

# CHAPTER 12: NEIGHBORHOOD B

## WEST LINCOLN AVENUE & WESTERN AREA

Revisions approved by Council on 7/28/2015 via Ordinance #2545 and on 6/14/16 via Ordinance #2568.

### PLANNING CONTEXT

Neighborhood B consists of three concept areas as outlined in the 2001 Growth and Development Master Plan (GDMP): West Lincoln Avenue, West Side Open Space, and The Quarries. The neighborhood is bounded by the Union Pacific rail line to the north, the City limits to the west, Calhoun Road to the east, and National Avenue to the south (Figure 12.1).

Neighborhood B is unique to the city in terms of land use and development character. The area currently includes conservation subdivisions, agricultural land, and undeveloped land not served by sewers. Current zoning regulations permit a maximum of one dwelling unit per five acres. The neighborhood is not served by sewers, and only a small portion is anticipated to be served by sewers through the New Berlin Urban Service Area Boundary. The occasional large lot subdivision is served by either septic or mound systems. Environmentally sensitive areas are distributed throughout the neighborhood, and are valuable to both the City and the region as an aquifer recharge area.

There is a desire to balance the preservation of the rural and environmental character with the need to maintain adequate property values for area landowners. In addition, access and mobility to and through the area (trails and pathways) will require careful planning in conjunction with area property owners.

There are several sand and gravel quarries located in the western half of New Berlin that vary in condition and operational cycle. Some are near “completion” while others may have several decades or more of useful life remaining. Planning issues for the quarries include land use, nuisance and environmental impact, jurisdiction of the monitoring and enforcement of restoration plans, and the long-term reuse of the property once the quarry operations are complete. Refer to

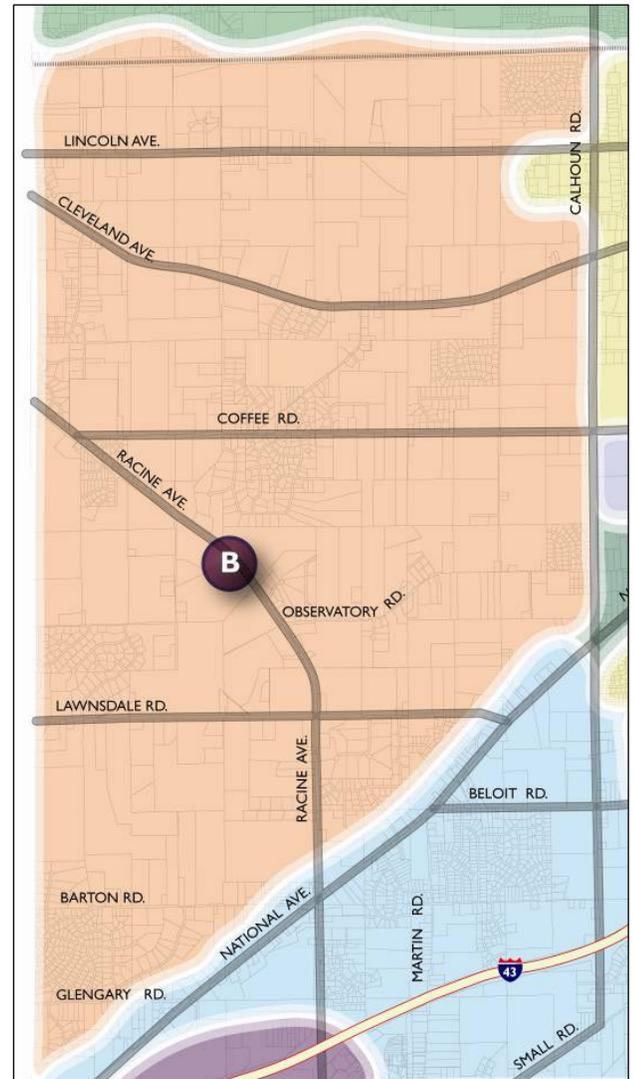


Figure 12.1. Neighborhood B Context Map.

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Neighborhood J for additional quarry operations not located within Neighborhood B.

The West Lincoln Avenue area offers a unique set of challenges for balancing development with preservation. Considered to be an industrial zone, this area is a mix of industrial, conservation, residential, and agricultural zoning. It is not served by public utilities, and some sites may have restrictions for septic systems due to the years of soils disturbance from sod farms, peat mining and fill operations. Much of the area is in a floodplain, and the railroad is currently a barrier to the north. Water for fire protection will need to be addressed as public water is not available in this area.

While there are various barriers to development, the Lincoln Avenue corridor is designated for future industrial developments and has the potential to accommodate some of the forecasted job demand for the City. The area is near the interstate and adjacent to existing industrial parks. The rail line could be an asset for new businesses that locate in the corridor. The City recognizes that major changes in this area will involve overcoming substantial barriers, ensuring due diligence on the part of property owners, and requiring detailed planning so that proper land uses are established.

## PUBLIC INPUT

### Initial Neighborhood Meeting

On September 10, 2008, residents and property owners in Neighborhood B met to learn about the comprehensive planning process and to complete an image preference survey. For the survey, attendees were instructed to rate individual images based on two factors: 1) whether or not the use was desirable for their neighborhood, and 2) whether or not they liked the overall image. Prompts were provided with each image, e.g. "setback", "building character", etc., that helped to focus the rating for each image. Fifty-four attendees completed the image preference survey. Additional information regarding these surveys is provided in Figure 12.2.

