



West National Avenue Redevelopment Plan

September 2000



a project of the City of New Berlin and SmithGroup JJR

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1. Introduction

The City of New Berlin is carefully planning for the future with its *Growth and Development Master Plan* and the adoption of the *Commercial Center Plan* for the area along West National Avenue east of Moorland Road. The City has also made a major investment in the Municipal Campus.

In January 2000, New Berlin began another step toward the future with the commissioning of SmithGroup JJR and EarthTech to work with the City staff and Plan Commission to develop the *West National Avenue Redevelopment Plan*. Planning for this project has coincided with the preparation of the *West National Avenue Sidepath Plan*, which will provide important pedestrian circulation improvements and streetscape enhancements to the corridor.

1.1. West National Avenue Redevelopment Plan Study Area

The West National Avenue Redevelopment Plan study area extends along West National Avenue from the intersection of West National Avenue and South Moorland Road and to South Town Road, as shown on the map on page 3. The study area includes properties on the west side of South Moorland Road. Adjoining residential properties on West Church View Drive have been included in the analysis.

The West National Avenue corridor is located near the geographic center of the City of New Berlin. It is strategically located west of the planned Commercial Center and east of the Municipal Campus.

1.2 Project Goals and Objectives

The goals of the redevelopment plan include:

- Attracting commercial and office uses to the area.
- Redeveloping structurally or economically obsolete structures and sites.
- Enhancing the physical appearance of the corridor.
- Maintaining compatibility with adjoining residential neighborhoods.
- Enhancing the property tax base.
- Protecting and preserving property values.

- Maintaining the efficiency of the West National Avenue corridor with respect to vehicular movement, capacity and safety.
- Providing safe and efficient circulation for pedestrians and bicyclists.

New Berlin plan staff worked with area stakeholders such as businesses and residents and the consultants SmithGroup JJR and Earth Tech on this project. The planning process began with a Planning Workshop where stakeholders were invited to learn about the Plan and to provide their input. There were also strategy and information gathering sessions between staff and the consultants, Plan Commission meetings, numerous phone conferences and individual meetings with stakeholders, and a final public hearing. New Berlin plan staff and the consultants also coordinated their redevelopment efforts with Graef /Anhalt/ Schloemer/Schreiber Anderson, the consultant team that is working on the *National Sidepaths Plan*.

This report highlights the planning process and it presents background analysis and redevelopment recommendations. *Appendix A – Meetings, Phone Conferences, and Field Visits* provides a history of the meetings, phone conferences and field visits involving stakeholders, City plan staff, consultants, Waukesha County Department of Transportation, area real estate professionals, and others. *Appendix B – Site Identification and Land Based Classification Standards* provides detailed information on each parcel in the redevelopment corridor; *Appendix C - Sample Parcel Pro Forma* is a step-by-step financial analysis of the redevelopment of a particular commercial property in the corridor, concluding with the average market rate rent of the property once redeveloped. This analysis is designed so that it can be applied to the remaining parcels in the corridor. *Appendix D - Suburban Commercial Corridor Examples* offers a photographic collection of economically viable and attractive retail/office centers in similar commercial corridor environments; *Appendix E - Transportation Alternatives Letter Report* includes the expert recommendations of the traffic and transportation consultant, Earth Tech; *Appendix F – Map of Controlled Access* shows access control restrictions along West National Avenue in the redevelopment corridor, and; *Appendix G – Business Improvement Districts* includes information on how New Berlin could create a business improvement district.

2. Planning Process

The process of preparing the West National Avenue Redevelopment Plan involved extensive input from stakeholders that included business owners and managers and neighboring residents.

2.1 Initial Public Workshop

The consultant team and City of New Berlin staff began the planning process with a Planning Workshop held on February 9th, 2000. The workshop offered business owners, property owners and residents the opportunity to learn about the redevelopment project and to share their needs and concerns.

Some of the key issues identified at the initial meeting included the following:

Pedestrian Issues

- Several speakers indicated that there are pedestrian movement issues that need to be addressed in the West National Avenue Corridor Redevelopment Plan. Many people walk between the residential subdivisions and the fast food restaurants and other businesses on West National Avenue and Moorland Road.

Note: City staff indicated that the National Avenue improvements being undertaken by the Department of Public Works include sidepath/sidewalk improvements for the entire length of West National Avenue between 124th Street and Calhoun Road. Phase I will involve constructing sidepaths from Calhoun Road east to Moorland Road.

- One property owner noted that there are pedestrian trespassers cutting through the yards at 3901 and 3885 South Moorland Road. The study should consider ways to redirect this pedestrian traffic.
- A representative of Holy Apostles Church indicated that there is a significant amount of pedestrian traffic crossing West National Avenue at 159th Street. Parishioners park on the business parking lots during Sunday services. There is also a need for pedestrian facilities for students during the week.

Vehicular Traffic Issues

- Left-hand traffic turning movements at the corner of Howard Avenue and South Moorland Road are a problem and a cause of congestion. One speaker asked if the circulation pattern in the shopping center and the Commercial Center could be changed so that this intersection could be eliminated.

Note: City staff indicated that this is an issue that needs to be handled as part of the next phase of planning for the Commercial Center development. The West National Avenue Study only addresses issues west of Moorland Road.

- The median on South Moorland Road south of West National Avenue is not shown on the Commercial Center Plan. One speaker asked if the median is to be removed.

Note: City staff indicated that the drawings of the Commercial Center Plan that are posted on the wall of the Council Chambers are conceptual. There is no plan to remove the median.

- A representative from Holy Apostles Church expressed concern about traffic movement and congestion on weekends and during drop-off and busing periods during the week.

Zoning Issues

- The owner of 3901 South Moorland Road wants to change the zoning for this property from residential to commercial. The adjoining property north of this parcel is zoned commercial and the adjoining parcel south is zoned office.
- A property owner on West National Avenue expressed concern about the current B-2 zoning which limits the resale potential of his property. Under current regulations, a new buyer could develop a business within the existing footprint, but it would be difficult to construct a new commercial structure that would meet the district yard setback requirements.
- Several other property owners indicated that given present zoning regulations, unless more than one property can be assembled there is limited redevelopment opportunity in the area.

Note: The consultant indicated that two of the issues that will be addressed in the West National Avenue Redevelopment Plan are assemblage and zoning.

Noise and Light Nuisance Issues

- Several speakers who reside on Church View Drive indicated the need for noise and light screening from businesses on the north side of National Avenue, particularly near the intersection with Moorland Road.

Note: City staff indicated that current ordinances control new lighting more strictly than when some of these businesses were developed and that recent projects have been required to provide improved screening of light sources and more focused lighting.

- A speaker asked if the City could construct screening and barriers, perhaps through Tax Incremental Financing.

Note: The consultant indicated one of the potential tools the consulting team will be considering is the use of TIF and that such improvements could be part of a TIF Project Plan.

Other Issues

- In response to a question from the consultant, the Holy Apostles Church representative indicated that the Church owns the residence directly across 159th Street from the Magic Fan. There are no immediate plans for this property or the other two adjoining residential properties.
- There was a request to add the dental office at 4010 Church Drive to the redevelopment corridor.

2.2 Plan Staff and Consultant Meetings and Phone Conferences

The consultant team conducted a series of interviews and met with business and property owners to discuss individual development and redevelopment plans. At these meetings and interviews property owners were able to discuss the specific impact on individual properties of various elements of the plan.

2.3 Technical Analyses

SmithGroup JJR and Earth Tech worked together on the transportation facilities analysis and recommendations. This included phone conferences and a number of field visits. The consultants also met with the Waukesha County Department of Transportation to discuss policies pertaining to West National Avenue. This included discussing access management, pedestrian crosswalks and the possibility of extending the boulevard.

SmithGroup JJR conducted phone conferences with Graef /Anhalt/Schloemer/Schreiber Anderson to coordinate the West National Avenue Redevelopment Plan with the National Avenue Sidepaths Plan. In addition, SmithGroup JJR conducted a site and structural analysis field visit and made several visits to similar commercial corridors in Madison to photograph examples of possible redevelopment options for the West National Avenue area. All project meetings, field visits and phone conferences are recorded in Appendix A.

2.4 Presentations at Plan Commission Meetings and the Final Public Hearing

SmithGroup JJR presented alternative concept recommendations concerning land use redevelopment strategies, transportation concepts and pedestrian and bike improvements at the Plan Commission meeting held on March 27th. This was the first opportunity for the Plan Commission to ask questions and comment on the project. The public was also invited to comment. The consultant made changes to the alternative concepts and presented revised recommendations at the Plan Commission meeting on May 1st.

Plan staff and the consultant gave stakeholders another opportunity to provide input at individual stakeholders meetings held on May 25th and May 31st. The consultant utilized this input along with further research and analysis to develop final recommendations that are detailed in *Section 4 Redevelopment Recommendations*. The consultant presented the recommendations at the final public hearing on June 19th. Due to various questions and concerns, consideration of plan approval was deferred to the July 10th Plan Commission meeting.

On July 10th, the Plan Commission approved the plan pending staff conditions. SmithGroup JJR addressed these conditions along with further comments provided by staff and the public. On September 18, the Plan Commission voted to approve the final plan.

3. Background Analysis

3.1. Demographic and Existing Land Use Analysis

Demographic Survey

The City of New Berlin is one of the ten largest municipalities in Waukesha County. The Wisconsin Department of Administration Year 2000 population estimates indicate that New Berlin currently has a population of approximately 38,461. The *SEWRPC Regional Land Use Plan for Southeastern Wisconsin: 2020*, forecasts that New Berlin will grow to a population of approximately 43,200 by 2020. In comparison, the *Growth and Development Master Plan Update* for New Berlin forecasts that the City will grow to a population of 48,000 by 2020.

West National Avenue Redevelopment Area Land Uses

SmithGroup JJR classified all parcels in the redevelopment corridor using the 1999 Land-Based Classification Standards (LBCS) from the American Planning Association (*see Appendix B – Site Identification and Land Based Classification Standards*). The new standards call for classifying land use along the following dimensions: activity, function, structure, type, site development, character, and ownership.

The function dimension of the LBCS refers to the economic function or type of establishment using the land. There is a mixture of the following types of functions in the redevelopment corridor: office, retail, service, institutional and residential.

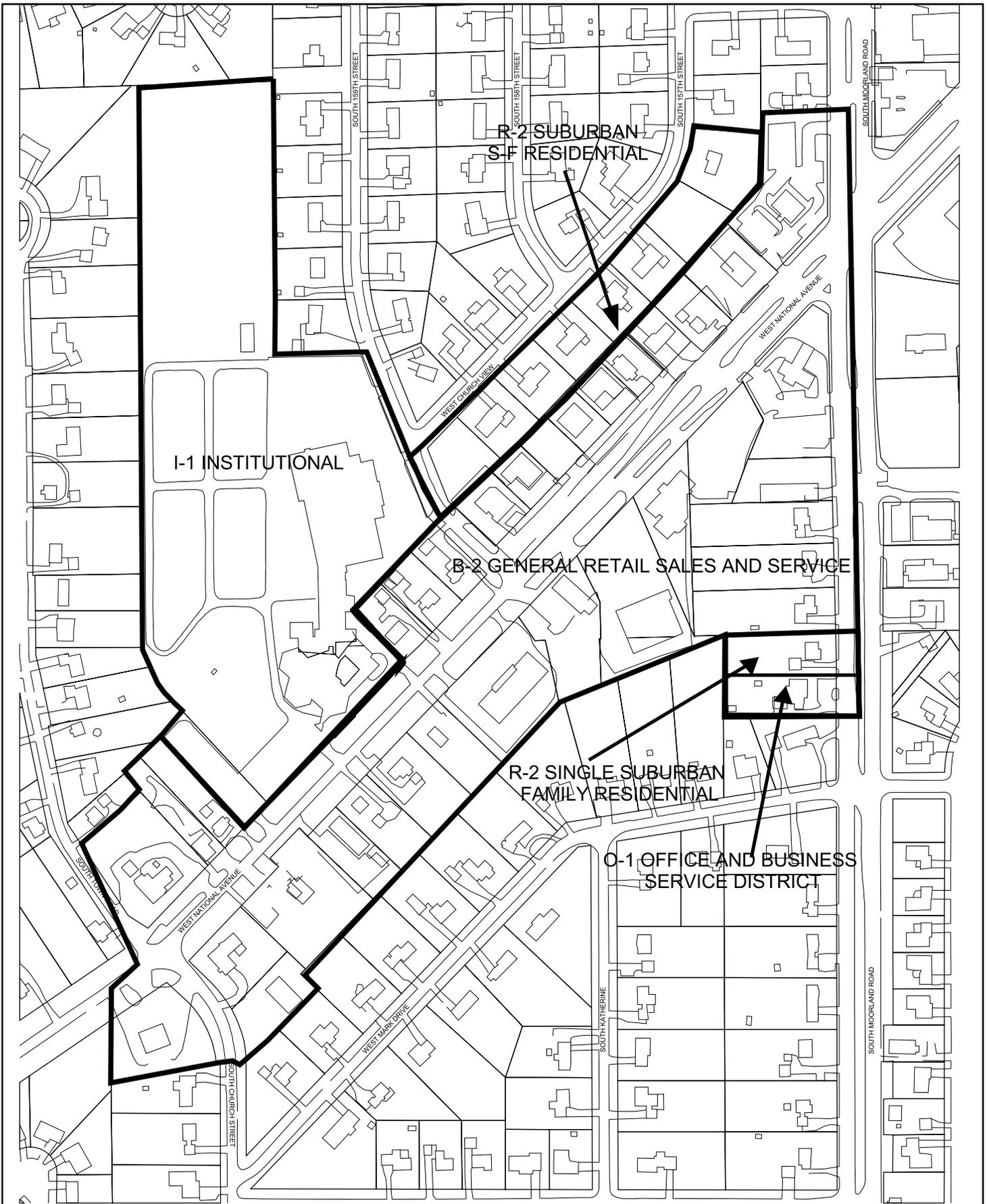
Existing Zoning

The study area is primarily zoned B-2 General Retail Sales and Service. There are also parcels zoned R-2 Single-Family Residential; Institutional, and; O-1 Office and Business Service. Parcels are quite small and shallow making redevelopment difficult under the current zoning code.

Existing Master Plan Classification

The Master Plan Update shows that during the next 20-year planning period, New Berlin is likely to approach full build-out (*Table 2, below*). To accommodate this growth, the City is carefully planning for future land use. This includes preserving current land use and considering redevelopment options that maximize land capacity to meet future land demand.

Table 2		
City of New Berlin: Forecasted Land Demand Versus Forecasted Land Capacity		
<i>(New Berlin Land Demand Analysis – Pflum, Klausmeier & Gehrum Consultants, 7/99)</i>		
Land Use	Land Demand (2020)	Land Capacity
Residential	4,426 housing units (2,500 acres or 4 square miles)	Between 4,450 and 6,100 housing units
Retail and Office	247 acres (supporting 2.7 million square feet of floor area with 7,350 employees)	36 acres (400,000 square feet)
Industrial	282 acres (supporting 4.3 million square feet of floor area with 2,900 employees)	46 acres (700,000 square feet)



Current Zoning Map



New Berlin
Wisconsin



3.2. Site and Structural Analysis

SmithGroup JJR conducted a site and structural analysis of each parcel in the redevelopment corridor. The area primarily includes smaller parcels that are oddly shaped. Many of the buildings are older, yet structurally sound. These structures would benefit from design modifications. In addition, a number of structures and sites need improved maintenance. Many of the sites are not designed to maximize building and parking areas. There are generally not enough parking stalls available. This is especially the case along the frontage road area on the north side of West National Avenue.

Overall, the redevelopment corridor lacks a consistent architectural design. Design guidelines are detailed in *Section 4.4 Recommended Design Guidelines*. Painting and fence repair is needed on some of the properties. Also, many of the structures are in need of trash screening.

Some businesses fronting West National Avenue and South Moorland Road include rear yard fencing and/or landscaping as a screen from the residences on South Mark Drive and West Church View Drive. Some of these residences have added their own screens.

3.3. Transportation Facilities Analysis

The portion of West National Avenue within the redevelopment corridor extends from South Moorland Road to South Church Street (South Town Road). This corridor is predominantly a five-lane roadway with four through lanes and a two-way left-turn lane. A median currently separates east/west traffic at the east end of the redevelopment corridor, from South Moorland Road to a point approximately 700 feet west. Two median openings and an eastbound left turn lane at South Moorland Road exist within the median. The west most median opening provides access to a frontage road on the north side of West National Avenue and a driveway for a restaurant on the south side. The east most median opening is located within the left turn lane and provides access to a driveway shared by Car-X and Hardee's on the north side of West National Avenue.

West National Avenue is County Trunk Highway (CTH) ES and access to abutting properties is controlled by Waukesha County under Chapter 24, Section 1 of the Waukesha County Code of Ordinances, entitled "Permits for Access to and Alterations in County Trunk Highways". Chapter 24 identifies standards for placing, constructing or altering driveways to promote the orderly and safe movement in and out of private properties with minimal impact on through highway traffic. In addition to setting up design standards for constructing driveways, the code indicates that the number of access points permitted shall not be greater than:

- 1 for a property with 0 – 600 feet of CTH frontage
- 2 for a property with 600 – 1500 feet of CTH frontage
- 3 for a property with 1500 – 2500 feet of CTH frontage
- 4 for a property with 2500 feet – a mile of CTH frontage

Waukesha County has also established the “Map of Controlled Access” to identify existing access and locations where access is not permitted. The Map indicates that no access shall be allowed on the north side of West National Avenue from:

- South Moorland Road to a point approximately 50 feet to the west
- North 159th Street to a point approximately 160 feet to the west
- East most property line of Holy Apostles Church to a point approximately 55 feet to the east
- South Town Road to a point approximately 130 feet to the east

The Map also indicates that no access shall be allowed on the south side of West National Avenue from:

- South Moorland Road to a point approximately 60 feet to the west
- South Church Street to a point approximately 180 feet to the east

The County’s “Map of Controlled Access” shows that the majority of the existing access points within the redevelopment corridor meet the County’s access ordinance. However, there are some properties that have special access rights that are explained within the individual property’s deed.

Currently, West National Avenue, between South Moorland Road and South Church Street (South Town Road) is bordered by 30 properties. Of these 30 properties, two are used as parking lots by adjacent properties and seven are accessible only from a frontage road located east of North 159th Street on the north side of West National Avenue. These properties account for 21 access points (driveways) to West National Avenue. In addition, North 159th Street and the frontage road each intersect West National Avenue. All but two access points are fully accessible to or from east and westbound West National Avenue. Thus, the combination of these access points and intersections amount to 273 potential conflict points. A potential conflict point is a location where vehicular paths cross creating the potential for a collision. A typical access point within the project corridor has 11 potential conflict points while a typical 4-legged intersection has 30 potential conflict points.

3.4. Overview Market Analysis

West National Avenue Redevelopment Trade Area

Primary Trade Area

The West National Avenue Corridor is located centrally in the City of New Berlin. The primary trade area consists of an area within approximately one mile to one-and-one-half mile radius of the intersection of West National Avenue and Moorland Road. The primary trade area is roughly bounded by Cleveland Avenue on the north, Sunny Slope Road on the east, Beloit Road on the south, and Calhoun Road on the west. This is the area within which most retail stores and services in the study area draw the majority of their business. The businesses in the vicinity of the Moorland Road and West National Avenue intersection are the closest neighborhood-shopping district for the primary trade area.

The primary trade area has approximately 2,000 to 3,000 households and a population of approximately 6,000 to 9,000 persons. The area is a stable residential district consisting predominantly of low and medium density single family residences. While there may be some additional single family residential development to the west and limited infill multifamily development, the primary trade area is generally a mature suburban environment unlikely to experience large changes in either population or household characteristics.

Secondary Trade Area

The secondary trade area is a larger area that encompasses all of the City of New Berlin. Professional offices and some service businesses, such as sit-down restaurants and repair shops draw their business from the larger secondary trade area. The population of the secondary trade area is approximately 38,461. SEWRPC projects that the population of the area will reach approximately 43,200 by the year 2020.

The proximity of the City of New Berlin Municipal Campus helps draws potential customers to the West National Avenue Corridor. With the implementation of the Commercial Center Development Plan for the area east of Moorland Road, the West National Avenue Corridor may become a more attractive business location and potentially expand the primary trade area to include more peripheral neighborhoods – particularly to the west where there are fewer competing business districts.

