

# CITY OF NEW BERLIN

W I S C O N S I N



## CONTACT INFORMATION

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# CITY OF NEW BERLIN

The City of New Berlin welcomes your consideration as the site for a new facility. Located on the edge of scenic Waukesha County, the City of New Berlin, expanding 36.9 miles, is advantageously situated between Madison and Milwaukee. Interstate Highway 94 is located immediately north and Interstate Highway 43 passes through the City. We are located only twenty minutes from Downtown Milwaukee and are home to a highly skilled workforce.

Our industrial parks, which pride themselves on an extremely low vacancy rate, help strengthen the City's tax base. In addition, our City Center is home to retail and office space, as well as the New Berlin Public Library and residential tenants.



I'd like to take this opportunity to draw attention to the planned expansion of our Westridge Business Park that offers a combination of retail, office, residential and industrial uses. This area includes just over 200 acres referred to as Section 35. We're excited! This area is a great location for developers because of its close proximity to Interstate 43. The extension of water and sewer is now completed and we are ready to roll! We'd love to field your questions and show you around. If you're looking for a prime location, this is it!

New Berlin welcomes new business to the community, and we approach each opportunity as a chance to work cooperatively with a new partner. Responsive and responsible governance plays a crucial role in facilitating new business opportunities and protecting them as long term, highly successful investments.

For a new development, a logical, predictable step-by-step process typically leads to approval in 45 days from the time of pre-application submittal. Some steps can be eliminated or shortened for re-occupancy or no construction. Some re-occupancy permits and sign permits can be issued the very same day! Businesses are able to start operating faster with our expedited processes; and that's good for everyone involved.

Please feel free to contact us with any questions or comments. We'd love to make New Berlin your new place of business.

A handwritten signature in black ink that reads "David A. Ament".

