

# CITY OF NEW BERLIN

## ECONOMIC DEVELOPMENT WATCH



Volume 4, Issue 3

July, 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

Summer is in full swing in New Berlin! There's plenty to do such as visiting the Farmer's Market, attending a Concert at City Center or perhaps a Movie in the Park. DCD is also busy reviewing new development projects and visiting construction sites!

The Redmond Company submitted an application for a 5,600 sq. ft. multi-tenant retail building at approximately 3705 S. Moorland Road and was approved at the Plan Commission June 1. The future tenants have not yet been identified. Site preparation will include razing two residential buildings located at Moorland Road and Churchview Drive.

A third building was added to the approved Prospect Creek Shopping Center development at 4901 S. Moorland Road and was approved at the Architecture Review Committee in June. The 5,100 sq. ft. multi-tenant building will have two tenants with construction beginning later



*National Retail Commercial Building*

this summer.

The Community Development Authority (CDA) approved building additions, of approximately 22,000 sq. ft., for the Petron Corporation at 16800 W. Glendale Drive in the New Berlin Industrial Park. The project will add warehouse and production space and will help create a more efficient site layout for recent increased business. This was approved in June.

Also in the New Berlin Industrial Park, Verizon Wireless, at approximately 15725 W. Ryerison Road, is proposing to demolish the west building on the site and construct an approximately 18,000 sq. ft. addition to the east building. The existing use of the building is for communications switching equipment and office space. This project was approved in May.

## CITY CENTER IS OPEN FOR BUSINESS

BY J.P. WALKER, CITY ENGINEER

Placement of new asphalt and decorative concrete sidewalk and terrace areas, along with pavement markings, have been completed near Library Lane.

Work on the decorative concrete intersection at Michelle Witmer and Library Lane will start on August 6, after the concert season, and will be completed by Labor Day. Michelle Witmer Memorial Drive will be closed during that time. Access for businesses and residential units located

west of Michelle Witmer will be via Wall Street. Access for businesses and residential units located east of Michelle Witmer will be via 147th Street. Flyers will be handed out to businesses and signage will be posted with detour information.

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).



## 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**

July 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	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	1
2	3	4	5	6	7	8

● Denotes DCD related meetings

Click on the calendar above to view meeting details



A concept plan for 48-lot conservation subdivision on 178.06 platted acres has been submitted along with a comp plan amendment and rezoning petition.

Approximately 130 acres of the proposed subdivision will be protected as permanent open space conservancy as a result of this development. The concept plan is showing 43 lots on 102 acres south of Lawnsdale Road. This area also incorporates approximately 58 acres of permanently preserved open space. The plans also show 5 lots on the north side of Lawnsdale Road in the areas that have not been previously mined. This area also incorporates approximately 69 acres of



Kohler Ridge

permanent open space.

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 pages for project up-dates and photos. Follow DCD on Twitter @newberlindcd and Facebook at <https://www.facebook.com/CityofNewBerlinDepartmentofCommunityDevelopment> and DCD's new page about South Moorland Road Business Corridor at <https://www.facebook.com/MoorlandRoadBusinessCorridorSouthDevelopment>. This page will provide development updates in the existing Westridge/Towne Corporate Business Park and Future Moorland East Business Park area.

### WWBIC

DCD Staff recently met with a representative from the Wisconsin's Women's Business Initiative Corporation (WWBIC) to learn about their available programs and services for businesses.

WWBIC works with both men and women by offering quality business education programs, business loans up to \$200,000, assistance with personal financial management and connections.

For more information about WWBIC, please visit their website at [wwbic.com](http://wwbic.com) or call 414.263.5450.

**WWBIC PROGRAMS & SERVICES**

At WWBIC, we start with your dream & dream of owning a business... or growing a business... or creating jobs for yourself and others. We work with both women and men by offering quality business education programs, business loans up to \$200,000, assistance with personal financial management, and connections to people who can help bring things happen.

**Business Education & Programs**

Looking for resources and quality expert advice to help launch and grow your business? At WWBIC, we can assist through our wide variety of over 400 workshops offered each year. For convenience, most are offered at evening and weekend, online and in-home locations throughout the state.

Classes are facilitated by our dedicated staff and volunteers, who are experts in their field. Our classes range from one-hour entrepreneurial exploration workshops or technology for your small business, to our most comprehensive multi-session business planning series, Start Smart. To view a current schedule of workshops visit [www.wwbic.com](http://www.wwbic.com)

**Small Business Loans**

Starting or expanding a business in Wisconsin? WWBIC offers business loans for small businesses - even those who may have credit or personal finance issues.

- Loans from \$1,000 - \$200,000
- For start-up or working capital, inventory, equipment, or expansion
- Loan terms include one-to-five business operating and assistance
- Apply online at [www.wwbic.com](http://www.wwbic.com) or call 414.263.5450

**One-on-One Technical Assistance**

We are proud of the way we maintain relationships with our clients. Our team of Small Business Consultants and professional volunteers provide ongoing support to WWBIC loan clients. In-depth business assistance for WWBIC borrowers ensures that business success starts in the first and with the most to grow profitable businesses. Throughout the term of a loan we provide:

- Annual Site Visits
- Financial & Marketing Consultations
- Resource Referral Network

For more information visit: [wwbic.com](http://wwbic.com) or call 414.263.5450  
GREATER MILWAUKEE | WAUKESHA | KENOSHA | MADISON | STATEWIDE

If you, of any of your employees, are looking for multi-family or senior housing in the City of New Berlin, please scan the QR Code with your Smartphone for more Information.



## UPDATES

### Welcome New Businesses!

- STARBUCKS at 15550 W National Ave.;
- THE BARBERSHOP at 15401 W. National Ave.;
- T-MOBILE at 15600 W. National Ave.;
- HARTLAUB PLUMBING at 14666 W. National Ave.;
- DUNHAMS at 15470 W. Beloit Rd.;
- EDWARD JONES at 3333 S. Sunny Slope Rd.;

- FASTENAL CO RELOCATION at 2905 S. 160TH St.;
- FAMILY TAE KWON DO CHAMPIONS at 15360 W. Beloit Rd.;
- ACS GROUP at 3015 S. 163RD St.;
- A.D. INCORPORATED OF MILWAUKEE at 16995 W. Victor Rd.;
- WENTHE DAVIDSON at 2880 S. 171ST St.;
- BLAST CLEANING TECHNOLOGIES at 2383 S. 162ND St. and
- TREK TRADING INC at 2915 S. 160TH St.