Existing and Potential Business Types

Currently the majority of the businesses along the West National Avenue Corridor west of Moorland Road are restaurants, services, and professional offices. With the exception of the drive-in franchise restaurants, most of the businesses are locally owned. The majority of the businesses occupy space in older buildings, many of which are converted residences. Most of the commercial structures are over 20 years old and are to some extent either physically or functionally obsolete.

Real estate professionals in the New Berlin and adjoining suburbs who were interviewed as part of this project have indicated that the West National Avenue Corridor is perceived as a stable neighborhood. However, business development opportunities along the corridor are severely limited by the size of parcels and cost of assembling smaller parcels into developable larger sites. Because of the limited parcel size and the challenges of assembling larger parcels, the area has limited potential for attracting national-franchise retailers who generally require larger building footprints and substantial on-site parking.

The area also faces strong competition from other nearby commercial and office districts. To the north in the Brookfield/Bluemound Road area and to the west in Waukesha there is a large supply of Class A office space. The area has office vacancy rates in the range of 12 to 16 percent. While the regional demand for Class A office space is strong, construction of new Class A space is continuing to add to the supply. There continues to be sites available for new office construction with closer proximity to I-94 and other regional highways.

In terms of retail businesses and services, the West National Avenue Corridor west of Moorland Road competes primarily with other neighborhood and community-scale shopping centers in New Berlin. The City of New Berlin has identified the Commercial Center east of Moorland Road as the City's primary retail and service district. It is anticipated that the majority of new retail businesses and services in the City of New Berlin will be located in or near the Commercial Center where large sites are available and the City is targeting such uses.

While the West National Avenue Corridor district does not compete with regional shopping centers and "big box" retailers on South 76th Street and along Bluemound Road in Brookfield, these locations tend to attract national-franchises and other larger stores. Regional centers and "big box" retailers continue to draw potential customers from smaller neighborhood districts, such as West National Avenue.

Due to a combination of factors influencing development opportunities, the West National Avenue Corridor west of Moorland Road is most suitable for a mixture of locally owned services and professional offices. The area is unlikely to be a competitive site for larger retail stores due to small lot size and relatively poor access. The following list includes the most probable types of business that could be located in the area:

Office Uses

Medical clinics
Dental offices
Legal offices
Accountants
Insurance and financial services
Real estate offices
Contractors offices

Retail and Service Businesses

- Hair and other personal care businesses
- Business services (e.g. mailing services, copy shops)
- Drive-in and other eating establishments
- Day care facilities
- Specialty retailers (e.g. hobby shops, sporting goods)
- Coffee shops and deli's

Office Development Potential

Offices represent one of the most desirable land uses for parcels along the West National Avenue Corridor because of both market factors and compatibility with neighborhood residential uses. Offices tend to generate less traffic and have fewer external nuisances, such as noise and lights, than retail uses. Office spaces are also somewhat more flexible in terms of building footprint and tenant space configurations. These types of uses can be constructed on smaller or irregularly shaped lots or in remodeled buildings.

Office Rental Rates

Rental rates for Class A office space in eastern Waukesha County range from \$18.00 to \$22.00 per square foot. This space is typically in newer buildings with underground or inside parking, elevators, and high quality lobbies and other common areas.

Rental rates for Class B or Class C office space in the region generally ranges from \$9.00 to \$15.00 per foot. This space is typically remodeled space in older buildings without attached or underground parking or enhanced common areas. Nearly all of the existing office space along the West National Avenue Corridor is considered Class B or Class C and with rents falling into the lower range of regional averages.

Table 3 shows the current rental and lease rates for sites somewhat comparable to those on West National Avenue.

Table 3 – Comparable Office Centers <i>(Commercial Leasing and Sales Guide, The Business Journal, June 16, 2000)</i>				
Office Centers/Address	Total Space	Space Available	Rental Rate/dollars	Year Built/Year Renovated
Cellular One Office Building, 20925 Watertown Road, Brookfield	27,000 sq. ft.	0 sq. ft.	9.50n	1965/1999
Watertown Professional Building, 20700 – 20720 Watertown Road, Brookfield	22,528 sq.ft.	1,071; 1,443 sq.ft.	14.75g	1983 / 1994
Iron Horse Crossing, 12425 Knoll Road, Elm Grove	18,000 sq.ft.	900 –1,200 sq.ft.	14.00n	NA / NA
Plank Road Plaza, 13500 Watertown Plank Road, Elm Grove	17,500 sq.ft.	675; 1,450; 1,650; 2,275 sq.ft.	12.00 – 17.5g	NA / 1985
Glenwood Executive Center, 15400 W. Capitol Drive, Brookfield	16,800 sq. ft.	2,200 sq. ft.	19.50g	1999 / NA

*gross (g) – the landlord (lessor) is responsible for paying all property expenses including taxes, utilities and repairs.
net (n) – in addition to the rent, the tenant (lessee) pays such expenses as taxes, insurance and maintenance.
not available/applicable (NA) – the category is either not available or applicable to the particular centers.*

Office Occupancy Rates

According to the NAI MLG’s 2000 *Office Market Review*, the City of New Berlin is experiencing a 14.8 percent vacancy rate in office buildings. This vacancy rate is similar to office areas in Brookfield and Wauwatosa. While there has been a steady demand for office space, new construction has kept pace with the demand.

One trend observed in the 2000 *Office Market Review* is that vacancies in both the New Berlin and Brookfield areas are on the rise as office tenants move further west to take advantage of lower lease rates in the western suburbs. To the extent that lower priced sites may be available along the West National Avenue Corridor, the study area could benefit from the outward migration of office spaces and tenants.

Potential for Class A Office Development

In order to attract Class A office space to the West National Avenue Corridor, existing structures will need to be demolished and in many cases adjacent parcels will need to be

assembled. Smaller parcels, particularly those on the north side of West National Avenue are unlikely to be attractive or economically feasible sites for Class A office construction without some level of public assistance.

A preliminary pro forma for redevelopment on the Magic Fan Property at 15820 West National Avenue indicates that without any form of public assistance, a developer of new Class A office space at this site would need to command a lease rate of approximately \$24.50 per square foot. A comparable preliminary pro forma for redevelopment of the two parcels at 15738 (Viking Catering) and 15744 (Art of Dentistry) indicates that offices at this site would need to receive a rental rate of at least \$20.37 in order to reach minimum economic feasibility. (See *Appendix C - Sample Parcel Pro Forma*)

There is slight likelihood that either of these parcels, or other similar parcels along the corridor, could be redeveloped for new Class A office space without some type of special “gap financing” assistance from the City in order to discount the cost of site acquisition and demolition. With “gap financing” office redevelopment is potentially feasible and would represent a good land use for these sites and other properties in the study area.

Retail Development Potential

Retail Rental Rates

The rental rates for smaller retail uses in the West National Avenue corridor are roughly comparable to those for office spaces. In fact some of the rented space along the corridor has switched back-and-forth between office and retail or service uses.

According to NAI MLG’s *Retail Market Review* (2000), Bluemound Road in Brookfield remains the most sought after retail corridor in the Milwaukee metropolitan area. Lease rates in this corridor are now above the \$20 per square foot ceiling. There is a high occupancy rate along Bluemound Road and retailers seeking space there are now being forced to look at other locations in the submarket including Calhoun Road at North Avenue and along Capitol Drive. There has been a particularly strong demand in this area from national tenants.

Non-national franchise tenants in older structures tend to pay rental rates of \$9.00 to \$15.00 per square foot of retail and service space, which is generally comparable to rental rates for Class B and Class C office space.

Table 4 shows the rents charged in several shopping centers comparable to either existing sites within the West National Avenue Corridor or newer construction.

Table 4 – Comparable Shopping Centers (<i>The Business Journal, Commercial Leasing & Sales Guide, June 16, 2000</i>)				
Shopping Centers/Address	Total Space	Space Available	Rental rate	Year built/renovated
Brookfield Lakes Corporate Center XIV, 17925 W. Blue Mound Road, Brookfield	32,204 sq.ft.	0 sq.ft.	NA	1994 / NA
The Tile Shop Center, 1725 S. 108th St., West Allis	20,000 sq.ft.	0 sq.ft.	14.00	NA / 1994
Making Waves Building, 805 S. 108th St., West Allis	16,000 sq.ft.	80-200 sq.ft.	12.00n	1991 / 1998
Shopping Center 13175 W. Blue Mound Road	7,567 sq. ft.	4,874 sq. ft.	18.00nnn	Summer 2000 / NA

*gross (g) – the landlord (lessor) is responsible for paying all property expenses including taxes, utilities and repairs.
net (n) – in addition to the rent, the tenant (lessee) pays such expenses as taxes, insurance and maintenance
triple-net (nnn) – tenant pays all operating expenses of the property; the landlord receives a net rent.
not available/applicable (NA) – information for this category is either not available or applicable.*

Mixed-Use Structures

The City of New Berlin Plan Commission has expressed interest in attracting mixed-use development with first floor retail/office and second floor residential development along West National Avenue. Interviews with real estate professionals in the area suggest that second floor residential development would be difficult to market in the redevelopment corridor. Upper level residential uses in mixed-use structures generally require a higher population density and areas that are more pedestrian-oriented or have other unique amenities. The fact that the potential redevelopment sites along the West National Avenue corridor tend to be relatively small means that residential uses in mixed-use buildings would need to be oriented toward the busy arterial and would not be able to incorporate site amenities. Most area real estate professionals believe that it is unlikely that upper level residences in the redevelopment corridor could command market-rate rents.

An exception may be owner-occupied buildings where a business owner or manager resides above or adjacent to a business use. There has been a history of successful home occupations along the corridor. Zoning requirements should continue to allow such occupancy, but mixed-use structures are unlikely to be a major component of the redevelopment picture.

4. Redevelopment Recommendations

4.1. Recommended Land Uses and Zoning

1. The redevelopment corridor is a high profile area located between the Commercial Center to the east and the Municipal campus to the west. In order to preserve the commercial character of this area, the properties fronting on West National Avenue should remain B-2 General Retail and Services Zoning District (see page 21, *Land Use Recommendation* and page 22, *Recommended Zoning Map*).
2. New Berlin residents and City staff prefer to retain residential land use along West Church View Drive and West Mark Drive. For this reason, the residential land uses and residential character along West Church View Drive and West Mark Drive should be maintained and protected through retention of the R-2 Suburban Single-Family Zoning District. Commercial zoning and commercial uses, including parking, should not be allowed to extend to properties that are currently zoned residential and front on West Church View Drive and West Mark Drive.
3. The three properties fronting on West National Avenue adjoining Holy Apostles Church (15850 – 15970 West National Avenue) should be acquired by the Church for parking and landscaped area. This would provide enhanced visibility for the church and parochial school and would make the institution a more prominent feature of the streetscape. However, the property owners retain the right to decide if and when they would like to sell and to whom.
4. The City of New Berlin is currently revising its zoning code. This includes creating the Transitional Zoning District, which will provide a bridge between commercial and residential zones. It will include for example, home occupations. The residence at 3901 South Moorland Road and the dental office at 3911 South Moorland Road should ideally be rezoned to the Transitional Commercial Zone. Until this district is officially created, 3901 South Moorland Road should be zoned O-1 (Planned Unit Development) Neighborhood Service District to maintain consistency with 3911 South Moorland Road.
5. The most efficient and cost-effective development patterns would occur through combining adjacent lots to create larger development parcels. Through parcel assembly, property owners can create parcel shapes and sizes that will meet the requirements of the B-2 zoning district and the proposed West National Avenue Overlay District. In addition, assembled parcels are more likely to be eligible for the redevelopment funding options recommended in this plan.

Parcel combination recommendations are discussed below and illustrated on the map on page 23, *Parcel Combination Recommendation*.

Along the north side of West National Avenue, parcels on the frontage road are shallow and have limited space for parking. To help maximize area for parking and buildings, the frontage road should be vacated and parcel combinations should be considered. New structures could be built to complement each other:

Beginning with parcel #3 and moving west, combine parcel #'s 3, 4 and 5. Combine parcel #'s 6 and 7 and 8; and 9 and 10. Build new structures or modify existing structures on the assembled parcels with complementary facades and landscaping.

Combine parcel #'s 11, 12, 13 and 14. By combining the three parcels in front of Holy Apostles Church with the Church lot, the Church will gain needed parking spaces along with a more prominent presence on National Avenue.

Combine parcel #s 16 and 17. This combination would reduce driveways onto National Avenue.

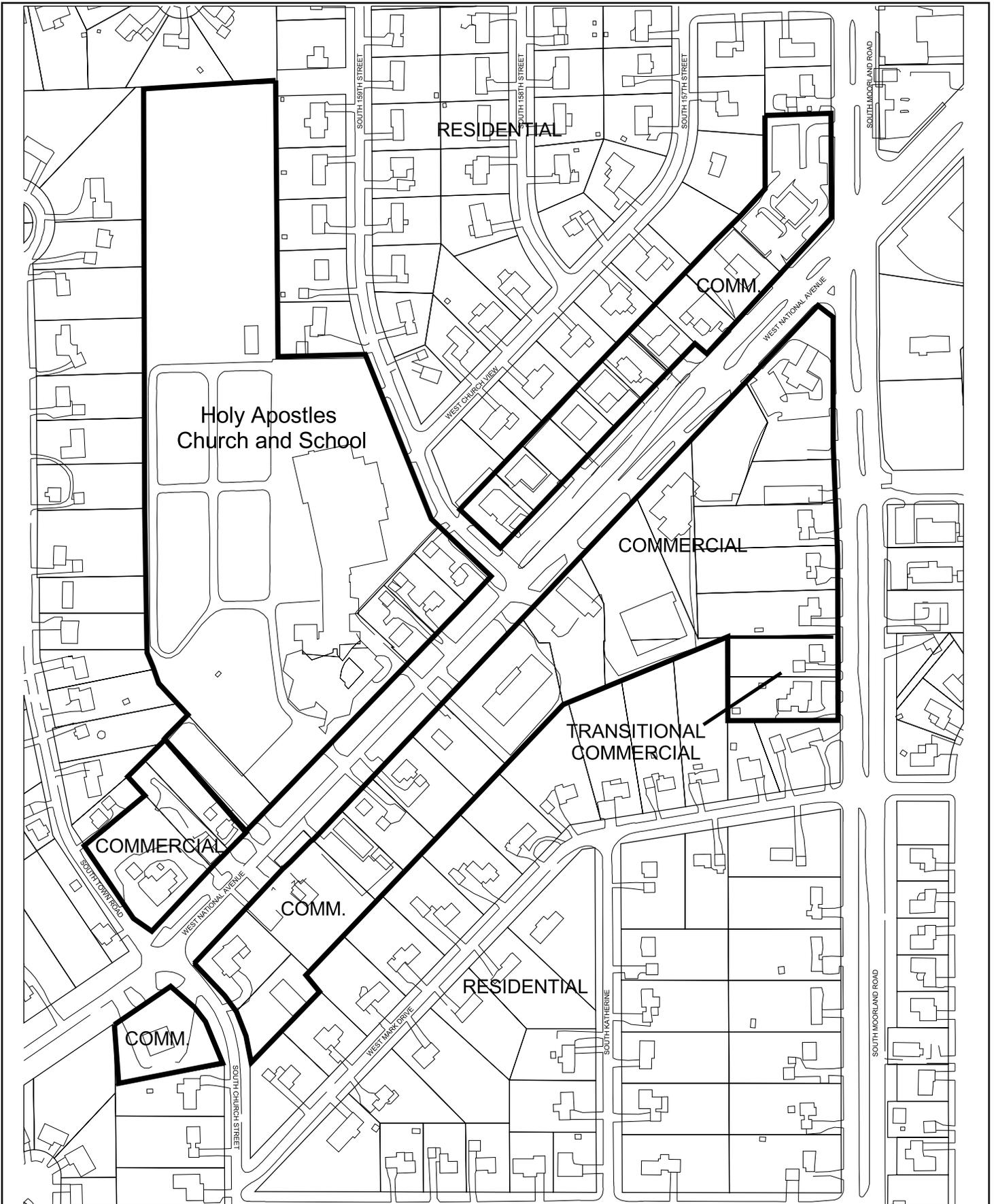
Combine parcel #s 20 and 21. This combination would reduce driveways onto National Avenue and provide a larger development parcel that could more easily be developed in accordance with the B-2 zoning district and the proposed West National Avenue Overlay District.

Combine parcel #s 23 and 24. Parcel #24 is shallow and narrow. The current structure on this lot is too small for office development and does not provide much parking. Parcel combination will create a larger development parcel for possible office development. It will also allow the combination of the driveways on parcel #s 24 and 25.

Combine parcel #s 27 and 28. The westernmost driveway on parcel #27 should be combined with the driveway on parcel # 26. The easternmost driveway on parcel #27 should be combined with the driveway on parcel #28. This driveway should be aligned with South 159th Street to create a safer and more efficient traffic pattern.

Combine parcel #s 29, 30 and 31 to create a more developable parcel shape and allow for combination of driveways.

Combine parcel #s 35 and 36; and, #s 37 and 38. Property owners could choose to develop commercial buildings on these parcels that maximize the available parcel area.



Land Use Recommendation

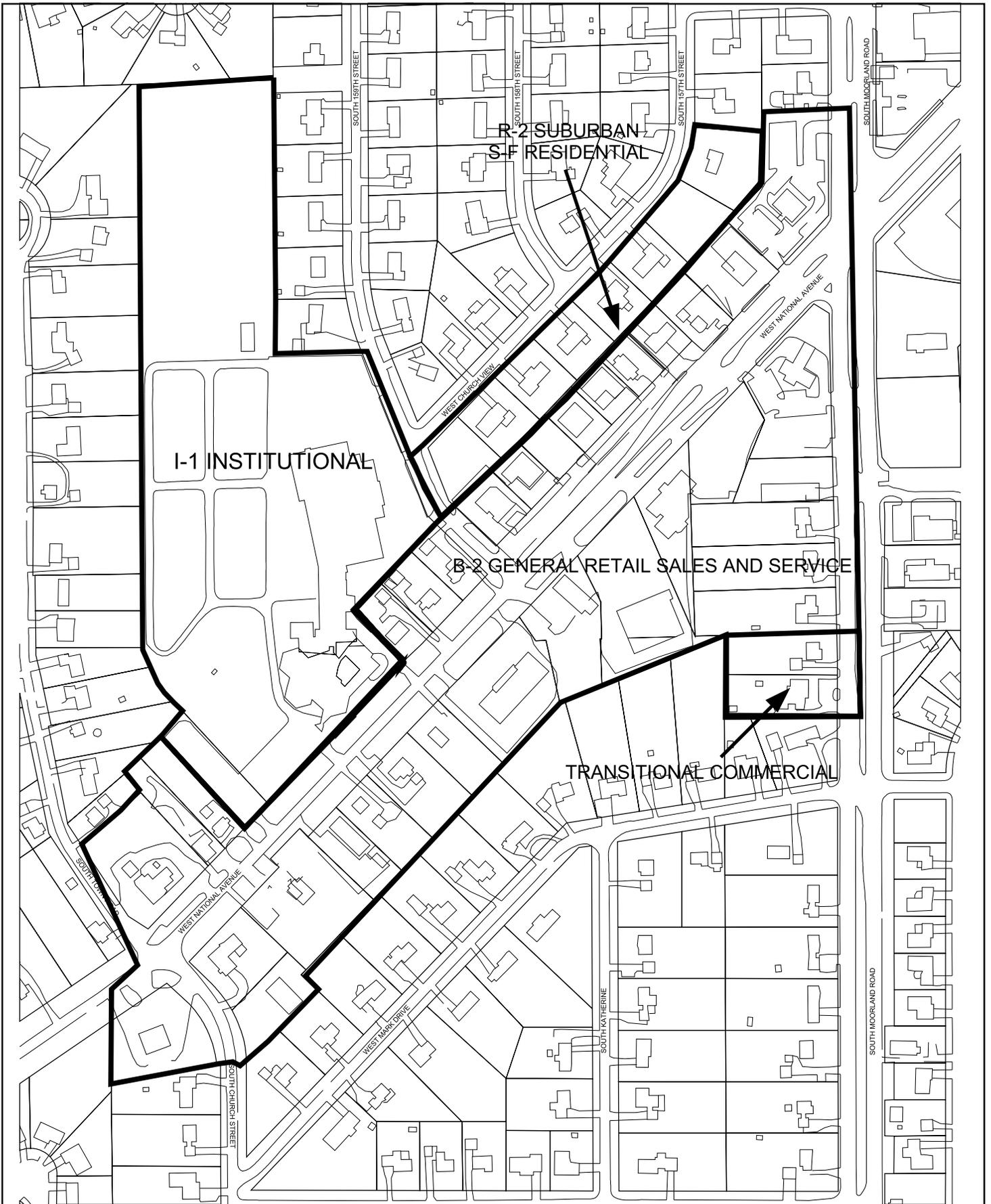


New Berlin
Wisconsin



0 100' 200' 300'

