek Parkway.
3. **The Heritage of New Berlin – City Center:** 34-unit senior building located along Library Lane within the City Center.
4. **Froedhert Health:** medical office building at Moorland Road and Beloit Road, adjacent to the Children's Hospital of Wisconsin.
5. **Sumitomo Corporation:** industrial, building addition located within the Westridge Business Park.
6. **Zilber I Industrial Building:** 54,155 SF industrial building located at Beloit Road and Emmer Drive. Tenants include Helium Trampoline Park and Royal Paper Corporation.

7. **Prospect Creek Shopping Center:** retail at Moorland Road and Beloit Road intersection, includes three separate buildings for Panera Bread, Arby's, Papa Johns Pizza and Mattress Firm.
8. **Costco Wholesale:** warehouse retail store and a freestanding gas fueling facility near Grange Avenue and Moorland Road.
9. **Denali Ingredients:** 12,000 sq. ft. expansion in the New Berlin Industrial Park along Calhoun Road.
10. **Children of America:** child care facility located within the City Center Phase I retail area.
11. **Dunkin Donuts, Tobin Jewelers and Pure Family Chiropractic:** retail, redevelopment of the former Burger King site was redeveloped.
12. **Zilber II Industrial Building:** 90,000 sq. ft. industrial building located on Beloit Road. Henry Schein, Grand Appliance and Nexius occupy space in the building.
13. **Walmart:** retail, located near Greenfield Avenue and Moorland Road.
14. **Central Pointe Apartments:** residential, 75 one, two and three bedroom apartments located within City Center.
15. **Weatherstone Church:** institutional, 27,000 sq. ft. building addition and parking lot modification near Greenfield and West Lane.
16. **Kohler Ridge Subdivision:** residential, 47-lot conservation subdivision along Lawnsdale Road. Includes approximately 120 acres of permanent open space.
17. **Elizabeth Residence:** institutional/residential, 24-unit Community Based Residential Facility located along Sunny Slope Road, in front of Eisenhower School.
18. **Spincraft:** industrial, approximately 74,000 sq. ft. industrial building at Beloit Road and Towne Drive. .
19. **National Retail Building:** retail, 5,600 SF multi-tenant building along Moorland Road adjacent to the Qdoba Plaza.
20. **Heritage Christian School:** institutional, will reoccupy the former Glen Park School for grades PK through 12.
21. **Starbucks:** retail, redevelopment of Mobil gas station at the corner of Moorland Road and National Avenue.

PLANNING PROCESS

2001 Growth and Development Master Plan

This plan uses the neighborhoods developed as part of the 2001 Growth and Development Master Plan, and used the text as a starting point for updates. Much of the original intent in the 2001 Plan is still reflected in this update.

New Berlin 2020 Comprehensive Plan

The development of this Comprehensive Plan is the combined effort, over a year and a half, between consultants, City staff, elected officials, residents, and property owners. The city was divided into 10 neighborhood planning areas to address specific concerns related to preservation of neighborhood character, local environmental assets, and infrastructure needs. The Plan also recommends development types that are compatible with the goals of the community and will not compromise the health and well-being of New Berlin.

The planning process included numerous venues to gather public input. The following meetings and the website are further described in Chapter 2 of this Plan:

- 17 individual or joint Neighborhood meetings
- 13 Steering Committee meetings
- 4 Plan Commission meetings
- 2 Open Houses
- Staff “Open Office” Hours
- 1 Public Hearing
- Comprehensive Plan website and email

All factors of development are explored in the Comprehensive Plan, including social, economic, environmental, and physical elements. Plan implementation is only successful when these factors are considered as part of the Plan. Healthy communities achieve a balance to provide a quality environment for residents.

- Social issues include those which contribute to the city’s character — gathering areas, civic identity, and the “small town” feeling identified by residents.



STATE OF WISCONSIN:

PRINCIPLES OF SMART GROWTH

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.

- Economic influences include the creation of jobs, balance of City expenses and revenue, and land value influenced by natural amenities.
- Environmental elements consider the quality of soil and water, woodlands, wetlands, and wildlife and how they can exist concurrently with the built environment.
- Physical factors include the actual development of the land — how it looks and feels, what types of development are allowed, and where the development is located.

With the guidance of this Comprehensive Plan, the City is able to make sound decisions when evaluating development proposals. The Plan is a legally adopted tool for guiding future zoning, subdivision, and other regulatory decisions in the City of New Berlin.

