

# CHAPTER 2: ISSUES AND OPPORTUNITIES

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

The Issues and Opportunities element covers a variety of city-wide information, including past planning efforts, trends, public participation, water issues, economic development, transportation, and housing. Specific policies and recommendations can be found in each neighborhood chapter.

## REVIEW OF PRIOR STUDIES SUMMARY

As part of the coordinated planning effort for this Plan, the consultant reviewed over two dozen planning studies previously completed for the City of New Berlin. The purpose of this detailed review was to compare and consolidate Plan recommendations and build on previous analyses and conclusions. The following is a list of studies included in the review:

- City of New Berlin Developer's Handbook, Revision #1 (2006)
- New Berlin Industrial Park Redevelopment Plan (2005)
- Transportation Plan (2004)
- Park and Open Space Plan (2003)
- Alternative Transportation Plan (Amended 2002, Adopted 1999)
- Economic Development and Revitalization Plan (2002)
- Growth and Development Master Plan, referred to as the "GDMP" (2001)
- Rural Commercial Design Guide (2001)
- Stormwater Management Plan (2000)
- West National Avenue Redevelopment Plan (2000)
- City Center Development Plan (1999)
- Land Use and Urban Design Plan for the City of New Berlin (1987)
- Housing Element Outline and Timeline (Draft)

See Appendix A for the full New Berlin Document Review.



## EXISTING CONDITIONS AND MAPS

The following maps provide additional information about New Berlin's existing and future land use, zoning, and overall community character.



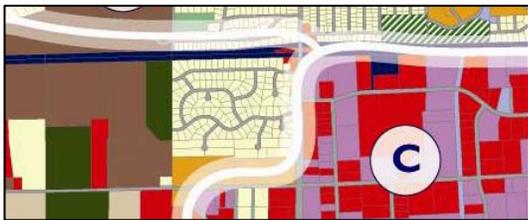
### 1990 Aerial Map

The 1990 aerial image of New Berlin provides a snapshot of natural areas, developed lands, and the overall character of the city almost twenty years ago (Figure 2.1). Areas showing significant change between 1990 and 2005 are highlighted on the image.



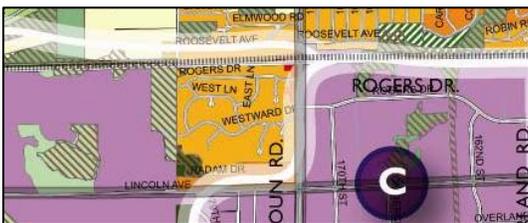
### 2005 Aerial Map

Between 1990 and 2005, New Berlin witnessed the development of several nodes throughout the city, including the Westridge Business Park near Interstate 43 and Moorland Road (Figure 2.2). The 2005 aerial illustrates the noticeable divide between the more urban east half of New Berlin and the rural west half.



### Existing Land Use

Figure 2.3 provides the existing land uses in New Berlin for 2015. The classifications are based on data from the 2008 assessment year, and show the high level of residential uses currently classified within the city. Commercial and industrial corridors and nodes are found along Lincoln Avenue (Neighborhood B), the New Berlin Industrial Park (Neighborhood C), National Avenue (Neighborhoods E and I), and the Westridge Business Park (Neighborhood H).



### Future Land Use (2001)

Much of the comprehensive planning process centered on what was commonly referred to as the "City's current future land use map," or the future land use map from the 2001 Growth and Development Master Plan, or GDMP (Figure 2.4). The future land use map for this Plan serves as an updated version of the 2001 future land use map, the changes for which are based largely on property owner requests and community desires. See the Land Use element of this Plan for the recommended future land use map.



### Zoning

The City of New Berlin Zoning Map, Figure 2.5, illustrates the wide variety of zoning classifications created for the community. The map

provides rezones through October 1, 2009, and like the existing land use map, reflects the division in character between the urban east and rural west.

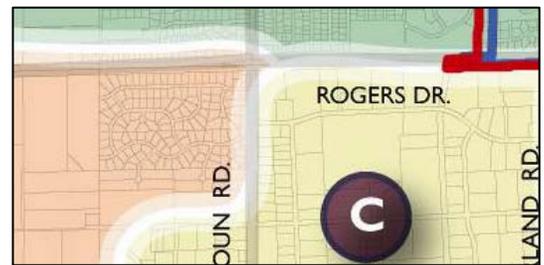
### Development by Decade

Figure 2.6 offers a unique look at the city by providing an analysis of when development occurred in the City of New Berlin. The map is structure-based but classified by parcel, meaning that if a structure on the property was constructed in the 1990s, the entire parcel is color-coded for that particular decade. Most of the parcels are color-coded as yellows and greens, reflecting largely 20<sup>th</sup> century and early 21<sup>st</sup> century development. Some of the farmsteads on the west side of New Berlin are home to structures from the late 19<sup>th</sup> century.

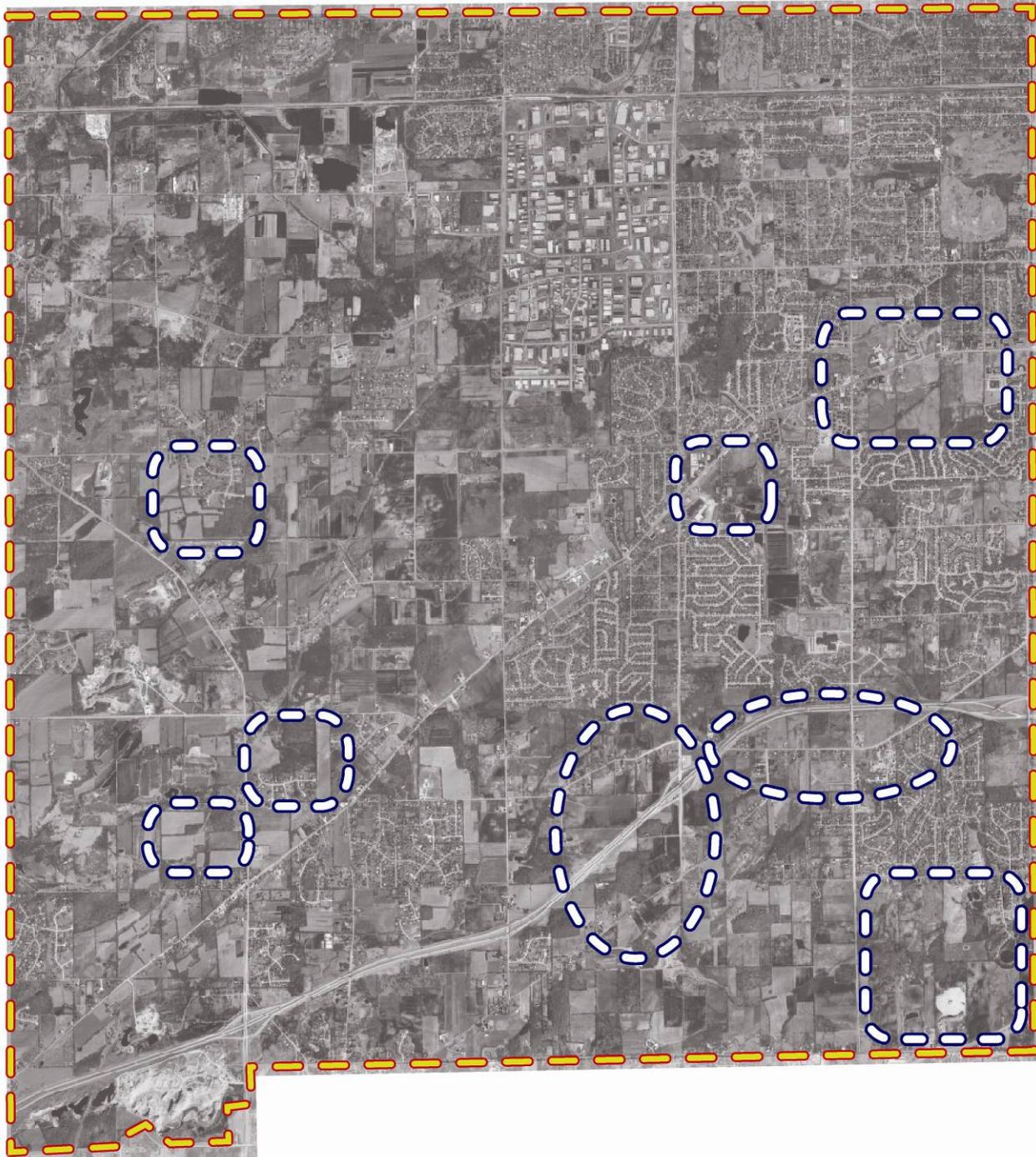


### Aldermanic Districts

Because the neighborhood boundaries established for the 2001 GDMP and carried through for this Plan do not follow aldermanic district boundaries, it should be noted how the boundaries overlap to create multi-jurisdictional neighborhoods throughout the city. Figure 2.7 illustrates both the neighborhood boundaries and the political boundaries established for each aldermanic district. Neighborhood F houses the largest number of aldermanic districts, with five districts..



An amended Aldermanic District boundary was approved by Common Council via Ordinance No. 2472 on September 27, 2011. The changes were predicated on the 2010 U.S. Census data and the State Statute required adjustment to the Wards. The adjusted wards were approved via Common Council Resolution No. 11-20.



