

CITY OF NEW BERLIN

ECONOMIC DEVELOPMENT WATCH



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INSIDE THIS ISSUE:

<i>Business Resources</i>	1
<i>Economic Development</i>	1-2
<i>2013 Road Projects</i>	1-2
<i>New Business Updates</i>	2

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.
- 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.
- 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 or call their lending department at 414-263-5450.

THE INSIDE SCOOP

ECONOMIC DEVELOPMENT NEWS

BY AMY L. BENNETT, AICP



Towne Industrial—New Berlin II

Happy Spring! Even though the weather has felt more like winter, the DCD office has been hopping! A number of projects have been proposed in the City of New Berlin!

The Zilber Property Group has proposed a 90,000 square foot speculative industrial building at 16515 W. Beloit Road. No tenants have been identified at this time. Construction is anticipated to commence this year. The Plan Commission will review the use approval application at the May 6 meeting. Please see www.newberlin.org for more information.

Walmart has petitioned to rezone the properties located at approximately 15375 W. Greenfield Avenue (currently The Charcoal Grill) from B-4 to B-1 & 15205 W. Greenfield Avenue from R-3 to B-1 and C-2 to field delineate the wetlands and remove the residential zoning district. A Comprehensive Plan Amendment to amend the Future Land Use Plan and a one-lot Certified Survey Map have also been requested.

The applicant is petitioning the City for three separate application requests in order

to proceed with a Use Approval application to construct a 150,000 sq. ft. Walmart department store (the "Store"). The Store will include general merchandising, full service grocery with deli, produce, bakery, liquor and dry goods departments, a pharmacy with drive-through and a seasonal garden center. In addition, the Store may include other departments, services and accessory uses.

A second Walmart neighborhood open house was held Thursday, April 11 by the developer and their representatives Jim Frayn with Manhard Consulting Ltd., and

2013 ROAD PROJECTS

BY J.P. WALKER, P.E.

The City has started reconstruction/rehabilitating Coffee Road West from Racine Avenue to Calhoun Road. The Project consists of widening the two existing drive lanes from 11 feet to 12 feet, installing a 5-foot wide paved shoulder and a 3-ft wide gravel shoulder on both sides,

re-establishing ditches, replacing culvert pipes and installing storm sewer as needed, and resurfacing the existing pavement with the New Berlin Technique for Fiberglass Reinforced Pavement Overlay. GlasGridâ, a fiberglass mesh, will be installed as the reinforcement

material sandwiched between layers of new asphalt. The project is expected to be substantially completed by October 15, 2013, barring no weather delays. Wolf Paving Company was awarded the contract as the prime contractor for the project.



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

2013 Concerts at New Berlin City Center!
July 10 at 7PM
July 31 at 7PM
August 14 at 7PM

Calendar for MAY 2013 with days of the week and dates. Red dots are placed on May 2 and May 6.

● Denotes DCD related meetings

Click on the calendar above to view meeting details



The Inside Scoop (cont...)

Deborah Tomczyk with Reinhart Boerner Van Deuren S.C. made available site plans and renderings for the proposed Walmart development. Interested parties had an opportunity to speak directly with the applicant and their team about various aspects of their proposed development. No action was taken at this open house. This item will be on the May 6 Plan Commission agenda for possible action.

A new building is under construction at W. Coffee and S. Moorland Roads at the New Berlin Sendik's Plaza. The building will have three tenants and should be completed later this year. The multi-tenant building will be home to Dunkin' Donuts and Tobin Jewelers. The third tenant has not been announced.



New Building at Coffee and Moorland Roads

The public is encouraged to periodically check the Department of Community Development website at www.newberlin.org or Facebook page for project updates and photos.
http://www.facebook.com/#!/pages/City-of-New-Berlin-Department-of-Community-Development/131885256837673

ROAD PROJECTS CON'T

In June, the City plans to start the reconstruction of Martin Road between College and National Avenues. The project is expected to be substantially completed by October 15, 2013, barring no weather delays. Bids will be opened on May 2, 2013 and the Common Council is expected to approve the contract on May 28, 2013.

The annual roadway rehabilitation program will include resurfacing approximately 10 miles of roadways in various sections of the City. The City will resurface the roadways using the New Berlin Technique for Fiberglass Reinforced Pavement Overlay as described in the Coffee Road West Project.



UPDATES

WELCOME NEW BUSINESSES!

JOHN JONAS DISTRIBUTION at 2345 S Commerce Drive; SUBWAY at 15464 W Beloit Road; DUO WEB SOLUTIONS at 15975 W National Ave; INTEGRA SOLUTIONS at 2855 S 160 Street; DUNKIN DONUTS at 3500 S Moorland Road; GRAPHICOLOR at

5355 S Moorland Road; M&G PLASTIC at 16655 W Glendale Drive; HELIUM TRAMPOLINE PARK at 16235 W Beloit Road; HAL'S TRIUMPH DEALER at 1915 S Moorland Road; GEHR PROPERTIES, LLC at 1725 S. Johnson Road; LYALL MANUFACTURING WI at 16875 W. Ryerson Road; and QUAD/GRAPHICS, INC at 5600 S. Moorland Road.

Thinking of joining the New Berlin Chamber? Membership information is available by calling 262-786-5280 or emailing office@newberlinchamber.org