

CITY OF NEW BERLIN

ECONOMIC DEVELOPMENT WATCH



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INSIDE THIS ISSUE:

<i>Economic Development</i>	1-2
<i>Zoning Code Updates</i>	1-2
<i>New Business Updates</i>	2

THE INSIDE SCOOP

ECONOMIC DEVELOPMENT NEWS

BY AMY L. BENNETT, AICP

Summer is in full swing and the Department of Community Development is very busy reviewing many new development applications!

Costco Wholesale Corporation has petitioned to rezone two parcels and applied for a conditional use permit and land division to construct a 156,000 Square foot warehouse retail building, including an attached

accessory tire center. In addition, a free-standing gasoline fueling station has also been proposed for the site. The store will be located at S. Moorland Road and W. Grange Avenue. This item will be on the August 13, 2014 Plan Commission agenda.

Costco anticipates being open for business by August, 2015. A typical store employs approximately 175-200 full-

time and part-time people. Store hours will be 10am–8:30 pm on weekdays, 9:30am–6pm Saturdays and 10am–6pm on Sundays.

The product line consists of typical department store merchandise, such as wearing apparel, dry goods, appliances, furniture, hardware and auto accessories; as well as a broad range of grocery store items, including fresh baked goods,

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.



Costco

ZONING CODE UPDATES

BY JESSICA TITEL, ASSOCIATE PLANNER

The City's Code Committee, a sub-committee of the Plan Commission, has met several times over the past 7 months to discuss updates to the City's Zoning Code. Part of the updates includes amendments to the City's sign code. The amendments provide for more flexibility in signage for businesses located in designated commercial areas. The areas are identified as Moorland Road North, Moorland Road South and City Center.

Businesses located in these areas have the option to have larger signs and a total of three signs rather than the two that are allowed in other areas of the City. The revisions to the Sign Code also include updates to the Electronic Message Board regulations. The Common Council approved the amendments to the sign code on July 22, 2014.

A public hearing will be held before the Plan Commission on August 13, 2014 to discuss additional amendments to the Zoning

Code. Some of the amendments include updates to regulations pertaining to fences, donation boxes, accessory buildings, tool sheds, outdoor storage, pay day loan stores and commercial living quarters. The changes recommend that free-standing donation boxes be prohibited within New Berlin. The updates also recommend that gardens are only allowed within the side and rear yard. Residential properties would be able to have a tool shed in addi-