Attendees were to rate the images only for their neighborhood, not the entire city. After the survey, attendees had an opportunity to discuss what uses they would like to see in New Berlin as a whole. The

**New Berlin Comprehensive Plan Update**

**DESIGN PREFERENCE SURVEY  
BACKGROUND INFORMATION - Neighborhood B (54)**

1. **WHAT IS YOUR GENDER?**
  - FEMALE = 44.5%
  - MALE = 55.5%
2. **HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD ON A REGULAR BASIS?**
  - 1 = 13.2%
  - 2-3 = 69.8%
  - 4-5 = 13.2%
  - 6 OR MORE = 3.7%
3. **OF THOSE LIVING IN YOUR HOUSEHOLD, HOW MANY ARE CHILDREN (UNDER THE AGE OF 18 YEARS OLD)?**
  - 0 = 83.0%
  - 1-2 = 13.2%
  - 3-5 = 3.7%
  - 6 OR MORE
4. **WHAT IS YOUR AGE?**
  - UNDER 18 YEARS OLD
  - 18-24 YEARS OLD = 1.8%
  - 25-34 YEARS OLD = 5.6%
  - 35-44 YEARS OLD = 11.3%
  - 45-54 YEARS OLD = 24.5%
  - 55-64 YEARS OLD = 26.4%
  - 65 YEARS OR OLDER = 30.1%
5. **HOW LONG HAVE YOU LIVED IN NEW BERLIN?**
  - LESS THAN A YEAR = 1.8%
  - 2-3 YEARS = 1.8%
  - 3-5 YEARS = 9.4%
  - 6-10 YEARS = 5.6%
  - 11-20 YEARS = 32.0%
  - MORE THAN 20 YEARS = 49.0%
  - DO NOT LIVE IN NEW BERLIN
6. **WHAT TYPE OF RESIDENTIAL BUILDING DO YOU LIVE IN?**
  - SINGLE FAMILY = 98.1%
  - DUPLEX
  - MULTI-FAMILY (MORE THAN 2 UNITS)
  - CONDOMINIUM = 1.9%
  - MOBILE HOME
  - ELDERLY HOUSING
  - OTHER (PLEASE SPECIFY)
7. **DO YOU OWN OR RENT YOUR HOME?**
  - OWN = 100%
  - RENT
  - OTHER (PLEASE SPECIFY)
8. **WHERE DO YOU LIVE IN NEW BERLIN? (USE MAP ON BACK OF THIS PAGE)**
  - AREA A
  - AREA B
  - AREA C
  - AREA D
  - AREA E
  - AREA F
  - AREA G
  - AREA H
  - AREA I
  - AREA J
9. **DO YOU WORK IN NEW BERLIN?**
  - YES = 25.0%
  - NO = 75.0%
10. **PLEASE WRITE AN "X" TO INDICATE THE TYPES AND NUMBER OF PROPERTIES YOU OWN IN NEW BERLIN:**

	1 property	2-3 properties	4 or more properties	I do not own this type of property
Residential	50	4	1	
Commercial				
Industrial	3	1		
Other	4	5		

Figure 12.2. Background Information Summary for Neighborhood B Listening Session Survey Respondents.

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highest-rated images for each of the following two categories are shown throughout this chapter: These are the categories where the average score was positive, indicating support for these land uses.

- Road Design -- Preferred images were rural roads with no curbs, two-way traffic, and no paths and trails within the right-of-way.
- Open Space -- Desired characteristics included the agricultural and natural views, preserved open spaces, local trails and paths, and active recreation.

Attendees also rated images for the following five categories. The average scores were negative, indicating limited support for these land uses.

- Commercial Retail
- Business Office / Light Industrial
- Multi-family Housing
- Parking
- Commercial Signage

Subsequent discussion at the neighborhood meeting supported that these uses were not desirable in the neighborhood. Appendix K provides the full summary of highest-rated and lowest-rated images for Neighborhood B.

### Neighborhood Review Meeting

The neighborhood reconvened on March 4, 2009 to review the results of the survey and future land use recommendations. Attendees supported continued low-density residential for the majority of Neighborhood B. Lincoln Avenue was discussed in terms of potential business park or light industrial uses with the site constraints of no sewer or water. There was support for low intensity light industrial if the soils could support such development. There was continued support to not continue Johnson Road south to Lincoln Avenue, a decision that was made previously by the Common Council. Discussions also focused on the long-term future land use category of agriculture. The attendees were split on this issue between: a) encouraging continued agricultural uses but not limiting current A-1 zoned parcels to only be agriculture in the future and b) requiring A-1 zoned parcels to be agriculture on the Future Land Use map.

## VISION

The area of New Berlin generally west of Calhoun Road should be a regional model of rural development. Any development shall occur as a mix of conservation development, farms, large areas of preserved open spaces, rural trails and facilities, and small-scale neighborhood-oriented retail. Development in this area will incorporate environmental protection as a basic value, including its importance as an aquifer recharge area.

The quarries will continue to operate as economically productive uses providing a valuable resource to the regional economy. The land use and environmental impacts of the quarries will be mitigated through continued monitoring of their operations, compliance with applicable laws, and the use of techniques such as landscaping, setbacks, and berms. Plans have been approved for the eventual restoration of the property when the mining operations are complete. Over the next several years, these areas should begin their restoration phases.

The preliminary plat for Kohler Ridge Subdivision was approved by the Common Council on January 12, 2016. The subdivision will encompass a portion of the Kohler Sand & Gravel Mine and will result in the complete restoration of approximately 65 acres of formerly mined land.

The vision for the West Lincoln Avenue area is to develop it into a unique business park environment with campus settings designed around environmentally sensitive areas. Clean, environmentally sensitive light industrial and office parks will be encouraged. Private on-site wastewater treatment systems will need to be evaluated on a site-by-site basis. Larger assemblages of environmentally sensitive or floodplain areas will be preserved as either publicly or privately owned open space. The farthest western portion of Lincoln Avenue is designated for country residential developments. Potential uses along this corridor could include corporate headquarters, business offices, or uses needing railroad access.

## DEVELOPMENT POLICIES

The development policies are divided into three general areas to respond to the diversity of character within the West Side neighborhood: West Lincoln Avenue, West Side Open Space, and The Quarries (Figure 12.3).



Figure 12.3. Neighborhood B Sub-Areas.