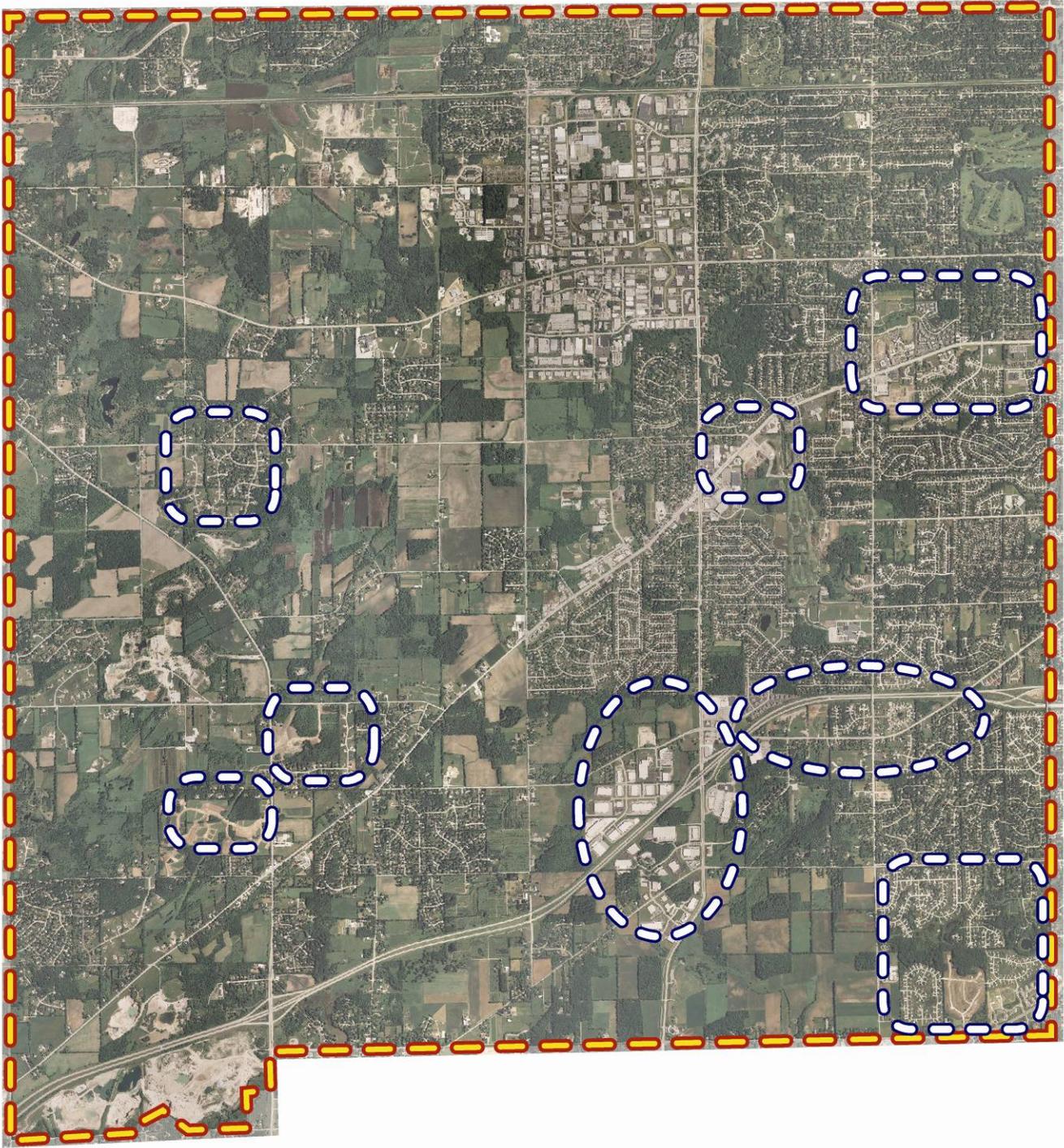
February 9, 2009

**COMPREHENSIVE PLAN 2020**  
CITY OF NEW BERLIN, WISCONSIN



Figure 2.1. 1990 Aerial Map of New Berlin with Areas of Significant Change. Aerial Source: SEWRPC.

NEW BERLIN 2005 AERIAL



February 9, 2009

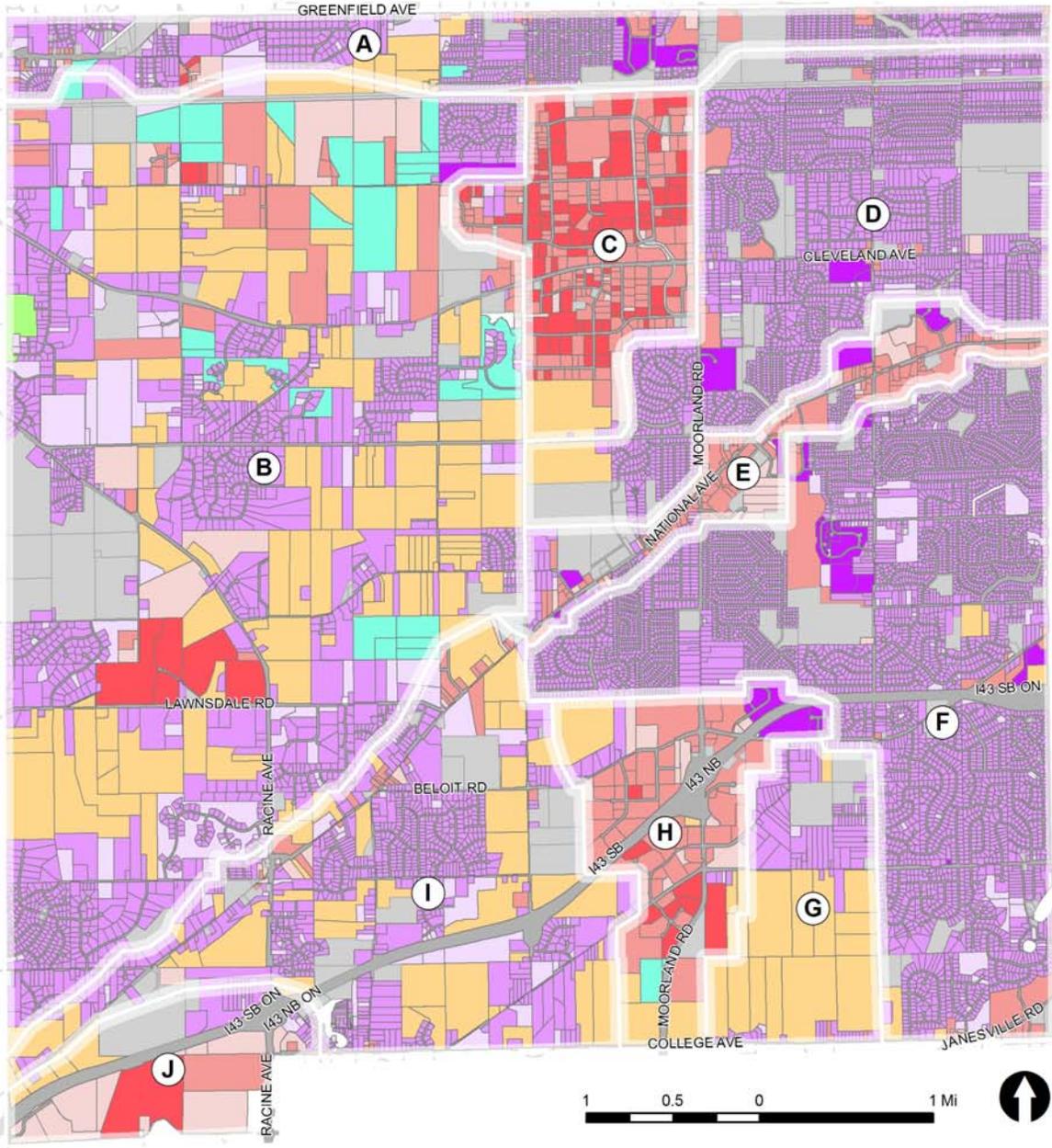
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Figure 2.2. 2005 Aerial Map of New Berlin with Areas of Significant Change. Aerial Source: SEWRPC.

**EXISTING LAND USE**

*with Neighborhood Overlay*



**EXISTING LAND USE**

- |                        |               |                         |
|------------------------|---------------|-------------------------|
| Agricultural           | Exempt        | Residential             |
| Commercial             | Forest Land   | Residential Condominium |
| Commercial Vacant Site | Manufacturing | Residential Vacant Site |
|                        |               | Undeveloped             |

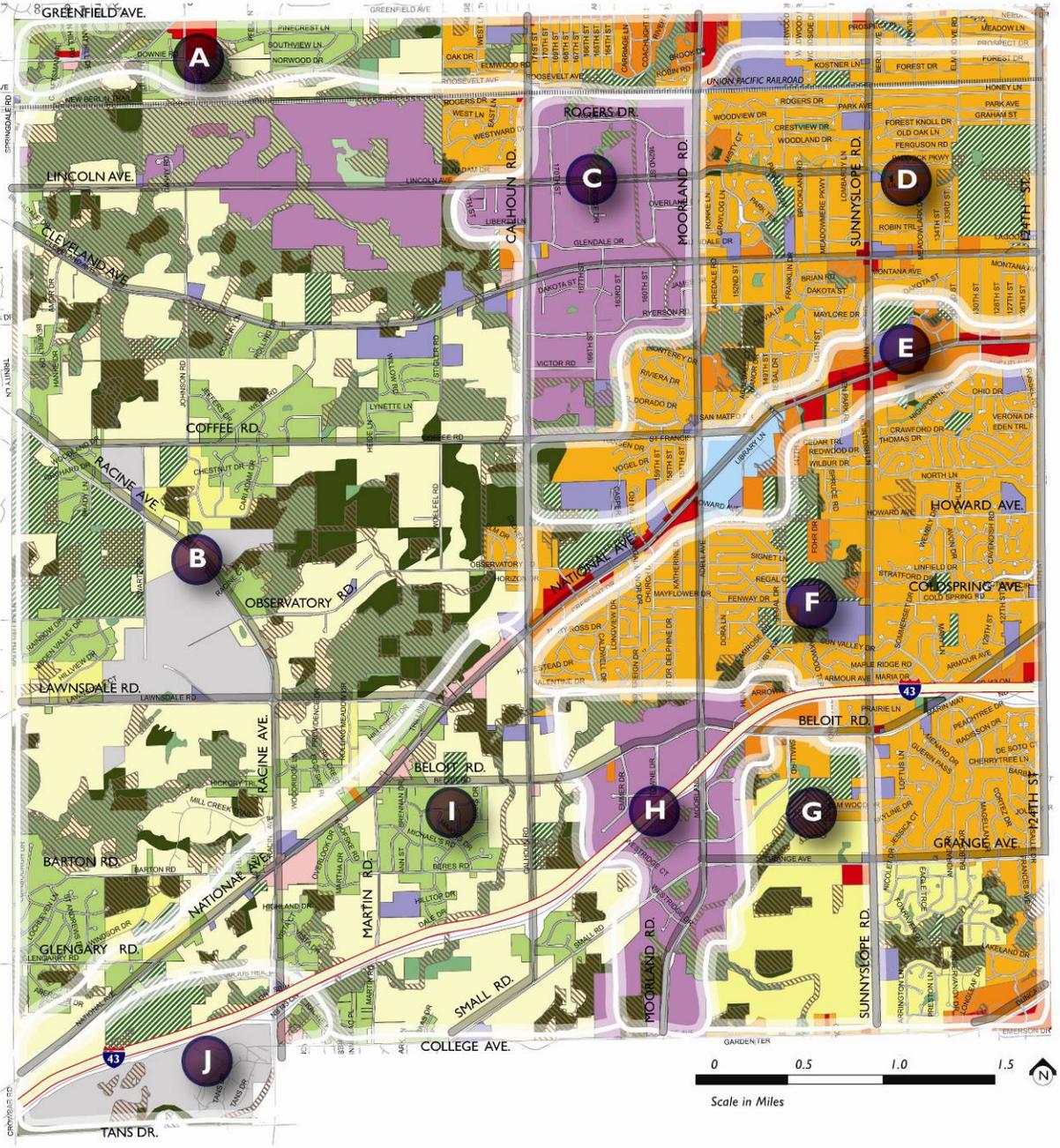
February 2016

**COMPREHENSIVE PLAN 2020**  
*City of New Berlin, Wisconsin*

Figure 2.3. 2015 Existing Land Use Map.

