

# CITY OF NEW BERLIN

## ECONOMIC DEVELOPMENT WATCH



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### **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

## CITY CENTER SPOTLIGHT

BY AMY BENNETT, ASSOCIATE PLANNER

The leaves are falling, but it's not too late to enjoy a stroll at New Berlin's City Center. Many exciting changes are taking place at the City's most dynamic mixed-use, center!

The history of "City Center" dates back to the late 90's when a committee was organized to create an identity for the City Center. This included working to provide a safe environment for vehicles and pedestrians, Integrating pedestrians, bicyclists and automobiles and recommending a long-range plan for development in and around National Avenue and Moorland Road. The Committee was comprised of City residents, property owners, state and local agency representatives, City staff and elected officials.

The City Center as defined today is bounded by Coffee Road on the north, Moorland Road on the west, Howard Avenue on the South and Deer Creek on the east. City Center includes Moorland Plaza (Pick n' Save), Sendik's New Berlin Plaza, Walmart and the City's Library.

The original City Center Plan was adopted in 1999 and the Planned Unit Development (PUD) approved in 2000. By 2001, The Butler Garter Snake was found on site which significantly affected developable area within the vacant areas of City Center. Plans were approved for the first buildings in 2004, including the Library Lofts, Building "B" and the medical building. The New Berlin Library was



City Center

completed in 2005. The Deer Creek Parkway Condos were approved in 2006. Wall Street was installed in 2008 making the connection to Walmart and Moorland Plaza. The City's Comprehensive Plan designating this area as Neighborhood "E" was approved in 2009. MSP Real Estate continued construction of the Deer Creek Condo project in the fall of 2011 with first occupants in September, 2012. An application for an additional 75 units with 80% being high-end, market-rate units has been filed.

Currently, the Sendik's New Berlin Plaza and Moorland Plaza are completely leased. Both centers have a mix of eating establishments and retail stores including, Sendik's and Pick N' Save grocery stores, Walmart, Goodwill, Jimmy John's Gour-

met Sandwiches, Frozen Ladle Yogurt Shop, Big Tuna, and Peachtree Family Restaurant.

The City Center East area near the Library currently has just over 8,000 sq. ft of available retail space. Recent additions to the area include Bellafini's a sit-down Italian restaurant and Custom Education Solutions, a curriculum showroom for schools. Other tenants include Forward Dental, Great Wraps Restaurant, Edward Jones and Supercuts. The current assessed value of this area is \$29,347,700.

Efforts to fill the vacant space from the broker, NAI MLG Commercial, include marketing with demographics and a property profile. Selling points include "easy access at lighted intersection", "adjacent to Walmart and Pick n' Save", "outstanding

**SECTION 34 AND 35 UTILITY PROJECT UPDATE:** On October 15th, the entire sanitary system will be operable and the Lift Station south of Westridge Drive will be abandoned!

Follow New Berlin's Department of Community Development on Facebook, Twitter and LinkedIn for the latest news and updates!



NOVEMBER 2012						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Denotes DCD related meetings

- Click on the calendar above to view meeting details



## Spotlight on City Center (cont...)

visibility on National Avenue”, and “under new ownership” and “this is the retail component of the City Center development that includes the Library, condos, apartments and medical offices.”

Traffic counts continue to increase in the area, which helps maintain the desirability of City Center for retail establishments. According to the 2009 Wisconsin Department of Transportation Wisconsin Highway Traffic Volume Data, east of Moorland Road had 17,800 annual average daily traffic up from 16,200 in 2006. The data is collected every three years. The 2012 data is not yet available. North of National Avenue at Moorland Road had counts at 24,000 in 2006 and a significant jump to 40,300 in 2009. South of National Avenue at Moorland Road was 26,000 in 2006 and 30,600.

With more businesses and residents moving into City Center, the New Berlin Library and other City Staff worked with the community to sponsor The Concerts at New Berlin City Center. The concert were held this past summer June 27 and August 1 from 6:30 to 8:30 p.m. on the New Berlin Public Library Green (15105 Library Lane / City Center)! This was a free, outdoor summer music concert. Food and beverages were



Located on the Library Green at New Berlin Public Library • 15105 Library Lane

Concerts at City Center is a free, outdoor summer music series. Music starts at 6:30 pm. Food and beverages will be available for purchase. Come join us for an evening under the stars - rain or shine! Lawn chairs and blankets are advised.

**Streetlife with Warren Wiegatz**  
Wednesday, June 27  
6:30 - 8:30 pm

**The Concord Chamber Orchestra**  
Wednesday, August 1  
6:30 - 8:30 pm

Don't forget to visit your local City Center businesses!



FOR MORE INFORMATION  
[www.newberlin.org](http://www.newberlin.org) • 262-786-8610

A request has been made by an alderman to the Common Council to review the current guidelines and planned unit development ordinance to determine whether plans are accurate moving forward to assist the Council with new proposals, agreements and approvals relevant to policy vision(s) including a review of policy specific to rules, regulations, statutes, zoning, development, infrastructure (including roads), costs, issues and opportunities. Department of Community Development DCD) Staff will assist with determining the next steps to evaluate current policies.

For more information on new businesses moving into City Center or any other updates, please follow DCD on Facebook, LinkedIn and Twitter and view the City's website ([www.newberlin.org](http://www.newberlin.org))!

available for purchase from Sendik's Food Market. The events were well attended and plans are being considered for next year!

What's next for City Center? A

## UPDATES

**FROZEN LADLE AND BELLAFINI'S OPEN IN CITY CENTER!**

FROZEN LADLE NOW OPEN! ([www.frozenladle.com](http://www.frozenladle.com)), a premium soup and self-serve yogurt shop, opened at 15435 W. National Ave.

WELCOME TO NEW BERLIN!!

BELLAFINI'S NOW OPEN! [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". WELCOME TO NEW BERLIN!!

**WELCOME NEW BUSINESSES!**

FANNIE MAY at 15409 W. National Ave.;

CUSTOM EDUCATION SOLUTIONS at 15180 W. Library Lane;

WORKS PLUMBING at 17650 W. Liberty Lane;

PIRANHA PAPER SHREDDING at 17155 W. Glendale Dr.;

HALLOWEEN EXPRESS at 3830 S. Moorland Rd.;

SPIRIT HALLOWEEN at 15470 W. Beloit Rd.;

WIS LOGISTICS & SAFER MILE, INC. at 5600 S. Westridge Dr.;

SUSZEK'S BUILDING MAINTENANCE at 2410 S. 179th St.;

TOWER SITES, INC. at 17640 W. National Ave.;

and STATE FARM INSURANCE at 2695 S. Calhoun Rd.;