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## West Lincoln Avenue

1. Given the substantial barriers to planning and development, a separate plan should be established for the West Lincoln Avenue corridor that recognizes the long-term commitment on the part of the City.
2. Public sanitary sewer service shall not be extended into this area, with the exception of parcels designated to be within the Urban Service Area Boundary as amended by the City.
3. Development along Lincoln Avenue shall not occur until the following conditions are met: any proposed development shall dedicate the proper road right of way; shall adhere to the Rural Design Cross sections identified in the Developer's Handbook for any necessary roadway improvements and shall provide field delineations when required to do so by Code. In addition, stormwater drainage and floodplain issues are to be accommodated; a reclamation plan needs to be on file by an Engineer certifying the bearing capacity; utilities are available (adequate plan for sewer and water); and groundwater, floodwater, and stormwater have been adequately accommodated. If sewer and water are not provided, businesses that have a low intensity and do not require sewer should be targeted. Alternative techniques for water will need to be explored to provide for fire safety and building code requirements.
4. Larger assemblages of properties should be the priority for this corridor. Pull land together in larger components rather than in a piecemeal fashion. Agreements should be sought among landowners to come together when projects arise.
5. Any future development requiring coordinated access in this area may require the applicants to submit a surety instrument to the City to cover future public improvements and cost contributions.

## West Side Open Space

1. Public sanitary sewer service shall not be extended into this area, with the exception of parcels designated to be within the Urban Service Area Boundary as amended by the City.
2. While agricultural uses are encouraged to remain, it is recognized that the area may develop for residential conservation subdivisions. Residential uses shall be permitted and accommodated pursuant to these policies. As agricultural lands transition to residential developments, the subdivision

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design should incorporate farming and agriculture uses as viable open space options.

3. Where development may occur, encourage rural open space subdivisions that preserve the rural character and sensitive natural areas. Regulations have been developed that require open spaces to be incorporated into these subdivisions, while allowing smaller lots to be clustered on lands most suited for development. Areas that are environmentally sensitive such as wetlands and recharge areas shall be established as priority areas for open space preservation.
4. The allowable base density, before incentives or bonuses, is one dwelling unit per five acres for new developments, with a requirement that an applicant demonstrate the capability of providing private on-site wastewater treatments systems that satisfy County and State regulations. Applicants should refer to the City Zoning and Development Code for regulations relating to this standard.
5. While it is recognized that State regulations for private on-site sewage treatment systems may evolve over time, it is the policy of the City of New Berlin that these possible changes do not affect this maximum allowable density.
6. Explore and implement amenities that are consistent with a rural theme, such as equestrian facilities, trails, bed and breakfasts, nature preserves, parks, community gardens, agricultural businesses, and others.

### The Quarries

1. Continue to monitor the land use related operations and impacts associated with the quarries, including visual impact, noise, truck traffic, off-site dust migration, storm water runoff and others.
2. Encourage the retrofitting of the mining facilities with features that mitigate land use impacts where appropriate, such as landscaping and berms, truck washing facilities, dust reduction measures and others.
3. Expansion and/or changes in land use in the quarry areas should be discouraged unless it can be demonstrated that expansion and/or changes can occur in a compatible way with existing residential uses, and without interference with proposed policies.
4. Work with mine operators and the DNR to accelerate the restoration and final use plans for the quarries.
5. Encourage the reuse of quarry land for uses such as parks with limited other uses as defined in an approved reclamation plan.

6. The quarry located in the northwest corner of Lawnsdale Road and Racine Avenue is a potential site for rural commercial land uses with an emphasis on outdoor recreation.



Figure 12.4. Highest-Rated Image for Open Space.



Figure 12.5. Second Highest-Rated Image for Open Space.



Figure 12.6. Third Highest-Rated Image for Open Space.

## AGRICULTURAL AND CULTURAL RESOURCES

Agricultural lands exist in the western half of the City and contribute to the rural and natural character of the community. Agricultural lands are encouraged to continue as a permitted use. All existing agricultural lands are considered transitional and should provide area landowners with unique farming opportunities. Local food production, artisan farming, and hobby farming are encouraged as ways to maintain farmland in the city.

### Survey Results: Open Space

Figures 12.4 through 12.6 illustrate the three highest-rated images for open space in Neighborhood B. Desired characteristics included the agricultural and natural views, preserved open spaces, local trails and paths, and active recreation.

### Recommendations

- A-1 zoned lands should be identified as a transitional use.
- Open space within conservation subdivisions should be permitted to be farmed.

The New Berlin Landmarks Commission and the City jointly identified and mapped a series of cultural landmarks, many of which are located in Neighborhood B. The city-wide New Berlin Landmarks map is provided in Chapter 4. Several designated landmarks are located in Neighborhood B:

- Andrew L. McWhorter House, c. 1850
- Calhoun Mounds
- Clark-Pitman-Milham House & Barn, c. 1855
- Coffee Street
- Early 1900s Knife Found (near Poplar Creek)
- Graser Homestead, c. 1867
- Lindsey-Murphy-Heinz-Sisson Farmstead, c. 1840
- MAS Observatory, c. 1936

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- Native American Encampment Village (consisted of 200-500 people along Poplar Creek)
  - Native American Remains and Burial Location Found in the Pitzka Barn (500-1,000 late Woodland and Hopewell Indians)
  - Nicolaus Victorian Farmhouse, c. 1900

The neighborhood also houses two cemeteries that are designated landmarks:

- 1<sup>st</sup> German Reform Church Cemetery
- Sittle Cemetery
- New Berlin Center Cemetery – designated November 21, 2013

Neighborhood B also includes five historic districts as identified by the City:

- Coffee Street / Cornfalfa Farms, located along Coffee Road from Racine Avenue on the west past Calhoun Road to the east,
- Lincoln Avenue Log Road, located along Lincoln Avenue from just west of Johnson Road to Calhoun Road,
- Observatory & Woelfel Roads, running east-west and north-south along both roads and generally bounded by Racine Avenue, Coffee Road, and Calhoun Road.
- Prospect Hill Settlement, located north of Interstate 43 and west of Racine Avenue,
- Stigler Nature Preserve, located west of Calhoun Road and south of Lincoln Avenue,

## NATURAL RESOURCES

Neighborhood B is primarily Country Residential and Suburban Residential land use with some Business Park/Industrial along Lincoln Avenue, and quarry and park along Racine Avenue. Shoreland-Wetland Conservancy Zoning is scattered throughout the neighborhood

Sensitive features include streams, wetlands and environmental corridors located throughout the neighborhood.