# 2001 GDMP FUTURE LAND USE

with Neighborhood Overlay



**GDMP Update Land Use Categories**

- Business Park / Industrial
- Commercial Center
- Country Residential
- Institutional
- Mixed Use Residential
- Park
- Quarry
- Residential Estate
- Rural Commercial
- Suburban Commercial
- Suburban Residential
- Urban Residential

**Referenced Land Use Elements**

- Environmental Corridor
- Environmental Corridors
- Shoreland-Wetland Conservancy
- Upland-Woodland Conservancy

February 19, 2009

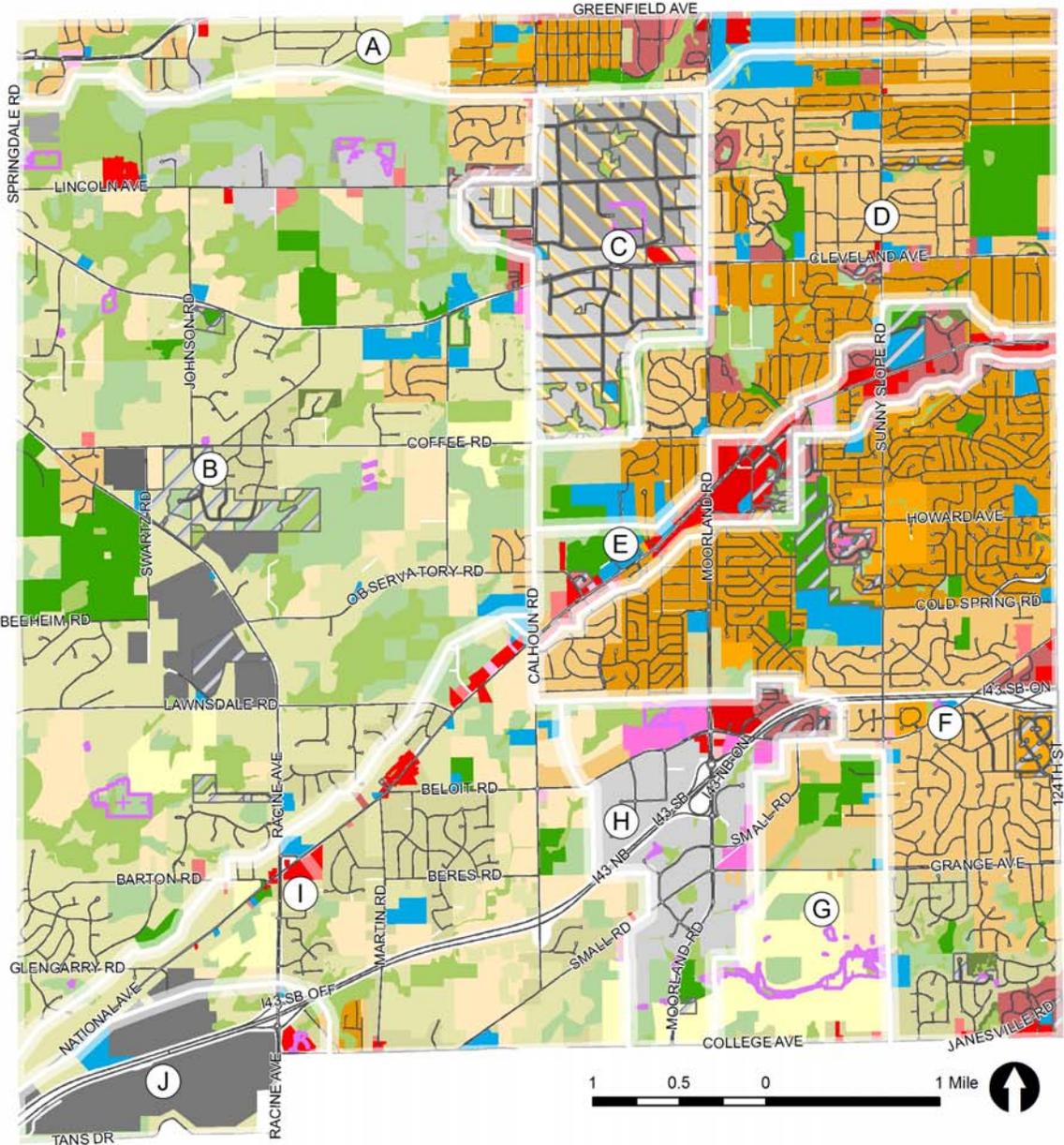
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CITY OF NEW BERLIN, WISCONSIN



Figure 2.4. Future Land Use Map for the City of New Berlin, as Depicted in the 2001 GDMP, with Neighborhood Overlay.

# NEW BERLIN ZONING MAP

Includes Rezones through 11/25/2015



**ZONING DISTRICTS**

- A-1 Agricultural
- A-2 Agricultural and Rural Holding
- R-1 / R-2 Rural Estate Single-Family Residential
- R-2E Residential Estate Single-Family
- R-3 Low-Density S-F Residential
- R-4 Low-Density S-F Residential
- R-4.5 Medium-Density S-F Residential
- R-5 Medium-Density S-F Residential
- Rd-1 Two-Family Residential

- Rm-1 Multi-Family Residential
- B-1 Shopping Center
- B-2 General Retail Sales & Service
- B-3 General Commercial Sales & Bulk Storage
- B-4 Automobile Oriented Business (Repealed)
- B-5 Rural Commercial District
- O-1 Office and Business Service
- O-2 Business Park Development
- O-3 Transitional Office District

- I-1 Institutional
- M-1 Light Manufacturing
- M-2 General Industrial
- Q-1 Quarrying and Extractive
- L-1 Landfill
- P-1 Park
- C-1 Upland Conservancy
- C-2 Shoreland-Wetland Conservancy
- C-3 Permanent Open Space

- Zoning Overlay**
- PUD
  - Special Conditions Apply
  - SPO
- Wetland Registration Type**
- Registered Wetland
  - Outside Wetland

February 2016

**COMPREHENSIVE PLAN 2020**  
City of New Berlin, Wisconsin

Figure 2.5. City of New Berlin Zoning Map. Source: City of New Berlin.

# DEVELOPMENT BY DECADE



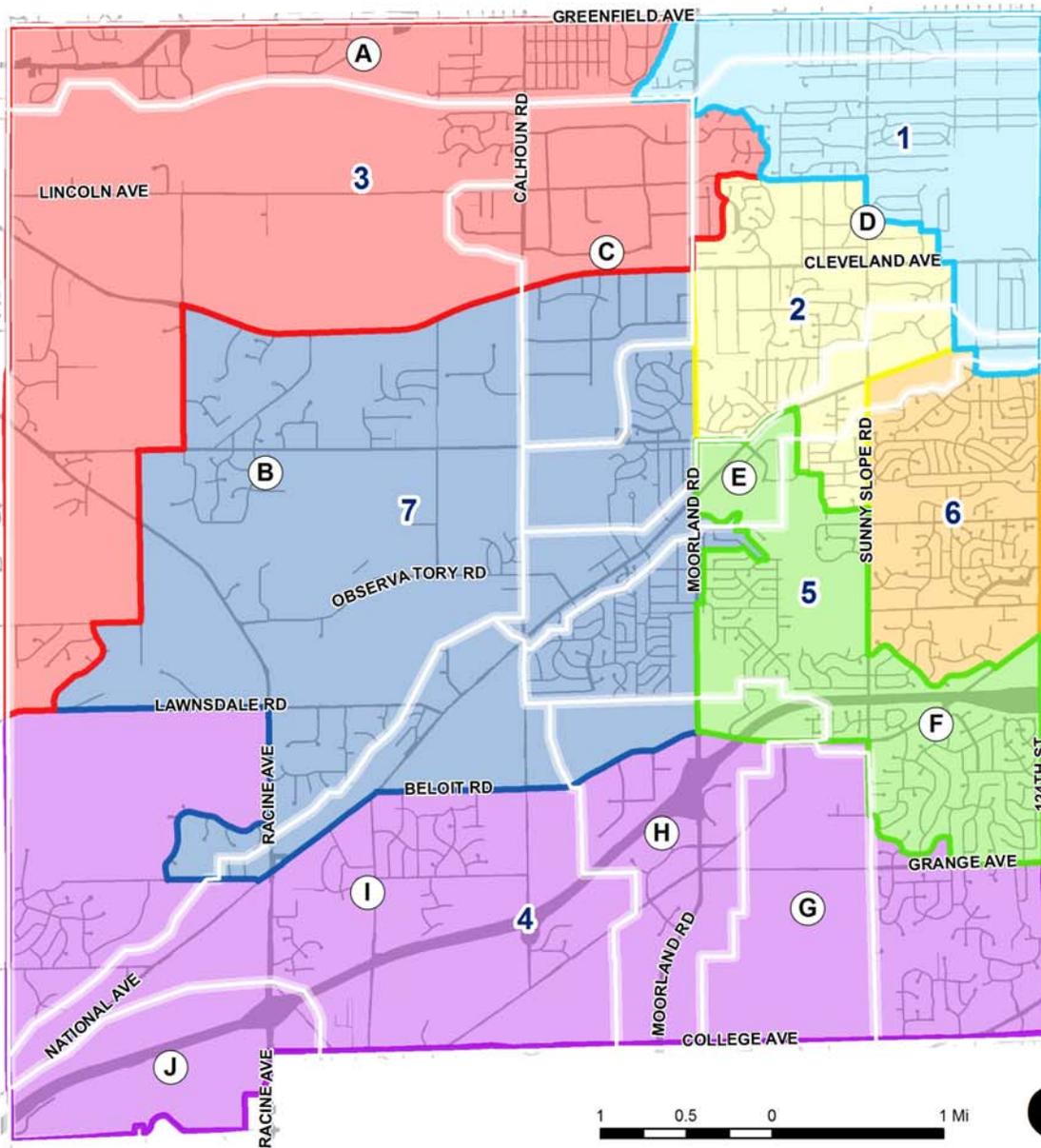
February 2016

**COMPREHENSIVE PLAN 2020**  
City of New Berlin, Wisconsin

Figure 2.6. Development by Decade in the City of New Berlin Zoning Map. Source: City of New Berlin.

# ALDERMANIC DISTRICTS

with Neighborhood Overlay



### Aldermanic Districts



February 2016

**COMPREHENSIVE PLAN 2020**  
City of New Berlin, Wisconsin

Figure 2.7. Neighborhood Boundaries and Aldermanic Districts. Source: City of New Berlin.

## DEMOGRAPHICS

### Population

New Berlin's total population increased by 13.8% between 1990 and 2000 (from 33,592 to 38,220), as measured by the United States Census Bureau. During the same time period, Waukesha County grew by 18.4% and the cities of Brookfield, Muskego, and Waukesha also gained population between 1990 and 2000. See Figure 2.8.

	Southeastern Wisconsin		Waukesha County		City of New Berlin		City of Brookfield		City of Muskego		City of Waukesha	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
1970	1,756,083	-	231,335	-	26,910	-	31,761	-	11,573	-	39,665	-
1980	1,764,796	0.5%	280,203	21.1%	30,529	13.4%	34,035	7.2%	15,277	32.0%	50,365	27.0%
1990	1,810,364	2.6%	304,715	8.7%	33,592	10.0%	35,184	3.4%	16,813	10.1%	56,958	13.1%
2000	1,931,165	6.7%	360,767	18.4%	38,220	13.8%	38,649	9.8%	21,397	27.3%	64,825	13.8%

Figure 2.8. Population

Source: U.S. Census Bureau and SEWRPC, 2000.

Population projections for a given community often vary depending on the data source. For municipalities in Wisconsin, the most commonly used projection sources are the United States Census Bureau, the Wisconsin Department of Administration (DOA), and the Applied Population Laboratory at the University of Wisconsin-Madison.

Several factors have contributed to population growth in New Berlin including the availability of buildable land, access to interstate highways and major arterial roads, a wide range of housing choices, and newly-constructed residential subdivisions. Based on past population trends and other contributing factors, it is estimated by the DOA that New Berlin will have 41,682 individuals by the year 2020 (Figure 2.9).

	City of New Berlin	
	Total	% Change
2000	38,220	-
2005	39,041	2.15%
2010	39,882	2.15%
2015	40,791	2.28%
2020	41,682	2.18%

Figure 2.9. Population Trends

Source: WI DOA.

