CHAPTER 17: NEIGHBORHOOD G

SECTIONS 26 AND 35 – SOUTH MOORLAND ROAD CORRIDOR

Revisions approved by Council on 10/13/2015 via Ordinance #2553.

PLANNING CONTEXT

The land west of Sunny Slope Road and east of the Westridge area offers a unique opportunity in the city. On the one hand, the neighborhood has a rural character much like western New Berlin. On the other hand, it is tucked between newer urban neighborhoods to the east, and the Westridge Business Park / Moorland Road corridor to the west.

The neighborhood boundaries include Beloit Road to the north, Sunny Slope Road to the east, the City limits to the south, and generally the industrial lands to the west (Figure 17.1). The neighborhood is located in the Root River watershed, and is currently divided from the Westridge area by a significant environmentally sensitive valley. The northern third of the area (portions of Section 26) is served by sewers and consists mainly of a park and larger residential lots. The southern half (Section 35) is not served by sewers and consists primarily of larger agricultural parcels.

While it is not reasonable to expect full retention of agricultural uses in the long term, there is an opportunity to balance new development with the preservation of natural features. If property owners wish to continue using their properties for agricultural uses, the City should support those uses. However, as pressure grows to convert those farms to other uses, the City should use proposed plans and regulations to achieve a cohesive long-range vision for the neighborhood.

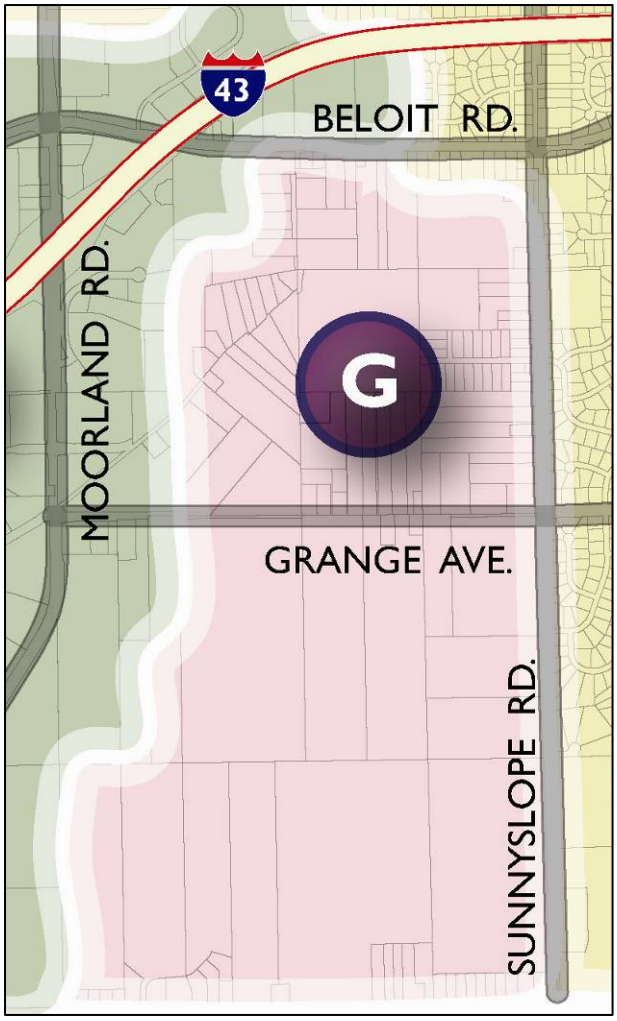

Figure 17.1. Neighborhood G Context Map.

PUBLIC INPUT

Initial Neighborhood Meeting

On March 18, 2008, residents and property owners in Neighborhood G met (Figure 17.2) to learn about the comprehensive planning process and to complete an image preference survey (Figure 17.3). For the

survey, attendees were instructed to rate individual images, divided by land use, 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", that helped to focus the rating for each image. Twenty-five attendees completed the image preference survey.

Figure 17.2. Neighborhood G Meeting, March 18, 2008.

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 highest-rated images for each of the following positively-rated categories are shown throughout this chapter.

- Multi-family Housing – Preferred characteristics included smaller complexes with natural open space features, front porches, accessible entries, and façade detail.
- Road Design – Desired characteristics included landscaping along the street right-of-way, landscaped medians, and on-street bike lanes where appropriate.
- Open Space – Preferred open space characteristics included retaining natural and environmental areas, water retention features, and pathways.

These categories were considered appropriate for Sections 26 and 35. Attendees also rated images for the following four categories, which were not considered preferable for the neighborhood:

- Commercial Retail
- Business Office / Light Industrial
- Parking
- Commercial Signage

Subsequent discussion supported that these uses were not desirable in the neighborhood, with the exception of light industrial where additional Westridge properties may be accommodated. Appendix K provides the full summary of highest-rated and lowest-rated images for Sections 26 and 35.

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 17.3. Background Information Summary for Neighborhood G Listening Session Survey Respondents.

Neighborhood Review Meeting #1

Neighborhood G reconvened on October 15, 2008 to review the results of the survey and discuss future land use recommendations. Recommendations included a revised single-family residential density and new residential district, multi-family residential as a transitional use between single-family units and the business park, a regional stormwater detention facility, additional business / industrial, and a potential regional sports complex.

Neighborhood Review Meeting #2

Neighborhood G convened again on February 4, 2009 to discuss future land use recommendations and the development concept for the neighborhood. Construction along Grange Avenue was a topic of discussion; City staff explained that only minor intersection improvements would be made to the roadway as development occurred adjacent to the corridor. There were no plans at that time for Grange Avenue to be expanded to a four-lane road. Attendees reviewed the development concept for the neighborhood, including residential development at a density of two units per acre with 40% overall open space, industrial lands, and stormwater management. Attendees inquired as to the capacity of the Elmwood School and how the new residential development would impact that capacity.

City staff discussed the proposed traffic management plan for both Neighborhoods G and H. The following items were discussed as traffic management strategies separate of the proposed concept plan for Neighborhood G:

- The intersection of Sunny Slope Road and Grange Avenue may require signals and designated turn lanes.
- At the intersection of Sunny Slope Road and College Avenue, a right turn lane would be added to Sunny Slope Road.
- Moorland Road would need to be widened to four lanes from Grange Avenue to College Avenue.

Development in the area would only require additional turn lanes and access points. The City would look to developers for assistance for roadway improvements (see Appendix L: Section 35 TIA).

Utility plans for the neighborhood were also discussed at the meeting. City staff explained that currently, there is an interceptor sewer at Brook

Hollow Court, and considerations were being made as to how that sewer would run across Neighborhood G into Neighborhood H. The City would need for the sewer to reach Moorland Road in order to provide basic sewer service. Doing so would also allow the elimination of a lift station that is located on Moorland Road near the Westridge Business Park.