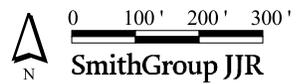
SmithGroup JJR



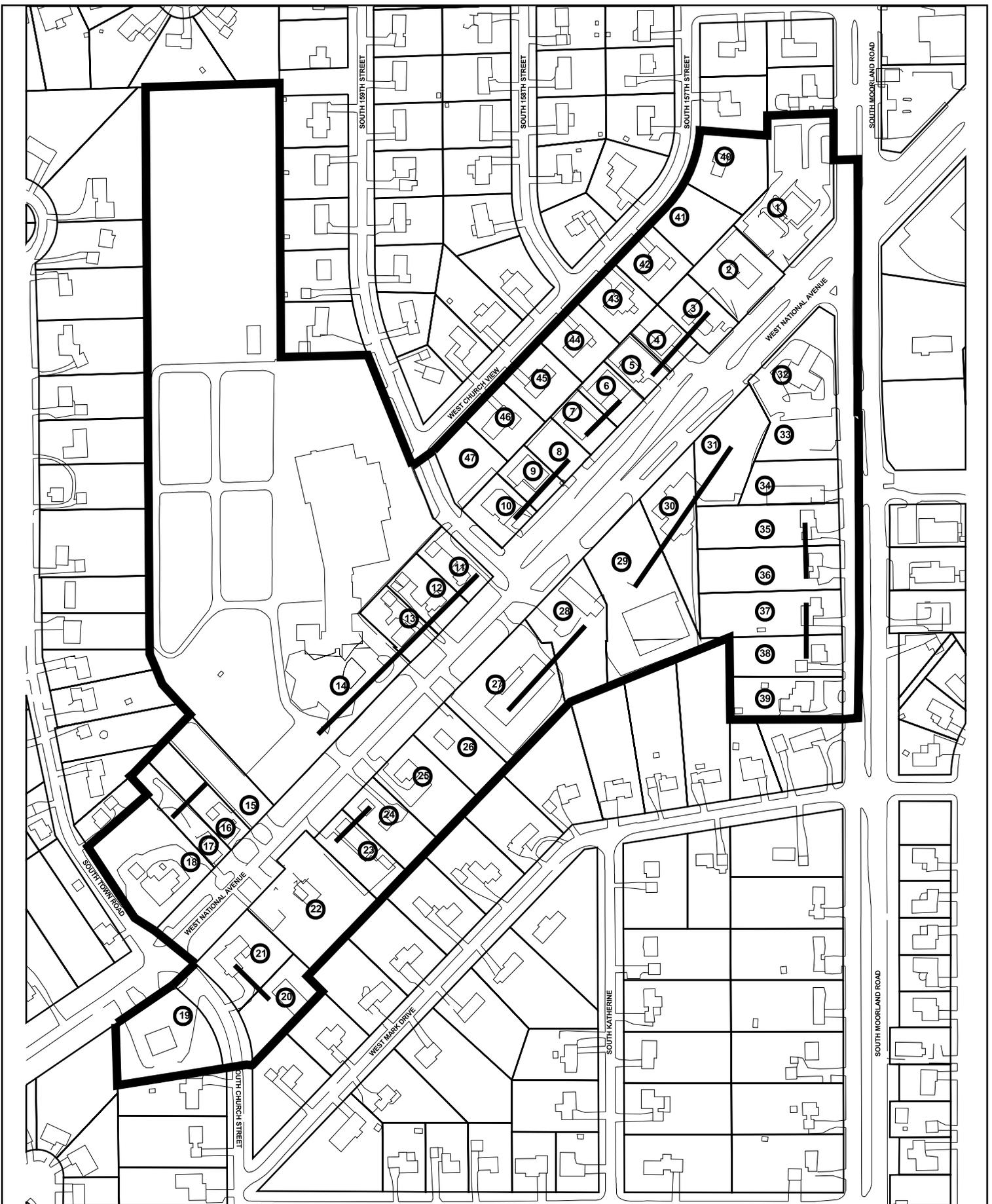
Recommended Zoning Map



New Berlin
Wisconsin



SmithGroup JJR



Parcel Combination Recommendation



New Berlin
Wisconsin

4.2. Recommended Transportation Facility Improvements

The following recommendations from the transportation consultant Earth Tech are intended to reduce collisions between vehicles, and collisions between vehicles and pedestrians, improve access to businesses, and improve through traffic flow. These recommendations are also discussed in *Appendix E – Transportation Alternatives Letter Report*. *Appendix F - Map of Controlled Access* provides detailed ingress and egress information along West National Avenue and South Moorland Road.

1. The existing median that extends west on West National Avenue for approximately 700' from the intersection of South Moorland Road should be extended an additional 1,500' westward to South Church Street (South Town Road). The median should be constructed within the existing 14' center turn lanes (see page 27, *Transportation Recommendation*).

Note: The median design should be based on 18" curbs and an 11' grass area. This is the same dimension that Graef/Anhalt/Schloemer/Schreiber Anderson is recommending elsewhere on West National Avenue.

In combination with the proposed reduction in access points, the median extension will better manage abutting property's ingress and egress traffic along the project corridor and also reduce the number of potential conflict points.

A median island will also provide midway refuge for pedestrians crossing West National Avenue. Pedestrians will have to cross only one direction of West National Avenue at a time.

2. Left-hand turn lanes should be installed at the South Church Street (South Town Road) and 159th Street intersections with West National Avenue.

The left-hand turn lanes will remove any queued turning vehicles from the through lanes, reducing the chances for rear-end accidents. The left-hand turn lanes will also maintain through traffic flow.

3. Twenty-eight foot decorative lighting (matching the pedestrian-scale lighting) should be installed within the median.

Note: Decorative street lighting can be phased-in at a later date depending on funds availability.

This decorative lighting will match the lighting proposed by Graef/Anhalt/Schloemer on the median along other portions of West National Avenue.

4. Two of the property owners in the redevelopment corridor hold revocable easements that allow their properties to encroach upon the West National Avenue right-of-way. As a result, portions of parking lots, signage and

driveways extend into the right-of-way. The City could consider revoking these permits since the encroachment areas conflict with the sidepaths and terracing.

5. The frontage road on the north side of West National Avenue should be vacated and attached to adjoining parcels at the time of assemblage and redevelopment. The street right-of-way should be converted to a double-loaded parking aisle. Cross-easements in the names of adjoining property owners and the City should be reserved to enable continuous access through a 24' parking aisle.

In order to vacate the roadway, the City would have to reach an agreement with the property owners and exercise a permitting process. The Board of Public Works and the Common Council would have to approve this action. The County would also have to review the action and provide comments and final approval. Converting the frontage road to a shared parking area would better serve the properties by allowing more efficient use of the space for both parking and circulation.

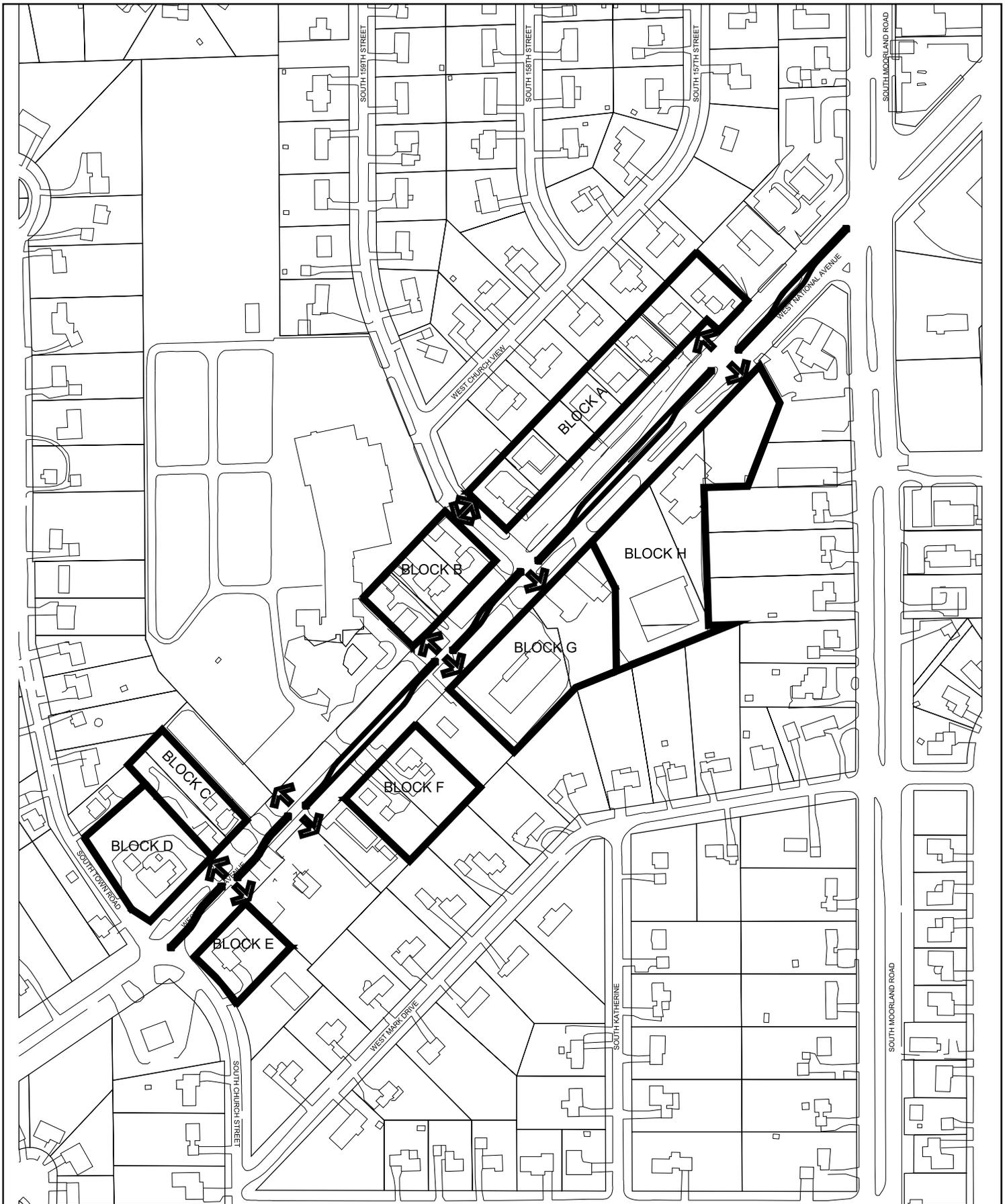
6. The median-break and access for the east end of the frontage road should remain at its present location.
7. The west frontage road access point should be relocated and setback approximately 100' north of the intersection of South 159th Street and West National Avenue.

The intersection at the west end of the frontage road and South 159th Street is extremely close to the intersection with West National Avenue. It not only makes it difficult to complete movements when vehicles are in queue on North 159th Street, but it is also a potentially hazardous situation.

8. The 6' sidepath and 6' terrace area on both sides of West National Avenue should be constructed. The sidepaths and terrace area will complement the redevelopment corridor efforts. As properties redevelop, this plan recommends that walkways be added to the sites to connect with the sidepaths along West National Avenue. This will improve pedestrian connections from residential areas to and from offices, restaurants and shops in the area. It will also make the area safer for children walking to and from school.
9. The existing median opening within the eastbound left turn lane at South Moorland Road should be closed. It is not advisable to have a median opening within a left turn lane and in such close proximity to a major intersection. Motorists traveling through the intersection are focusing their attention on the traffic movements within the intersection and are not expecting non-ordinary traffic movements such as that created by the median opening. There is also inadequate storage for a vehicle within the median opening. A vehicle that gets stopped within the median opening is not able to clear the paths of the east/west traffic and as a result creates the potential for accidents.

10. Driveway access to West National Avenue and side streets should be limited through the site review process. With the extension of the median, most driveways will become right-in/right-out only, except for driveways located at median breaks. Minimum spacing for driveways should be 150'.

Recommended access management combined with median extension will better manage abutting property's egress and ingress along the project corridor and it will also reduce the number of potential conflict points. The recommended access management measures will reduce the number of potential conflict points to 90, approximately one-third of the existing potential conflict points. A reduction in the driveways will also reduce the number of times that pedestrians must cross the path of motor vehicles, helping to reduce pedestrian/automobile accidents.



 TWO-WAY TURN ACCESS POINTS

Transportation Recommendation Map



New Berlin
Wisconsin



0 100' 200' 300'

SmithGroup JJR

4.3. Recommended Site Design Options

Through land use and market analyses, SmithGroup JJR has determined that future redevelopment should include a mixture of professional offices and retail and service businesses that primarily serve the local area.

This mixture of uses could continue utilizing existing sites and structures with recommended design changes, landscaping and the combination of driveway entrances to reduce ingress and egress onto West National Avenue and South Moorland Road. The City and area property owners should also consider redevelopment to maximize parking areas and building space and to create a more pedestrian friendly environment. This might include two or three property owners combining their parcels and building one or two large structures that accommodate multiple tenants and include shared parking lots. There should be walkways with connections to the sidepaths and seating areas as well.

The two maps on pages 30 and 31 show concepts for redevelopment of sites at 15700 – 15800 West National Avenue and 15915 – 15895 West National Avenue. These are merely options for property owners that choose to sell or redevelop.

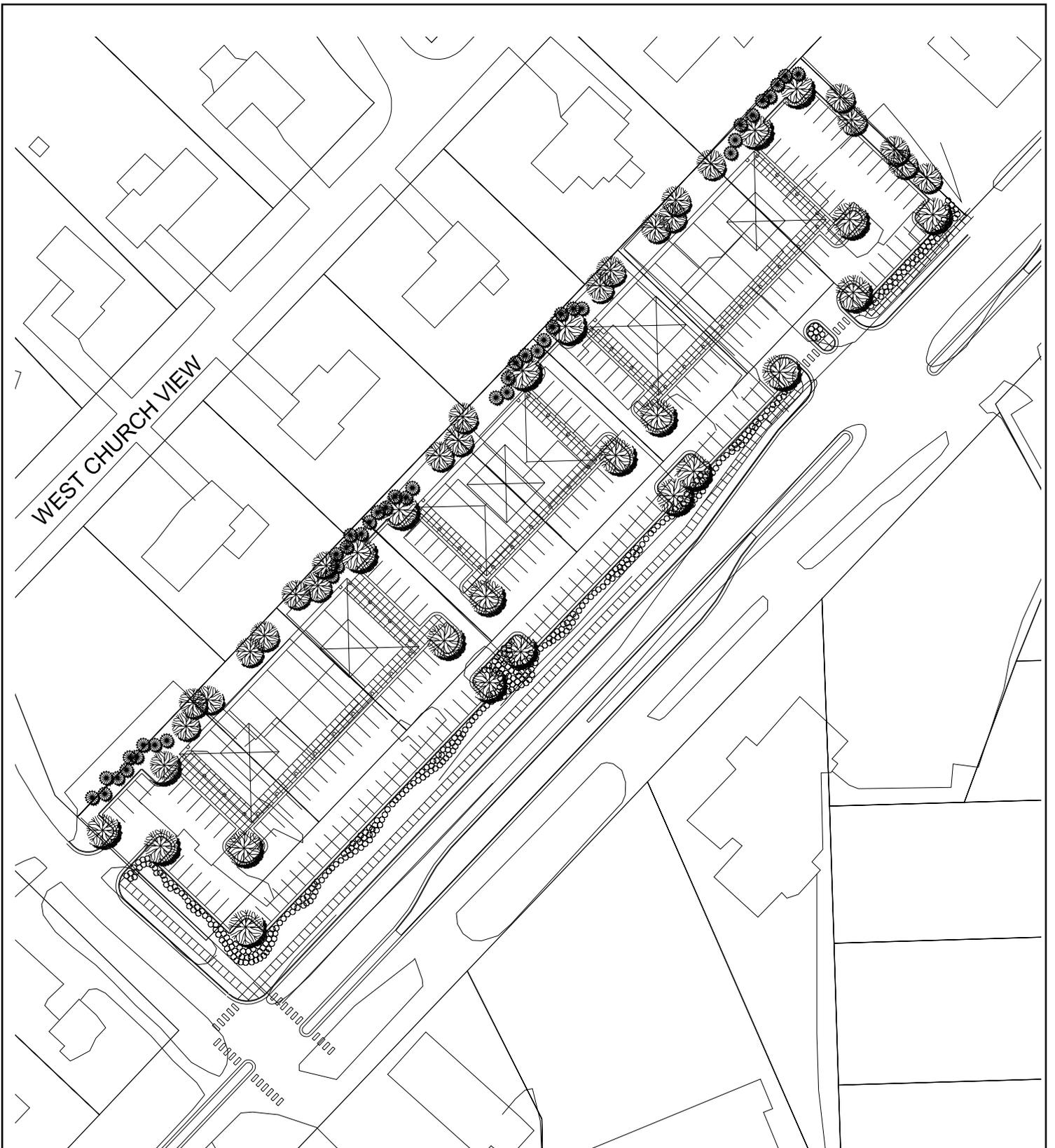
It is recommended that those parcels, such as Allied Pool & Supply and Bartlett's Fine Dining, with large expanses of asphalt in their front yards, break up these areas with landscaping. This could be accomplished in the following ways:

- Utilize long landscaped islands between major driving aisles and parking areas. Such islands direct traffic flow and provide space for trees and shrubs. They have the effect of creating several smaller parking lots out of a single large lot.
- In parking lots, it is best to use only those shrubs that attain a mature height of 30 inches or less. It is advisable within the lot itself to avoid using evergreen trees since they totally obstruct visibility. When using shade trees, they should have a clearance of at least 5 feet between the ground and the lowest branches to keep an open site line for motorists and pedestrians.

The map on page 32, *Site Development Concept 15815 – 15801 W. National Avenue*, illustrates design concepts for the Clark Station at 15815 West National Avenue, the Allied Pool & Supply at 15805 West National Avenue and Bartlett's Fine Dining at 15801 West National Avenue. These options incorporate the sidepath. A decorative sidewalk is included along the parking aisle on the east side of the Allied Pool & Supply property connecting to the front door of the business. This sidewalk also connects to the sidewalk along the front of the Bartlett restaurant building. It is recommended that this sidewalk be constructed with a colored cement that complements the sidepaths along West National Avenue.

The landscaping included in front of the Allied Pool & Supply and the Bartlett restaurant helps to beautify the streetscape by breaking up the large expanse of asphalt in front of each of the buildings with shade trees. There are also evergreen trees as recommended in the zoning ordinance as a buffer between the commercial structures, and between the commercial structures and residences on West Mark Drive.

Residents on West Mark Drive have indicated during stakeholders meetings that runoff from businesses along this portion of the redevelopment corridor is draining into their back yards. Site drainage issues are beyond the scope of this project. The City will work with individual property owners to address the drainage issue, especially as businesses redevelop.