David A. Ament, Mayor  
262.797.2441

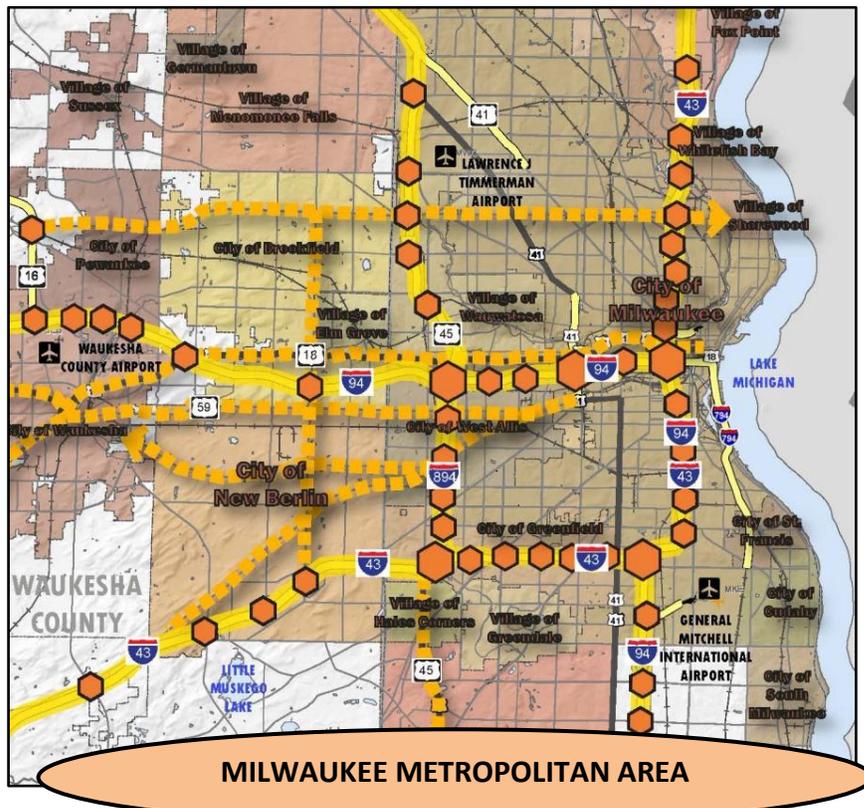


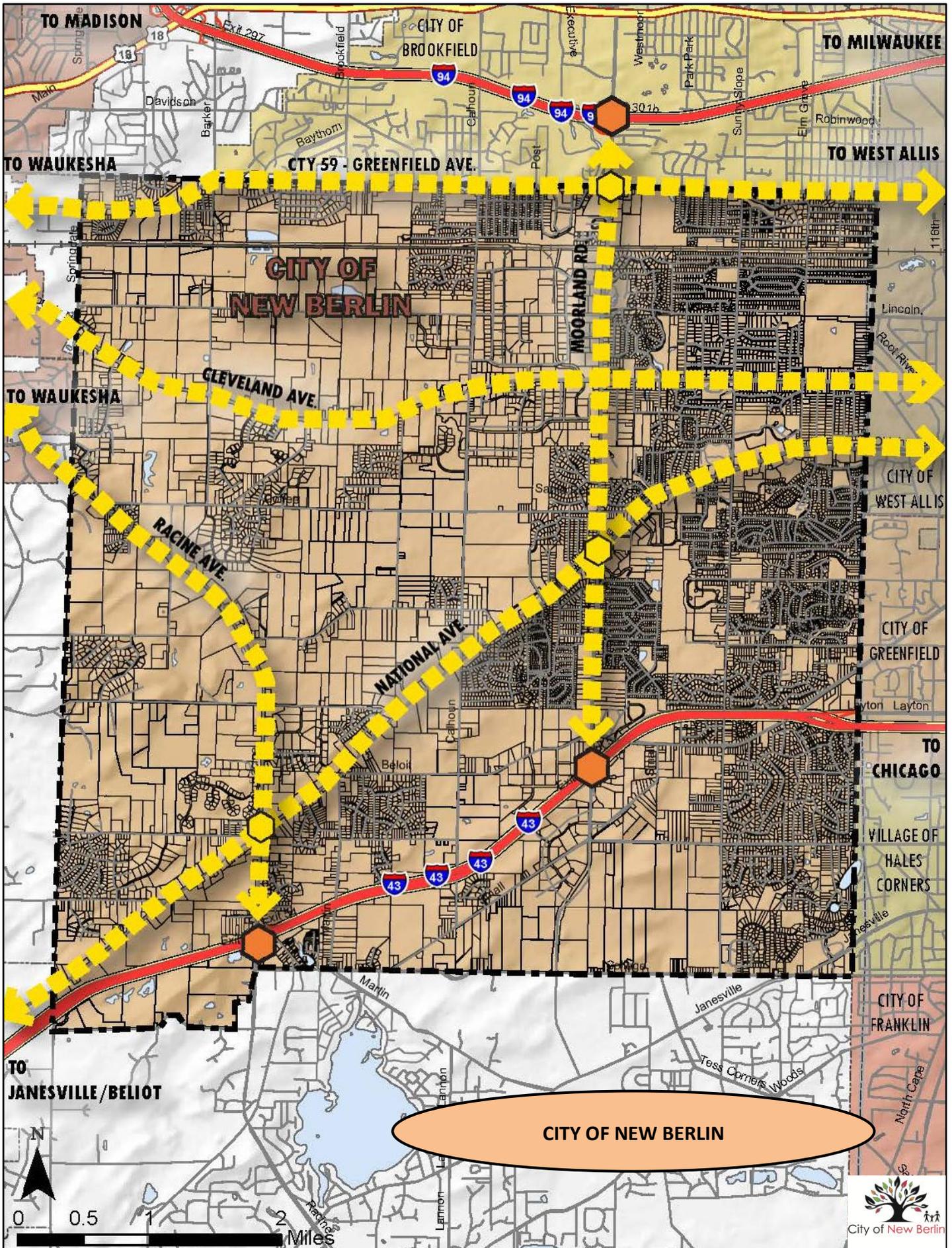


## LOCATION, LOCATION, LOCATION...

New Berlin combines the charm, values, and leadership of a distinct small town with the world class cultural and recreational amenities available throughout the Milwaukee metro area.

New Berlin acts as the gateway to Milwaukee from Madison via the I-94 corridor. More than 100,000 vehicles per day travel past the Moorland Road exit on I-94. New Berlin also offers quick, convenient access routes to Chicago, Beloit, and the Fox Cities.







## DISTINCT, FRIENDLY COMMUNITY

- Ranked 34<sup>th</sup> of America's 100 Best Small Towns
- "2013 Government Agency of the Year" Waukesha County
- 2012 CIO 100 Award Honoree, Operational and Strategic Excellence in Information Technology
- Responsive government
- Highly rated school system
- Diverse, high quality housing stock
- Extensive park and recreation system
- Easy access to Milwaukee cultural events and amenities



## EXTENSIVE TRANSPORTATION NETWORK

- Direct access to I-94 (to Milwaukee, Madison, Janesville, and Fox Cities)
- Easy access to I-94/I-90 (to Chicago)
- Convenient access to General Mitchell International Airport and Waukesha County Airport
- Statewide bicycle trail connections
- Railroad connection to Milwaukee, Madison, and beyond



## VIBRANT FUTURE

- Steady employment growth
- Variety of employment opportunities
- Educated, affluent community
- High median household income
- Growing community
- Strong industrial base
- Home to more than 1,800 businesses



Source: City of New Berlin,  
Kris Scalzo

## NEW BERLIN CULTURE & EVENTS

- New Berlin Historical Society
- Historical Park
- Farmer's Market
- Movies in the Park
- Fourth of July Festival, Christmas Parade
- Soap Box Derby
- Concerts at City Center



## MILWAUKEE AREA CULTURE & ENTERTAINMENT

- Museums: Milwaukee Public Museum, Betty Brinn Children's Museum, Discovery World, Milwaukee Art Museum, Villa Terrace Decorative Arts, Harley Davidson Museum
- Performing Arts: Milwaukee Symphony, The Rep, Skylight Theatre, Riverside Theatre, First Stage Children's Theater, Waukesha Civic Theatre
- Spectator Sports: Milwaukee Brewers, Milwaukee Admirals, Milwaukee Bucks, college and recreation sports
- Entertainment: Fine dining, active local music and theater scene, comedy, summer festivals



Source: Milwaukee County Zoo

## MILWAUKEE AREA RECREATION

- Miller Park
- Milwaukee County Zoo
- Boerner Botanical Gardens
- Milwaukee Domes
- More than 500 miles of bike routes and trails
- Numerous parks, beaches, dog parks, conservation parks
- Skiing, sledding, skating, hiking, fishing, boating
- Kettle Moraine Recreational amenities