City staff also discussed how the interceptor sewer would be routed assuming the stormwater complex remains. The interceptor could be routed around the stormwater complex and follow the Tess Corner Creek to Moorland Road. From there, a leg would branch off to the north. An interceptor sewer is not intended to provide local sewer to the given areas of the Neighborhood G concept, but would be considered a major conveyance line. Local sewers could be connected to the interceptor. By routing the interceptor sewer, it also gives the opportunity to route water to Moorland Road. Having an interceptor sewer in the area does not equate to having sewer availability. Sewer would have to branch off of the interceptor and work its way through the street complex to a specific location. Developers would be required to put in a local sewer to bring sewer availability to a given area.

Attendees were informed that the concept would not be constructed in one phase, and that development would begin approximately four to five years out. Undeveloped land would continue in its current agricultural use. Attendees discussed a proposed trail system that would circle the Tess Corners stormwater management area. Trails were considered to be a positive attribute so long as they were not located directly adjacent to the backyards of property owners.

Attendees inquired about the Tess Corners area, to which City staff explained that construction was contingent upon the acquisition of appropriate funds. Developers would be required to have stormwater management areas on their own sites without Tess Corners. The City of Muskego was the jurisdiction responsible for coordinating this project with the Wisconsin Department of Natural Resources (DNR).

Neighborhood Review Meeting #3

On April 20, 2009, interested parties attended the final review meeting for both Neighborhoods G and H. Attendees inquired as to the size of Tess Corners; City staff explained that the area would be mostly dry and comprise roughly 100 acres. It was conveyed that attendees

preferred alternative stormwater management techniques over the presence of retention ponds. Additionally, attendees inquired as to the exact location of wetlands in the neighborhood. City staff explained that there may be mapped wetlands, but they would have to be field delineated to confirm specific locations.

One attendee asked about which interceptor would be used to connect new development to the sewer. City staff reiterated that the existing interceptor is located next to Sunny Slope Road just north of Elmwood School. The concepts include extending that sewer pipe to the west.

Concerns were raised regarding the high level of detail on the concept plan presented at the meeting. City staff explained that the high level of detail allows for more tailored feedback from attendees, Steering Committee members, and the Plan Commission as development concepts move forward in the future. Attendees again asked about the impact of development on the Elmwood School, to which City staff explained that the School District had expressed being able to handle the increase over the long term.

Attendees requested to preserve the views along Grange Avenue wherever feasible, and questioned how Grange Avenue would not need reconstruction despite the increase in neighborhood density. City staff described the process for calculating traffic increases over time, and explained that Grange Avenue would eventually need reconstruction for other reasons (e.g. multiple layers of pavement and fading lines).

Neighborhood "G" Area Site Tour

On April 25, 2009, interested parties including the Steering Sub-Committee were invited to attend a Site Tour of Neighborhood G. The Site Tour was set up to assist the Sub-committee in making land use, transportation, land preservation, storm water management, utility, and economic development decisions as part of the Comprehensive Plan process. A list of issues was prepared for attendees to consider during the tour, including:

1. Views – Consider the views into and out of the site to determine areas to protect, impact on surrounding properties, and opportunities for special features and open space amenities.
2. Context – Relationship to existing development surrounding the site and any proposed development adjacent to the project area.

Natural features or environmental constraints that exist that should be protected or include development restrictions.

3. Topography – Understand the land to determine constraints for development, utilities, drainage, and road development.
4. Transportation Access – Review the potential vehicular access points into the site, as well as through the site. Identify areas where topography or natural features prevent continuous transportation linkages.
5. Storm Water Management – Understand the natural lay of the land, current drainage ways, opportunities for alternative stormwater management techniques, and impacts from adjacent properties.
6. Trails – Consider appropriate linkages and opportunities for trails on the site, as well as linkages to adjacent properties.
7. Size – Realize the size of the property in relation to surrounding development, opportunities for phasing, and how long it might take for this area to develop.

These issues should be reviewed for any new development in this neighborhood.

CHAPTER 17 UPDATE – 2014 - 2015

Summary Update and Public Participation Activities including several Neighborhood Focus Group Meetings, Discussions, and Open Houses for the South Moorland Road Corridor Sections 34 and 35.

The Department of Community Development has actively been going through the process of seeking public input on the Master Planning of Sections 34 and 35 now referred to as South Moorland Road Corridor. The Sections 34 and 35 Master Planning area is generally bounded by Sunny Slope Road to the East, Moorland Road to the West, Grange Avenue to the North and College Avenue to the South.

In 2012, the City undertook the task of preparing a Comprehensive Plan Amendment for the Section 35 – South Moorland Road Corridor area. As part of that process a series of four Focus Group meetings were held to gather input from residents within the neighboring areas. This amendment included the expansion of the Business Park/Industrial area by about 200 acres. During the focus group meetings, Staff and the elected officials received significant community opposition to the

proposed changes. The Common Council made the decision to end discussions on any amendments to Sections 35 prior to the project being presented to the Plan Commission.

In January of 2014, the City organized a meeting with concerned residents from the neighborhoods to the east of Section 35 regarding the future planning of this area. There was an interest in renewing the 2012 project in order for the City and residents to have more control in the ultimate build-out of the South Moorland Road Neighborhood by setting up the land uses, development policies and Zoning Code regulations for the area prior to development occurring. After that meeting the Department of Community Development began the process to re-evaluate the land uses and Comprehensive Plan for this area.

Significant outreach took place throughout 2014 and 2015 to meet with neighborhood representatives to the east, residents along both College Avenue and Grange Avenue, the current land owners and/or their representatives within Section 35 and the community as a whole. Below is a list of the public participation activities completed as of 3/23/2015:

MEETINGS AND OPEN OFFICE HOURS

Meetings:

- January 2014 – Meeting with neighbors east of Sunny Slope.
- May 29, 2014 – Loomis Land Owner Interview
- May 23, 2014 – Ray Saltzman – Land Owner Interview
- May 23, 2014 – Thompson Corporation – Land Owner Interview
- April 10, 2014 - Residents from Subdivisions East of Sunny Slope Road
- June 3, 2014 – Grange Avenue Residents
- June 5, 2014 – College Avenue Residents
- June 12, 2014 – Large Land Owners within Section 35
- October 29, 2014 – DCD site walk of Section 35
- November 19, 2014 – Meet with Thompson Corp. regarding Section 35
- November 25, 2014 – New Berlin Pastor Leadership Meeting
- December 1, 2014 – Plan Commission – Presentation of a summary memo, dated November 10, 2014, on Section 35 Master Planning Updates.
- December 9, 2014 - Residents from Subdivisions East of Sunny Slope Road