Site Development Concept 15700-15800 W. National Avenue



New Berlin
Wisconsin

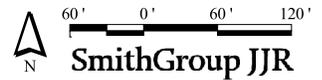


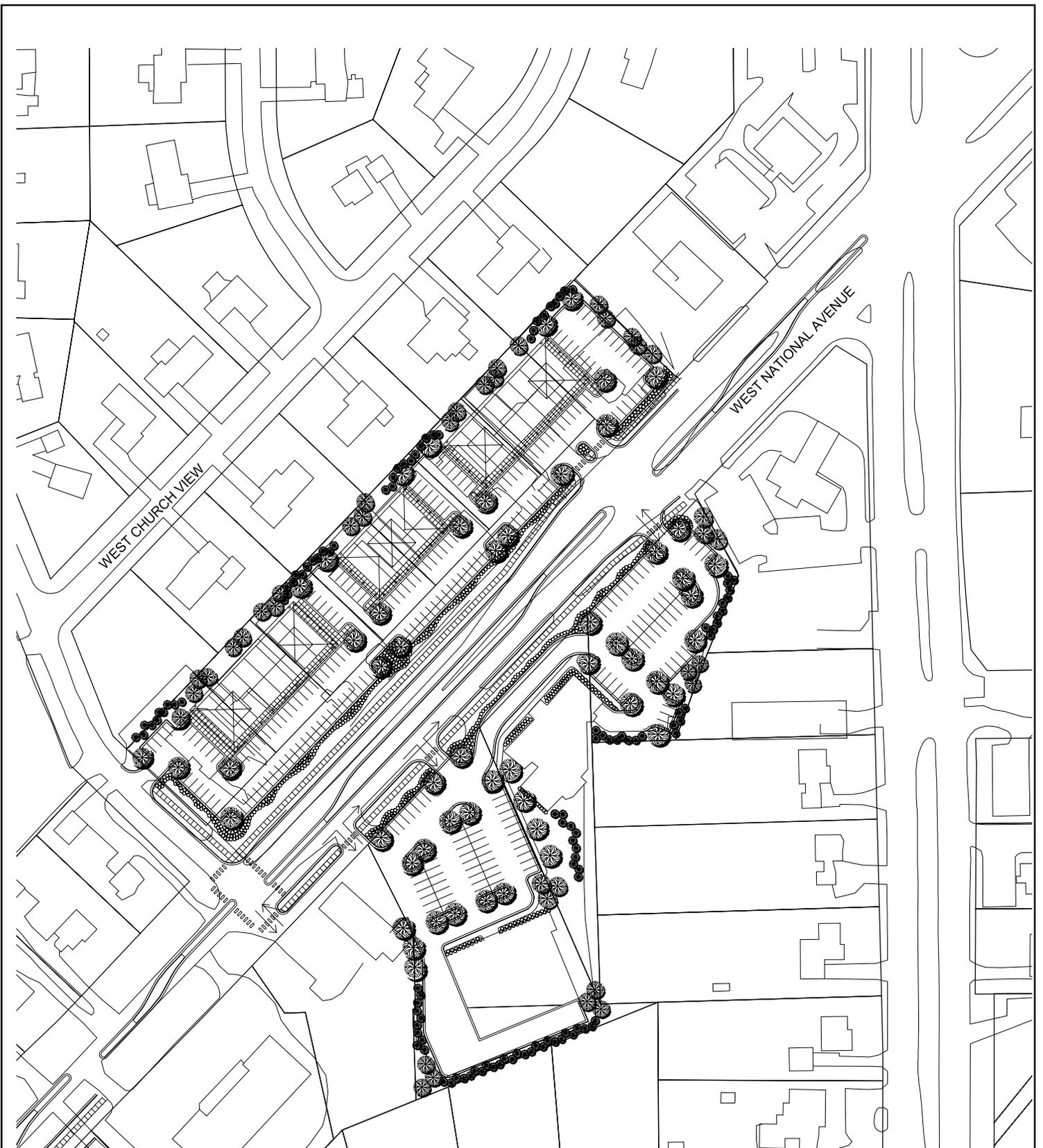


Site Development Concept 15915-15885 W. National Avenue



New Berlin
Wisconsin





Site Development Concept 15815-15801 W. National Avenue



New Berlin
Wisconsin



SmithGroup JJR

4.4. Recommended Design Guidelines

The West National Avenue redevelopment corridor is a narrow commercial strip bordered by single family residential development. The corridor is designed exclusively for automobile traffic. There is little pedestrian oriented development such as sidewalks, crosswalks, an extended boulevard, street trees, seating, or pedestrian lighting. The lack of pedestrian facilities encourages traffic to move faster than the posted speed limit creating safety hazards. There is also a great deal of asphalt and minimal landscaping along the streetscape, detracting from the visual aesthetic of the area.

The redevelopment corridor is primarily comprised of one-story residential – style structures with gable and hip roof shapes (see page 34). Siding primarily consists of earth tone colored brick and stone. There are also some cement block structures and structures with aluminum siding. A number of the cement block structures are painted bright primary colors that tend to clash with the overall earth-tone color scheme of the corridor.

Some properties are in need of improved maintenance. Signage design is inconsistent and sign quality is quite poor in some cases.

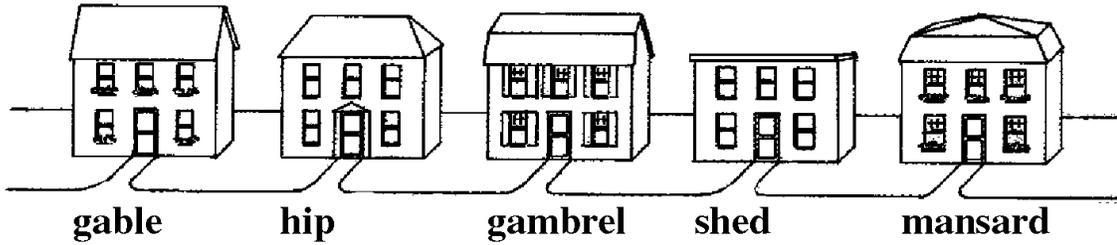
Businesses and professional offices along West National Avenue back onto residential lots. The residential properties along South Moorland Road back onto commercial lots. A number of commercial property owners have included screen fencing on rear property lines to buffer noise, smell and the view of commercial operations. Some residences have also included such screens.

The following guidelines are intended to help address the design issues described above. They serve as encouragement for property owners to make design changes. The guidelines should be applied to individual projects through New Berlin’s existing Site Review process at the time a property owner submits site or structural modifications to the Plan Commission. It is recommended in the Zoning Amendment portion of this report that the Plan Commission creates an architectural review subcommittee that will be charged with ensuring compliance with these design guidelines.

1. Overall Site Design

- Accommodate pedestrian movement by incorporating walkways that connect to the new sidepaths. The material for the walkways should be concrete as with the sidepaths or an aesthetically complementary material.
- Incorporate outdoor seating on individual sites and also between the sidepaths along West National Avenue and the front yards of adjoining parcels. Incorporate shade trees and shrubs as a buffer from traffic.
- Commercial lots need loading lanes for pickup and delivery of products.

Roof Shapes



The following are examples of residential-style buildings with ***gable*** roof shapes in the West National Avenue Redevelopment corridor:



The following are examples of residential-style buildings in the West National Avenue Redevelopment corridor with ***hip*** roof shapes:



2. Landscaping and Use of Plant Materials

- Landscape buffer strips should be located adjacent to the street right-of-way and cover the entire length of the required parking setback. A perimeter landscape strip, minimum 10 feet, should be provided for rear and side yards. A full landscape screen should be included where parking is located in a required side or rear yard to offset it from residential use.
- Parking lots should use smaller shrubs and trees to provide screening and to subdivide the overall lot into smaller, less visually dominant, paved areas. Larger trees can also break up the space visually and provide shade. The trees and shrubs will also help to reduce glare and reflected radiation from large paved surfaces.
- Interior landscape space equal to 5 percent of the total paved surface area should be provided within parking lots.
- At least one shade tree should be provided for every 300 square feet of interior landscape space within a parking lot.
- Landscape planting islands should be a minimum of 9 feet wide with a 30-inch clear area for a vehicle bumper overhang and a barrier-type curb.
- It is preferable to limit the varieties of plants chosen for a site to create a uniform composition. Occasional accents are also recommended. Native plant material or plant material naturalized for the area should be chosen since it will be hardy and able to maintain a desired shape without much maintenance.
- Trees should be used more readily than shrubs since trees require less maintenance.
- Ground covers can be effective at stabilizing slopes and reducing maintenance in smaller high visibility areas such as planting bays in parking lots. Slopes could be terraced and then planted with ground covers.

3. Building Orientation and Form

- New buildings should be located at the front of parcels with parking in the rear. This will help to beautify the West National Avenue streetscape. A possible exception is the north side of West National Avenue along the frontage road area where residences are located in close proximity behind commercial structures. In this case, locating parking in the rear would lead to regular traffic circulation behind the commercial structures causing a noise and pollution nuisance for adjoining residences.

- The footprint of a building and the roofline define the directional expression of a building. For example, a building may be narrow in front and have deep sides, wide in front with shallow sides, or approximately square. New buildings should maintain a similar directional expression to surrounding structures and additions to existing buildings should match the original directional expression.
- The redevelopment corridor primarily includes residential style architecture with gable and hip roof shapes. New structures should maintain this style.
- Screening fence, trash disposal areas, and building material requirements are detailed in *Section 4.7 Recommended Zoning Ordinance Amendments* on page 39. *Dumpster enclosures are recommended to be made of masonry materials similar to those of the principal building.*
- New and renovated buildings must fit the proportion and scale of existing buildings. The redevelopment corridor includes many one-story, square buildings. There are some long low, rectangular buildings. There are also some two-story structures. The scale and proportion of the buildings closest to proposed construction should be maintained.
- New construction should reflect the predominant rhythm of openings in surrounding buildings. The rhythm of openings refers to the number and spacing of windows and doors in a façade.
- New buildings, additions and renovations should respect the massing of existing buildings. Massing refers to the volume created by building sections. A building may be box-like in structure or it may include turrets, wings, and porches. Structures in the redevelopment corridor are primarily box-like and therefore new construction should maintain this massing.
- Additions should be located to the side or rear of the building to preserve the front façade. Additions do not have to be replicas of the existing building. For example, a contemporary design compatible in scale, materials and roof shape could be appropriate.

4. Signage

- Where freestanding signs are permitted and lot width and setback areas provide adequate sight distance, ground signs with a horizontal orientation should be used instead of pole signs. This will help to complement the architectural treatment of buildings on the site.
- Landscaping should be provided at the base of signs. A minimum area of 175 square feet is required for such landscaping.

- The color and materials used for signs should be similar or complementary to building façade materials to create a unified and coordinated appearance.
- Brick monument signage is recommended for multi-tenant buildings.

4.5. Recommended Redevelopment Strategies

1. The preferred redevelopment strategy for the commercially-zoned properties fronting on West National Avenue and South Moorland Road would be to create a City-financed “land-bank” that would purchase and hold properties until such time as two or more adjoining properties can be assembled into a larger developable parcel. The City-financed “land-bank” could be funded either through the general City revenues or Tax Incremental Financing (TIF).

The project could be handled through the Plan Commission serving in an advisory role to the City Council or through a Community Development Authority created specifically to handle City land acquisitions and sales.

The land bank should be established based on the following guidelines:

- a. Property purchases should be based on fair market values, as determined by independent appraisals.
 - b. Acquisitions should be considered on a case-by-case basis depending on the suitability of potential sites for redevelopment.
 - c. Purchased properties should be limited to commercially zoned parcels that are suitable for redevelopment.
 - d. Property should be resold only when a prospective developer has submitted a development proposal that meets the West National Avenue Redevelopment Overlay District development requirements.
 - e. Assembled development sites should be resold at the fair market value for vacant land in a comparable location. In other words, the only City “subsidy” would be for the acquisition and demolition of existing improvements. The intent is to create a “level playing field” with vacant undeveloped sites located elsewhere in the City.
 - f. When sufficient assemblages have occurred to create developable parcels, the City, operating through the CDA, should solicit developer proposals through a developer RFP process.
2. An alternative redevelopment strategy would be to, in effect, privately-finance “land banking” by strictly enforcing existing B-2 District regulations that require yard setbacks that cannot be met by existing lot configurations. The

result of the current B-2 District regulations is that most prospective developers need to acquire more than one lot in order to create a developable site.

Note: It is important to note that an unintended result of the current B-2 requirements is to provide an incentive for land-owners not to demolish nonconforming existing buildings, since they would be unlikely to get approvals for new buildings that would be nonconforming. These requirements are, in effect, discouraging redevelopment of some of the smaller sites.

3. A third redevelopment strategy for the City to consider is administering a redevelopment matching grant program. If a property owner or an investor would like to redevelop a parcel, the City could offer a matching grant for this purpose. The funding would come from the Capital Improvement Plan or the Community Development Block Grant Program (CDBG). The funding could be used for a number of different things including site preparation, landscaping, parking lot improvements, and lighting and façade improvements.

The City of Waukesha created a façade improvement program for its downtown. One of the most important criteria for receiving funds is that the applicant proposes to work with an architect who will create a professional façade improvement design. New Berlin could include this criteria in its matching grant program in order to help the community achieve its desired design standard.

4. New Berlin could choose to create a Business Improvement District (BID) in coordination with one or more of the above programs. Such a district would be funded through BID assessments or property owners. The BID program could also be supplemented through the CDBG program. *Appendix G – Business Improvement Districts* includes information on how communities can form a BID.

4.6. Additional Potential Funding Sources

Additional potential funding sources for the West National Avenue redevelopment corridor include:

1. The Waukesha County Economic Development Corporation (WCEDC) offers a Revolving Loan Fund (RLF) that could be applicable to redevelopment efforts along West National Avenue. The RLF assists businesses with financing needs, and relocating and remodeling needs. Those businesses which apply for the RLF must use it for any one of the following activities:

Building and/or land acquisition.
Building construction, rehabilitation, or renovation.
Purchase of machinery or equipment.

Working capital.
Loan guarantees.

WCEDC can be reached at: 262-695-7900; wcedc@wauknet.com.

2. The Hazard Elimination program (part of the federally funded Surface Transportation Program) provides funds for safety enhancement activities on public roadways. The West National Avenue Redevelopment Project is potentially eligible for Hazard Elimination funding since it includes safety enhancement features such as sidepaths, crosswalks and the reduction of access points. To apply for this funding, City plan staff should contact John Shaw of District 2, Wisconsin Department of Transportation, 262-548-5951; john.shaw@mail.state.wi.us.
3. Through TEA – 21, 10 percent of the federal Surface Transportation Program funds apportioned to a state are only available for Transportation Enhancement activities. The West National Avenue Redevelopment Project could be eligible for Transportation Enhancement funding since it includes the qualifying activities: provision of facilities for pedestrians and bicycles and landscaping and other scenic beautification.

To apply for this funding, City plan staff should contact John Duffe at the Wisconsin Department of Transportation, 608-264-8723.

4.7. Recommended Zoning Ordinance Amendments

The *Current Zoning Map* on page 10 illustrates current zoning district boundaries in the West National Avenue redevelopment corridor. It is recommended that the City create a new West National Avenue Overlay District as described below and illustrated on page 42 to meet the specific objectives of the redevelopment corridor.

1. The City of New Berlin Zoning Ordinance should be amended to create a new West National Avenue Redevelopment Overlay District (WNAO) with the following requirements (see page 42, *West National Avenue Redevelopment Overlay District*):
 - a. Permitted Uses – Same as the underlying zoning district, except that the Plan Commission may deny parking intensive uses on small lots such as those on the north side of West National Avenue in the study area.
 - b. Accessory Uses – Same as the underlying zoning district.
 - c. Conditional Uses – Same as the underlying zoning district.
 - d. Lot Area and Width – Same as the underlying zoning district.

- e. Setbacks and Yards – Same as the underlying zoning district, except that the Plan Commission may grant an exception to allow a minimum 10’ side or

rear yard where the applicant installs a landscaped buffer strip utilizing wooden screening fence. Where a rear or side yard exception is granted by the Plan Commission, minimum 10’ buffer area shall be maintained in plant material and landscaped in coordination with a screening plan approved by the Plan Commission.

- f. Building Height – Same as the underlying zoning district.
- g. Traffic, Loading, Parking and Access – Same as the underlying zoning district.
- h. Nonconforming uses, Structures, and Lots – Same as the underlying zoning district.
- i. Performance Standards – Same as the underlying zoning district.
- j. Use and Site Plan Review – Same as the underlying zoning district, except that all development within the West National Avenue Redevelopment Area Overlay District must comply with the following additional guidelines:
- (1) All new development or redevelopment adjoining a residentially-zoned property shall be required to install a 6’ wooden screening fence and maintain a minimum of 10’ landscaped buffer area along all property lines adjoining residentially-zoned parcels. The Plan Commission may approve an alternative screening system that provides comparable buffering and is more compatible with the design, materials and character of the primary building.
 - (2) Dumpsters must be properly screened from the street and public view in accordance with New Berlin Municipal Code Section 17.1304(14). Location of dumpster enclosures must be clearly designated and the materials for construction including thickness of the concrete slab must be indicated on the plan. Enclosures must enhance the exterior of the building, and must be built to accommodate both solid as well as recyclable waste dumpsters.
 - (3) All exterior-building exteriors shall be brick, decorative masonry, glass panel, or other appropriate finished façade as may be approved by the Plan Commission.
- Note: This is the same building material standard that is currently applied in the O-1 and O-2 Districts.*

- (4) The architecture of commercial buildings in the study area should fit well within the context of the study area's residential neighborhoods and the commercial corridor.
- (5) The City should consider expanding the role of the Plan Commission's architectural review committee to include those redevelopment plans that would qualify for the City's match grant program (refer to Redevelopment Strategy Recommendations).

Appendix A

Meetings, Phone Conferences, and Field Visits

Table 1 – Meetings, Phone Conferences and Field Visits

Date	Meetings/Phone Conferences/Field Visits
January 24 th	Meeting between SmithGroup JJR and New Berlin Plan staff.
February 9 th	Planning Workshop.
February 10 th	Plan staff met with a property owner.
February 10 th	Plan staff met with a property owner.
February 10 th	Plan staff conducted a phone conference with a property owner.
February 22 nd	Plan staff and SmithGroup JJR met with one property owner.
February 22 nd	SmithGroup JJR conducted a site and structural analysis.
February 28 th	Plan Commission Workshop with SmithGroup JJR.
March 21 st	New Berlin staff met with stakeholders.
March 22 nd	Plan Commission recommended approval to enter a professional services agreement with SmithGroup JJR for the purpose of the West National Avenue Redevelopment Plan.
March 22 nd	Consultants Earth Tech and SmithGroup JJR conducted a transportation facilities field visit.
March 23 rd	SmithGroup JJR interviewed regional shopping mall owners and real estate professionals in the trade area.
March 24 th	SmithGroup JJR interviewed real estate professionals in the trade area.
March 27 th	SmithGroup JJR presentation to the Plan Commission of alternatives related to land use, redevelopment strategies, transportation concepts, and pedestrian and bicycle improvements.
March 28 th	Phone conference between SmithGroup JJR and Plan staff.
March 30 th	New Berlin staff met with stakeholders.
April 13 th	Earth Tech and SmithGroup JJR met with the Waukesha County Department of Transportation concerning access management and transportation recommendations.
April 24 th	Plan Commission Meeting.
May 1 st	SmithGroup JJR presented a summary of West National Avenue Redevelopment Plan recommendations.
May 23 rd	Phone conference between SmithGroup JJR and Plan staff.
May 25 th	Plan staff and consultant met with a property owner.
May 25 th	Plan staff and consultant met with two property owners.
May 25 th	Plan staff and consultant met with a property owner.

Table 1 – continued Meetings, Phone Conferences, and Field Visits	
Date	Meetings, Phone Conferences, Field Visits
May 25 th	SmithGroup JJR and Plan staff met with a property owner.
May 25 th	SmithGroup JJR and Plan staff met with a property owner.
May 25 th	SmithGroup JJR and Plan staff met with a property owner.
May 26 th	SmithGroup JJR and Plan staff met with property owners.
May 31 st	New Berlin staff met with stakeholders.
June 18 th	SmithGroup JJR photographed commercial corridor examples.
June 19 th	Public Hearing on Plan – Plan was deferred to the July 10, 2000 Plan Commission Meeting.
June 21 st	Phone conference between SmithGroup JJR and Plan staff.
June 23 rd	Consultant received response to Earth Tech letter report from Waukesha County Department of Transportation.
July 7 th	Phone conference between SmithGroup JJR and Plan staff.
July 10 th	Plan Commission Meeting. Plan Commission voted to approve the West National Avenue Redevelopment Plan pending 14 conditions.
July 10 th	SmithGroup JJR field visit to comparable sites in neighboring communities.
July 14 th	Phone conference between SmithGroup JJR and Planning Director.
July 20 th	Phone conference between Earth Tech and New Berlin Engineering Department.
August 30 th	Phone conference between SmithGroup JJR and New Berlin Assessor.
September 18 th	Plan Commission Meeting. Plan Commission voted to approve the final West National Avenue Redevelopment Plan.

Appendix B

Site Identification and Land Based Classification Standards

SITE #1 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s) and Type:

Hardees (fast-food restaurant)

Address:

15600 W. National Avenue

Location Number:

1

Tax Parcel Number:

NBC 1212997

Site Area:

Corner of W. National Avenue and S. Moorland Rd.