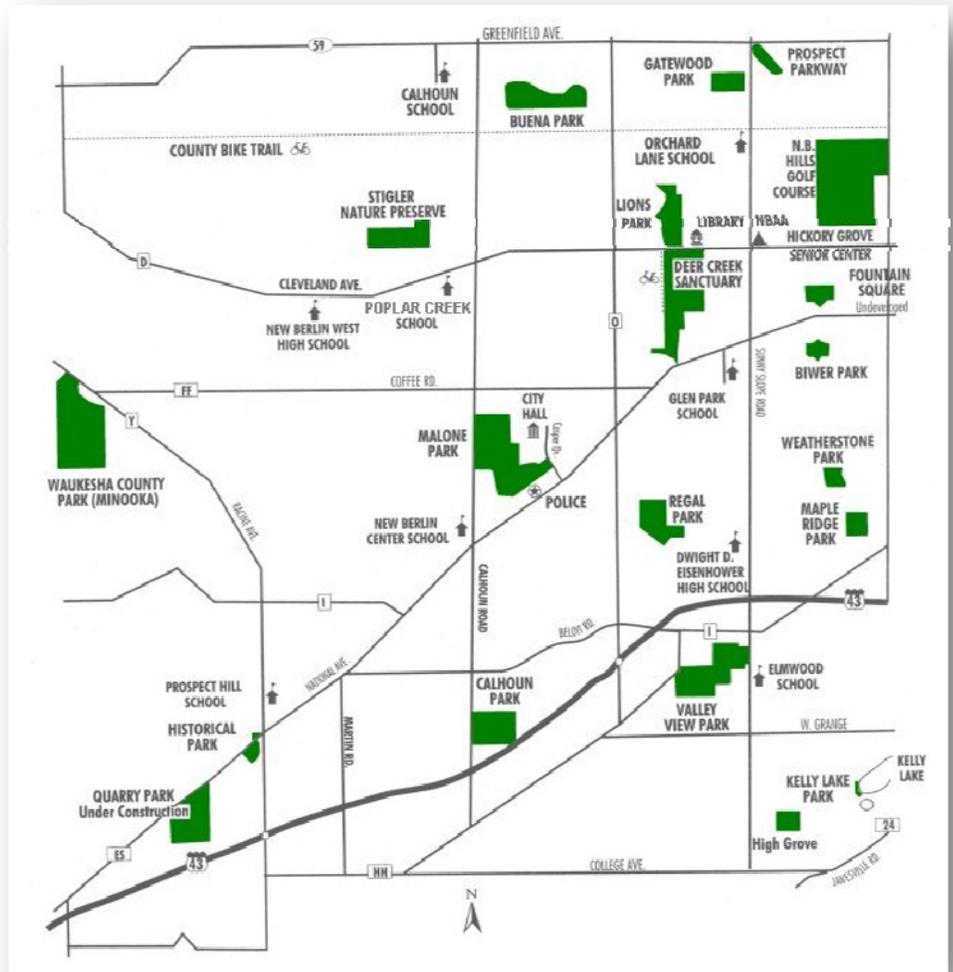
## NEW BERLIN PARKS & RECREATION

### CITY OF NEW BERLIN PARK SYSTEM

The City of New Berlin contains over 855 acres of active and passive park land, including community parks, neighborhood parks, conservancy areas, and special use areas. Facilities include picnic areas, baseball and softball fields, basketball and tennis courts, soccer fields, playground equipment, and a golf course.

The parks department coordinates over 120 programs engaging more than 9,000 community members each year. More than 90% of the participants are New Berlin residents.

Waukesha County Parks also provides numerous trails and parks for area residents to enjoy.