- December 11, 2014 – Update with Police Chief Joe Rieder & Fire Chief Lloyd Bertram
- December 19, 2014 – Update with Superintendent Joe Garza
- January 8, 2015 – Conference Call with Shelly Strasser with WA-WM School District. She serves as the Recreation & Community Services Program Director for the WA-WM School District. We discussed with her their success using crowd-funding for fitness stations at McKinley Park.
- January 13, 2015 – Staff meeting with Mark Schroeder to discuss needs for the park complex area. Discussed what types of soccer and baseball needs the City has.
- January 15, 2015 – Residents from Subdivisions East of Sunny Slope Road
- January 19, 2015 – Staff meeting with Thompson Corporation to update them on our work to date.
- February 4, 2015 – Conference Call with Eileen Kelley, Planning Director for the City of Middleton. Discussed some of the projects going on there. Some of which included a multi-modal trail with recreational equipment, large preservation areas, and a lifestyle center.
- February 5, 2015 – Staff meeting with Mike Zimmerman and Tom Johns with MKE Sports Entertainment, to discuss their ideas on Sports Complexes in the region. They have been involved with the Rock in Franklin, the WAVE and many other sports related ventures. We wanted to learn from them about what has worked and what hasn't.
- February 18, 2015 – Zoning Code Committee meeting #1 held at City Hall.
- February 19, 2015 – Staff attended the New Berlin Chamber of Commerce Legislative Update Breakfast - 1st Quarter General Membership meeting held at the New Berlin Banquet Center. Staff discussed the area with a few people at the event. Mayor also mentioned it as part of his presentation.
- March 18, 2015 – Update with Superintendent Joe Garza.
- March 18, 2015 – Staff meeting with a developer interested in this area of the City.
- March 19, 2015 – Update with Mayor, Alderman Harenda and DCD Staff. Provided update on Storm Water Management Plan, TIA, Zoning Code Committee work to date, and park complex alternatives.

- March 19 – 20, 2015 – Staff attended the Chamber's Discover New Berlin event held at Eisenhower High School. Information was available about Section 35 at this event and staff discussed the area with several residents.
- March 30, 2015 – June, 2015 – DCD Staff held open office hours and was available to discuss the South Moorland Road Corridor. Staff held office hours in the Council Chambers and Conference Room A/B at City Hall.
    - Staff held 15 office hours during the day on Monday, Wednesday and Friday's from 8:00 to 9:00 and 3:30 to 4:30.
    - Staff held 8 evening office hours prior to the Council meetings and in conjunction with Alderman Harenda's Tuesday Office Hours.
    - Staff held 6 Saturday office hours.
- April 10, 2014 – Staff meeting with the Mayor and Alderman Harenda to discuss next steps – discussed preparing access agreements for individual property owners to sign in order to allow the City to access their properties in order to survey a potential road location and park boundary. After this meeting, meetings with each property owner were held to go over the agreement.
- April 15, 2015 – Zoning Code Committee Meeting #2 held at City Hall.
- April 24, 2015 – Staff meeting with the Mayor and Alderman Harenda to discuss next steps – Additional park acreage to accommodate a larger park complex footprint to provide more parking, additional public space and buffer areas.
- April 29, 2015 – Staff meeting with Greg Johnson with Ehler's to request he prepare a cost-study and TIF feasibility analysis / Return On Investment Study for Section 35.
- Large Land Owners – Access Agreement Meetings for potential road right-of-way and park land purchase:
    - April 20, 2015 - Jim Rausch, Gajewski & Mike DeMichele & Attorney Brian Randall
    - April 21, 2015 & May 6, 2015 – Thompson – Dean Frederick
    - April 30, 2015 – Loomis
    - April 23, 2015 & May, 1 2015- Ray Saltzmann
    - May 11, 2015 – Mr. and Mrs. Bosch
    - June 12, 2015 – All large landowners

- May 4, 2015 – Plan Commission Meeting – PC requested the Common Council set a Public Hearing Date for June 29, 2015 (Note: item tabled at the May 12, 2015 Common Council meeting in order to provide more time for discussions with the property owners).
- May 12, 2015 – Staff meeting with John Biebreitz to review the draft TIA.
- May 13, 2015 – Staff meeting to review Comprehensive Plan Draft Plan amendments for Chapters 10, 17, and 18.
- May 21,2015 – Staff met with Herbert Gross and Peter Gross with The Continental Divide Company, Ltd. Discussed Section 35 development options.
- May 27, 2015 – Meeting with Josh Gimble discussed Section 35 development options.
- June 3, 2015 – Staff meeting to discuss Section 34/35 Draft Public Improvement Plan. Greg Johnson, with Ehlers attended.
- June 3, 2015 – DCD staff attended the Westridge Business Association Meeting and discussed Section 35 development options.
- June 8, 2015 – Staff meeting to discuss Section 34-35 Draft Public Improvement Plan. Greg Johnson, Ehlers, presented his Section 35 ROI analysis to staff.
- June 11, 2015 – Staff meeting with Brian Riordan, Chuck Stadler, and Jack Price to review sports complex ideas.
- June 12, 2015 – Staff meeting with Section 35 large landowners. Discussed road layout.
- June 26, 2015 – Staff met with Ehler's to review Return on Investment study.
- June 5, 2015 – Upwards of 12,000 postcards were sent out to residents in the City of New Berlin notifying them of the office hours in June.
- August 20, 2015- Meeting with neighbors east of Sunny Slope.
- August 24, 2015 - Special Plan Commission Meeting / Workshop.
- September 9, 215 – Plan Commission Meeting held the Public Hearing.

Open Office Hours:

1. Saturday, March 28, 10:00 AM - 12:00 PM
2. Wednesday, April 1, 8:00 AM - 9:00 AM
3. Wednesday, April 1, 3:30 PM - 4:30 PM
4. Friday, April 3, 8:00 AM - 9:00 AM
5. Wednesday, April 8, 8:00 AM - 9:00 AM

6. Wednesday, April 8, 3:30 PM - 4:30 PM
7. Friday, April 10, 8:00 AM - 9:00 AM
8. Tuesday, April 14, 6:00 PM - 7:00 PM
9. Wednesday, April 15, 8:00 AM - 9:00 AM
10. Wednesday, April 1,5 3:30 PM - 4:30 PM
11. Friday, April 17, 8:00 AM - 9:00 AM
12. Tuesday, April 21, 6:00 PM - 7:00 PM
13. Wednesday, April 22, 8:00 AM - 9:00 AM
14. Wednesday, April 22, 3:30 PM - 4:30 PM
15. Friday, April 24, 8:00 AM - 9:00 AM
16. Saturday, April 25, 10:00 AM - 12:00 PM
17. Tuesday, April 28, 6:00 PM - 7:00 PM
18. Wednesday, April 29, 8:00 AM - 9:00 AM
19. Wednesday, April 29, 3:30 PM - 4:30 PM
20. Friday, May 1, 8:00 AM - 9:00 AM
21. Saturday, May 2, 10:00 PM - 12:00
22. Tuesday, May 12, 5:00 PM - 7:00 PM
23. Tuesday, May 19, 5:00 PM - 7:00 PM
24. Tuesday, May 26, 5:00 PM - 7:00 PM
25. Saturday, May 30, 10:00 AM - 12:00 PM
26. Saturday, June 6, 8:00 AM - 10:00 AM
27. Tuesday, June 9, 5:00 PM - 7:00 PM
28. Tuesday, June 16, 5:00 PM - 7:00 PM
29. Saturday, June 27, 8:00 AM -10:00 AM

Please See Appendix – R. A Public Participation Summary, dated June 29, 2015 on the South Moorland Road Corridor Neighborhood Plan and Comprehensive Plan has been prepared and will be provided to the Plan Commission. The summary outlines common themes and comments heard during the above sessions.