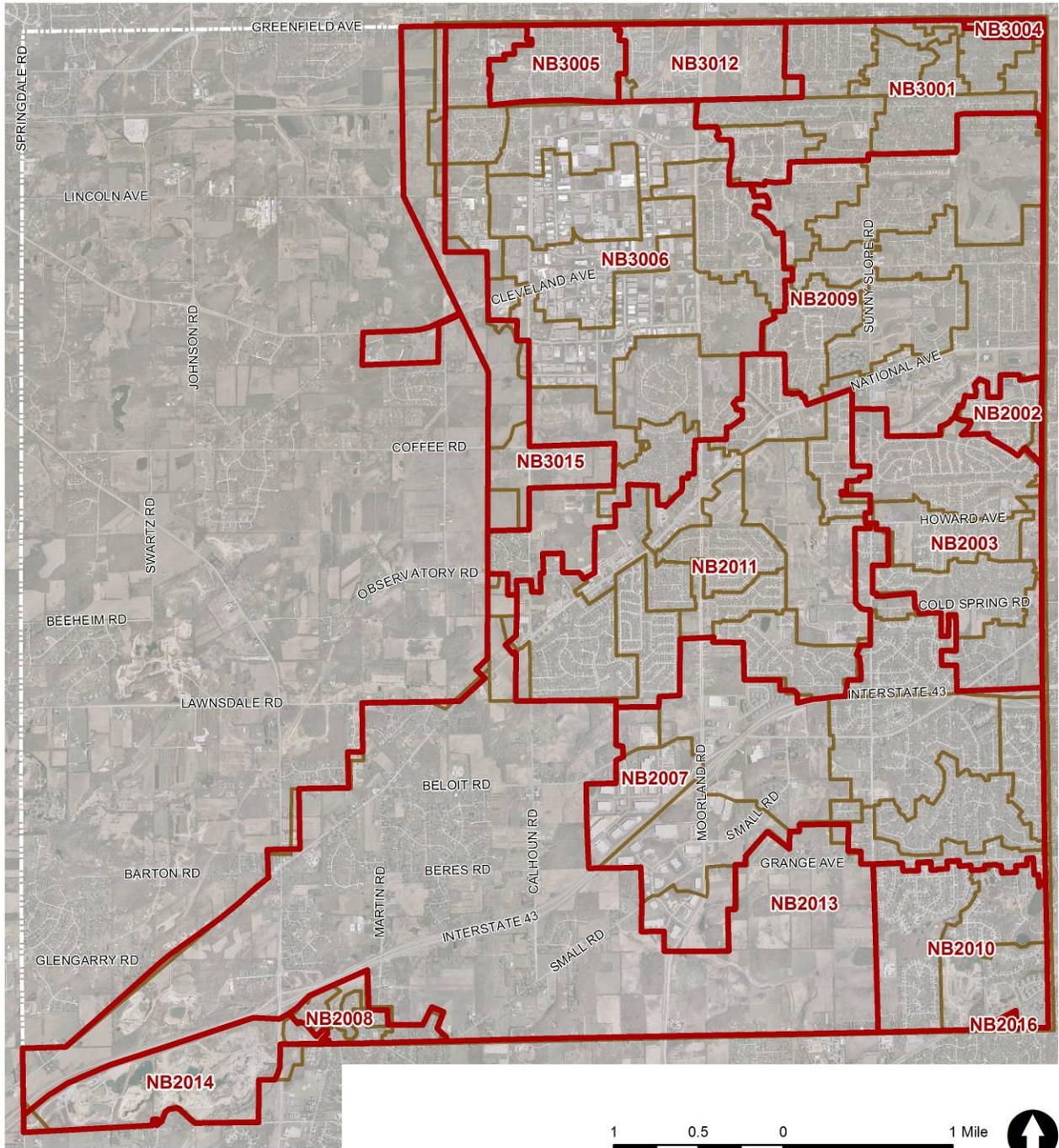
In addition to the population projections provided by the DOA, the City of New Berlin received an analysis from the Milwaukee Metropolitan Sewerage District (MMSD) that provides population projections by sewershed (Figure 2.10). Figure 2.11 provides an image of the sewershed boundaries in New Berlin. Of note are the differences in population for 2010 shown in Figure 2.9 and Figure 2.10. MMSD shows

New Berlin at 33,548 in 2010, while the DOA lists the City of New Berlin as having a population of 39,882 for that same year. These projections then show an increase in population to 43,349 in 2020, as projected by MMSD, in comparison with only 41,682 as listed by the DOA.

	Year			Buildout
	2000	2010	2020	
NB3001	3,532	2,246	3,577	3,577
NB3004	199	1,980	197	197
NB3005	886	1,872	904	904
NB3012	1,271	0	1,269	1,269
NB2007	3,745	11,805	5,206	5,235
NB2011	6,307	0	8,068	8,099
NB2002	613	640	609	609
NB2003	4,344	3,500	5,052	5,072
NB3006	4,337	4,264	4,817	4,830
NB2008	215	350	286	286
NB2009	5,568	4,794	6,064	6,086
NB2010	1,148	2,097	2,144	2,144
NB2013	2,137	0	4,549	5,178
NB2014	0	0	23	23
NB2016	4	0	4	4
NB3015	18	0	580	643
TOTAL	34,324	33,548	43,349	44,156

Figure 2.10. Population Projections By Sewershed  
Source: Milwaukee Metropolitan Sewerage District.

# MMSD SEWERSHEDS



■ MMSD Sewersheds     
 ■ Old MMSD Basins

Source: Milwaukee Metropolitan Sewerage District

November 6, 2009

**COMPREHENSIVE PLAN 2020**  
City of New Berlin, Wisconsin

Figure 2.11. Milwaukee Metropolitan Sewerage District Sewershed Map for New Berlin.

The median age of New Berlin in 2000 was 39.8, which was higher than the County median age of 38.1 and the southeastern Wisconsin region (“Region”) median age of 35.4. Among Brookfield, Muskego, and Waukesha, only Brookfield had a higher median age than New Berlin at 42.5 (Figure 2.12).

	Southeastern Wisconsin		Waukesha County		City of New Berlin		City of Brookfield		City of Muskego		City of Waukesha	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
0-9	276,609	14.3%	49,271	13.7%	<b>4,821</b>	<b>12.6%</b>	4,967	12.9%	3,132	14.6%	9,129	14.1%
10-19	288,787	14.9%	53,991	15.0%	<b>5,453</b>	<b>14.3%</b>	6,116	15.8%	3,213	15.0%	8,917	13.8%
20-34	388,005	20.1%	58,492	16.2%	<b>5,768</b>	<b>15.1%</b>	3,657	9.5%	3,349	15.7%	16,114	24.9%
35-54	580,319	30.0%	121,648	33.7%	<b>13,355</b>	<b>34.9%</b>	12,888	33.3%	7,655	35.8%	19,103	29.5%
55-64	158,164	8.2%	33,931	9.4%	<b>3,980</b>	<b>10.4%</b>	4,213	10.9%	1,915	8.9%	4,668	7.2%
65-84	209,481	10.8%	37,987	10.5%	<b>4,375</b>	<b>11.4%</b>	6,035	15.6%	1,781	8.3%	5,748	8.9%
85+	31,543	1.6%	5,447	1.5%	<b>468</b>	<b>1.2%</b>	773	2.0%	352	1.6%	1,146	1.8%
Median Age	35.4	-	38.1	-	<b>39.8</b>	-	42.5	-	37.5	-	33.4	-

Figure 2.12. Age  
Source: U.S. Census Bureau and SEWRPC, 2000.

Racial diversity in New Berlin is approximately equivalent to that of Waukesha County, but less diverse than the Region as a whole (Figure 2.13). Both New Berlin and Waukesha County are 95.8% White, while the Region is comprised of 79.4% White. The Asian population comprises the next highest percentage in New Berlin at 2.3% of the city’s total population.

The category “Some Other Race Alone” often raises question as to what the title signifies. According to the Census glossary, the Federal Office of Management and Budget (OMB) revised the standards in 1997 for how the Federal government would collect and present data on race and ethnicity. These standards resulted in updates to some of the racial categories used in 1990 and preceding censuses, and allowed respondents to report as many race categories as necessary to identify themselves on the Census 2000 questionnaire. The “Some Other Race Alone” category is meant to capture all other races to which respondents identified.

	Southeastern Wisconsin		Waukesha County		City of New Berlin		City of Brookfield		City of Muskego		City of Waukesha	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
White	1,534,464	79.4%	345,506	95.8%	<b>36,631</b>	<b>95.8%</b>	36,407	94.2%	20,992	98.1%	59,133	91.2%
African American	263,200	13.6%	2,646	0.7%	<b>169</b>	<b>0.4%</b>	321	0.8%	34	0.2%	831	1.3%
American Indian/Alaska Native	9,510	0.5%	788	0.2%	<b>82</b>	<b>0.2%</b>	35	0.1%	46	0.2%	216	0.3%
Asian	34,438	1.8%	5,381	1.5%	<b>883</b>	<b>2.3%</b>	1,479	3.8%	97	0.5%	1,407	2.2%
Native Hawaiian/Other Pacific Islander	716	0.0%	87	0.0%	<b>6</b>	<b>0.0%</b>	7	0.0%	5	0.0%	23	0.0%
Some Other Race Alone	58,157	3.0%	3,128	0.9%	<b>173</b>	<b>0.5%</b>	87	0.2%	76	0.4%	2,144	3.3%
Two or More Races	32,423	1.7%	3,231	0.9%	<b>276</b>	<b>0.7%</b>	313	0.8%	147	0.7%	1,071	1.7%

Figure 2.13. Race  
Source: U.S. Census Bureau and SEWRPC, 2000.

Approximately 36.8% of the residents 25 years and older obtained a bachelor’s degree or higher as of 2000 (Figure 2.14). This percentage

lies above both Waukesha County (34.0%) and the Region (25.5%), but falls below the City of Brookfield (49.0%).

	Southeastern Wisconsin		Waukesha County		City of New Berlin		City of Brookfield		City of Muskego		City of Waukesha	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Population 25 Years and Over	1,243,854	100.0%	241,299	100.0%	<b>26,328</b>	<b>100.0%</b>	26,645	100.0%	14,201	100.0%	41,765	100.0%
Less Than 9th Grade	59,587	4.8%	5,537	2.3%	<b>463</b>	<b>1.8%</b>	573	2.2%	337	2.4%	1,306	3.1%
9th to 12th (No Diploma)	136,211	11.0%	13,873	5.7%	<b>1,550</b>	<b>5.9%</b>	1,015	3.8%	767	5.4%	3,130	7.5%
High School Graduate	372,955	30.0%	66,651	27.6%	<b>7,116</b>	<b>27.0%</b>	5,073	19.0%	4,778	33.6%	12,381	29.6%
Some College or Associate's Degree	358,403	28.8%	72,975	30.3%	<b>7,521</b>	<b>28.6%</b>	6,930	26.0%	4,765	33.6%	12,167	29.1%
Bachelor or Graduate Degree	316,698	25.5%	82,263	34.0%	<b>9,678</b>	<b>36.8%</b>	13,054	49.0%	3,554	25.0%	12,781	30.6%

Figure 2.14. Educational Attainment  
Source: U.S. Census Bureau and SEWRPC, 2000.

## Households and Families

Detailed information and data for households and families is provided in the Housing element of this Plan. Included below is summary information regarding households and families in New Berlin.

In 2000, New Berlin's average household size was 2.62, compared with 2.74 in Brookfield, 2.80 in Muskego, and 2.43 in Waukesha. The City had a total of 14,495 households in 2000, up from 11,695 in 1990. Among the total number of families in New Berlin, 5.12% were single-parent households, compared with 13.59% nationwide.

The median household income in New Berlin was \$67,576 in 1999, compared to \$49,394 in 1989 (Figure 2.15). Adjusting the 1989 income to 1999 dollars (from \$49,394 to \$66,363) suggests that median household income for the City has not substantially changed. However, New Berlin's 1999 median household income was higher than that of Waukesha County (\$62,839). According to the 2005-2007 American Community Survey (ACS), the median income is \$75,972.