In addition, potential soil limitations exist that should be considered when reviewing plans for development in the neighborhood. Hydric soils, poorly drained soils, and areas with slopes greater than 12% are all considerations in Neighborhood B.

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Refer to Chapter 5 – Agricultural & Natural Resources and the applicable regulating agencies for natural resources maps and additional information.

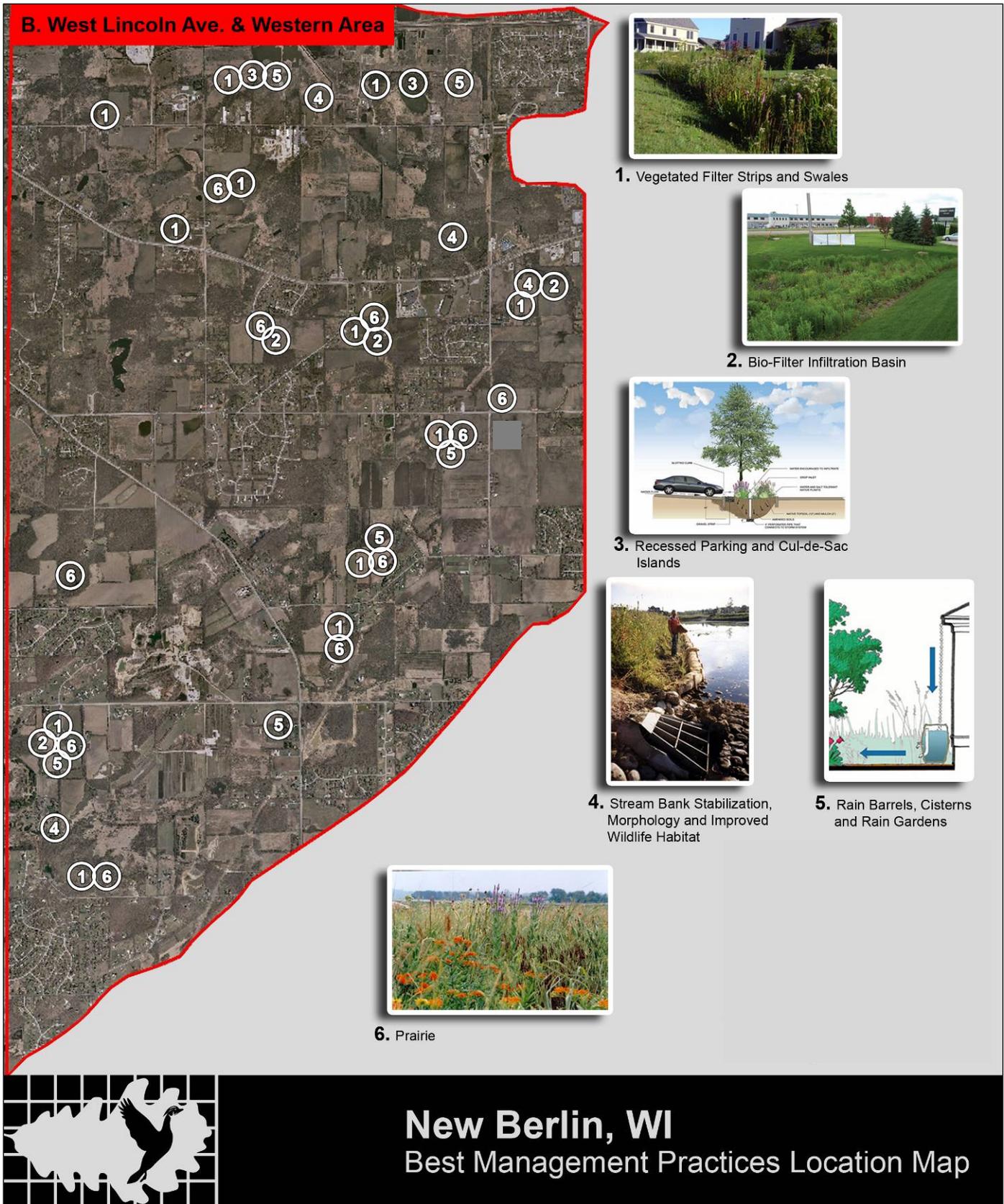


Figure 12.9. Best Management Practices Map for Neighborhood B.  
Source: Applied Ecological Services, Inc.

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## Recommendations

There is a great deal of space for implementing large scale Best Management Practices (BMPs). See Figure 12.9 for a diagram of recommended BMP locations.

1. Vegetated swales are also effective in filtering pollutants and reducing storm water runoff velocity, in direct contrast to piped storm sewer conveyances. They can be implemented in narrow locations typically found between buildings and parking lots found throughout business and industrial complexes. Vegetated swales can be flatter than typical turf grass swales to increase residence time and to promote infiltration and evapotranspiration. This increases the spacing of catch basins or can eliminate the need for piped storm sewer conveyance in new construction.
2. Bio-filter infiltration basins can be provided as an alternative to detention basins in the central and southwest portion of the neighborhood to promote infiltration and groundwater recharge.
3. Recessed parking lot islands can be incorporated into the many parking lots that are required for the business and industrial buildings planned along Lincoln Avenue. Parking lots can be pitched toward recessed islands containing native vegetation that filters pollutants from stormwater runoff. This also reduces the amount of curb and storm sewer required for drainage. Furthermore, native vegetation withstands pollutants such as hydrocarbons and road salts more effectively than turf grass.
4. Stream banks along Mill Creek and Poplar Creek should be inspected for areas that need to be stabilized to prevent further soil erosion. In conjunction with the above-mentioned BMPs, stream bank stabilization will improve aquatic wildlife, improve water quality, and reduce flooding.
5. To reduce the velocity and quantity of stormwater runoff from small business to industrial building roofs, rain barrels, cisterns, and rain gardens can be implemented. Rain barrels collect downspout drainage rather than allowing it to drain across parking lots and into storm sewer systems. Rain collected in rain barrels can be re-used to irrigate landscape areas. Rainwater collected in cisterns can be used for irrigation as well as for building lavatory facilities. Rain gardens are localized

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infiltration basins that provide a means for stormwater runoff to cool, infiltrate and recharge the groundwater.