Zoning District:

B-2 General Retail Sales and Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity

2200 Restaurant with drive-thru

Function

2520 Cafeteria or limited service restaurant

Structure

2220 Restaurant building

Site development character

6000 Developed site with structure

Ownership

1000 No constraints private ownership

SITE #2 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name (s) and Type:

CarX (auto maintenance)

Address:

15650 W. National Avenue

Location Number:

2

Tax Parcel Number:

NBC 1212996

Site Area:

Northside of W. National Avenue

Zoning District:

B-2 General Retail Sales and Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity

2120 Service-oriented shopping

Function

2115 Parts, accessories or tires

Structure

2280 Automobile repair and service structures

Site development character

6000 Developed site with structure

Ownership

1000 No constraints private ownership

SITE #3 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name (s)/Type:	New Berlin Barber (barber)
Address:	15700 W. National Avenue
Location Number:	3
Tax Parcel Number:	NBC 1212995
Site Area:	Northside of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	2120 Service-oriented shopping
Function	2160 Health and personal care
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints private ownership

SITE #4 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name (s)/Type:	Unknown
Address:	15718 W. National Avenue
Location Number:	4
Tax Parcel Number:	NBC 1212071
Site Area:	Northside of W. National Avenue, frontage road
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial/Residential Mixed Use; Number of Units: 2.
Land-Based Classification Standards:	
Activity	9000 Unclassifiable activity
Function	9900 Unclassifiable function
Structure	1110 Multifamily structure – two units
Site development character	6000 Developed site with structure
Ownership	1000 No constraints private ownership

SITE #5 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type:	Sunrise Home Health Care (visiting nurses); Integrated Nursing Services (visiting nurses); Stephen J. Schwab (accounting).
Address:	15730 W. National Avenue
Location Number:	5
Tax Parcel Number:	NBC 1212070
Site Area:	Northside of W. National Avenue, frontage road
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	2300 Office activities
Function	Sunrise/Integrated Nursing - 6520 Nursing, supervision and other rehabilitative services
	Stephen J. Schwab – 2412 Accounting, tax, bookkeeping, payroll services
Structure	2100 Office or bank building
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #6 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type:	The Art of Dentistry (dentist); Electrolysis Unlimited (cosmetic)
Address:	15738 W. National Avenue.
Location Number:	6
Tax Parcel Number:	NBC 1212069
Site Area:	Northside of W. National Avenue, frontage road
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	2300 Office activities
Function	2160 Clinic
Structure	2100 Office or bank building
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #7 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type: Viking Catering (catering admin.), Doctors T.V. (T.V. maintenance); Charles Strehlow, D.D.S. (dentist).
Address: 15752; 15748; 15744 W. National Avenue.
Location Number: 7
Tax Parcel Number: NBC 1212068
Site Area: Northside of W. National Avenue, frontage road
Zoning District: B-2 General Retail Sales and Service

General Land Use(s): Commercial

Land-Based Classification Standards:

Activity: Viking – 2300 Office activities; Doctors – 2120 Service-oriented shopping; Charles Strehlow – 2300 Office activities.
Function: Viking – 2560 Caterer; Doctors – 2125 Electronics and appliances; Charles Strehlow – 6511 Clinic.
Structure: 2230 Standalone store or shop building
Site development character: 6000 Developed site with structure
Ownership: 1000 No constraints – private ownership

SITE #8 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type: None/Parking lot
Address: N/A
Location Number: 8
Tax Parcel Number: NBC 1212064
Site Area: Northside of W. National Avenue, frontage road
Zoning District: B-2 General Retail Sales and Service
General Land Use(s): Parking

Land-Based Classification Standards:

Activity: 5210 Vehicular parking, storage, etc.
Function: 9910 Not applicable to this dimension
Structure: 5210 Surface parking, open
Site development character: 5000 Developed site with nonbuilding structures
Ownership: 1000 Non constraints – private ownership

SITE #9 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	New Berlin Chiropractic (chiropractor); National Travel Pro (travel arrangements).
Address:	15800 W. National Avenue
Location Number:	9
Tax Parcel Number:	NBC 1212066
Site Area:	North side of W. National Avenue, frontage road
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial/Residential Mixed Use; Number of Units 3.
Land-Based Classification Standards:	
Activity	2300 Office activities
Function	New Berlin Chiropractic – 6511 Clinic; National Travel – 2430 Travel arrangements.
Structure	2300 Office or store building with residence on top.
Site development character	6000 Developed site with structure.
Ownership	1000 No constraints – private ownership.

SITE #10 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type:	The Magic Fan (restaurant).
Address:	15820 W. National Avenue
Location Number:	10
Tax Parcel Number:	NBC 1212065 & NBC 1212067
Site Area:	North corner 159 th and W. National Avenue, frontage road
Zoning District:	B-2 General Retail Sales and Service.
General Land Use(s):	Commercial/Residential Mixed Use; Number of Units: 2.
Land-Based Classification Standards:	
Activity	2200 Restaurant-type activity.
Function	2510 Full-service restaurant.
Structure	2220 Restaurant building.
Site development character	6000 Developed site with structure.
Ownership	1000 No constraints – private ownership.

SITE #11 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type:	None
Address:	15850 W. National Avenue
Location Number:	11
Tax Parcel Number:	NBC 1212994
Site Area:	Northeast corner of W. National Avenue and 159 th St.
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	6300 Non-profit – religious

SITE #12 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type:	American Family Insurance (insurance)
Address:	15855 W. National Avenue
Location Number:	12
Tax Parcel Number:	NBC 1212993
Site Area:	Northside of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial/Residential Mixed Use; Number of Units: 1.
Land-Based Classification Standards:	
Activity	2300 Office activities
Function	2240 Insurance related establishment
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #13 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type:	K-Nine Barber (animal barber)
Address:	15970 W. National Avenue
Location Number:	13
Tax Parcel Number:	NBC 1212992
Site Area:	Northside of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	2120 Service-oriented shopping
Function	2720 Animal and pet services
Structure	1110 Single family detached
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #'s 14 &15 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type:	None.
Address:	15820 W. National Avenue
Location Number:	14 & 15
Tax Parcel Number:	NBC 1212991 & NBC 1237990
Site Area:	North side of National Avenue
Zoning District:	Institutional
General Land Use(s):	Institutional
Land-Based Classification Standards:	
Activity	6600 Social, cultural or religious assembly
Function	6600 Religious institutions
Structure	3500 Churches, synagogues, temples, mosques, etc.
Site development character	6000 Developed site with structure
Ownership	6300 Non-profit religious

SITE #16 IDENTIFICATION

WEST NATIONAL AVENUE REDEVELOPMENT CORRIDOR



Business Name(s)/Type:	New Berlin Pool & Spa (pool & spa)
Address:	16040 W. National Avenue
Location Number:	16
Tax Parcel Number:	NBC 1237989
Site Area:	North side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial/Residential Mixed Use; Number of Units: 1.
Land-Based Classification Standards:	
Activity	2300 Office activities
Function	2120 Heavy consumer goods sales or service
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #17 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	Guthrie Incorporated (plumbing sales and service)
Address:	16060 W. National Avenue
Location Number:	17
Tax Parcel Number:	NBC 1237988
Site Area:	North side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	2120 Service-oriented shopping
Function	2127 Heating and plumbing equipment
Structure	2200 Store or shop building
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #18 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:
Address:
Location Number:
Tax Parcel Number:
Site Area:
Zoning District:

Asia Restaurant (restaurant)
16150 W. National Avenue
18
NBC 1237987
North side of W. National Avenue
B-2 General Retail Sales and Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity
Function
Structure
Site development character
Ownership

2200 Restaurant-type activity
2510 Full-service restaurant
2220 Restaurant building
6000 Developed site with structure
1000 No constraints – private ownership

SITE #19 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:
Address:
Location Number:
Tax Parcel Number:
Site Area:
Zoning District:

Armeli's Pizzeria and Restaurant (restaurant)
16201 W. National Avenue
19
NBC 1237001001
Southside of W. National Avenue
B-2 General Retail Sales and Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity
Function
Structure
Site development character
Ownership

2200 Restaurant-type activity
2510 Full-service restaurant
2220 Restaurant building
6000 Developed site with structure
1000 No constraints – private ownership

SITE #20 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:

New Berlin Dental Group (dental care)

Address:

4010 S. Church St.

Location Number:

20

Tax Parcel Number:

NBC 1237015001

Site Area:

West side of S. Church St.

Zoning District:

B-2 General Retail Sales and Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity

2300 Office activities

Function

6511 Clinic

Structure

2100 Office or bank building

Site development character

6000 Developed site with structure

Ownership

1000 No constraints - private ownership

SITE #21 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:

Park Liquor (liquor sales)

Address:

16145 W. National Avenue

Location Number:

21

Tax Parcel Number:

NBC 1237015

Site Area:

South side of W. National Avenue

Zoning District:

B-2 General Retail Sales and Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity

2110 Goods-oriented shopping

Function

2155 Beer, wine and liquor

Structure

2230 Standalone store or shop building

Site development character

6000 Developed site with structure

Ownership

1000 No constraints – private ownership

SITE #22 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	Cousins (fast-food restaurant)
Address:	16005 W. National Avenue
Location Number:	22
Tax Parcel Number:	NBC 1237993
Owner(s):	J. & D. Shop Systems Inc.
Site Area:	South side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	2200 Restaurant with drive-thru
Function	2520 Cafeteria or limited service restaurant
Structure	2210 Shop or store building with a drive-thru facility
Site development character	Developed site with structure
Ownership	No constraints – private ownership

SITE #23 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	Wolter Brothers Home Builders (home building office)
Address:	15975 W. National Avenue
Location Number:	23
Tax Parcel Number:	NBC 1237994
Site Area:	South side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial.
Land-Based Classification Standards:	
Activity	2300 Office activities
Function	7110 Residential construction
Structure	2100 Office or bank building
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #24 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None.
Address:	15915 W. National Avenue
Location Number:	24
Tax Parcel Number:	NBC 1237995
Site Area:	South side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #25 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	Stephen Voboril Agency (insurance agency)
Address:	15885 W. National Avenue
Location Number:	25
Tax Parcel Number:	NBC 1237996
Site Area:	South side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	2300 Office activities
Function	2240 Insurance-related establishment
Structure	2100 Office or bank building
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #26 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	Honeyager's Mudjacking (mudjacking service)
Address:	15879 W. National Avenue
Location Number:	26
Tax Parcel Number:	NBC 1237997
Site Area:	South side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial/Residential Mixed Use; Number of Units 2.
Land-Based Classification Standards:	
Activity	2300 Office activities
Function	7300 Special trade contractor
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #27 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	National Professional Building: John Davis, CPA; National Dental Clinic; Family Dental Care – West Northbrook Orthodontics; State Farm Insurance; Culverhouse Chiropractic; T.M. Ludwig, D.P.M., S.C.
Address:	15855 W. National Avenue
Location Number:	27
Tax Parcel Number:	NBC 1237972
Site Area:	South side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial

SITE #27 CONTINUED

Land-Based Classification Standards:	Activity	Function	Structure	Site dvlpt. char.	Ownership
John Davis, CPA	2300 Office activities	2412 Accounting, tax, bookkeeping, payroll	2100 Office or bank bldg.	6000 Dvlpd. site with structure	1000 No constraints - private
National Dental Clinic	Same as above	6511 Clinic	Same as above	Same as above	Same as above
Family Dental Care	Same as above	Same as above	Same as above	Same as above	Same as above
State Farm Insurance	Same as above	2240 Insurance related estbl.	Same as above	Same as above	Same as above
Culverhouse Chiropractic	Same as above	6511 Clinic	Same as above	Same as above	Same as above
T.M. Ludwig, D.P.M., S.C.	Same as above	Same as above	Same as above	Same as above	Same as above

SITE #28 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	Clark (gas station)
Address:	15815 W. National Avenue
Location Number:	28
Tax Parcel Number:	NBC 1212985
Site Area:	South side of W. National Avenue
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Commercial
Land-Based Classification Standards:	
Activity	2120 Service-oriented shopping
Function	2116 Gasoline service
Structure	2270 Gasoline station
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #29 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type: Allied Pool & Supply (pool and supply store)
Address: 15805 W. National Avenue
Location Number: 29
Tax Parcel Number: NBC 1212986
Site Area: South side of W. National Avenue
Zoning District: B-2 General Retail Sales and Service

General Land Use(s): Commercial

Land-Based Classification Standards:

Activity: 2110 Goods-oriented shopping
Function: 2120 Heavy consumer goods sales or service
Structure: 2230 Standalone store or shop building
Site development character: 6000 Developed site with structure
Ownership: 1000 No constraints – private ownership

SITE #'s 30 & 31 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type: Bartlett's Fine Dining (restaurant)
Address: 15801 W. National Avenue
Location Number: 30 & 31
Tax Parcel Number: NBC 1212987 & NBC 1212988
Site Area: South side of W. National Avenue
Zoning District: B-2 General Retail Sales and Service

General Land Use(s): Commercial

Land-Based Classification Standards:

Activity: 2200 Restaurant-type activity
Function: 2510 Full-service restaurant
Structure: 2220 Restaurant building
Site development character: 6000 Developed site with structure
Ownership: 1000 No constraints – private ownership

SITE #'s 32 & 33 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:

Associated Bank (banking facility)

Address:

15800 W. National Avenue

Location Number:

32 & 33

Tax Parcel Number:

NBC 1212990

Site Area:

Corner of W. National Avenue and S. Moorland Rd.

Zoning District:

B-2 General Retail Sales and Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity

2120 Service-oriented shopping

Function

2210 Bank, credit union or savings institution

Structure

2110 Office building with drive-thru facility

Site development character

6000 Developed site with structure

Ownership

1000 No constraints – private ownership

SITE #34 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:

Goodyear (tire sales and service)

Address:

3855 S. Moorland Rd.

Location Number:

34

Tax Parcel Number:

NBC 1212986001

Site Area:

West side of S. Moorland Rd.

Zoning District:

B-2 General Retail Sales and Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity

2120 Service-oriented shopping

Function

2115 Parts, accessories or tires

Structure

2280 Automobile repair and service structures

Site development character

6000 Developed site with structure

Ownership

1000 No constraints – private ownership

SITE #35 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	3865 S. Moorland Rd.
Location Number:	35
Tax Parcel Number:	NBC 1212985001
Site Area:	West side of S. Moorland Rd.
Zoning District:	B-2 General Retail Sales and Service
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #36 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	3875 S. Moorland Rd.
Location Number:	36
Tax Parcel Number:	NBC 1212984001
Site Area:	West side of S. Moorland Rd.
Zoning District:	B-2 General Retail Sales and Service
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #37 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	3885 S. Moorland Rd.
Location Number:	37
Tax Parcel Number:	NBC 1212983001
Site Area:	West side of S. Moorland Rd.
Zoning District:	R-2 Single-Family Residential
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #38 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	3901 S. Moorland Rd.
Location Number:	38
Tax Parcel Number:	NBC 1237029
Site Area:	West side of S. Moorland Rd.
Zoning District:	R-2 Single-Family Residential
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #39 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:
Address:
Location Number:
Tax Parcel Number:
Site Area:
Zoning District:

D. Scott Williams D.D.S., S.C. Family Dental Care (dental care)
3911 S. Moorland Rd.
39
NBC 1237028
West side of S. Moorland Rd.
O-1 Office and Business Service

General Land Use(s):

Commercial

Land-Based Classification Standards:

Activity
Function
Structure
Site development character
Ownership

2300 Office activities
6511 Clinic
1110 Single family detached unit
6000 Developed site with structure
1000 No constraints – private ownership

SITE #40 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:
Address:
Location Number:
Tax Parcel Number:
Site Area:
Zoning District:

None
3718 S. 157th Street
40
NBC 1212057
South side of Church View Drive
R-2 Suburban Single-Family Residential

General Land Use(s):

Single-family residential

Land-Based Classification Standards:

Activity
Function
Structure
Site development character
Ownership

1100 Household activities
1100 Private household
1110 Single family detached unit
6000 Developed site with structure
1000 No constraints – private ownership

SITE #41 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	3728 S. 157th St.
Location Number:	41
Tax Parcel Number:	NBC 1212058
Site Area:	West side of S. 157 th St.
Zoning District:	R-2 Suburban Single-Family residential
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	9000 No classifiable activity
Function	9910 No applicable to this dimension
Structure	9000 No structure
Site development character	2100 Site that is graded with no structures or active use
Ownership	1000 No constraints – private ownership

SITE #42 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	15709 W. Church View Drive
Location Number:	42
Tax Parcel Number:	NBC 1212059
Site Area:	South side of W. Church View Drive
Zoning District:	R-2 Suburban Single-Family Residential
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #43 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	15719 W. Church View Drive
Location Number:	43
Tax Parcel Number:	NBC 1212060
Site Area:	South side of W. Church View Drive
Zoning District:	R-2 Suburban Single-Family Residential
General Land Use(s):	Single family
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #44 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	15729 W. Church View Drive
Location Number:	44
Tax Parcel Number:	NBC 1212061
Site Area:	South side of W. Church View Drive
Zoning District:	R-2 Suburban Single-Family Residential
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #45 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	15801 W. Church View Drive
Location Number:	45
Tax Parcel Number:	NBC 1212062
Site Area:	South side of W. Church View Drive
Zoning District:	R-2 Suburban Single-Family Residential
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

SITE #46 IDENTIFICATION

West National Avenue Redevelopment Corridor



Business Name(s)/Type:	None
Address:	15811 W. Church View Drive
Location Number:	46
Tax Parcel Number:	NBC 1208961
Site Area:	South side of W. Church View Drive
Zoning District:	R-2 Suburban Single-Family Residential
General Land Use(s):	Single family residential
Land-Based Classification Standards:	
Activity	1100 Household activities
Function	1100 Private household
Structure	1110 Single family detached unit
Site development character	6000 Developed site with structure
Ownership	1000 No constraints – private ownership

Appendix C

Sample Parcel Pro Forma

SAMPLE PARCEL PRO FORMA
PARCEL #1212065

A.) Parcel Information

The selected parcel (NBC # 1212065) in this particular example is the Magic Fan Property located at 15820 West National Avenue. The approximate lot dimensions are 119 by 129 feet, and the site consists of approximately 15,351 Square Feet, or .352 Acres of total land area. The following information provides a case scenario whereby the commercial parcel will undergo complete redevelopment, which will include purchase of the property, demolition, and reconstruction of a new commercial facility upon the existing site. The reconstruction of a new building of 3,838 Square Feet is based upon a standard .25 Floor Area Ratio.

B.) Total Expenses For Purchase and Redevelopment of Selected Parcel

Purchase of Existing Site (2000 Market Value)	\$315,000
Demolition Expenses	\$20,000
Construction of a new 3,838 SF facility (\$80.00/SF)	<u>\$307,040</u>
Total Expenses	\$642,040

C.) Proposed Loan Amount for Property \$642,040

Assumption: 15 Year Loan (10.5 Percent)

D.) Annual Debt Service and Taxes

Amortized Annual Loan Debt Service (P+I)	\$85,164
Annual Taxes	<u>\$8,871</u>
Total Annual Payment on Property	\$94,035

E.) Rent Needed to Cover Construction

Average Market Rate Rent Per Square Foot of Parcel: **\$24.50***
(Based upon \$94,035/3,838 Square Feet of Available Gross Building Space)

It has been determined within this plan that the ideal commercial market rate rent of new commercial developments within the selected region should not exceed the range of \$13.00 dollars per square foot in order to be competitive within the existing regional market.

**Analysis is based upon a Triple-Net Leasing Term, whereby Tenants are responsible for the payment of all operating expenses of the facility, to include utilities, repairs and building maintenance. Landlord is responsible for the payment of annual debt service and taxes only.*

PRO FORMA ASSUMPTIONS

A.) Parcel Information

The size of a new building to be constructed upon an existing site within the Redevelopment Area is based on a Floor Area Ratio (FAR) of .25. Therefore, for example, if the selected parcel is 10,000 SF, it is multiplied by the .25 FAR, which would allow for a maximum building size of 2,500 SF.

B.) Total Expenses For Purchase and Redevelopment of Selected Parcel

This includes the purchase of the existing site at Year 2000 market value, a uniform demolition and clearance fee, and the cost of construction for a new building based upon a standard new construction rate.