Additionally, New Berlin has a high percentage of households (24.9%) that fell at \$100,000 or higher when compared to surrounding communities, Waukesha County, and Southeastern Wisconsin. Only the City of Brookfield had a higher percentage of households that fell within this range (33.5%). As the population ages, there may be some impact on the current distribution of household incomes within New Berlin.

	Southeastern Wisconsin		Waukesha County		City of New Berlin		City of Brookfield		City of Muskego		City of Waukesha	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Households	749,634	100.0%	135,450	100.0%	<b>14,499</b>	<b>100.0%</b>	13,985	100.0%	7,562	100.0%	25,624	100.0%
Less Than \$10,000	56,195	7.5%	3,698	2.7%	<b>223</b>	<b>1.5%</b>	281	2.0%	175	2.3%	1,222	4.8%
\$10,000 to \$34,999	222,507	29.7%	26,209	19.3%	<b>2,488</b>	<b>17.2%</b>	2,002	14.3%	1,201	15.9%	6,939	27.0%
\$35,000 to \$49,999	125,222	16.7%	19,686	14.5%	<b>2,039</b>	<b>14.1%</b>	1,644	11.8%	1,077	14.2%	4,617	18.0%
\$50,000 to \$74,999	164,084	21.9%	33,478	24.7%	<b>3,569</b>	<b>24.6%</b>	2,928	20.9%	2,225	29.4%	6,744	26.3%
\$75,000 to \$99,999	91,480	12.2%	23,264	17.2%	<b>2,578</b>	<b>17.8%</b>	2,443	17.5%	1,455	19.2%	3,380	13.2%
\$100,000 to \$149,999	60,794	8.1%	18,749	13.8%	<b>2,468</b>	<b>17.0%</b>	2,411	17.2%	1,073	14.2%	1,996	7.8%
\$150,000 to \$199,999	14,148	1.9%	5,115	3.8%	<b>646</b>	<b>4.5%</b>	912	6.5%	212	2.8%	443	1.7%
\$200,000+	15,204	2.0%	5,251	3.9%	<b>488</b>	<b>3.4%</b>	1,364	9.8%	144	1.9%	283	1.1%
Median Household Income	-	-	\$62,839	-	<b>\$67,576</b>	-	\$76,225	-	\$64,247	-	\$50,084	-

Figure 2.15. Income  
Source: U.S. Census Bureau and SEWRPC, 2000.

## Housing

More recent and detailed information and data for housing is provided in the Housing element of this Plan. Included below is summary information regarding housing in New Berlin.

The number of housing units in New Berlin increased 23.4% from 12,102 in 1990 to 14,939 in 2000. As of 2000, approximately 80% of total housing units in the city were single-family dwellings.<sup>1</sup> Multi-family housing units represented 20% of the total housing stock. In 1990, single-family units comprised 83% of the total housing stock, and multi-family units comprised almost 17%. This represented a small increase in the number of multi-family housing units over a ten-year period.

New Berlin had a higher percentage of owner-occupied units (84.63%) in 1990 than in 2000 (81.26%). This occurrence could be attributed to the increase in multi-family units during that time. Only 2.86% of New Berlin's total housing units in 2000 were classified as vacant.

## Employment

The City of New Berlin had an employed civilian labor force of 21,039 in 2000. A slightly higher percentage of this total was represented by males (53.5%). Approximately 27.8% of the population age 16 and over were not in the labor force. Among the civilian labor force in New Berlin, 2.85% were unemployed as of 2000 (Figure 2.16).

	Southeastern Wisconsin		Waukesha County		City of New Berlin		City of Brookfield		City of Muskego		City of Waukesha	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Population 16 Years and Over	1,479,309	100.0%	277,331	100.0%	<b>30,008</b>	<b>100.0%</b>	29,810	100.0%	16,110	100.0%	50,623	100.0%
In Labor Force	1,009,387	68.2%	201,060	72.5%	<b>21,662</b>	<b>72.2%</b>	19,353	64.9%	12,263	76.1%	37,078	73.2%
Civilian Labor Force (Employed)	954,443	64.5%	195,290	70.4%	<b>21,039</b>	<b>70.1%</b>	18,807	63.1%	11,835	73.5%	35,802	70.7%
Civilian Labor Force (Unemployed)	53,951	3.6%	5,701	2.1%	<b>617</b>	<b>2.1%</b>	546	1.8%	402	2.5%	1,254	2.5%
Armed Forces	993	0.1%	69	0.0%	<b>6</b>	<b>0.0%</b>	0	0.0%	26	0.2%	22	0.0%
Not in Labor Force	469,922	31.8%	76,271	27.5%	<b>8,346</b>	<b>27.8%</b>	10,457	35.1%	3,847	23.9%	13,545	26.8%

Figure 2.16. Employment Status

Source: U.S. Census Bureau and SEWRPC, 2000.

In 2000, the employed civilian population in New Berlin of 21,039 represented 10.8% of the total employed civilian population in Waukesha County of 195,290 (Figure 2.17). The largest percentage of New Berlin's workforce – 43.4% – worked in management, professional, or related occupations. Approximately 29.4% of the employed

<sup>1</sup> The term "single-family dwellings" includes both single-family detached units and single-family attached units as classified by the United States Census Bureau. Single-family attached units are units separated from other structures by dividing walls that extend from ground to roof. Duplexes are not included in this category.

population in New Berlin worked in sales and office occupations. A similar breakdown was evident in Brookfield, Muskego, and Waukesha.

	Southeastern Wisconsin		Waukesha County		City of New Berlin		City of Brookfield		City of Muskego		City of Waukesha	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Employed Civilian Population Age 16+	954,443	100.0%	195,290	100.0%	<b>21,039</b>	<b>100.0%</b>	18,807	100.0%	11,835	100.0%	35,802	100.0%
Management, Professional, & Related Occupations	322,811	33.8%	78,848	40.4%	<b>9,136</b>	<b>43.4%</b>	9,646	51.3%	4,154	35.1%	12,880	36.0%
Service Occupations	129,294	13.6%	19,485	10.0%	<b>1,660</b>	<b>7.9%</b>	1,417	7.5%	1,220	10.3%	4,583	12.8%
Sales and Office Occupation	257,051	26.9%	55,471	28.4%	<b>6,177</b>	<b>29.4%</b>	5,290	28.1%	3,445	29.1%	10,178	28.4%
Farming, Fishing, & Forestry Occupations	2,273	0.2%	268	0.1%	<b>16</b>	<b>0.1%</b>	8	0.0%	9	0.1%	34	0.1%
Construction, Extraction, & Maintenance Occupations	72,766	7.7%	15,365	7.9%	<b>1,657</b>	<b>7.9%</b>	748	4.0%	1,143	9.7%	2,648	7.4%
Production, Transportation, & Material Moving Occupations	170,248	17.8%	25,853	13.2%	<b>2,393</b>	<b>11.4%</b>	1,698	9.0%	1,864	15.7%	5,479	15.3%

Figure 2.17. Occupation  
Source: U.S. Census Bureau and SEWRPC.

In 2000, approximately 89% of workers in New Berlin relied on the use of a personal vehicle to commute to and from work (Figure 2.18). When combined with those who used a personal vehicle to carpool, the percentage increased to almost 96%. The remaining 4% carpooled, used a motorcycle, took public transportation, biked, walked, or worked at home. Fewer individuals walked to work in 2000 (0.7%; 141 individuals) than in 1990 (1.3%; 241 individuals). These figures demonstrate how heavily New Berlin residents rely on a personal vehicle as a means of transportation.

	1990		2000	
	City of New Berlin Total	% of Total	City of New Berlin Total	% of Total
Total	18,900	100.0%	20,792	100.0%
Car, Truck or Van: Drove Alone	16,696	88.3%	18,471	88.8%
Car, Truck or Van: Carpooled	1,264	6.7%	1,403	6.8%
Bus or trolley bus	132	0.7%	93	0.5%
Railroad	7	0.0%	8	0.0%
Taxicab	0	0.0%	10	0.1%
Motorcycle	17	0.1%	8	0.0%
Bicycle	36	0.2%	20	0.1%
Walked	241	1.3%	141	0.7%
Other Means	73	0.4%	53	0.3%
Worked at Home	434	2.3%	585	2.8%

Figure 2.18. Means of Transportation to Work  
Source: U.S. Census Bureau, 2000.

Among the individuals in New Berlin who commute to work, the largest percentage (22.4%) had a travel time between 20 and 24 minutes (Figure 2.19). Approximately 21.4% of workers needed 30 minutes or more to commute to work. The breakdown of travel times in 2000 for New Berlin had not significantly changed since 1990.

	1990		2000	
	City of New Berlin Total	% of Total	City of New Berlin Total	% of Total
Total	18,900	100.0%	20,792	100.0%
Worked at Home	434	2.3%	585	2.8%
Did Not Work at Home	18,466	97.7%	20,207	97.2%
Less than 5 Minutes	383	2.0%	384	1.9%
5 to 9 Minutes	1,924	10.2%	2,198	10.6%
10 to 14 Minutes	2,880	15.2%	2,872	13.8%
15 to 19 Minutes	3,511	18.6%	3,682	17.7%
20 to 24 Minutes	4,025	21.3%	4,649	22.4%
25 to 29 Minutes	1,711	9.1%	2,104	10.1%
30 to 34 Minutes	2,435	12.9%	2,326	11.2%
35 to 39 Minutes	419	2.2%	496	2.4%
40 to 44 Minutes	368	2.0%	392	1.9%
45 to 59 Minutes	468	2.5%	581	2.8%
60 to 89 Minutes	126	0.7%	319	1.5%
90 or More Minutes	216	1.1%	204	1.0%

Figure 2.19. Travel Time to Work  
Source: U.S. Census Bureau, 2000.



## 2006 NEW BERLIN COMMUNITY SURVEY

The Center for Urban Initiatives and Research (CUIR) at the University of Wisconsin-Milwaukee conducted a city-wide community survey in New Berlin in May of 2006. The survey was distributed to residential and business property owners in an effort to gather opinions regarding: 1) managing costs for current city services and planning services for the future, 2) community and economic development, and 3) satisfaction with city services. The opinions were used to prioritize land use decisions and various improvements in the city. More than 14,000 residential and business property owners received the survey, and 5,045 respondents provided feedback (response rate of 34%). Survey results were discussed throughout the planning process and influenced plan recommendations and updates. The following is a summary of critical issues:<sup>2</sup>

- Overwhelmingly, respondents favored expanding both commercial and industrial development as a general strategy to off-set property taxes (83% in favor of commercial and 80% of industrial). Seventy percent (70%) supported establishing additional business and industrial parks like Westridge and the New Berlin Industrial Park.

<sup>2</sup> Summary excerpted from the 2006 New Berlin Community Survey: Final Report (May 2006). Detailed survey responses can be found at <http://www.newberlin.org/display/router.asp?DocID=39>

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Although the majority of respondents in both the 53151 and 53146 zip code areas were in favor of this type of development, support was stronger among respondents in the 53151 area.

- There was little support for expansion of city recreational services. However, the majority of respondents supported at least maintaining the current level of services for city-run youth programs, youth sports sponsored through the New Berlin Athletic Association and older adult programs. Respondents were relatively more open to expanding park areas over other amenities such as a skateboard and dog exercise area, as well as a swimming beach at Johnson Quarry. Those with minor children living in their homes were significantly more likely to indicate that adding or expanding most types of recreational services was important over those without children. The median age of respondents was 55.
- Sixty-one percent (61%) of respondents indicated that the Roadway Maintenance Program should be altered to delay road resurfacing and major repairs for five years as a way to save costs.
- The survey asked respondents about a number of tools the city could use to attract new businesses to New Berlin. While respondents were not open to providing grants, nearly one-half (48%) indicated loans should be provided to new businesses. 53% of respondents supported creating Business Improvement Districts (BID) and 47% supported establishing a Tax Incremental Financing District (TIF). However, there were large percentages of respondents who chose the “need more information” category for both a BID and TIF (20% for both) before taking a position.