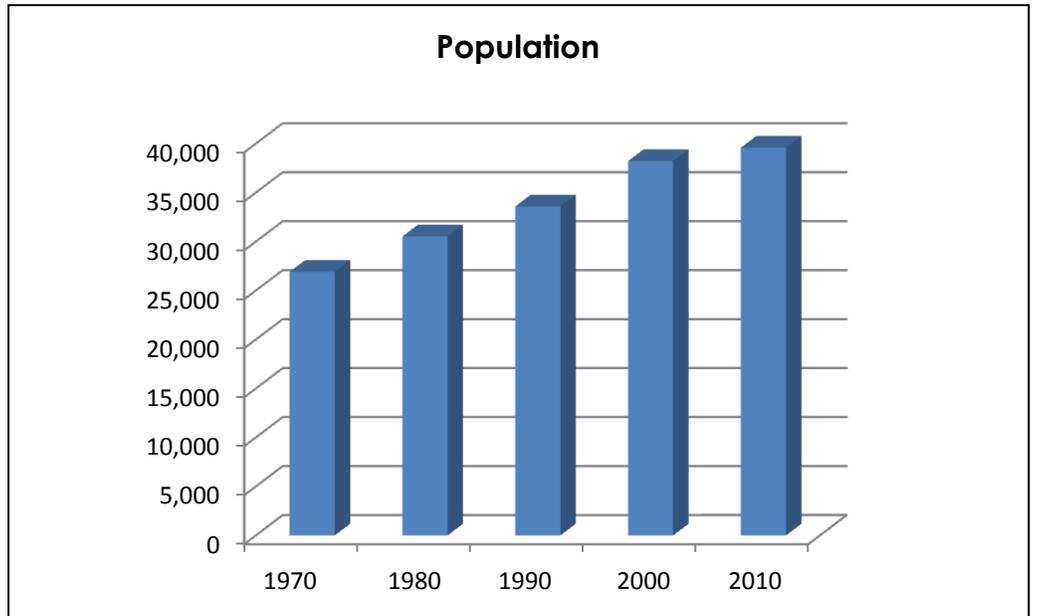


Source: City of New Berlin



# GETTING TO KNOW NEW BERLIN

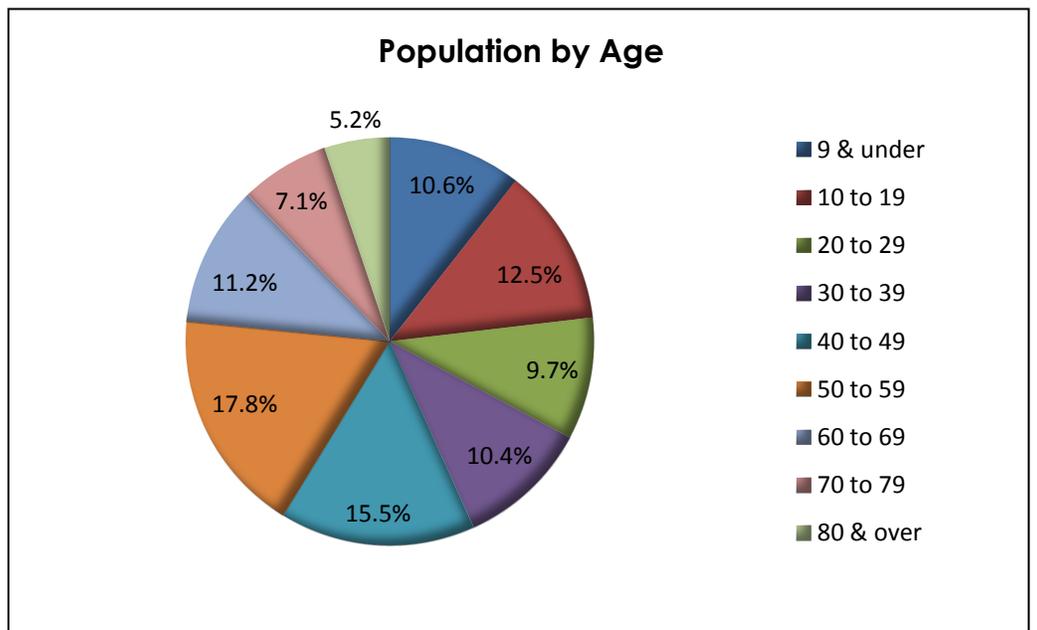
## PEOPLE



Source: 2010 US Census

**Average Household Size (2010)**

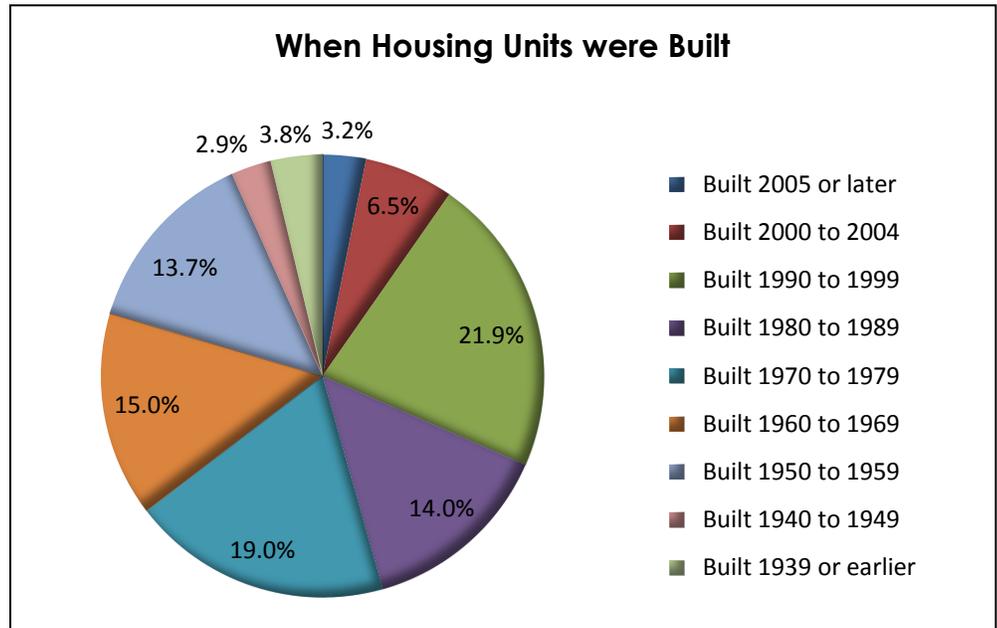
2.42 persons



Source: 2010 US Census

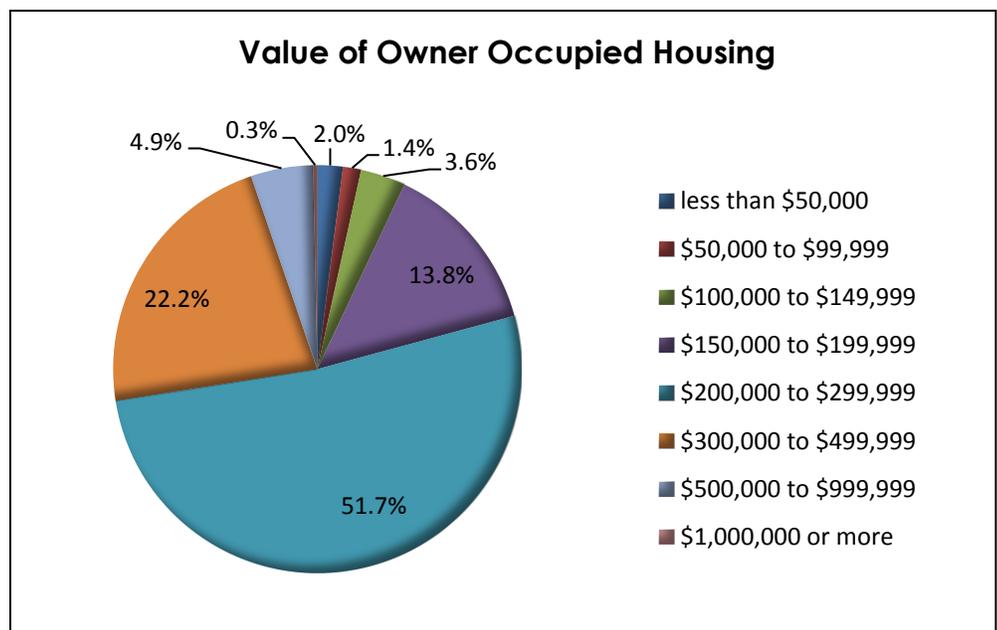


## GETTING TO KNOW NEW BERLIN HOUSING



Source: 2010 US Census

**Median Value, Owner Occupied Housing Units (2010)**      \$249,100

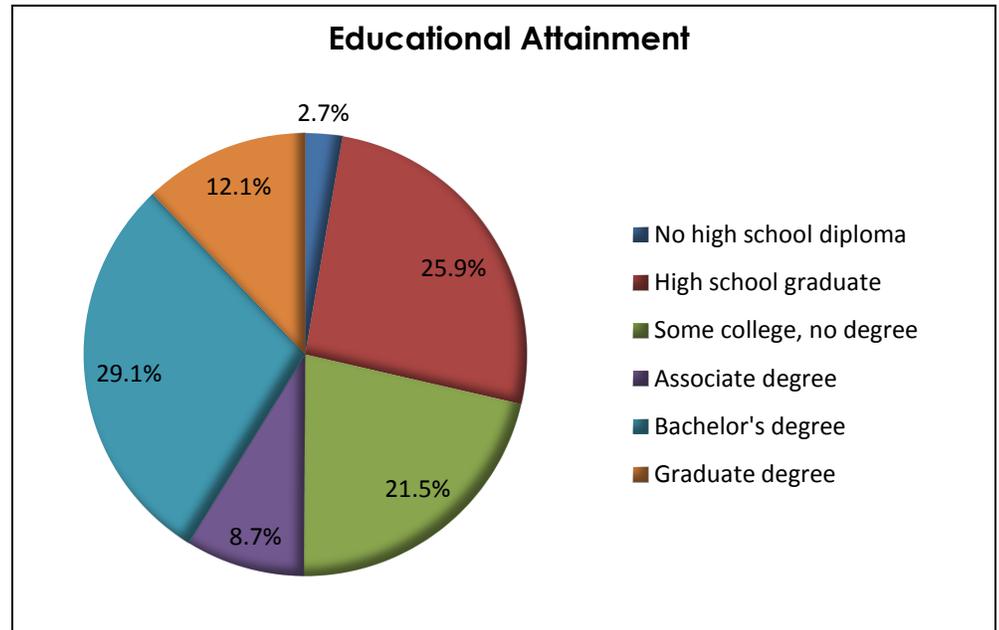


Source: 2010 US Census



## GETTING TO KNOW NEW BERLIN

### EDUCATION & WORKFORCE



Source: 2010 US Census

### Jobs Located in New Berlin

Jobs by Industry Type (NAICS)	2010	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	26	0.1%
Mining, Quarrying, and Oil and Gas Extraction	23	0.1%
Utilities	0	0.0%
Construction	1,459	6.7%
Manufacturing	5,073	23.4%
Wholesale Trade	2,841	13.1%
Retail Trade	2,061	9.5%
Transportation and Warehousing	912	4.2%
Information	317	1.5%
Finance and Insurance	880	4.1%
Real Estate and Rental and Leasing	277	1.3%
Professional, Scientific, and Technical Services	1,067	4.9%
Management of Companies and Enterprises	608	2.8%
Administration & Support, Waste Management and Remediation	1,628	7.5%
Educational Services	794	3.7%
Health Care and Social Assistance	1,359	6.3%
Arts, Entertainment, and Recreation	348	1.6%
Accommodation and Food Services	987	4.6%
Other Services (excluding Public Administration)	732	3.4%
Public Administration	270	1.2%