VISION

Neighborhood G is considered to be a sizeable land area in New Berlin that can accommodate the amount of development desired to offset the City's tax base and accommodate new businesses and residents. Planning for a specific scale of development in Neighborhood G may relieve development pressure City-wide, as the western half of New Berlin remains the area in which residents and businesses wish to maintain higher open space percentages.

In order to guide the City on policy decisions and better understand the impact on the School District, traffic patterns, stormwater and environmental features conceptual plans were prepared for Section 35.

Even though neighborhood G is unique, it cannot be independently planned separately from neighborhood H. The two neighborhoods are integrated and will share land uses, new roadway and trail connections and should be considered as one cohesive area. In determining an appropriate lot size for this Section, the team needed to better understand approximately how many units could fit into the residential portion identified on the Future Land Use Map based on various lot size combinations. Historically, this area called for a maximum gross density of 1 dwelling unit per 2 acres south of Grange Avenue. After careful review and looking at a variety of development concept scenarios, for what the land could hold in this area, rather than focusing on a density for this area, it was determined that lot size and various environmental constraints will be the focus. The lot sizes in this area under the R-6, Section 35 Low-Density Single-Family District, will have a minimum lot size similar to that of the adjacent subdivisions east of Sunny Slope Road. The Plan Commission and Common Council may approve smaller lot sizes pursuant to the City's zoning and subdivision codes and the vision for Neighborhood "G", in order to protect environmental features such as woodlands and tree lines, provide for additional tree protection and/or avoid steep topography. All lots shall adhere to the City's adopted zoning and subdivision codes. The future land use map for Urban Residential in Section 35 identifies approximately 199 net acres of land to be developed under the newly created R-6 Zoning District. The vision for Section 35 includes the following elements that have been incorporated into the development of the plan:

- A business community that focuses on sustainable site and building design.
- Emphasis on preservation of significant environmental features such as: wetlands, woodlands, tree rows, floodplain and environmental corridors.
- Focus on green infrastructure and creative stormwater management elements.
- A system of meaningful pedestrian connections to create a walkable and connected community.
- Focus on sound planning and architecture practices.
- Layout that includes a mix of retail, commercial, office and light manufacturing within the Business Park/Industrial area.
- Provide residential subdivisions utilizing conservation style design to preserve the environmental features.
- Provide residential subdivisions utilizing conservation style design to preserve the environmental features.

- Allow for flexible site design for both residential and non-residential development by creating Zoning Code standards that promote creativity and sustainability.
- Require significant buffers between contrasting uses and main thoroughfares.
- Provide a regional park complex.

The recommended development for Neighborhood G balances new residential areas with new business park land uses as well as an approximately 96 plus acre park complex that would contain a mixture of active and passive park uses. Housing areas in Neighborhood G should reflect the character and quality of adjacent subdivisions classified as Suburban and Urban Residential on the future land use map. The southern portion of Neighborhood G, consisting mostly of Section 35 which is roughly the area of Grange Avenue to the North, College Avenue to the South, Moorland Road to the West and Sunny Slope Road to the East, shall be reserved for low-density single-family subdivision development that balances development with existing sensitive environmental features including wetlands, woodlands, existing tree rows, floodplain and environmental corridors. Agricultural uses are encouraged to continue as open space, where appropriate, for the residential developments. As property owners desire to develop their properties, development should incorporate open space that integrates these agricultural lands, and environmentally sensitive areas, particularly the stream valley. The valley will serve as a unique natural feature and appropriate buffers can be incorporated between residential developments and the existing Westridge / Towne Corporate Business Park and future Moorland East Business Park development. Future development should establish unique business park properties on the western portion of the neighborhood.

DEVELOPMENT POLICIES

1. Permit new single-family residential through the R-6, Section 35 Low-Density Single-Family Residential District and preserve open space lands to support the surrounding residential and business communities.
2. Allow additional business office uses east of Moorland Road to respond to the growing interest in New Berlin. Additionally, allowing more office uses should help to offset tax increases and reduce development impacts on the school district. Business park/industrial, office, commercial and/or retail uses should be

separated from residential areas with open space, vegetative buffers, new landscaping, and existing environmental features including wetlands, woodlands, existing tree rows, floodplain and environmental corridors. In addition, uses complementary to the park complex may also be considered if their size and scope are determined to be compatible and well integrated with adjacent land uses (i.e. do not encroach into woodland, wetland, & floodplain areas, the site and architecture are designed to fit the area & compatible with immediately adjacent land uses, do not adversely impact traffic & circulation and serve the community.

3. Now that the interceptor has been installed to service this area with sewer and water, continue to pursue the extension of local sewer and water mains to accommodate new development in the Section 35 area.
4. Encourage the continuation of agricultural uses as long as the property owners so desire. As agricultural lands transition to residential developments, the subdivision design could incorporate farming and agriculture uses as viable open space options.
5. Protect the stream valley and floodplain areas the Section 35 area from development through careful review of Shoreland Wetland Zoning and Floodplain requirements. Recognize its value as an environmentally sensitive corridor, as a boundary between the Westridge / Towne Corporate Business Park and future Moorland East Business Park development and proposed housing, and utilize the preserved open space as an amenity for future residential development.
6. The City should explore opportunities to expand the park system / park complex into areas adjacent to the floodplain and stream corridors (generally to the west of complex areas) in order to create additional meaningful, passive, recreational opportunities and to utilize the City's utility easement / public trail in order to create more of a linear parkway. Work in this area should be consistent with the City's Park and Open Space Plan. Uses in this expanded park area could include, but are not limited to, passive recreational trails, fishing ponds, winter sports activities, snowshoeing, cross country skiing, sledding, nature trails, bird watching, and interpretive exercise trails.
7. Permit new single-family development that will have a minimum lot size similar to that of the adjacent subdivisions east of Sunny Slope Road pursuant to the city's zoning and subdivision codes

Figure 17.4. Highest-Rated Image for Open Space.

Figure 17.5. Second Highest-Rated Image for Open Space.

Figure 17.6. Third Highest-Rated Image for Open

and the vision for this neighborhood as stated above south of Grange Avenue. The area north of Grange Avenue should develop at a density consistent with the existing zoning district. Through good subdivision design, density bonuses may be allowed pursuant to the City Zoning and Development Code requirements.

8. Encourage lot clustering to preserve the natural features and character that follows the City Zoning and Development Code requirements. These development standards are designed to further protect the natural character of the area through techniques such as the preservation of open space along road frontages, the preservation of mature vegetation, the use of natural topography to minimize visibility of development, preservation of stream corridors, and the preservation of scenic views. Utilize the City's Map of Potential Conservation Lands, and the various Section 35 concept plans prepared for this area to identify these natural areas in addition to on-site inspections and other available resources.
9. Encourage a three-dimensional approach for storm water best management techniques for improving the quality of groundwater and surface water.
10. As development occurs, require off-road paths and trail connections, where appropriate to connect to the City's Utility easement / public trail and on-road bike paths for both residential and non-residential development to create an interconnected trail system for much of the Section 34/35 area. All path and trail connections shall be constructed at the time of development and public trail easements shall be provided to the City.
11. Include on-road bike paths for new streets and on existing streets where possible for non-residential development and major thoroughfares, and again, in order to create an interconnected trail system for much of the Section 34/35 area. Work to create linkages to the off-road paths and trail system through private development and/or public projects. All path and trail connections shall be constructed at the time of development and public trail easements shall be provided to the City.
12. Any development applications shall adhere to the design considerations outlined as part of the Neighborhood "G" Area Site Tour section.