COMPREHENSIVE PLAN STRUCTURE

The New Berlin Comprehensive Plan has been prepared under the authority of Wisconsin's Comprehensive Planning Law, Wis. Stats. §66.1001, more commonly referred to as "Smart Growth" Legislation. The 1999 Wisconsin Act 9, and subsequently 1999 Assembly Bill AB 872 and 2001 Wisconsin Act 16, revised planning legislation for all communities in the State. The Smart Growth legislation provides a framework for developing comprehensive plans, procedures for adopting such plans, and requires that any program or action of a community that affects land use must be consistent with the community's comprehensive plan.

The principles of smart growth legislation are in Figure 1.7. Upon adoption, all land use decisions must be consistent with the goals, objectives and policies outlined in the New Berlin Comprehensive Plan.

Steering Committee

The City established a Comprehensive Plan Steering Sub-Committee (the "Subcommittee") to work in conjunction with the Plan Commission in guiding the comprehensive planning process. The Subcommittee contained seventeen members with the following membership: one Mayoral appointee, one appointee from each of the seven aldermanic districts, one member from the development community, two Plan Commission representatives, one member from the Southeastern Wisconsin Regional Planning Commission (SEWRPC), one school

Figure 1.7. Wisconsin Principles of Smart Growth.

district representative, one environmental interest representative, one cultural/historical representative, one small- to mid-size business representative, and one large employer representative. Frequent meetings were held with the Subcommittee throughout the planning process to discuss public input and the overall direction of the plan.

Upon completion of the 2020 plan, the Plan Commission was designated as the Steering Committee for future updates to this plan. The Plan Commission reviewed the 2016 updates on the following dates:

- March 7, 2016 (Phase I)
- April 13, 2016 (Phase I)
- May 2, 2016 (Phase II)
- June 6, 2016 (Public hearing was held for Phase I Chapters 1, 2, 4, 5, 8, 9, 10, 11, 12, 13 and 14)

PLAN GOALS AND OBJECTIVES

The purpose of the New Berlin Comprehensive Plan is to evaluate the assets and opportunities of the area in order to guide new development that builds upon its resources. The long-range purpose of the Plan includes four goals:

- Build upon the strengths of the individual neighborhoods;
- Provide a predictable regulatory process;
- Optimize the long-term value of public and private investments; and
- Generate consensus among residents, businesses, property owners, and associations.

This Comprehensive Plan serves as a guide for both the short-term and long-term redevelopment of New Berlin. It seeks to preserve the unique qualities of the city and direct new development that will improve the value and identity of the community. The Plan includes goals and objectives, an analysis of trends, redevelopment standards and policies and implementation strategies. Also included in the Plan is a summary of the public participation process.

The following city-wide goals and objectives are intended to be a broad guide for the implementation of the community's vision based on the underlying philosophy of the Plan. Individual Neighborhoods are

addressed in subsequent separate chapters, with each of the Comprehensive Plan elements included as a subset of each Neighborhood chapter.

Residential Goals

- Maintain a diversity of housing choices, both in style and price.
- Emphasize owner occupied units for new housing while maintaining rental housing options.
- Consider the following statement, as established by the Steering Committee: “Conservation housing concepts are desired in unsewered areas of the city.”
- Utilize sustainable best management practices for stormwater management.

Commercial Goals

- Build on the diversity and quality of new development and redevelopment commercial centers.
- Identify commercial corridors for redevelopment.
- Integrate open space features in new and redeveloped commercial areas.
- Utilize sustainable best management practices for on-site stormwater management.

Industrial Goals

- Build on the existing success of the industrial districts to insure competitiveness with other industrial land in the metro area.
- Identify areas for industrial expansion within the city by focusing on the South Moorland Road Corridor area. Utilize sustainable best management practices for stormwater management.

Institutional, Public and Open Space Goals

- Create or redevelop civic and institutional places that are welcoming places for people to gather and serve as visual or symbolic landmarks for the community.
- Encourage integration of significant green space within redevelopment areas.

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- Encourage the interconnection of green spaces and local trails.

Transportation, Parking, and Infrastructure

Goals

- Create a hierarchy within the public right of way that successfully accommodates automobiles, trucks, bicycles, and pedestrians.
- Identify transportation facilities for redevelopment.
- Encourage shared parking among adjacent commercial, institutional, and/or industrial uses.

