

# CITY OF NEW BERLIN

## ECONOMIC DEVELOPMENT WATCH



Volume 4, Issue 2

April, 2015

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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

Happy Spring! The Community Development Department is looking forward to a very busy and exciting spring and summer in New Berlin!

James Luterbach Construction Co. Inc. plans to build an approximately 74,000-square-foot industrial building on a vacant 11-acre site at 16100 W. Beloit Road in New Berlin. The application for the Use, Site and Architecture approval will be on the May 4, 2015 Plan Commission agenda.

The proposed building will be the headquarters for an existing New Berlin company that produces high tech assemblies that are engineered, formed, machined and fabricated to extremely precise tolerances in the aviation and related industries.

Please check the DCD website at [www.newberlin.org](http://www.newberlin.org) to look at the plans or for more information.

Patera, LLC, a New Berlin



*Beloit Road Facility*

architectural firm, has applied to raze their existing building and build a new 8,000 sq. ft. multi-tenant commercial building with additional parking at 2601 S. Sunny Slope Road. The firm plans to occupy the second floor and a hair salon intends to occupy the first floor.

Patera's application for Use, Site and Architecture approval will also be on the May 4,

Plan Commission agenda.

The Redmond Company has submitted an application for a 5,600 multi-tenant retail building at approximately 3705 S. Moorland Road. The future tenants have not been identified. The rezoning applications for this proposed development will be on the May 4 Plan Commission agenda. The application for the Use, Site and Architecture approval will be on the

## NEW BERLIN ROAD RESURFACING PROJECTS

BY J.P. WALKER, CITY ENGINEER

Resurfacing of City streets will begin on or about June 15<sup>th</sup> and be completed by August 28<sup>th</sup>. Projects include: the original City Center Roads. The first 1400 feet of Grange Avenue east of Moorland Road, Ryer-son Road, Calhoun Road between Cleveland Avenue and Fullerton Avenue, Fohr Drive, Honeyager Drive, Nine Iron Court & Five Iron Court.

roads, including Janice Place, 149<sup>th</sup> Street, Sun Valley Drive, and various streets in Gate-wood, Weatherwood, Weather-stone and Hearthside Acres Sub-divisions.

Our annual roadway rehabilitation project will include resur-facing approximately 8 miles of

Questions on these projects may be directed to J. P. Walker, the City Engineer, at (262) 797-2453 or by email at: [jwalker@newberlin.org](mailto:jwalker@newberlin.org).



*Grange Avenue*

## ECONOMIC DEVELOPMENT NEWS (CON'T)



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

**Thinking of joining the New Berlin Chamber? Membership information is available by calling 262.786.5280 or emailing office@newberlinchamber.org**

**2015 Concerts at City Center**  
**Wednesday, July 8,**  
**Wednesday, July 22 and**  
**Wednesday, August 5**

2015 MAY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					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
31						

• Denotes DCD related meetings  
 Click on the calendar above to view meeting details



Patera, LLC

June 1 Plan Commission agenda.  
 Many recently approved projects are now underway! Costco at 15300 W. Grange Avenue has started site preparations for construction this summer. Check out our Facebook pages for pictures!

Site work has also started for the new Starbucks building at 15550 W. National Avenue. Completion is targeted for July.  
 The public is encouraged to periodically check the Department of Community Development page on the City's website

at [www.newberlin.org](http://www.newberlin.org) or Facebook page for project up-dates and photos. Follow DCD on Twitter @newberlindcd and Facebook at <https://www.facebook.com/CityofNewBerlinDepartmentofCommunityDevelopment>

### STAFF OPEN OFFICE HOURS

The Department of Community Development (DCD) established a series of "staff open office hours" to allow for interested residents and / or businesses to meet with DCD staff to review proposed updates, ask questions, provide comment(s) or express concerns regarding the South Moorland Road Corridor - Neighborhood Plan (also referred to as Sections 34 & 35). Office hours started Saturday, March 28, 2015!