Other findings are categorized below:

### Economic Development

- 64% “supported” a central shopping area
- 58% “somewhat supported” entertainment areas
- 79% favored additional fine dining restaurants

- 66% favored additional fast-casual, family sit-down restaurants
- 65% were opposed to expanding fast food

### Recreational Facilities

The following were identified as “somewhat important” to add or expand:

- Park land / stream banks
- Natural areas / 20+ acres
- Neighborhood parks (5-10 acres)

### Quality of Life

- 86% rated quality of life as “good” or “excellent”
- 70% indicated being “pleased with the overall direction the city of New Berlin is taking”

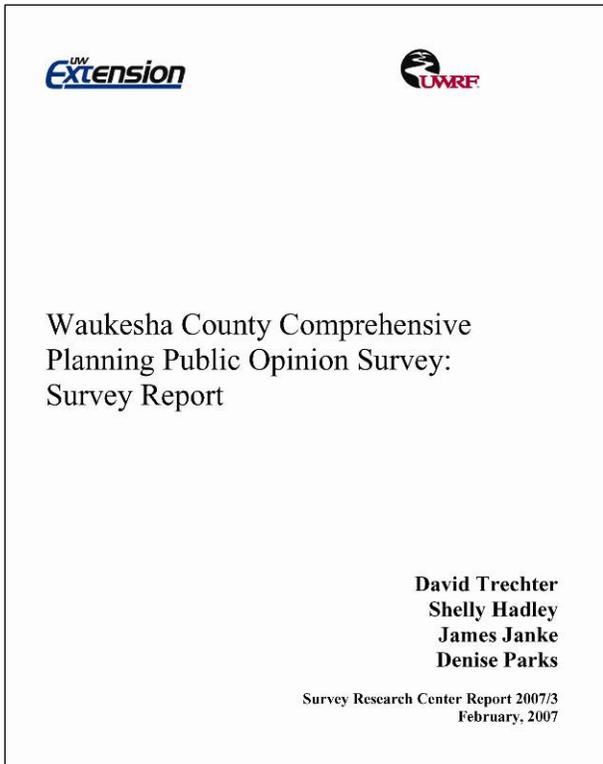
## 2007 WAUKESHA COUNTY SURVEY

In 2007, Waukesha County (in collaboration with UW-Extension and the University of Wisconsin-River Falls) conducted an Opinion Survey for all county residents residing in communities that were participating in the Waukesha County Comprehensive Plan. Since New Berlin is preparing their own Comprehensive Plan, City residents did not participate in this survey. However, the results are important to review and understand regional concerns, illustrate the concerns and interests of surrounding communities in Waukesha County, and integrate these issues into New Berlin’s planning knowledge. The following is a summary of critical issues:<sup>3</sup>

### Two Most Important Reasons to Live in Waukesha County:

- Crime and safety
- Others included: schools, natural environment, & housing choices

<sup>3</sup> Detailed survey responses can be found at [http://www.waukeshacounty.gov/uploadedFiles/Media/PDF/Parks\\_and\\_Land\\_Use/Land\\_Information/Development\\_Plan/Waukesha%20County%20Survey%20Report%20FINAL.pdf](http://www.waukeshacounty.gov/uploadedFiles/Media/PDF/Parks_and_Land_Use/Land_Information/Development_Plan/Waukesha%20County%20Survey%20Report%20FINAL.pdf)



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## Biggest Overall Concern

- Property taxes

## Most Important Environmental Issues

- Groundwater
- Air quality

## Quality of Life Impacts

- Availability of shopping / community events has improved over the past 5 to 10 years
- Concerned about impact of development on traffic conditions

## Housing Opinions

- More than 50% want to see more housing for the elderly and disabled
- 46% think the County needs more "affordable" housing
- More than 66% prefer conservation designs over traditional developments
- Majority of respondents prefer compact development

## Economic Development

- 81% strongly favor efforts to promote business retention
- Majority would like to see "emerging technology" businesses

## Shared Public Services

- Majority of respondents favored shared operations for recycling programs and libraries

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## PUBLIC PARTICIPATION SUMMARY

An extensive public participation process was conducted to gather input from a broad segment of the population who live and work in the city. Participation techniques included: neighborhood listening sessions, an image preference survey, neighborhood review sessions, developer interviews, a Strengths Weaknesses Opportunities and Threats (SWOT) Analysis, steering committee meetings, public information meetings, staff “open office” hours, and a public hearing. These techniques fostered the gathering of high-quality feedback that has shaped subsequent sections and revisions of the Comprehensive Plan.

### New Berlin Comprehensive Plan Steering Sub-Committee

The City established a 17 member Comprehensive Plan Steering Subcommittee (“Steering Committee”) to oversee the planning process. The City held thirteen steering committee meetings to gather feedback and direction for all elements of the Comprehensive Plan. Members of the Steering Committee represented each aldermanic district, local developers, small and large employers, environmental interests, cultural interests, the New Berlin School District, the Plan Commission, and the Southeastern Wisconsin Regional Planning Commission (SEWRPC).

- January 30, 2008 – Subcommittee #1
- July 16, 2008 – Subcommittee # 2
- September 3, 2008 – Subcommittee # 3
- Oct. 8, 2008 - Subcommittee Meeting # 4
- Nov. 12, 2008 - Subcommittee Meeting # 5
- Dec. 10, 2008 - Subcommittee Meeting # 6
- February 11, 2009 - Subcommittee Meeting # 7
- February 25, 2009 - Subcommittee Meeting # 8
- April 2, 2009 – Subcommittee Meeting #9
- May 13, 2009 - Subcommittee Meeting # 10
- May 27, 2009 - Subcommittee Meeting # 11
- June 24, 2009 – Subcommittee Meeting #12
- August 5, 2009 - Subcommittee Meeting # 13

Upon completion of the 2020 plan, the Plan Commission was designated as the Steering Committee for future updates to this plan.

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The Plan Commission reviewed the 2016 updates on the following dates:

- March 7, 2016 (Phase I)
- April 13, 2016 (Phase I)
- May 2, 2016 (Phase II)
- June 6, 2016 (Public hearing was held for Phase I Chapters 1, 2, 4, 5, 8, 9, 10, 11, 12, 13 and 14)
- July 13, 2016 (Phase II)
- August 31, 2016 (Phase II)
- November 9, 2016 (Public hearing held for Phase II Chapters 3, 6, 7, 15, 16, 17, 18, 19, 20, 21 & 22)

### Citywide Meetings

The planning process began with a Community Kick-off meeting to explain the purpose of updating the City's current plans and outline opportunities for public involvement. The Draft Comprehensive Plan was presented at two city-wide Open Houses in September of 2009 to gather public input and make the plan recommendations and maps available for public review. A Public Hearing was held before the Plan Commission in October 2009.

- February 27, 2008 – “Community Kick-Off” meeting was held at City Hall
- September 9, 2009 – City-wide Open House
- September 10, 2009 – City-wide Open House
- October 7, 2009 – Public Hearing

### Website

- [www.NewBerlinPlan.com](http://www.NewBerlinPlan.com)
- The website includes individual URLs or Links that will direct the user to:
  - Agendas, in order of meeting occurrence;
  - Minutes, in order of meeting occurrence;
  - Press Releases and Public Notices;
  - List of relevant committee members and municipal contact information; and
  - Documents (progress drafts and final)

### Television

The Neighborhood meeting dates and open house dates are displayed on the City of New Berlin's Cable Access Television network.

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## Media and Press Releases

- New Berlin NOW – an article was sent to the New Berlin Now at the beginning of the comprehensive planning process. The Neighborhood meeting dates and a Neighborhood map were also sent to be posted on their website.
- Leaflet Articles – 5 articles have been published in the City's newsletter. These articles advertised upcoming meeting dates and provided a summary of current project tasks.

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## Neighborhood Listening Sessions and Surveys

In keeping with the concept areas established in the 2001 Growth and Development Master Plan, the city was divided into ten neighborhoods for the planning process. A total of 21 listening sessions were conducted, at least two in each neighborhood, to gather detailed feedback and overall recommendations. Part of the public participation process was a design preference survey. The survey included a ranking of images based on what attendees wanted to see in their neighborhood. Topics for consideration involved land use, building character, current planning issues, and development character. This survey collected input on a variety of physical and environmental issues such as building types, landscaping, open space, signage, and parking. In addition, the survey collected general attendee information that is summarized in Figure 2.20. Surveys were not conducted in Neighborhoods C, H, or J due to the industrial nature of the areas. The survey was conducted in Neighborhood G, but the "Background Information" sheet was added later.

- Neighborhood Meetings (held from 6:00 to 8:00 PM) – The initial meeting in each neighborhood included a visual preference survey. The same survey was administered at each neighborhood meeting. The second meeting in each neighborhood will include recommendations based on the information gathered during the first round of meetings.
  - Neighborhood "G"; March 18th; New Berlin Community Center
  - Neighborhood "C"; April 16th; New Berlin Community Center
  - Neighborhood "H"; April 23rd; New Berlin City Hall
  - Neighborhood "A"; July 23rd; New Berlin City Hall
  - Neighborhood "B"; September 10th; New Berlin Community Center
  - Neighborhood "I"; September 24th; New Berlin City Hall
  - Neighborhood "F"; November 5th; New Berlin City Hall
  - Neighborhood "E"; November 19th; New Berlin Public Library
  - Neighborhood "D"; January 14, 2009, Community Center
  - Neighborhood "J"; January 28, 2009, New Berlin Library
  - Neighborhood "G" & "H"; (3rd & 2nd meeting), Feb. 4, 2009, NB West HS Idea Lab
  - Neighborhood "A" & "C"; (2nd meetings), February 18, 2009, NB Library

- Neighborhood "B" & "I"; (2nd meetings), March 4, 2009, NB West HS Idea Lab
- Neighborhood "F"; (2nd meeting), March 18, 2009, NB West HS Idea Lab
- Neighborhood "E"; (2nd meeting), April 1, 2009, NB Library
- Neighborhood "D"; (2nd meeting), April 8, 2009, NB West HS Idea Lab
- Neighborhood "G" & "H"; (4th & 3rd meeting), April 20, 2009, NB City Hall
- March 2008 City –Wide Mailing – a post card was sent to each property owner in the City advertising the dates of the Neighborhood Meetings.
- Utility Bills – meeting dates were placed in the message space on the Utility bills. As of March 26, 2009, 42,123 notices were sent out with the utility bills.
- Polling Places – fliers advertising the Neighborhood meetings were placed at each of the seven polling locations during the November 2008 election.
- January 2009 Utility Bill Mailing – a full page flier advertising Neighborhood meetings was distributed to each resident with their Utility bill
- Signs – the Street's Department placed a sign in each Neighborhood a few days prior to the meeting to advertise the upcoming meeting.
- March 2008 Farmland & Open Space Landowners Survey – a survey was mailed to 123 people who owned 155 properties in the City of New Berlin that are over 15 acres in size and are used for agriculture or are undeveloped. A total of 57 surveys were completed and returned.
- 2008 Parks, Recreation, and Forestry Community Survey
- Parks, Recreation, and Forestry meetings – one public workshop, two commission meetings, and several committee meetings, where future parks in New Berlin were discussed
- July 9, 2008 Farmland & Open Space Landowners Focus Group – landowners who participated in the Farmland Survey (see above) were invited to participate in a focus group meeting. Overall, there were 22 survey participants and approximately 11 audience members for a total attendance of 33 individuals. The New Berlin

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Land Conservancy was invited to give a presentation at this meeting.