13. Encourage green / sustainable / LEED's building and site development techniques for new development as outlined in this Plan.
14. Require coordinated, pre-planned concepts/development proposals to ensure a cohesive and coordinated development pattern. Developments must take into consideration how adjacent parcels would be developed.
15. Although the City may wish to invest and construct roadway, public utility, storm water infrastructure improvements, the City should approve an overall official roadway map for the Section 34/35 area and require dedication of appropriate right-of-way areas, consistent with this map, at the time of land platting where private development is taking place. The development shall also construct the roadway, public utility, and storm water infrastructure to City specifications where the City deems it necessary in order to service that development and / or overall development for the area. Please see Appendix R - Public Participation Summary – South Moorland Road Corridor Neighborhood Plan and Comprehensive Plan Update dated June 29, 2015.
16. Development proposals shall include appropriate utility easements and/or roadway reservations or dedications to ensure public infrastructure (utility or roadway) extensions/connections and a coordinated development pattern are achieved.
17. Any future development requiring coordinated access and/or utility extensions in this area may require the applicant to submit a surety instrument to the City to cover future public improvements and cost contributions.
18. All utility extensions shall be at the expense of the developer to service their respective developments. The City shall endeavor to collect funds from future developments that connect into the utilities where appropriate and collected funds shall be redistributed back to the developer that installed the infrastructure.

AGRICULTURAL AND CULTURAL RESOURCES

Although Section 35 is the last large agricultural area in the eastern half of New Berlin, and has been identified for low-density single-family

residential development, business park/industrial, office, commercial and/or retail development along with a park complex, New Berlin still has a vast amount of land that will be preserved through open space both in this area, as well as the western side of the city. Development in this area will accommodate expected population growth in the city balanced with the preservation of significant natural areas. Agricultural uses may continue until a change in land use is requested.

The New Berlin Landmarks Commission and the City jointly identified and mapped designated landmarks within the city, one of which is located in Neighborhood G. Approximately in the middle of Section 35 is a designated landmark where a collection of arrowheads was found by Joe Rausch (near the Root River). Refer to Chapter 4 for the city-wide New Berlin Landmarks map.

In addition, prior to development, developers will be required to review the National Heritage Inventory database available through the WDNR and Waukesha County to review for any architectural or history properties.

Survey Results: Open Space

Figures 17.4 through 17.6 illustrate the three highest-rated images for open space in Neighborhood G. Preferred open space characteristics included retaining natural and environmental areas, water retention features, and pathways.

NATURAL RESOURCES

PLEASE NOTE A REGIONAL STORM WATER MANAGEMENT PLAN IS CURRENTLY UNDERWAY AND EXPECTED TO BE COMPLETED SEPTEMBER 2015 FOR THE SECTION 34/35 AREA. PLEASE REFER TO THAT STUDY FOR MORE SPECIFIC STORM WATER MANAGEMENT DETAILS.

Neighborhood G has a variety of significant environmental features, including secondary environmental corridors and woodland areas (Figure 17.7). In addition, potential soil limitations exist that should be considered when reviewing plans for development (Figure 17.8).

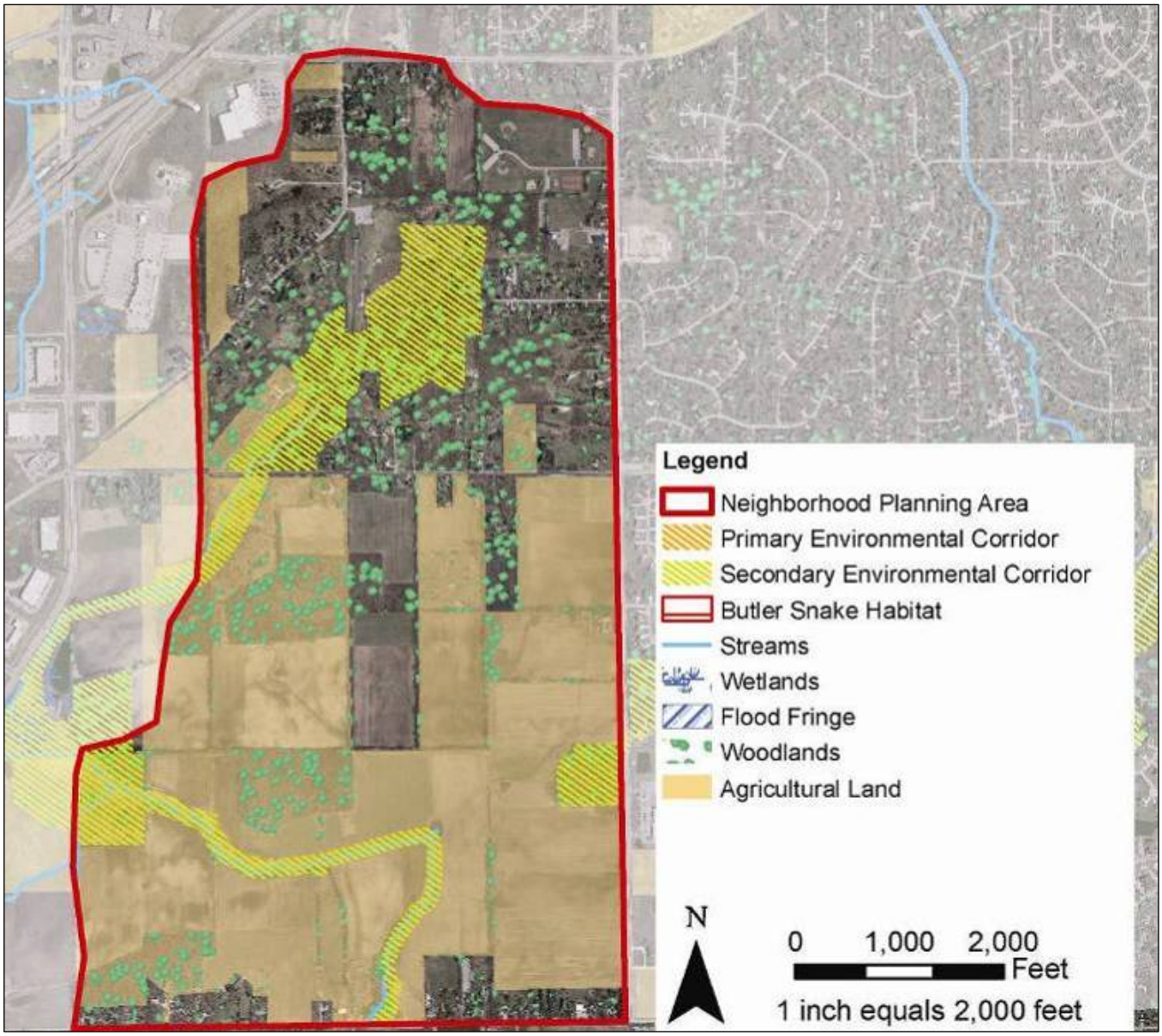

Figure 17.7. Neighborhood G Natural Features Map.
Source: Applied Ecological Services, Inc.