6. Throughout the parks and the undeveloped areas planned for Country Residential, there are opportunities to implement prairies to serve as a filter of surface water runoff as well as reduce maintenance in common areas. There may also be the opportunities to provide infiltration basins to encourage infiltration in areas tributary to Mill Creek and Poplar Creek, particularly in areas with pervious soils.

## EXISTING TRANSPORTATION SYSTEM

The existing transportation system in Neighborhood B is comprised of a roadway network, bicycle/pedestrian facilities, public transit and rail service.

### Roadway Network

New Berlin classifies its roads under the following functional classification: principal arterials, primary arterial, standard arterials, collectors and local streets. The roadways in Neighborhood B are comprised of primary arterials, standard arterials, collectors and local streets as listed below:

**Primary Arterials** accommodate inter-community and intra-community trips and traffic. Design speeds tend to be between 35 and 55 miles per hour. Access is not limited as in principal arterials. The primary arterials in Neighborhood B are summarized below.

- Cleveland Avenue (CTH D) – two travel lanes
- Lawnsdale Road (CTH I) – two travel lanes
- Racine Avenue (CTH Y):
  - North of W. Pinewood Drive – two travel lanes
  - South of W. Pinewood Drive – four travel lanes

**Standard Arterials** accommodate inter-community and intra-community traffic. They operate at slightly lower speeds than principal and primary arterials. Standard arterials provide more connections with individual parcels of land comprised of residential and commercial uses. The standard arterials in Neighborhood B are summarized below.

- Lincoln Avenue – two travel lanes
- Calhoun Road – two travel lanes



Figure 12.10. Highest-Rated Image for Road Design.



Figure 12.11. Second Highest-Rated Image for Road Design.



Figure 12.12. Third Highest-Rated Image for Road Design.

- Coffee Road – two travel lanes

**Collectors** provide the connection between arterials and local streets and serve both local and through traffic in residential neighborhoods, commercial areas and industrial areas. They distribute trips from the primary and standard arterials to the local streets and they collect traffic from the local streets and channel it onto the arterial system. Collectors should be designed to accommodate a balance of through traffic and access to adjacent residences, businesses and industry. The collectors in Neighborhood B are summarized below.

- Springdale Road – two travel lanes
- Observatory Road – two travel lanes
- Johnson Road – two travel lanes
- Wehr Road – two travel lanes
- Woelfel Road – two travel lanes
- Barton Road – two travel lanes
- Glengarry Road – two travel lanes

**Local Streets** comprise all land access streets designed to serve local traffic that is not part of the higher classified street network. In New Berlin, this includes streets serving residential, commercial and industrial areas. Local streets operate at the lowest posted speed limits and provide the most direct access to individual parcels of land.

### Bicycle & Pedestrian Facilities

The following facilities are provided in Neighborhood B.

#### On-Road Facilities:

- Cleveland Avenue
- Calhoun Road (Cleveland Avenue to National Avenue)
- Coffee Road

#### Off-Road Facilities:

- New Berlin Recreational Trail

### Public Transit

Currently, the local transit systems (MCTS, WMT and WCTS) do not provide bus service within Neighborhood B.

School busing is provided for the public, private and parochial schools.

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## Rail Service

The **Union Pacific** freight rail line runs through the northern portion of the City of New Berlin between, and parallel to, Lincoln Avenue and Greenfield Avenue. Spurs from this line serve the New Berlin Industrial Park.

## FUTURE TRANSPORTATION SYSTEM

### Survey Results: Road Design

Figures 12.10 through 12.12 illustrate the three highest-rated images for road design in Neighborhood B. Preferred images were rural roads with no curbs, two-way traffic, and no paths and trails within the right-of-way.

### Roadway Network

Calhoun Road (Greenfield Avenue to Cleveland Avenue): In 2010, the City rehabilitated the section of Calhoun Road between Greenfield Avenue and Cleveland Avenue. The planned rehabilitation included intersection improvements as part of the project. The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies widening Calhoun Road to a four-lane County facility between Greenfield Avenue and National Avenue. The SEWRPC Vision 2050 continues to recommend the widening of Calhoun Road to a four-lane County facility; however, now proposes to widen the road only to Coffee Road and suggests looking at options to reserve right-of-way from Coffee Road south to National Avenue for any future widening projects. It should be noted that the SEWRPC plans are advisory only.

Coffee Road (National Avenue to Racine Avenue): In 2013 and 2014, the City reconstructed Coffee Road from National Avenue to Racine Avenue. The project was completed in two phases. The first phase, Calhoun Road to Racine Avenue, consisted of widening the pavement to a rural cross-section with two 12-foot wide driving lanes, a 5-ft wide paved shoulder and 3-foot wide crushed aggregate shoulder on both sides of the roadway. The second phase, Calhoun Road to National Avenue consisted of a rural cross section that transitioned into an urban cross section at St. Francis Drive. The urban cross section from St. Francis Drive to National Avenue includes curb and gutter, off-road side paths, on-road bike lanes and decorative street lighting. Storm water management improvements were also incorporated into this project.

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Calhoun Road Project (Cleveland Avenue to Beloit Road): In 2019, the City plans to repair 200 feet South of Cleveland Avenue to Beloit Road. Based on pavement condition and storm water management issues, the reconstruction of Calhoun Road between Cleveland Avenue and Beloit Road is warranted. The alignment is proposed to remain as a rural cross-section with two 12-foot wide driving lanes, with a 5-foot wide paved shoulder and 3-foot wide crushed aggregate shoulder on both sides of the roadway. Line of sight improvements and significant storm water management improvements will be needed. The overall Project approach will be similar to the City's approach on Coffee Road and Grange Avenue. It is recommended that a frost barrier be incorporated into the design. The City is considering phasing construction over several years.