- o Open Office Hours – a series of “open office” hours were established to allow for interested residents and / or businesses to meet with DCD staff to review the latest comprehensive plan information, ask questions, provide comment(s) or express concerns. Office hours were held every Tuesday from 1:00 to 2:30 from April 14th through September 15th, 2009. Evening hours were also available the second Tuesday of each month from 4:00 to 6:00 PM from April 14th through September 8th.

### City Center Update – Spring 2011

In 2010 and 2011 the Common Council initiated a comprehensive review of the City Center Plan, City Center Planned Unit Development Ordinance and the future land use within City Center. Various public participation activities took place seeking input for this update. Please see Chapter 15 – Neighborhood E (National Avenue East Corridor) for a detailed summary of the public participation efforts. The amendments were approved by the Common Council on August 2, 2011 via Ord. No. 2457.

### South Moorland Road Corridor Update

In 2014 and 2015 the Department of Community Development began actively 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 public participation included approximately 49 focus group and other project meetings, 29 open office hours, a city-wide mailing and social media efforts. Please see Appendix – R: A Public Participation Summary, dated June 29, 2015 on the South Moorland Road Corridor Neighborhood Plan and refer to Chapter 17 – Neighborhood G (South Moorland Road Corridor) for detailed information. The Common Council adopted the Future Land Use Map amendments and text revisions on October 13, 2015 via Ord. No. 2553.

## DESIGN PREFERENCE SURVEYS

Detailed image preference survey results can be found in each neighborhood chapter. The following photographs represent, citywide, the three highest-rated images for each of the categories.

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At the citywide scale, only “Open Space” and “Road Design” received positive ratings for the highest-rated images. The remaining categories did not receive positive ratings overall. However, each neighborhood rated different categories as positive. These survey variations demonstrate the individual desires for each neighborhood.

Based on the City’s understanding of single-family housing preferences in New Berlin, single-family housing was omitted as a category in the image preference survey.

**New Berlin Comprehensive Plan Update**

**DESIGN PREFERENCE SURVEY  
BACKGROUND INFORMATION - Neighborhood ALL**

1. **WHAT IS YOUR GENDER?**
  - FEMALE = 44.2%
  - MALE = 55.8%
2. **HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD ON A REGULAR BASIS?**
  - 1 = 8.5%
  - 2-3 = 68.7%
  - 4-5 = 19.4%
  - 6 OR MORE = 3.4%
3. **OF THOSE LIVING IN YOUR HOUSEHOLD, HOW MANY ARE CHILDREN (UNDER THE AGE OF 18 YEARS OLD)?**
  - 0 = 77.6%
  - 1-2 = 17.1%
  - 3-5 = 4.7%
  - 6 OR MORE = 0.6%
4. **WHAT IS YOUR AGE?**
  - UNDER 18 YEARS OLD
  - 18-24 YEARS OLD = 1.5%
  - 25-34 YEARS OLD = 2.9%
  - 35-44 YEARS OLD = 13.3%
  - 45-54 YEARS OLD = 31.3%
  - 55-64 YEARS OLD = 21.8%
  - 65 YEARS OR OLDER = 29.2%
5. **HOW LONG HAVE YOU LIVED IN NEW BERLIN?**
  - LESS THAN A YEAR = 0.9%
  - 2-3 YEARS = 1.4%
  - 3-5 YEARS = 4.7%
  - 6-10 YEARS = 7.1%
  - 11-20 YEARS = 27.4%
  - MORE THAN 20 YEARS = 56.7%
  - DO NOT LIVE IN NEW BERLIN = 1.8%
6. **WHAT TYPE OF RESIDENTIAL BUILDING DO YOU LIVE IN?**
  - SINGLE FAMILY = 95.2%
  - DUPLEX = 0.9%
  - MULTI-FAMILY (MORE THAN 2 UNITS)
  - CONDOMINIUM = 3.5%
  - MOBILE HOME = 0.4%
  - ELDERLY HOUSING
  - OTHER (PLEASE SPECIFY)
7. **DO YOU OWN OR RENT YOUR HOME?**
  - OWN = 99.0%
  - RENT = 1.0%
  - OTHER (PLEASE SPECIFY)
8. **WHERE DO YOU LIVE IN NEW BERLIN? (USE MAP ON BACK OF THIS PAGE)**
  - AREA A = 14
  - AREA B = 54
  - AREA C
  - AREA D = 33
  - AREA E = 8
  - AREA F = 62
  - AREA G = 24
  - AREA H
  - AREA I = 42
  - AREA J
9. **DO YOU WORK IN NEW BERLIN?**
  - YES = 20.5%
  - NO = 79.5%
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	195	6	2	
Commercial	1		1	16
Industrial	5	1		16
Other	7	5	1	16

Figure 2.20. Background Information Summary for All Neighborhood Listening Session Survey Respondents.



Figure 2.21. Highest Rated Image for Business Office and Light Industrial. (-2.18)



Figure 2.22. Second Highest Rated Image for Business Office and Light Industrial. (-2.86)



Figure 2.23. Third Highest Rated Image for Business Office and Light Industrial. (-2.98)

## Business Office and Light Industrial

With business office and light industrial uses comprising a significant percentage of land in New Berlin, the image preference survey can provide a sampling of the character of business office and light industrial that are considered preferable by residents and business owners. Citywide, Figures 2.21 through 2.23 were found to be the most appropriate for these types of uses.

Positive characteristics of these images noted by meeting attendees included the amount of green space, the architectural detail on the building façades, the significant square footage allotted for windows, and the building materials.

Meeting attendees also noted that oftentimes, business office and light industrial buildings in the southeastern Wisconsin region lack street presence and “shut out” the surrounding community through building design. Building façades often have no fenestration, loading areas are carelessly designed, and landscaping is minimal to nonexistent. Although meeting attendees explained that these types of uses need not be overly detailed in terms of building façade, residents and business owners alike would prefer to see the buildings offer a “sense of place” by incorporating unique characteristics into each site.

## Commercial Retail

Areas containing a significant level of commercial retail in New Berlin are located along Greenfield Avenue, Moorland Road, and National Avenue. Other commercial retail locations are scattered throughout the city. As property owners renovate retail structures or propose new construction, the characteristics of Figures 2.24 through 2.26 should be taken into consideration.

In particular, property owners preferred architectural types, building materials, and green space shown in each of these images. Meeting attendees repeatedly stated that although Figure 2.25 provides an adequate setback, the landscaping is lacking. Residents and property owners wish to see open space that is well-utilized either for high-quality landscaping or features like benches, sidepaths, or other interactive components. Mowed setbacks and open space areas near commercial retail locations are not preferred.



Figure 2.24. Highest Rated Image for Commercial Retail. (-1.72)



Figure 2.25. Second Highest Rated Image for Commercial Retail. (-2.27)



Figure 2.26. Third Highest Rated Image for Commercial Retail. (-2.31)



Figure 2.27. Highest Rated Image for Commercial Signage. (-0.70)



Figure 2.28. Second Highest Rated Image for Commercial Signage. (-0.90)



Figure 2.29. Third Highest Rated Image for Commercial Signage. (-1.03)

## Commercial Signage

Signage is a critical streetscape component for wayfinding and advertising, and contributes to the overall quality of building materials and streetscape elements. Signage occurs in many forms, including wall mounted, projecting, letters and symbols, illuminating, pole, and monument. Meeting attendees reviewed these various types of signs, wall-mounted signage appeared to be the most popular. Figures 2.27 through 2.29 illustrate the highest rated images for commercial signage.

The highest-rated images share a few common elements: in addition to being wall signs, they are considered to be “letters and symbols” signs. The phrase letters and symbols describe individual letters and symbols that are mounted either directly on a building façade, or on a plaque that is fastened to a building façade in some fashion. The two highest rated images are letters and symbols signs mounted onto plaques; the third highest rated image illustrates letters and symbols signage that is mounted directly on the building façade.

As commercial property owners install new signage or replace existing signage, letters and symbols wall signs should be considered the preferable form for a sign. This type of signage can be implemented without losing the style and branding that is unique to each business logo.

## Multi-Family Housing

Meeting attendees verbalized that multi-family housing is considered to be a controversial land use in New Berlin. Residents feel that the city has enough multi-family housing to accommodate the needs of the population, and that any additional multi-family housing may not contribute enough to the tax base in order to justify the new units (the same has been said for new single-family housing). However, meeting attendees understood that renovation of any existing multi-family housing and the potential for new multi-family units warranted a discussion of preferences.

Figures 2.30 through 2.32 illustrate the three highest rated images for multi-family housing. The highest rated image, Figure 2.30, quickly became the favorite at each neighborhood meeting. Attendees explained that the image characteristics were preferable due primarily to the mature trees and the fact that the building looks more like a single-family residence than several “choppy” units. The only negative comment shared by attendees related to the lack of ground-level landscaping. The level of mowing done on the property was not considered a preferable feature.

Preferred characteristics for Figure 2.31, the second highest rated image, included the front entry at ground level, the front porch provided in the unit farthest to the right, and the level of architectural detail. Some attendees commented that the “Victorian-style” did not ideally match the architectural styles common in New Berlin, but that it was preferable over other multi-family housing types evident in the community.

Meeting attendees primarily liked Figure 2.32 for its interior parking court, as it provides direct access to each unit while incorporating some landscaping elements.



Figure 2.30. Highest Rated Image for Multi-Family Housing. (-2.02)



Figure 2.31. Second Highest Rated Image for Multi-Family Housing. (-2.14)



Figure 2.32. Third Highest Rated Image for Multi-Family Housing. (-2.76)



Figure 2.33. Highest Rated Image for Open Space. (2.50)



Figure 2.34. Second Highest Rated Image for Open Space. (2.00)



Figure 2.35. Third Highest Rated Image for Open Space. (1.80)

## Open Space

Figures 2.33 through 2.35 represent the three highest rated images for open space. It should be noted that although all three images show open space areas with trails, meeting attendees were hesitant to see these trails in areas that are adjacent to the backyards of private property owners. Residents in New Berlin are greatly concerned about safety and loitering on the trails, but wish to utilize such trails during the daytime for walking and biking. As a result of these conversations, the Transportation element of this Plan seeks to address the appropriate locations for alternative transportation routes.

Attendees preferred the natural landscapes evident in the open space areas (as opposed to modified landscapes), the trails, and the idea of incorporating signage as shown in Figure 2.33. Several attendees wanted to see better promotion of New Berlin's existing trails and open space areas, and stronger connections established between existing trails and nodes. Residents and business owners felt that the number of users would increase if those efforts were established.

## Parking

Meeting attendees voted favorably for proper screening and landscaped islands in and around parking lots, as shown in Figures 2.36 through 2.38. Additionally, attendees felt that parking lots should be adequately scaled to accommodate customers, as these images demonstrate. Customers can walk from end to end without traveling long distances to reach the front door of a retail structure.

Many meeting attendees wanted to see a stronger focus on sustainable development in New Berlin. In regards to parking, some felt that pervious pavement or concrete should be a requirement, and that landscaping should incorporate bioswales instead of curbed islands. Pedestrian elements, i.e. walkways with different materials or landscaped strips, should be incorporated so customers are not risking their safety by walking amidst the parking lanes.