### Jobs Held by New Berlin Residents

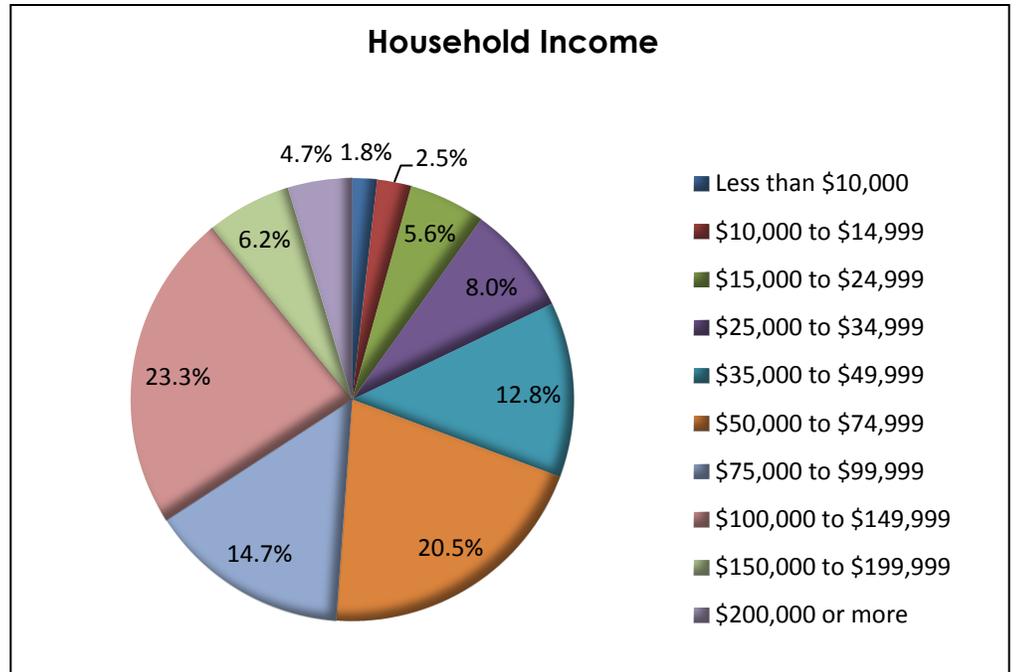
Jobs by Industry Type (NAICS)	2010	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	24	0.1%
Mining, Quarrying, and Oil and Gas Extraction	12	0.1%
Utilities	114	0.6%
Construction	812	4.1%
Manufacturing	2,960	15.0%
Wholesale Trade	1,122	5.7%
Retail Trade	1,900	9.6%
Transportation and Warehousing	650	3.3%
Information	485	2.5%
Finance and Insurance	1,398	7.1%
Real Estate and Rental and Leasing	255	1.3%
Professional, Scientific, and Technical Services	1,247	6.3%
Management of Companies and Enterprises	622	3.2%
Administration & Support, Waste Management and Remediation	968	4.9%
Educational Services	1,624	8.2%
Health Care and Social Assistance	2,923	14.8%
Arts, Entertainment, and Recreation	299	1.5%
Accommodation and Food Services	1,170	5.9%
Other Services (excluding Public Administration)	617	3.1%
Public Administration	541	2.7%

Source: 2010 US Census

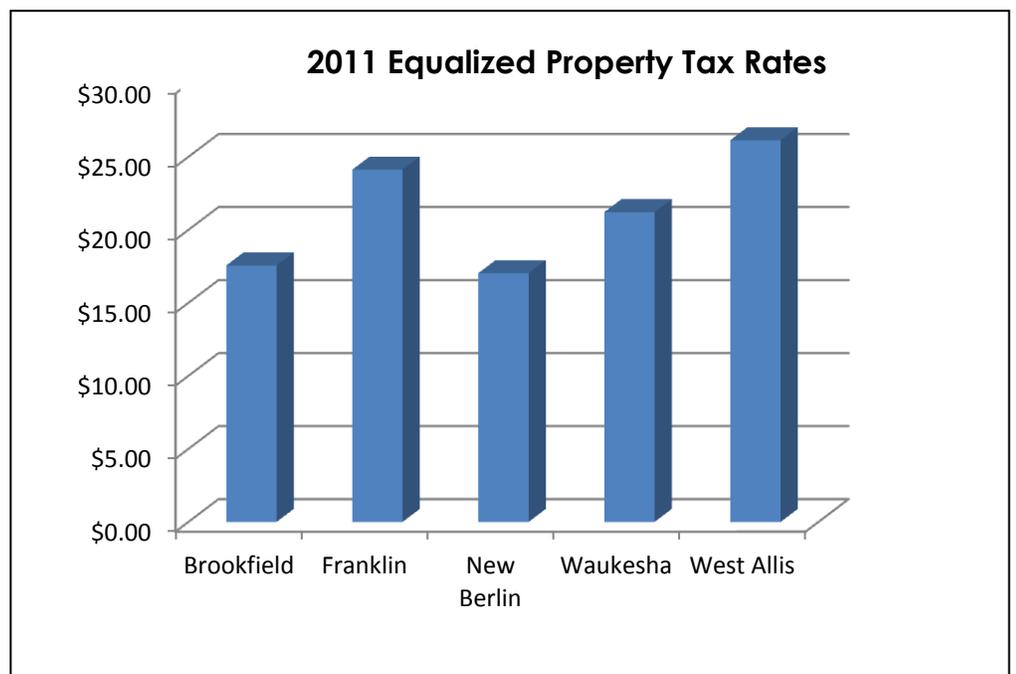


## GETTING TO KNOW NEW BERLIN

### INCOME & TAXES



Source: 2010 US Census



New Berlin has no additional sewer or water impact fees.

## **STREAMLINED APPROVAL PROCESS**

In the City of New Berlin, developers work with an attentive, dedicated staff to guide them through an efficient and cost effective approval process.