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Because most of Neighborhood G is currently agricultural, there is ample opportunity to implement both large-scale and small-scale Best Management Practices, or BMPs (Figure 17.9).

Recommendations

The recommendations listed below correspond with the numbers and symbols shown on the map in Figure 17.9:

1. Vegetated swales are effective in filtering pollutants and reducing stormwater runoff velocity, in direct contrast to piped storm sewer conveyances. They can be implemented in narrow locations typically found between homes in Urban Residential areas located at the northeast portion of the site. 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. This number is reserved for bio-filter infiltration basins, which are not recommended for specific locations in Sections 26 and 35. Should property owners in the neighborhood propose to install bio-filter infiltration basins, the appropriateness of such basins should be determined based on property characteristics.

3. This number is reserved for recessed parking and cul-de-sac islands, which are not recommended for specific locations in Sections 26 and 35. Should property owners in the neighborhood propose to install recessed parking and cul-de-sac islands, the appropriateness of such techniques should be determined based on property characteristics.

4. Stream banks along the watercourse that traverses the neighborhood should be inspected for areas that need to be stabilized to prevent further soil erosion in the headwaters of the Root River. In conjunction with the above-mentioned BMPs, stream bank stabilization can improve aquatic wildlife thereby providing opportunities for recreation. Forested areas should be inventoried to preserve significant trees and encourage healthy savannahs. Woodland areas provide excellent wildlife habitat as well as picnic and recreation areas.

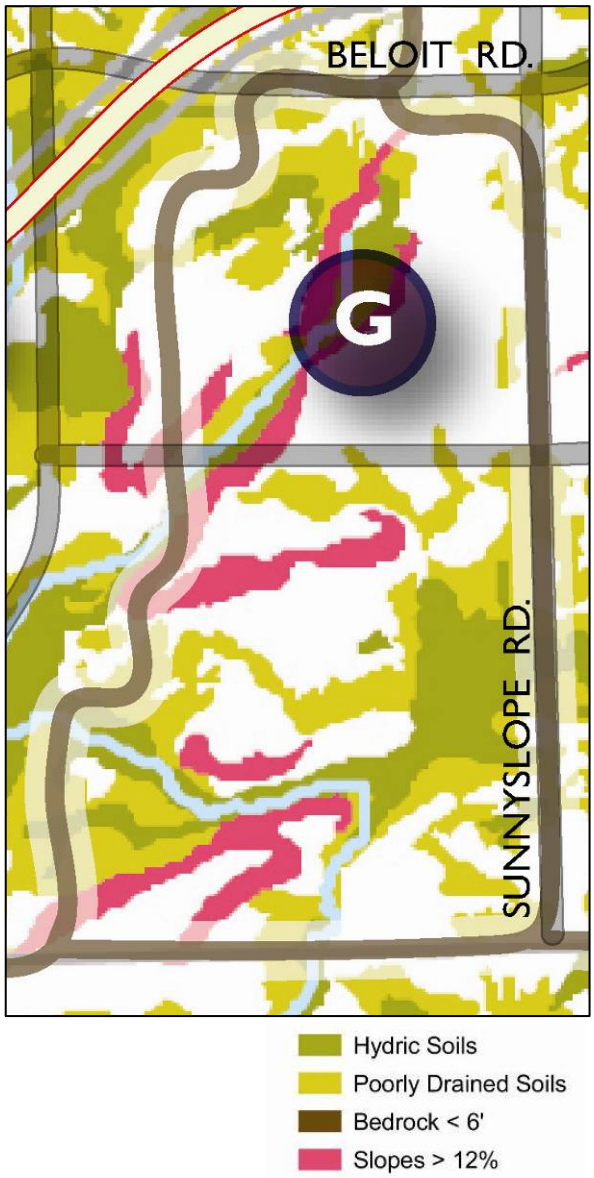

Figure 17.8. Potential Soil Limitations in Neighborhood G. Source: NRCS, SEWRPC, & Waukesha County.

5. Residential parcels can be outfitted with localized BMPs such as rain barrels and rain gardens. Rain barrels collect downspout drainage rather than allowing it to drain across yard and directly into waterways. Rain collected in rain barrels can be re-used to irrigate landscape areas. Rain gardens are localized infiltration basins that provide a means for stormwater runoff to cool, infiltrate and recharge the groundwater.

6. Proper master planning can provide opportunities to incorporate green corridors along the existing waterway. As a part of the green corridors, prairies can also be implemented in existing agricultural areas located at the central and southern portions of the neighborhood. Nature trails can be provided throughout the green corridors to allow residents to enjoy the stream, wildlife and native landscape.

Master planning for Section 35 could incorporate BMPs such as ponds and prairies that promote aquatic habitat and wildlife for active outdoor sports such as fishing, bow-hunting, bird watching, and non-motorized boating.