Future IH-94 Interchange at Calhoun Road: The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies a future interchange on IH-94 at Calhoun Road.

Cleveland Avenue: The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies widening Cleveland Avenue to a four-lane facility through the City limits. The City of New Berlin does not support this expansion in the vision of the 2020 Comprehensive Plan. Waukesha County's reconstruction project for Cleveland Avenue is currently on hold.

SEWRPC staff is currently preparing a major review and update of the regional land use and transportation plans for Southeastern Wisconsin. This effort, called VISION 2050, is expected to be completed in 2016. Vision 2050 will replace the current year 2035 plans, extending the design year of the plans to 2050. It should be noted that the SEWRPC plans are advisory only. Refer to the SEWRPC VISION 2050 plan for the most updated information related to their regional planning efforts and recommendations.

### Bicycle & Pedestrian Facilities

As shown on Figure 6.16, the following facilities are currently proposed in Neighborhood B.

#### Proposed On-Road Facilities:

- Racine Avenue
- Lawnsdale Road

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On-road bike paths should include striping and signage to identify the lane. Where topography and road width permit, signage should encourage drivers to change lanes when passing bicyclists.

Future Possible Connections:

- Observatory Road
- Lawnsdale Road

### Public Transit

The City should work with the local transit systems to maintain the existing routes within the City and look for opportunities to expand and improve the transit system.

### Rail Service

The existing freight rail line is an asset to Neighborhood B. The City should work with Union Pacific to maintain rail service through New Berlin.

## ECONOMIC DEVELOPMENT

Economic development for Neighborhood B focuses primarily on business park / light industrial opportunities along Lincoln Avenue, housing development, and limited commercial development that has an agrarian or natural emphasis.

In addition to the Lincoln Avenue area, the Barrett Landfill provides an opportunity for development other than housing in Neighborhood B. The former landfill is located at the southwest corner of Coffee Road and Swartz Road. Suggested uses include storage facilities and similar uses having a minimal impact on the site and surrounding community.

According to 2009 estimated tax levies, the West Lincoln Avenue and Western Area comprises 10.8% of the total tax levy for the City. Neighborhood B has an estimated assessment value of approximately \$510 million, with a tax levy of approximately \$2,697,000.

The Rural Commercial Design Guide ("Guide"), adopted by the City in 2001, serves as a contributor to economic development conditions in Neighborhood B. The Guide provides design standards for areas west of Calhoun Road with the southern border at IH-43/College Avenue and the northern border at Cleveland Avenue (Figure 12.12-1). The boundaries are further defined as both sides of Cleveland Avenue and

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Calhoun Road with the exception of the properties located within the New Berlin Industrial Park SPO and the B-2 and O-2 zoned parcels near the intersection of Cleveland Avenue and Calhoun Road (Tax Keys: 1188-994, 1188-999, 1188-992001, 1188-993 and 1188-020). The West Lincoln Avenue corridor is not included. The intent of the Design Guide is to retain and encourage small business and office developments, provide safe and convenient pedestrian access, and ensure quality visual appearances. The Rural Commercial Design Area also includes land within Neighborhood I (National Avenue & West Neighborhood) and a small portion of Neighborhood J (I-43 & Racine Quarries).

The design standards affecting recommendations for economic development in Neighborhood B include provisions for cross access between neighboring parcels where feasible, and the requirement that new buildings correspond proportionally and stylistically to existing buildings in rural commercial areas.

Details of the Rural Commercial Design Standards are below:

- Building designs shall utilize materials that reflect a rural character. Cedar or clapboard siding, stone and brickwork, or other comparable materials that achieve the same quality in appearance are acceptable. Aluminum and vinyl siding shall be prohibited. New buildings shall correspond in height, width, proportion, relationship to street, roof forms, composition, rhythm, proportion of openings, materials and color to the other buildings in the district.
- Four sided architecture that utilizes similar building materials and design for all sides of a proposed structure is required.
- Mansards, pents (lean-to), gambrels or other roof shapes not characteristic of the architectural area shall not be allowed. Rolled roofing, tar and gravel and other similar roofing materials are prohibited except that such materials may be used on flat or slightly sloped roofs which are not visible from the ground.
- Earth tones such as grays, browns, greens, and tans are encouraged.
- To the maximum extent practicable, parking Areas shall be located to the side or behind buildings. The perimeter of the parking lot shall provide for a lawn area in which trees and shrubs will be planted so as to allow ample snow storage capacity yet avoid damage to plantings from same.
- Existing tree lines should be preserved. If removal of existing tree lines is required due to its undesirable nature, new planting that

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results in no less of a screening effect shall be required when adjacent to residential uses.

- Signage shall be designed in unity with the building design through the use of the same or similar materials and colors. Ground, monument signs, or wall mounted signs made of wood, hanging from a wooden or wrought iron mount are acceptable. Signs that suit the architectural features of the building are acceptable. Neon tubed exterior accent light, external neon tubed signs and internally illuminated signs are not permitted.
- Lighting shall be down cast, zero degree tilt, cutoff fixtures not exceeding 25 feet in height (including the light pole base and/or pedestal). Lighting shall be positioned so as not to cause glare on adjacent properties and streets. At a minimum, site lighting marking the entrance to businesses shall match or complement that which may be chosen by the City as standard decorative street lighting. Site lighting shall meet the requirements of § 275-60I in its entirety.
- Cross Access to and between neighboring properties shall be implemented wherever possible. The goal in this requirement is to remove as much incidental site to site traffic thus reducing the possibility of traffic conflicts and accidents. Cross access drives may be either the interconnection of parking lots or the construction of a separate drive.