Assumptions:

1. The 1997 Assessed Value of the property is divided by a .9 ratio in accordance with the City Assessor's Office, to reflect a Year 2000 Adjusted Level of Assessment. For example, a 1997 property with a total assessed value of 100,000 would be divided by a total of .9 for a readjusted value of \$111,111. The .9 Ratio is a standard figure that can be utilized to readjust any 1997 parcel value in an effort to reflect Year 2000 values.
2. Demolition expenses per parcel have been estimated at a uniform rate of \$20,000.
3. The construction of a new commercial building is based upon a standard cost of \$80.00 per SF. For example, a 3,000 SF facility under this analysis would cost \$240,000 to construct.

C.) Proposed Loan Amount for Property

This analysis assumes that total expenses for the purchase, demolition and reconstruction of a new commercial building will be 100 percent financed by a lending institution for all project costs. This assumption is based on a 15 year loan at a rate of 10.5 percent.

D.) Annual Debt Service and Taxes

1. Annual Debt Service (P+I) is calculated on a standard 15-year amortized repayment schedule.
2. Annual taxes are calculated by first taking the 1997 value of the land, and dividing the figure by a .9 ratio in accordance with the City Assessor's Office to determine the current Year 2000 Adjusted Level of Assessment. Total improvements on each

site (construction cost of new building in addition to \$20,000 demolition fee) are added to the readjusted value of the land. The total of the land and improvements are multiplied by 2.2 percent (effective tax rate) to determine the overall taxes for the year. The following example assumes a 1997 parcel with a land value of \$50,000, and a newly constructed building with total improvements of \$200,000 (\$180,000 Building and \$20,000 demolition).

1997 Value of \$100,000 divided by .9 = \$111,111 (Year 2000 Dollar Value of Land)
Total Improvements of \$200,000
 $\$111,111 + \$200,000 = \$311,111 \times .022$ (Effective tax rate) = \$6,844 Annual Property Tax

E.) Total Market Rate Rent for Parcel

This is calculated by taking the total annual debt service for the site, and dividing it by the total square feet of the building to determine the current market rent per SF for new commercial development.

Appendix D

Suburban Commercial Corridor Examples

Site Design



University Station - Madison, Wisconsin



Homestead Shoppes - Madison, Wisconsin



The Village - Greendale, Wisconsin



The Village - Greendale, Wisconsin



Knickerbocker Place - Madison, Wisconsin



Shopping centers - Madison, Wisconsin



Lakepoint Commons - Madison, Wisconsin

Parking Lot Landscaping



Madison, Wisconsin



Greenfield, Wisconsin

Signage



Shopping center - Madison, Wisconsin

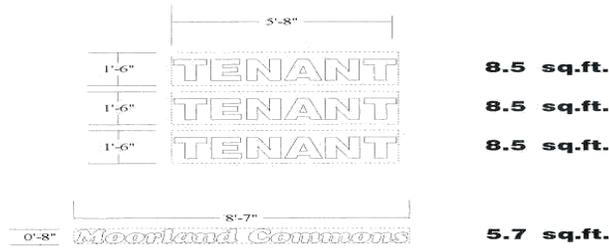


Shopping center - Greenfield, Wisconsin



**Multi-tenant brick-based monument signage -
New Berlin, Wisconsin**

1- double face 32 square foot MONUMENT SIGN



Tenant panels internally illuminated with H/O fluorescent lighting. All tenant copy routed out of aluminum and backed up with 3/16" thick acrylic.

Moorland Commons is 1/2" thick aluminum letters mounted to face of brick base.

Sign externally illuminated with cut-off flood lights.

Sign structure to match brick and colors in building.



**Monument Sign Graphic/Moorland Commons -
 New Berlin, Wisconsin**

Trash Screen Examples



Knickerbocker Place - Madison, Wisconsin



Knickerbocker Place - Madison, Wisconsin



Bank parking lot - Madison, Wisconsin



Citizens Bank of Mukwonago - New Berlin, Wisconsin



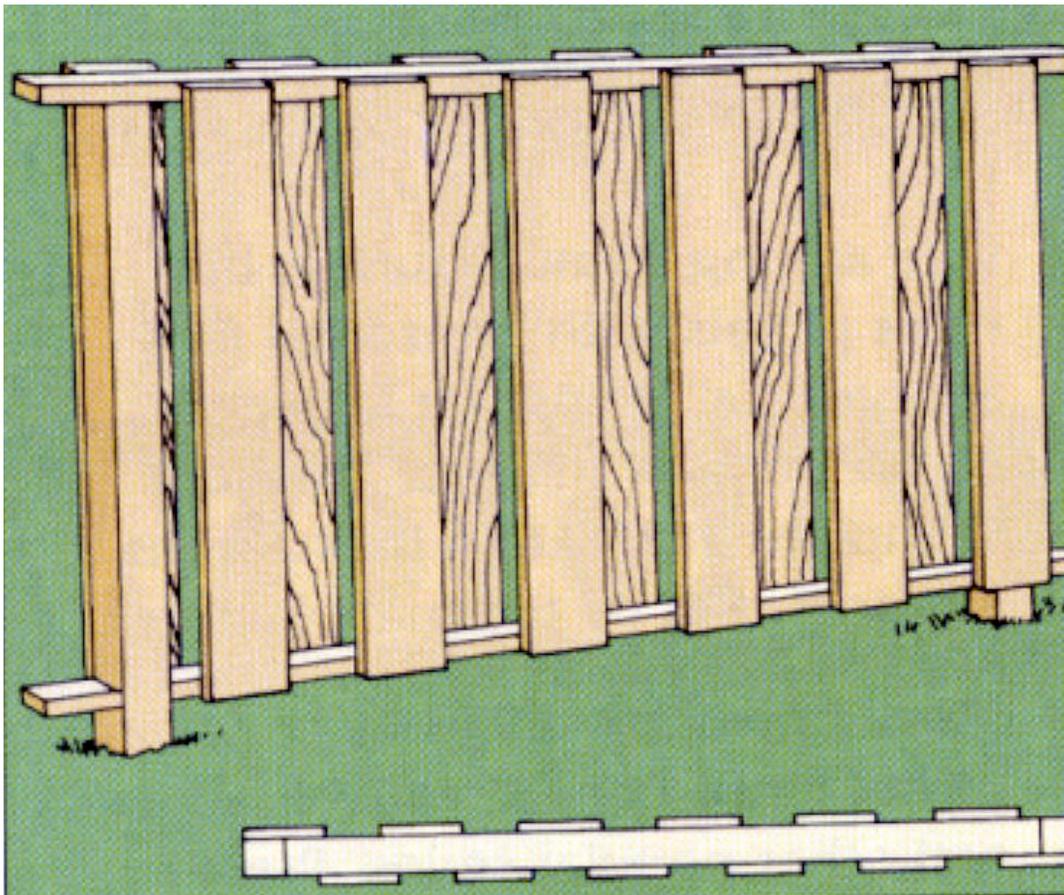
SuperAmerica - New Berlin, Wisconsin



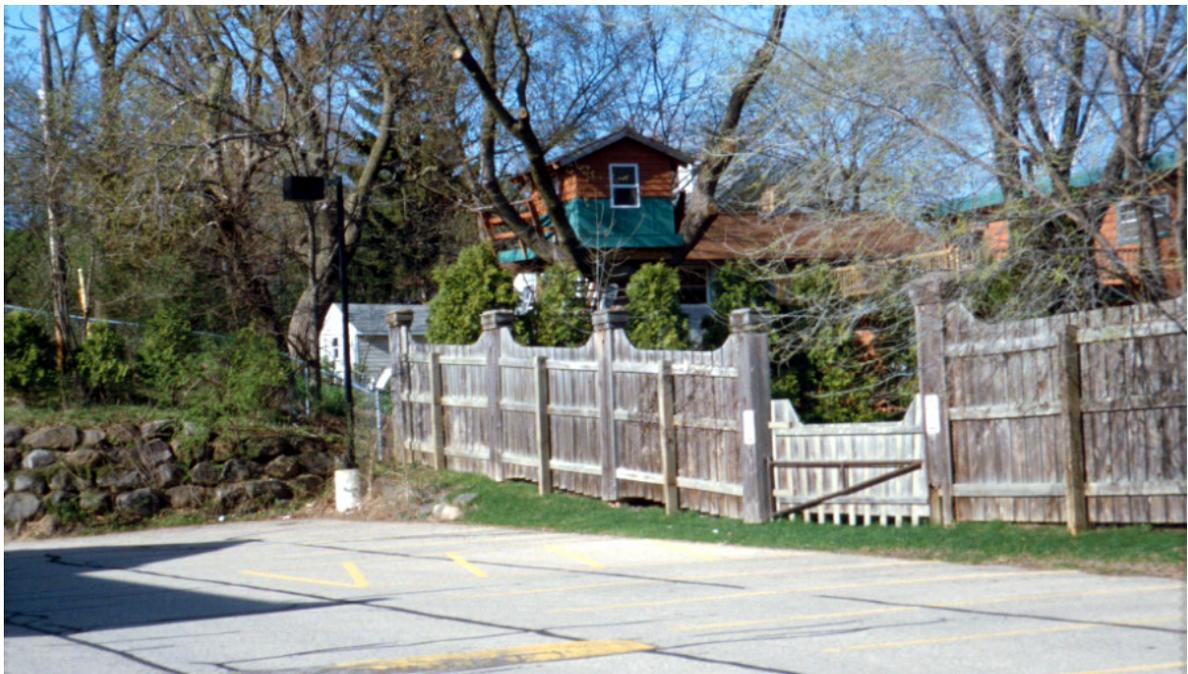
**Waukesha Medical -
New Berlin,
Wisconsin**



Buffer Fencing



“Good Neighbor” design



Madison, Wisconsin

Appendix E

Transportation Alternatives Letter Report

May 22, 2000

John Stockham, AICP
Smith Group JJR, Inc.
One North Pinckney Street
Madison, Wisconsin 53703



Dear Mr. Stockham:

We have completed our analysis of the West National Avenue redevelopment corridor and the following summarizes our recommendations of roadway and access improvements.

W. National Avenue, within the redevelopment corridor, between S. Moorland Road and S. Church Street (S. Town Road) is predominantly a five lane roadway with four through lanes and a two way left-turn lane (See Exhibit A, project location map). A median currently separates east/west traffic at the east end of the redevelopment corridor, from S. Moorland Rd to a point approximately 700 feet west. Two median openings and an eastbound left turn lane at S. Moorland Road exist within the median. The west most median opening provides access to a frontage road on the north side of W. National Avenue and a driveway for a restaurant on the south side. The east most median opening is located within the left turn lane and provides access to a driveway shared by Car-X and Hardee's on the north side of W. National Avenue.

Telephone
414.225.5100
Facsimile
414.225.5111

W. National Avenue is County Trunk Highway (CTH) ES and access to abutting properties is controlled by Waukesha County under Chapter 24, Section 1 of the Waukesha County Code of Ordinances, entitled "Permits for Access to and Alterations in County Trunk Highways". Chapter 24 identifies standards for placing, constructing or altering driveways to promote the orderly and safe movement in and out of private properties with minimal impact on through highway traffic. In addition to setting up design standards for constructing driveways, the code indicates that the number of access points permitted shall not be greater than:

- 1 for a property with 0 – 600 feet of CTH frontage
- 2 for a property with 600 – 1500 feet of CTH frontage
- 3 for a property with 1500 – 2500 feet of CTH frontage
- 4 for a property with 2500 feet – a mile of CTH frontage

Waukesha County has also established the "Map of Controlled Access" (Map) to identify existing access and locations where access is not permitted. The Map indicates that no access shall be allowed on the north side of W. National Avenue from:

- S. Moorland Road to a point approximately 50 feet to the west
- N. 159th Street to a point approximately 160 feet to the west
- east most property line of Holy Apostles Church to a point approximately 55 feet to the east
- S. Town Road to a point approximately 130 feet to the east

The Map also indicates that no access shall be allowed on the south side of W. National Avenue from:

- S. Moorland Road to a point approximately 60 feet to the west
- S. Church Street to a point approximately 180 feet to the east

The County's "Map of Controlled Access" shows that the majority of the existing access points within the redevelopment corridor meet the County's access ordinance. However, there are some properties that have special access rights that are explained within the individual property's deed.

Currently W. National Avenue, between S. Moorland Road and S. Church Street (S. Town Road), is bordered by 30 properties. Of these 30 properties, two are used as parking lots by adjacent properties and seven are accessible only from a frontage road located east of N. 159th Street on the north side of W. National Avenue. These properties account for 21 access points (driveways) to W. National Avenue. In addition, N. 159th Street and the frontage road each intersect W. National Avenue. All but two access points are fully accessible to or from east and westbound W. National Avenue. Thus, the combination of these access points and intersections amount to 273 potential conflict points. A potential conflict point is a location where vehicular paths cross creating the potential for a collision. A typical access point within the project corridor has 11 potential conflict points while a typical 4-legged intersection has 30 potential conflict points.

The following recommendations will better manage access to W. National Avenue and reduce the number of potential conflict points. The access improvement plan would group adjacent properties to provide for combined access points. By grouping adjacent properties, the number of access points is reduced to 11 driveways and 1 intersection. The plan also recommends extending the existing median, just east of S. Moorland Road, west along the entire project corridor. Finally, the plan identifies two possible alternatives for the frontage road:

1. Vacate the frontage road and convert it to a private parking area with access easements for neighboring properties.
2. Maintain the road as a public right-of-way but allow adjoining private property owners to use easements, which enable "double-loading" and 90 degree parking on both sides of the street.

In addition to the above plan items, we recommend that a median opening be constructed midway between S. 159th Street and S. Town Road. The opposing driveways to the west of this proposed median opening location should be moved to line up with the opening. This will improve access to Holy Apostle's Church's parking area on the north of W. National Avenue and minimize any potential U-turn problem at S. 159th Street.

Left turn lanes should be constructed at N. 159th Street, S. Town Road, and at the median opening between N. 159th Street and S. Town Road. These left turn lanes will remove any queued turning vehicles from the through lanes, reducing the chances of rear-end accidents, and maintain through traffic flow.

Finally, the existing median opening within the eastbound left turn lane at S. Moorland Road should be closed. It is not advisable to have a median opening within a left turn lane and in such close proximity to a major intersection. Motorists traveling through the intersection are focusing their attention on the traffic movements within the intersection and are not expecting non-ordinary traffic movements such as that created by the median opening. There is also inadequate storage for a vehicle within the median opening. A vehicle that gets stopped within the median opening is not able to clear the paths of the east/west traffic and as a result creates the potential for accidents.

Telephone

414.225.5100

Facsimile

414.225.5111

In regards to the frontage road, the first alternative suggesting converting the road to a shared parking area would better serve the properties by allowing for more efficient use of the space for both parking and circulation. Regardless of which alternative is selected the access points on W. National Avenue and S. 159th Street would be the same and a frontage road would serve no additional advantage. Access to W. National Avenue should remain at the same location and access to S. 159th Street should be moved approximately 100 feet to the north. The existing intersection between the frontage road and S. 159th Street is extremely close to the intersection with W. National Avenue and not only makes it difficult to complete movements when vehicles are in queue on N. 159th Street but is also a potentially hazardous situation.

The combination of the proposed shared access points and the construction of a median island will better manage abutting property's ingress and egress traffic along the project corridor and also reduce the number of potential conflict points. The recommended access management measures will reduce the number of potential conflict points to 90, approximately one-third of the existing potential conflict points. With the construction of a sidewalk along the project corridor, a reduction in driveways will also reduce the number of times pedestrians must cross the path of motor vehicles. Reducing the number of pedestrian/automobile conflicts will make the corridor more pedestrian friendly.

In addition to reducing potential conflicts, a median island will provide midway refuge for pedestrians crossing W. National Avenue. Pedestrians will have to cross only one direction of W. National Avenue traffic at a time. It is recommended that crosswalks be striped at N. 159th Street to encourage pedestrians to cross W. National Avenue at a location where motorists expect them. Finally, from the information provided by the County, the proposed

John Stockham, AICP
May 22, 2000
Page 4

access improvement plan meets the County Code of Ordinances in regards to allowable access and access locations.

If you have any questions regarding the above report, please call me at (414) 225-5131.

Very truly yours,



Jeffrey S. Polenske, P.E.
Project Manager
Earth Tech, Inc.

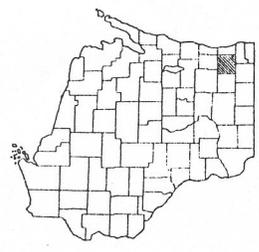
Attachments



Appendix F

Map of Controlled Access

INDEX OF SHEETS
 SHEET NO. 1 TITLE
 SHEET NO. 2-13 PLAN

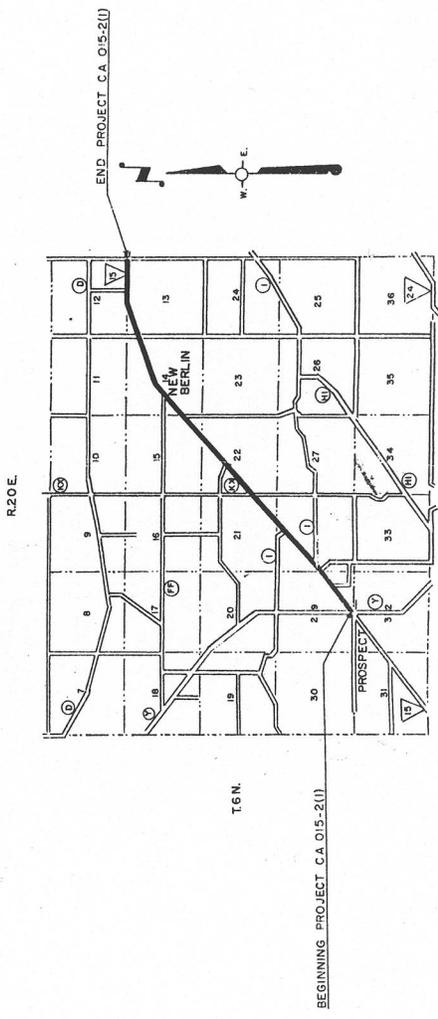


STATE OF WISCONSIN
 STATE HIGHWAY COMMISSION OF WISCONSIN

PLAN AND PROFILE OF PROPOSED
MAP OF CONTROLLED ACCESS
 STATE TRUNK HIGHWAY
 WAUKESHA COUNTY
C.T.H. "Y" - EAST COUNTY LINE ROAD

S.T.H. 15
 CA 015-2(1)

FEDERAL DIV. OFFICE	PROJECT	SHEET NUMBER	TOTAL SHEETS
WIS 4	CA 015-2(1)	1	



- LEGFNE
- PARKWAY CROSSING DUAL HIGHWAY
 - ACCESS ALLOWED OVER PRIVATE DRIVE WAY
 - ACCESS ALLOWED OVER SPECIAL CROSSING
 - ACCESS ALLOWED OVER PUBLIC HIGHWAY

LAYOUT
 SCALE 0 1/2 MILE
 TOTAL NET LENGTH OF CENTERLINE =

FINDING DETERMINATION AND DECLARATION
 APPROVED AND ADOPTED ON JANUARY 17, 1956
 EFFECTIVE ON JANUARY 24, 1956, THE DATE OF PUBLICATION

THIS MAP
 APPROVED AND ADOPTED ON
 JULY 28, 1960
 BY

STATE HIGHWAY COMMISSION
 OF WISCONSIN

S.T.H. 15

[Signature]
 SECRETARY

Conventional Signs and Abbreviations

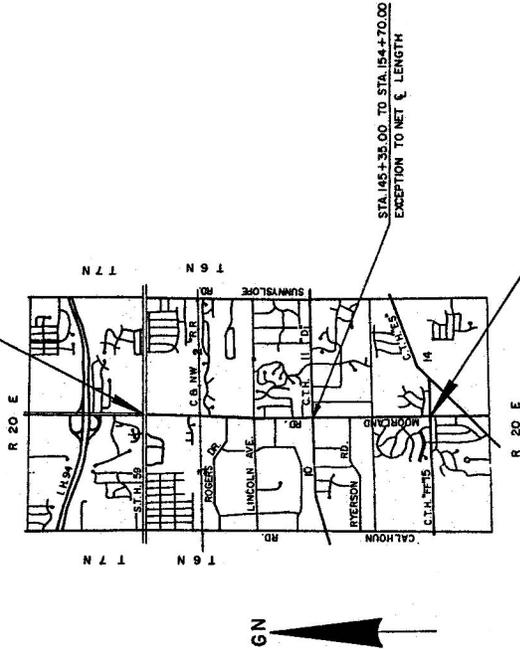
ACRES
ET AL
CONC.
CORNER
CONCRETE
CORNER
GARAGE
GAS LINE
HOUSE
HIGHWAY EASEMENT
MONUMENT
OUT LOT
PROPERTY LINE
REMAINING DEED
REMAINING
R.E.N.
UNDERGROUND CABLE
U.G.

