



# ECONOMIC DEVELOPMENT WATCH

Volume 1, Issue 2 April, 2012

## INSIDE THIS ISSUE:

<i>Business Resources</i>	<b>1</b>
<i>Development News</i>	<b>1-2</b>
<i>NB Industrial Park</i>	<b>1-2</b>
<i>New Business Updates</i>	<b>2</b>

### **Business Resources**

- The UWM Small Business Development Center works with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve their performance. They can be reached at 414-227-3200, 800-222-3623, or [sce@uwm.edu](mailto:sce@uwm.edu).
- The Federal Deposit Insurance Corporation (FDIC) recently created a new hotline where small business can call for help regarding credit availability. The toll-free number is 855-334-2249.
- SCORE, counselors to America's small business, a resource partner to the U.S. Small Business Administration, provides free confidential business counseling. You can contact them at 414-297-3942, or visit their website at [www.scoresewisconsin.org](http://www.scoresewisconsin.org).
- The Wisconsin Women's Business Initiative Corporation provides hands-on assistance to business owners through classes, one-on-one assistance, and access to capital through direct lending programs. Download an application from their website at [www.wwbic.com](http://www.wwbic.com) or call their lending department at 414-263-5450.

## THE INSIDE SCOOP

# ECONOMIC DEVELOPMENT NEWS

BY AMY BENNETT, ASSOCIATE PLANNER

Spring is in the air! The City of New Berlin is looking forward to a busy construction season. A number of new projects have been submitted to the Department of Community of Development (DCD) for review.

One of the proposed projects to be reviewed at the April 30 Plan Commission, submitted by Froedtert Health, Inc., is a 137,000 sq. ft. medical office building. The new building will be located at 4805 S. Moorland Road just north of the existing Children's Hospital medical office building. Services will include primary care clinics, specialty care clinics, diagnostic imaging, laboratory services, a gastroenterology procedure suite, infusion, rehabilitation services, medial oncology, 24-hour urgent care, physician offices and associated administrative spaces. This facility when fully operational will bring approximately 250 employees to New Berlin! Completion of all construction is anticipated by October 2013.

The Zilber Property Group is



*Proposed Froedtert Medical Building*

proposing a 54,155 sq. ft. single- or multi-tenant industrial speculative building at 16235 W. Beloit Road. There are no tenants or buyers identified at this time. Construction is anticipated to be complete in 2012/13.

Anderson Ashton, Inc. received approval from the Plan Commission April 2 for a 44,666 sq. ft. building addition

and parking expansion for Sumitomo Electric at 5635 S. Westridge Drive. The company plans to add up to 100 employees by 2017!

Plunkett Raysich Architects, LLP also received approval from the Plan Commission April 2 for construction of a 24-unit community based residential facility at 13705 W. Fieldpointe Drive. This

## NB INDUSTRIAL PARK—OCCUPANCY SURVEY

BY PAUL KOLLER, CITY ASSESSOR

The New Berlin Business Park is considered a submarket of the Milwaukee metropolitan area industrial market and therefore is influenced by economic changes of the metro area. 2011 has witnessed steady recovery to this market as vacancy rates decreased to pre-recession lev-

els.

The New Berlin Business Park was established in 1965, with expansions in 1967, and 1975. Approximately 252 properties are located within the park comprising an estimated 9.7 million square feet of light production and warehouse space.

A recent survey of the Business Park, conducted by the City Assessor's Office, indicated a vacancy rate of 6% for fourth quarter of 2011. By comparison, two real estate publications recently cited a vacancy rate of 7.6% and 7.4% respectively for the Milwaukee metro area. This is



Follow New Berlin's Department of Community Development on Facebook, Twitter and LinkedIn!



New Berlin's deal-making table at the 2012 ICSC WI Idea Exchange!

### The Inside Scoop (cont...)

second Linden Grove facility will serve residents with Alzheimer's or other types of dementia. Construction is anticipated to be complete by spring of 2013.

For more information on these proposals, please see [www.newberlin.org](http://www.newberlin.org) for a list of current projects and details. Information is also posted daily on the DCD Facebook page. Please "like" us and "follow" DCD on Twitter!



Proposed Zilber Industrial Building



Linden Grove Residential Facility

### NB Industrial Park (cont...)

down from a reported 8.5% for the prior year.

Going forward, trade publications forecast that the demand of available space will be correlated with the economy. The general consensus is cautiously optimistic, calling for a positive cycle as orders pick up increasing the demand for production and warehouse space.



NB Industrial Park

APRIL 2012						
SUN	MON	TUE	WED	THU	FRI	SAT
	2	3	4	5	6	7
	9	10	11	12	13	14
5	16	17	18	19	20	21
2	23	24	25	26	27	28
3	30					

● Denotes DCD related meetings

Click on the calendar above to view meeting details



## UPDATES

**BELLAFINI'S TO TAKE OVER THE FORMER BAKER'S ICE CREAM SPACE IN CITY CENTER.**  
Bellafini's, ([www.bellafinis.com](http://www.bellafinis.com)), has a variety of wines, Italian baked goods and serves what could be "The best New York style large slice Pizza in the entire state of Wisconsin". The restaurant is opening in April.  
**WELCOME TO NEW BERLIN!!**

**COMING TO NEW BERLIN.**  
FROZEN LADLE NEW BERLIN, a premium soup and self-serve yogurt shop, will be opening at 15435 W. National Ave. (City Center) in June!  
**WELCOME TO NEW BERLIN!**  
**STAYING IN NEW BERLIN!**  
ERNST CORP, producer of aluminum ladders for the wind industry, has relocated

to 5665 S. Westridge Dr.,  
**WELCOME NEW BUSINESSES!**  
EVOLUTION HAIR & NAIL STUDIO at 13825 W. National;  
HYDRO DESIGNS, INC. at 2665 S. Moorland;  
CASSIDY TECHNOLOGIES at 2911 S. 160th;  
AUTISM TREATMENT FOR CHILDREN, LLC at 2665 S. Moorland Road;  
REYNOLDS MACHINE CO., INC. is moving to 17005 W.