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| <p><b>Land Use Plan Districts</b></p> <ul style="list-style-type: none"> <li><span style="color: purple;">■</span> Business Park / Industrial</li> <li><span style="color: blue;">■</span> City Center Mixed Use Comm</li> <li><span style="color: red;">■</span> Suburban Commercial</li> <li><span style="color: pink;">■</span> Rural Commercial</li> <li><span style="color: orange;">■</span> Mixed Use Residential</li> <li><span style="color: yellow;">■</span> Country Residential</li> <li><span style="color: lightblue;">■</span> City Center Single Family Res.</li> <li><span style="color: lightgreen;">■</span> Urban Residential</li> <li><span style="color: lightyellow;">■</span> Suburban Residential</li> <li><span style="color: lightpurple;">■</span> Country Residential</li> <li><span style="color: lightorange;">■</span> Residential Estate</li> <li><span style="color: lightpink;">■</span> Planned Conservation Development</li> </ul> | <p><b>Zoned Conservancy Districts</b></p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> C-1 Upland Resource</li> <li><span style="color: brown;">■</span> C-2 Shoreland Wetland</li> <li><span style="color: grey;">■</span> C-3 Permanent Open Space/Conserv. Lands</li> <li><span style="color: blue;">■</span> Conservation Easement</li> </ul> |
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## 2020 Land Use Plan

The 2020 Land Use Plan was adopted by the Common Council in December of 2009 (Ordinance 2422) as part of the New Berlin 2020 Comprehensive Plan. It is intended to serve as a guide for development, redevelopment, and preservation for the next ten years. Based on standards that reflect the desires of community residents, Steering Committee members, elected officials and proven principles in community development, environmental preservation, and residential development, it provides flexible recommendations and categories to provide long-range guidance to decision makers.

The Land Use Plan recognizes that the City Zoning Map exists as a mechanism for property-specific recommendations. Its purpose is to serve as a link between Land Use Policies and development regulations. With this in mind, the following land use categories are defined:

- Business Park/Industrial**

Business Park/Industrial encompasses a mixture of office, industrial, retail, and service uses in a development with substantial landscaping and open space to create an attractive image. New industrial and office growth is encouraged to occur in these large developments so traffic impacts on surrounding uses can be minimized and managed and infrastructure can be provided. The Business Parks land use is placed in areas where there will be a minimal impact on residential uses and the natural environment. In addition, Business Park/Industrial parcels are generally located near major transportation corridors that can accommodate the truck and automobile traffic generated by such developments.
- City Center Mixed Use**

The City Center designation recognizes the substantial planning and investment being made in the commercial core at National Avenue, immediately east of Moorland Road. While the City Center is a part of the suburban business center corridor, the unique qualities desired by the City for this area merit special attention. The pedestrian orientation, high quality streetscape, and the mixture of uses create the potential for this to become a unique area of the City. There are several land uses that can occur within the mixed use areas, including single-family residential, duplex residential, condominiums, townhomes, apartments, office, commercial, and institutional. Development approval for all of these uses requires a review to determine compatibility with surrounding land uses, particularly the adjacent residential neighborhoods.
- City Center Single Family**

The City Center - Single-Family designation reflects the modern form of the residential subdivision with lots ranging in size from one to four dwelling units per acre, depending on underlying zoning and surrounding development patterns. While these communities may include various sizes and price ranges of homes, the primary land use is single-family detached homes. Attached single-family housing may be considered as a transitional use between lower density residential uses and non-residential development and highway corridors.

The corresponding zoning district is: R-4.5 (Medium-Density Single-Family Residential) which has a not-to-exceed density of 2.9 dwelling units per net residential acre, served by public sanitary sewer and water facilities.

- Country Residential**

Country Residential encompasses most of the area in the western portion of the City. These areas include various sizes and price ranges of homes consisting primarily of single-family detached homes. The gross density of this area is envisioned to be one dwelling unit per five acres. Lot clustering that maintains an overall low density, while preserving substantial open space is encouraged. Communities will be planned to include parks and green space or to preserve agricultural land. Developers should incorporate the protection of environmentally sensitive areas to create unique neighborhoods while protecting the natural environment.

There are a large number of farm operations that exist in this area and the protection and preservation of these uses is integral. Some on-site sales of products are appropriate including small farm markets, landscape materials, and locally grown food. Artisan farming, flea markets, hobby farming and other activities that promote the continuation of farming should be encouraged but regulated in their size, intensity and traffic impacts to prevent excessive nuisances.