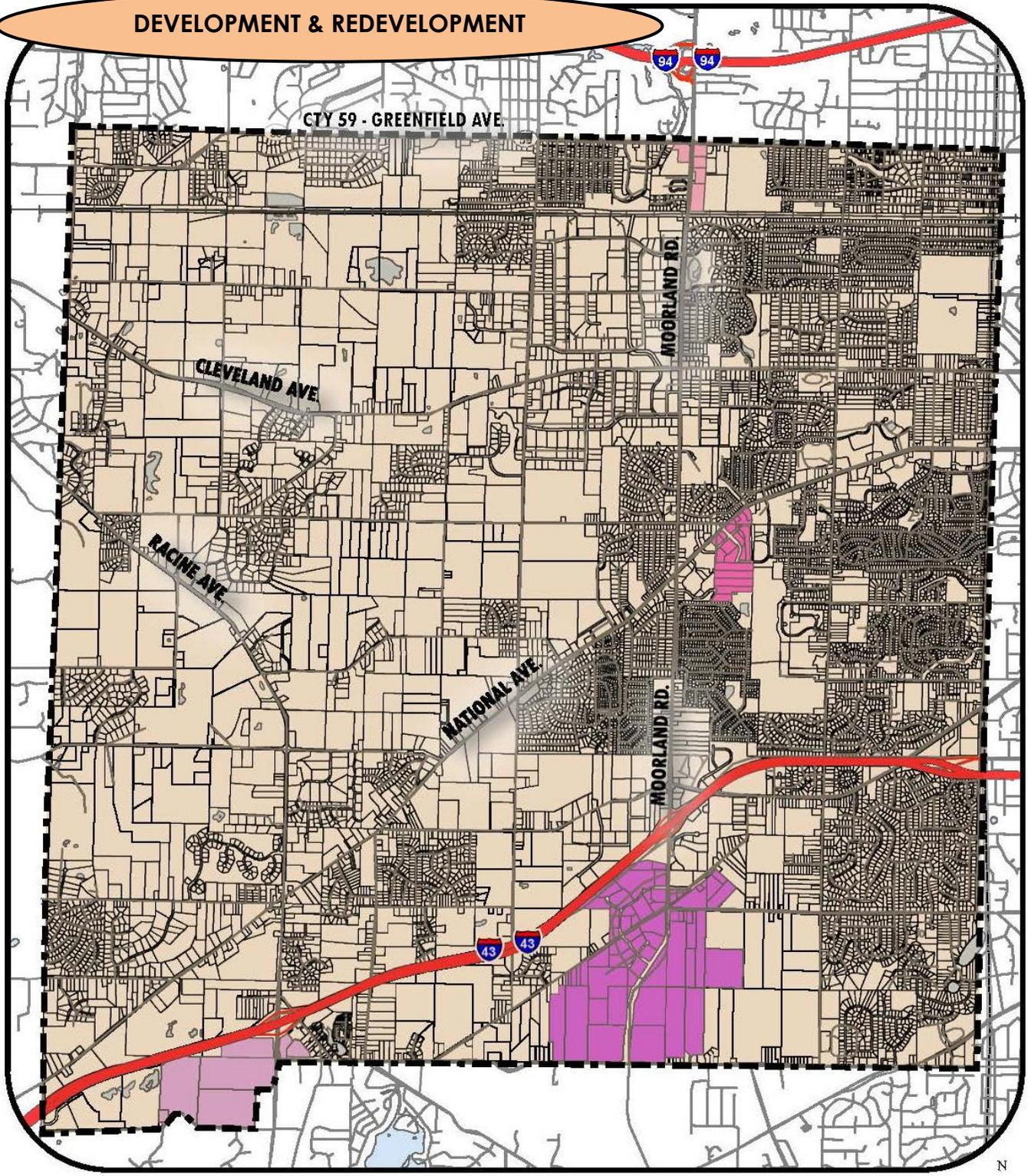
A logical, predictable step-by-step process typically leads to approval in 45 days from the time of the pre-application submittal.

The following process is for construction. Some steps may be eliminated or shortened for re-occupancy or no construction.

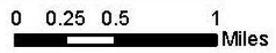


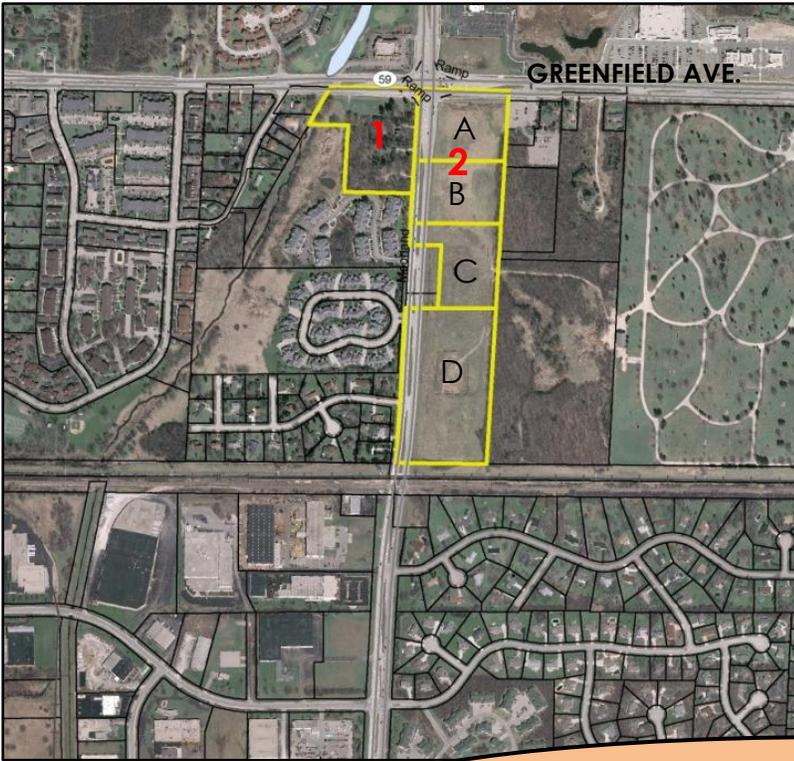
**45 DAY APPROVAL PROCESS**

# DEVELOPMENT & REDEVELOPMENT



- Gateway to New Berlin - Greenfield Ave.
- Mill Valley
- City Center
- Westridge Business Park Expansion





**AERIAL VIEW**

Greenfield Avenue offers a mix of commercial and residential development, and serves as a gateway to New Berlin. Development opportunities in this area include the future Deer Creek Inn & conference Center at the southwest corner of Greenfield Avenue and Moorland Road. This development, along with potential development on the southeast corner of Greenfield and Moorland, will serve as a strong gateway into New Berlin.