SCHEDULE OF LANDS & INTERESTS REQUIRED

PARCEL NO	OWNER	INTEREST REQ'D.	ACRES REQUIRED				TOTAL R/W	ACRES REA.
			R/W	D.R.E.	L.H.E.	P.H.E./P.D.E.		
88	CHRIST THE VICTOR EV LUTHERAN CHURCH	FEE LHE	0.23		0.09		0.23	3.97
89	JOSEPH S. GEPPERT	FEE LHE/DRE	0.04	0.01	0.13		0.04	0.15
90	WILLY ENSSLIN	FEE LHE/DRE	0.02	0.01	0.02		0.02	0.04
91	JOHN R. WELLS	FEE LHE/DRE	0.02	0.01	0.03		0.02	0.03
92	WELLS PAPP	FEE LHE	0.07		0.03		0.07	0.48
93	PREFFER CONST. CO.	FEE LHE	0.07		0.17		0.07	2.43
94	RUSSEL L. ABEL	FEE LHE	0.02		0.02		0.02	0.56
95	CLIFFORD STRANDE	FEE LHE/DRE	0.02	0.01	0.01		0.02	0.47
96	WILLIAM C. KRANN	FEE LHE/DRE	0.03	0.01	0.03		0.03	0.54
97	PAUL SCHLINSKY	FEE LHE/DRE	0.02	0.01	0.02		0.02	0.51
98	ALBERT C. OTTOW	FEE LHE	0.01	0.01	0.02		0.01	0.53
99	BARRY F. FARNWORTH	FEE LHE	0.01	0.01	0.01		0.01	0.55
100	EDWARD J. PINDEL	FEE LHE	0.01	0.01	0.01		0.01	0.55
101	ROBERT W. SCHULTZ	FEE LHE	0.01	0.01	0.01		0.01	0.55
102	GILBERT BRIGHTY	FEE LHE	0.01	0.01	0.01		0.01	0.55
103	DIERK M. LOSINGER	FEE LHE	0.01	0.01	0.02		0.01	0.55
104	JOHANNA A. KUNZ & REINHARD KUNZ	FEE LHE	0.05		0.21		0.05	24.48
105	JOHANNA A. KUNZ	FEE LHE/DRE	0.10	0.01	0.40		0.10	15.86
106	ELVIN D. KENNERL	FEE LHE/DRE	0.03	0.01	0.02		0.03	0.68
107	PREFFER CONST. CO.	FEE LHE/DRE	0.03	0.01	0.05		0.03	0.52
108	MOORLAND INDUSTRIAL PARK JOINT VENTURE	FEE LHE	0.24		0.16		0.24	44.73
110	MOORLAND INDUSTRIAL PARK JOINT VENTURE	PHE			0.10	0.04	0.07	15.17
111	HERMAN LETO	P.D.E.			0.04	0.08		
113	JEFFERY L. PAULSEN	LHE	0.07		0.04		0.07	0.00
114	HERMAN SCHNEIDER	LHE	1.00		0.02		1.00	0.00
115	CHARLES E. TURNER	LHE	1.00		0.02		1.00	0.00
116	CHICAGO & NORTHWESTERN RAIL	AGREEMENT	0.34		0.02		0.34	0.00
117	W. E. P. CO.	CONV. OF RIGHTS	0.02		0.02		0.02	0.68
118	THE HOLY FAMILY CONVENT	LHE	0.02		0.02		0.02	0.68
119	HIGHLAND MEM. PARK INC.	LHE	0.01		0.01		0.01	0.68
120	ANNA ZACHER	FEE	0.01		0.01		0.01	0.68
121	CARL J. GOSTECHNIK	LHE	0.01		0.01		0.01	0.68
122	ANDREW J. B. NANCYA. SCIANO	LHE	0.01		0.01		0.01	0.68

END SECTION 2 AND
RELOCATION ORDER PROJECT 2722-3-71

STA. 227+41.22
N = 376321.42
E = 250635.00
0.65' N OF 70' AND 91.87' E OF THE
NE COR. SEC. 3, T. 6 N, R. 20 E



STA. 145+35.00 TO STA. 154+70.00
EXCEPTION TO NET § LENGTH

BEGIN SECTION 2 OF
RELOCATION ORDER PROJECT 2722-3-71

STA. 96+91.04
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E = 250635.00
THE E 1/4 COR. SEC. 15, T. 6 N, R. 20 E

Scale 0 1/2" = 1 MI.

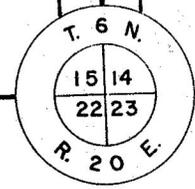
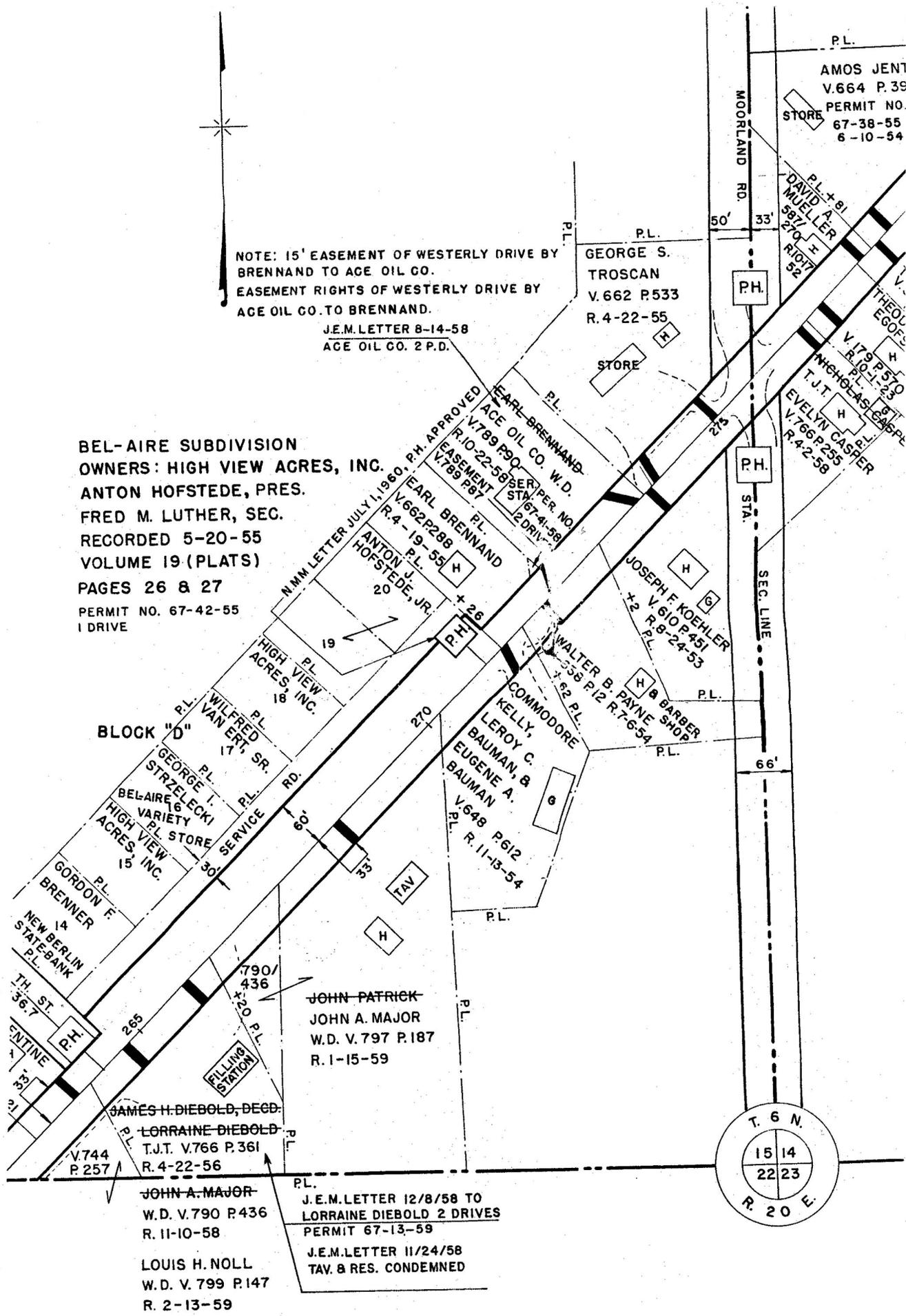
NOTE: ALL CO-ORDINATES SHOWN ON THIS PLAN
ARE REFERENCED TO THE WISCONSIN
CO-ORDINATE SYSTEM, SOUTH ZONE

REVISION DATE	2722-3-71	SHEET NUMBER	44
AUG. 2, 1978		FEDERAL PROJECT NUMBER	
PLAT OF RIGHT OF WAY BOUND FOR 2722-3-71			
S.T.H. 15 - S.T.H. 59 ROAD (ROCK FREEWAY-GREENFIELD AVE.)			
MOORLAND ROAD WALKESHA			
CONSTRUCTION PROJECT NUMBER DATE AUGUST 4, 1978			
2722-3-71 44			

NOTE: 15' EASEMENT OF WESTERLY DRIVE BY BRENNAND TO ACE OIL CO.
EASEMENT RIGHTS OF WESTERLY DRIVE BY ACE OIL CO. TO BRENNAND.

J.E.M. LETTER 8-14-58
ACE OIL CO. 2 P.D.

BEL-AIRE SUBDIVISION
OWNERS: HIGH VIEW ACRES, INC.
ANTON HOFSTEDE, PRES.
FRED M. LUTHER, SEC.
RECORDED 5-20-55
VOLUME 19 (PLATS)
PAGES 26 & 27
PERMIT NO. 67-42-55
I DRIVE



REVISION NUMBER	DATE	BY
1	JULY 24, 1976	2722-3-71
2	AUG. 2, 1976	2722-3-71

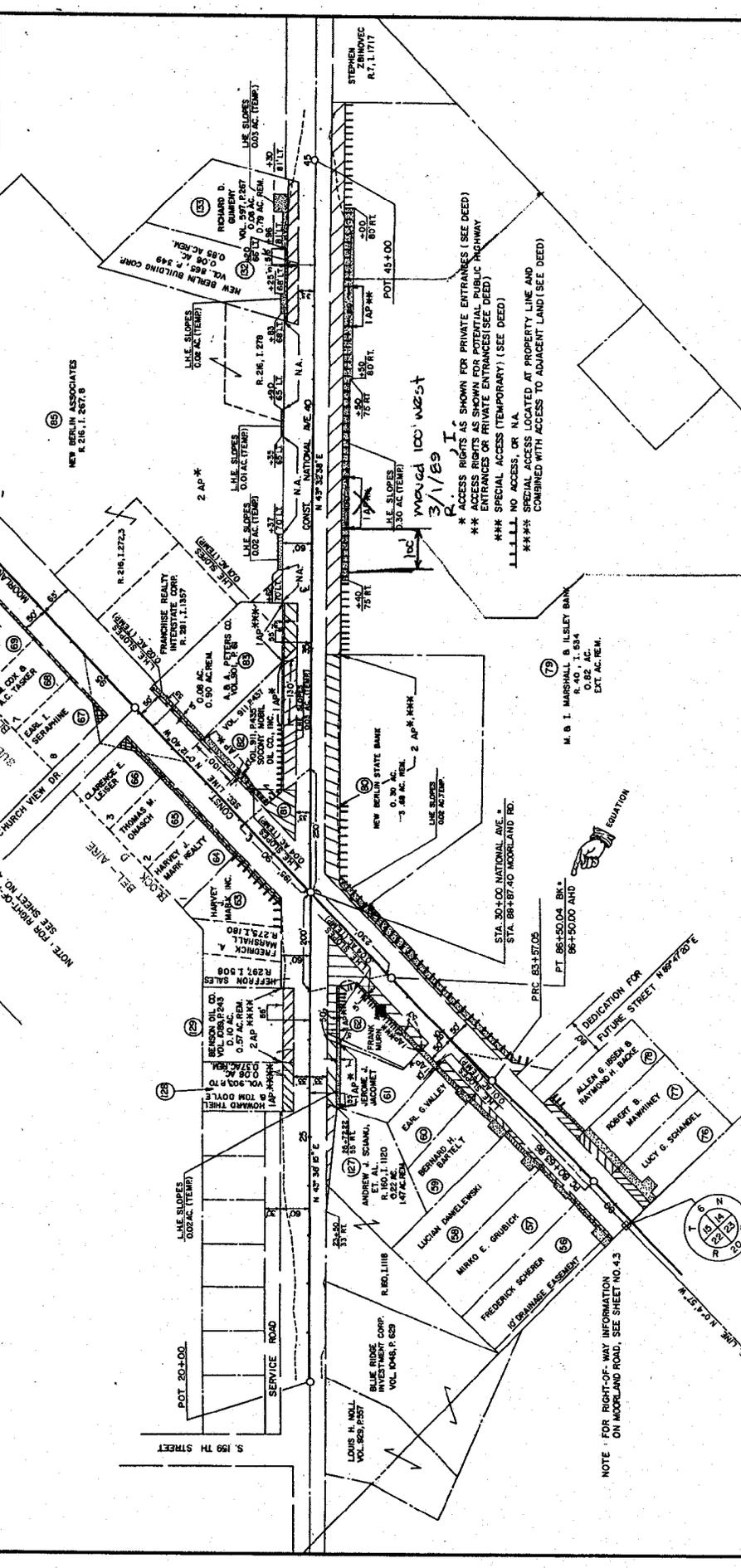
DATE: AUGUST 4, 1977

CONSTRUCTION PROJECT NO. 2-5-72

BEARING ORIENTATION AND GRID CONVERSION
 COORDINATE AND RIGHT OF WAY PLAT BEARINGS ARE ORIENTED TO THE WISCONSIN
 COORDINATE SYSTEM WITH 0 DEGREES, 0 MINUTES, 0 SECONDS BEING GRID NORTH.
 BEARINGS BETWEEN PROJECT PLAT BEARINGS REPRESENT PLATE BEARINGS IN
 REFERENCE TO THE PLAT BEARINGS TO THE NEAREST SECOND. TIP PLAT DISTANCES
 ARE BEARING LENGTHS. BEARING LENGTHS ARE NOT TO BE COMBINED TO BE
 LENGTHS BY MULTIPLYING PLAT DISTANCES

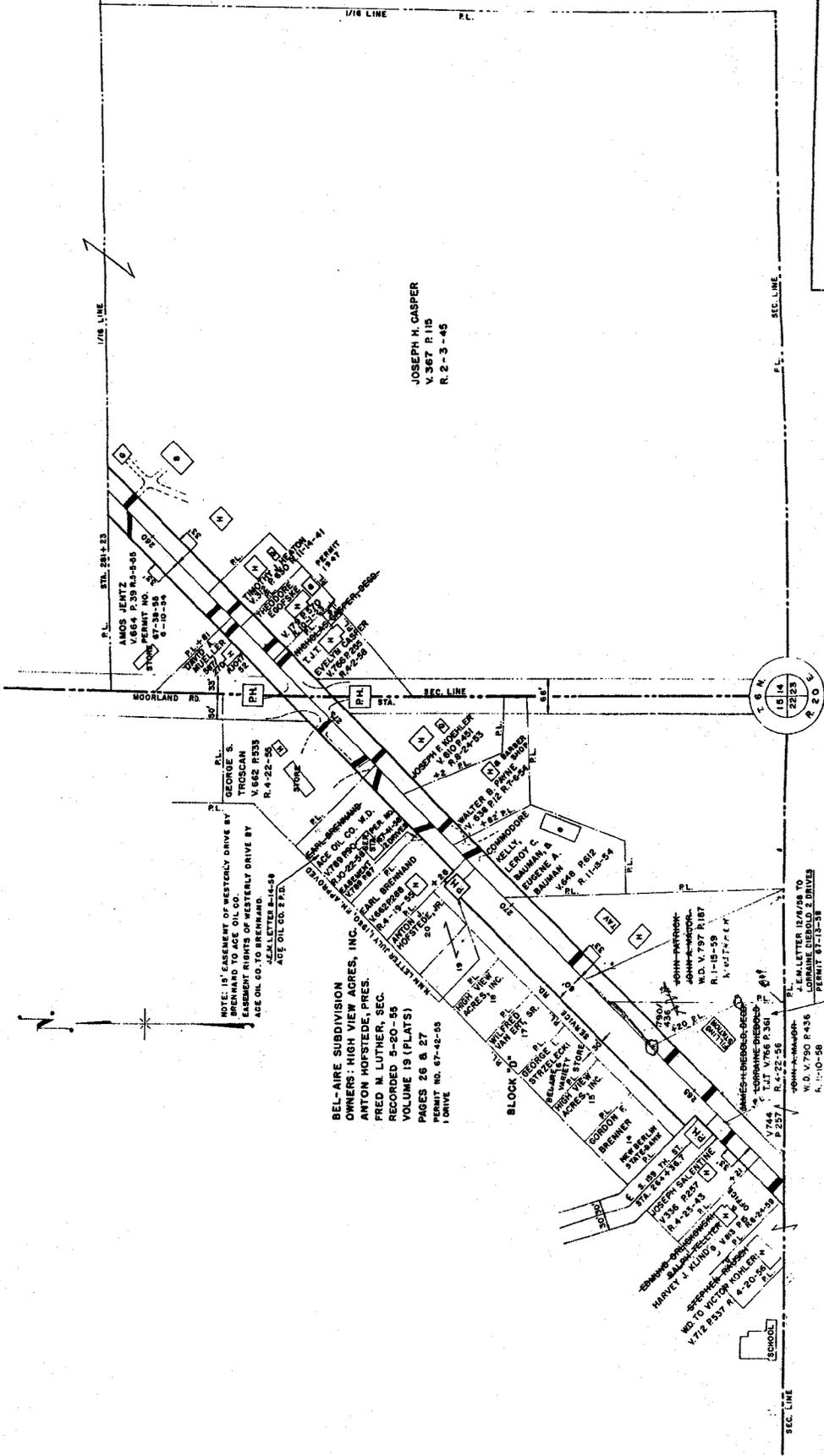
SCHEDULE OF LANDS AND INTERESTS REQUIRED.

PARCEL NO.	OWNER	INTEREST REQ'D.	NEW R/W	TOTAL R/W	ACRES REM.	L/HE ACRES
127	ANDREW J. SCIANO JR. ET AL.	FEE	0.06	0.67	1.64	---
128	DOYLE	FEE	0.06	0.15	0.39	---
129	BENSON OIL CO. INC.	FEE	0.06	0.19	0.54	0.05
130	NEW BERLIN ASSOCIATES	FEE, L/HE	0.04	0.01	12.34	0.08
131	NEW BERLIN BUILDING CORP.	FEE, L/HE	0.06	0.15	0.65	0.02
132	RICHARD D. GUMBY	FEE, L/HE	0.08	0.21	0.75	0.03



NOTE - FOR RIGHT-OF-WAY INFORMATION ON MORLAND ROAD, SEE SHEET NO. 4.3

PLAT	9	15
CA 015-2(1)		

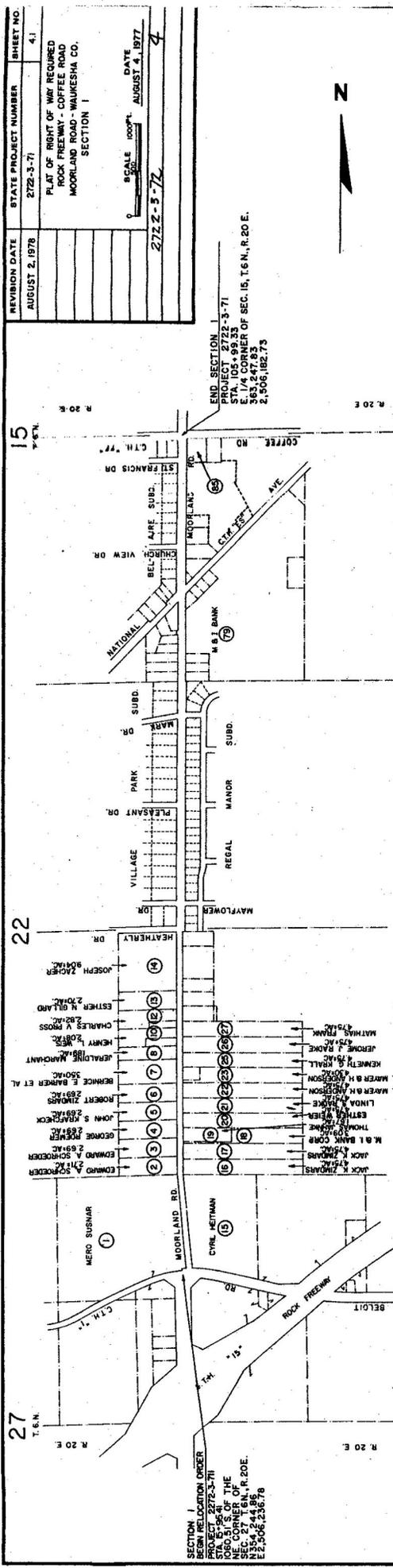


CONTROLLED ACCESS
 CA 015-2(1)
 C.T.H. "Y" — EAST CO. LINE ROAD
 S.T.H. 15 WAUKESHA COUNTY

SCALE
 0 100 200'

BEL-AIRE SUBDIVISION
 OWNERS: HIGH VIEW ACRES, INC.
 ANTON HOPFEL, PRES.
 FRED M. LUTHER, SEC.
 RECORDED 5-20-55
 VOLUME 19 (PLATS)
 PAGES 26 & 27
 PERMIT NO. 67-42-55
 1 DRIVE

WAGON RETAINS
 EASEMENT RIGHTS
 TO EAST P.D.