# RURAL COMMERCIAL DESIGN AREA

with Neighborhood Overlay

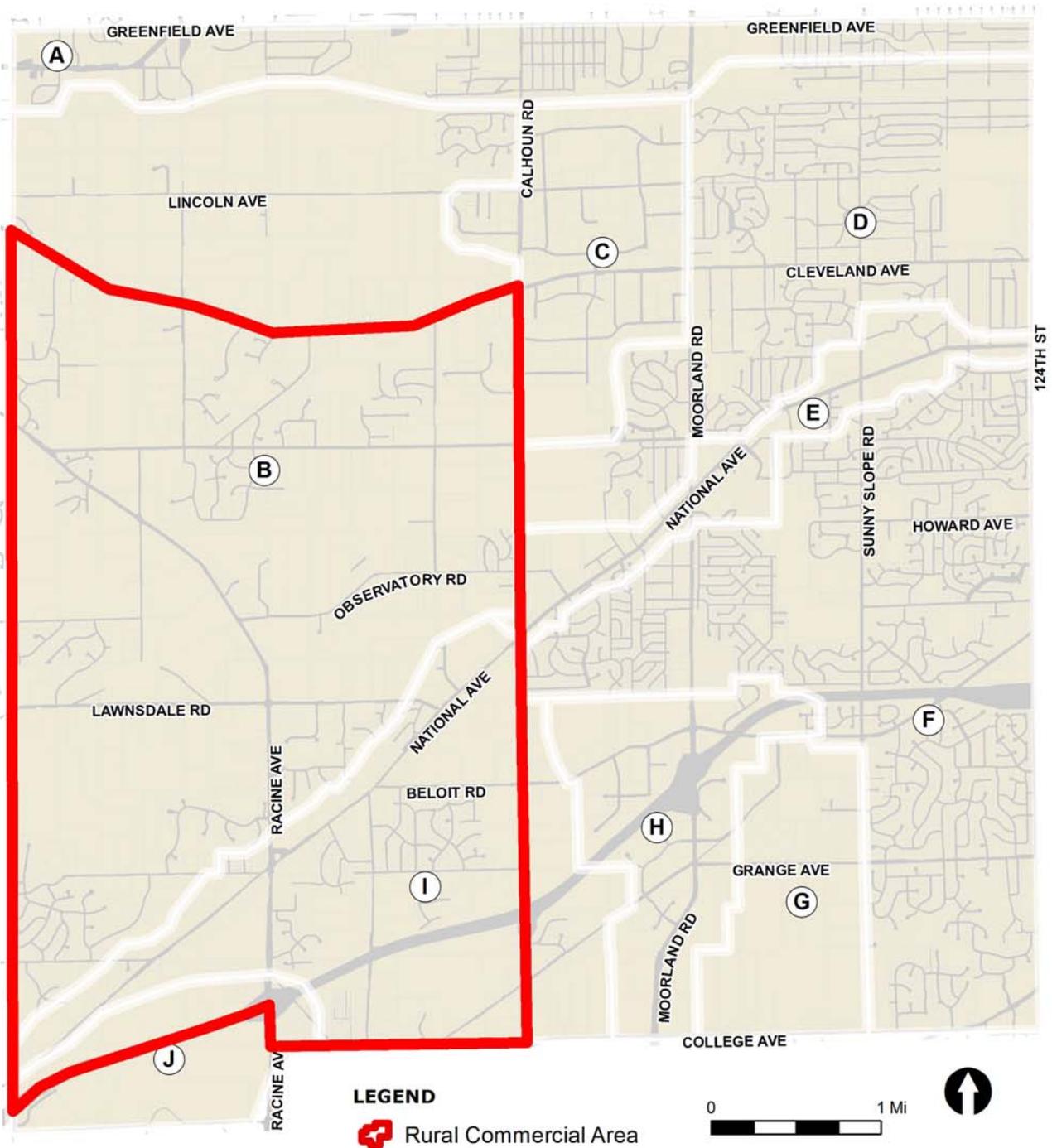


Figure 12.12-1. Rural Commercial Design Area.

## Brownfields

Five brownfields are located in Neighborhood B, one of which is considered a high petroleum risk (Figure 12.13). Petroleum risk applies only to petroleum discharges from underground and aboveground tank systems, and is used to determine agency jurisdiction. The Wisconsin Department of Natural Resources (DNR) has jurisdiction for review of high-risk sites and sites also contaminated with non-petroleum substances. The Wisconsin Department of Commerce has jurisdiction for all other sites with discharges from petroleum tanks. High risk factors are:

- confirmed contamination in a water supply well above a Chapter NR 140 preventive action limit,
- confirmed free petroleum product with a thickness of .01 feet or more,
- groundwater contamination above an NR 140 enforcement standard within 1,000 feet of a well operated by a public utility,
- groundwater contamination above an NR 140 enforcement standard within 100 feet of any other water supply well, and
- groundwater contamination above an NR 140 enforcement standard in fractured bedrock.

The high petroleum risk brownfield in Neighborhood B is located at 21350 W. Coffee Road, and is a Leaking Underground Storage Tank (LUST). This site is considered “conditionally closed” by the DNR, meaning that cleanup actions were approved, but site closure will not be approved pending receipt of documentation of abandonment of wells or disposal of soil.

Four brownfields are considered to have an unknown petroleum risk level. Those listed as “ERP” are Environmental Repair Program efforts. The DNR classifies ERP sites as sites other than LUST sites that have contaminated soil and/or groundwater. Examples include industrial spills or dumping needing long term investigation, buried containers of hazardous substances, and closed landfills that have caused contamination. ERP sites include petroleum contamination from above-ground (not underground) storage tanks.

- 21350 W. Coffee Road; ERP
- 3950 S. Racine Avenue; ERP
- 20300 W. Lawnsdale Road; ERP