The corresponding zoning district is: R-1/R-2 (Rural Conservation Single-Family Residential). Country Residential lots are served by private on-site sewerage disposal systems and private wells. Density bonuses are allowed pursuant to the City's Zoning Code.
- Institutional**

Institutional uses encompass the main City Government facilities around City Hall, as well as schools, churches, and other nonprofits.
- Mixed Use Residential**

The Mixed Use Residential designation applies to several areas where more intense business uses meet single-family residential uses. The purpose of Mixed Use Residential is to provide a district for land uses and development that combine characteristics from other districts. There are several land uses that can occur in mixed use areas, including low-density multi-family, senior housing, duplexes, condominiums, or institutional uses. Development approval for these uses requires a review to determine compatibility with surrounding land uses, particularly the residential neighborhoods.
- Park**

The City wishes to acquire and maintain parks and open space that are consistent with the New Berlin 2020 Comprehensive Plan and the New Berlin Park & Open Space Plan to encourage private preservation of open space and environmental areas, and to encourage the use of creative development alternatives (i.e. Conservation subdivisions to create open space).

- Planned Conservation Development**

Plan Commission recommended keeping the gross density in this area at one home per two acres. While agricultural uses are encouraged to remain as long as the owners wish to operate farms, this designation provides an opportunity for the City to allow this area to develop, but maintain a sense of rural character. The preservation of the character of these areas should be accomplished through the use of clustering homes. This preserves the visual character and larger open space areas for active or passive recreation and agriculture. Establishing open space areas which include, wetlands, woodlands, and floodplains should be given high priority.

The corresponding zoning district is: R-2E (Conservation Estate Single-Family Residential). Homes within this District are intended to be served by public sanitary sewer and water facilities. Density bonuses are allowed pursuant to the Zoning Code.
- Quarry**

Quarries involve the mining and processing of minerals. They typically include both underground and surface mining activities. While they are generally located in rural areas, they can also create substantial land use impacts. A few of these quarry properties are actively being mined for non-metallic mineral resources (i.e. sand & gravel). As such, they are required to have a City approved Reclamation Plan pursuant to NR 135 and the City's zoning ordinance. The Plan is required to identify post-mining land uses in addition to the "means & methods" for reclaiming the site.
- Residential Estate**

Residential Estate is similar to Planned Conservation Development with a gross density of one dwelling unit per two acres. While agricultural uses are encouraged to remain as long as the owners wish to operate farms, this designation provides an opportunity for the City to allow this area to develop, but maintain a sense of rural character. The clustering of homes preserves the visual character and larger open space areas for active or passive recreation and agriculture. Establishing open space areas which include, wetlands, woodlands, and floodplains should be given high priority along with creating greater setbacks from these resources.

The corresponding zoning district is: R-2E (Conservation Estate Single-Family Residential). Homes within this District are intended to be served by public sanitary sewer and water facilities. Density bonuses are allowed pursuant to the Zoning Code.
- Rural Commercial**

Rural Commercial areas are located primarily along National Avenue west of Calhoun Road. Rural Commercial architectural design standards and carefully evaluated lighting help maintain the rural theme. Uses should include retail-oriented developments that help support the agricultural environment such as farm implement sales, produce markets, and feed and seed stores. These uses should be located in enclosed structures. Any outdoor storage and sales should be located in the side or rear yards. Landscaping and screening should be used to minimize the transition from agricultural and residential uses to these commercial areas. In addition, small-scale office-oriented uses and convenience retail uses may be appropriate to serve the day-to-day needs of residents.

- Suburban Commercial**

Suburban Commercial areas primarily include the commercial areas along National Avenue east of Calhoun Road. While these areas focus on retail sales and personal services, some office space and multi-family housing is intermixed. The geographic boundaries of these areas should be controlled to limit expansion of commercial development and the increasing number of vacant buildings, but at the same time provide flexibility to accommodate changes in the market. Developers will be encouraged to establish creative commercial centers that do not place emphasis on the parking areas, but on the uses themselves. This can be accomplished by placing parking to the side or behind buildings and utilizing internal landscaping. Signage and lighting should be designed to ensure visibility without being excessive.
- Suburban Residential**

The Suburban Residential designation reflects the rural setting of the existing residential areas in the City's west side. Lots average 35,000 sq. ft. and are generally located in existing subdivisions that have already been developed at higher densities than the surrounding Country Residential area. New development may occur as infill development, but not as expansions to existing subdivisions.

The corresponding zoning district is: R-3 (Suburban Single-Family Residential). Lots are served by private on-site sewerage disposal systems and private wells.
- Urban Residential**

The Urban Residential designation reflects the modern form of the residential subdivision. The primary land use is single-family detached homes with one to four dwelling units per acre. Urban Residential districts include neighborhood parks and green spaces that provide amenities to local residents and links with the City's existing parks and recreation facilities. Developers should incorporate the protection of environmentally sensitive areas into development to create unique neighborhoods while protecting the natural environment. The number of cul-de-sacs should be minimized, emphasizing loop street layouts or multiple connections through and between subdivisions.

Attached single-family housing may be considered as a transitional use between lower density residential uses and non-residential development and highway corridors. Certain institutional uses that can be compatible with residential uses, such as schools and neighborhood scale churches may be appropriate after careful site plan review.

The corresponding zoning districts are: R-4 (Low-Density Single-Family Residential); R-4.5 (Medium-Density Single-Family Residential); and R-5 (Medium-Density Single-Family Residential). The City's current zoning ordinance states that "no unplatted lands" should be placed into the R-5 District.