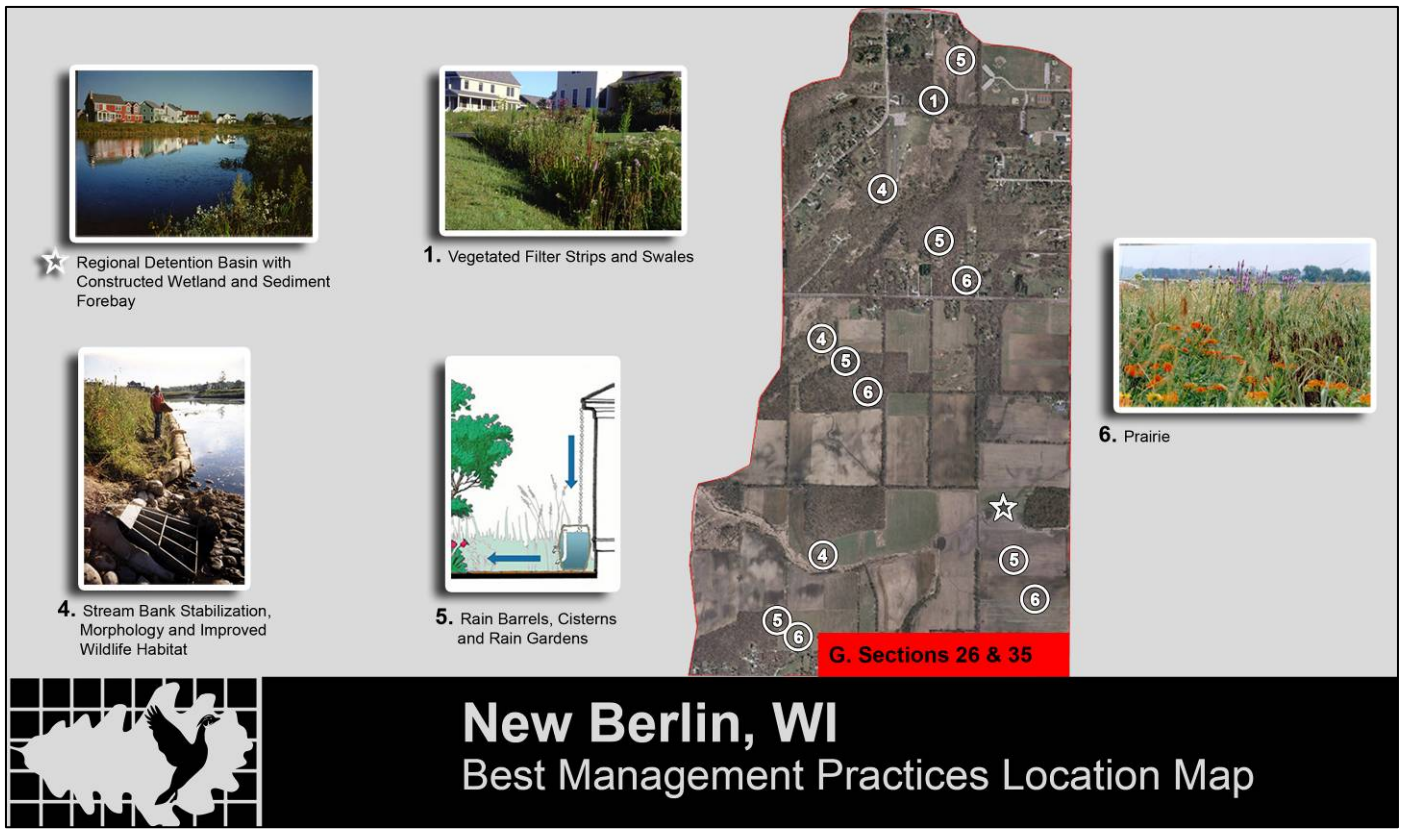

Figure 17.9. Neighborhood G Best Management Practices Map.
Source: Applied Ecological Services, Inc.

EXISTING TRANSPORTATION SYSTEM

PLEASE NOTE A TRAFFIC IMPACT ANALYSIS IS CURRENTLY UNDERWAY AND SHOULD BE REFERENCED IN THE FUTURE WHEN DOING DEVELOPMENT REVIEW AND CAPITAL PLANNING FOR DIRECTION AND GUIDANCE.

As Neighborhood G develops, transportation to and within the neighborhood will be important. The proposed Moorland East Business Park development and Park Complex should be separated from the residential area and only connected by trails/paths, not streets. The existing transportation system in Neighborhood G is comprised of a roadway network and bicycle/pedestrian facilities.

Roadway Network

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

- Beloit Road (County Hwy I) – two travel lanes
- College Avenue (County Hwy HH) – two travel lanes
- Moorland Road (County Hwy O) – This particular roadway is actually in Section 34 (Neighborhood H), but services the western half of Section 35 (Neighborhood G) as well.

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 G are summarized below.

- Sunny Slope Road – two travel lanes
- Grange Avenue – 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.

- Refer to the South Moorland Road Corridor – Neighborhood Plan - Official Road and Trail Layout Map / Fig. 17.13 for the Moorland Road South Corridor for a typical road map for the Local Streets to serve as the backbone to the Moorland East Business Park development and Park Complex.

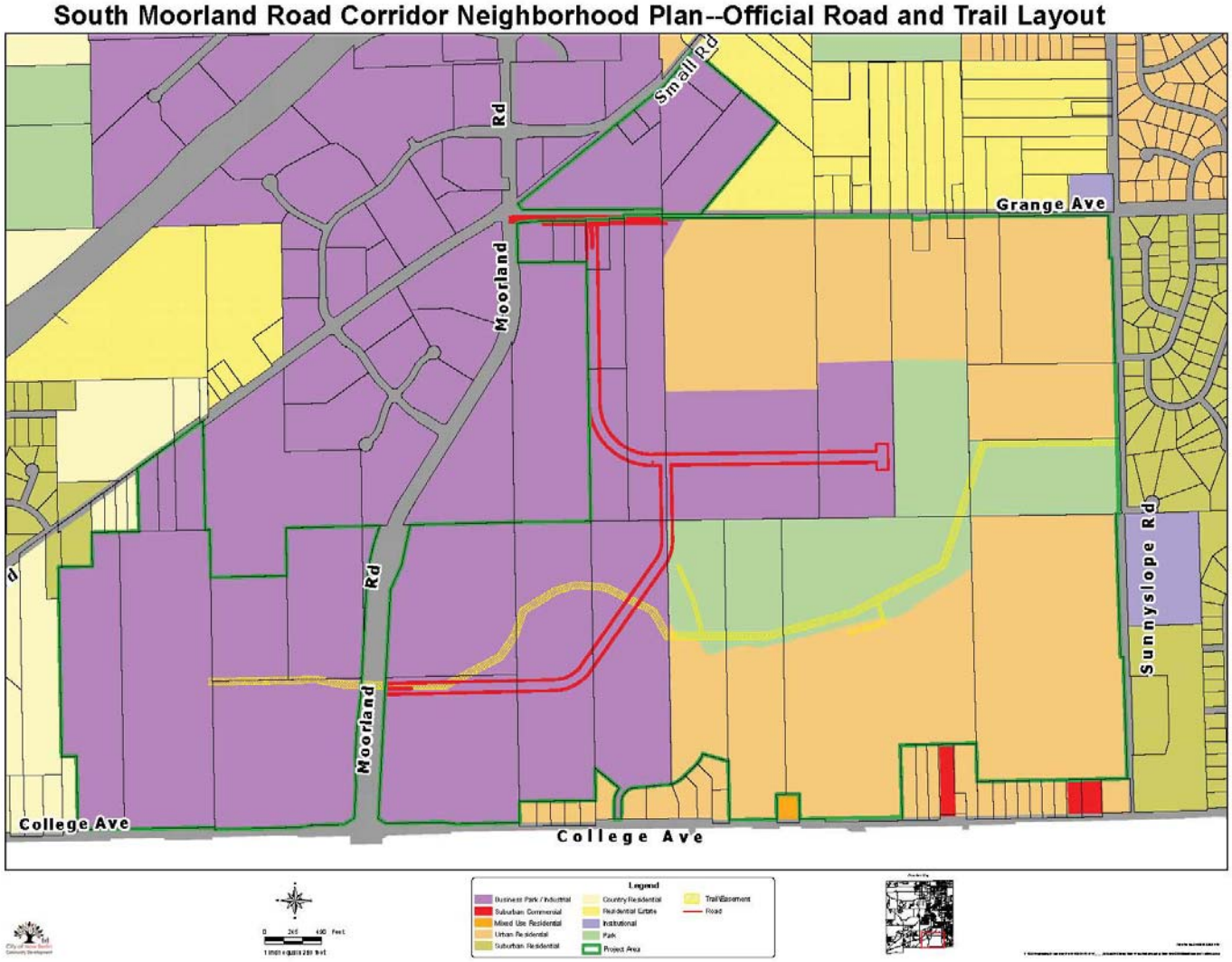

Fig. 17.3. South Moorland Road Corridor Neighborhood Plan – Official Road and Trail Layout.