**GATEWAY TO NEW BERLIN  
GREENFIELD AVE.**

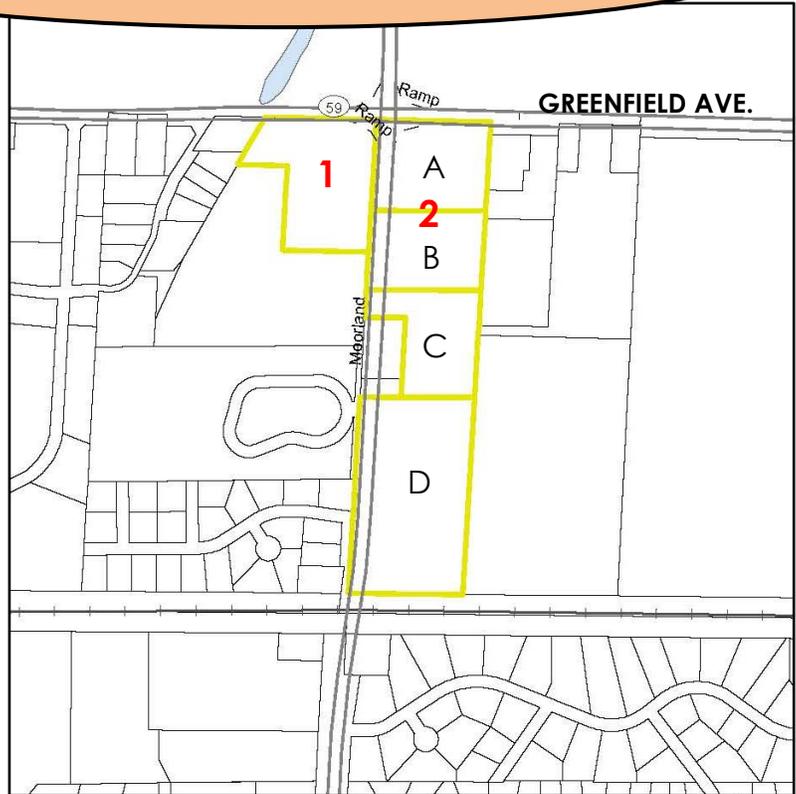
**PARCEL VIEW**

**1. SW CORNER – APPROVED HOTEL SITE / VACANT**

Available Acres: 6.23  
 Existing Zoning: B-1/PUD and C-2  
 Future Land Use: Suburban Commercial (appropriate zoning district would be B-1)

**2. SE CORNER – VACANT SITE**

Available Acres: 22.2 (A=3.84, B=3.94, C=4.63, D=9.78)  
 Existing Zoning: I-1 and C-2  
 Future Land Use: Suburban Commercial (appropriate zoning districts would be B-1 or B-2)





## AERIAL VIEW

The New Berlin City Center is a pedestrian friendly, mixed-use development. It combines traditional residential neighborhoods with neo-traditional commercial development and includes single-family, townhouses, condo-style apartments and an area for active and passive recreation.

## CITY CENTER

### PARCEL VIEW

#### 1. SW CORNER OF NATIONAL AVENUE & MICHELLE WITMER DRIVE

Available Acres: 3.78 (contains 3 buildings and 1 building pad)

Existing Zoning: B-2/PUD

Future Land Use: Commercial Center (City Center PUD ord. #2188 & City Center Design Guidelines)

#### 2. SE CORNER OF NATIONAL AVENUE & MICHELLE WITMER DRIVE

Available Acres: 8.47

Existing Zoning: B-2/PUD

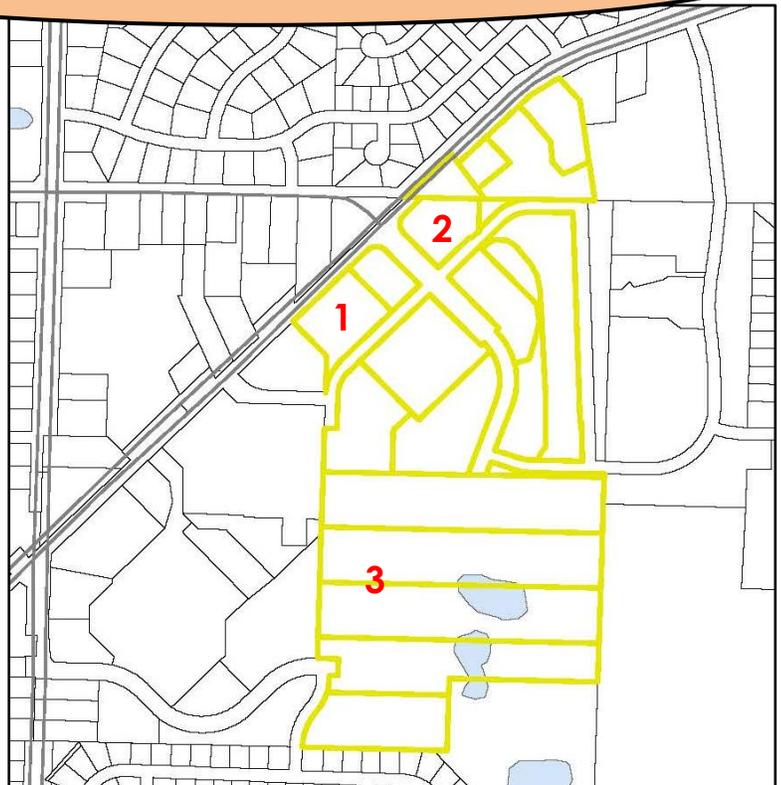
Future Land Use: Commercial Center (City Center PUD ord. #2188 & City Center Design Guidelines)