Figure 2.36. Highest Rated Image for Parking. (-1.10)



Figure 2.37. Second Highest Rated Image for Parking. (-1.29)



Figure 2.38. Third Highest Rated Image for Parking. (-1.53)



Figure 2.39. Highest Rated Image for Road Design. (1.90)



Figure 2.40. Second Highest Rated Image for Road Design. (0.66)



Figure 2.41. Third Highest Rated Image for Road Design. (0.08)

## Road Design

Figures 2.39 through 2.41 provide the three highest rated images for road design. Preferences among meeting attendees varied depending on whether the road design was for commercial corridors or residential areas. For residential areas, attendees preferred highly landscaped corridors with no curbs and no median (similar to Figures 2.39 and 2.41). In commercial corridors, attendees wanted landscaped medians and on-road bike lanes wherever feasible.

## Presentations to Professional and Civic Groups

- New Berlin Land Conservancy
  - July 9, 2008 Farmland Focus Group Presentation
  - Greg Kessler (Director of Community Development) has attended New Berlin Land Conservancy meetings and has met many times with representatives from the group.
  
- New Berlin Landmarks Commission
  - Greg Kessler attended Landmarks Commission meetings to involve this group in the update to the Comprehensive Plan.
  - The Landmarks Commission designated a small “working group” to meet with Staff and the help prepare the Historical & Cultural Resources section of the Comprehensive Plan. Meetings were held on 1/8/09, 3/5/09, and 4/8/09.

## Stakeholder Interviews

The consultant team conducted several confidential interviews with real estate brokers to discuss current and future development in New Berlin. Information was gathered on existing conditions, citywide strengths, and opportunities for improvement. The following information provides a summary of the most common answers and actions for moving forward.

Interviewees included industrial and retail brokers who have worked in the New Berlin community for several years. The brokers interviewed have experience working throughout the region. They broker properties in the industrial parks and commercial corridors. A more detailed overview of their comments can be found in the Economic Development Chapter 3.

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- June 18, 2008 Broker Interviews – The consultant team conducted developer interviews and interviewed a number of real estate brokers to discuss current and future development in New Berlin. Information was gathered on existing conditions, citywide strengths, and methods for improvement.
  - June 19, 2008 SWOT Analysis – The consultant team conducted a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis with local and regional business leaders, experts, and planners. A variety of issues were raised regarding housing diversity, transportation, schools, industrial development, and land development. Most of these topics were addressed both as a strength and weakness which led to a discussion of how they were either an opportunity or threat.
  - February 17, 2009 – Broker Interview – Discuss the development possibilities for the Lincoln Avenue corridor.

## SWOT ANALYSIS

The consultant team conducted a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis on June 19, 2008 with an invited group of local and regional business leaders and citizens. The following is a summary of the main issues raised during this analysis, including housing diversity, transportation, schools, industrial development, and land development.

Some issues appear in more than one category since they can be interpreted different ways. Many topics were addressed as both strengths and weaknesses, which led to a discussion of how items were viewed as either an opportunity or threat. It should be noted that these comments are perceptions of New Berlin, some of which have been resolved since the meeting occurred in June 2008.

### Strengths

Action: Need to be maintained and built upon.

Tangible items that can be controlled by the City.

- **Existing housing diversity** provides choices for families with varied incomes and household sizes. The availability

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of affordable homes on the east side of the city helps address the demand produced by manufacturing jobs.

- **Variety of employment** centers and jobs are available throughout the city. From commercial retail to industrial, New Berlin offers a wide range of employment opportunities.
- **Strong industrial base** provides jobs and economic value. The New Berlin Industrial Park is the largest in Wisconsin, and vacancies are low according to area brokers. There is a demand for industrial space in this part of the region.
- **High-quality natural environment** contributes to the city's character and recreational value.
- **Good transportation access** from area highways and major corridors provides access for both residents and employers. New Berlin is well-located in the metropolitan area.
- **Growing community** means people are attracted to the city.
- **Strong schools** have attracted and retained families, and have contributed to a stable student population.
- **Diversity of land uses** provides a variety of services and opportunities within the community.
- **Low crime** has contributed to stable land value and a high quality of life in New Berlin.
- **Political diversity** in the city often results in productive debates that are representative of various opinions in the community.
- **Employee base** from both Milwaukee County and Waukesha County makes New Berlin an attractive area for businesses.
- **Access to trails** and trail linkages in the city allow for individuals to access New Berlin through alternative forms of transportation.
- **Mixed-use developments** in the city allow for housing choices, more affordable housing options, and amenities within walking distance.
- **Educated, affluent community** contributes to school quality.

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- **Regional competition** stimulates a healthy business community in the city.

## Weaknesses

Action: Need to be changed, or minimized.

Issues negatively impacting New Berlin that can be controlled by the City.

- **Water availability** is limited and may impact the long-term value of properties.
- **Traffic volumes** are increasing on major corridors, which requires ongoing maintenance and the potential need for additional lanes.
- **Increasing taxes** cause New Berlin to compete with surrounding communities for new residents and business owners.
- **Large lot sizes** are often necessary due to septic and open space requirements in unsewered areas, which impacts the amount of land that can be preserved as open space.
- **Large houses on large lots:** will those units sell 10 years from now?
- **School state aid** is driven by property value per student. As the value of the city increases, state aid decreases.
- **Public knowledge** regarding the city's financing and local tax structure is lacking, particularly in regards to schools and the general provision of services.
- **Existing communication of recreational needs** is lacking between program providers and the schools. Program providers have mentioned the need for facility use (e.g. baseball fields), while the schools may have facilities that could be used/shared.
- **Lack of public transportation options** in the city during peak travel times limits access to some employees and limits alternative transportation opportunities for residents.
- **Access to schools** must be adequate and safe (e.g. safety concerns for Poplar Creek School), and currently there are areas in the city that need to be enhanced for children.
- **Housing affordability** is limited for industrial employees. Although homes on the east side provide affordable

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housing choices, it is difficult for some to work in New Berlin and live in New Berlin.

- **Existing affordable homes are not located near local amenities.** Often housing is separated from services, retail, and other commercial uses.

## Opportunities

Action: Need to be identified and prioritized.

Issues that will make New Berlin better and more attractive for investment.

- **Land preservation** – particularly on the west side of New Berlin – should be further encouraged to protect the city's natural character and value.
- **Protection of water quality** needs to be upheld through the encouragement of sustainable development practices. Any development and/or redevelopment should incorporate sustainable techniques whenever possible.
- **Redevelopment along major corridors** should be a focus in order to provide economic value and necessary services. Redevelopment should look at the impacts of traffic, site development, open space amenities, and overall building character.
- **Conservation subdivisions** should be encouraged as the permitted form of residential development in unsewered areas. These areas should also utilize sustainable techniques to protect the natural environment and increase value.
- **Access from multiple highways** makes vacant land in New Berlin valuable for future development.
- **Ongoing coordination** needs to occur between all units of government (i.e. libraries, schools, City staff, etc.). All organizations and entities serving the city need to meet regularly to discuss goals and opportunities.
- **Ethnic and racial diversity** and cultural needs should be discussed more regularly in New Berlin, particularly in schools.
- **Fiscal impact analyses** should be conducted to determine the long-term costs and benefits of development in New Berlin.

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- **On-road bicycle paths** need to be addressed concurrently with the planning of off-road paths. Paths should accommodate both commuters and recreational users.
  - **Further public awareness** of city efforts and processes to ensure the public is well-informed.
  - **Mixed-use developments** that accommodate affordable housing and pedestrian-friendly design should be strongly encouraged within mixed-use projects.
  - **Self-sustaining schools** that do not rely on state aid would allow the New Berlin School District to make decisions independently of funding uncertainty.
  - **Fix and maintain school pools** for both student and resident use.
  - **Privately-funded transportation** should be encouraged by all public and private entities (e.g. carpooling, ride-share programs).
  - **Reduction of impervious surfaces** should be encouraged throughout the city, including limiting sidewalks in certain areas and excessive street widths in new development.
  - **Regional competition** can improve the quality and types of development as communities compete with each other.

### Threats (Challenges)

Action: Need to be corrected (or minimized) and managed.

External issues that are beyond the City's direct control but could negatively impact growth, character, or current successes.

- **Water availability** could be substantially limited in the long term for New Berlin residents and employers.
- **Traffic volumes** are increasing in the region and particularly on major corridors. This occurrence is increasing the need for ongoing maintenance and additional lanes in New Berlin.
- **Size of industrial buildings** in New Berlin places limits on company expansion.
- **Limited sites for industrial buildings** causes employers to locate or move to other communities.
- **Political diversity** in the city can sometimes result in unproductive debates that limit the ability to make decisions and move forward.

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- **Major arterials** are continuing to develop and if not regulated could jeopardize the character of the community.
  - **Housing market changes** are occurring as baby boomers downsize. Will there be buyers for large homes in the future?
  - **Current network for bicyclists** lacks proper linkages and safety measures.
  - **Balancing the need** for rental units with the desire for owner-occupied housing is a challenge.
  - **State aid for schools** drives the amount of funding to be received from other sources.
  - **Existing perception of inequalities** within the New Berlin School District affects the value of land within the two high school sub-districts.
  - **Public perception** of issues like traffic, workforce demands, development, etc. is often negative and difficult to change.
  - **Financial crisis of public transit** is evident due to a dependency on federal and state funding.
  - **Negative perception** of public transit needs impacts the ability to reduce traffic problems and encourage alternative transit.
  - **Current quantity of impervious surfaces** is a threat to New Berlin and existing environmental quality.
  - **Regional competition** can deter economic growth as individual communities compete with each other.

## NEIGHBORHOOD REVIEW SESSIONS

After completing neighborhood listening sessions in each neighborhood, the consultant team worked with City staff and the Steering Committee to prepare draft recommendations for each of the required Comprehensive Plan elements. The draft recommendations were presented in each neighborhood to gather feedback and suggestions. Some neighborhoods had additional review meetings based on the level of detail needed to complete recommendations.

Summaries for the neighborhood review sessions are provided in each neighborhood chapter.

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## Plan Adoption

The Final Draft Comprehensive Plan and ordinance was presented at a public hearing on October 7, 2009 before the Plan Commission.

The Plan Commission held the public hearing in accordance with WI Stats. 66.1001(4). The Plan Commission adopted a resolution approving the comprehensive plan and the Common Council will enact an ordinance.

- Pursuant to Chapter 66.1001(4) (e), the City provided written notice to all of the following 30 days prior to the public hearing:
  - An operator who has obtained, or made application for, a permit that is described under s. 295.12(3) (d);
  - A person who has registered a marketable nonmetallic mineral deposit under s. 295.20;
  - Any other property owner or leaseholder who has an interest in property pursuant to which the person may extract nonmetallic mineral resources, if the property owner or leaseholder requests in writing that the local governmental unit provide the property owner or leaseholder notice of the public hearing.

The Common Council approved the Comprehensive Plan on December 8, 2009.

An overall general update to the Comprehensive Plan was completed in 2016. The project was completed in two phases and two separate public hearings were held. The public hearing for Phase I was held before the Plan Commission on June 6, 2016. The Plan Commission recommended approval of the updates on June 6, 2016 via Resolution No. 16-01 and the Common Council approved the Phase I updates to the 2020 Comprehensive Plan on June 14, 2016 via Ord. No. 2568.

The public hearing for Phase II was held before the Plan Commission on November 9, 2016. The Plan Commission recommended the updates on [DATE] via Resolution No. 16-XX and the Common Council approved the Phase II updates to the 2020 Comprehensive Plan on [DATE] via Ord. No. XXXX.