Figure 17.10. Highest-Rated Image for Road Design.

Figure 17.11. Second Highest-Rated Image for Road Design.

Figure 17.12. Third Highest-Rated Image for Road Design.

Bicycle & Pedestrian Facilities

An off-street recreational trail is located through the Valley View Park in Neighborhood G. This trail is maintained by the City.

Public Transit – Update 2015

Currently, the local transit systems (MCTS, WMT, and WCTS) provides limited bus service to one large business in Neighborhood H which is across Moorland Road. MCTS Route 6 New Berlin Industrial Park Express services this area. In general the services begins in the City of Milwaukee heads to Brookfield Square Mall, then onto the New Berlin Industrial Park with a few stops along Moorland Road and then ending at Buy Seasons just off Small Road. There is funding for approximately 4 years. Service started approximately August 2014.

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

FUTURE TRANSPORTATION SYSTEM

Survey Results: Road Design

Figures 17.10 through 17.12 illustrate the three highest-rated images for road design in Neighborhood G. Desired characteristics included landscaping along the street right-of-way, landscaped medians, and on-street bike lanes where appropriate.

Roadway Network

In Neighborhood G, the SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies additional capacity needed on IH-43. The plan recommends widening IH-43 to a six-lane facility, within the existing right-of-way, from the Hale Interchange to Racine Avenue (County Hwy Y).

SOUTH MOORLAND ROAD CORRIDOR – TRANSPORTATION MODEL

Bicycle & Pedestrian Facilities

As shown on Figure 6.16, the following facilities are currently proposed in Neighborhood G:

Proposed On-Road Facilities:

- Sunny Slope Road (Beloit Road to Grange Avenue)
- Beloit Road
- Elmwood Drive (Sunny Slope Road to Valley View Park Trail)
- Grange Avenue (124th Street to Moorland Road)
- College Avenue (Janesville Road to Racine Avenue)

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 Connection: An east/west facility connecting Sunny Slope Road to Moorland Road to be located between Grange Avenue and College Avenue. A utility easement is available and in place over the interceptor and water main. As development occurs the trail will transition to public use.
- There is an existing utility easement that runs along the water and sewer interceptor within Sections 34 and 35. This easement will eventually transition to a public trail easement as the area develops. This easement runs east and west through the entire Section and is a great amenity to the future residents, businesses, employees, current residents and the community as a whole. As the easement transitions to a public trail, it will provide a number of opportunities for pedestrian connections. Every development will be reviewed for the feasibility of making a connection to the trail. If a connection is possible, it will be incorporated within the site design. The trail also runs through the Park Complex as an added amenity.
- Connections to the utility easement / trail from the business parks and residential will be reviewed with each development.

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.

ECONOMIC DEVELOPMENT

Economic development in Neighborhood G is anticipated to occur through various changes in land use. The western portion of Neighborhood G is designated as Business Parks in the land use plan to allow for an expansion of the Westridge Business Park. Commercial retail is permitted under this designation in order to support area businesses and residents. Housing development will contribute to the City's tax base while providing a land use that is compatible with surrounding housing development.

Existing economic development and land value in Neighborhood G is limited to business parks and housing. According to 2009 estimated tax levies, Neighborhood G comprised less than 1% of the total tax levy for the City. The neighborhood has an estimated assessment value of approximately $29.32 million, with a tax levy of approximately $155,000. The tax impact of the neighborhood will significantly change as development occurs. Recent projections for Sections 34 and 35 predict a projected value of $226.5 million at full build-out.

Brownfields

According to a 2008 listing by the Wisconsin Department of Natural Resources, no brownfields have been identified within Neighborhood G.

Recommendations

The 2002 Economic Development and Revitalization Plan provides a number of economic development policies for Sections 26 and 35. 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. The following recommendations are based on the desired businesses and industries identified during these workshops, and have been updated to reflect current desires for Neighborhood G:

- Finance-Insurance-Real Estate (FIRE), including law firms, real estate agencies, insurance agencies, brokers
- Professional specialties including physicians offices, medical clinics, engineering, architectural, planning and surveying firms
- High technology firms, especially those that can capitalize on proximity to the Milwaukee area's traditional industrial base (i.e.

precision tool manufacturing, food and beverage preparation and capital goods)

- 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
- Commercial gyms, fitness centers and businesses that cater to recreational and leisure-time activities
- Eating and drinking establishments, including fine quality dining in close proximity to hotels and business parks

HOUSING

The environmental character and availability of sewer in this neighborhood offers an opportunity to develop single-family and multi-family senior housing developments that include a variety of open space features.

Survey Results: Multi-family Housing

Figures 17.14 through 17.16 illustrates the three highest-rated images for multi-family housing in Neighborhood G. Smaller complexes with natural open space features were preferred over large multi-family structures. Characteristics of interest included front porches, accessible entries, and façade detail.

Figure 17.14. Highest-Rated Image for Multi-family Housing.

Figure 17.15. Second Highest-Rated Image for Multi-family Housing.

Figure 17.16. Third Highest-Rated Image for Multi-family Housing.

Recommendations

- Housing should include single-family units with minimum lot size similar to that of the adjacent subdivisions east of Sunny Slope Road, along with the careful preservation of environmentally sensitive areas as described in other sections of this chapter.
- Open space / subdivision outlots shall be maintained by a homeowner's association, and shall include pedestrian pathways, bicycle paths, and best management practices for storm water management.

PUBLIC UTILITIES - UPDATE

In 2011 the City amended the City's MMSD Current Sewer Service Area (SSA) and the New Berlin Urban Service Area Boundary (NBUSAB) to serve Section 35 and portions of Section 34. Construction is complete for the extension of water main and interceptor sewer from Sunny Slope Road to Moorland Road westward to service new development in this area. The existing interceptor sewer at Sunny Slope Road and Brook Hollow Court was installed in the 1990's and was sized for anticipated drainage from 7.8 square miles in the southern half of the City.

LAND USE

Existing land uses are limited to agriculture, housing, and recreation. Land use recommendations include the South Moorland Road Corridor, the Moorland East Business Park development and Park Complex along with balancing the desire for additional housing with the desire to limit the impact of development on City taxes and the schools.

Figure 10.5 provides the future land use map for Neighborhood G. Refer to Chapter 10, Land Use, for any changes to the Future Land Use Map.

Recommendations

Housing is recommended along Grange Avenue and the eastern portion of Neighborhood G. Single-family residential is recommended along the eastern portion of the neighborhood and to be developed at a lower density as housing east of Sunny Slope Road. The new residential housing should be similar to existing subdivisions to the east and of similar architecture and construction. This area is pre-planned to be served by public utilities. Residential development should include significant open spaces through the preservation of existing environmental features. Housing in Neighborhood G will include minimum lot size similar to that of the adjacent subdivisions east of Sunny Slope Road with a focus on preserving environmental features.

Urban Residential and Park uses should remain in the northern portion of the neighborhood.

Park Complex will also be incorporated into the South Moorland Road Corridor Section 35.