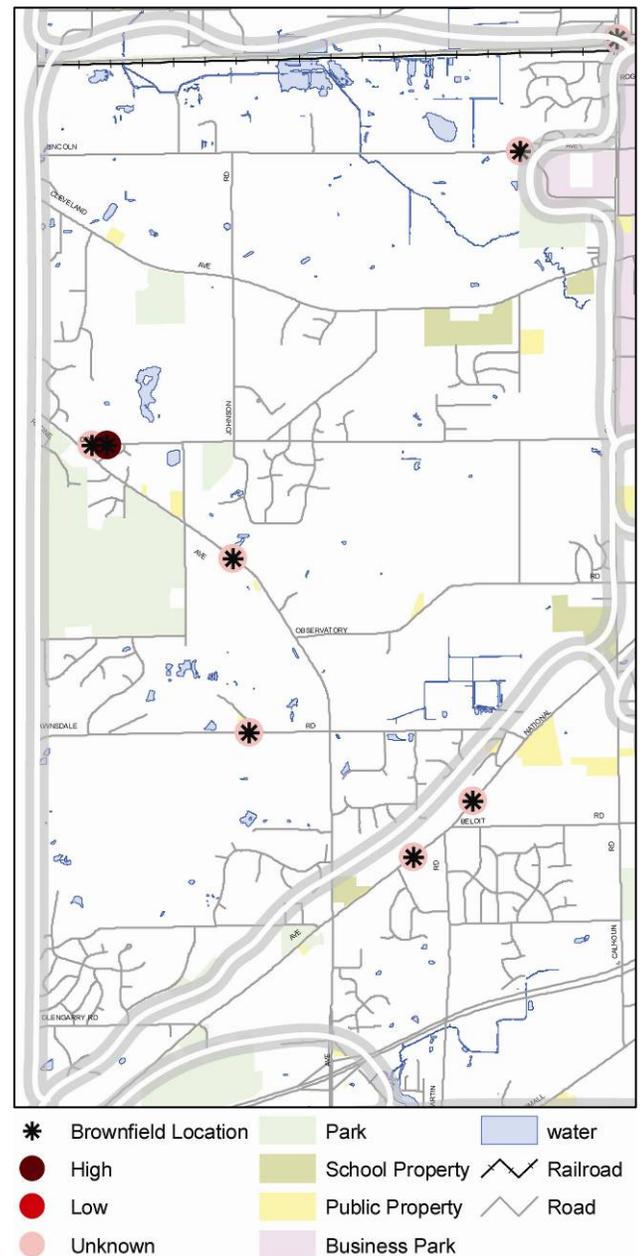


Figure 12.13. Neighborhood B Brownfields Map.  
Source: WI DNR Bureau for Remediation and Redevelopment

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- 18005 W. Lincoln Avenue; LUST

The City should continue to follow the status of brownfield sites in the neighborhood as development activities take place on and around each site.

### Recommendations

Economic development policies for the West Lincoln Avenue and Western Area are largely guided by the 2002 Economic Development and Revitalization Plan. The Plan process hosted a series of visioning workshops to discuss desired businesses and industries with the New Berlin Economic Development Corporation, Focus New Berlin and the New Berlin Plan Commission. Based on recommendations in the Plan, any development outside of the West Lincoln Avenue corridor in Neighborhood B should encourage the following:

- Small arts and crafts studios and antique shops should be encouraged, including those small enough and adaptable enough to be “housed” in smaller mixed use buildings. For example, some small arts and crafts studios and shops could be located on the first floor of mixed residential/commercial buildings.
- Rural oriented cottage businesses, antiques, organic farms, and horticultural and landscaping firms with experimental gardens and arboretums.
- Farming with an emphasis on local food production, local food sale, hobby farming, and artisan farming.

Currently, West Lincoln Avenue is considered to be a future mix of light industrial, office and business park uses in campus-like settings with significant preservation efforts in areas with environmental corridors and isolated natural features. Land assemblage should be large scale and master-planned instead of piecemeal. However, before these uses are implemented, all infrastructure and access issues need to be resolved. Desired businesses within the West Lincoln Avenue corridor include the following:

- Bio technology firms that can capitalize on the Milwaukee area's large medical complexes and teaching hospitals
- Incubating industries, including start-up high technology firms and newly formed traditional light manufacturing and light industrial firms

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## HOUSING

Neighborhood B is primarily single family housing on large lots or single family within a conservation subdivision. No changes are proposed.

## LAND USE

Neighborhood B represents a variety of land uses with the majority of the neighborhood being low density residential. Farming, open space, and light industrial are also permitted and encouraged to remain.

Among the sand and gravel quarries in Neighborhood B is the Kohler Pit, located at 20640 W. Kohler Court. The Kohler Pit has a reclamation plan, approved by the Plan Commission in May 2003, which outlines what types of land uses should be implemented as the company reclaims sections of the quarry. The plan discusses aquaculture, forestry, recreation, retail, and residential as appropriate future uses for the land.

1. Aquaculture (i.e. fish farming) uses intend to provide both a commercial food product and recreational fishing opportunities for the public.
2. Forestry uses, termed as "agriculture" in the plan, would allow for tree growth on graded slopes for bank stabilization and green space. These trees could be forested for various markets as needed.
3. Recreational uses would include trails, parks, and for-fee camping areas similar to those provided in Wisconsin state parks.
4. Residential uses would be constructed on selected parcels in order to finance other uses. Profits from land sales to developers would provide this financial support.
5. Rural commercial uses along Racine Avenue would offer services for the immediate neighborhood. Although commercial uses were not requested by the neighborhood at public meetings, this corridor would provide an appropriate level of small-scale retail uses or other low intensity uses not requiring public utilities, such as indoor self-storage or small-scale office.

The preliminary plat for Kohler Ridge Subdivision was approved by the Common Council on January 12, 2016. The subdivision will encompass a portion of the Kohler Sand & Gravel Mine and will result in the complete restoration of approximately 65 acres of formerly mined land.

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## Recommendations

Two parcels in the northwest section of Neighborhood B should change from Country Residential to Business Park / Industrial to take advantage of the rail line and be compatible with surrounding conditions, the parcel in the northeast corner of Johnson Road and Cleveland Avenue is changed from Institutional to Country Residential to be more compatible with site issues, and a parcel along Coffee Road is changed from Suburban Residential to Country Residential. These recommendations were incorporated into the initial Future Land Use Map adopted in 2009.

A large number of farm operations exist in Neighborhood B, and the protection and preservation of these uses is integral to this land use. Artisan farming, community-supported agriculture, and similar farming techniques are encouraged. On-site sales of products are appropriate in these areas, including small farm markets and similar uses.

While agricultural uses are encouraged to remain as long as the owners wish to operate farms, the Country Residential designation allows for property owners to transition to development in a way that maintains the rural character.