COMPREHENSIVE PLAN ADOPTION

On November 2, 2009, the New Berlin Plan Commission formally adopted the Comprehensive Plan. Figure 1.8.

On December 8, 2009 the New Berlin Common Council adopted the Comprehensive Plan via Ordinance No. 2422. Figure 1.9.

A handful of updates to the Comprehensive Plan have been completed since the initial adoption in 2009. Figure 1.7-1 provides a list of each update:

	Neighborhood	Address or Planning Area	Project Name	ORD #	Date Approved
1	N/A	N/A	Addendum #1 to the City's Storm Water Management Master Plan and a new Park and Open Space Plan for 2010	ORD 2427	3/29/2010
2	E - National Avenue Corridor East	City Center	City Center	ORD 2457	8/2/2011
3	A - Greenfield Avenue	17525 W. Greenfield Avenue, 1400 & 1426 S. West Lane.	Weatherstone Church	ORD 2480	1/10/2012
4	E - National Avenue Corridor East	3055 S. 128th Street	Linda Flood	ORD 2484	3/13/2012
5	E - National Avenue Corridor East	N/A	Housing Chapter & City Center	ORD 2492	9/11/2012
6	A - Greenfield Avenue	15205 W. Greenfield Avenue (Tax Keys #'s: 1158-999 & 1158-996-001)	Norman Rupnow / Walmart	ORD 2504	5/14/2013
7	A - Greenfield Avenue	15205 W. Greenfield Avenue (Tax Keys #'s: 1158-999 & 1158-996-001) & 15355 W. Greenfield Avenue (Tax Key #: 1158-997)	Norman Rupnow / Highland Memorial Park Inc. / Walmart	ORD 2510	8/27/2013
8	G - Sections 26 & 35 and H - Westridge & Moorland Road	Sections 34 & 35	South Moorland Road Corridor	ORD 2553	10/13/2015
9	E - National Avenue East Corridor	3705 S. Moorland Road (Tax key #: 1212053) & 15615 Churchview Drive (Tax key #: 1212054)	National Avenue Neighborhood Retail Building	ORD 2543	5/12/2015
10	B - West Lincoln Avenue & Western Area	Approximately 21025, 20640 & 21300 W. Lawnsdale Road (Tax Keys: 1269-999003, 1228-999, 1227-999 & 1269-996)	Kohler Ridge Subdivision	ORD 2545	7/28/2015

Figure 1.7-1. List of Comprehensive Plan Amendments Since Adoption

2016 Overall Update

On June 6, 2016, the New Berlin Plan Commission formally adopted the updates to the Comprehensive Plan via Resolution 16-01. Figure 1.10.

On June 14, 2016 the New Berlin Common Council adopted the updates to the Comprehensive Plan via Ordinance No. 2568. Figure 1.11.

RESOLUTION NUMBER 09-02

A Resolution Adopting the City of New Berlin 2020 Comprehensive Plan

WHEREAS, Section 66.1001(4) of the Wisconsin Statutes, establish the required procedure for a local government to adopt a comprehensive plan and Section 66.1001(2) identifies the required elements of a comprehensive plan; and

WHEREAS, The City of New Berlin Plan Commission appointed a Comprehensive Plan Steering Sub-Committee consisting of 17 individuals representing a broad spectrum of community interests including representatives from each aldermanic district, small and large business owners, the Metropolitan Builder's Association, Plan Commission, Parks & Recreation Commission, Southeast Wisconsin Regional Planning Commission, New Berlin School District, an environmental interest and a representative with a cultural/historical interest which was charged with assisting the Plan Commission with the task of preparing an update to the City's Comprehensive Plan, and

WHEREAS, The Comprehensive Plan Steering Sub-Committee met during the course of 2008 and 2009 and reviewed and helped to complete the draft plan chapters in accordance with the Smart Growth Law, and

WHEREAS, The planning process was open to the public and numerous efforts were made to assure the broadest participation to establish the goals and elements considered for and contained within the comprehensive plan in compliance with Section 66.1001 of the Wisconsin State Statutes, and

WHEREAS, The City of New Berlin has prepared a Public Participation Plan that was adopted by the Plan Commission on September 10, 2007 and the Common Council on September 25, 2007 a copy of which is attached hereto as Exhibit A.