PARCEL NO.	OWNER	INTERESTS REQUIRED	L.H.E./ACRES	ACRES REQUIRED N/W	TOTAL REQUIRING ACRES	PARCEL NO.	OWNER	INTERESTS REQUIRED	L.H.E./ACRES	ACRES REQUIRED N/W	TOTAL REQUIRING ACRES	PARCEL NO.	OWNER	INTERESTS REQUIRED	L.H.E./ACRES	ACRES REQUIRED N/W	TOTAL REQUIRING ACRES	STATE PROJECT NUMBER	REVISION DATE	SHEET NO.
1	MERO SUSNAR	FEE & L.H.E. & P.M.E. & Easement	0.32	1.48	1.80	30	Atleien Max Mundstock	FEE & L.H.E.	0.04	0.07	0.11	61	Jarvonn J. Jaccout	FEE & L.H.E.	0.03	0.07	0.10	2722-3-71	AUGUST 2, 1978	41
2	Edward A. Schroeder	FEE & L.H.E.	0.05	0.10	0.15	31	Ivadedl B. Carpenter	FEE & L.H.E.	0.08	0.18	0.26	62	Frank A. Marx	FEE & L.H.E.	0.04	0.26	0.30	PLAT OF RIGHT OF WAY REQUIRED		
3	Edward A. Schroeder	FEE & L.H.E.	0.07	0.10	0.17	32	ARCHIE F. SCHWARTZ	FEE & L.H.E.	0.02	0.18	0.20	63	HARVEY J. MARK, INC.	FEE & L.H.E.	0.02	0.26	0.28	MOORLAND ROAD - COFFEE ROAD		
4	George Rosner	FEE & L.H.E.	0.07	0.10	0.17	33	ARCHIE SCHWARTZ	FEE & L.H.E.	0.03	0.12	0.19	64	MERRY J. MARK REALTY	FEE & L.H.E.	0.01	0.31	0.32	MOORLAND ROAD - WAUMESA CO.		
5	John S. Krafchak	FEE & L.H.E.	0.07	0.10	0.17	34	Sofija Djurdjiclov	FEE & L.H.E.	0.02	0.04	0.06	65	THOMAS M. B. KAREN K. OMASCH	FEE & L.H.E.	0.01	0.01	0.01	SECTION 1		
6	Bernice E. Barker, Et Al	FEE & L.H.E.	0.10	0.10	0.20	35	Sofija Djurdjiclov	FEE & L.H.E.	0.03	0.02	0.05	66	CLARENCE E. LEISSNER	FEE & L.H.E.	0.01	0.01	0.01			
7	Bernice E. Barker, Et Al	FEE & L.H.E.	0.10	0.10	0.20	36	Arthur B. Tolonen	FEE & L.H.E.	0.04	0.02	0.06	67	Earl T. Jerraphine	FEE & L.H.E.	0.01	0.01	0.01			
8	Jeraldine Marchant	FEE & P.M.E.	0.07	0.07	0.14	37	Peter Kupinski	FEE & L.H.E.	0.04	0.02	0.06	68	S. M. GAN & A. C. TASTER	FEE & L.H.E.	0.02	0.01	0.01			
9	James H. Neis	FEE & P.M.E.	0.08	0.05	0.13	38	Richard Trudetti	FEE & L.H.E.	0.04	0.02	0.06	69	Eugene A. Wisniewski	FEE & L.H.E.	0.02	0.01	0.01			
10	Henry L. Neis	FEE & P.M.E.	0.09	0.05	0.14	39	Roland J. Laven	FEE & L.H.E.	0.04	0.02	0.06	70	Virginia Ulrich	FEE & L.H.E.	0.02	0.01	0.01			
11	Richard M. Kallis	FEE & P.M.E.	0.06	0.04	0.10	40	G. Yvonne Jamison	FEE & L.H.E.	0.02	0.02	0.04	71	Deniel T. Mohant	FEE & L.H.E.	0.01	0.01	0.01			
12	Charles V. Pross	FEE & L.H.E.	0.05	0.06	0.11	41	Robert W. Jensen	FEE & L.H.E.	0.04	0.02	0.06	72	Gordon Sorlatist	FEE & L.H.E.	0.02	0.01	0.01			
13	Esther H. Gilliard	FEE & L.H.E.	0.07	0.10	0.17	42	Terry T. Arnold	FEE & L.H.E.	0.02	0.02	0.04	73	Lewis P. Stephens	FEE & L.H.E.	0.03	0.01	0.01			
14	Joseph Zacher	FEE & L.H.E.	0.15	0.13	0.28	43	L. W. & Helen Kastowski	FEE & L.H.E.	0.03	0.02	0.05	74	Ellbert P. Swetz	FEE & L.H.E.	0.03	0.01	0.01			
15	Cyril Helman	FEE & L.H.E. & Easement	0.07	0.10	0.17	44	Anthony J. Kracek	FEE & L.H.E.	0.03	0.02	0.05	75	Joseph E. Hestl	FEE & L.H.E.	0.02	0.02	0.02			
16	Jack K. Zimmers	FEE & L.H.E.	0.06	0.08	0.14	45	John M. Mellunstein	FEE & L.H.E.	0.01	0.02	0.03	76	LUCY G. SCHMIDT	FEE & L.H.E.	0.04	0.05	0.09			
17	Jack K. Zimmers	FEE & L.H.E.	0.03	0.08	0.11	46	Walter Hirschowsky	FEE & L.H.E.	0.01	0.02	0.03	77	Robert B. Munkiny	FEE & L.H.E.	0.03	0.05	0.08			
18	M.B.I. BANK CORP.	FEE & L.H.E.	0.01	0.01	0.02	47	Harvey H. Lutting	FEE & L.H.E.	0.01	0.02	0.03	78	Allan G. Jaben & Raymond M. Bache	FEE & L.H.E.	0.03	0.06	0.09			
19	Thomas Janke	FEE & L.H.E.	0.04	0.08	0.12	48	Robert E. Lyons, Jr.	FEE & L.H.E.	0.02	0.02	0.04	79	M. J. BANK	FEE & L.H.E.	0.01	0.04	0.05			
20	ESTHER WEIER	FEE & L.H.E.	0.03	0.08	0.11	49	Thomas Geller	FEE & L.H.E.	0.01	0.03	0.04	80	NEW BERLIN STATE BANK	FEE & L.H.E.	0.12	0.82	0.94			
21	LINDA S. RAME	FEE & L.H.E.	0.02	0.08	0.10	50	Donald F. Nepe	FEE & L.H.E.	0.01	0.02	0.03	81	SUCKY MOSELL OIL CO.	FEE & L.H.E.	0.02	0.30	0.32			
22	A. Moyer & H. Anderson	FEE & L.H.E.	0.04	0.08	0.12	51	Herbert A. Stephens	FEE & L.H.E.	0.01	0.02	0.03	82	SUCKY MOSELL OIL CO.	FEE & L.H.E.	0.02	0.30	0.32			
23	A. Moyer & H. Anderson	FEE & L.H.E.	0.01	0.02	0.03	52	Raymond P. Stephens	FEE & L.H.E.	0.01	0.02	0.03	83	A. A. MESTER CO.	FEE & L.H.E.	0.02	0.09	0.11			
24	Fred Bunz	FEE & P.M.E.	0.07	0.07	0.14	53	Richard A. Jenke	FEE & L.H.E.	0.03	0.02	0.05	84	NEW BERLIN STATE BANK	FEE & L.H.E.	0.02	0.09	0.11			
25	Kenneth G. Krell	FEE & L.H.E.	0.06	0.08	0.14	54	Betty J. Hugel	FEE & L.H.E.	0.04	0.02	0.06	85	NEW BERLIN STATE BANK	FEE & L.H.E.	0.02	0.09	0.11			
26	James J. Rucker	FEE & P.M.E.	0.09	0.08	0.17	55	Roland Steink	FEE & L.H.E.	0.03	0.02	0.05	86	NEW BERLIN STATE BANK	FEE & L.H.E.	0.02	0.09	0.11			
27	Michalis Frank	FEE & P.M.E.	0.14	0.08	0.22	56	Frederick Scherer	FEE & L.H.E.	0.03	0.02	0.05	87	NEW BERLIN STATE BANK	FEE & L.H.E.	0.02	0.09	0.11			
28	Gerald F. Farrell	FEE & P.M.E.	0.15	0.08	0.23	57	MICRO E. BRADICH	FEE & L.H.E.	0.03	0.02	0.05	88	NEW BERLIN STATE BANK	FEE & L.H.E.	0.02	0.09	0.11			
29	Gordon Berns	FEE & P.M.E.	0.07	0.08	0.15	58	LUCIAN BANDELKOWSKI	FEE & L.H.E.	0.03	0.02	0.05	89	NEW BERLIN STATE BANK	FEE & L.H.E.	0.02	0.09	0.11			

SCHEDULE OF LANDS AND INTERESTS

Appendix G

Business Improvement Districts

Wisconsin Business Improvement Districts- BIDs

Since 1992, the University of Wisconsin- Extension (UWEX) in collaboration with the Wisconsin Downtown Action Council has monitored Business Improvement Districts operating in Wisconsin municipalities. Each year, BID representatives respond to a questionnaire requesting information on a wide variety of topics including: assessment methods, revenues, expenditures, district programs and activities, staffing, etc. Thirty BID (62.5%) representatives responded to the latest round of surveys. This Fact Sheet summarizes the results of this latest survey effort.



What is a Business Improvement District- BID?

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities (i.e., cities, villages and towns) the power to establish one or more Business Improvement Districts within their community and an assessment methodology that allows business properties within that geographic area to contribute to programs aimed at promotion, management, maintenance and development of that district. BIDs are restricted to commercial and industrial properties within a municipality that are subject to real estate tax. Tax-exempt properties (i.e., religious, public utility or government properties) or those used exclusively as residences cannot be included in the assessment district. *Section 66.608 of the Wisconsin Statutes regulate Business Improvement Districts.*

How many BIDs operate in Wisconsin?

There are currently 51 BIDs in operation. Two new neighborhood BIDs were created within the City of Milwaukee in 1996. There are a number of Wisconsin communities currently considering the establishment of a BID and one community is taking steps to terminate its BID (Manitowoc).

What is the value of BID property?

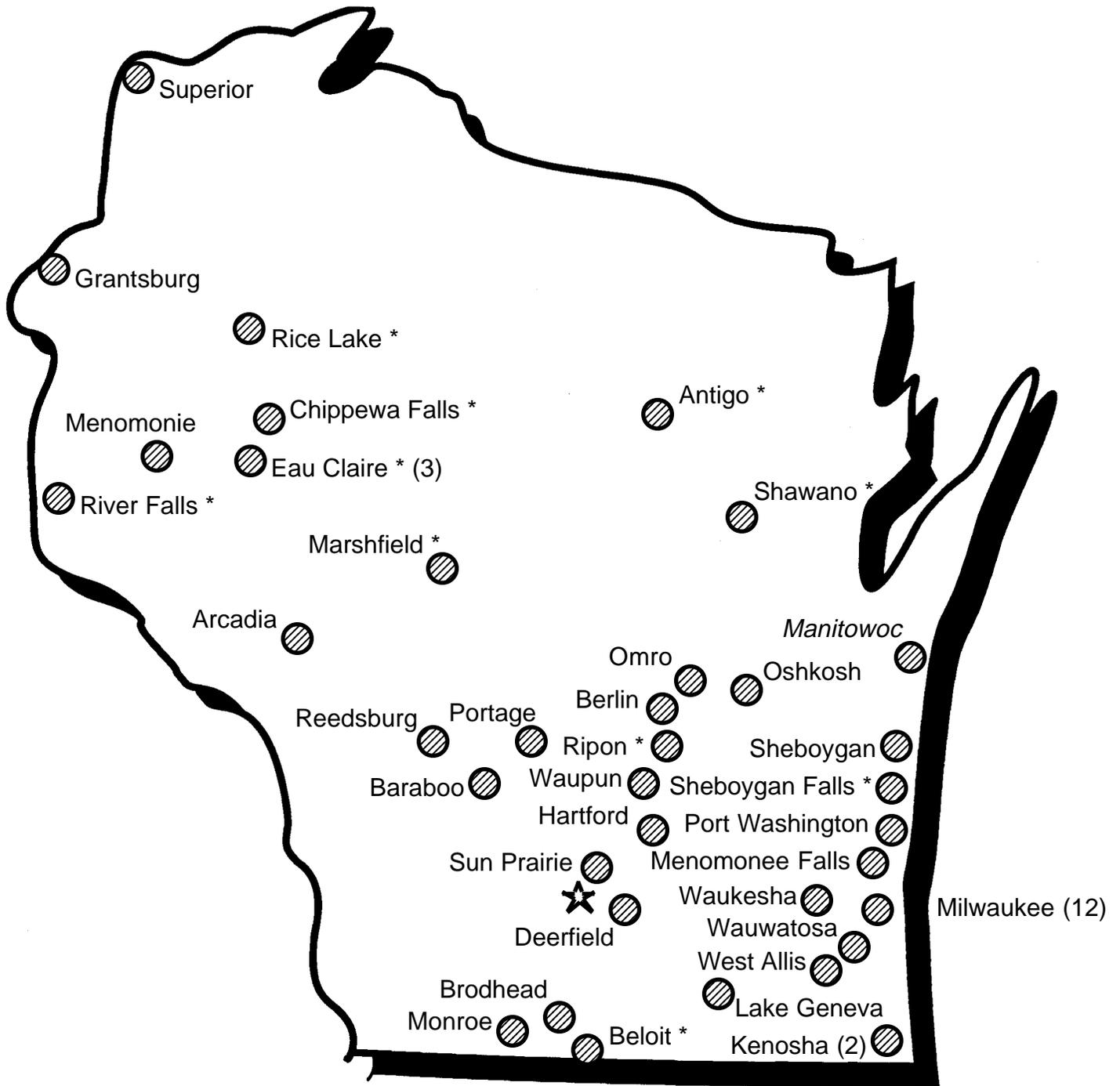
The average assessed value of all property within reporting BIDs (n=30) is \$ 21,575,213. The total assessed value of all property in reporting BIDs (n=30) is \$604,105,963. The average assessed value has increased by 8.6% from 1994 while the total assessed value of all property has increased by 12.6%. Multi-year comparisons should be carefully interpreted since not all BIDs are included in the annual surveys.

How large are BIDs?

BIDs vary greatly in size. The average number of tax parcels contributing to a district is 134. This figure does not account for the two smallest BIDs, both located in Milwaukee (Riverfront Plaza and Water Street). These two BIDs have 1 and 2 parcels, respectively, and were created exclusively for funding capital improvement projects. The largest BID, also located in Milwaukee (Historic King Drive) has 387 parcels.

The Wisconsin map on the next page illustrates the location of BIDs currently operating in the state.

BID COMMUNITIES IN WISCONSIN



* Wisconsin Main Street Communities

How are BIDs managed?

- Fifteen of the reporting BIDs currently support a full-time Director / Manager, whose average salary is \$32,000 per year. Five BIDs have part-time managers and eleven BIDs do not employ either a full or part-time manager. These 11 BIDs are generally managed by a member of the BID Board.
- Administration of a BID is handled by a Board of Directors. While the State Statutes only require five Board members, the average number of BID Board members is 9. The Manitowoc BID has the largest Board made up of 25 members.
- Ten BIDs responding to the survey (33%), support a Wisconsin Main Street Program.

How are BID Assessments Determined?

BIDs use a variety of methods to determine the amount of district assessment. BID levies are generally based on a proportion of the individual property's assessed value but may also be based on parcel sizes or frontage footage. For those 25 BIDs responding that use a ratio methodology (based on each \$1,000 of assessed value), the average BID assessment is \$2.52. In comparison to last year, assessment rates have decreased on average by \$0.36/\$1,000. The lowest district assessed at such a rate is Monroe at \$0.45 per \$1,000 while the largest rate is assessed by the Manitowoc BID at \$8.00 / \$1,000.

How much money do BIDs generate?

Total BID levies generate over 1.1 million dollars each year. The average district revenue generated from assessments is \$46,702 (n=29). Many districts supplement this revenue from a wide range of sources. The following table summarizes these external funding sources and average amount of extramural funds generated.

Are there other funding sources used to supplement the BID revenues?

The following types of sources contribute to BID activities and programs. The numbers represent how many BIDs obtained funding from these other sources. As is evident from the list, many BIDs rely solely on the BID assessments.

Investment Interest:	7	Fund Raising:	2
Private Donations:	6	Member Fees:	0
Municipal Contributions:	13	Other:	9
Grant(s):	3		

What is the average operating budget for a BID?

The average annual operating budget is \$60,711. Operating budgets range from a low of \$5,000 (Eau Claire- W. Grand Avenue) to a high of \$158,000 (Waukesha).

How are BID monies spent?

Business Improvement Districts often contract for a number of professional services to help administer BID programs and their operation.

10	(33%) of the Reporting BIDs Contracted	Graphic Design Services
9	(30%) of the Reporting BIDs Contracted	Accounting Services
8	(27%) of the Reporting BIDs Contracted	Litter Control Services
6	(20%) of the Reporting BIDs Contracted	Legal Services
6	(20%) of the Reporting BIDs Contracted	Secretarial Services
6	(20%) of the Reporting BIDs Contracted	Snow Removal Services
5	(17%) of the Reporting BIDs Contracted	Events Production
17	(57%) of the Reporting BIDs Contracted	Other Outside Services*

* The Other Services category increased substantially from the previous year. In 1994, six BIDs reported using other types of services as opposed to 17 this year. The types of services included contracting for all BID operations including staffing, market analysis, decorating, operations and maintenance of capital investments, and graffiti removal.

Other Types of BID Expenditures Include:

	<u>No. BIDs</u>	<u>% Total</u>	<u>Avg. Expenditure</u>
Promotional Efforts (General)	23	76%	NA
Special Events	20	67%	NA
Retail Business Promotions	15	50%	NA
Other	9	30%	NA
Assistance for Business Start-Up(s)	2	7%	NA
Job Training Programs	19	63%	NA
Advertising	18	60%	\$ 2,470
Marketing	19	63%	\$ 4,305
Audiovisual Materials	2	7%	\$ 2,407
Physical Improvements	10	33%	\$ 4,991
Streetscape Development	18	60%	\$72,593

For more information on Wisconsin BIDs, including a Directory of names and addresses for BID representatives, contact:

Charles S. Law, Ph.D.
 Community Planning and Design Specialist
 Local Government Center
 229 Lowell Hall, 610 Langdon St.
 Madison, WI 53703
 (608) 265-2501
 Email: cslaw@facstaff.wisc.edu

Or visit our Internet Web Site at: <http://www.uwex.edu/lgc/cp&d/bidpage/bid.htm>

Local Government Center Phone (608) 262-9961
 University of Wisconsin- Fax (608) 265-8662
 Extension
 229 Lowell Hall
 610 Langdon Street
 Madison, WI 53703