Due to the positive feedback on the format of the open office hours sessions, DCD Staff will continue to hold open office hours through

May. There will be two Saturdays in May as well as several Tuesday evening sessions prior to Council meetings or along with Mayor and Alderman open office hours.

Please see the City website at [www.newberlin.org](http://www.newberlin.org) and the new South Moorland Road Corridor Facebook page for more information!

Find the new Facebook page at: <https://www.facebook.com/MoorlandRoadBusinessCorridor-SouthDevelopment>

**SOUTH MOORLAND ROAD CORRIDOR - NEIGHBORHOOD PLAN - STAFF OPEN OFFICE HOURS**

The Department of Community Development (DCD) has established a series of "staff open office hours" to allow for interested residents and / or businesses to meet with DCD staff to review proposed updates, ask questions, provide comment(s) or express concerns regarding the South Moorland Road Corridor - Neighborhood Plan (also referred to as Sections 34 & 35). Due to the positive feedback on the format of the open office hours, staff hours will continue through May as noted below! Stop by and see us to learn more!

**LOCATION:** New Berlin City Hall in Conference Room A18 & the Common Council Chambers

**HOURS:**

- Wednesday in April: 6:00 a.m. to 9:00 a.m. and 3:30 p.m. to 4:30 p.m.
- Friday in April: 8:00 a.m. to 9:00 a.m.
- Saturday: March 28 & Saturday, April 25: 10:00 a.m. to 11:00 a.m. in conjunction with Mayor Ament's Open Office Hours
- Tuesday, April 21: 6:00 p.m. to 7:00 p.m. in conjunction with Alderman Harenka's Open Office Hours
- Tuesday, April 14 & April 28: 6:00 p.m. to 7:00 p.m. prior to the Common Council Meetings

**NEW DATES ADDED FOR MAY:**

- Saturday, May 2: 10:00 a.m. to 11:00 a.m. in conjunction with Alderman Harenka's Open Office Hours
- Saturday, May 30: 10:00 a.m. to 11:00 a.m. in conjunction with Mayor Ament's Open Office Hours
- Tuesday, May 19: 6:00 p.m. to 7:00 p.m. in conjunction with Alderman Harenka's Open Office Hours
- Tuesday, May 12 & May 26: 5:00 p.m. to 7:00 p.m. prior to the Common Council Meetings

**NEIGHBORHOOD AREA MAP**

For scheduling updates or for more project information please contact City Hall at 262.787.2443, visit the City's website at [www.newberlin.org](http://www.newberlin.org) or visit the Facebook page set up for the project: <https://www.facebook.com/MoorlandRoadBusinessCorridor-SouthDevelopment>

### UPDATES

#### Welcome New Businesses!

M&M INSURANCE at 15350 W. National Ave.;  
 SULLIVAN INTERNATIONAL at 16229 W. Ryerson Rd.;  
 RECON RELOCATION at 3830 S. Moorland Rd.;  
 INDUSTRIAL AUTOMATION SOLUTIONS at 5125 S. Towne Dr.;  
 JASPAL WINE & LIQUOR at 13996 W. National Ave.

BELTONE HEARING AIDS at 3333 S. Sunnyslope Rd.;  
 NAVARRETTE MECHANICAL at 13007 W. Forest Dr.;  
 HART HEARING at 15425 W. National Ave.;  
 DCS SPECIALISTS at 157387 W. National Ave.;  
 CARDINAL HOMES at 17500 W. Liberty Ln.;  
 URBAN MYST ALTERNATIVES at 14240 W. National Ave.;

COZY CORNER at 15744 W. National Ave.;  
 QUICK MART GAS STATION at 19400 W. College Ave.;  
 FARMERS INSURANCE at 15885 W. National Ave.;  
 INFINITY REALTY at 13825 W. National Ave.;  
 CREDIT CONTROL at 15975 W. National Ave.;  
 THE BARBERSHOP at 15401 W. National Ave.