WHEREAS, The planning process included over 20 public meetings including two (2) Neighborhood Meetings for each neighborhood, 13 Steering Sub-Committee meetings, 29 Staff Open Office Hour sessions, two (2) Public Open Houses on September 9th and 10th, a Public Hearing held October 7, 2009 and presentations to the Plan Commission; and

WHEREAS, the City of New Berlin Plan Commission has the authority to adopt the Comprehensive Plan by resolution and also to recommend that the Common Council adopt the comprehensive plan via Ordinance; and

WHEREAS, the City of New Berlin has prepared the "City of New Berlin 2020 Comprehensive Plan", which is attached as Exhibit B, containing all maps and other descriptive materials, to be the comprehensive plan for the City; and

Figure 1.8. Plan Commission Resolution Adopting the Comprehensive Plan.

WHEREAS, the City has duly noticed a public hearing on the aforementioned comprehensive plan and the Plan Commission has held the public hearing on October 7, 2009.

NOW, THEREFORE, BE IT RESOLVED, that the Plan Commission of the City of New Berlin hereby adopts the attached City of New Berlin 2020 Comprehensive Plan as the City's comprehensive plan, recognizing that the Common Council must also adopt the Comprehensive Plan via Ordinance for it to become effective; and

BE IT FURTHER RESOLVED that the Plan Commission does hereby recommend that the Common Council adopt Ordinance No. 2422, which will constitute its adoption of the Comprehensive Plan.

Passed and adopted by the Plan Commission on this 2nd day of November 2009.

APPROVED:


Jack F. Chiovatero, Mayor

Certified/Countersigned:


Gregory Kessler, AICP
Plan Commission Secretary

Figure 1.8. Plan Commission Resolution Adopting the Comprehensive Plan.

ORDINANCE NO. 2422

AN ORDINANCE TO ADOPT THE CITY OF NEW BERLIN 2020 COMPREHENSIVE PLAN

The Common Council of the City of New Berlin do ordain as follows:

SECTION I

Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the City of New Berlin, is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

SECTION II

The Common Council of the City of New Berlin, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

SECTION III

The Plan Commission of the City of New Berlin by a majority vote of the Commission recorded in its official minutes, has adopted Resolution 09-02 recommending to the Common Council the adoption of the document entitled "City of New Berlin 2020 Comprehensive Plan" containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

SECTION IV

The City has held at least one public hearing on October 7, 2009 on this Comprehensive Plan, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

SECTION V

The Common Council of the City of New Berlin, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "City of New Berlin 2020 Comprehensive Plan," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

SECTION VI

All ordinances or parts of ordinances contravening the terms and conditions of this ordinance are hereby to that extent repealed.

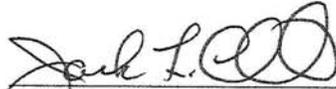
SECTION VI

This ordinance shall take effect upon passage and publication as approved by law.

Figure 1.9. City of New Berlin Ordinance No. 2422.

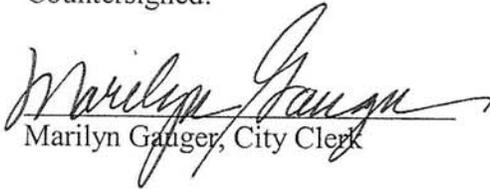
PASSED AND ADOPTED by the Common Council this 8th day of December , 2009.

APPROVED:



Jack F. Chiovatero, Mayor

Countersigned:


Marilyn Ganger, City Clerk

New Berlin/Ordinances/Comprehensive Plan

Figure 1.9. City of New Berlin Ordinance No. 2422.

RESOLUTION NUMBER 16-01

A Resolution adopting the amendments to the City's 2020 Comprehensive Plan Chapter 1 – Introduction, Chapter 2 – Issues and Opportunities, Chapter 4 – Cultural Resources, Chapter 5 – Agricultural & Natural Resources, Chapter 8 – Wastewater & Water Distribution Utilities, Chapter 9 – Community Facilities, Chapter 10 – Land Use, Chapter 11 – Neighborhood A (Greenfield Avenue Corridor), Chapter 12 – Neighborhood B (West Lincoln Avenue & Western Area), Chapter 13 – Neighborhood C (New Berlin Industrial Park), Chapter 14 – Neighborhood D (Urban Neighborhood North)

WHEREAS, Section 66.1001(4) of the Wisconsin Statutes, establish the required procedure for a local government to adopt a comprehensive plan and Section 66.1001(2) identifies the required elements of a comprehensive plan; and

