

# 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

## ECONOMIC DEVELOPMENT NEWS

BY AMY L. BENNETT, AICP



Another great summer in New Berlin is in full swing and many exciting development projects are underway!

On July 11, the Community Development Authority (CDA) approved a 18,530 sq. ft. building addition and site modifications for Storage Master, LLC at 16500 W. Glendale Drive. The existing industrial building will be converted into self-storage units and will serve as a satellite location to the existing Moorland Road facility. Façade improvements and landscaping are planned for the site!

The Zilber Property Group has proposed a 90,000 sq.

### *Storage Master*

ft. 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 approved the use approval application at the May 6 meeting. Please see [www.newberlin.org](http://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 Common Council approved these requests at the May 14 meeting.

The applicant petitioned 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

### BUSINESS RELOCATIONS

BY GABRIEL GILBERTSON, PLANNING TECH

New Berlin is excited to announce two new businesses coming to the City: Artemax and Milwaukee Broach Company. Artemax will be located at 16000 W. Rogers Drive, sharing the building with Ripon Printers, who plan to continue leasing their space in the building from Artemax.

Milwaukee Broach Company will be at 5660 S. Westridge Drive.

Artemax designs, produces, and markets wristbands for a variety of uses; events, crowd control, medical, etc. Artemax's purchase of the nearly 108,000 square foot building

is part of a plan that accounts for future growth of the business. The company prides itself on manufacturing all of their wristbands in-house at their facilities.

Due to high demand, Milwaukee Broach Company is relocating their headquarters to New Berlin and more than



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2013 Concerts at New Berlin City Center!

July 31 at 6:30 PM
Vivo
Smooth Latin Jazz

August 14 at 6:30 PM
The Concord Chamber Orchestra

Calendar for August 2013 with days of the week and dates. A red dot is present on August 26th.

Red dot denotes DCD related meetings

Click on the calendar above to view meeting details



The Inside Scoop (cont...)

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. This item was approved the at the July 1 Plan Commission meeting.

Construction of a new building at W. Coffee and S. Moorland Roads at the New Berlin Sendik's Plaza is now complete! The building will have three tenants. The multi-tenant building will be home to Dunkin' Donuts and Tobin Jewelers. Dunkin' Donuts opened on July 8! The third tenant has not yet been announced. In addition, a new monument sign was installed as part of the project identifying City Center!



New City Center Sign

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

BUSINESS RELOCATIONS CON'T

doubling their manufacturing floor space. Milwaukee Broach is also adding 48 jobs with the acquisition of the new building.

Michael DeBakker, President of the Milwaukee Broach Company, said in an interview with Cassidy Turley, a commercial real estate service, "Westridge Business Park is an excellent location with easy

access to the interstate, convenient for our employees and visiting customers. With the added benefit of land for expansion as we grow, New Berlin will be Milwaukee Broach's headquarters for many years to come." Welcome to New Berlin!



UPDATES

CITY CENTER UPDATES!

Dunkin' Donuts, a donut and coffee shop, with drive-thru, opened in July at 3500 S. Moorland Rd!

Cherry Berry, a self-serve frozen yogurt shop, is now open at 15155 W. National Ave.

9Round offers fitness training by combining boxing and kick-boxing. Opening soon at 15157 W. National Ave.

TOBIN JEWELERS at 3502 S. Moorland Rd.;

Welcome New Businesses! ACE DISTRIBUTION SERVICES, INC. at 2875 S. Moorland Rd.; STRATEGIC RECYCLING SYSTEMS, LLC at 16055 W. Ryerson Rd.;

INDUSTRIAL SALES TECH at 15975 W. National Ave.; BISHOP'S BBQ at 19400 W. College Ave.;

OLIVE YOU PHOTOGRAPHY at 15136 W. National Ave.; and QUALITY CALIBRATION SERVICE, INC at 5515 S. Westridge Dr.

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