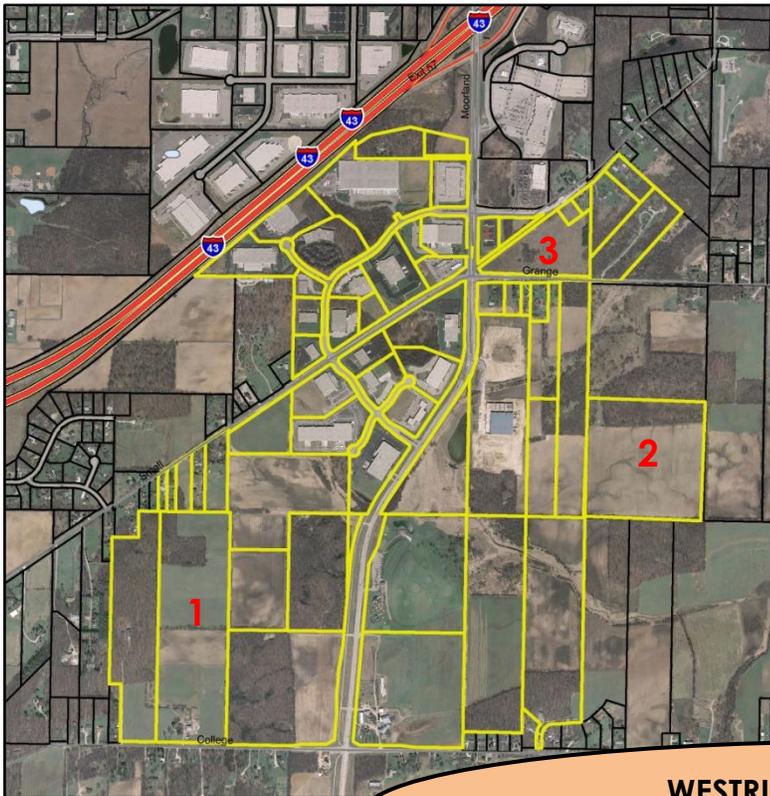
#### 3. ALONG THE EXTENSION OF MICHELLE WITMER DRIVE

Available Acres: 34.75 (includes road extension, areas for a stormwater pond & conservancy)

Existing Zoning: B-2/PUD and C-2/PUD

Future Land Use: Commercial Center (City Center PUD ord. #2188 & City Center Design Guidelines)





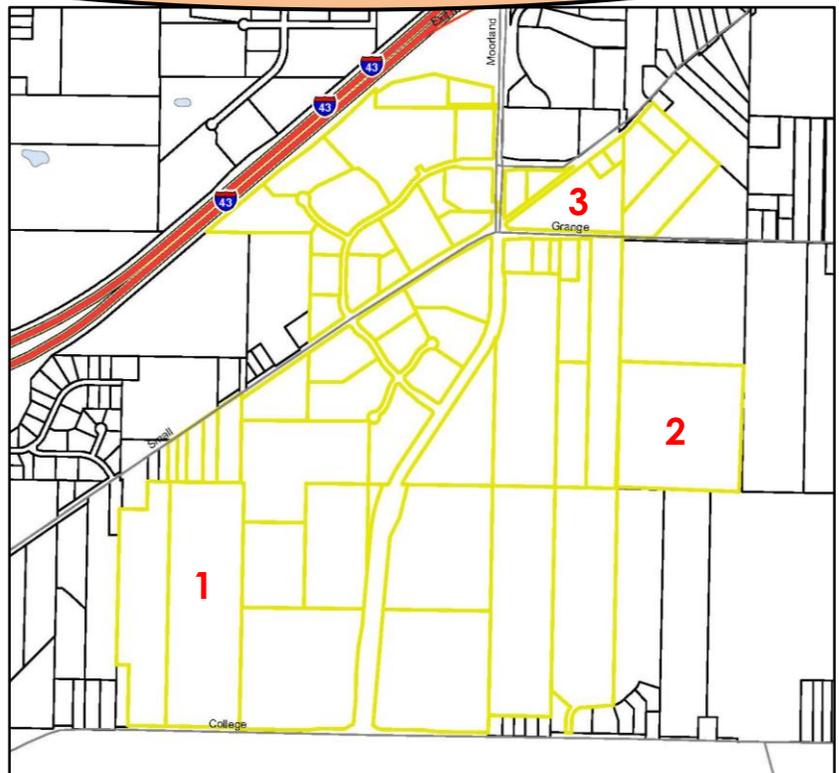
**AERIAL VIEW**

Westridge Industrial Park is a successful business hub located along the Moorland Road corridor with easy interstate available to I-43 and I-94. Sewer and water facilities are approved and will be installed in 2012. Development opportunities in this area include future expansion of Westridge Business Park which might include commercial retail that supports the business park.

**WESTRIDGE BUSINESS PARK EXPANSION**

**PARCEL VIEW**

- 1. SOUTH OF SMALL ROAD & WEST OF MOORLAND ROAD**  
 Available Acres: 164  
 Existing Zoning: A-1, R-1/R-2, R-3, C-1, C-2, and M-1  
 Future Land Use: Business Park/Industrial & areas of Shoreland/Wetland & Upland Conservancy
- 2. SOUTH OF GRANGE AVENUE & EAST OF MOORLAND ROAD**  
 Available Acres: 187  
 Existing Zoning: A-1, R-1/R-2, R-3, C-1, C-2, and M-1  
 Future Land Use: Business Park/Industrial & areas of Shoreland/Wetland & Upland Conservancy
- 3. SOUTH OF SMALL ROAD & NORTH OF GRANGE AVENUE**  
 Available Acres: 37  
 Existing Zoning: O-2, R-2, C-1 & C-2  
 Future Land Use: Business Park/Industrial & areas of Shoreland/Wetland & Upland Conservancy





## AERIAL VIEW

Mill Valley is planned as a long-range job center similar to Westridge Business Park. The Park will be an attractive destination that is compatible with the area's natural resources and land use patterns. It's envisioned as a mix of light manufacturing, office, small-scale retail, and restaurant/hotel uses. An eco-business park approach is encouraged, which focuses on the use of renewable resources to maximize environmental preservation and sustainability.

## MILL VALLEY

### PARCEL VIEW

The lands west of Racine Avenue consist primarily of an existing non-metallic (sand and gravel) mining operation. The lands to the east consist of an existing gas station and an adjacent undeveloped lot. Sewer and water service are planned for the site. The two primary entrances into the park will occur at Racine Avenue on the north via an extension of College Avenue and from Racine Avenue on the south from the re-aligned Tans Drive. A secondary entrance/exist will be located at the Racine Avenue/College Avenue intersection.

### SOUTH OF I-43 & EAST OF RACINE AVENUE

Available Acres: 220

Existing Zoning: Q-1, R-1/R-2, C-1

Future Land Use: Business Park Industrial (appropriate zoning would be M-1, O-1 and/or O-2)