WHEREAS, The planning process was open to the public and numerous efforts were made to assure the broadest participation to establish the goals and elements considered for and contained within the comprehensive plan in compliance with Section 66.1001 of the Wisconsin State Statutes, and

WHEREAS, The City of New Berlin prepared and followed a Public Participation Plan that was adopted by the Plan Commission on September 10, 2007 and the Common Council on September 25, 2007 a copy of which is on file in the Department of Community Development; and

WHEREAS, the City of New Berlin Plan Commission has the authority to adopt the Comprehensive Plan and associated amendments as necessary by resolution and also to recommend that the Common Council adopt the comprehensive plan and associated amendments as necessary via Ordinance; and

WHEREAS, the City of New Berlin prepared the "City of New Berlin 2020 Comprehensive Plan", which is on file with the Department of Community Development and available on the City's website www.newberlin.org, containing all maps and other descriptive materials, to be the comprehensive plan for the City; and

WHEREAS, that the Plan Commission of the City of New Berlin adopted the City of New Berlin 2020 Comprehensive Plan as the City's comprehensive plan via Resolution No. 09-02 on November 2nd, 2009, and the Common Council adopted the Comprehensive Plan via Ordinance # 2422 on December 8th, 2009; and has been amended from time to time; and

WHEREAS, development within the City should be monitored on an ongoing basis, and compared to the City goals and objectives outlined throughout the Plan to ensure that current policies are achieving the intended results. Comprehensive Plan Chapter 22, Implementation states, "*This Plan is intended to be changed and revised over time. The City's values, goals, and capabilities may change as New Berlin grows, and the Plan must be amended to reflect those changes. The Plan should be reviewed and amended at least once every year.*" This project includes an overall general update to the Comprehensive Plan.

WHEREAS, Department of Community Development Staff prepared amendments to the chapters listed below within the City's adopted 2020 Comprehensive Plan that are now completed and need to be incorporated into the City's adopted Comprehensive Plan:

Figure 1.10. Plan Commission Resolution Adopting the Comprehensive Plan Amendments in 2016.

- Chapter 1 – Introduction
- Chapter 2 – Issues and Opportunities
- Chapter 4 – Cultural Resources
- Chapter 5 – Agricultural & Natural Resources
- Chapter 8 – Wastewater & Water Distribution Utilities
- Chapter 9 – Community Facilities
- Chapter 10 – Land Use
- Chapter 11 – Neighborhood A (Greenfield Avenue Corridor)
- Chapter 12 – Neighborhood B (West Lincoln Avenue & Western Area)
- Chapter 13 – Neighborhood C (New Berlin Industrial Park)
- Chapter 14 – Neighborhood D (Urban Neighborhood North)

WHEREAS, it is necessary to incorporate these amendments into the City's adopted 2020 Comprehensive Plan Chapters 1, 2, 4, 5, 8, 9, 10, 11, 12, 13 and 14. A copy of the amended chapters is attached as Exhibit A. Amendments to an adopted comprehensive plan pursuant to WI State Statute 66.1001 require a Class I notification along with a public hearing.

WHEREAS, the Plan Commission reviewed the proposed amendments on March 7, 2016, April 13, 2016 and June 6, 2016 and approved the amendments to City of New Berlin 2020 Comprehensive Plan Chapters 1, 2, 4, 5, 8, 9, 10, 11, 12, 13 and 14, on June 6, 2016 following approximately one month of public comment from the date of the public notice; and

WHEREAS, the City duly noticed a public hearing on the aforementioned comprehensive plan amendments and the Plan Commission held the public hearing on June 6, 2016.

WHEREAS, the Plan Commission of the City of New Berlin by a 6-0 vote of the Commissioners present and voting recorded in its official minutes, adopted Resolution #: 16-02 recommended approval of this comprehensive plan amendment on June 6, 2016.

NOW, THEREFORE, BE IT RESOLVED, that the Plan Commission of the City of New Berlin hereby accepts and adopts the attached City of New Berlin 2020 Comprehensive Plan amendments to Chapters 1, 2, 4, 5, 8, 9, 10, 11, 12, 13 and 14, recognizing that the Common Council must also adopt the comprehensive plan amendments via Ordinance for it to become effective; and

BE IT FURTHER RESOLVED that the Plan Commission does hereby recommend that the Common Council adopt Ordinance #: 2568, which will constitute its adoption of the comprehensive plan amendments.

Passed and adopted by the Plan Commission on this 6th day of June 2016.

APPROVED:

 David A. Ament, Mayor

Certified/Countersigned:

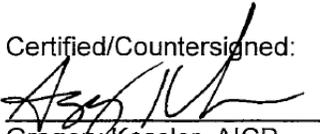

 Gregory Kessler, AICP
 Plan Commission Secretary

Figure 1.10. Plan Commission Resolution Adopting the Comprehensive Plan Amendments in 2016.

ORDINANCE NO. 2568

An ordinance adopting the amendments to the City's 2020 Comprehensive Plan Chapter 1 – Introduction, Chapter 2 – Issues and Opportunities, Chapter 4 – Cultural Resources, Chapter 5 – Agricultural & Natural Resources, Chapter 8 – Wastewater & Water Distribution Utilities, Chapter 9 – Community Facilities, Chapter 10 – Land Use, Chapter 11 – Neighborhood A (Greenfield Avenue Corridor), Chapter 12 – Neighborhood B (West Lincoln Avenue & Western Area), Chapter 13 – Neighborhood C (New Berlin Industrial Park), Chapter 14 – Neighborhood D (Urban Neighborhood North)

The Common Council of the City of New Berlin do ordain as follows:

SECTION I

Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the City of New Berlin, is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

SECTION II

The Common Council of the City of New Berlin, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes.

SECTION III

The Plan Commission of the City of New Berlin by a 6-0 vote of the Commission members present and voting as recorded in its official minutes, adopted Resolution #: 16-01 on June 6, 2016 recommending to the Common Council the adoption of the document entitled "A Resolution adopting the amendments to the City's 2020 Comprehensive Plan Chapter 1 – Introduction, Chapter 2 – Issues and Opportunities, Chapter 4 – Cultural Resources, Chapter 5 – Agricultural & Natural Resources, Chapter 8 – Wastewater & Water Distribution Utilities, Chapter 9 – Community Facilities, Chapter 10 – Land Use, Chapter 11 – Neighborhood A (Greenfield Avenue Corridor), Chapter 12 – Neighborhood B (West Lincoln Avenue & Western Area), Chapter 13 – Neighborhood C (New Berlin Industrial Park), Chapter 14 – Neighborhood D (Urban Neighborhood North)," a copy of the text amendments to the chapters are attached as Exhibit A, which contain amendments to the elements specified in section 66.1001(2) of the Wisconsin Statutes.

SECTION IV

The City held a public hearing on June 6, 2016 on these Comprehensive Plan amendments, in compliance with the requirements of Section 66.1001(4)(d) of the Wisconsin Statutes.

SECTION V

The Common Council of the City of New Berlin, Wisconsin, does, by enactment of this ordinance, formally accept the documents entitled, City of New Berlin Plan Commission Resolution

Figure 1.11. City of New Berlin Ordinance No. 2568.

16-01 “A Resolution adopting the amendments to the City’s 2020 Comprehensive Plan Chapter 1 – Introduction, Chapter 2 – Issues and Opportunities, Chapter 4 – Cultural Resources, Chapter 5 – Agricultural & Natural Resources, Chapter 8 – Wastewater & Water Distribution Utilities, Chapter 9 – Community Facilities, Chapter 10 – Land Use, Chapter 11 – Neighborhood A (Greenfield Avenue Corridor), Chapter 12 – Neighborhood B (West Lincoln Avenue & Western Area), Chapter 13 – Neighborhood C (New Berlin Industrial Park), Chapter 14 – Neighborhood D (Urban Neighborhood North),” a copy of the text amendments to the chapters are attached as Exhibit A pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

SECTION VI

All ordinances or parts of ordinances contravening the terms and conditions of this ordinance are hereby to that extent repealed.

SECTION VII

This ordinance shall take effect upon passage and publication as approved by law.

SECTION VIII

The several sections of this ordinance are declared to be severable. If any section shall be declared by decision of a court of competent jurisdiction to be invalid, such decision shall not affect the validity of other portions of the ordinance.

PASSED AND ADOPTED by the Common Council this 14th day of June, 2016.

APPROVED:


David A. Ament, Mayor

Countersigned:

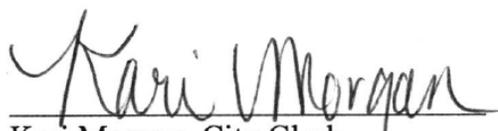

Kari Morgan, City Clerk

Figure 1.11. City of New Berlin Ordinance No. 2568.